



### IMPACT OF E-COMMERCE PLATFORMS TOWARDS SURVIVAL & SUSTAINABILITY OF BUSINESS

**Alok Hardikar**

*Assistant Professor,*

*Department of BCBI, Ghanshyamdas Saraf College of Arts and Commerce*

#### Abstract

*The emergence of electronic commerce changed previous business models, though IT revolution is not a new thing in today's generation still development of artificial intelligence & Advancement in IT technology opens new market opportunities in the field of electronic commerce. Consumer preference & prospective changes with these new opportunities. In the field of ecommerce this study is an attempt to find out consumers preferences towards ecommerce platforms & survival & sustainability of this business opportunity.*

**Keywords:** *E - Commerce, Consumer Preference, Sustainability*

**Copyright © 2022 The Author(s):** This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

#### Introduction:

In India we are treating the consumer as a king, still studying consumer's behaviour is very difficult. The main reason for this is the individuality of a person in the process of decision making, and the inability to perceive the internal motives and psychological elements that in a certain way affect the nature of the decision.

Consumer is that character who can create top position in the market of the producer and he can bring down at the same time even the product is innovative. The same effect will be applicable for E-Marketing. In Previous days most of the people are using traditional way for purchase the products especially senior citizens or middle age people but now days convenience is most important factor

while purchasing rather than physical verification. They purchase first and do the verification later. According to my observation most of the people are doing shopping with the use of E marketing. The modern consumer, who is continuously educated and knows how to use the power of the online communication, has different requirements and expectations from the companies. The availability, accuracy, experiences of previous users, speed of delivery, and information about discounts and special offers helps consumers to select a specific product. In this online era customers with a single click can purchase from company to company and buy a product without movement.



E-commerce (electronic commerce) is the platform used for buying and selling of goods and services or exchange of information regarding various products with the help of the internet. With the process of economic globalization and information technology development, electronic commerce as a new business model has an effect on people's lives more and more. The emergence of electronic commerce changes the previous business model, not only expanding the marketing channels for enterprises and reducing the operation cost of enterprise; more important is the mode of electronic business affairs to strengthen the coordination between the upstream and downstream enterprises in the supply chain, and promote cooperation between enterprises. Compared with the traditional business model, e-commerce has the strength as streamline distribution, lower cost, no time restriction and other advantages

### Advantages of e-commerce

- **Availability:** Visitors can browse 24/7 times and they can purchase on a single click.
- **Speed of access.** : Physical shopping is time consuming, places are crowded while e-commerce platforms are less time consuming with several facilities.
- **Wide availability:** Variety of products are available on ecommerce platforms with its features.
- **Easy accessibility.** Locating the products in physical way is difficult as compare to E platforms..
- **International reach:** With e-commerce, businesses can sell to anyone who can access the web.

- **Lower cost** : Pure play e-commerce businesses avoid the costs of running physical stores, such as rent, inventory and cashiers.

### Disadvantages of e-commerce

- **Limited customer service:** All services are online which is difficult as compare to physical form where we can communicate what is the problem very easily.
- **Security:** Skilled hackers can create authentic-looking websites that claim to sell well-known products. Especially when customers store their credit card information with the retailer to make future purchases easier.

### E-Commerce Growth in India

In past so many years people are using internet and mobile phone, I-Pad and so many electronic devices for doing so many activities in the field of business. Due to this the way of communication doing business has been changed in recent years and it will be unique in future and at present, e-commerce heavily leaning on the internet and mobile phone revolution which have fundamentally altered the way businesses reach their customers and e-commerce has taken the world of retail by storm and captivated the imagination of an entire generation of entrepreneurs with e-commerce ventures with various business and commercial models

E-commerce further has led to an increase in the efficiency of production and operations management. With an online presence, it has become more feasible for firms to take up orders from the customers, get them produced and delivered in an effective way. Businesses working upon the E-commerce models have been given the opportunity to get the products delivered to customers within no time frame



### Review of Literature:

Mallikarjun Rao (2006) while studying the “Factors affecting growth of e-commerce in India” concluded that there was a close association between online purchase and availability of information about the vendors, hence, suggesting that more information will increase respondents comfort level for online trade. Gnana (2006) concluded that today e-commerce as an alternative/additional mode is being accepted by many businesses, but the rate of adoption of e-commerce is varying in different industries, for instance, a traditional industry like automotive industry in India is yet to adopt e-commerce in a big way..

Chatterjee, (2016) studied the “E-Commerce in India: A review on culture and challenges” and the study observed that E-Commerce business throughout the world has brought a remarkable change in the business landscape and it also has redefined the business scenario by radically changing contours of space and time and it has reshaped the conception of nature of business management. India having a large population with internet users is expected to be one of the major players in the E-Commerce environment.

(Dahiya 2017) The article talks about how the recent development in e-commerce has had an impact on the retailers and market in India. It has many impacts on the markets which include promotion of products which has reduced the cost of offline advertising, providing customer service online, helping corporates to build their brand image in a very small span of time, making advertisement a two way process through which customers can compare the prices of various products and make a

smart choice, providing the option of customization to the customers and it has also helped in simplifying the order making process in terms of time and cost. E-commerce also has an impact on the retailers. It has helped in increasing their turnovers and profit margins by proving a 24/7 access and also through discounts. Online stores offer a wide variety of stock and provide better customer services as compared to the offline stores. E-commerce also leads to window shopping at the physical stores as online stores provide goods at a lower price

### Research Problem:

The main motto of the study is how businesses will survive and succeed in upcoming years with the use of e-commerce platforms. The study also focused on whether other businesses will get affected due to E commerce business. Which Parameters consumers are taking into consideration while purchasing the products using E-commerce platforms.

### Objectives of the Study:

- Ø To study the consumer behavior towards E-Commerce Platform
- Ø To study the survival and success of Ecommerce in the future.
- Ø To understand preferences of different platforms based on various parameters

### Hypothesis of Research:

- H0: Consumer found E-Commerce platform more convenient for shopping
- H1: Consumer found E-Commerce platform less convenient for shopping
- H01: Business Growth of E commerce platform will be positive in future
- H11: Business Growth of E commerce platform will be Negative in future



### Limitations of the Study:

The study was limited to only customers using E-commerce platforms. The Sample is only from the Mumbai suburban Area.

### Data Collection:

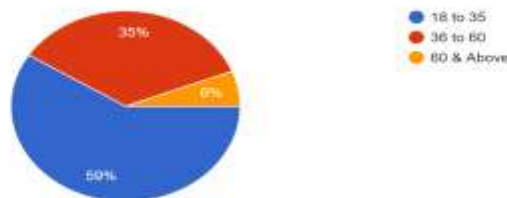
Data is Collected from Primary and Secondary sources both. Primary data will be collected mainly

### Data Analysis.

through questionnaire. Care will be taken to develop the kinds of questions or survey items that will accurately measure what the researcher wants to know. Secondary Data will be Collected majorly through

- Research journals.
- Published material and website.

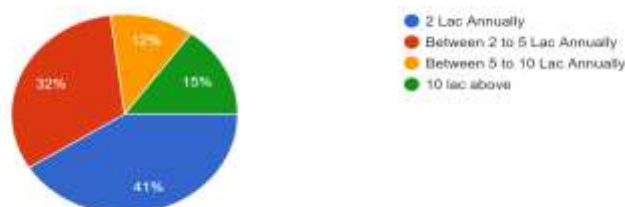
Age  
100 responses



From above Graph we can state that out of 100 respondents majority are between 18 to 35 , few are

between 36 to 60 and very less 60 & above participated in the study.

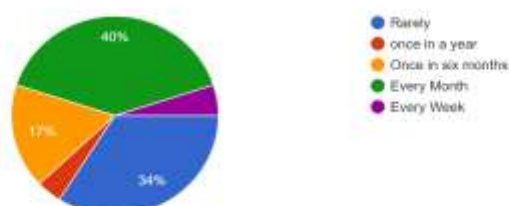
Income  
100 responses



From above Graph we can state that out of 100 respondents majority are of Rs.2 lacs and very less

percentage people are from high income category.

How often do you the online shopping?  
100 responses

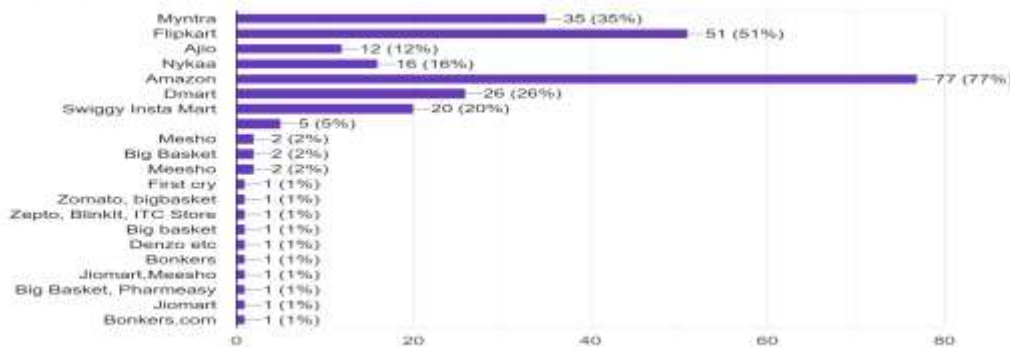


From above Graph we can state that out of 100 respondent's majority of responses are doing online

shopping more frequently. Most of the people doing online shopping every month.



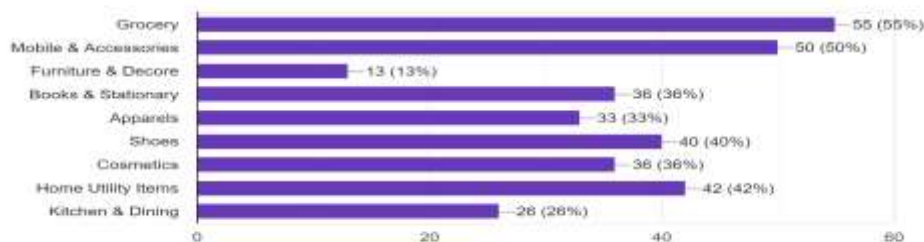
Which shopping platform used for online shopping  
100 responses



From the above chart almost all the consumers using various platforms for their online purchase as per their choice of the products. As per the product they

are selecting platform for shopping. Amazon flipkart and Mitra are the highest used platforms.

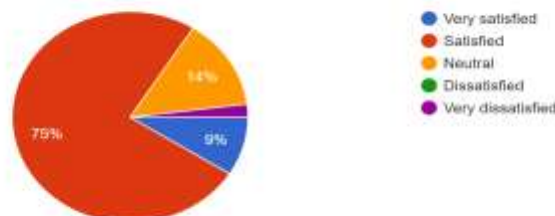
Which type of products you purchase online  
100 responses



From above Graph we can state that out of 100 respondents majority of responses are purchasing Grocery, Home utility items mobile accessories

even shoes and cosmetics. From the above we can say people are doing online shopping in large number.

How satisfied are you with quality of products  
100 responses

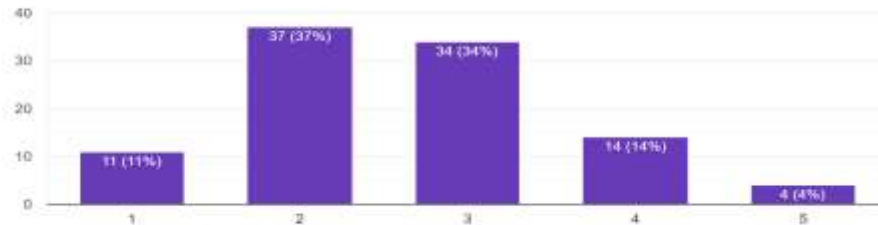


From above Graph we can state that Consumers are

very much satisfied with online shopping

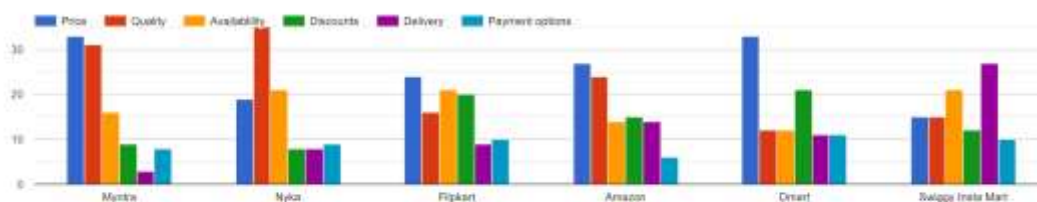


How do you rate with quality of products  
100 responses



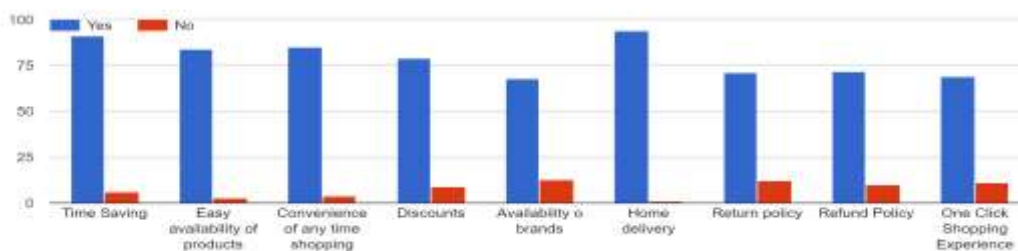
From above Graph we can state that People are happy about the quality of the products

Kindly rate the following platforms based on various paramotors



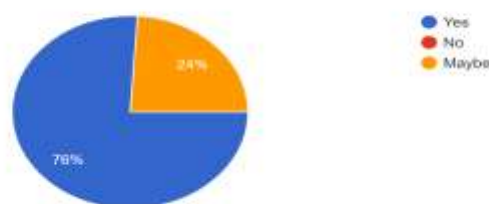
From above Graph we can state that People are using different platforms of the e commerce using multiple parameters for different product

what makes you shop online?



From above Graph we can state that During online shopping they are happy with policies and other things

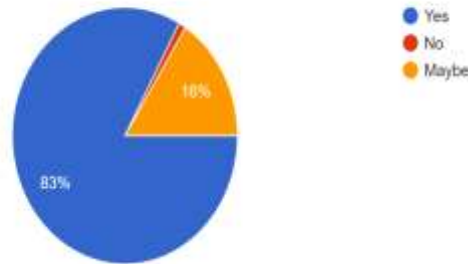
Are you satisfied with E commerce Platform  
100 responses



From above Graph we can state that out of 100 Respondent 76 % are satisfied with E Commerce Platform.

Do you think E platforms have better prospects in future?

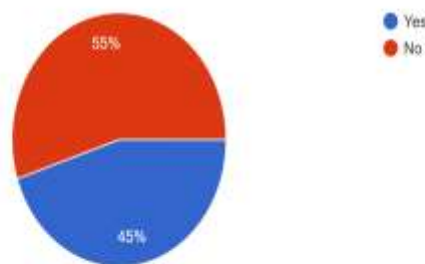
100 responses



From the above E-platforms has better prospects in future as average 75% people are satisfied with online shopping

Did you faced in challenges or Problems in using E Platforms

100 responses



From above Graph we can state that Some of them are facing problems but 55% are saying they are not

### Findings:

- From the above data analysis we found that people from all income groups are familiar with online shopping with different platforms. Multiple parameters considered by consumers while doing shopping online.
- People are attractive towards various facilities offered by different platforms.

### Conclusion and Suggestions:

As India is a rapidly growing population there is huge demand for various consumer items. This demand can be fulfilled through growing online

facing any problem and are satisfied with E Commerce Platform

platforms and as most of the population is young use of technology in day-to-day life is common for them. This combination of young population, technological advancement and huge demand can cater through online shopping platforms Awareness should be created between consumers regarding online payment while shopping through this platform. Quality check of the product should be done through different authorities.

Consumers grievances should be address in appropriate way. Sustainability of traditional retailers should also be kept in mind through online shopping.



### References:

[www.abacademies.org/articles/ecommerce-growth-in-india-a-study-of-segments-contribution](http://www.abacademies.org/articles/ecommerce-growth-in-india-a-study-of-segments-contribution).  
[https://scholar.google.co.in/scholar?q=impact+of+marketing+on+consumers+purchasing+behavior&hl=en&as\\_sdt=0&as\\_vis=1&oi=scholar](https://scholar.google.co.in/scholar?q=impact+of+marketing+on+consumers+purchasing+behavior&hl=en&as_sdt=0&as_vis=1&oi=scholar)

[https://www.researchgate.net/Impact\\_of\\_E-commerce\\_on\\_Business\\_Performance](https://www.researchgate.net/Impact_of_E-commerce_on_Business_Performance)

### *Cite This Article:*

*Hardikar A., (2023). Impact of E-commerce platforms towards survival & Sustainability of Business, Electronic International Interdisciplinary Research Journal, XII, Issue – I(a), Jan-Feb, 2023, 165-172*