DIGITAL TRANSFORMATION IN COMMERCE AND MANAGEMENT THE ROLE OF AI AND EMERGING TECHNOLOGIES (ICDTCM - 2025)

Editors

Dr.T.SARAVANAN
Dr.P.DHARMARAJAN

KAAMADHENU ARTS AND SCIENCE COLLEGE

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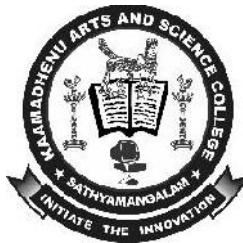Kamadhenu Nagar, D.G. Pudur (Post), Sathyamangalam, Erode District, Tamil Nadu – 638503
Web: www.kascsathy.ac.in   E-Mail: office@kascsathy.ac.in

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39.   E COMMERCE FOR SUSTAINABLE DEVELOPMENT IN INDIA

Dr. E. RENUGA, Assistant Professor, Department of Commerce (Finance), NGM College, Pollachi,

Dr. G. AKILANDESWARI, Associate Professor & Head, Department of Commerce (Finance), NGM College, Pollachi,

ABSTRACT

E-commerce has revolutionized the way that consumers can receive an efficient marketing experience. The rise of e-commerce in India has revolutionized buying by providing ease to a wide range of customers. Customers' growing attention to The e-commerce platforms have been greatly impacted by consumers' preference for eco-friendly and online goods and services. But issues like satisfying growing demand and guaranteeing sustainability require immediate attention. With social and environmental effects in mind, this study attempts to investigate sustainable solutions for the growing demand in Indian e-commerce. This study offers a thorough examination of the opportunities, difficulties, and strategies used by new e-commerce activities in their quest for sustainability. Most people agree that the most important problem the world is currently facing is sustainable development. For both developed and developing nations, it is an important issue. In this regard, e-commerce has become a major force behind the advancement of sustainable development, particularly in India and other nations.

Keywords: E-commerce, Sustainable, Consumers

INTRODUCTION

As we transition to a future where facing down climate change and environmental catastrophe seems ever more likely, sustainability moves to the forefront of what consumers look for when they're spending their money. We've seen a huge rise in sustainable brands, from fashion to food to household items. But while what we buy has become more sustainable, how we buy is now becoming more sustainable.

Ecommerce, quickly becoming the dominant means for buying products, is experiencing a sustainability revolution that should likely carry over into the future.

Sustainable ecommerce is the means of selling online in a way that is environmentally and socially viable and future-oriented. While ecommerce juggernauts like Amazon control the present, sustainable ecommerce could control the future.

Sustainability ecommerce changes the standard practices of the industry by focusing on minimizing the environmental impact on the business end. This includes things like packaging, waste, and transport. Have you ever got a package from Amazon or any other ecommerce brand, where something you purchased arrived in a much too large package, with single-use plastics scattered throughout? This type of wastefulness is endemic throughout the ecommerce industry and is exactly what sustainability ecommerce seeks to combat.

Sustainable development is an approach to the economic development of a country without compromising with the quality of the environment for future generations. In the name of economic development, the price of environmental damage is paid in the form of land degradation, soil erosion, air and water pollution, deforestation, etc. This damage may surpass the advantages of having more quality output of goods and services. Digitalization for Sustainability emphasizes the proactive development and use of digital tools to achieve environmental targets, leveraging the potential of technology to foster positive outcomes for both the environment and its inhabitants.

STEPS TO MOVE TOWARD SUSTAINABLE ECOMMERCE

- **Update your brand ethos.**

Your brand ethos tells your customers who you are as a brand and what you value. A sustainable brand is one that has taken a clear stance on sustainability and has undertaken the environmental or social practices to support that. As an ecommerce company, your brand ethos should be reflected across your site and channels. It can be consistently conveyed through a strong statement on your website, your blog posts, your social media, and all of your content and copy.

- **Implement sustainable shipping.**

The demand for fast shipping in ecommerce has never been higher. And with nearly 165 billion packages shipping in the U.S. alone, the volume of items being shipped as a result of online shopping has a huge environmental impact. A good portion of this carbon footprint comes from the last mile of the shipping process when the package is moved from a fulfillment center to a home address which adds to vehicular pollution in residential areas.

- **Reduce packaging**.

As anyone who has ever ordered from Amazon and received a canoe-sized box to house a new iPhone case knows, packaging waste is one of the dirty secrets of many ecommerce brands. According to data from First Insight (modeled through Statista) nearly half of people think Amazon shipments include excess packaging (although this varies across generations).

- **Create recycling policies.**

In addition to sizing boxes and accompanying packaging to the size of the item being shipped, companies can also reduce waste by choosing sustainable packaging and packaging materials.

- **Reduce energy waste.**

Sustainability can also go beyond your shipping practices and product makeup to overall business practices including how your offices and warehouses are run. Making simple changes such as turning off equipment when not in use, investing in low energy lighting and reducing the temperature in the office can significantly lower energy bills.

- **Create an offset service charge at checkout.**

One effective way to balance some of the associated environmental downsides accumulated from the creation and purchase of your product is to purchase carbon offsets. Essentially offsets are measures designed to balance the amount of carbon dioxide produced by investing an equal amount in projects related to reducing greenhouse gas emissions.

- **Use an ecommerce marketplace to resell your used merchandise.**

One final step that may be a good fit depending on your industry is to help your customers give your products a second life. Typically, products move from being created to being used and finally being disposed of in a linear fashion. Efforts are being made to change this into what is known as the circular economy.

THE ROLE OF E-COMMERCE IN SUSTAINABILITY

As more individuals become aware of the connection between e-commerce and environmental sustainability, the linkage between e-commerce and sustainability is frequently emphasized. Online commerce's notable expansion has created new avenues for advancing sustainable development. We'll look at how e-commerce supports sustainability and environmental preservation in this blog post.

➢ **Sustainable Advantages of E-commerce**

E-commerce offers several sustainability advantages that differentiate it from traditional retail methods.

Reduced environmental footprint: Online retailing reduces the need for building and maintaining traditional brick-and-mortar stores, thereby reducing the burden on the environment. Additionally, e-commerce enables goods to be delivered directly to the consumers, eliminating long supply chains and unnecessary intermediaries.

More energy-efficient transportation and packaging: In online purchases, goods are mostly sourced from centralized warehouses or logistics centers, where they are packed and transported more efficiently to consumers. This reduces the amount of required fuel and the number of involved vehicles, resulting in lower emissions.

Less product surplus and food waste: Online sales facilitate better inventory management by accurately estimating demand based on purchase data and automated systems. This minimizes products, especially food, waste, and associated losses.

Transparency and awareness: E-commerce platforms provide easy access to data and information about the origin, manufacturing processes, and ecological footprints of products. This helps consumers make more sustainable choices.

> **The Role of E-commerce in Promoting Conscious Buying Decisions**

E-commerce not only brings sustainability benefits but also contributes to promoting conscious buying decisions.

Informed consumers: Online platforms allow consumers to easily access detailed product information, feedback, and reviews. This helps consumers understand the sustainability impact of the products they purchase beforehand.

Wide range of sustainable products: E-commerce platforms offer a diverse selection of sustainable products that meet environmental criteria and adhere to stricter quality and ethical standards.

Sustainable campaigns and information flow: E-commerce platforms facilitate the sharing of information and campaigns related to sustainable lifestyles. This raises awareness among consumers about conscious buying habits and the benefits of a sustainable lifestyle.

> **Sustainability Initiatives in E-commerce Companies**

E-commerce companies are increasingly focusing on sustainability and demonstrating commitment to environmental and social responsibility. The following are some key initiatives they have implemented to promote sustainability. These initiatives reflect industry innovation and serve as examples for companies striving for positive change.

Green Packaging and Recyclable Materials: More e-commerce companies are recognizing the importance of packaging in sustainability. They employ recyclable and environmentally friendly packaging materials, minimizing waste and environmental impact.

Sustainable Energy Sources and Energy Efficiency: E-commerce companies are striving for more sustainable energy sources, such as solar or wind power. They also pay special attention to energy efficiency in logistics and warehousing.

Support for Social and Environmental Initiatives: Many e-commerce companies support various social and environmental initiatives. They donate to charitable organizations, participate in community actions, and contribute to sustainability projects.

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➢ **The Role of Consumers in E-commerce Sustainability**

The sustainability of e-commerce relies not only on companies and trading platforms but also on consumers' important role. Consumer habits and choices have an impact on environmental footprint and the spread of more sustainable practices. Here are some tips and recommendations that can assist consumers in making more sustainable e-commerce decisions.

Conscious Shopping: Conduct thorough research on the ecological footprint and sustainability of products before purchasing. Consider the manufacturing processes and their environmental impact.

Product Lifecycle and Durability: Prioritize products with longer lifecycles and durability. Consider how long a product will last and whether it can be used for an extended period, minimizing the need for frequent replacements.

Alternative E-commerce Options: Instead of online shopping, consider visiting local stores and businesses. This supports the local economy and reduces shipping distances and associated environmental impacts.

CONCLUSION

Mass consumerism has created a mentality that prioritizes convenience over all other considerations, but as we've learned, this isn't sustainable, and those times are passing. Because of this, sustainable e-commerce is ideally positioned for the future: it still offers a simple and appealing service, but it does so without exacerbating the climate issue. Sustainability and the future of our planet is an issue that affects all of us as global citizens, and younger shoppers in particular as those who will inherit our future Earth, are starting to take a stand with their dollars.

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