

Devising e-commerce and green e-commerce sustainability

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Abstract - Ecommerce is growing at a crazy rate, and shows no signs of stopping. Sustainable Ecommerce is founded on the belief that no matter your industry or product, there are ways to make your Ecommerce business more sustainable. Some Ecommerce business owners consider sustainability a guiding practice that affects all of their business decisions. Deciding to make a change in the way you run your business is the first step. Along with making that decision, you can begin to practice transparency. Transparency is one of the easiest ways to become a more sustainable business. With the help of sustainability measures you will not only inspire existing customers, but also gain new ones. After all, green e-Commerce ultimately pays off for everyone. Consumers now have the opportunity to buy ecological and fair products in ecommerce also. The environment benefits from a sustainable use of resources, the exploitation of workers in low-cost producer countries decreases and you as a retailer remain competitive.

Keywords - Sustainable e-commerce, Transparency, Environment concern, Green ecommerce

INTRODUCTION

In today's era e-commerce has its strong place in India with lots of users and which ultimately increases its economic value. With its flourishing demand sustainability of ecommerce is higher among the different sectors such as organizations, institutions, government, non-government etc . In short it is to be said that ecommerce is all pervasive that is having its applicability all over the world. It is very influential to have an eye on the growth and sustainability of ecommerce. The e-commerce industry is growing with technicality and connectivity of computers and various networks. There are various E-commerce companies like Flipkart, Snapdeal, Amazon, Pay TM, E-bay which is making their positioning with the growing connectivity with e-commerce

With this, India too has a lawful concern for the environment and increased awareness for global warming which ultimately leads to Green E-commerce. Globally, It has its greater sustainability awareness in order to respond to increasing pressure for environmental issues .So, It shall be useful for each organisation to keep an eye at the upshot of e-commerce on organization's sustainability factors (financial, environmental and social) and see results out of this.

OBJECTIVES OF THE STUDY

1. To study the impact of e-commerce and its sustainability in India.
2. To study the concern of growing connectivity and networks with sustainability factors.
3. To suggest the ways of using e-commerce as green-e-commerce.
4. To get an overview of increasing sustainability awareness with environmental issues.

MEANING OF E-COMMERCE

In general run of the things, **E-commerce** can be elucidate as the sale or purchase of goods or services, whether it is in between business sectors, household sectors, private sectors or individuals, through connectivity with computers conducted via the internet or various other online communication networks.

In the context of Community survey on ICT usage and e-commerce in different sectors, e-commerce refers to the placement of orders (an order is a commitment to purchase goods or services) via computer networks. E-commerce can be effectively done via software like CRS in which through global distribution system helps for doing the reservations online or an exchange of electronic messages. EDI-type (Electronic Data Interchange) e-commerce refers to structured transmission of data or documents between enterprises by electronic means allowing automatic processing using for example EDI format or XML format.

MEANING OF GREEN E-COMMERCE

A business runs in a capacity where no negative externality is there on the local as well as global environment, the community, or the economy. Green e-commerce will also engage in forward-thinking activities for environmental factors and activities affecting human rights.

Companies nowadays vigorously involving in green practices and sustainability proposals into their business practices not just to offset their carbon footprint, but keeping down costs too.

Eco-friendly packaging and shipping can help their bottom line and make sure goods are safe in transit without lingering in landfills for thousands of years to come.

According to a report by the World Wildlife Fund for Nature (WWF), a business' return on investment (ROI) for "green interventions" was placed at 233%.

Method

In this paper have used a blend of abstract and illustrative examination. I scrutinize felicitous papers similarly as paper articles on comparative lines and determine the condition. As a bit of indisputable examination I have used diverse sources what's increasingly, assembled helper data to make graphs and figures. Diverse considers have been fused along with the paper from direct sources.

LITERATURE REVIEW

Clark, (2007) Sustainability consists of these terms and its impact on business activity is becoming more apparent. Sustainability is a normative notion about the way how humans should act towards nature, and how they are responsible towards one another and future generations. Along with terms like 'multimedia', 'hypermedia', 'media convergence **Xiaoyan Zhang (2009)** studied the ethnic autonomous region sustainable development situation of listed companies, combined with financing, investment, dividend distribution. She suggests to promote the development of sustainable . **Xiaowei & et al, (2011)** It is therefore an economic model that regards as goals the well-being of men, economic and environmental harmony, and continuous development. It is people-oriented, aiming for improvement of standards of living, harmonious coexistence of people and nature, and the facilitation of fair social systems . **Dobrota, & et al, (2012)** Over the last few decades, internet connectedness has been introduced as an indicator of socio-economic development and several papers have emphasized its importance. **Alka. & Panga, Murlidhar , (2013)** E-commerce as anything that involves an online transaction. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time **Santiteerakul & Sekhari (2015)** applied the sustainable development model to the analysis of enterprises in the field of supply chain . Domestic research towards sustainable developmental analysis mainly focus on economical perspective and study the sustainable development of the enterprises in different areas.. **Hong Qin (2015)** found the relationship between the investment scale, cash flow and enterprise sustainable development, put forward several methods to maintain the stability of the investment and the long-term sustainable development of the enterprise . **Singh A, NK.(2015),** Future of E-commerce difficult to predict but there are various segments that would grow in the future like: emerging new technologies, education, awareness regarding new technology and frauds, Reduced search and transaction cost, Reduced process lead-time and faster time to market, Increased customer service, Improved convenience and shopping experience, Increased information transparency, Knowledge generation, Novel products and services. Growth of e-commerce would also depend to a great extent on effective IT security systems for which necessary technological and legal provisions need to be put in place and strengthened constantly. **Rina, (2016),**The increasing fulfillment costs (includes every cost incurred from the point an order is placed till the time its delivered to the customer.), lack of last mile connectivity in many sub-urban and rural areas and the rising reverse logistics also hinder the the growth of e-commerce firms by resulting in huge loss. **K.S. Kim,(2017)** 'Interactive media' have been pushed to the breaking point in terms of what will become technologically possible, in terms of services that will be offered, in terms of economic gain, etc.

ECOLOGY AND SUSTAINABILITY OF E-COMMERCE

Outlooks in favour of green online shop

As today's consumers are very much conscious about the durability, fairness and sustainability of products and ready to pay more price for them as this is something a value addition for them. It leads to the positive impact on the environment. This will be creating a good bonding with the customers and ideally gaining new customers. These shows how important the growth and sustainability to the customers while shopping online.

According to a study by ECC Köln, **the sustainability measures of online shops are of particularly enormous importance to those consumers surveyed. It is in these shops that customers also see a big benefit for themselves.**

Occupied idea of Greewashing by the customers

- Nine out of ten consumers saying that they appreciate the honest communication of the online retailer with regard to sustainable offerings (91.2%).
- On the other hand, they also presume a seriousness of the online retailer for not making misleading advertising promises (90.9%). Accordingly, providers should only communicate to the outside world the sustainable aspects of their online shop that they comply with and monitor at all times.
- Some 85.1 percent of consumers are in favour of excluding products from the assortment, provided these have raised concerns that they are detrimental to health.
- Another 81.4 percent of respondents consider particularly important the promotion in online shops of durable and economical products.

In terms of the environment, almost every eighth consumer advocates saving unnecessary packaging materials, while also calling for the re-use of packaging boxes.

Green trend of Product range and increasing demand of the consumers

Day by day consumers are becoming more demanding with the green trend of the product range. They not only related to great importance to environmentally friendly shipping, but also insist on a sustainable design of product range from fair and durable products. Be sure to use this knowledge and implement it in your own online shop. This measure is particularly worthwhile for shop owners in the fashion, home or beauty sectors, since there is a great willingness here to buy ecological and sustainable products.

“Online retailers who are already deliberately introducing individual sustainability aspects into their strategy can differentiate themselves from the competition and hold onto those ‘first movers’ for themselves”, says Boris Hedde, Managing Director of IFH Köln.

Green e-commerce ultimately pays off everyone

Consumers now have the opportunity to buy ecological and fair products in e-commerce also. The environment benefits from a sustainable use of resources, the exploitation of workers in low-cost producer countries decreases and you as a retailer remain competitive.

RECYCLING AND GOING GREEN – PROMOTION OF THIS LIFESTYLE WITH AND ORGANIC AND ECO-FRIENDLY BUSINESS!

With 35% of all consumers saying they are willing to spend more for green products, the demand for environmentally-friendly products continues to grow. Consumer demand for organically produced goods continues to show double-digit growth, providing market incentives for U.S. farmers across a broad range of products according to the US Dept. of Agriculture. You can become part of this growing industry with an organic and eco-friendly business.

Buying and operating a legitimate online business can be daunting, but working with an experienced ecommerce company can make it much easier. Pure-Ecommerce has been teaching clients how to start a home based business and pursue their dreams of business ownership since 2007. We build professionally designed, beautiful and fully functional websites that are stocked with drop ship products. **Drop shipping** means that you don’t have to purchase or store expensive inventory which reduces the capital needed to fund your business.

Green e-commerce policy

The main aim of GREEN COMMERCE policy was to provide the retail sector with access to knowledge, research and technology on new environmental management systems. The ultimate goal was for the 3.5 million firms in this sector to have their own methodology to enable them to voluntarily start green policies. The strategic objectives is promoting environmental responsibility in the retail sector; demonstrating reductions in energy use and waste products by simple measures; stimulating innovation on environmental issues.

The GREEN COMMERCE project successfully demonstrated measures that can be used by small businesses in the fight against climate change, the promotion of environmental sustainability, and the reduction of energy consumption and waste production through simple techniques. This was done through the development of an innovative tool and methodology.

Green Economy Policy Planning





ENTERPRISE E-COMMERCE WITH FREEDOM

MULTI-CHANNEL SALES

Everywhere your customers buy, today and tomorrow

They launch new sales channels across marketplaces, social, mobile, and in real life. Go global through dedicated storefronts in multiple languages and currencies. Set up wholesale for high-volume buyers easily.

SCALABILITY AND SECURITY

Built for speed, reliability, and generating demand

Ecommerce platform caters to some of the world's biggest brands, processing billions of dollars in GMV without breaking a sweat and dominating Black Friday Cyber Monday without a single outage.

INTEGRATIONS AND CONNECTIONS

Connect your enterprise ecommerce solution seamlessly

It connects directly with all major enterprise ecommerce platform integrations. Thousands of apps let you experiment and sell without worrying about version updates or compatibility.

Therefore, Consumers can only make green choices if you present them with clear information. Greener online stores are good for the planet, good for your customers, and they can be good for the image of your business too.

FINDINGS AND SUGGESTIONS

- Ecommerce helps your consumers make positive shopping choices on your website
- Ecommerce is connecting the customer with their purchases in a convenient way.
- So many consumers expect a premium unboxing experience, tying environmentally friendliness in with the look and feel of your packaging is actually a win-win.
- Greener online stores are good for the planet, good for your customers, and they can be good for the image of your business too.
- Consumers are becoming more demanding with the green trend of the product range.
- Green e-commerce is creating a good bonding with the customers and ideally gaining new customers.
- Connection of enterprises with e-commerce ad going green leads to economic development of the economy.
- Consumers can only make green choices if you present them with clear information.

SUGGESTIONS

- Consumers must be aware about the concerned issues related to e-commerce .
- Educate your consumers about the necessity of green e-commerce and the impact of green e-commerce on future.
- While adapting the system of green e-commerce be genuine and transparent.
- Personalize the environment friendly benefits with the customers.

CONCLUSION

Sustainability OF green e-commerce encompasses the operations of the entire business: every process, every activity, and every function. A business will not be able to implement one or a few changes and proclaim that the business has achieved sustainability. A business should be prepared to apply the aforementioned critical self-analysis, honesty, innovation, and risk across all processes, all activities, and every function of the business.

Consumers, with so many products on the shelves, have become far more “picky” with their choices. Environmentally minded users check product labels and analyze if a commodity is crafted from recycled materials. Companies can easily tap into this practice and even entice new consumers.

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