

E-Commerce Innovations for Sustainable Marketplaces

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Abstract

This article examines the potential relevance of E-Commerce innovations for sustainable marketplace that leads to adopt environmentally friendly practises. This study investigates the potential of E-commerce to enhance and supplant activities related to the generation of innovative outcomes, that e-commerce innovations leads to sustainable marketplaces and give best solutions to the present day problems (deterioration of non-renewable resources). E-commerce is the term for profit-sharing and company operations that rely on network environments. Understanding the e-commerce model may assist e-commerce businesses in growing their marketing channels and enhancing their sales capacities, as well as in leveraging the development potential of e-commerce and innovating its shape and content. E-commerce models come in a variety of forms, including BtoB, BtoC, and CtoC, as well as more recent models like BtoB. The market for e-commerce has steadily grown as a result of the advancements in artificial intelligence and wireless communications, and it is now a common consumer channel. The results highlight how crucial it is to educate customers about the advantages of using digital platforms, with a focus on the technological and environmental aspects in particular, as these have been shown to have the greatest impact on the creation of an e-marketplace's sustainable business model. The study does, however, also highlight how important it is to keep in mind the economic and social aspects, since they are essential to upholding a long-term sustainable company strategy. In light of customer viewpoints and contributions, this research offers insightful guidance for e-marketplace business strategies towards sustainability.

Keywords: Sustainable development, E-Commerce, Innovation, Marketplaces, Digital economy.

INTRODUCTION

A wealth of organisational and technical innovations that provide both top- and bottom-line results may be found in the pursuit of sustainability. As businesses revamp their offerings in terms of technology, business models, processes, and goods, the competitive environment is already starting to change. Businesses may set themselves up for success when the recession ends by associating sustainability with innovation now. The path towards sustainability go through five separate stages of change: (1) seeing opportunities in compliance; (2) establishing sustainable value chains; (3) designing sustainable goods and services; (4) generating new business models; and (5) establishing platforms for next-practices.

Growing environmental concerns and a need for more ethical and sustainable consumer goods have led to the emergence of sustainable marketplaces in India. The rise of sustainable marketplaces gives companies the opportunity to be listed on them, broadening their audience and supporting sustainable consumption and lifestyle in India.

Electronic commerce and e-marketplaces have become increasingly important in the last several years, and they are essential to the growth, success, and development of enterprises. The Covid-19 pandemic's breakout has highlighted furthermore how important the internet economy is. E-commerce sales have grown significantly, with a notable 19% increase in 2020 and a further 22% increase in 2021. These remarkable numbers outpace the estimated growth rates of 9% and 12% for the corresponding time periods, highlighting the adaptability and promise of e-commerce, especially in hard times (International Trade Administration, 2023). Furthermore, as essential tools and resources for consumers, electronic commerce and e-marketplaces have been highlighted by the Covid-19 epidemic. They have developed into specialized venues that provide dependable assistance to small enterprises, promote domestic expansion, facilitate global

commerce, and increase the countries' competitiveness (WTO, 2020). An electronic marketplace, or e-marketplace, is a digital marketplace that links several vendors and consumers to enable the trading of products, services, and data via a business system that is typically shown as a website or application. Transactions and commercial activities occur inside e-marketplace platforms, which function as online marketplaces where vendors provide goods and services to buyers. Interestingly, platform providers do not claim ownership of goods and services that are exchanged.

There are three main categories of e-marketplaces that are most common: B2C (business to consumer), B2B (business to business), and C2C (consumer to consumer). By serving as unbiased middlemen, these platforms enable communication between two parties. As a result, an e-marketplace is defined as an online middleman designed to create relationships between buyers and sellers and facilitate their transactions. By providing products and services through a transactional network that utilizes procurement information systems, this platform efficiently satisfies the needs of both suppliers and customers (Standing and Standing, 2015). These online platforms enable merchants to run their enterprises without the overhead expenses associated with physical locations, while customers may make purchases from the convenience of their homes or places of employment.

Leading online marketplaces such as Amazon, eBay, Rakuten, Mercado Libre, Zalando, Shopee, Aliexpress, Walmart.com, Etsy, Taobao, Newegg, and others have significant visiting rates. All of these platforms work together to close the gap that exists between buyers and sellers, making it easier for purchasers to get information about seller prices and product offers (Bakos, 1997). Enabling efficient communication and building trust between buyers and sellers is a fundamental requirement that e-marketplaces must meet in order to develop and maintain connections between customers and

vendors (Tran, 2021). Building trust and brand loyalty becomes critical, protecting the interests of sellers and consumers and establishing e-marketplaces as the best option for finding certain items from reliable sellers.

By lowering travel expenses, minimizing the environmental effect of consumers, always providing online items, and guaranteeing safe payment methods, e-marketplaces significantly contribute to the promotion of sustainable consumerism. Open innovation, which involves businesses interacting with external stakeholders, particularly customers, can address this relationship between sustainability and e-marketplaces, which spans economic, environmental, social, technological, and systemic dimensions. (Felin and Zenger, 2014, Shaikh and Randhawa, 2022). According to Bigliardi and Filippelli (2022). This cooperative interaction encourages stakeholder participation inside e-marketplaces, which influences the development of business models. To boost competitive advantage and meet the need for market orientation, open innovation is crucial. In addition to democratising best practises and promoting the creation of sustainable innovations that have an influence on organizational sustainability, it maximises resource utilization (Costa and Matias, 2020; Lippolis and Ruggieri, 2023). Therefore, open innovation methods aid in the creation of long-term business plans that benefit society and the environment in addition to producing profits for e-marketplaces.

Growing environmental concerns and a need for more ethical and sustainable consumer goods have led to the emergence of sustainable marketplaces in India. Brands used to sell independently on Facebook or Instagram, but now days, their business practices have changed. Sustainable marketplaces have made it possible for firms to be listed on them, expanding their reach and aiding in the promotion of sustainable consumption and living in India as well as raising consumer knowledge of the value of sustainability in that country.

Numerous online marketplaces for sustainable fashion, such Sustainkart by Kanthi Dutt, Brownliving by Chaitsi Ahuja, Saahra by Saachi Bahl, Meolaa by Ishita Sawant, and Shuffling Suitcases by Devyani Kapoor, provide a variety of items across multiple categories. These platforms serve between 300 and 1000 brands each. These markets show that it is feasible to create a successful company while simultaneously emphasizing social and environmental responsibility, in addition to satisfying the demands of customers who are growing more concerned about sustainability.

Because of the large selection of items accessible, e-marketplaces provide customers with a convenient approach to compare costs and locate the most competitive market rates. Because there are so many identical products available on e-marketplace platforms from several sellers, purchasers are forced to become pickier, looking for products at competitive prices as well as taking seller-related factors into account. Additionally, online shoppers are drawn to sites that provide a wide variety of shopping choices. Customers are prompted to participate in hedonic browsing behaviours, such as delight and distraction, by this diversity. This variation moderates perceived risks related to online transactions, making it an effective risk mitigation approach as well. Furthermore, the availability of similar products facilitates the process of making well-informed product selections, which is made easier by prolonged web surfing.

BASIC TERMS

SUSTAINABLE DEVELOPMENT

The concept of sustainable development is the belief that people should be able to achieve their fundamental requirements while also ensuring that future generations will be able to do the same. The following are the five guiding concepts of sustainable development:

Preservation of the environment or its ecology, preservation of the planet's biodiversity, society's sustainable development, preservation of human capital, Management and control of population.

E-COMMERCE

Ecommerce is a method of buying and selling goods and services online. The definition of ecommerce business can also include tactics like affiliate marketing. You can use ecommerce channels such as your own website, an established selling website like Amazon, or social media to drive online sales. A range of delivery strategies and business models are included in e-commerce. Business-to-consumer (B2C), business-to-business (B2B), and consumer-to-consumer (C2C) are the three categories of e-commerce.

INNOVATION

The methodical process of creating and promoting ground-breaking goods and services to consumers is known as innovation. Innovation frequently occurs when creators create more efficient goods, procedures, services, technology, artwork, business methods, or art pieces, which they then make available to consumers, governments, and society. Though not the same, innovation is connected to invention. An invention is more likely to be innovative when it is put into practice (i.e., when it has a new or better ability to significantly affect a market or society) yet, not all innovations need a new invention.

When a technical or scientific challenge needs to be solved, engineering is frequently the means by which technical innovation shows up. Exnovation is the antithesis of innovation.

MARKETPLACES

A marketplace, also known as a market place, is a place where people congregate on a daily basis to buy and sell products such as animals and

food.(Source:) A marketplace can be referred to as a souk (in Arabic), bazaar (in Persian), fixed mercado (in Spanish), nomadic tianguis (in Mexico), or palengke (in the Philippines) depending on the region. Periodic markets are those that happen once a week or on less frequently scheduled days, such as festival days. Daily markets are those that run continuously. A market's shape is determined by the people, culture, environment, and geography of its locality.

The word "market" refers to a variety of trading venues, including food halls, market squares, and market halls. As a result, markets may be found both indoors and outdoors, as well as online in the contemporary world.

DIGITAL ECONOMY

Main components of digital economy: E-COMMERCE, E-BUSINESS, E-BUSINESS INFRASTRUCTURE.

The billions of daily online interactions that occur between individuals, companies, devices, data, and processes make up the digital economy. Hyper connectivity, or the increasing interconnection of people, organization's, and machines as a result of the Internet, mobile technologies, and the internet of things (IoT), is the foundation of the digital economy. Conventional ideas about how companies are organized, how businesses interact, and how customers receive goods, services, and information are being challenged by the emergence of the digital economy.

REVIEW OF LITERATURE

1. Eleonora Lorenzini (2014): This study showed that REM (Regional Electronic Marketplace) need and deserve the support in adoption phase where policymakers plays an important role in financing activities, identifying enterprises with high export orientation and finally encourage the adoption in less innovative firms. The study was

analysed on the basis of micro level data including questionnaire, interviews and accounting data.

2. Mingwei Sun, Katarzyna Grondys, Nazim Hajiyew and Pavel Zhukov (2021): This study revealed that increasing sustainability vector brings a company close to business sustainability benchmark. The study is based on a comprehensive methodological approach and correlation, cluster and regression analysis were used to prove significance of environmental components for effectiveness of business model in e-commerce and to compare companies in a competitive environment.
3. Silvia Escursell, Pere Llorach-Massana and M Blanca Roncero (2021): The study focused on evolution of packaging over the last century through a compilation of scientific literature on e-commerce packaging for its environmental side. The main objective of study was to identify research gaps in e-commerce packaging and for new research having aim to reduce environmental impact. The study was based on existing research, packaging materials and technology until 1990s. But it was difficult to reduce cost and environmental effects and some packaging products were made from non-renewable materials which restricts growth in e-commerce.
4. Tining Haryanti, Apol Pribadi Subriadi (2022): This study found similarities with unified theory of acceptance and use of technology (UTAUT) including performance and effort expectancy, facilitating conditions, social influence and habits. Changes in variables were revealed due to e-commerce phase fluctuations. At the time of this study, e-commerce phase was existed in growth and value formation in Indonesia. This study was based on qualitative research methods with exploratory approaches was used to reveal concept of sustainability in e-commerce in Indonesia.
5. Agostinho Sousa Pinto, Marta Guerra-Mota and Ines Dias (2023): In this study, impacts of e-commerce on sustainability of a multinational

company were analyzed. This study revealed that impacts of e-commerce on sustainability can be both positive and negative which are related to various dimensions and which are interdependent, such as packaging, logistic and product development.

6. Bhandari Prity Dasharnath and Bhandari Minal (2023): The study focused on interested parties with value-formation where consumers became more conscious of their impact on the environment. The analysis was performed as part of the organic study.
7. Amina Pereno and Slivia Barbero (2019): This study was focused on applying the concepts of local and sustainable development to world of e-commerce with attention to role of packaging. The study title explored at two design levels- first, the methodology of systematic design was used to define innovative future scenarios for the logistic management of e-commerce system and secondly, different eco-design methodologies have been used to focus on the development of packaging for different scenarios.

RESEARCH GAP

The research gap is an unanswered question or unresolved problem in a field or the time period in which no any research exists on a particular problem. Research gap is also called as literature gap. In this study, researcher tried to find the related studies in previous years. But in the years 2015, 2016, 2017 and 2018, no any studies related to considered problem were found which showed the research gaps in this study in previous years. Most of the related studies were based on the conceptual analysis and qualitative research methods which the researcher followed in present study.

OBJECTIVES OF STUDY

- 1.) Relevance of e-commerce in sustainable development.
- 2.) Relevance of e-commerce in digital economy.
- 3.) Relevance of e-commerce for sustainable marketplaces.

4.) Avoiding the use of non-renewable resources.

RESEARCH METHODOLOGY

In order to create a strong foundation for the study, a thorough secondary research methodology was used in this research paper to collect and evaluate previously published works, studies, and pertinent sources. Numerous scholarly articles, reports, academic publications, industry analyzes, and other published sources have been methodically gathered and examined. By using, this approach, the paper was able to incorporate the knowledge and perspectives of numerous academics, researchers, and business professionals who have studied Indian Knowledge System, Holistic Development and related subjects. In addition to gaining a deeper understanding of the subject matter, the research paper identified gaps in the literature by synthesizing and critically evaluating this wealth of existing knowledge.

CONCLUSION

E-marketplace awareness and engagement among young persons with higher education levels is found to be greater. Utilising e-marketplaces is mostly done to locate a variety of goods and services, save time, and obtain product information for lower rates. However, non-users are discouraged by their ignorance of the platform, inclination for offline buying, and mistrust of e-commerce. Thus, it is advised that e-commerce material be incorporated into curriculum for both primary and higher education in order to highlight the advantages of online buying and improve knowledge of current data protection laws and the security of financial transactions made through e-commerce.

OPPORTUNITIES FOR FUTURE

Further investigations in this field might benefit from a wider geographic scope to analyze the results under various e-marketplace and e-commerce scenarios. Furthermore, carrying out case studies

concentrated on certain digital platforms will yield more accurate insights and enable the creation and modification of unique sustainable business models. In order to systematically assess the performance and advancement of different stakeholders in accomplishing sustainability objectives, it is also advised that sustainability indices for e-marketplaces be developed. These indices would capture the viewpoints and views of these stakeholders.

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