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Green E-Commerce - Sustainable Practices in Online Retail

Dr.J.Lilly, Aswin.S

Professor, Department of Commerce (IT), Dr. N.G.P. Arts & Science College, Coimbatore, India

Student of B.Com, Department of IT, Dr. N.G.P. Arts & Science College, Coimbatore, India

ABSTRACT: E commerce has brought a revolution in providing an effective marketing experience to the consumers. The growth of e-commerce in India has transformed the way of shopping, offering convenience to a broad consumer base. The increasing focus of consumers on preferring online as well as eco-friendly products and services has created a huge impact on the e commerce platforms. However, challenges such as meeting increasing demand and ensuring sustainability need urgent attention. This research aims to explore sustainable solutions for the increasing demand in Indian e-commerce, considering environmental and social impacts. This study provides a detailed analysis of the challenges and opportunities or methods by which the emerging e-commerce practices are trying to achieve sustainability.

KEYWORDS: E-Commerce, Sustainability, Eco friendly

I. INTRODUCTION

Green e-commerce, short for electronic commerce, is the buying and selling of goods and services over the internet. This form of business has transformed the way consumers shop and businesses operate. With the rise of technology and online platforms, ecommerce has become increasingly popular, allowing companies to reach a global audience and customers to shop from the comfort of their own homes. From online retail stores to digital downloads, e-commerce encompasses a wide range of transactions and continues to grow as technology advances.

In this article, we will explore the various aspects of e-commerce, including its impact on traditional retail, the different types of ecommerce businesses and the key factors for a successful e-commerce operation. Whether you are a business owner looking to expand into the digital realm or a consumer curious about the e-commerce landscape, this article will provide valuable insights into this ever-evolving industry. 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.

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 ecommerce industry is growing with technicality and connectivity of computers and various networks. There are various Ecommerce 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. It has its greater sustainability awareness in order to respond to increasing pressure for environmental issues. 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)

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 way of using e-commerce as green-commerce.
4. To get an overview of increasing sustainability awareness with environmental issues.

II. RESEARCH METHODOLOGY

- **Nature of the study:** Descriptive research is used for conducting the research
- **Nature of the Data:** Both the Primary and Secondary data are utilized for conducting the study
- **Source of Data:** Primary data method was adopted to collect the data through the issue of questionnaire. Secondary data is used to collect reviews.
- **Method of sampling:** Random Sampling method is used for the study
- **Size of Sample:** The size of sample to be taken is 125 individuals
- **Tools used for the study:** Percentage analysis , Weighted Average Score Analysis

III. RESULTS AND DISCUSSION

Table 1 - Source of Awareness towards “Green products”

Source	No. of Respondents	Percentage
Television	38	36.9%
Magazines	41	39.8%
Website	24	23.3%
TOTAL	103	100

The above table shows that 36.9% of the respondents are aware through television, 39.8% of the respondents are aware through magazines and 23.3% of the respondents are aware through websites.

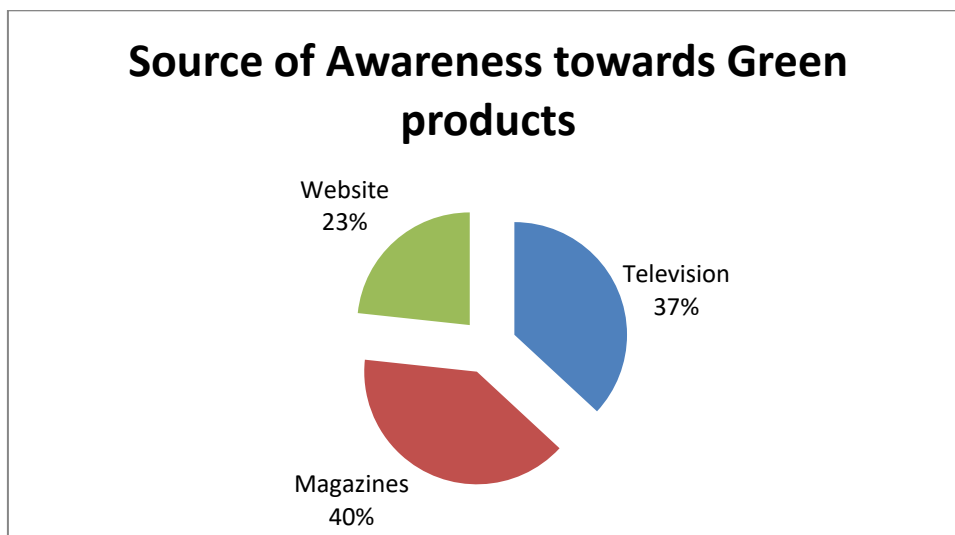


Table 2- Reason to purchase Green Products

Reason	No of Respondents	Percentage
Enhance Quality Of Life	41	37.9%
Environmental Protection Responsible	39	39.8%

Potential Increase Of Product Value	15	14.6%
Getting High Level Of Satisfaction	8	7.8%
Total	103	100

The above table show that 39.8% of the respondents purchase green products for enhancing quality of life, 37.9% of the respondents purchase green products as they are responsible for environmental protection, 14.6% of the respondents purchase green products for protection increase of product value and 7.8% of the respondents purchase green products for getting high level of satisfaction.

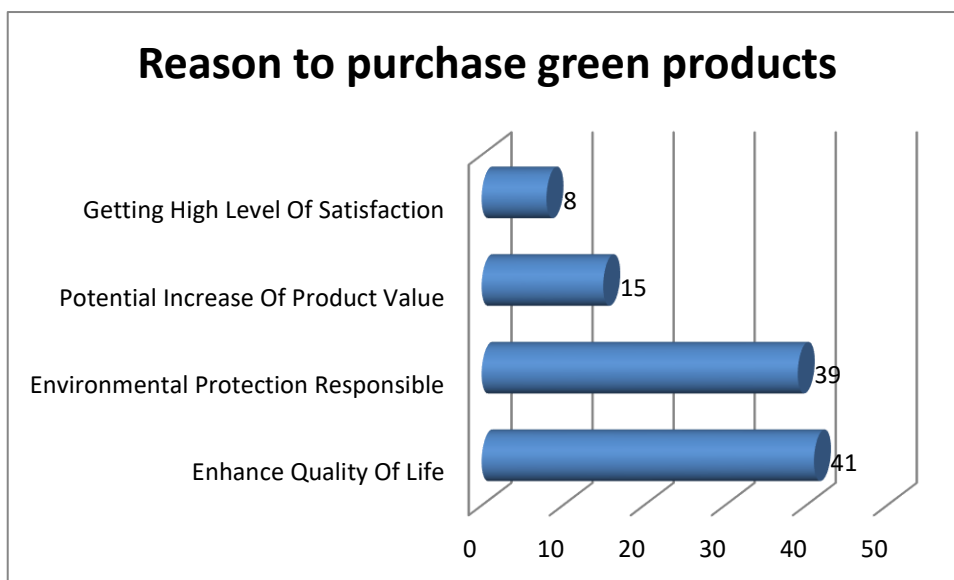


Table 3- Frequency of Shopping Green products

Frequency	No of Respondents	Percentage
Daily	22	21.4%
Weekly	36	35%
Monthly	17	16.5%
Rarely	21	20.4%
Sometimes	7	6.8%
TOTAL	103	100

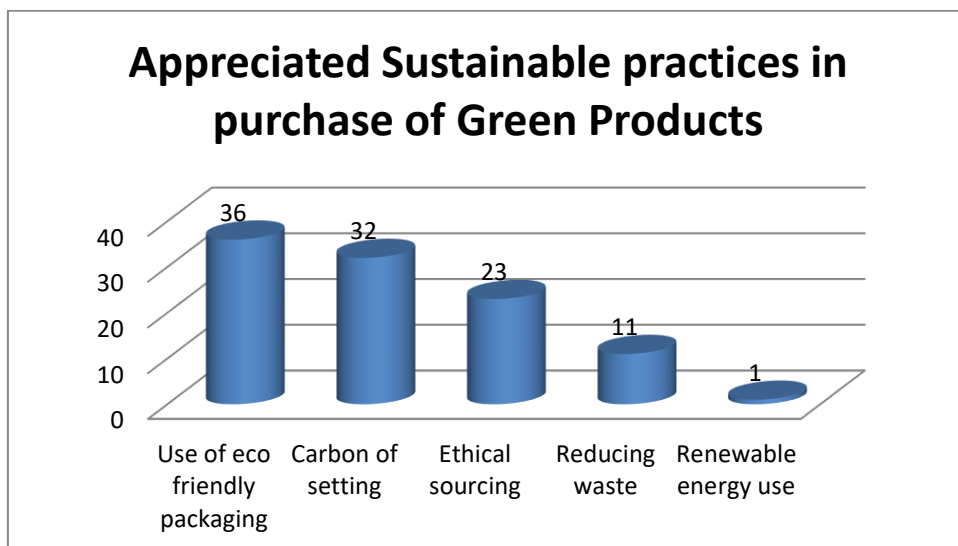
21.4% of the respondents purchase green products on daily basis, 20.4% of the respondents purchase green products on Rarely basis, 35.% of the respondents purchase green products on weekly basis, 16.5% of the respondents purchase green products on monthly basis and 6.8% of the respondents purchase green products sometimes.



Table 4- Appreciated Sustainable practices in purchase of Green Products

Sustainable practices	No of respondents	Percentage
Use of eco friendly packaging	36	35%
Carbon of setting	32	31.1%
Ethical sourcing	23	22.3%
Reducing waste	11	10.7%
Renewable energy use	1	1%
TOTAL	103	100

The above table shows that 35% of the respondents appreciate eco friendly packaging and 31.1% of the respondents appreciate carbon of setting, 22.3% of the respondents appreciate ethical sourcing, 10.7% of the respondents appreciate reducing waste and 1% of the respondents appreciate renewable energy use .



IV. SUGGESTIONS

- Use recyclable, biodegradable, or compostable materials to reduce waste. Minimize excess packaging by designing products to fit into smaller, more efficient packaging. Additionally, consider offering a return or recycling program for used packaging to further reduce environmental impact.
- Partner with shipping companies that offer carbon-neutral or eco-friendly delivery options. Allow customers to choose sustainable shipping methods such as slower delivery or consolidated shipments, which reduce emissions.

V. CONCLUSION

In conclusion, the integration of sustainable practices in e-commerce is not just a trend but a necessity for the future of online retail. As consumer awareness and demand for environmentally friendly options continue to rise, businesses must adapt to meet these expectations. The environmental impact of e-commerce, characterized by significant carbon emissions from logistics, excessive packaging waste, and energy consumption, underscores the urgency for change. By implementing sustainable strategies—such as utilizing biodegradable packaging, optimizing supply chains for reduced emissions, and sourcing materials responsibly—online retailers can significantly mitigate their ecological footprint. These practices not only contribute to a healthier planet but also enhance brand loyalty and customer satisfaction, as consumers increasingly prefer to support businesses that align with their values.

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