

A Impact of E-Commerce on Supply Chain Operations Adapting Strategies for Online Sales Growth with Special Reference to More Retail Pvt Ltd Mandya Karnataka

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ABSTRACT

E-commerce has revolutionized the retail sector, reshaping traditional supply chain operations and prompting businesses to adopt innovative strategies for online sales growth. This study examines the impact of e-commerce on supply chain management with special reference to More Retail Pvt Ltd in Mandya, Karnataka. It explores how the company has adapted its operations to meet the demands of digital transformation, enhancing efficiency, customer satisfaction, and competitiveness in the market.

The research delves into key areas, including inventory management, logistics, procurement, and last-mile delivery. It evaluates the challenges faced by More Retail Pvt Ltd, such as infrastructure limitations, rising customer expectations, and the need for technological integration. Furthermore, the study highlights the strategies implemented by the company to overcome these challenges, such as adopting advanced supply chain technologies, leveraging data analytics, and optimizing warehouse and distribution processes.

The findings indicate that the integration of e-commerce into supply chain operations has enabled More Retail Pvt Ltd to achieve greater agility and scalability. However, it also underscores the necessity for continuous improvement in technology adoption, workforce training, and customer engagement to sustain growth in a competitive e-commerce landscape.

KEYWORDS: E-commerce, Supply Chain Management, Online Sales Growth, More Retail Pvt Ltd, Digital Transformation. N

1.INTRODUCTION

The rise of e-commerce has brought significant changes to the global retail landscape, fundamentally altering how businesses operate and interact with customers. In India, the rapid growth of online retail has been fueled by increasing internet penetration, smartphone usage, and changing consumer preferences. This shift has forced traditional retailers to rethink their supply chain operations to meet the demands of a digital-first economy. As a result, e-commerce has become a driving force in shaping innovative strategies for supply chain management.

Supply chain operations, which include procurement, inventory management, warehousing, logistics, and last-mile delivery, play a crucial role in determining the success of online retail. The transition from physical to digital platforms has posed new challenges, such as managing real-time inventory, ensuring timely deliveries, and maintaining cost efficiency. Retailers must balance these factors while adapting to emerging technologies like artificial intelligence, blockchain, and data analytics to enhance their operational efficiency.

This study focuses on the impact of e-commerce on supply chain operations at More Retail Pvt Ltd, with special reference to its Mandya, Karnataka location. More Retail Pvt Ltd is a prominent player in the Indian retail market, known for its widespread presence and customer-centric approach. The company has been adapting its supply chain strategies to cater to the growing demands of e-commerce, integrating technology and data-driven solutions to streamline its processes.

The primary aim of this research is to analyze the challenges and opportunities presented by e-commerce for More Retail Pvt Ltd and explore how the company has transformed its supply chain to align with the evolving online retail ecosystem. The study also seeks to provide insights into the broader implications of e-commerce on supply chain management, particularly for mid-sized retailers operating in semi-urban regions like Mandya.

By understanding the intersection of e-commerce and supply chain operations, this research contributes to the broader discourse on how traditional retailers can thrive in a digitally driven world while meeting the dynamic expectations of modern consumers.

2.RESEARCH METHODOLOGY:

This study adopts a mixed-methods approach to analyze the impact of e-commerce on supply chain operations at More Retail Pvt Ltd, Mandya, Karnataka. It uses an exploratory and descriptive research design to examine challenges and strategies for adapting supply chain processes to online sales. Primary data is gathered through structured interviews with supply chain managers and surveys with employees and customers. Secondary data is sourced from company reports, journals, and industry publications. Purposive sampling is used to select 15-20 employees involved in supply chain operations, while convenience sampling targets 50-100 customers. Qualitative data is analyzed using content analysis, and quantitative data is evaluated using statistical tools like percentages and trend analysis.

3.OBJECTIVES OF THE STUDY

1. Analyse the impact of e-commerce on More Retail Pvt Ltd's supply chain operations.
2. Identify key challenges faced by More Retail Pvt Ltd in adapting to e-commerce.
3. Explore strategies implemented by More Retail Pvt Ltd to enhance supply chain efficiency.
4. Assess the role of technology in transforming the supply chain for e-commerce.

4. REVIEW OF LITERATURE:

1. Christopher (2016) - Supply Chain Management and Logistics

Martin Christopher's work on A fundamental understanding of how supply chains must be flexible and responsive, especially in the context of e-commerce, is provided by logistics and supply chain management. He highlights the trend toward customer-centric models and the increasing significance of speed and flexibility in supply chains for e-commerce.

2. Li, Hsu, & Wu (2016) - E-commerce's Effect on Supply Chain Management

Li, Hsu, and Wu investigate how e-commerce has changed conventional supply chain configurations in their study. They contend that the growth of internet purchasing has compelled businesses to reconsider their supply chain plans, placing a greater emphasis on inventory control, timeliness, and customer happiness.

3. Gunasekaran et al. (2017) - A Study on the Impact of e-Business Strategies

Gunasekaran and his group concentrate on how crucial e-business tactics are to efficiently managing supply chain activities. They point out that e-commerce has raised demand for supply chain agility and shortened product life cycles.

4. Golicic, Davis, & McCarthy (2018) - The Role of Technology in E-commerce Supply Chain Integration

Golicic, Davis, and McCarthy's study highlights how important technology is to e-commerce supply chain integration. According to their findings, businesses are using technologies like blockchain, cloud computing, and RFID to enhance their supply chains for online sales.

5. Hagberg, Sundstrom, & Egels-Zandén (2016) - The Digital Transformation of Retailing: e-commerce and Supply Chain Implications

Hagberg et al. investigate how the conventional retail supply chain is evolving due to digital revolution fueled by e-commerce. They draw attention to the ways that businesses are increasingly managing both digital and physical sales through omnichannel strategies.

5.DATA ANALYSIS AND INTERPRETATION

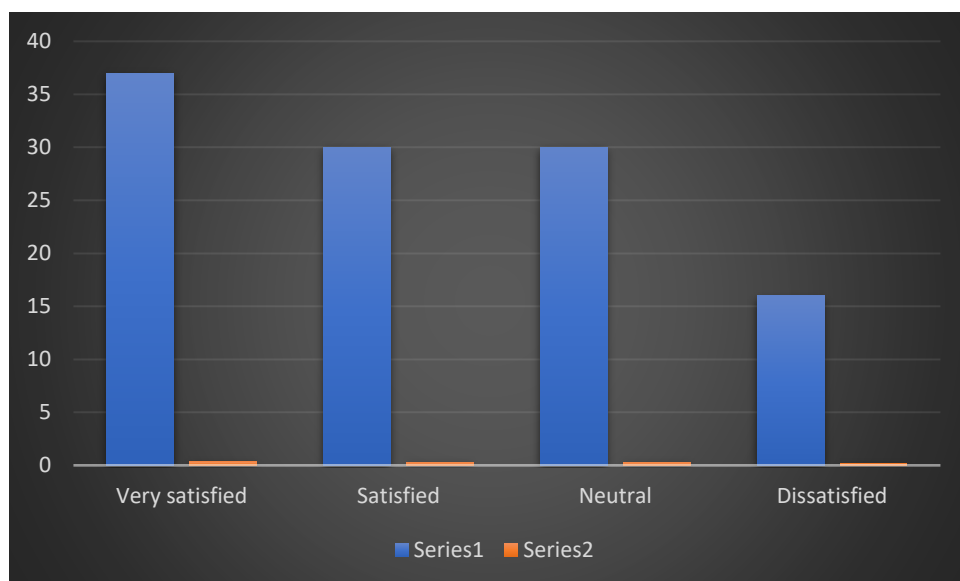
Table5.1 Respondents satisfaction level with the availability of online products.

Particular	No. of respondents	% of respondents
Very satisfied	37	32.7%
Satisfied	30	26.5%
Neutral	30	26.5%
Dissatisfied	16	14.2%
TOTAL	113	100%

Table:5.1

Analysis:

The data indicates that 32.7% of respondents are "Very satisfied" with their e-commerce experience, showing a high level of contentment among a significant portion. An additional 26.5% report being "Satisfied," while another 26.5% remain "Neutral," suggesting moderate satisfaction levels. Only 14.2% of respondents are "Dissatisfied," representing a smaller portion of customers with negative experiences. Overall, most people are happy with their internet buying experiences.



Graph No-5.1

Interpretation:

The interpretation shows that a combined 59.2% of respondents are either "Very satisfied" or "Satisfied" with their e-commerce experience, reflecting overall positive customer sentiment. A significant portion, 26.5%, remains neutral, suggesting room for improvement. Only 14.2% are dissatisfied, indicating a relatively small percentage of negative experiences in online shopping.

Table5.2Preferred delivery options among the respondents.

Particular	No. of respondents	% of respondents
Standard delivery	47	41.6%
Express delivery	23	20.4%
Click and collect	19	16.8%
Same-day delivery	24	21.2%
TOTAL	113	100%

Table-5.2

Analysis:

The data reveals that 41.6% of respondents prefer standard delivery, making it the most common choice for receiving online purchases. Same-day delivery is chosen by 21.2%, showing demand for faster options. Express delivery accounts for 20.4%, reflecting a moderate preference for quicker shipments, while 16.8% of respondents opt for click-and-collect services.



Graph No-5.2

Interpretation:

The interpretation shows that standard delivery is the most favoured option, with 41.6% of respondents choosing it, indicating a preference for traditional shipping methods. Faster options like same-day and express delivery are also in demand, accounting for 21.2% and 20.4%, respectively.

Table 5.3 Preferred payment method for respondents when shopping online

Particular	No. of respondents	% of respondents
Credit/debit card	38	33.9%
Digital wallets (e.g., Paytm, Google Pay)	19	17%
Cash on delivery	32	28.6%
Bank transfer	23	20.5%
TOTAL	113	100%

Table-5.3

Analysis

The data shows that 33.9% of respondents prefer using credit/debit cards for their online transactions, making it the most popular payment method. Cash on delivery follows closely at 28.6%, reflecting a significant portion of consumers who prefer to pay upon receipt. Bank transfers are chosen by 20.5% of respondents, while digital wallets account for 17%.

CHI-SQUARE TESTING:

Hypotheses Formulation

- H1: There is no significant association between the satisfaction level with the availability of online products and the respondents' preferences for delivery options.
- H2: The satisfaction level with the availability of online products significantly varies among respondents based on their preferred delivery options.
- H3: There is a significant difference in the level of satisfaction with online product availability across different types of products purchased online.

Chi-Square Test Formula

The Chi-Square (χ^2) statistic is calculated using the formula:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where:

- O: Observed frequency
- E: Expected frequency

Particulars	Yes	No	Row Total
Very Satisfied	31	6	37
Satisfied	26	4	30
Neutral	28	2	30
Dissatisfied	16	0	16
Column Total	101	12	113

Statistical Analysis :

The table summarizes the satisfaction levels across two groups ("Yes" and "No") regarding the availability of online products. A majority of respondents (101 out of 113) belong to the "Yes" category, with the highest satisfaction level being "Very Satisfied" (31 out of 37). A notable portion of respondents are "Satisfied" (26 out of 30), while the number of "Dissatisfied" respondents is minimal (16 out of 113). "Neutral" responses are present but not dominant, with 28 out of 30 respondents indicating indifference. Overall, the data suggests a predominantly positive response, with only a small proportion of respondents indicating dissatisfaction.

Statistical Calculation:

O	E	(O-E)	(O-E) ²	(O-E) ² /E
31	33.07	-2.07	4.28	0.138
26	26.81	-0.81	0.65	0.025
28	26.81	1.19	1.41	0.050
16	14.30	1.7	2.89	0.180
6	3.92	2.08	4.32	0.72
4	3.18	0.82	0.67	0.167
2	3.18	-1.18	1.39	0.695
0	1.69	-1.69	2.85	0

Degree of Freedom

$$D = (C-1)(r-1) = (5-1)(2-1) = (4)(1) = 4$$

Level of significance at 5% is 9.40

Calculated Value > Tabulated Value

Since calculated value (1.975) is Lesser than tabulated value (9.40)

Hence the alternative hypothesis (H1) is not accepted.

Interpretation:

The Chi-square test results show that the calculated value (1.975) is less than the tabulated value (9.40), indicating that there is no significant association between respondents' satisfaction levels and whether they are satisfied with the availability of online products. The majority of respondents are either "Very Satisfied" or "Satisfied," with minimal dissatisfaction. This suggests that the respondents generally have a positive view of the availability of online products. The small number of neutral or dissatisfied responses further supports the overall positive sentiment. Therefore, the hypothesis that there is a significant difference in satisfaction levels is not supported by the data.

6.FINDINGS AND SUGGESTIONS**6.1FINDINGS:**

- A majority of respondents (59.2%) reported being either very satisfied or satisfied with the availability of online products, indicating positive customer experiences.
- Only 14.2% of respondents expressed dissatisfaction, pointing to a relatively low level of dissatisfaction with online shopping.
- Standard delivery was the most preferred option (41.6%), followed by same-day delivery (21.2%), showing that convenience plays a significant role in customer satisfaction.

6.2SUGGESTIONS

- Since a significant portion of respondents prefer faster delivery options like same-day or express delivery, offering more of these services could enhance customer satisfaction.
- With a high demand for groceries, electronics, and clothing, expanding the variety and availability of these product categories could attract more customers and increase sales.
- Given that many respondents prioritize satisfaction with product availability, improving customer service and addressing issues swiftly could further boost customer loyalty and retention.

CONCLUSION

In conclusion, the study on the impact of e-commerce on supply chain operations at More Retail Pvt Ltd, Mandya, reveals a positive customer experience in terms of product availability and delivery preferences. A majority of respondents are satisfied with their online shopping experience, with most expressing high levels of satisfaction with the products available. Groceries, electronics, and clothing are the most popular categories, suggesting a strong demand for essential and lifestyle products. Delivery options play a crucial role in customer satisfaction, with standard and same-day delivery being the most preferred. While most customers are happy with the service, there is room for improvement in faster delivery options and expanding product variety. Additionally, customer support emerges as a key factor in retaining loyalty. The findings emphasize the importance of adapting supply chain strategies to meet customer expectations in e-commerce, particularly in the context of faster delivery and broader product offerings. Ultimately, enhancing these areas could lead to greater online sales growth for More Retail Pvt Ltd.

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