



A STUDY ON IMPACT OF E-COMMERCE ON SUPPLY CHAIN MANAGEMENT WITH SPECIAL REFERENCE TO MADURAI CITY

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ABSTRACT:

The impact of E-commerce B2C industry on supply chain management (SCM) has become a significant area of study in recent years, as traditional supply chain practices are transformed by technology, E-commerce has influenced various aspects of the supply chain, including supplier relationships, consumer behavior, inventory management and logistics. This paper focuses on the impact of E-commerce giants like Flipkart and Amazon on SCM, exploring how their operations have reshaped supply chain activities. Through interviews with top management and case studies, the paper offers valuable insights into the challenges and opportunities these companies face. It also identifies limitations within the Indian market and suggests that further research is needed to explore how e-commerce continues to shape supply chains in India.

KEYWORDS:

E-COMMERCE, SUPPLY CHAIN MANAGEMENT, FLIPKART, AMAZON, INVENTORY MANAGEMENT.

1.1 INTRODUCTION

E-commerce has significantly changed the way businesses operate in Madurai, offering customers convenience and access to a wide range of products online. However, this growth has also posed challenges for supply chains, particularly in logistics, inventory management and order fulfillment. This study examines the impact of e-commerce on supply chain practices in Madurai. Exploring both the benefits and the obstacles businesses encounter in adapting to this new digital landscape and internet penetration has rapidly increased, with an estimated 55% people now online. This growth has led to the rise of e-commerce, transforming traditional retail shopping into a more convenient online experience.

E-commerce has revolutionized the retail industry in Madurai providing businesses with new opportunities to reach customers online. While this has led to greater convenience for consumers it has also introduced challenges for supply chain management. Particularly in areas like logistics and inventory control. This study investigates the impact of e-commerce on local supply chains, highlighting both the advantages and difficulties faced by businesses in Madurai as they adopted to the digital shift.

1.2 STATEMENT OF THE PROBLEM

Studies have shown the relationship between e-commerce

and supply chain management. But question like how the e-commerce has changed the cost, velocity and flow of information of supply chain or still left to be answered. Hence this research problem is being purchased to analyze the impact of e-commerce on supply chain management in relation to cost.

1.3 REVIEW OF LITERATURE

Susan L.Golicic & Donna F. Davis has concluded on the relationship E-commerce has on supply chains. They have found that strong emphasis on relationship management as part of business strategy enable manager uncertainty better. Increased information does not decrease the perception of uncertainty, but create more uncertainty. They also found support for the application of transaction cost analysis and the resources dependence theory in explaining inter-organizational relationship formation in e-commerce.

JOHNSON,M.E. and WHANG,S. The web is having a significant impact on how firm interact with each other and their customer. Past stumbling block for supply chain integration such as high transaction cost between partners, poor information availability and the challenges of managing complex interface between functional organization are all dissolving on the web. In this paper, we examine how the web changing supply management.

Simon R .Croom, E-commerce system and process that use ubiquitous platform such as web browser and internet have profound impact on the management of inter-organizational processes. This paper focuses on the development in e-business system adoption and deployment in the support of supply chain management.

1.4 OBJECTIVES OF THE STUDY

- ❖ Examine the effect of e-commerce benefits on supply chain management in the companies that use B2B e-commerce in Madurai city.
- ❖ Examine the effect of e-commerce benefits on e-market places usage in the companies that use B2B e-commerce in Madurai city.
- ❖ Examine the effect on e-market place usage on supply chain management in the companies that use B2B e-commerce in Madurai city.
- ❖ Examine the indirect effect of e-commerce benefits on supply chain management through e-marketplace usage as a mediator in the companies that use B2B e-commerce Madurai city.

1.5 METHODOLOGY

This study will employ a quantitative approach using a structured questionnaire to collect data from a representative sample of retail stores, cloth store, fast food, etc., analyzing their perceptions through statistical methods.

1.5.1 RESEARCH DESIGN

- Type of research: Descriptive.

1.5.2 SAMPLING METHOD

- Convenience sampling.

1.5.3 DATA COLLECTION

- Primary data was collected through survey using Google form (Questionnaire).
- Secondary data for the study was collected from books, journals, websites and magazines.

1.5.4 SAMPLE SIZE

A sample size of 50 respondents e-commerce implementing stores in Madurai city.

1.5.5 STUDY OF THE AREA

A study of the area provides implementing e-commerce stores, general manager, purchasing manager and purchasing employee in Madurai city.

1.5.6 TOOLS USED FOR ANALYSIS

Percentage analysis, Bar chart, Pie chart.

1.6 DATA ANALYSIS

1.6.1 CATEGORIES OF BUSINESS

Sample of 50 various stores has been taken into consideration and following is the frequency distribution of the finding.

Table 1 shows that the categories of business of respondents.

TABLE 1
CATEGORIES OF BUSINESS WISE CLASSIFICATION

Sl. No	Categories of Business	No. of Respondents	Percentage
1.	Cloth store	10	20
2.	Fast food	17	34
3.	Retail store	8	16
4.	Other	15	30
5.	Total	50	100

Source: Primary Data

In the above table 1 shows that the 20% of the respondents store on engaged in the cloth store, 34% respondents store are engaged fast food, 16% of the respondents store are engaged retail store and 30% of the respondents store are engaged other business categories. It is interpreted that majority (34%) of the respondents stores are engaged fast food.

The following chart was also drawn up to explain the above fact more clearly.

CHART 1



1.6.2 PREFERENCE GIVEN TO WAY OF SALES

Table 2 shows that the preference given to way of procuring of the respondents stores.

TABLE 2
PREFERENCE GIVEN TO WAY OF SALES

Sl. No.	Preference	No. of Respondents	Percentage
1.	Online	14	28
2.	By phone	11	22
3.	In person	25	50
4.	Other	0	0
5.	Total	50	100

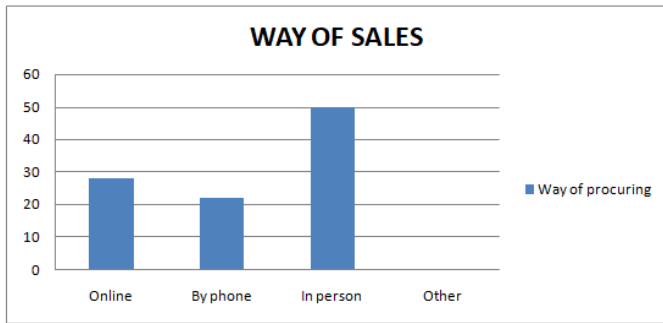
Source: Primary Data

In the above table 2 shows that the 28% would prefer to

sale online, 22% would like to make sale through phone and 50% preferred to sale their product in person. It is interpreted that majority (50%) of the respondents stores are sale in person.

The following chart was also drawn up to explain the above fact more clearly.

CHART 2



1.6.3 FREQUENCY OF SELLING

Table 3 shows that the frequency of selling of the respondents stores.

TABLE 3
 FREQUENCY OF SELLING

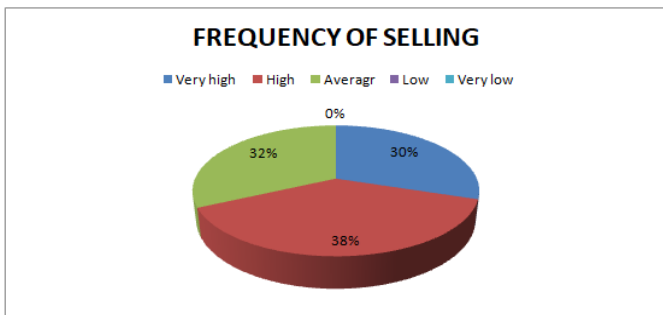
Sl. No.	Frequency of selling	No. of Respondents	Percentage
1.	Very high	15	30
2.	High	19	38
3.	Average	16	32
4.	Low	0	0
5.	Very low	0	0
6.	Total	50	100

Source: Primary Data

In the above table 3 shows that the 30% of the respondent has very high frequency of selling goods, 38% has high frequency of selling goods and 32% has average frequency of selling goods. It is interpreted that majority (38%) of the respondents stores are high frequency of selling their goods.

The following chart was also drawn up to explain the above fact more clearly.

CHART 3



1.7 FINDINGS

- ▶ Out of 50 respondents, majority (34%) of the respondents stores are engaged fast food.
- ▶ Out of 50 respondents, majority (50%) of the respondents stores are sale in person.
- ▶ Out of 50 respondents, majority (38%) of the respondents stores are high frequency of selling their goods.

1.8 CONCLUSION

The research on the “Impact of e-commerce on supply chain management” has led to several key conclusions. Implementing e-commerce can reduce the cost of supply chain management, as supported by the research findings. Additionally, e-commerce increases the speed of goods of services flow in the supply chain, improving overall efficiency. The study also concluded that e-commerce infrastructure can enable high-quality supply chains in all regions and provide greater flexibility when integrated with supply chain operations. E-commerce has played a crucial role in increasing efficiency, responsiveness and serviceability within supply chains. Overall e-commerce is essential for enhancing the efficiency and responsiveness of supply chains across various industries.

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