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## A STUDY OF LOGISTIC SUPPLY CHAINS IN E-COMMERCE ( With Respect to Indore city)

Dr. Bhurelal Patidar<sup>1</sup>, Dr. Dinesh kumar Gupta<sup>2</sup> and Shine Shaikh<sup>3</sup>

<sup>1</sup>Professor in commerce ,Government Gollege Sonkatch , Dewas(M.P.)

<sup>2</sup>Professor in commerce , Shri Atal Bihari Vajpai Govt.,P.G. College Indore(M.P.)

<sup>3</sup>Research Scholar,Vikram University ,Ujjain (M.P.)

### ABSTRACT

**E**- Commerce has the capacity through information, such as tracking and tracing, to revolutionize the way that goods and services are delivered. It has the capacity to virtualizes inventory and to change fundamentally the relationship between end customers, retailers, wholesalers and manufacturers Service and support: service and support is another area where e-commerce has made some impact but there is still potential for greater change.

The intent of this project is to help buyers and suppliers on an online market place to find better matches for each other. Moreover, the models will be helpful to improve on the performance of the buyers and suppliers by identifying the factors affecting their chances

**KEYWORDS:** logistic system, e-commerce,



efficiency, logistic activities.

### INTRODUCTION –

E-commerce has revolutionized the way in which people work across boundaries of time and space. E-working capabilities have a significant impact on the working of supply chains and on the capability of employees to manage complex events and issues in the supply chain.

The increasing popularity of the Internet as a way of doing business suggests that traditional businesses will undergo changes during the forthcoming years. One of these changes will be manufacturers'

increased ability to directly access consumers to promote and sell products.

To take advantage of this, distributors and retailers are attempting to add value to the channel

by experimenting with emerging business models. As manufacturers and retailers offer Internet selling, they experience challenges and benefits. In addition to these benefits and challenges, product considerations to evaluate when considering Internet selling and delivering the product in the hands of customer are presented in this thesis. By illustrating these issues, this thesis

presents a framework for manufacturers and retailers to consider an online selling and supplying management through logistic in different ways as well as a way to Supply Chain Management (SCM) and Customer Relationship Management (CRM) which is the most important link for the development of E-commerce.

Leading supply chain operators are likely to achieve collaboration with their key value chain partners far more speedily and effectively than their slower competitors. The benefits of cost savings and performance improvements will accrue to the companies that are the best at harnessing e-commerce solutions Utility of the study of this research---

Thus, with the prediction of a major Retail boom, India's big business houses are already

streamlining their supply chain operations as they see a wave of change just across the horizon. Eventually this requirement will be for any and every Retail operator in the country and with the advent of 100% FDI in Multi brand retail, the need for Specialized Supply Chain service providers and 3rd Party Logistics Services cannot be ignored. The research is focused for Indian retail industry. 3rd Party Logistics / 4th Party Logistics service providers, Though this study involves a background of the Retail industry, it will not try to study the retail format, but would necessarily concentrate on logistics arm of the retail industry.

E-commerce technology provides information visibility throughout the supply chain. The integration of production planning, scheduling, and inventory control with procurement process makes the loop complete, Because of information visibility, suppliers could possess the information of customer demands, in the mean time, customers can receive faster feedback of transaction status from their suppliers. Such strong impact causes companies to incorporate the information visibility into their competitive advantage. E-commerce is already having a significant impact on SCM. The impact will increase over time as companies adopt e-commerce solutions more broadly and increasingly collaborate between companies and across countries. The broadening of e-commerce will be a gradual process, phased in over time; it will involve a lot of hard work. The benefits of supply chain improvements will be considerable, however, representing 5 to 15 per cent of overall supply chain costs. Overall speaking, incorporating e-commerce into supply chain process could achieve the following advantages: Reducing purchasing cycle time, Cutting transaction cost: Decreasing purchasing cost: More competitive electronic marketplaces: Enhancing the collaborations among suppliers and Buyers: Lowering inventory: Fulfilling customers' demand faster.

They match supply and demand because their customers order over the phone or online. In addition, by directly dealing with the customer they get a clearer indication of market trends. This helps them to plan for future besides better managing its supply chain. The final and most sophisticated of the e-commerce regions is supply chain collaboration where both customers and partners are able to seek to leverage the full value of real-time transactions and collaboration solutions. Supply Chain Management (SCM) and Customer Relationship Management (CRM) is the most important link for the development of E-commerce.

## LITERATURE REVIEW—

The literature that has been reviewed with regards to e-commerce strategies the trend of logistic retail supply demonstrating economic growth while the digital devices are increasing, simply making products or services available over the internet is not enough to overcome all of the barriers that exist with regards to customer's satisfaction with product in hands on time.

To probe the problem at hand in an efficient and effective manner, review of existing and related literature is very important. Therefore, keeping in view the importance of the review of related literature, researcher attempt here to review the available literature on the subject under study. Brief review of related literature on the present study is given below:

Information Technology has affected the most parts of human society and its dominance over other technology is clearly visible. One of the major application areas where Information Technology has greatly changed the traditions of the society is the way in which business is being conducted (Jain & Jain, 2000) 1

These businesses also need to connect their major customers to the company's network. Free flow of information among all parties (customers, suppliers and Company) requires that every process on the way is clearly defined and completely transparent. Further the study suggested the organizations to educate their employees, customers and management about the various aspect of e-commerce; start slowly and proceed cautiously; protection of information assets and allocate sufficient resources. Mulla (2000) 2

The influence of electronic commerce in service sector is expected to be very important, but, it is difficult to define precisely services which fall in the category of electronically delivered services which is expanding constantly with new technological development. Dash and Sumanjeet (2005) 3

The explosive growth of e-commerce in India, demonstrates the Internet's ability to offer both large and small scale companies major improvements in sales, order processing, supply chain efficiencies, better customer services and the ability to reach a new larger customer base. Singla (2000) 4

Electronic Commerce is more than just buying and selling products online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. India has shown tremendous growth in the E-commerce segment. With an internet user base of over 300 million, India has third largest internet population after US & China. Since the logistics market is highly unorganized in India, under-utilization of resources is not surprising. Increasing adoption of technology in operations is essential to keep up customer satisfaction. App only Approach assumes greater significance with the internet connectivity. All these would pave greater way to the field of e-logistics in the very future. K.Parimal (2016)5

The purposes of thesis are to research the relationship between e-commerce and logistics in B2C (business to consumer) companies. The aims of the thesis are threefold. Firstly, describe the coordination mechanism between e-commerce and logistics in general and particularly in Amazon.com. Secondly, find out the strengths and shortcoming of logistic when the company is developing e-commerce in general. Thirdly, In general, we focus on finding out the way to coordinate logistic in developing e-commerce, and how the logistic helps companies to develop e-commerce. Relevant literature is reviewed on the theory to have an insight of ideas in e-commerce, business-to-customer (B2C) e-commerce, logistics, and third-party-logistics (3PL) (zenithresearch .org.in)6

The Internet is noticeably distorted the way commerce is conducted. The paper discusses the collision of the Internet financial system on logistics. The authors converse the significance of partnership connecting supply chain members during the thought of the budding extensive Endeavour and the constructs of a logistics system that satisfies 21st-century stress. The authors also current the impacts and opportunities that the Internet has on the logistics and how it redefines some of the customary positions. Lastly, the authors terminate with their dream of the future of E-logistics. Logistics is fetching a primary enabler or real time answer to customer requirements. Organization an international supply chain system in today's spirited environment anxiety a level of knowledge, and receptiveness beyond what has been necessary in modern models of local developed and rescue. The supply chain system that develops will only be as burly as the logistical system behind it. Companies are immobile going to struggle to meet the challenges of difficulty . DR. J. VENKATESH; MR. D. SATHISH KUMAR(2015)7

The thesis aims to provide a way to identify better matches between buyers and suppliers who are using an e-procurement platform provided by a US based worldwide online market company. The goal is to enhance the shopping experience of the clients, increase the retention rate and grow the customer base of the company. We establish two logistic regression models. This project is to examine the problems of a company who serves as an online marketplace for a particular industry. Shuo Tian(2009) 8

These changes are related to: Supply chain integration; The Internet and information technology; Parcel deliverers and third party logistics providers; Increased usage of credit cards. JMEST( oct 2014) 9

Today, the Internet is commonly used by both consumers and businesses as a means of purchasing goods. The authore's study focuses on e-commerce logistics, focusing on the physical delivery of goods sold over the Internet. The main objective is to study the state-of- the-art of e-commerce logistics research and future research needs. The reviewed articles have been formed into seven categories, and each category is discussed in the paper. The largest categories discuss e-commerce logistics in relation to retail strategies, logistics strategies and structures, and buyer preferences.(www. IJESMA.org) 10

The literature that was reviewed in the previous section and the analysis that was provided would seem to already address the issue of the impact of countries and cultures on e- commerce and strategies related to the use of supply chain infrastructure and networking as a way to connect with customers and increase revenues. In order for e-commerce ventures to be successful, several variables have been identified within the academic literature as being significant for further research .

#### OBJECTIVE—

To study the economic and social implications of E-commerce supply chain of products.

- To discuss the conceptual framework of E-commerce logistics services offered by the logistics companies
- To study about perception of customers towards E-Commerce Logistics Industry.

- To analyze the competitive advantage factors for the E-commerce logistics companies , to offer suggestions to the industry players about business models.
- To examine how logistics environment is being dynamically improved with evaluation of E-commerce
- To find out the various business applications of supply ,used by of e-commerce retailer in India .
- To study the present status of e-commerce logistic infrastructure in India comparing with other countries.
- To analyse the involved opportunities, Risks and challenges in Supply Chain Management in current world of E-working.
- To study the satisfaction level of Indian online customers towards the services of Indian dot com companies
- To examine existence of supply Chain Management (SCM) and Customer Relationship Management (CRM)

### **HYPOTHESIS--**

- Is logistic in E commerce effective in reducing cost of product.
- Is E-commerce logistic supply will prove to be beneficial for the businesses, customers, employees, society and economy as a whole.
- Are Customers satisfied with the services provided by the Indian dot com companies.

### **RESEARCH METHODOLOGY-**

A systematic process and methodology is needed to conduct the research in a successful manner. Research methodology is the systematic method/process dealing with enunciating of identifying problem, formulating hypothesis, collecting of facts or data, analyzing these data and reaching at certain conclusion and solution. Research is based on the nature of data.

#### **Research methodology used in the present study is as under:**

In the light of the nature of data, the present research is mainly of quantitative nature, as most of the findings of the present study are based on quantified measures. However, the researcher also manipulates the causality and consequences, which also represents a sign of qualitative research. The researcher will try to test the assumptions and applications of the problem in a given set of conditions.

Reliability and validity of the research require the planning of inquiry, i.e., the detailed strategy of how the research will be conducted. Properly posing the problem, phrasing the issues , be studied .Determining how to do it, i.e., collecting data through scientific and appropriate methods Qualitative Research and Quantitative Research, Applied Research and Action Research, which aims at solving such type of problem which have already become a part of action plan. In fact research methods are interwoven.

### **DATA COLLECTION--**

Sample Design in the most cases of research studies, it becomes almost impossible to examine the entire universe; Since the major objectives of present study is to study business applications of e-commerce logistic chain challenges, strategies and opportunities in Indian companies therefore, different logistic companies such as DTDC, Blue Dart, Fedex, eKart (Flipkart) and Delhivery , Aramex , Gati, firstflight ,etc), 3 party logistic chain, the large , medium and small scale industries form different segment trading, manufacturing and services has been considered as sample unit. Another purpose of the present study is also to find out the customers satisfactions towards supply of the dot com companies, therefore customers have also been considered as sample unit.

Customers well-structured questionnaires were prepared for the purpose to collect the necessary information. The questionnaires contain several type of questions keeping in view the objectives and hypotheses of the present study. Easily understandable and answerable questions were prepared and were carried to the respondents to be filled up by them. In most of the cases, personal interviews were conducted by the researcher to secure correct and collect necessary information. Some questionnaires were mailed to companies . There are two types of collection of data which are secondary and primary.

**Primary Data:**

Information can be collected through several techniques such as, personal interviews, survey and observations. The personal interviews may be structured or unstructured. In structured interview the researchers asks a predetermined questions, these questions can be open-ended or closed-ended.

**Secondary Data:**

In secondary data information is collected from internet, literature and several already published sources. The main sources of collection data are books, journals, articles, papers, company material, and research contributions. To utilize the secondary data, the researcher has to look for the sources from where he can collect data. . Researcher can be collect data from published and unpublished sources.

**Role of Logistics in Reinforcing the E-Commerce Business---**

E-Commerce business owners need to familiarize with logistics. The retail and e-commerce industry has seen a tremendous rise in the recent years and effective back-end logistics supply chain management is the key to it. Logistics could be the defining factor for the evolution and success of e-commerce companies in providing efficient services to their customers. In developed economies, electronic items, fashion goods, and ICT products have contributed to the growth in e-commerce business. Formerly, retailers used the traditional brick and mortar strategy where the purchased goods were typically distributed via a postal or freight network. E-commerce logistics models have led to a new wave of demand by forcing traditional retailers to switch to online retailers.

Logistics include a number of aspects like packaging, labeling, inventory management, warehousing, billing, shipping, payment, COD, product exchange and return, etc. Logistics firms need to co-ordinate with the e-commerce business to know everything related to the regulations of the country in which they need to distribute the goods. An effective enterprise mobility software that observes the issues like management of stock levels, goods tracking, packaging and fulfillment and many more is required to streamline the entire process. It is very necessary that the e-commerce companies choose an efficient delivery model and collaborate with reputed logistics providers and courier companies to ensure accuracy, speed and on-time delivery of goods and services. The key to satisfying today's tech-savvy customers with efficient service and delivery is to implement warehouse management systems and software that enable centralized management and tracking of locations, stock levels, and order fulfillment. Traditional retailers can outsource e-commerce logistics to third-party logistics (3PL) depending on their sales volume. These 3PL providers handle the entire logistics processes right from order confirmation to delivery and return and exchange, thereby offering efficient customer satisfaction. Retailers having low volume and sales can opt for in-house logistics. Retailers with in-house logistics have numerous ways to communicate with their clients that include social media, advertisements, e-mails, text messages, newsletters, and calls. These media help them in keeping their customers well-informed about the status of their purchase and orders. As an e-commerce business, you also need to establish a hassle free system for reverse logistics that manages the return and exchange processes whenever a customer requests to change the product in case of damage.

The primary role of logistics is to create an impact on the delivery and services so that the customers are happy and satisfied and will choose to be repeat customers and help you in earning more customers. Customers have the persuasive authority of conveying the feedback about the services they receive and hence have the power to make or break a company's image. With a huge competition in the retail and e-commerce industry, choosing the right logistics provider that will help you enhance your business growth and opportunities is the most important factor.

For faster growth and success, retailers and e-commerce companies need to choose the right professional logistic services.

**Challenges --**

The e-commerce market is estimated to reach \$300 billion in terms of sales by the year 2030 as compared to the current sales of \$20 billion. The sector, is however, facing problems due to high costs &

inconsistencies associated with the last mile delivery process. If the e-commerce companies fail to deliver the product at the first go, it results in second or third delivery attempts leading to loss of time, money & customer experience.

Experts are of the opinion that for every 100 deliveries, a delivery boy needs to make around 140-150 visits. The ratio increases to 230-270 in case of reverse logistics, the process of handling returned or rejected goods. In addition, the salaries of the deliverymen has drastically increased in the last couple of years from Rs.10,000 to Rs.20,000, though the average ticket size of the product remains the same. These challenges of last mile delivery further increases when in small towns and rural areas. These areas account for around 50 percent of the total traffic generated by the e-commerce companies in India.

India is struggling to solve the package delivery-related problems. The expectations of buyers are increasing and therefore it is necessary for e-commerce industry to come up with a robust delivery system. To solve this problem, Smartbox, India's first network of automated parcel delivery terminals was introduced. Considered the most effective parcel delivery option, Smartbox outlets are present in various convenient locations to make it easy to pick-up and drop the delivery packages. The process makes it easier for the customers to pick up the delivery at their convenient time from one of the outlets.

### CONCLUSION—

India is a late entrant to the e-commerce industry and therefore is struggling to solve numerous issues related to the industry. One such issue is last mile delivery, which is the final step of the supply chain before customers receive their goods. The entire process of converting an inventory into a package and ensuring the package reaches the customer within the promised time plays a crucial role for the e-commerce companies. Delivering multitude of packages every day accompanied by huge traffic snarls and creaking infrastructure makes last minute delivery a challenge for the sector. On top of it, crowded streets, unfavourable weather conditions and non-standardized addresses further add to these woes. Several studies have revealed that the most imposing challenge faced by e-commerce industry is to find a viable option to deliver the products in the predictable & consistent time frame.

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