



E-COMMERCE MARKETPLACES SELLING CONSUMER DURABLE SUSTAINABLE PRODUCTS IN INDIA: A MARKET ANALYSIS

Prof. Vijayashri Machindra Gurme

Assistant Professor, MIT School of Management, WPU University, Pune, India

ABSTRACT

E-commerce is expanding at a rapid pace, and there seem to be no signs of termination. At this stage, sustainable buying cannot be a negligible factor for online sellers. Sustainable e-commerce platforms are the need of the hour now as the growing trend of sustainable buying emerges. Consumers are now more conscious about sustainability and about the products that they buy. E-commerce platforms actually serve a lot of consumers with the products they buy, but they have the least options for sustainable buying on e-commerce platforms.

For this reason, this research will find answers to whether consumers and organisations are willing to make sustainable purchases if a sustainable e-commerce platform is provided to them. This research will also lead to knowing whether the targeted sample, which will represent the population, is conscious of sustainability or not. This will help to understand whether we need more sustainable e-commerce platforms or not, which will give consumers and organisations an option to buy sustainable products.

This research would also be of immense importance to manufacturers or marketers because sustainable product sales will not only inspire your existing consumers but can also help you gain new ones. After all, sustainable buying ultimately pays off in consideration for everyone. If we are thinking of a sustainable world, even the e-commerce players should start selling sustainable products for the use of customers or other organisations, but for this, we first need to understand whether they really need an online platform for buying such products or not due to which this research has taken place.

This research would prove to be an answer to all the doubts regarding sustainable e-commerce platforms. This study will consist of two samples: consumers and organisations/NGOs, which will give a clear view about how conscious both samples are towards sustainability and whether they are interested in buying sustainable products via an e-commerce platform.

KEYWORDS: *E-commerce, sustainable products, consumers, sustainability, online sellers.*

INTRODUCTION

This research is intended to study the need for a consumer-durable sustainable e-commerce platform. According to the World Trade Organization, "E-Commerce is the production, distribution, marketing, selling, and distribution of goods and services by electronic means." Sustainable simply means focusing on meeting the needs of the present without compromising the ability of future generations to meet their own needs.

A sustainable e-commerce platform would be the one where sustainable products (products that give out environmental, social, and economic benefits and which in turn protect the environment over their whole life span, from extraction of raw material to its disposal) would be made available, as well as sustainable packaging and delivery would also be a part of a sustainable e-commerce marketplace.

According to Belz and Frank-Martin, the definition of a sustainable product has six characteristics: customer satisfaction, dual focus (ecological and social significance), life cycle orientation (constantly environmentally friendly during its entire life span), significant improvements, continuous improvements, and competing offers.

SUSTAINABILITY PRINCIPLES

Framework of Michael Ben-Eli's five-principles of sustainability:

- The material domain comprises how we use, regenerate, manage, and conserve resources.
- The economic domain consists of how countries, societies, markets, and people create value.
- The life domain: it encompasses how people can live in balance with the surrounding nature.
- The social domain: this provides the basis of social communication.
- The spiritual domain: It is the basis of universal ethics codes.

SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals are the blueprint to create a sustainable future for all. These goals address the global issues we face related to poverty, inequality, climate change, environmental degradation, peace and justice. These 17 goals are all interrelated, and their motto is to leave no one behind. These goals are to be achieved by the year 2030.



Figure 1: Sustainable Development Goals

Sustainable development goals are just like a roadmap to achieve sustainability and form a sustainable world. While this research was conducted, the respondents were also asked about their awareness of the SDGs. A sustainable e-commerce platform would surely incorporate products related to Sustainable Development Goals due to the importance with which it is important to understand these goals. Sustainability is also an integrated approach to economic, social, and environmental aspects. These are also called the "Three Pillars of Sustainability."

The concept of sustainability is very broad, yet its essence lies in its simple definition, which is consciously using the resources and sustaining them for future generations. While we are focusing on sustainable e-commerce platforms, it is not just about the products but also packaging, distribution, social benefits, and other concepts that directly have an impact on them.

OBJECTIVES

- To investigate and assess the market potential for a consumer-durable and sustainable product in an e-commerce marketplace.
- To understand customer awareness towards consumer-durable and sustainable products.

THE SIGNIFICANCE OF STUDY

- **For entrepreneurs or businesses:**
This research will be of immense help to them. With the findings, they can think of a business plan related to a sustainable e-commerce platform. This research will also help them to know whether the consumers or organisations are willing to make purchases if an online sustainable platform is provided to them. This research would also yield results on the factors that consumers consider while buying in a sustainable way.



- **For researchers**
This study will act as an aid for further developments in the research that will be carried out in the future related to sustainability and concepts around sustainable E-commerce platforms.
- **For students**
This research would be useful for students to understand more about the concepts of sustainability and the new emerging sustainable E-Commerce marketplaces that will be created in the near future.
- **For investors**
This study will help investors foresee the upcoming trend of sustainable buying through online platforms. With this study, the investors can decide on which kind of venture they will provide their funds to. This study will help them forecast the future of sustainable buying via online platforms.

SCOPE OF STUDY

- The research is confined to Indian consumers and organisations while conducting the survey. Therefore, the geographical scope can be widened. Similar research can be done across the globe if you are focusing on the global market and for global sustainable online platforms.
- A convenient sampling method was used. Therefore, a similar study can be performed on targeted respondents or any other sampling method suitable to your study.
- Data analysis was done using Excel and its interpretation tools. If required, further studies can choose some other software or tool for interpretation.
- This research was carried out within a duration of 2 months. As a result, future researchers can extend it for longer periods of time based on their research.

This study considered respondents from all age groups, genders, income groups, and regions. If a more focused and demographically concentrated study needs to be done, you can accordingly select the segment for it.

LITERATURE REVIEW

They defined about **Internet and E-Commerce** such that e-commerce is dependent on internet. Internet simply means network of networks. It was also mentioned how traditional marketplaces are now transformed into virtual marketplaces without any physical or geographic barriers. The study included 8 features that e-commerce and internet has come up with which changed the way how companies carry out their businesses. The features talked about important points such as: internet is accessible anytime and anywhere, the global reach of internet and its benefits, unified set of media standard for e-commerce, how internet brought information richness, with internet its now easier for customers and company to interact also is possible on a global range, information density in market is empowered with internet, with internet customizations are now possible according to the need and preference of customers and the social technology which is made possible via internet is useful for mass communication between businesses and consumers (**Laudon & Traver, 2008**).

The author of this article highlighted the concept of **Sustainable Development** and conveyed how important is considering sustainability for the businesses. The article stated that the needs of people are balanced with the ecosystems ability to produce and recover while meeting the development needs of society. Also, if we fail in balancing the three dimensions of sustainability: economic sustainability, environmental sustainability and social sustainability then the development will not be a sustainable one and will cause lot of negative consequences. Thus, we can conclude that it is very essential that every country and the businesses should develop policies around sustainable development and should be aligned with the three dimensions of sustainability too (**Ammenberg & Hjelm, 2013**).

The study was based on how to **integrate sustainability dimensions into e-commerce** sector. The study revealed that communicating about sustainable development is important as this concept needs to be constantly reminded about. Further, the recommendations made through the research for companies to be sustainable were: communicating about sustainable buying between business and consumer, economic incentives can be applied and used (**Amanda B. & Marie S., 2018**).

This journal mentions about **E-Commerce and Sustainability** and how the continuous growth of e-commerce had made sustainability an important concern to be focused upon. Involving sustainability becomes more difficult when different countries are involved with the business and then regulations can be an issue. This can lead to negative consequences as different countries have their own sustainability laws and then it becomes vital for the business to adapt to the laws accordingly to sell globally (**Zhu et al., 2012**).

RESEARCH METHODOLOGY

Research methodology is a process of collecting, analysing, and interpreting data into meaningful information that can solve problems through research. Both qualitative and quantitative research have been used to gather in-depth information surrounding the topic.



Several studies have been done in the area of sustainable e-commerce, but there has been no such research done to find out whether customers are interested in making purchases via a sustainable e-commerce marketplace if it is offered to them. Therefore, this study focuses on understanding the need for a sustainable e-commerce marketplace for customers and organisational purposes.

METHODOLOGY

The Type of Research

The study performed is **descriptive research**. It is a type of research which is a mix of qualitative and quantitative research with two important characteristics: first, the variables of interest are measured using reports to convey directly about their own thoughts, feelings, and behaviours; and secondly, considerable attention is paid towards sampling. In such types of research, usually random sampling is used. Survey Research has its roots in market research.

Statement of The Problem and Its Explanation

There are many studies that find how to combine e-commerce and sustainability, achieving sustainable e-commerce in environmental, social and economic dimensions through possible trade-offs, integrating dimensions of sustainability with e-commerce, etc. but the problem lies in understanding whether every Indian consumer is aware of the concept of sustainability and whether they are even interested in having a fully sustainable e-commerce marketplace to make sustainable purchases from it that would contribute to a sustainable world, also to finding what factors they focus on while buying sustainably to incorporate such factors ahead in the sustainable online platform.

The question that now arises is what does sustainability have to do with e-commerce? The answer to this is that e-commerce is growing day-by-day at a speedy rate and so its environmental impact. Those cardboard boxes and plastic packing and Styrofoam peanuts are disposed of carelessly, which is immensely harming the environment. This is just about packaging, but if e-commerce is growing, people are turning towards e-commerce to buy every product that they need for themselves, but is every product that you see on an online platform sustainable? In India, we still do not have a 100% sustainable online platform and, contrary to this, research shows that in the future, all businesses will be required to be sustainable as the environment demands it for our future. This is where the gap exists, and I conducted this research to fill it and solve the problem mentioned above. For this, the consumers need to be questioned about their preferences and needs. For this research, consumers and organisations will be surveyed to understand their perspectives regarding this concept.

RESEARCH HYPOTHESES

I have made multiple hypotheses to get to the conclusion and fulfil the objectives of the study.

Hypothesis 1:

There is no link between being environmentally conscious and choosing to buy from a sustainable e-commerce platform.

There is a relationship between being conscious towards sustainability and the decision to buy through an e-commerce sustainable platform.

Hypothesis 2

Consumers' or organizations' consciousness towards sustainability is not associated with the factors they consider while buying (sustainable labels, certifications, known brands, supporting the artisans, etc.).

Consumers' or organizations' consciousness towards sustainability is associated with the factors they consider while buying (sustainable labels, certifications, known brands, supporting the artisans, etc.).

RESEARCH TOOLS

In order to carry out the analysis of the study: charts, graphs, and hypothesis testing using correlation coefficient, Anova test, and percentage analysis were used. These tools are used with the help of Microsoft Excel.

RESEARCH DESIGN

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. For this study, a general structural research design is used where the following steps are carried out:

- Identify the research problem clearly and justify its selection.
- Review previously published literature associated with the problem area,



- Clearly and explicitly specify hypotheses [research questions] central to the problem selected,
- Effectively describe the data necessary for an adequate test of the hypotheses and explain its sources, and
- Explain how the data were analysed to figure out whether or not the hypotheses are true or false.

This is the structure of the general research design used in this study.

SAMPLING

Population elements and Size

India has an internet user base of about 630 million as of 2019 and is expected to grow more in the future. These users are from across every state in India and include people of all age groups, professions, income groups, etc. It is similar to the users who go for retail shopping, where the users are from various backgrounds. Similarly, the population for e-commerce is from varied groups.

Sample Size:

I selected 2 samples for this study: The first sample is of consumers, and the second sample includes organisations and social work organisations.

I considered two samples to know the need for consumer durable goods on sustainable e-commerce platforms as well as to understand whether organisations are willing to buy their supplies sustainably through such platforms or not.

Therefore, to understand this study from both sides, I considered consumers as well as organisations.

Consumer sample size = 45 respondents

Sample size of organisations: 15 respondents

Total: 60 respondents

The organisations that were selected are generally the ones that are involved in CSR or social work activities and would need supplies for their activities to be performed.

A Sample Frame

A sample frame is the source material from which a sample is drawn. For this study, the population is huge and almost all of the people now shop online through e-commerce sites. Therefore, the sample frame was to choose the ones who would fall into the category of e-commerce buyers.

Sampling Technique

A convenient sampling technique was used in this study.

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

Data was analysed using various MS-Excel statistical tools such as correlation and Anova. Descriptive statistics were used to summarise the data, which included percentages and frequencies. Tables and graphs were used to present the data.

The Significance of Correlation and justification for choosing this tool

For hypothesis testing, which is meant to test if there is a correlation/association between two variables in a population, I used correlation to prove Hypothesis 1, which states that there is a relation between being conscious towards sustainability and the decision to buy through an e-commerce sustainable platform. I attempted to investigate whether there is a link between the level of consciousness toward sustainability and the decision to purchase sustainable products online.

As a result, I used the correlation coefficient, a popular statistic for describing the strength of a relationship between two variables. The correlation ranges between +1 and -1, which defines, if the value is towards -1, then the 2 variables are not associated with each other.

If it is towards +1, the variables are highly associated with each other, and if the value is in between the scales, we can say there is a moderate relationship between them.

A correlation coefficient tool was used on both the samples to prove the hypothesis. Further, in the hypothesis testing part, we will see what results were yielded.

The Significance and Justification of the Anova test:

Analysis of Variance (ANOVA) is a statistical test that provides us with the answer to whether there is a significant difference between two or more independent comparison groups by comparing their means. It is used to determine the influence that affects the variables. It also allows comparing more than two groups at the same

time to determine whether a relationship exists between them. For Hypothesis 2, I used the Anova test as there were multiple independent variables in it for which it was needed to find an association between them.

Type of Data with Sources

In this study, both primary and secondary data were collected. The primary data was collected through various research journals to get an understanding of the research that has already been done around the topic. Secondary data was collected from respondents with the help of survey forms.

Data Collection Tool

The tool used for data collection consisted of questionnaire/survey forms, which were circulated online to get responses. Google forms were used to prepare the survey form.

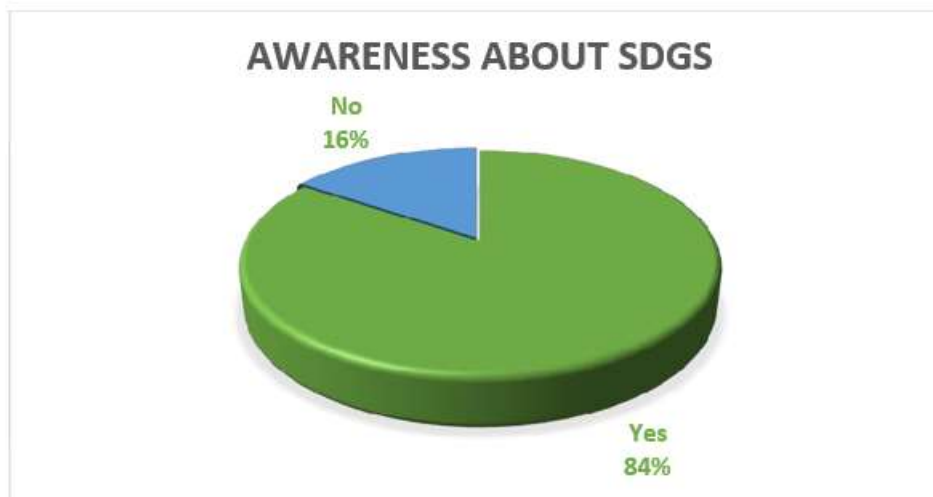
For the data analysis part, primary data was used, which was collected via survey forms/questionnaires circulated through various platforms.

Data Analysis- Consumers

Interpretation would include the summarization of 2 samples. We collected 2 samples for this research because there is a need to display both the interpretations separately. In all, 60 respondents were surveyed. 45 (consumers) 15 (companies).

1. Awareness of Sustainable Development Goals:

This question relates to their awareness of sustainability in some way. One of my objectives in this study is also to find out how conscious customers or organisations are towards sustainability. This question is to have a general idea about whether consumers know about the SDGs or not.



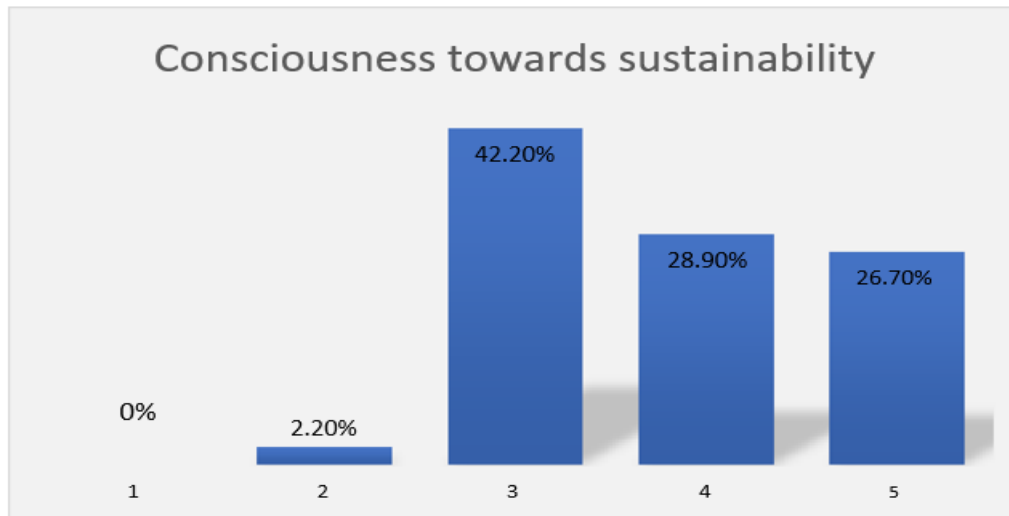
Graph 1: Awareness about SDGs

Interpretation:

The majority of respondents (84%) are aware of sustainable development goals, which form a good customer base for sustainable products. However, 16% are not aware of them, and here arises the need to educate each and every person about the goals we need to achieve by 2030 to make this world sustainable.

2. Consciousness towards Sustainability

Here, a direct question was asked to rate themselves on a scale of 1–5 to define how conscious they are towards sustainability.



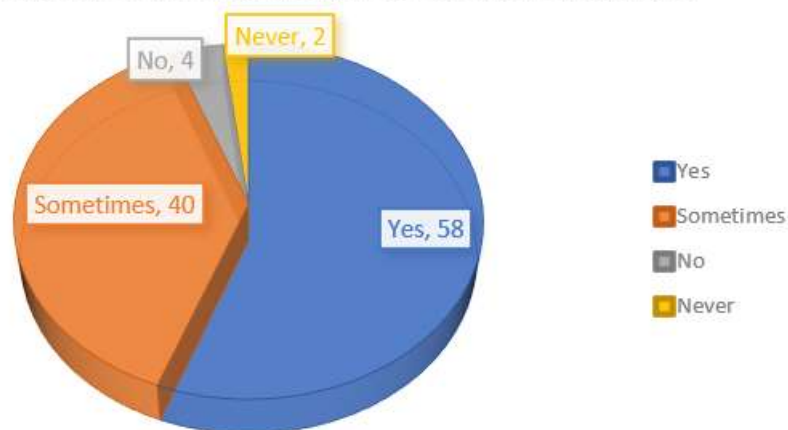
Graph 2: Consciousness towards sustainability

Interpretation:

The majority of respondents who scored 4 or 5 (55.6%) are very conscious of sustainability, which means they try to instil sustainable habits in their lives, which includes sustainable purchasing.

3. Buying sustainable products for use?

DO YOU BUY CONSUMER DURABLE SUSTAINABLE PRODUCTS FOR YOUR PERSONAL?



Graph 3: Buying consumer durable consumer durable sustainable products for use?

Interpretation:

A majority of the respondents (58%) have said they buy sustainable products for their own use, which is a positive point to know that such a huge population are consumers of sustainable products and also (40%) have said they prefer buying such products sometimes.

4. Preference for Buying such Products:

This question was asked to find out which way most people buy sustainable products, so that an E-Commerce platform could be made if there was enough interest.



Graph 4: Preference of platform for buying consumer durable sustainable products.

Interpretation

The majority of respondents (49%) have conveyed that they prefer buying sustainable products via offline retail stores. If we try to understand this point more, these people might only trust offline retail stores with such products, or they might feel short of websites that offer sustainable products.

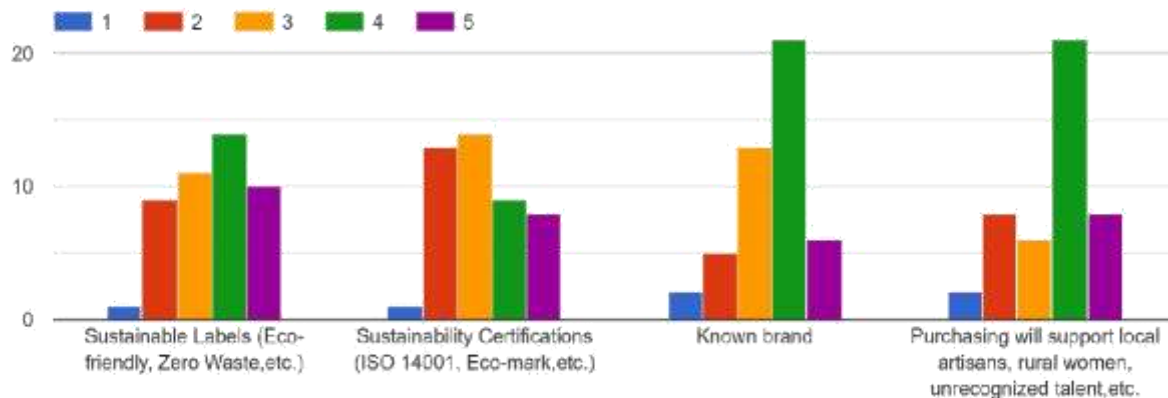
Almost 40% of respondents have said that they prefer buying it from online sites, which can be any platform like Amazon, Flipkart, etc.

A fully sustainable e-commerce platform will be a solution for assisting people in purchasing all sustainable products under one roof, where consumers will not have to worry about the effects of purchasing the product and its impact on the environment.

5. Criteria focused upon while buying sustainably

This question was asked to understand what criteria people check when they go for a sustainable purchase to incorporate such factors into the sustainable e-commerce platform for the future, which would help the customers to show the criteria that they focus upon, which would then make it easier for customers to make the buying decision.

Which criteria you focus on while buying sustainable products? (On a scale of 1-5, 1-Least, 5-Most)



Graph 5: Criteria focused upon while buying sustainably

Interpretation

Sustainable labels

The majority of the respondents check the sustainable labels before buying the products. Sustainable labels would include: eco-friendly labels, animal friendly labels, zero waste, etc.

Sustainable Certifications

The majority of respondents scored themselves a 2 or 3, indicating that the emphasis is not as strong on sustainable certifications.

Known brand

A majority of the respondents have shown that they prefer buying sustainable products from a known brand or name in the market.

Supporting artisans, rural women, etc:

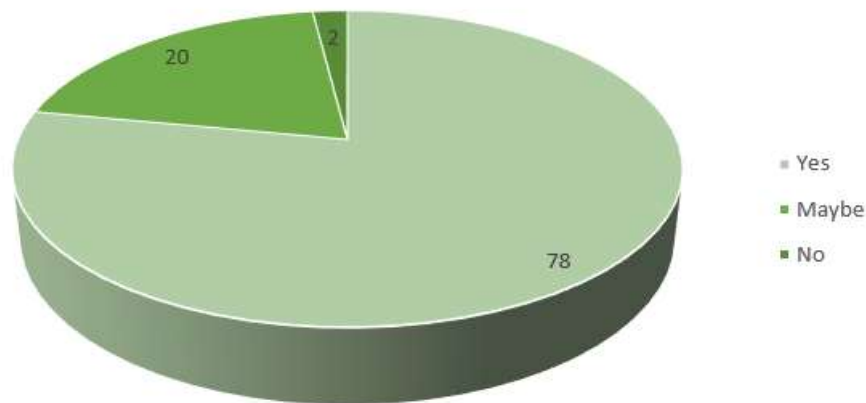
The majority of respondents consciously consider whether the product they are purchasing contributes to and helps those in need.

From these results, we can clearly say that these factors need to be put up clearly on a e-commerce site where sustainable products would be sold because consumers are highly conscious about these factors.

6. Interested to make purchase:

This question seeks to ascertain whether or not people would make purchases from a sustainable e-commerce platform. This was to understand the need for such platforms, which is one of the objectives of the study.

Decision to buy if online consumer durable sustainable product platform is introduced



Graph 6: Decision to buy

Interpretation:

A majority of the respondents (78%) agreed that they would purchase from such a platform, while another 20% of the respondents said that they might or might not buy.

This graph clearly defines and rests on the objective of finding a sustainable e-commerce marketplace, from which we can conclude that there is a huge need and potential for a sustainable e-commerce marketplace to exist.

Suggestions on the type of products that they would like to see on the platform include:

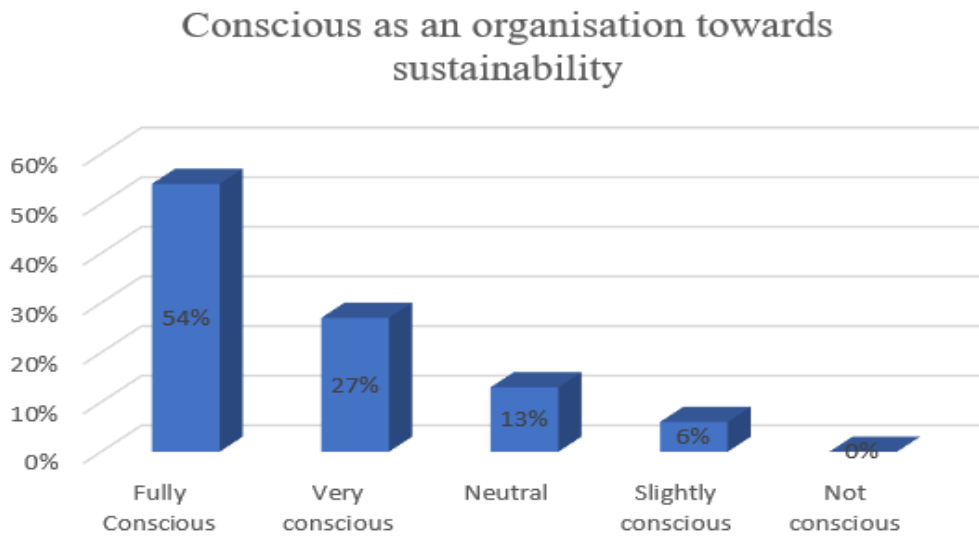
This was to seek suggestions from the respondents on the kind of products they would like to see on the platform to understand what kind of products the new sustainable e-commerce platform should incorporate.

The suggestions that came were: everyday use goods, products that would be low cost and environmentally friendly; etc.

Data Analysis- Organizations

To understand the need from their perspectives, a sample was specifically formulated for those who were surveyed.

1. Conscious towards sustainability:

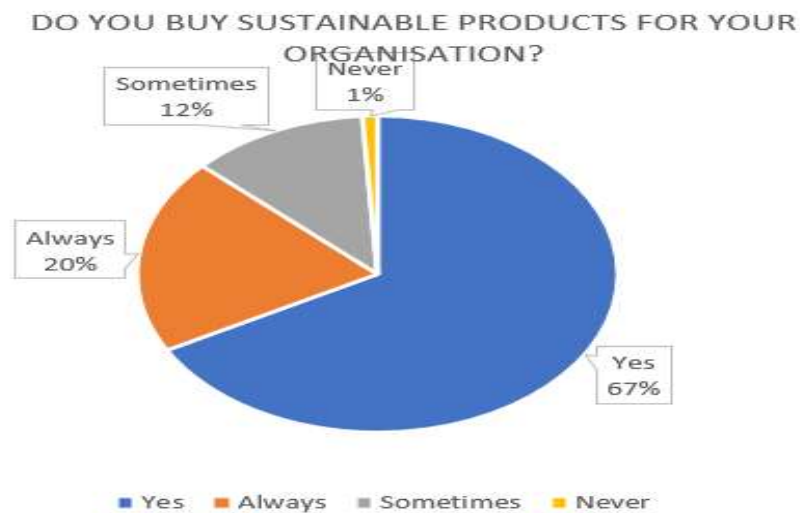


Graph 7: Conscious as an organisation towards sustainability

Interpretation:

The majority of companies (54%) define themselves as fully conscious of sustainability, with the remaining companies defining themselves as very conscious.

2. Sustainable products for your organisation (gifting, office use, CSR activities, etc.)



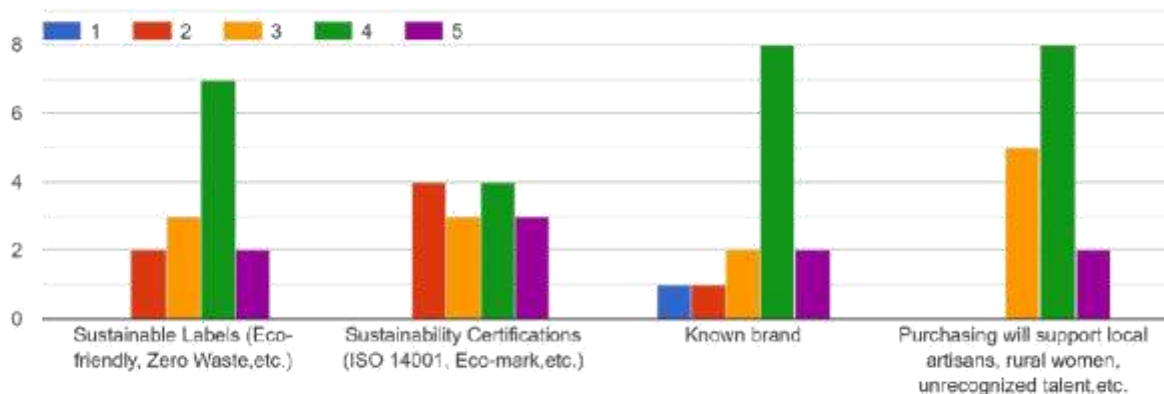
Graph 8: Buying sustainable products for organisation

Interpretation:

The majority of the respondents, which is 78%, have said that they buy or always buy sustainable products for their use. This can prove to be a good number for conscious companies focusing on sustainability.

3. Criteria focused upon while buying sustainably:

Which criteria your organisation focuses on while buying sustainable products? (On a scale of 1-5, 1-Least, 5-Most)

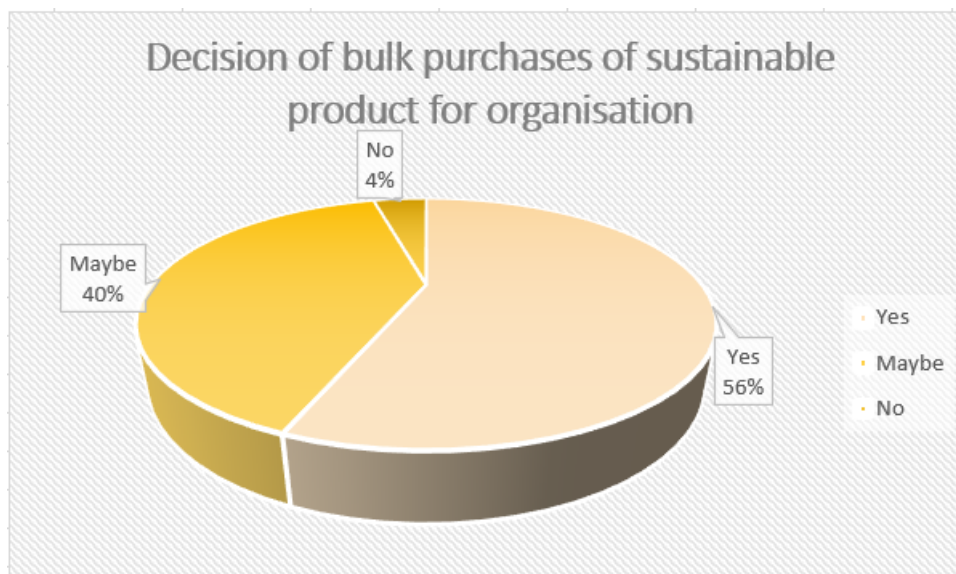


Graph 9: Criteria that organisation focuses on while buying sustainably

Interpretation:

From this graph, we can say that the majority of the organisations focus on sustainable labels, known brands, and supporting the needy while buying sustainably with the least focus on sustainability certifications. This would indicate that future sustainable e-commerce platforms should incorporate these factors.

3. Will you go for purchase for your organisation if e-commerce sustainable site is offered?



Graph 10: Decision of bulk purchases of sustainable product for organisation

Interpretation:

A majority of the respondents (56%) have said yes, they would purchase from such a sustainable platform, followed by (40%) might or might not buy. Hence, it can be proved that the potential in this market is very high and there is a need for an online sustainable marketplace.

Suggestions on products they would like to purchase:

Green products, corporate gifting items, products by local artisans, organic foods with good shelf life, products with competitive pricing, etc.



Hypothesis Testing:

Hypothesis 1:

There is no relationship between being conscious towards sustainability and the decision to buy through an e-commerce sustainable platform.

There is a relationship between being conscious towards sustainability and the decision to buy through an e-commerce sustainable platform.

To prove this hypothesis, The Correlation Coefficient tool was used to determine whether or not there is a relationship between the two variables. This test was done using MS-Excel by using the formula =CORREL (array1, array2).

Results:

After the columns of consciousness towards sustainability and decision to buy through a sustainable e-commerce platform were entered in the arrays, the results came out to be null (zero), which would mean that we cannot reject the null hypothesis and there is a possibility that there is no relation between being conscious towards sustainability and the decision to buy through a sustainable e-commerce platform.

Hypothesis 2:

Consumers/organisations consciousness towards sustainability is not associated with the factors they consider while buying (sustainable labels, certifications, known brands, supporting the artisans, etc.).

Consumers/organisations consciousness towards sustainability is associated with the factors they consider while buying (sustainable labels, certifications, known brands, supporting the artisans, etc.).

The ANOVA test was used to compare more than two groups at the same time to determine whether a relationship existed between them.

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Conscious towards sustainability	60	235	3.916667	0.823446		
Sustainable Labels (Eco-friendly, Zero Waste,etc.)	60	212	3.533333	1.134463		
Sustainability Certifications (ISO 14001, Eco-mark,etc.)	60	195	3.25	1.275424		
Known brand	60	215	3.583333	0.925141		
Purchasing will support local artisans, rural women, unrecognized talent,etc.	60	219	3.65	1.078814		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	13.74667	4	3.436667	3.28096	0.011859	2.402248
Within Groups	309	295	1.047458			
Total	322.7467	299				

Figure 7: Hypothesis ANOVA test

Here the results show the p-value = 0.01. We cannot reject the null hypothesis if the p-value is less than 0.05. If the p-value is greater than 0.05, the null hypothesis is rejected and the alternate hypothesis is accepted.

Here the P-value 0.05, which means we cannot reject the null hypothesis and there is a possibility that consumers/organisations' consciousness towards sustainability is not associated with the factors they consider while buying (sustainable labels, certifications, known brands, supporting the artisans, etc.). Therefore, we can say there is no association between the variables.

FINDINGS

After interpreting the data, the findings can be analysed as follows: The majority of consumers/organizations are conscious about sustainability and they also prefer buying durable sustainable products, which is a good step towards making our world sustainable because the current situation demands us all to be conscious about this term. One of the study's objectives was to learn how conscious consumers and companies are about sustainability, and the findings show that they are very conscious about it and contribute to it by purchasing sustainable products.

The study also shows that there is a need for such a sustainable e-commerce marketplace which can offer sustainable products on the online platform with all the factors that we studied being considered while purchasing by respondents, which were sustainability labels, known brands, and each product would help the needy ones. These factors have been highly focused on by respondents, which makes it essential to be incorporated on online sustainable platforms.



We can also say that the market potential for an online sustainable marketplace is high and there is not much competition for such new ventures to enter the market, and that too for a good cause. There is huge potential which entrepreneurs or new ventures can focus on to start such a platform. This also fulfils the objective of the study to find the market potential for a sustainable e-commerce marketplace. A majority of the respondents have also said that they would be interested in making purchases from such a platform, which directly means that there is huge potential in this domain.

Therefore, to conclude on the findings from the study, I can conclude that the market potential for this marketplace is huge and the upcoming start-ups or ventures can initiate their projects in this area. Also, as consciousness is high for sustainability and it is definitely going to be there in the near future too, which means there is also demand for it in the market, which will also keep on increasing.

Recommendations

1. When the respondents were asked about suggestions of products they would like to see on the sustainable e-commerce platform, most of them responded that they want consumer-durable sustainable products that are cheaper in rate. This shows that customers are interested in buying durable, sustainable products, but they feel the cost involved with it is a bit higher than other options available. Price here becomes an important factor when you want to sell durable, sustainable products.
2. The challenge in this case is also that the majority of the respondents have shown their concern about buying sustainable products from sources that provide employment to needy ones or whose purchase would lead to the benefit of rural women, talented poor artists, etc. Therefore, it should be considered that the e-commerce platform should try to connect with such people who can benefit from employment further. After all, together we make the world sustainable.

CONCLUSION

- There is an immense need for a sustainable e-commerce marketplace and a huge market potential for this cause. Consumers or organisations are focusing on buying sustainable products for their own use, which increases the demand for such a platform, and this will keep increasing in the future too, as the future demands a sustainable world.
- Sustainability labels (eco-friendly, no harm to animals, zero waste, green product labels, etc.), well-known brands, and supporting artisans, rural women, needy people, untapped talent, and so on are all factors to consider when purchasing sustainably. Such factors are constantly seen by consumers. So, any market platform that wants to last should always include these things and build trust with customers.
- Such new ventures can also focus on selling products that fall under the umbrella of Sustainable Development Goals. These goals direct us towards making the world sustainable. Therefore, if you have such products on the platform, it would ultimately lead to making the world more sustainable. The suggestions that came in from the study on the products they would like to see on such a platform have itself proved the need for consumers/organisations that have remained untapped and, because of that, such respondents would like to see sustainable products such as everyday use sustainable options, corporate gifting items, health and sanitation related products, reusable and green products, clean energy products, and many more.

So, it can be said that such a consumer-durable, sustainable marketplace has a lot of market potential and that there is a growing need for it on the market.

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