

The Impact of Digital Transformation Through E-Commerce: A Study with Special Reference to Mangalore Taluk

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Abstract— In the rapidly evolving world of modern commerce, the connection between e-commerce and digital transformation has undergone a significant shift globally, transforming how goods and services are purchased and sold and altering traditional business models. This study examines the effect of digital transformation driven by e-commerce platforms in Mangalore Taluk, focusing on its opportunities, challenges, and socio-economic impacts on local businesses, consumers, and stakeholders. With the rise of smartphones, affordable internet access, and government-driven digital initiatives, even small-scale entrepreneurs and traditional retailers in Mangalore Taluk are incorporating digital tools into their business models. This study observes a growing trend among local traders who are adopting online platforms to sell products such as handicrafts, agricultural goods, garments, and home-based services. The digital shift has improved accessibility, increased convenience for consumers, and created new income sources for local entrepreneurs. This study combines primary and secondary data. Primary data was gathered through structured questionnaires and interviews with entrepreneurs, consumers, and digital service agents across the Taluk. Supporting the analysis, secondary data sources such as government reports, industry publications, and academic literature were also utilized. The research reveals that digital transformation has enabled many local businesses to extend their reach beyond traditional physical boundaries, access new customer bases, and improve operational efficiencies. The integration of digital payment systems, online marketplaces, and social media marketing has been pivotal in this transformation. The findings underscore the importance of policy support, training programs, and public-private partnerships to bridge the digital divide and foster sustainable e-commerce growth in the region. The research concludes that sustained efforts in digital education, infrastructure development, and policy support are essential to fully harness the potential of e-commerce in this region. In conclusion, digital transformation through e-commerce is significantly impacting Mangalore Taluk by driving innovation, enhancing business growth, and improving consumer experiences. To sustain and expand these benefits, it is essential to invest in digital education, strengthen infrastructure, promote cybersecurity awareness, and support local businesses through training and incentives.

Keywords— Digital Transformation, E-commerce, Small and Medium Enterprises (SMEs), Digital Literacy, Online Business.

I. INTRODUCTION

The advancement of technology has transformed the retail landscape, with e-commerce playing a pivotal role. The Concept of E-commerce is the buying and selling of goods and services over the internet. Accessibility to e-commerce

platforms is not a privilege but rather a necessity for most people. E-commerce, driven by digital transformation, has reshaped how businesses operate, consumers shop, and economies grow. India, being one of the fastest-growing digital economies, has witnessed significant shifts in consumer behavior, retail models, and business operations. Mangalore Taluk, known for its growing urbanization and tech-savvy population, is no exception.

This study aims to explore how digital transformation—through online platforms, mobile apps, digital payments, and logistics tech—has impacted the e-commerce ecosystem in Mangalore Taluk. From small retailers and consumers to local service providers, the digital shift has created both opportunities and challenges. The paper intends to assess the level of adoption, economic implications, behavioral changes, and regional preparedness for a digitally driven economy.

Objectives:

1. To assess the extent of digital transformation among e-commerce users and businesses in Mangalore Taluk.
2. To analyse the perception and impact of E-Commerce.
3. To understand consumer behaviour and satisfaction with online shopping and services.
4. To study the growth and contribution of E-commerce in Mangalore Taluk

II. LITERATURE REVIEW

Several studies have investigated the role of digital transformation in enhancing the efficiency and reach of e-commerce.

- Kumar & Bansal (2021) found that digital transformation enables real-time communication, customer data integration, and personalized user experiences in e-commerce environments.
- A study on Dakshina Kannada (Patel, 2022) revealed that a substantial number of small businesses began using WhatsApp, digital payments, and online listing platforms during COVID-19, with Mangalore City at the forefront.
- Garg & Jain (2020) highlighted challenges such as lack of digital literacy, infrastructure limitations, and resistance to change in semi-urban areas.

- Prabhu (2023), studying local retailers in Karnataka, noted that hybrid retail models (offline + digital) led to revenue improvement and customer satisfaction.
- Dr. Shiva Kumar B1 & Mujammil Pasha2 (2024), impact of e-commerce growth on local retail markets: a study on chitradurga, Karnataka: ShodKosh: Journal of Visual and performing Arts June 2024 5(6), 1899–1902.

III. METHODOLOGY

The study was conducted on primary and secondary data. Primary data was collected through a questionnaire to the retailers of Mangalore Taluk, where A Questionnaire was designed to obtain information related to the objective of the study. The survey was conducted through a convenience sampling method where responses from 50 participants were collected. Secondary data is from the published Research papers, various websites, and Journals.

Data Analysis and Interpretation:

Simple percentage analysis was used to analyze the collected data. Thus the collected data were tabulated and interpreted here.

Demographic Profile of the Respondents

The following table shows the personal information of respondents.

		No. of Respondents	Total	Percentage
Gender	Male	20	50	40%
	Female	30		60%
Age group	Below 18	2	50	4%
	18-25	35		70%
	26-35	6		12%
	36-45	4		8%
	46 and above	3		6%

From the above table, there is a 70% response from the age of 18-25, who are youngsters. Youths are getting more attracted to e-commerce. There is a collection of 50 samples in which 60% are female and 40% are male. The response which is getting focuses on the concept of E-commerce is widely targeted at youth. There is only 6% of response from 46 and above, which indicates that they still live in ancient times, holding on to their money purse, so changes have not started for them.

How often do you shop online?

Criteria	No. of Respondents	Percentage
Daily	4	8%
Weekly	6	12%
Monthly	25	50%
Rarely	15	30%
Never	--	---
Total	50	100%

From the above table, there is 50% of the people are monthly they shop online and 15% of the respondents shop rarely. But most people use an e-commerce strategy for shopping.

Which platforms do you use most for online shopping?

Platforms	No. of Respondents	Percentage
Amazon	15	30%
Flipkart	6	12%
Mynthra	2	4%
Meesho	25	50%
Others	2	4%
Total	50	100%

Nearly 50% of the respondents are using meesho, 30% amazon, 12% flipkart, 4% mynthra and 4% of the respondents are using other online apps,

Most frequently purchased product categories online

Products	No. of Respondents	Percentage
Electronics	15	30%
Fashion & Apparel	24	48%
Groceries
Home & Kitchen	10	20%
Books & Stationary	3	6%
Total	50	100%

48% of the respondents are purchasing fashion & apparel, 30% for electronics, 20% for home & kitchen, 6% for books & stationery, and no one purchases groceries through ecommerce. *Do you feel digital transformation (better apps, faster delivery, secure payment) has improved your online shopping experience?*

Criteria	No. of Respondents	Percentage
Strongly Agree	10	20%
Agree	20	40%
Neutral	15	30%
Disagree	5	10%
Strongly Disagree
Total	50	100%

From the above table, it is found that the majority of the respondents agree that they feel the digital transformation has improved online shopping.

How has digital transformation impacted your purchasing decisions?

Criteria	No. of Respondents	Percentage
Increased convenience	5	10%
Better product variety	20	40%
Competitive pricing	15	30%
Faster delivery	5	10%
Easy payment methods	5	10%
Total	50	100%

From the above table, it is found that most of the respondents are influenced by the purchasing because of a better product variety.

Do you prefer digital payments over Cash on Delivery?

Criteria	No. of Respondents	Percentage
Yes	30	60%
No	15	30%
Sometimes	5	10%
Total	50	100%

From the above table, it is found that 60% of the respondents prefer digital payments over cash on delivery for their safety.

How safe do you feel while making online transactions?

Criteria	No. of Respondents	Percentage
Very Safe	5	10%
Safe	15	30%
Neutral	20	40%
Unsafe	5	10%
Very Unsafe	5	10%
Total	50	100%

From the above table, it is found that the majority of the respondents are neutral about the safety of making online transactions.

Rate your satisfaction with e-commerce services in Mangalore Taluk

Criteria	No. of Respondents	Percentage
Very Satisfied	5	10%
Satisfied	25	50%
Neutral	20	40%
Dissatisfied
Very Dissatisfied
Total	50	100%

From the above table, it is found that the majority of the respondents are satisfied with e-commerce services in Mangalore Taluk.

Which of the following do you find as challenges in e-commerce?

Criteria	No. of Respondents	Percentage
Delivery delays	20	40%
Damaged/incorrect products	8	16%
Payment failures	5	10%
Lack of product quality assurance	2	4%
High delivery charges	15	30%
Total	50	100%

From the above table, it is found that the majority of the respondents find delay in delivery as challenge in e-commerce.

IV. FINDINGS & ANALYSIS:

70% of the youth are emerging in e-commerce. The majority of the respondents follow the old method, that is, providing only offline services, and are not trying to update their business, whereas some of the young entrepreneurs try to

update their business by providing both online and offline services. The majority of the respondents do not keep a large variety of products in their shops, which may be the reason for the decrease in the number of customers. It has been widened for the upgrading and development of the Indian economic system. E-commerce has given birth to online shopping, which has a huge market. Mainly, e-commerce is a vast market that has turned the globe into a modern commercial system, and also, the majority of the respondents are satisfied with e-commerce services in the Mangalore Taluk. Sometimes it might delay delivering the products, which is taken as a challenge in e-commerce.

V. CONCLUSION

In daily life, E-commerce has grown to be an important part. E-commerce is a basis for cashless transactions. Nowadays, everyone is using e-commerce facilities to save time. Especially in Mangalore Taluk, youths are using these facilities for their day-to-day work. The study concludes that e-commerce has affected retailers to a greater extent. The reason behind this is to rely on the old method of business, fixed price, lack of promotional activity, limited options, and so on. To overcome this problem, proper training has to be provided to the retailers to improve their business. Providing doorstep service, developing a strong marketing Strategy, offering competitive prices, and locating in a good place are causes healthy relationship with retailers.

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