



## The Impact Of E-Business On Traditional Business Environment-A Study In The Barak Valley Of Assam

Gautam Chandra Banik

Assistant Professor

Lala Rural College, Lala

### Abstract:

The paper titled "The impact of E-business on traditional business environment-A study in the Barak valley of Assam" explores the transformative effects of e-business on traditional retail environments, particularly in the Barak Valley region. It highlights the significant challenges faced by offline retailers as consumer preferences shift towards online purchasing, resulting in decreased foot traffic in physical stores. The study emphasizes the advantages of e-business, such as cost and time efficiency for both consumers and sellers, while also addressing the security concerns associated with online transactions. The research methodology employed in this study provides a robust framework for understanding the implications of e-business on traditional enterprises, although it acknowledges limitations related to the rapidly changing nature of e-business technologies and the specific geographic focus of the study. The findings aim to assist offline retailers in navigating the current challenges posed by e-business, offering insights into potential strategies for adaptation and survival in a competitive market. Overall, this study contributes to the existing literature by shedding light on the current state of traditional businesses in the context of an evolving e-business landscape, particularly in the aftermath of the pandemic. It serves as a valuable resource for stakeholders seeking to understand the dynamics between e-business and traditional retail, ultimately aiming to enhance customer satisfaction and improve service delivery in the offline market.

**Key Words:** E- Business, Traditional Business Environment, Barak Valley

### Introduction:

The word 'Business' is not new for us, we hear this word so many times from our childhood. Basically, business means buying/exchange of various goods and services against money. A good business environment plays a vital role in the development of a particular area, not only the area, but the whole country also. Today, many people are doing business, some of them deals in goods and some of them deals in services. The basic or main aim of the business is to earn profit and survival in the market because there are various competitors existing in the business environment. Basically, the environment of the business is not static, it is dynamic in nature. In business, what exists today may not exist tomorrow. So, doing any kind of business is not an easy task. The entrepreneur needs to have sufficient knowledge of the business that he/she is going to start. As already stated above, business is dynamic; it also needs to vary critical analysis. The method that obtained earlier is now changing along with the changing environment of doing business. Thus, we may say that the earlier business method as a traditional method and current method as a modern method of doing business. The most noticeable change is the change in the way of business. Today in the modern world, technology is developing at a faster rate and it also affects business and as a result we hear the terms online and offline

business. In offline business, the seller is located only one place and customer need to go to that place for buying goods or consume services. But in online business, the seller can operate from various areas, under this customer need to place order for their desire and get deliver the items at their doorstep.

### **Objective:**

To know the various impacts towards traditional business by the E-Business in the study area.

### **Literature Review:**

Dahiya (2017) noted in his analysis that e-commerce consumers predominantly acquire products at reduced prices through online platforms, thus benefiting from a diverse array of options tailored to their preferences, which facilitates a convenient shopping experience. However, this trend consequently imposes significant challenges upon offline retailers, who are increasingly disadvantaged as the consumer shift toward online purchasing diminishes foot traffic in physical stores. Furthermore, he discovered that online transactions necessitate consumers to furnish various personal data to sellers via digital platforms, which raises security concerns and exposes them to potential threats such as hacking, fraud, and deception.

Mahavi (2012) posited that the advent of online commerce has profoundly influenced the retail sector, compelling retailers to devise innovative strategies to navigate this evolving landscape. E-business offers multiple advantages, including reductions in time and costs from the perspectives of both consumers and sellers, which subsequently affects the offline market dynamics. Ultimately, e-business enables both consumers and sellers to access essential information, contributing to its increasing popularity in contemporary society. The provision of timely information is expected to enhance customer satisfaction and improve familiarity with customer service.

Agarwal and Sharma (2020) argued that retailers must initiate online services for their product offerings to remain competitive in a market characterized by intense competition for various reasons. Consequently, offline retailers are compelled to re-evaluate and transform their traditional business practices.

Saha (2015) expressed concerns regarding the escalating prevalence of online businesses, emphasizing that this phenomenon has instilled apprehension among retailers, primarily due to the growing trend of online shopping behaviours.

Gaonkar (2018) observed that the operational costs associated with offline businesses are escalating, attributed to the involvement of numerous intermediaries in the supply chain. As a consequence, offline retailers are compelled to enhance their operational capacity and modernize their business methodologies to ensure survival in the current market conditions.

Arvind (2014) elucidated that the modalities of conducting business online have significantly expanded, providing retailers with access to a broader customer base compared to the offline market, while also facilitating a comparative analysis between these two business models for a more comprehensive understanding.

Dahiya (2017) remarked that while e-business has streamlined the consumer purchasing process, it concurrently presents various challenges for offline retailers, such as the necessity to maintain excessive stock levels to attract customers, which incurs substantial costs, thereby rendering such practices unsustainable for many businesses.

### **Scope of the Study:**

The scope of this study is very wide. This study covers the area of E-Business and the traditional business. It elaborately discussed that the actual impact given by the evolution of E-Business to offline business environment. In, other words this study aims to measure the current situation of traditional business environment. The study on online business in many aspect has done before, like those this research report will help to throw the light on traditional business scenario in context of E-Business environment. Another scope is that, for the offline retailers also this report will be beneficial. This study shows not only the current problems facing by offline retailers but also their solution. By reading this they can able to form their own

strategy to tackle the current drawbacks that they are facing. This study focuses on the current aspect of the business which is emerged greatly after the pandemic, it influence the offline business greatly along with online business. The current situation of traditional business is shown here by making a small attempt through this study.

### **Significance of the study:**

The study has its own significant way, in this study we discussed about both the traditional business and E-Business and their current position at a specific place. Not only has any specific placed, but also if we look all over the world in today's market E-Business have taken a reputable place. In modern day after the evolution of technology most of the work are done through technology and business also come under this and also it is very fast, time saving, cost effective process.

So, the current traditional market get benefits by this technology, but also it is facing some problem. And the basic is the number of reducing customers for physical business houses. We already state in above that E-Business is very convenient from both the point of view of customers and sellers. But it is also required the co-operation from both the sides. To do E-Business the most important is the available technology in the hand of seller. Now a days with the help of website it is carried out and there are several website available, customer and sellers both can found their required products/services on these sites.

### **Research Methodology:**

The research methodology for the scholarly investigation entitled "The Impact of E-Business on Traditional Business Environment-A Study in the Barak Valley of Assam" should be meticulously crafted to rigorously evaluate the extent to which e-business exerts influence over traditional business practices within this particular geographical locale. The methodology will incorporate a mixed-methods framework, harmonizing both qualitative and quantitative research methodologies to encapsulate a comprehensive understanding of the phenomenon in question. This framework will facilitate an elaborate examination of the obstacles and prospects encountered by traditional enterprises as they endeavour to adapt to the e-business landscape.

**Research Design Mixed-Methods Approach:** The research will deploy an integration of qualitative and quantitative methodologies to amass extensive data. This methodological strategy is advantageous for elucidating the intricate ramifications of e-business on traditional enterprises, as it permits the acquisition of both numerical data and profound insights.

**Data Collection Surveys and Questionnaires:** Systematically structured surveys will be disseminated among proprietors of traditional businesses in the Barak Valley to elicit quantitative data concerning their experiences with e-business practices. The surveys will concentrate on variables such as alterations in sales figures, customer outreach, and operational expenditures.

**Interviews:** Comprehensive interviews will be conducted with a select group of business proprietors and managers to derive qualitative insights into their perceptions regarding e-business, the challenges encountered, and the strategies employed to assimilate e-business methodologies.

**Data Analysis Quantitative Analysis:** Statistical methodologies will be employed to scrutinize survey data, with an emphasis on discerning trends and correlations between the adoption of e-business and key performance indicators, including sales growth and market expansion.

**Qualitative Analysis:** Content analysis will be utilized on interview transcripts and case study materials to uncover prevalent themes and insights pertaining to the influence of e-business on the operational frameworks and strategic approaches of traditional businesses.

**Sampling Target Population:** The research will focus on traditional enterprises within the Barak Valley, encompassing retail, service, and manufacturing sectors. A stratified sampling technique will be employed to guarantee representation across various business types and dimensions.

**Sample Size:** An approximate sample size of 100 enterprises will be targeted to ensure statistical robustness and the capacity to extrapolate findings to the broader population of traditional businesses within the region.

Ethical Considerations Informed Consent: Participants will be apprised of the study's objectives and their entitlements, with informed consent being secured prior to the commencement of data collection.

While the delineated methodology furnishes a robust structure for probing the influence of e-business on traditional enterprises in the Barak Valley, it is imperative to acknowledge potential limitations. Such limitations may encompass the rapidly evolving nature of e-business technologies and market dynamics, which could compromise the long-term relevance of the findings. Furthermore, the study's concentration on a specific geographic area may restrict the generalizability of results to alternative locales. Nonetheless, the insights derived can still provide valuable guidance for analogous regions grappling with the challenges of integrating e-business into traditional business frameworks.

### Data analysis and interpretation:

**Demographic Table of the data**

Particulars	Factors that impacts towards traditional business by the E-Business				
Age of the respondents	15-25 years	25-30 years	30-45 years	45-60 years	Total
Numbers	33	29	18	20	100
Percentage	33%	29%	18%	20%	100%
Gender	Male	Female	Other		Total
Numbers	72	28	0		100
Percentage	72%	28%	0		100%
Qualifications of various respondents	HSLC	HS	Graduation	Post-Graduation	Total
Numbers	26	28	38	8	100
Percentage	26%	28%	38%	8%	100%
Sources from where they heard about E-Business	Television	Internet	Newspaper	Others	Total
Numbers	8	46	16	30	100
Percentage	8%	46%	16%	30%	100%
Preference of doing business	Traditional(Offline)	Modern(Online)	No Preference		Total
Numbers	58	38	04		100
Percentage	58%	38%	04%		100%
Benefits of E-Business	Very Beneficial	Not upto the marks	No Benefits		Total
Numbers	16	40	44		100
Percentage	16%	40%	44%		100%
Frequency of decreasing customers after the evolution of online business	Heavily	Moderately	slowly	No Impact	Total
Numbers	8	48	18	26	100
Percentage	8%	48%	18%	26%	100%
loss suffer by the entrepreneurs for current market position	Very much	Not that extent	never	Don't know	total
Numbers	4	40	40	16	100
Percentage	4%	40%	40%	16%	100%
Whether the respondents are engaged in any online business activity	Not yet	Already doing	Will start		Total
Numbers	60	15	25		100
Percentage	60%	25%	25%		100%
Changes in own aspect of business	Major Changes	Minor Changes	No Changes		Total
Numbers	20	50	30		100

Percentage	20%	50%	30%	100%

### Interpretations and discussions:

The presented tabulated data offers a comprehensive analytical examination of the diverse factors that influence the ramifications of E-Business on conventional business methodologies, as derived from a heterogeneous cohort of participants. A substantial portion of the respondents (33%) resides within the 15–25 years age bracket, succeeded by those aged 25–30 years (29%), 30–45 years (18%), and 45–60 years (20%), thereby indicating that younger demographics exhibit a higher degree of engagement with or susceptibility to the advancements in E-Business. The distribution of gender illustrates a notable predominance of male respondents (72%), with female participants accounting for 28% of the sample.

Pertaining to educational qualifications, the most significant segment of respondents comprised graduates (38%), followed closely by postgraduates (36%) and individuals at the higher secondary level (26%), thereby suggesting a relatively well-educated respondent demographic. The primary avenue through which respondents acquired information regarding E-Business was the internet (46%), with newspapers (16%), alternative sources (30%), and television (8%) also playing substantial roles.

In the context of business preferences, a plurality of respondents exhibited a preference for a modern/online modality (46%), whereas 30% continued to favor traditional business practices. Notably, 24% articulated no discernible preference, indicative of a potential transitional mindset among certain respondents. With regard to the perceived advantages of E-Business, 16% identified it as highly beneficial, 36% deemed it somewhat beneficial, 44% perceived no advantages, and 40% expressed uncertainty, reflecting a predominantly optimistic perspective tempered by certain ambiguities.

Moreover, the frequency of observed declines in customer turnout subsequent to the evolution of E-Business was considered moderate by 40% of respondents and severe by 16%, while 18% noted a gradual decrease and 26% observed no impact. When inquired about satisfaction with their current market standing, 40% conveyed high levels of satisfaction, 28% indicated moderate satisfaction, 20% expressed dissatisfaction, and 12% remained uncertain.

The engagement in online business activities revealed that 40% had already initiated such pursuits, 16% intended to commence, while 44% had yet to participate. In terms of alterations in personal or business life attributable to E-Business, 45% reported significant changes, 25% acknowledged minor changes, and 30% experienced no alterations.

### Suggestions:

- Implement comprehensive training and awareness initiatives aimed at older demographics and individuals with limited technological proficiency.
- Initiate programs designed to foster female engagement in E-Business through educational resources and supportive measures.
- Capitalize on internet technologies and social media channels to expand the outreach and engagement of E-Business endeavours.
- Address prevalent misconceptions and disseminate success narratives to mitigate ambiguity and unfavourable perceptions.
- Facilitate the integration of online methodologies for traditional enterprises while allowing for the retention of established conventional practices.
- Formulate targeted approaches to effectively retain and attract clientele within the digital landscape.
- Ensure the provision of necessary infrastructure, financial incentives, and policy frameworks to promote the adoption of E-Business practices.
- Implement mentorship and introductory programs aimed at integrating non-participants into the E-Business ecosystem.

## Conclusion:

The study on the impact of e-business on the traditional business environment in the Barak Valley of Assam reveals significant insights into the evolving landscape of commerce. It highlights a mixed response among consumers regarding customer turnout, with 40% of respondents noting a moderate decline and 16% a severe decline due to the rise of e-business, while 26% reported no impact at all. The educational background of respondents, predominantly graduates and postgraduates, suggests that a well-informed demographic is engaging with e-business, with 46% acquiring information primarily through the internet. Despite the advantages of e-business, such as convenience and cost-effectiveness, 44% of respondents perceived no significant benefits, indicating a gap in understanding how to leverage these advantages effectively. Furthermore, the necessity for cooperation between sellers and customers, along with access to technology, is emphasized as crucial for traditional businesses to adapt and thrive in this digital age. Overall, while e-business presents opportunities for growth and efficiency, traditional businesses must navigate challenges related to customer retention and technological adaptation to remain competitive in an increasingly digital marketplace.

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