

I  
J  
C  
R  
M

International Journal of  
Contemporary Research In  
Multidisciplinary

Research Article

## Impacts of e-Commerce on society

Anshu Koul <sup>1</sup>, Hakeem Rameez Mehraj <sup>2\*</sup>

<sup>1</sup> Student M. Com, Gandhi Memorial Comp College, University of Jammu, India

<sup>2</sup> Teacher, Delhi Public School, Budgam, Kashmir, India

Corresponding Author: \*Hakeem Rameez Mehraj

DOI: <https://doi.org/10.5281/zenodo.18288301>

### Abstract

E-commerce has profoundly reshaped society, offering convenience, expanded access, and economic opportunities while also presenting challenges like job displacement and security risks. This abstract explores the multifaceted impacts of e-commerce, examining both its benefits and drawbacks on various aspects of society, including economic, social, and environmental dimensions.

### Manuscript Information

- ISSN No: 2583-7397
- Received: 13-11-2025
- Accepted: 22-12-2025
- Published: 18-01-2025
- IJCRM:5(1); 2026: 126-128
- ©2026, All Rights Reserved
- Plagiarism Checked: Yes
- Peer Review Process: Yes

### How to Cite this Article

Koul A, Mehraj H R. Impacts of e-Commerce on society. Int J Contemp Res Multidiscip. 2026;5(1):126-128.

### Access this Article Online



[www.multiarticlesjournal.com](http://www.multiarticlesjournal.com)

**KEYWORDS:** What is e-commerce, Society, Joblessness, Cheap price, positive impacts of e-commerce, negative impacts of e-commerce, feasibility, easy access, etc

### 1. INTRODUCTION

What is e-commerce? E-commerce, or electronic commerce, is the buying and selling of goods and services online. It can involve the exchange of products or services between businesses, consumers, or both. E-commerce has two types of trading, and that is business-to-customer (B2C) and business-to-business (B2B). Over the last few decades, the rate of e-commerce has increased manyfold due to three main reasons: 1)

The goods are sold at a lower rate than we get them in shops. 2) People are too busy and find it difficult to spend time going to the market to buy the products. 3) Everyone has access to a mobile/laptop and can sell or buy products through these mediums very easily. Today, in all aspects of our daily lives, the Internet has become an integral part of our lives, as it has a versatile impact on our social activities. Every day, going to the bank to make cash transactions or withdraw money or go to the

market to buy things and essential commodities is now quite difficult since there is no time, the human being has become too busy in his work and, In 2023, the global eCommerce market reached 5.8 trillion USD, indicating the significant role of online purchasing in the society.

Every coin has two faces, and so has e commerce. It has affected society both positively and negatively. The following points highlight the positive and negative impacts of e-commerce on society:

## 2. RESEARCH METHODOLOGY

The research paper is an attempt at exploratory research, based on secondary data; Sourced from journals, magazines, articles and media reports. Looking into the requirements of the objectives of the study, the research design employed for the study is of a descriptive type. Keeping in view of the set objectives, this research design was adopted to have greater accuracy and in depth analysis of the research study. Available secondary data was extensively used for the study. The investigator procures the required data through the secondary survey method. Different news articles, Books and websites were used, which were enumerated and recorded.

### Economic impacts of e- Commerce

1. Governments and especially businesses are confronted with an “adapt or die” scenario, particularly in developing countries; to fall behind in technology and innovation could increase the gap with wealthier, more advanced economies.
2. E- Commerce presents unique opportunities for less developed countries to greatly expand their markets, both internally and externally. Externally, the internet and other technologies may allow for low- cost international trade, even for small, local businesses. Internally, many groups of citizens who had been considered “marginalised” and “unbanked” may gain affordable access to financial services, and may thus participate more readily in all aspects of the economy.
3. Rural areas considered too costly or unprofitable for business development might increasingly become a focus for investment and market expansion, and also for relocating corporate offices.
4. Development of microfinance institutions to provide financial services to the semi- urban and rural areas.
5. E- Learning and M- leaning enhances the access of the educational institutions in remote areas.
6. E- Governance initiatives increase access to information and thereby reduce corruption.
7. M- Banking (Mobile banking) reduces the transaction cost of the banking industry, thereby increasing access to financial services through the rapidly growing mobile market.
8. Micro, small and medium enterprises can leverage the technology to market their products globally.

Positive Impacts of e- Commerce on Society:

### The following are some of the important positive impacts of e- commerce on society:

The versatile shopping experience and the rapid development of transaction facilities are further driving opportunities for the remaining market segments.

- The greatest advantage of e-commerce is the ability to provide secure purchase transactions through the Internet, together with the almost instantaneous verification and validation of credit card transactions.
- This significant impact has led to a greater number of customers to exploit various fields of electronic commerce for their benefit.
- There is also a great national diversity in the adoption of electronic commerce, particularly in marketing and subsequent sales.
- Now India is growing and now becoming the country with more amount of people with literate people in the world of the Internet.
- The effect of increasing the transparency of E-commerce at the macro-level and micro-level is the highest productivity.
- The digital solutions that replaced traditional applications offer many opportunities for businesses and individual consumers.
- The services are aimed at customers.
- The products are negotiated too quickly
- The number of errors reduced.

### Negative impacts of e- Commerce on Society:

#### E-commerce has the following negative impacts on society:

1. Unemployment. Some organisations or businesses move from being a brick organisation, where they are based in a store, and move to become an online, more globally available company and therefore have no need for the staff they have employed in their stores.
2. Uncertainty. As there are some websites out there with the purpose to scam some people, some people are afraid of entering their credentials online, and they can't be blamed. There are trusted sites out there, and there are multiple ways to detect whether they are official sites or not. PayPal is an online payment method that people can use, which keeps their credentials private from the trader. The online trade will then work with PayPal, meaning that none of your payment details are shared with the company you are buying from.
3. Security Issues & Customer Trust. It is important to provide a safe and secure online shop for customers when they're trying to buy products from you. This helps create a greater customer trust and ensures them that they can place an order without any worries, to help encourage additional business with that customer in the future. The business will need to make sure that a safe gateway is available and that the information is secure. Returns & Complaints. If there is a product malfunction, then the customer is going to want a replacement or refund giving that it was not their fault, if it arrived damaged, for example. With a business that is solely based online, it can be a lot of hassle for the

customer to sort out a return or a refund, as they can't simply walk into their nearest corresponding store. This can also create a bad experience for the customer, and likely, they will not be coming back to your shop again.

4. Direct Communication & Product Experience When you order a product online, the customer will have no face-to-face contact with the salesperson and no hands-on experience with the product. Instead, the product will usually have a few images to get an idea of the product, along with a product description. Sometimes these images and descriptions can be misleading, and the customer could end up ordering an item that is not exactly what they want.
5. Delivery When you order a product or service online, you have to wait for the product to arrive. Usually, these e-commerce sites offer different options for delivery, which will range from faster delivery times at a higher price to slower delivery times at a lower price, or in some cases free. But sometimes the product can take a long time to come due to many issues, and this can cause problems if the product or service you ordered is for an event that is coming up, like a birthday or Christmas present. d when the customer makes the payment

### 3. CONCLUSION

E-commerce has undeniably become a crucial part of our society. The World Wide Web is and will have an outsized part in our daily lives. It's therefore critical that tiny businesses have their own to stay in competition with the larger websites. Since web developers have lowered the prices for their services, it's become cheaper for small businesses to use the World Wide Web to sell their products. E-commerce can conduct any business online and via the web to precise. Many techniques have been developed in recent years and are expected to grow quite significantly.

With e-commerce, the exchange of data associated with the acquisition and sale required information for the transport of products with less effort, exchange between banks and customers are going to be faster. Companies that speak with one another haven't restriction and their reference to one another can be done more easily and quickly.

Advantages of e-commerce are cost savings, increased efficiency, and customisation. So as to understand electronic commerce, it's important to spot the various terms that are used and to assess their origin and usage. These include information overload, reliability and security issues, and price of access, social divisions and difficulties in policing the web. Successful e-commerce involves understanding the restrictions and minimising the negative impact.

### REFERENCES

1. Gunasekaran A, McGaughey RE, Ngai EWT, Rai BK. E-commerce and its impact on operations management. *Int J Prod Econ.* 2002;75(1):185–97.
2. Subramani M, Walden E. The impact of e-commerce announcements on the market value of firms. *Inf Syst Res.* 2001;12(2):135–54.

3. Schafer JB, Konstan JA, Riedl J. E-commerce recommendation applications. In: Kohavi R, Provost F, editors. *Applications of Data Mining to Electronic Commerce.* Boston (MA): Springer US; 2001. p. 115–53.
4. Daniel E, Wilson H. Adoption intentions and benefits realised: a study of e-commerce in UK SMEs. *J Small Bus Enterp Dev.* 2002;9(4):331–48.
5. Eastin MS. Diffusion of e-commerce: an analysis of the adoption of four e-commerce activities. *Telemat Inform.* 2002;19(3):251–67.
6. Drew S. Strategic uses of e-commerce by SMEs in the East of England. *Eur Manag J.* 2003;21(1):79–88.
7. Gibbs J, Kraemer KL, Dedrick J. Environment and policy factors shaping global e-commerce diffusion: a cross-country comparison. *Inf Soc.* 2003;19(1):5–18.
8. Wong PK. Global and national factors affecting e-commerce diffusion in Singapore. *Inf Soc.* 2003;19(1):19–32.
9. Wikipedia contributors. E-commerce [Internet]. Wikipedia; c2024 [cited 2025 Jan 15]. Available from: <https://www.wikipedia.org>
10. Research Link. Research articles and academic resources [Internet]. Researchlink; c2024 [cited 2025 Jan 15]. Available from: <https://www.researchlink.in>
11. YouArticleLibrary. Articles on commerce and management [Internet]. YouArticleLibrary; c2024 [cited 2025 Jan 15]. Available from: <https://www.yourarticlelibrary.com>
12. Reynolds J. E-commerce: a critical review of adoption and growth. London: Routledge; Year unknown.

#### Creative Commons (CC) License

This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution–NonCommercial–NoDerivatives 4.0 International (CC BY-NC-ND 4.0) license. This license permits sharing and redistribution of the article in any medium or format for non-commercial purposes only, provided that appropriate credit is given to the original author(s) and source. No modifications, adaptations, or derivative works are permitted under this license.

#### About the author



**Anshu Koul** is a postgraduate student of M. Com at Gandhi Memorial Commerce College, University of Jammu, India. Her academic interests include commerce, finance, and management studies. She is keen on research and aims to develop a strong foundation in contemporary business and economic practices.



**Hakeem Rameez Mehraj** is a teacher at Delhi Public School, Budgam, Kashmir, India. He has experience in teaching and academic mentoring, with interests in education, commerce, and student development. He is committed to fostering critical thinking, conceptual clarity, and holistic learning among students.