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## E-Commerce - A Propellent for Logistics Industry

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### **Abstract**

Internet and incredible expansion of global e-commerce have extra-ordinarily united our lives with digitalization. From the past couple of decades, stormy progression of online marketing sales and rapid expansion of e-commerce received an ample attention. All this has led to an increased customer demand and higher degree of interest considering the variety and ease of delivery. In developed nations across the globe, electronic commerce logistics represent the latest biggest source of transformation in logistics industry and other supply systems. E-commerce is acknowledged as a driver of demand for delivery space as consumers buying online products consider distribution options a key factor while deciding the final purchase. Although most of the manufacturers and retailers have welcomed the mushrooming of digital commerce, but risk and complexity for logistic managers still require an approach to crack many challenge. Therefore, this paper elaborates how e-commerce development is affecting the logistic industry with it direct influences over the client deeds and service ratings. Moreover, e-commerce vendors need to go extra mile for making their transport capacities scalable, reliable, outstanding and transferable without any extra cost because it eventually helps them in enabling profit making system. Despite the fact, determining the appropriate distribution is no more difficult, yet it is significantly important to maintain the balance of e-commerce driven force in logistics and supply chain management. The purpose of present paper is also to explore the concerned challenges in context with digital commerce and logistics. Accordingly, opportunities and future perspectives should be directed towards practical implementations to contemplate the business strategies adding new dimensions in e-commerce and logistic companies.

**Keywords:** *E-Commerce, Logistics, Online Purchases, Supply-Chain Management, Customer Behaviour, Service Ratings, Rules and Regulations, Third-Party Logistics, E-Logistics*