iJRASET
International Journal For Research in Applied Science and Engineering Technology

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** VI **Month of publication:** June 2025

DOI: https://doi.org/10.22214/ijraset.2025.72036

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue VI June 2025- Available at www.ijraset.com

Impact of E-Commerce Platforms in Boosting Exports from Flair Trade Exports

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Abstract: ***E-commerce platforms have revolutionized international trade by providing small and medium-sized enterprises (SMEs) with access to global markets. This study examines the impact of e-commerce platforms on boosting exports from fair trade organizations. The research highlights the opportunities and challenges faced by flair trade exporters in leveraging e-commerce platforms to reach new markets and increase their online presence. The findings suggest that e-commerce platforms can significantly enhance export performance, but flair trade exporters need to address issues related to digital literacy, logistics, and payment systems.***

Key words: E-commerce platforms, Fair trade exports, International trade, SMEs (Small and Medium-sized Enterprises), Logistics and supply chain management.

I. INTRODUCTION

The rise of e-commerce has transformed the way businesses operate, particularly in the context of international trade. E-commerce platforms have emerged as a key driver of export growth, enabling small and medium-sized enterprises (SMEs) to reach new markets and customers worldwide.

Flair Trade Exports, a leading exporter of fashion products, is no exception. With the increasing demand for online shopping, Flair Trade Exports recognizes the potential of e- commerce platforms to boost its exports and stay competitive in the global market. The export sector is a significant contributor to many economies, and SMEs like Flair Trade Exports play a vital role in driving export growth. However, SMEs often face challenges in accessing international markets due to limited resources, lack of market information, and logistical complexities. E-commerce platforms have the potential to address these challenges by providing a cost-effective and efficient way to reach global customers.

II. STATEMENT OF THE PROBLEM

Flair Trade Exports, a small to medium-sized enterprise (SME) specializing in fashion products, is facing challenges in expanding its export operations due to limited market reach, high marketing costs, and intense competition in the global market. Despite its efforts to increase exports, the company has experienced stagnant growth in recent years. Flair Trade Exports is faced with significant challenges in leveraging e-commerce platforms to boost its exports. The company lacks a clear understanding of the benefits and challenges of using e- commerce platforms for export growth, as well as the key factors influencing the adoption of these platforms among SMEs in the export sector.

III. SCOPE OF THE STUDY

The scope of this study is to investigate the impact of e-commerce platforms on boosting exports from Flair Trade Exports, a small to medium-sized enterprise (SME) specializing in fashion products. Specifically, the study aims to examine the current state of e-commerce adoption among SMEs in the export sector, identify the benefits and challenges of using e- commerce platforms.

IV. OBJECTIVES OF THE STUDY

1) To analyze the impact of e-commerce platforms on the export performance of Flair Trade Exports.
2) To identify the key factors that influence the effectiveness of e-commerce platforms in boosting exports from flair trade exports.
3) To evaluate the benefits and challenges of using e-commerce platforms for export growth from Flair Trade Exports.
4) To analyze partnerships with global logistics providers to Flair Trade Exports.

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V. RESEARCH METHODOLOGY

1) Research Design: Descriptive research design.
2) Source of Data: Primary data & Secondary data.
3) Sampling Technique: Snowball sampling technique.
4) Sampling Size: 150 respondents.
5) Asrea of the Study: Flair exports, Tiruppur.

Tools For Analysis
The research paper involved certain tools like

- Simple percentage analysis.
- Correlation analysis.
- Rank analysis.
- Chi-square.
- One way ANOVA.

VI. LIMITATION OF THE STUDY

1) The The study is limited to Tirupur Taluk, so the findings cannot be generalized.
2) Due to the limited sample size used to investigate the problem, there may be a tiny amount of data error, as the research makes clear.

VII. REVIEW OF LITERATURE

Baldwin (2021), E-commerce platforms democratize global trade by reducing the dominance of traditional gatekeepers such as distributors and wholesalers. Flair trade exporters, often marginalized in conventional trade systems, benefit from direct-to-consumer (DTC) sales enabled by platforms like Shopify and BigCommerce. The study argues that these platforms level the playing field by allowing businesses.

Study by Zhu et al. (2019), The study found that e-commerce platforms can improve export performance by increasing market reach, reducing transaction costs, and enhancing brand visibility. Furthermore, the study reveals that brand visibility is a critical success factor, as platforms with built-in marketing tools, customer review systems, and social media integration help exporters establish credibility and trust among international buyers.

Kumar et al. (2016),This study investigated the role of e-commerce in enhancing the export competitiveness of Indian SMEs. The study found that e-commerce can help Indian SMEs to overcome traditional export barriers and improve their export performance.

TABLE NO 4.1
CHANGE IN REVENUE SINCE USING E-COMMERCE PLATFORMS

CHANGE IN REVENUE	NO. OF RESPONDENTS	PERCENTAGE (%)
Increased by 10 to 20%	50	33.3%
Increased by more than 20%	46	30.7%
Remained the same	27	18%
Decreased	27	18%
TOTAL	150	100%

(Source: Primary Data)

Interpretation: The data indicates that a majority of respondents (33.33%) experienced a 10 to 20% increase in revenue since using e-commerce platforms. Additionally, 30.67% of businesses saw a revenue increase of more than 20%, highlighting the positive financial impact of e-commerce adoption. However, 18% of businesses reported no change in revenue, and another 18% experienced a decrease, indicating that some businesses may not have fully optimized their e-commerce strategies.

Inference: The majority of respondents (33.33%) experienced a 10-20% revenue increase after adopting e- commerce platforms, suggesting that these platforms generally contribute to revenue growth but may have varying effects based on implementation and market factors.

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CHART NO 4.1
CHANGE IN REVENUE SINCE USING E-COMMERCE PLATFORMS

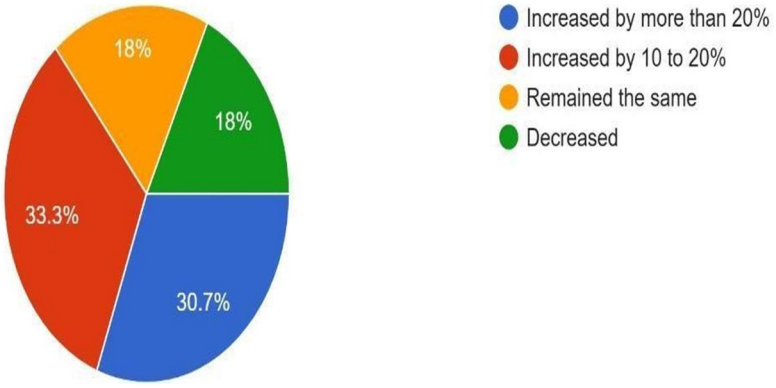

TABLE NO 4.2
BIGGEST CHALLENGES FOR FLAIR TRADE EXPORTS IN IMPLEMENTING E-COMMERCE PLATFORMS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Technical Difficulties	33	22%
2	Limited Digital Literacy and Skills	50	33.3%
3	Cyber Security Concerns	37	24.7%
4	Regulatory Compliance	30	20%
	Total	**150**	**100%**

(Source: Primary Data)

Interpretation: The data suggests that Limited Digital Literacy and Skills (33.3%) is the most significant challenge for Flair Trade Exports in adopting e-commerce platforms. This highlights a need for employee training programs and digital literacy initiatives. Cybersecurity concerns (24.7%) also play a major role, indicating a need for stronger security protocols and awareness. Technical difficulties (22%) and regulatory compliance (20%) further add to the challenges, emphasizing the importance of technical support and legal guidance for smoother digital adoption. Inference: A combined 78% of respondents face issues related to digital literacy, cybersecurity, and technical difficulties, suggesting that Flair Trade Exports must prioritize digital education, infrastructure improvements, and cybersecurity investments. Additionally, navigating regulatory compliance effectively will be crucial for expanding into international markets. Strategic planning, government support, and private sector collaborations can help mitigate these challenges and ensure successful e-commerce adoption.

CHART NO 4.2
BIGGEST CHALLENGES FOR FLAIR TRADE EXPORTS IN IMPLEMENTING E- COMMERCE PLATFORMS

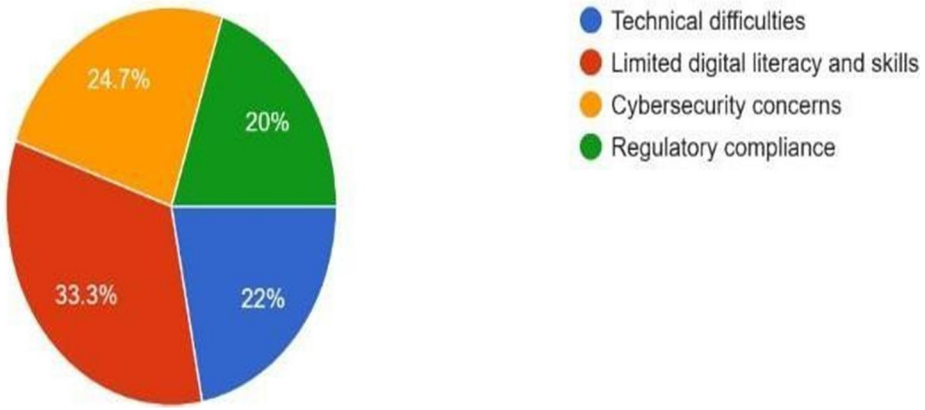

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TABLE NO 4.3
CORRELATION ANALYSIS BETWEEN PRIMARY BENEFIT AND FUTURE GOAL

CORRELATION ANALYSIS			
		What is the primary benefit of using e-commerce platforms for Flair Trade Exports?	What is Flair Trade Exports primary goal of using e-commerce platforms for exports in the next 1 year?
What is the primary benefit of using e- commerce platforms for Flair Trade Exports?	Pearson Correlation	1	0.037
	Sig. (2-tailed)		0.657
	N	150	150
What is Flair Trade Exports primary goal of using e-commerce platforms for exports in the next 1 year?	Pearson Correlation	0.037	1
	Sig. (2-tailed)	0.657	
	N	150	150

HYPOTHESIS:
H_0 (Null Hypothesis): There is no significant relationship between the primary benefit of using e-commerce platforms and the future goal for using them.
H_1 (Alternative Hypothesis): There is a significant relationship between the primary benefit of using e-commerce platforms and the future goal for using them.

Interpretation: At a 5% significance level ($p < 0.05$), the correlation coefficient (0.037) suggests an almost negligible relationship between the primary benefit of using e-commerce platforms and the future goal for using them. The p-value (0.657) is much greater than 0.05, so we fail to reject the null hypothesis (H_0). This indicates that the primary benefit respondents see in e-commerce platforms does not significantly impact their future goal for using them. The two variables appear to be largely independent of each other.

TABLE 4.4
CORRELATION ANALYSIS BETWEEN CUSTOMER SATISFACTION FACTORS AND CONTINUED PLATFORM USE

CORRELATION ANALYSIS			
		Give your satisfaction level for the following factors?	How likely are you to continue using Flair Trade Exports e- commerce platforms in the future?
Give your satisfaction level for the following factors?	Pearson Correlation	1	0.441
	Sig. (2-tailed)		0.063
	N	150	150
How likely are you to continue using Flair Trade Exports e- commerce platforms in the future?	Pearson Correlation	0.441	1
	Sig. (2-tailed)	0.063	
	N	150	150

Hypothesis:

H_0 (Null Hypothesis): There is no significant relationship between customer satisfaction factors and the likelihood of continued platform use.

H_1 (Alternative Hypothesis): There is a significant relationship between customer satisfaction factors and the likelihood of continued platform use.

Interpretation:

At a 5% significance level, none of the customer satisfaction factors significantly impact the likelihood of continued platform use. This suggests that other factors beyond customer satisfaction influence whether users continue using the platform. All customer satisfaction factors show weak or negligible correlations with continued platform use. The highest correlation is for Delivery Timeliness (r = 0.063), but it is still weak and not statistically significant (p = 0.441 > 0.05). p-values for all factors are greater than 0.05, meaning we fail to reject the null hypothesis (H_0).

TABLE 4.5

Relationship Between Gender & Most Important Factor Influencing E- Commerce Effectiveness

		Most important factor influencing e- commerce effectiveness				
		Quality Of Products	Pricing Strategy	Marketing And Promotion	Logistics And Shipping	Total
Relationship Between Gender	Male	17	25	25	12	79
	Female	21	15	29	6	71
Total		38	40	54	18	150

HYPOTHESIS:

H_0 (Null Hypothesis): There is no significant relationship between gender and the most important factor influencing e-commerce effectiveness.

H_1 (Alternative Hypothesis): There is a significant relationship between gender and the most important factor influencing e-commerce effectiveness.

CHI-SQUARE TEST

FACTOR	CALCULATION	DIFFERENCE	TABLE VALUE	REMARK
Gender	4.76	3	7.815	Accepted

Interpretation:

At a 5% significance level, the calculated Chi-Square value (4.76) is less than the table value (7.815). Since the p- value (0.19) is greater than 0.05, we fail to reject the null hypothesis (H_0). This means that there is no significant relationship between gender and the most important factor influencing e-commerce effectiveness.

TABLE 4.6

Relationship Between Occupation & Likelihood Of Continuing E-Commerce Use

		Likelihood of Continuing E-commerce Use				
		Very Likely	Somewhat Likely	Neutral	Unlikely	Total
Occupation	Business Owner	1	3	7	24	35
	Freelancer	1	2	4	14	21
	Employee	2	6	12	39	59
	Entrepreneur	1	4	8	27	40
Total		5	15	31	104	150

Hypothesis:

H_0 (Null Hypothesis):There is no significant relationship between occupation and the likelihood of continuing to use e-commerce platforms.

H_1 (Alternative Hypothesis):There is a significant relationship between occupation and the likelihood of continuing to use e-commerce platforms.

CHI-SQUARE TEST

FACTOR	CALCULATION	DIFFERENCE	TABLE VALUE	REMARK
Occupation	11.149	9	16.919	Accepted

Interpretation:

At a 5% significance level, the calculated Chi-Square value (11.149) is less than the table value (16.919). Since the p-value (0.2656) is greater than 0.05, we accept the null hypothesis (H_0). There is no significant relationship between occupation and likelihood of continuing to use e- commerce platforms. This suggests that future e-commerce adoption is not strongly influenced by occupation type.

TABLE 4.7

ANOVA BETWEEN OCCUPATION & IMPACT OF E-COMMERCE ON PRICING STRATEGY

ANOVA					
How has the use of e-commerce platforms impacted the pricing strategy of Flair Trade Exports?					
	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Between Groups	2.845	3	0.948	2.521	0.063
Within Groups	55.371	147	0.379	-	-
Total	58.216	150	-	-	-

HYPOTHESIS:

H_0 (Null Hypothesis): There is no statistical difference between occupation and the impact of e-commerce on pricing strategy.

H_1 (Alternative Hypothesis): There is a statistical difference between occupation and the impact of e-commerce on pricing strategy.

Interpretation:

At a 5% significance level, the calculated F-value is 2.521 and the p-value is 0.063. Since the p-value is greater than 0.05, the null hypothesis (H_0) is accepted. This indicates that there is no significant difference in how different occupational groups perceive the impact of e- commerce on pricing strategy. In other words, occupation does not strongly influence perceptions of pricing strategy changes due to e-commerce

TABLE 4.8

Anova Between Most Important Factor & Inventory Management Approach

ANOVA					
How do e-commerce platforms help Flair Trade Exports in managing inventory?					
	Sum of Squares	Df	Mean Square	F	Sig. (p-value)
Between Groups	3.871	3	1.290	3.214	0.026
Within Groups	58.921	147	0.404	-	-
Total	62.792	150	-	-	-

Hypothesis:

H_0 (Null Hypothesis): There is no statistical difference between the most important factor influencing e-commerce effectiveness and the approach to inventory management.

H_1 (Alternative Hypothesis): There is a statistical difference between the most important factor influencing e-commerce effectiveness and the approach to inventory management.

Interpretation:

At a 5% significance level, the calculated F-value is 3.214, and the p-value is 0.026. Since the p-value is less than 0.05, the null hypothesis (H_0) is rejected, meaning there is a significant difference in inventory management approaches based on what businesses consider the most important factor in e-commerce effectiveness.This suggests that businesses prioritize different inventory management strategies based on whether they value product quality, pricing, marketing, or logistics as the most important factor. Some businesses may emphasize real- time inventory tracking, while others focus on bulk ordering or supplier coordination, depending on their priorities.

Table 4.9
Ranking Of Features of Flair Trade Exports' E- Commerce Platform

Features	I	II	III	IV	TOTAL SCORE	RANK
User-Friendly Interface	55	42	30	23	4.32	1
Secure Payment System	50	40	32	28	4.45	2
Fast Delivery & Logistics	47	38	34	31	4.58	3
Customer Support & Assistance	40	36	30	44	4.80	4

Interpretation:

From the above ranking analysis, the most preferred feature of Flair Trade Exports' e-commerce platform is the User-Friendly Interface, indicating that customers value ease of navigation and accessibility. The Secure Payment System ranks second, followed closely by Fast Delivery & Logistics, showing the importance of seamless transactions and efficient shipping. Customer Support & Assistance ranks lowest, suggesting that while support is valuable, other features play a more significant role in customer satisfaction. Flair Trade Exports can leverage this insight to enhance the most valued features while improving customer support to better meet user expectations

TABLE 4.10
RANKING OF PRICING STRATEGY FACTORS

Pricing Strategy Factors	I	II	III	IV	TOTAL SCORE	RANK
Competitive Pricing	60	40	30	20	4.20	1
Discounts & Promotions	50	45	35	20	4.35	2
Dynamic Pricing (Based on Demand)	45	38	40	27	4.50	3
Cost-Based Pricing	40	35	38	37	4.75	4

Interpretation:

From the ranking analysis, Competitive Pricing is the most preferred pricing strategy factor, indicating that businesses prioritize pricing that matches or undercuts competitors. Discounts & Promotions rank second, showing the importance of attracting customers through special offers. Dynamic Pricing (based on demand) ranks third, highlighting its growing importance in pricing strategies. Cost-Based Pricing ranks lowest, suggesting that businesses focus more on market trends and customer expectations rather than solely on production costs. This insight suggests that companies should prioritize competitive and promotional pricing strategies while considering dynamic pricing models to maximize revenue and market competitive

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VIII. FINDINGS

A. Percentage Analysis

- The majority of respondents (33.33%) experienced a 10-20% revenue increase after adopting e-commerce platforms, suggesting that these platforms generally contribute to revenue growth but may have varying effects based on implementation and market factors.
- A combined 78% of respondents face issues related to digital literacy, cybersecurity, and technical difficulties, suggesting that Flair Trade Exports must prioritize digital education, infrastructure improvements, and cybersecurity investments.

B. Correlaton Analysis

- There is an relationship between the primary benefit of using e-commerce platforms and the future goal for using them.
- There is an relationship between customer satisfaction factors and the likelihood of continued platform use.

C. CHI-SQUARE

- H_0 = There is an relationship between gender and the most important factor influencing e- commerce effectiveness.
- H_0 = There is an relationship between occupation and the likelihood of continuing to use e- commerce platform

D. ONE WAY ANOVA

- H_0 = There is an difference between occupation and the impact of e-commerce on pricing strategy.
- H_0 = There is an difference between the most important factor influencing e-commerce effectiveness and the approach to inventory management.

E. Ranking Analysis

- The ranking analysis, the most preferred feature of Flair Trade Exports' e-commerce platform is the User-Friendly Interface, indicating that customers value ease of navigation and accessibility.
- The ranking analysis, Competitive Pricing is the most preferred pricing strategy factor, indicating that businesses prioritize pricing that matches or undercuts competitors.

IX. SUGGESTIONS

1) Enhancing Digital Presence
2) Investing in Digital Marketing
3) Improving Logistics and Supply Chain Management
4) Adopting Competitive Pricing Strategies
5) Customer Engagement and Retention
6) Leveraging Data Analytics
7) Exploring Niche B2B Platforms
8) Compliance with International Trade Regulations

X. CONCLUSION

E-commerce has revolutionized global trade, providing businesses, especially SMEs like Flair Trade Exports, with new opportunities to expand internationally. Digital platforms such as Amazon, Alibaba, and eBay have made it easier for exporters to access global markets, reduce costs, and streamline operations. By leveraging these platforms, Flair Trade Exports can enhance its market reach, improve brand visibility, and increase revenue. One of the key benefits of e- commerce is the ability to penetrate new markets without the traditional complexities of exporting. Automated solutions for payments, logistics, and customer interactions have simplified international trade, allowing businesses to focus on growth. Additionally, digital marketing tools like SEO, social media, and targeted ads help increase customer engagement and sales. However, challenges such as logistics, supply chain management, and customer trust must be addressed. Reliable shipping partners, secure payment options, and strong online reputation management are crucial for success. Pricing strategies also play a key role, requiring competitive and dynamic pricing models to attract and retain customers. In conclusion, e-commerce offers immense potential for SMEs to scale their exports and compete globally. By adopting effective digital strategies, maintaining strong customer relationships, and optimizing logistics, Flair Trade Exports can achieve sustainable growth and establish itself as a key player in the international fashion industry.

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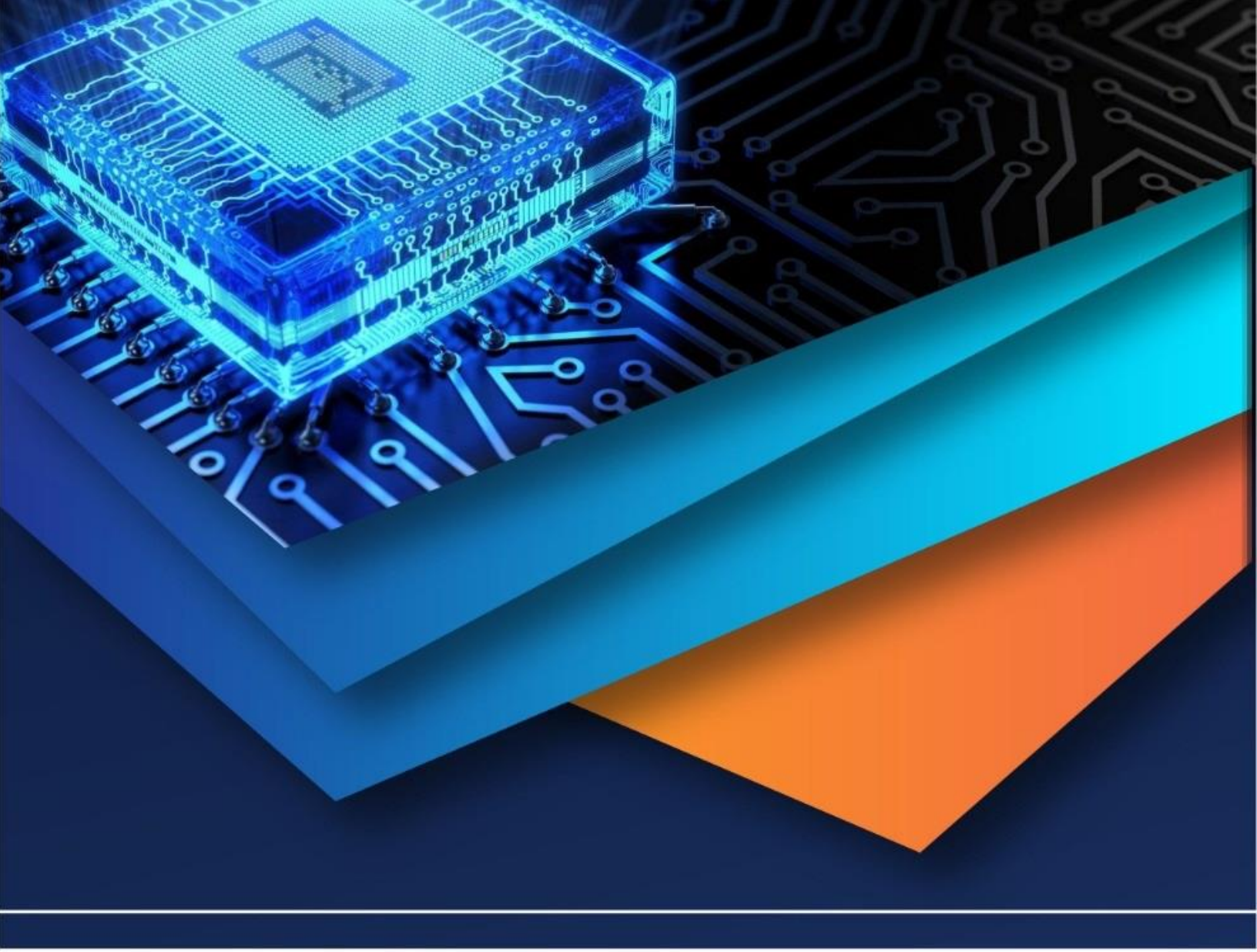

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