

# Influence of Online Shopping Platforms on Business Growth in Belagavi City

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**Abstract:** *Belagavi, a rapidly developing city in Karnataka, has witnessed a surge in online shopping activities over the past decade. Various small, medium, and large-scale businesses in the region have started leveraging e-commerce platforms to expand their reach and improve profitability. The emergence of online shopping platforms like Amazon, Flipkart, Myntra, Meesho and other local e-commerce startups have enabled businesses in Belagavi to connect with a larger customer base, even beyond geographical boundaries. Improvement in logistics and confidence of consumers in the use of online platforms has increased the shopping attitude of the consumers. Online shopping is preferred by customers due to the reason that they can shop anytime, anywhere, anything convenient, cost, variety and time all work in favor of online shoppers. So, the researcher studied the impact of online shopping on the business growth in Belagavi city. The study used different parameters and variables for collecting data from a sample 387 respondents in Belagavi city. It is concluded from the research work that online shopping platforms have improved the performance of the business and resulted in their growth by considering the variables like business status, use of digital platforms, sales turnover, employment, cost reduction, inventory management, branding and timely supply.*

**Keywords:** Online Shopping, Business Growth, Digital Platforms, e-commerce

## 1. Introduction

Online shopping platforms revolutionized the business operations in the modern era. The ease of business has transformed traditional commerce into a digital marketplace. The rise of e-commerce has significantly impacted businesses by providing them with a broader customer base, reducing operational costs, and enhancing consumer convenience. With the use of smartphones, gadgets and internet usage has increased online shopping and has become the essential component of business growth all over the world.

The research study aims to analyze the role of online shopping platforms in fostering business growth in Belagavi city. It seeks to understand how these platforms contribute to market expansion, customer acquisition, cost efficiency, and overall business development. Furthermore, the research will explore challenges faced by local businesses in adapting to the digital marketplace and suggest potential strategies for optimizing online sales that leads to business growth in the study area.

After covid-19, online shopping has become a preferred mode of purchasing for consumers. The shift from traditional retail to e-commerce, i.e. online shopping, has had profound effects on local businesses, consumer behavior, and the overall economy of Belagavi. By examining the impact of online shopping platforms, this research will provide valuable insights for business owners, policymakers, and digital entrepreneurs aiming to leverage e-commerce for sustainable growth.

Online Shopping is a form of electronic commerce where consumers buy goods and services directly from a seller over the internet using a website. Consumers find a product from internet by visiting website of the retailer directly or by searching among alternative vendors using online shopping search engine, which displays the same products availability and pricing at different retailers. Online shopping is the easy

solution for busy life in present world.

## 2. Review of Literature

Previous research clearly indicates that e-commerce has brought a major transformation in consumer buying behaviour across the world. Arpana (2020); Chandra & Chen (2019); Maheshwari & Rahamathunisa (2020), in their research studies clarified online shopping has gradually become a regular and essential part of daily life due to the growing use of the internet, mobile devices, and digital payment systems. Consumers increasingly prefer online platforms because they provide convenience, time savings, wide product variety, competitive pricing, ease of payment, and an improved overall shopping experience. These factors have contributed to changes in lifestyle and rising living standards.

B. S. Navi (2025) highlights the online shopping satisfies the customers with respect to choice, price, brand, and satisfaction in purchasing goods. Chaing & Dholakia (2014), study emphasize that accessibility and usability of websites, product type and features, and price play a vital role in shaping online purchase intentions. Jain et al. (2022); Sharma & Mittal (2009); Kothari et al. (2016), clarifies in the Indian context, e-commerce has grown rapidly due to increased internet penetration, advancements in telecommunication, and supportive government initiatives such as Digital India and Startup India, which have expanded online retail into tier-2 and tier-3 cities. Platforms such as Amazon, Flipkart, and Myntra have significantly influenced consumers' purchasing habits by making products and services more accessible across diverse regions.

Guo Jun et al. (2017); Muthumani et al. (2017); Sunita Guru (2013), in their studies highlights that consumers generally hold a positive attitude toward online shopping, particularly among young, educated, and tech-savvy users. Rama

Mohana Rao et al. (2016); Kanchan et al. (2015); Vidyashree et al. (2018), clearly depicts convenience, comfort, satisfaction, and the ability to compare products and prices encourage repeated online purchases. Important determinants influencing consumer perception include website design, service quality, delivery efficiency, responsiveness, reliability, privacy, security, and trust.

Chaudhuri (2020); Silpa et al. (2016) in their study convey that despite growing acceptance, challenges remain. Cybersecurity issues such as data breaches, online fraud, fear of sharing financial information, and concerns over product quality continue to discourage some consumers from fully adopting online shopping. J. Anthony (2021) in his research work shows, a segment of consumers still shows preference for traditional in-store shopping due to perceived enjoyment and greater trust in physical retail.

The COVID-19 pandemic significantly accelerated the adoption of online shopping globally, forcing both consumers and businesses to rely heavily on digital platforms and resulting in a substantial increase in e-commerce sales (Statista, 2021). Overall, the literature confirms that e-commerce has reshaped purchasing patterns, intensified competition, and created both opportunities and challenges for businesses. Building consumer trust, ensuring data security, and delivering consistent service quality are therefore critical for the sustainable growth of online retail.

With the review of various articles, reports and thesis, it is found that online shopping platforms have revolutionized the way businesses operate, especially in urban and semi-urban regions of India. The studies have explored the impact of e-commerce on consumer behaviour, supply chain efficiencies, and the broader retail landscape. However, a significant portion of this research is concentrated where digital infrastructure and e-commerce adoption are already mature. The reviews clearly clarifies that it is essential to carry research on the implications of online shopping on the business growth. In contrast, Belagavi city is rapidly growing urban center in North Karnataka, presents a unique context due to its semi-urban demographic, evolving digital adoption, and a strong presence of traditional retail markets. Despite its growing business ecosystem, limited academic research exists that specifically examines how online shopping platforms are influencing business growth in Belagavi.

### Statement of the Problem

Internet penetration and rapid growth of digital technology have transformed the way businesses operate across the globe, and India is no exception for it. In recent years, online shopping platforms such as Amazon, Flipkart, Myntra, Meesho and other e-commerce platforms have significantly reshaped consumer behavior for their satisfaction and business strategies to its growth. Even in cities like Belagavi, a visible shift has occurred which shows how people shop and how businesses reach their customers. While online shopping offers convenience, variety, and competitive pricing to consumers, it also presents both opportunities and challenges for local businesses.

There is a growing need to understand whether online shopping platforms are contributing positively to business

growth in Belagavi or if they are creating an imbalance that adversely affects traditional retail businesses. The impact on employment, customer loyalty, and the adaptability of local businesses to digital models are key concerns that require academic investigation. Hence, the research problem entitled “Impact of online shopping platforms on business growth in Belagavi city”

### Objectives of the Study:

The objective of this study is to analyse the role of online shopping platforms and their implications in the growth of business in Belagavi city. The following are the objectives of the study.

- To examine the factors responsible for the growth of business through online shopping in the study area.
- To explore the effects of online shopping platforms on business growth in Belagavi city.

## 3. Scope and Methodology

The study focuses on the growth and development of businesses in Belagavi City through online shopping confined to Belagavi City, Karnataka, which includes both urban and semi-urban regions. It covers businesses such as small and medium enterprises (SMEs), retailers, wholesalers, and start-ups that have adopted online shopping platforms for selling goods and services. The respondents include business owners, and consumers to understand the broader impact of e-commerce on business operations and growth.

The research methodology outlines the procedures and techniques adopted to collect, analyze, and interpret the data relevant to enhance business growth in Belagavi City. A total of 387 respondents were selected with convenience sampling methods. The primary data collected through structured questionnaires and personal interviews with business owners and consumers. Secondary data has been gathered from journals, research papers, government reports, online databases, e-commerce websites, and published articles.

## 4. Data Analysis and Discussion

**Table 1: Demographic profile of Respondents**

Variables	Number of Respondents	Percentage	Cumulative Percentage
<b>Age of Respondents</b>			
Below 25	97	25.1	25.1
26-35	135	34.9	60.0
36-45	128	33.0	73.0
46 and above	27	7.0	100
<b>Total</b>	<b>387</b>	<b>100</b>	
<b>Gender of Respondents</b>			
Male	236	61.0	61.0
Female	151	39.0	100
<b>Total</b>	<b>387</b>	<b>100</b>	
<b>Education Qualification</b>			
Below SSLC	58	15.0	15.0
PUC/ Diploma	115	29.7	44.7
Graduate	78	20.2	64.9
Postgraduate and above	136	35.1	100
<b>Total</b>	<b>387</b>	<b>100</b>	
<b>Types of Business</b>			

Retail	60	15.6	15.6
Food and Beverage	127	32.8	48.4
Clothing and Fashion	92	23.8	72.2
Electronics	54	13.9	86.1
Stationary	31	8.0	94.1
Others	23	5.9	100
<b>Total</b>	<b>387</b>	<b>100</b>	

Source: Field Survey – October 2025

Table 1 illustrates the demographic profile of the respondents. It is understood that of the total respondents, majority belong to the 27-35 years age group followed closely by 36-45 years. This indicates that nearly 68% of the respondents are in their prime entrepreneurial working age, suggesting that the business sector in the study area is largely driven by young and middle-aged businessman. Only 7% are above 46 years, showing comparatively lower participation of old-age businessman.

Of the total respondent's male constitutes 61% and female accounts 39%. It clearly reflects that male participation in the business establishment is dominant and female businesses are significantly emerging and forming a substantial contribution in the growth of businesses.

The major respondent businessman are postgraduates, followed by PUC/diploma and graduates. It clearly shows the highly qualified people are establishing the businesses. The highest representation of the sample business is from food and beverages followed by clothing and fashion, retail business and electronics. Stationary and other business constitute very meagre percentage in using the online business.

**Table 2:** Increase in business status after using online shopping platforms

Variables	No. of Respondents (O)	Percentage	Expected Respondents (E)	(O-E) <sup>2</sup> /E
Yes	291	75.20	129	203.45
No	24	6.20	129	85.47
Not sure	72	18.60	129	25.20
<b>Total</b>	<b>387</b>	<b>100</b>		$\chi^2=314.12$

Source: Field Survey - October, 2025

From the table 2 it is understood that 75.20% of the respondents agreed that online shopping platforms increased the status of business. Only 6.20% of the respondents state it does not affect the business status. Around 18.60% of the respondents neither accept nor deny the fact that online shopping increases the business status. This indicates a predominantly positive impact of online platforms on business sales.

The chi-square goodness of fit test reveals a highly significant difference among response categories i.e.  $\chi^2 = 314.12$ ,  $p < 0.001$ . A large majority of respondents have inclination towards the statement while very less are not sure. It clearly identifies that business status has increased after using online shopping platforms.

**Table 3:** Online Selling Platforms used for Selling Products and Services

Online Platforms	No. of Responders	Percentage	Cumulative Percentage
Amazon	93	24	24
Flipkart	55	14	38
Meesho	46	12	50
Others	193	50	100
<b>Total</b>	<b>387</b>	<b>100</b>	

Source: Field Survey - October, 2025

It is inferred from the table 3 that, the choice of online selling platform plays a crucial role in determining the level of business growth. The data reveals that out of 387 respondents, 50% sell their products through 'Other' digital platforms, such as WhatsApp Business, Instagram, Facebook Marketplace, and personal websites. Amazon accounts for 24% of respondents, making it the most preferred large-scale e-commerce platform. Flipkart (14%) and Meesho (12%) also contribute notably to business expansion, especially for small and micro-entrepreneurs. Overall, the data implies that diversified use of online platforms enhances business growth. Sellers using mainstream marketplaces experience rapid sales growth due to high traffic, while those using social and niche platforms achieve sustainable and relationship-based growth. Thus, the availability of multiple online selling platforms has significantly strengthened business growth by increasing market access, and improving sales performance.

**Table 4:** Reason for using online shopping platforms

Variables	No. of Responders	Percentage	Cumulative Percentage
Increase sale	39	10	10
Expand market reach	72	18	28
Customer demand	108	28	56
Competitor pressure	169	44	100
<b>Total</b>	<b>387</b>	<b>100</b>	

Source: Field Survey- October, 2025

Table 4 clearly states that, the adoption of online shopping platforms is mainly driven by business growth needs. Competitor pressure (44%) shows that online presence is essential for market survival and growth. Businesses go online to protect their market share and remain competitive. Customer demand (28%) indicates growth through improved customer satisfaction and loyalty. Meeting online customer expectations increases repeat purchases and expanding market reach (18%) supports geographical and customer-base expansion. This allows businesses to enter new markets and diversify income sources. Only 10% focus directly on increasing sales which shows that online platforms are viewed as long-term growth tools. It is concluded that online shopping promotes business growth.

**Table 5:** Rating of operational readiness for managing online orders

Variables	No. of Responders	Percentage	Cumulative Percentage
Highly prepared	179	46	46
Moderately prepared	192	50	96
Poorly prepared	16	4	100
<b>Total</b>	<b>387</b>	<b>100</b>	

Source: Field Survey - October, 2025

Of the total 387 respondents from table 5 indicate that 96% of businesses possess at least moderate operational readiness for meeting the online orders from the customers followed by 46% of the businesses with highly prepared for meeting the needs of customers through online selling. It is creating a favorable environment for online-driven business expansion, improved customer service, and long-term competitive growth.

**Table 6:** Classification of Respondents on Percentage of total sales from online platforms

Variables	No. of Responders	Percentage	Result
Less than 25%	126	32.55	Since calculated $\chi^2$ (158.24) > critical $\chi^2$ (7.815) H <sub>0</sub> is rejected.
26 – 50%	178	46.00	
51 - 75%	71	18.35	
More than 75%	12	3.10	
Total	387	100	

Source: Field Survey – October, 2025

**Table 7:** Online shopping helps Business growth

(SD= Strongly Disagree, D=Disagree, N=Neutral, A= Agree, SA= Strongly Agree)

Sl. No.	Statements	SD	D	N	A	SA	Mean Score	Rank	Interpretation
1	Increased the turnover of business	62	45	36	183	61	3.89	9	High Positive impact
2	Reduces operational cost	45	31	73	123	115	3.96	7	Strong agreement
3	More employment opportunity	22	46	86	141	102	3.93	8	Positive impact
4	Proper inventory management	3	27	102	162	93	4.02	3	Very high agreement
5	Avoid stock holding	9	39	96	139	104	3.96	6	Strong agreement
6	Gives more option and immediate supply	18	28	90	156	95	4.00	5	Very high agreement
7	Help improve business branding	7	13	115	169	83	4.00	4	Very high agreement
8	Helps to stay competitive in the current market	1	15	80	177	112	4.25	1	Higher impact
9	Grow faster with improved digital skills / training	11	46	96	198	36	3.83	10	Moderate-High
10	Timely delivery gives more satisfaction	16	40	52	195	84	4.12	2	Very high agreement

Source: Field Survey – October, 2025

Table 7 clearly depicts the key parameters responsible for the growth of business. The key parameters were ranked on the mean value and competition in the market stood first followed by timely delivery, inventory management, business branding, immediate delivery of goods, stock holding time, reduction in cost, generating employment opportunity, business turnover and digital skills. All these will keep their impact on the growth of business. The researcher applied chi-square test and developed the following hypothesis.

H<sub>0</sub>: Online shopping does not have a significant impact on business growth.

H<sub>1</sub>: Online shopping has a significant impact on business growth.

Statistic	Value
Chi-Square ( $\chi^2$ )	35.44
Degrees of freedom	9
P-Value	0.00005
Level of Significance	0.05

Here,  $p=0.00005 < 0.05$ ; hence null hypothesis is rejected. It shows statistically significant relationship between online shopping and business growth. The statistical mean analysis confirms that online shopping plays a major role in increasing competitiveness, customer satisfaction, inventory control, branding and overall performance of business.

Table 6 clearly indicates a highly significant variation in the proportion of sales generated through online platforms ( $\chi^2 = 158.24$ ,  $p < 0.001$ ). Businesses that generate more than 50% of their sales through online platforms exhibit considerably higher growth levels compared to those whose online sales are below 25%. Enterprises in the 26–50% and 51–75% online sales categories report faster expansion in revenue, customer base, and market reach, whereas businesses with less than 25% online sales show relatively slower growth. This shows that although online platforms have become an important sales channel, complete digital dependency remains very limited. It clearly reveals that most businesses are still in a hybrid stage, combining both offline and online sales modes.

**Table 8:** Online Shopping infrastructure supports Business growth

Variables	No. of Responders	Percentage	Cumulative Percentage
Yes	262	68	68
No	24	6	74
Partially	101	26	100
Total	387	100	

Source: Field Survey – October, 2025

Table 8 clarifies; a strong majority of respondents (68%) believe that online shopping infrastructure directly supports business growth. This indicates that online shopping platforms and other digital platforms play a crucial role in increasing sales volume, expanding market reach, and improving operational efficiency. Only 26% feel that online infrastructure partially supports growth, and 6% of respondents do not perceive online infrastructure as supporting business growth.

## 5. Findings and Suggestions

Based on the data analysis and interpretations it is understood that, many local businesses in Belagavi have adopted online shopping platforms like Amazon, Flipkart, and Meesho to reach a broader customer base and increase their market presence. Digital tools provided by e-commerce platforms and online reviews, product ratings, and personalized advertising strategies helped businesses attract and retain



customers more effectively. It is advised to create awareness on the use of digital marketing, e-commerce platform usage, and customer engagement tools which would help local businesses transition smoothly into the digital ecosystem. It is essential to provide seamless online business operations for better delivery to ensure efficient logistics and faster order fulfilment.

## 6. Conclusion

The study was aimed to examine the role of online shopping platforms in the growth of businesses in Belagavi city. The research findings affirm that e-commerce platforms like Amazon, Flipkart, Meesho, and others have significantly impacted local businesses by expanding market reach, improving operational efficiency, and fostering deeper customer engagement. Online platforms have enabled these businesses to remain competitive, reduce marketing and operational costs. Online shopping is preferred due to factors like turnover, employment, faster delivery, convenience, competitive pricing, product variety, etc.

The overall impact of online shopping platforms on business growth in Belagavi has been positive. With continued investments in digital infrastructure, increased awareness, and proper support from the government and industry stakeholders, e-commerce can serve as a catalyst for sustainable economic development in the region. It is concluded that, online shopping platforms have transformed the way businesses operate in Belagavi, opening up new opportunities for expansion, efficiency, and business growth.

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