

E-commerce boosts road transportation industry

*E-commerce has proven to be an important factor in transforming the nature of the international logistics industry, as stated by **Dr. Pushendra Pratap Singh**, country head, Asia Shipping International Transport India.*

In an exclusive interview with Cargo Insights, Dr. Pushendra Pratap Singh sheds light on how e-commerce helped road transport companies by increasing vehicle demand, which gave the industry a significant boost.

E-commerce's impact on road transport industry

While e-commerce was establishing itself and gaining traction, road transport expanded equally, increasing mobility. This rise has exacerbated traffic and environmental problems, which are expected to intensify unless and until action is taken. E-commerce has also been shown to have a direct impact on logistics. Improvements in infrastructure, increased awareness, technologically advanced logistics platforms, and enticing internet purchasing have all had an impact on India's road transport business.

Obstacles faced by logistics companies in fulfilling e-commerce business expectations

Individual purchasing decisions are growing more challenging as e-commerce develops in popularity. Returns and exchanges are the most challenging in reverse logistics. Indian consumers prefer to pay in cash due to limited credit card usage and fear of internet shopping. Manual transactions, as opposed to electronic payments, are time-consuming, burdensome, and risky. Furthermore, Internet access is limited in small towns because most people use feature phones rather than



smart phones. Postal codes, on the other hand, have little uniformity because simply stating an address is insufficient. There are numerous communities that are tough to access. Issues with last-mile connectivity worsen e-commerce concerns.

Technology's effect on logistics industry, notably e-commerce logistics

Increased Internet connectivity in India has boosted e-commerce growth, allowing end consumers to order goods and services with a few clicks. E-commerce has progressed from an unproven frontier to a critical pillar in the logistics business. It has also proven to be an important factor in the development of the global logistics business. E-commerce has the ability to handle enormous volumes of data fast and precisely, as well as generate unique data analysis that can research consumer behaviour and future trends and target marketing efforts accordingly. Automation will allow the provider to track inventory in real time and respond to demand efficiently by restocking items quickly.

E-commerce's tremendous success is a perfect blend of targeting niche clients through social media marketing and giving an excellent buying experience. Platforms like Paytm,



Dr. Pushendra Pratap Singh
Country Head,
Asia Shipping International Transport

PhonePe, and Google Pay have streamlined the payment process, making it easier for customers to shop online. E-commerce aided road transport companies by increasing vehicle demand, providing a huge boost to the industry. E-commerce not only benefited 'Automobile Sector', but it also increased service centres and improved the jobs of drivers, their assistants, loaders and unloaders, warehousing specialists, technicians, and others.

Government's role in growth of India's e-commerce and logistics industries

To assist the effective and efficient expansion of e-commerce in the country, our Indian government launched multiple initiatives such as Start-up India, the National Logistics Policy, Skill India, Digital India, and the Innovation Fund. I propose encouraging multinational corporations to establish regional offices in India in order to provide a wide mix of international items to the Indian market. The government should encourage digital talent for our younger generation, as they are true digital natives and highly tech-savvy. ●