

“A study on the impact of E-commerce amongst business owners in Lunglei town area”



***A report submitted to Department of Commerce, Higher And Technical
Institute, Mizoram (HATIM) for the academic year 2022-23***

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CERTIFICATE

This is to certify that the dissertation entitled “A study on the impact of e-commerce amongst business owners in Lunglei Town Area” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Thomas Lalfaka Pakhup, Roll No. 2123BCOM046, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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DECLARATION

I, “**Thomas Lalfaka Pakhup**”, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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Thank you,

Thomas Lalfaka Pakhup

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CHAPTER I

INTRODUCTION

1.1 Conceptual Framework

E-commerce includes a wide range of online market activities involving a variety of commodities and services. It involves managing the goods and services over the Internet and electronic media. E-commerce and E-business both require the use of the internet and many computer management techniques to operate. E-commerce is essentially the expansion of online business. Overnight, E-commerce has taken over as the primary online activity.

E-business and E-commerce are frequently used interchangeably. The transactional procedures that make up online retail shopping are also occasionally referred to as e-tail.

The widespread use of E-commerce over the past 20 years has significantly boosted the growth of online retail. The U.S. Census Bureau estimates that 5% of all retail purchases in 2011 were made through E-commerce.

As the COVID-19 pandemic broke out in 2020, it had increased to over 16% of retail sales. The effect from the coronavirus on global E-commerce has changed the dynamics of business. According to data, 52% of buyers stay away from busy places and brick and mortar stores. In addition, 36% postponed shopping in person until they received the coronavirus vaccine.

E-commerce is the use of electronic communications and digital information processing technologies in business transactions to create, change, and redefine relationships for the purpose of generating value between or among companies, as well as between organizations and individuals. It has the ability to change the traditional structure of economic activity, affecting huge sectors such as communications, service, finance, and retail trade, as well as holding promise in areas such as education, health, transportation, and governance. E-commerce provides chances for businesses to accelerate business operations, decrease costs, reach new clients, and establish new business models and markets. One of the biggest potential ecological benefits of E-commerce is increased resource productivity.

E-commerce has a huge impact on business costs and productivity since it allows for the purchase and sale of products and information through the internet as well as other online services. It is changing the business models of firms, shaping relationships among market actors, and contributing to changes in market structure. It also opens up the prospect of new

business models for organizing production and conducting transactions by providing inter modality and complementarity - not just replacement - in business models. E-commerce is a vital part of a country's economic growth and development since it is a deliberate activity that involves the planning, controlling, promotion, and distribution of diverse goods and services.

1.1.1 Ecommerce categories

An E-commerce company might choose to run in a variety of ways, depending on its products, services, and organizational structure. Below are a few of the most well-liked company models.

- **B2C (Business-to-consumer):** Direct sales to consumers are the focus of B2C companies. Every purchase you make as a customer at an online store, from clothing and home goods to entertainment, is a B2C transaction.
- **B2B (Business-to-business):** A business offers its good or service to another business in a B2B business model. Although the buyer frequently resells to the consumer, the buyer is occasionally the end user. In average, B2B transactions have a longer sales cycle but bigger order values and more frequent purchases.
- **Business to Government (B2G):** Several organizations focus on serving government agencies or administrations as contractors. The firm generates goods of value and sends those goods to an entity, just like in a B2B connection. B2G E-commerce businesses frequently have to comply with government request for proposals specifications,
- **Customer to Customer (C2C):** Customer to Customer E-commerce, often known as C2C, is simply consumer-to-consumer trade. Consumers directly interacting with one another. No businesses are involved. It enables people to immediately sell their possessions and assets to a buyer. Example: eBay, Olx, Quikr
- **Customer to Business (C2B):** The business-to-consumer model isn't really conventional. The concept behind this is that businesses are buying from lone individuals, even if those customers are typically owners of their own enterprises. It's business to consumer, the opposite of business to consumer. So, the customer gives the business an item or some services.

1.1.2 Impact of E-commerce on business.

In recent years, E-commerce has had a huge impact on businesses. Here are some of the effects of E-commerce on businesses:

- **Increased Reach:** One of the key advantages of E-commerce is that it allows firms to reach clients who are not in their immediate vicinity. Businesses may sell to people all around the world via an online store, opening up new markets and extending their customer base.
- **Reduced Costs:** E-commerce has also assisted businesses in lowering their operating expenses. Businesses can save money on rent, utilities, and other expenses by removing the need for physical storefronts and lowering the demand for manual labor.
- **Enhanced Customer Experience:** E-commerce has also resulted in enhanced customer experience. Customers can quickly explore products, compare prices, and make purchases without leaving their homes. Furthermore, E-commerce has resulted in faster delivery times and more convenient payment alternatives, which has improved the customer experience even further.
- **Increased competition:** While E-commerce has opened up new avenues for enterprises, it has also raised rivalry. Firms must be clever in their marketing and pricing tactics to remain competitive as more firms compete for clients online.
- **Job Displacement:** E-commerce has also resulted in job displacement in other industries, most notably retail. Many brick-and-mortar establishments have closed as a result of the advent of E-commerce, resulting in job losses in these industries.
- **Changes in business Processes:** E-commerce has brought about changes in business procedures, particularly in marketing, sales, and customer support. To remain competitive, businesses must be able to adapt to these developments.
- **Increased Data Collection:** Finally, E-commerce has led to increased data collection. Businesses can now collect data on customer behavior and preferences, allowing them to better understand their customers and tailor their marketing strategies accordingly.

Overall, E-commerce has had a significant impact on businesses, both positive and negative. While it has presented many opportunities, businesses must also be aware of the challenges and be willing to adapt in order to succeed in the E-commerce landscape.

1.2 Review of literature

Here, an attempt is made to briefly examine the work that has already been done and the approach used. An overview of a few chosen studies is provided below:

- **(Pradeep Kaur, 2012)** in his article, he asserted that the rise of electronic commerce has caused yet another disruption, one that alters how businesses buy and sell products and services. Innovative strategies have developed. Geographical distances play less of a role in forging business ties. The development of 3 G and 4 G wireless networking technology will lead to a significant expansion of the Internet economy.
- **(Shweta Sharma, 2016)** noted that a large segment of E-commerce is conducted online, and by the end of the financial year 2008, India is expected to have an impact on Rs. 9210 crores at a growth rate of 30%.
- **(Yadav, 2019)** reported the increase in E-commerce revenues between 2015 and 2021 in his study. It was \$12.19 trillion in 2015, and it rose to 16.08 trillion in 2016. It is also anticipated to grow more quickly in the upcoming years. By 2021, it is anticipated to reach \$45.17 trillion, approximately four times the amount that was sold in 2018.
- **(K.T, 2020)**, Department of Economics (IJCRT), reported that India had 687.6 million digital users as of January 2020, and the market for E-commerce is expected to reach \$200 billion USD by 2027. The current penetration of active online commerce is 74%. As of 2020, Paytm is the most widely used E-payment provider.
- **(Muhammad Bilal, Raza Naqvi, Syeda Mahwish, Ahmed Usman Khan Muhammad Basit, Hamza Akram, Anam Bhatti, 2020)** in the journal E-commerce trends during COVID-19 Pandemic reported that corona-virus is a factor in the growth of E-commerce. In this situation, E-commerce has emerged as a leading source of alternative shopping for consumers who formerly went to traditional superstores.
- **Bhatti et al. (2020)** investigate how coronavirus has increased E-commerce. E-commerce is becoming a substitute source and is regarded as the best in this situation, while consumers typically purchased from supermarkets. Coronavirus has an impact on the entire E-commerce industry. Meanwhile, we want to understand their efficiency in terms of cost and benefit stability, as well as related measures in the near future.

1.3 Rationale of the study

The study is to analyse the level of knowledge, level of importance towards E-commerce and to evaluate the growth of E-commerce in Lunglei town area. The study also analyses the most preferred E-commerce platform used by business owners. Policymakers and businesses may establish measures to maximize the benefits of E-commerce while minimizing its negative affects by analysing the impact of E-commerce on business owners. Furthermore, this research will add to the existing literature on E-commerce and its impact on enterprises, providing insights into how organizations may adapt to a changing economic landscape.

What differentiates this research paper from other papers is that there is no other study done based on impact of E-commerce on business owners in reference to Lunglei town.

1.4 Statement of the problem

Despite the growing importance of E-commerce in the global economy, many businesses in Lunglei have been slow to adopt it. Even though there has been significant rise in the usage of E-commerce. The low level of E-commerce adoption among Lunglei businesses raise questions about the factors preventing its adoption, as well as the potential implications for the competitiveness of local businesses.

As a result, the issue to be addressed is the low level of E-commerce adoption among Lunglei business owners, as well as the underlying factors that contribute to this phenomenon. This issue necessitates a thorough investigation of the attitudes, motivations, and barriers to E-commerce adoption among Lunglei business owners, as well as an examination of the impact of low E-commerce adoption on the competitiveness of local businesses.

1.5 Objectives of the study

- **To analyse the level of knowledge towards E-commerce.**

This objective tries to attain the level of knowledge of the respondents towards E-commerce in Lunglei town area. This will help the researcher in finding out the awareness level of the respondents as well as their understanding on E-commerce.

- **To identify the most preferred E-commerce platform used by business owners.**

This objective attempts at finding out the respondent's most preferred E-commerce platform to use in the business. This helps the researcher in finding out the respondent's most preferred social media platforms for carrying out their business and to use as a form of communication.

- **To identify the level of importance of E-commerce for the business.**

This objective attempts at finding out the level of importance of E-commerce in the business. This helps the researchers in finding out at what level they implement the E-commerce platforms in the business and their level of dependence on it, or whether it is beneficial to their business.

- **To evaluate the growth of E-commerce in Lunglei town area.**

This objective tries to attain the E-commerce growth level in Lunglei town area. This help the researcher in finding out the usage level of E-commerce in the business over the past 10 years.

1.6 Research methodology

1.6.1 Population of the study:

This study is focusing on the impact of E-commerce amongst business owners with the focus on Lunglei town. Encompassing a total area of 4,538 square kilometers (1,752 sq. mi), the district of Lunglei has a population of approximately 78,000 (2023 census) with the current estimation. The study covers the level of knowledge towards E-commerce, most preferred E-commerce platform used in the business, the level of importance of E-commerce in the business and the growth of E-commerce in Lunglei town area.

1.6.2 Sample size:

Sample size denoted the number of elements selected for the study. The present study is conducted in Lunglei town area, the 2nd largest district in the state of Mizoram. For the purpose of the study, 41 respondents were chosen who were willing to participate and give their thoughts on the said topic.

1.6.3 Sources of data:

In this study, the data gathering approach was primary data, which was acquired via a structured questionnaire in Google Forms.

Secondary data were gathered from several sources. Journals and thesis that have been published, existing research articles, several websites on the internet, and a few books have all been very helpful in grasping the concept and accomplishing the objectives.

Conclusive research and quantitative research methodology were also used in this study.

1.6.4 Design of the questionnaire:

In this study, a number of questions were drafted to meet the study's objectives to be answered. The questions used to conduct the survey were close-ended questions. The respondents were asked to choose from a distinct set of pre-defined responses, such as yes/no or among set multiple choice questions and Likert scale questions. The questionnaire was distributed through Google forms.

1.6.5 Period of the study:

The study of the research lasted around four months, from March through the first week of May. The questionnaire distribution time was only about 2-3 days.

1.6.6 Data analysis procedure:

In this study, the data were represented through various techniques like graphs such as bar graphs, stacked bars, stacked horizontal pyramid, pie charts, exploded pie, line charts, clustered cone, stacked area chart.

The percentage analysis and tables were also utilized to analyze and understand the obtained data. This is done with Microsoft Excel.

1.7 Limitation of the study

- The source of the data collected is primary data, which is based on the questionnaire distributed through google forms and could be biased.
- The study is purely based on 41 respondents only.
- The area of the study is confined only in Lunglei town and hence only applicable to Lunglei town.
- The primary data collection and interpretation were found to be time consuming.
- The knowledge of the respondents was limited towards E-commerce.
- E-commerce was not practiced widely.

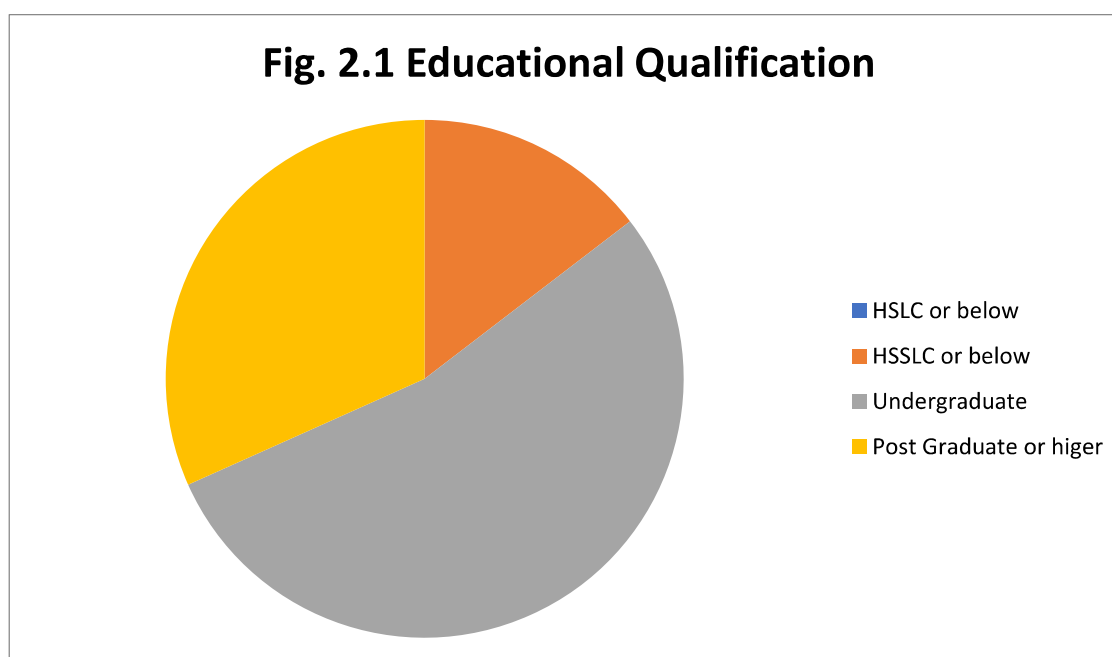
CHAPTER-II

ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the analysis and interpretation of the data.

Table 2.1 Educational qualification.

Particulars	No. of respondents	Percentage (%)
HSLC or below	0	0
HSSLC or below	6	14.6
Undergraduate	22	53.7
Post Graduate or higher	13	31.7
Total	41	100



Source: Primary Data

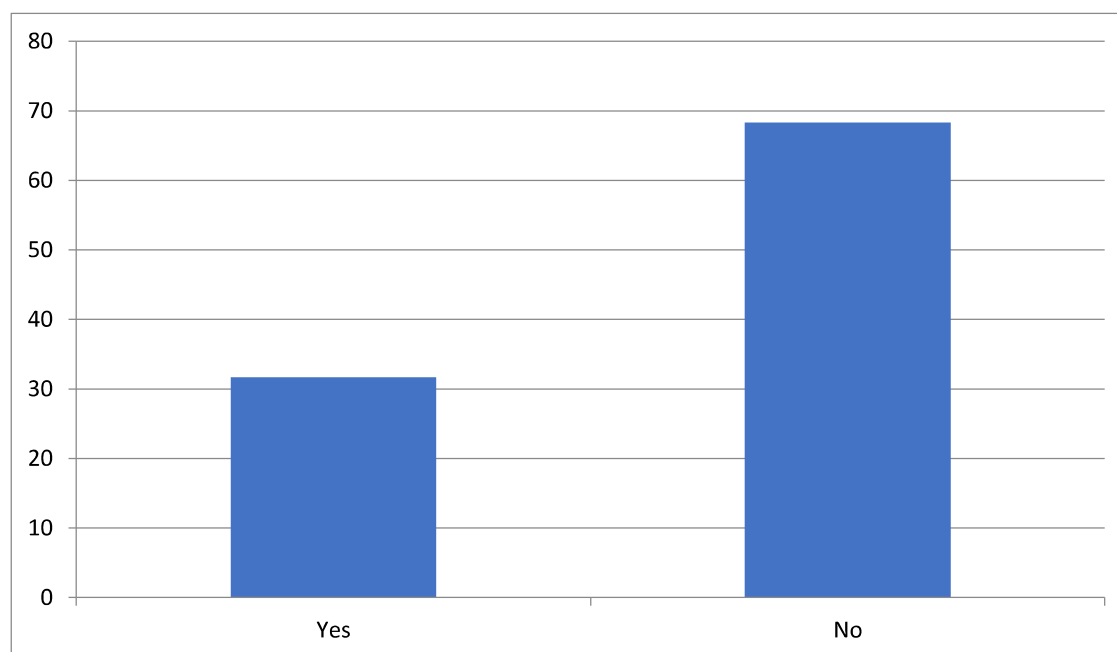
Interpretation:

The educational level of the respondents is shown in table 2.1 and figure 2.1. We can see that 14.6% of the 41 respondents have an HSSLC or lower educational qualification, while the majorities (53.7%) are undergraduates and 31.7% are postgraduates or have higher educational qualification.

Table 2.2 Qualifications regarding specialized computer courses.

Particulars	Frequency	Percentage (%)
Yes	13	31.7%
No	28	68.3%
Total	41	100 %

Figure 2.2 Qualifications regarding specialized computer courses.



Source: Primary Data.

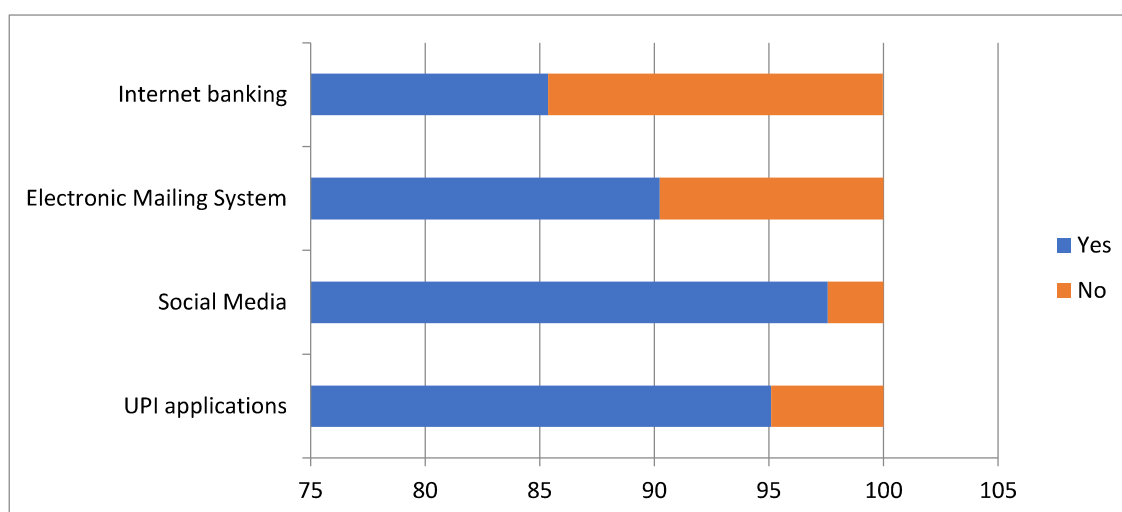
Interpretation:

The table 2.2 and figure 2.2 demonstrates the respondent's qualifications on regards to specialized computer courses. 68.3% of them have voted for no and the remaining 31.7% voted for yes.

Table 2.3 Awareness of E-commerce application.

Particulars	Frequency		Percentage (%)	
	Yes	No	Yes	No
UPI applications	39	2	95.1	4.9
Social Media	40	1	97.57	2.43
Electronic Mailing System	37	4	90.24	9.76
Internet banking	35	6	85.37	14.6

Fig. 2.3 Awareness of E-commerce application



Source: Primary Data.

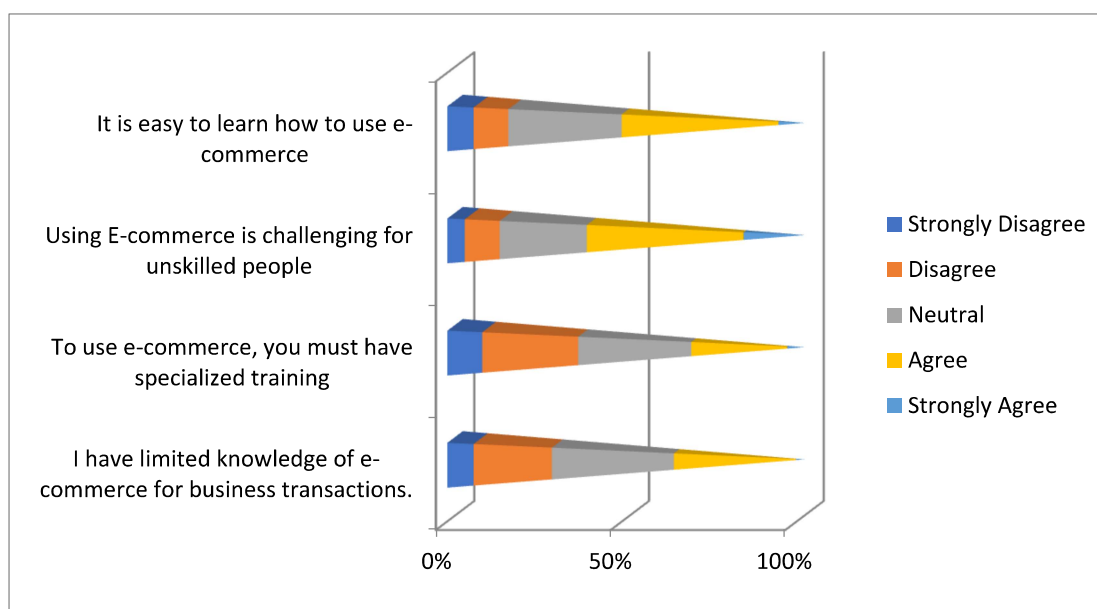
Interpretation:

- The table 2.3 and figure 2.3 shows the respondent's awareness about the E-commerce applications. According to the table, 95.1% of the respondents are aware of it and the remaining 4.9% are not aware.
- As we can see in the table 2.3 and figure 2.3, majority of the respondents (97.57%) are aware of social media and 2.43% are not aware.
- In terms of electronic mailing system, 90.24% of the respondents are aware of it and 9.76% are not aware.
- The table 2.3 and figure 2.3 interprets that 85.37% of the respondents are aware of internet banking and 14.6 % are not aware

Table 2.4 Assessing the understanding of E-commerce

Particulars	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1. I have limited knowledge of E-commerce for business transactions.	7.32	21.95	34.15	34.15	2.43
2. To use E-commerce, you must have specialized training.	9.76	26.83	31.70	26.83	4.88
3. Using E-commerce is challenging for unskilled people	4.88	9.76	24.39	43.90	17.07
4. It is easy to learn how to use E-commerce.	7.32	9.76	31.70	43.90	7.32

Fig.2.4 Assessing the understanding of E-commerce



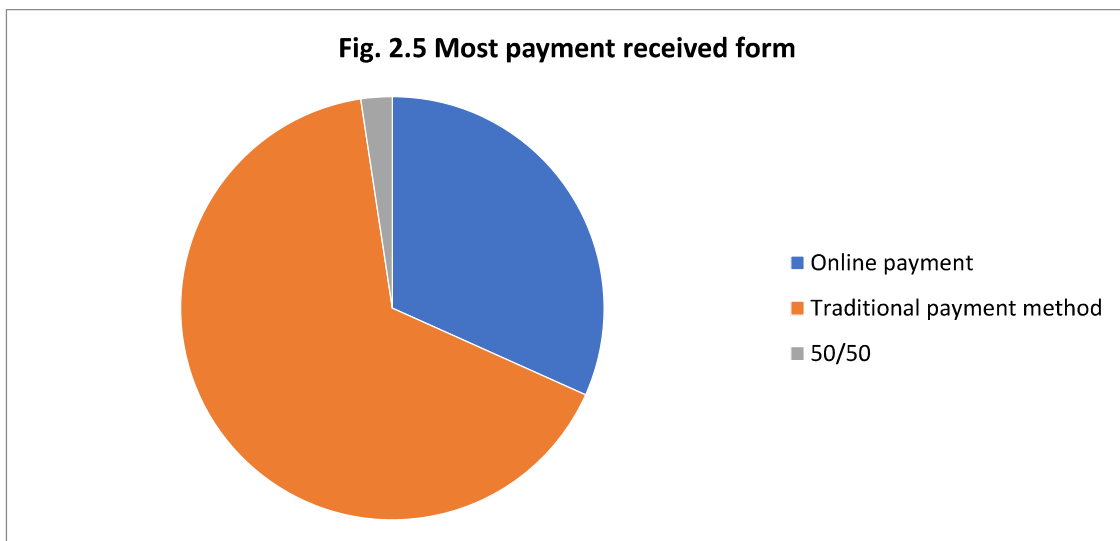
Source: Primary Data.

Interpretation:

- According to table and figure 2.4 above, out of 41 respondents, 7.33% have strongly disagree, 21.95% have agree, 34.15% are neutral, 34.15% have agree and 2.43% have strongly agree to have limited knowledge of E-commerce for business transactions.
- It can be interpreted that from the total respondents 9.76% have strongly disagree, 26.83% have disagree, 31.70% are neutral. However 26.83% have agreed and 4.88% have strongly agreed that in order to use E-commerce, one must have specialized training.
- As we can see, 4.88% of respondents strongly disagreed, 9.76% disagreed, and 24.39% are neutral about E-commerce being difficult for unskilled people to use. While 43.90% and 17.07% agreed and strongly agreed on the same subject.
- In terms of E-commerce being simple to learn, 7.32% strongly disagree, 9.72% strongly disagree, 31.70% are neutral, 43.90% agree, and 7.32% strongly agree.

Table 2.5 Most payment received form.

Particulars	Percentage (%)
1. Online payment	31.7%
2. Traditional payment method	65.9%
3. 50/50	2.4%



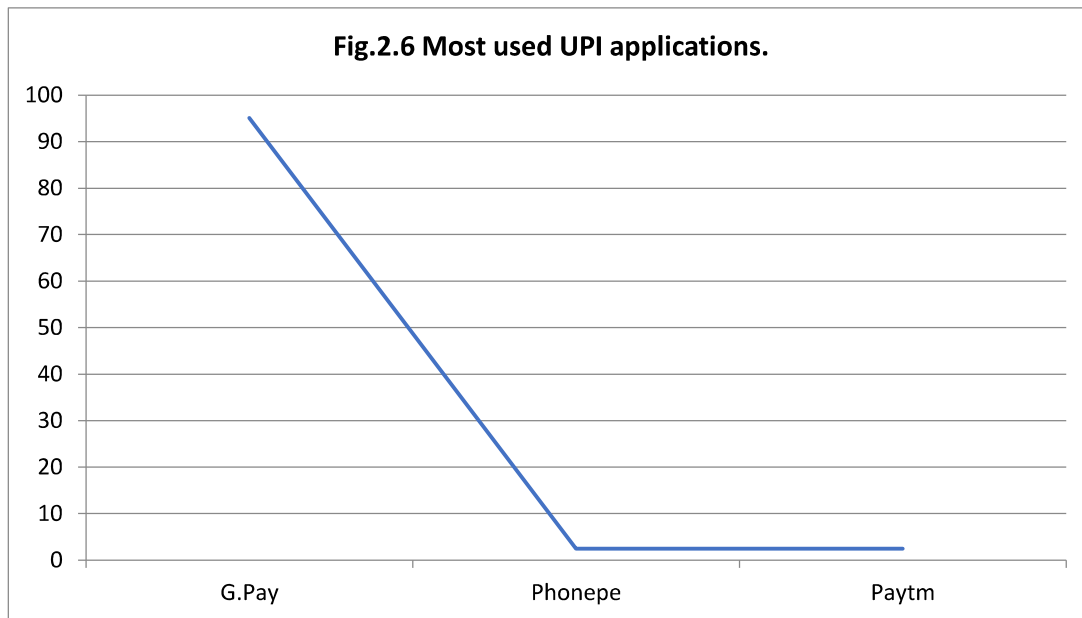
Source: Primary Data

Interpretation:

As we can see, out of the total respondents 31.7% have received the payment through online, while majority of them (65.9%) have received the payment through traditional method and the remaining 2.4% have said to receive the payment equally through online and traditional method.

Table 2.6 Most used UPI applications.

Particulars	Percentage %
1. G.Pay	95.12%
2. PhonePe	2.44%
3. Paytm	2.44%



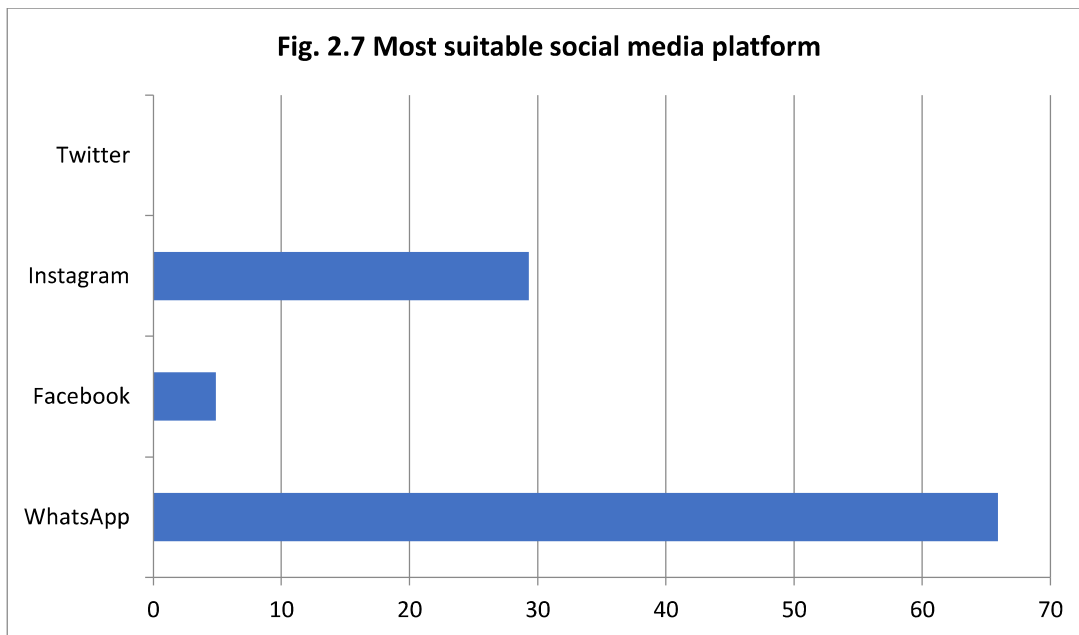
Source: Primary Data.

Interpretation:

The table 2.6 and figure 2.6 represents the most used UPI application among the respondents. The data shows that majority of the respondents with 95.12% use G.Pay the most while the remaining uses PhonePe & Paytm equally with 2.44%.

Table 2.7 Most suitable social media platform for business.

Particulars	Percentage (%)
1. WhatsApp	65.9
2. Facebook	4.9
3. Instagram	29.3
4. Twitter	0



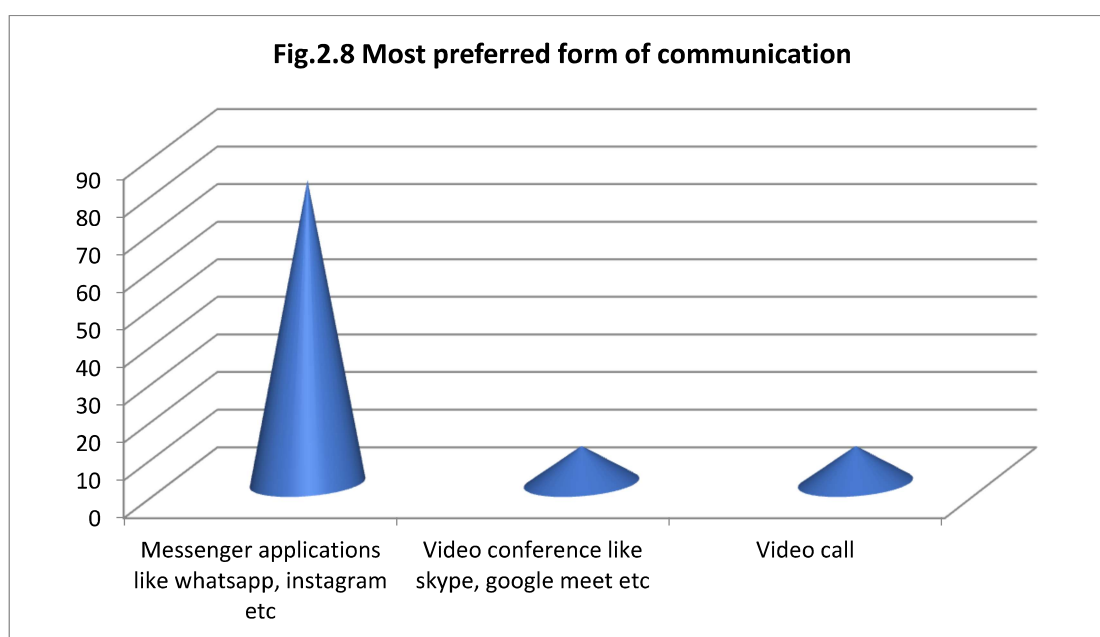
Source: Primary Data.

Interpretation:

The table 2.7 and figure 2.7 studies the most suitable social media platform for the respondents business. According to the data, we can conclude that 65.9 % find WhatsApp to be the most suitable, 4.9% found Facebook and the remaining 29.3% found Instagram as the most suitable social media platform for the business.

Table 2.8 Most preferred form of communication.

Particulars	Percentage (%)
1. Messenger applications (WhatsApp, Instagram, Facebook, E-mail etc.)	80.5
2. Video conference (Skype, Google meet, Zoom etc.)	9.8
3. Voice call	9.8



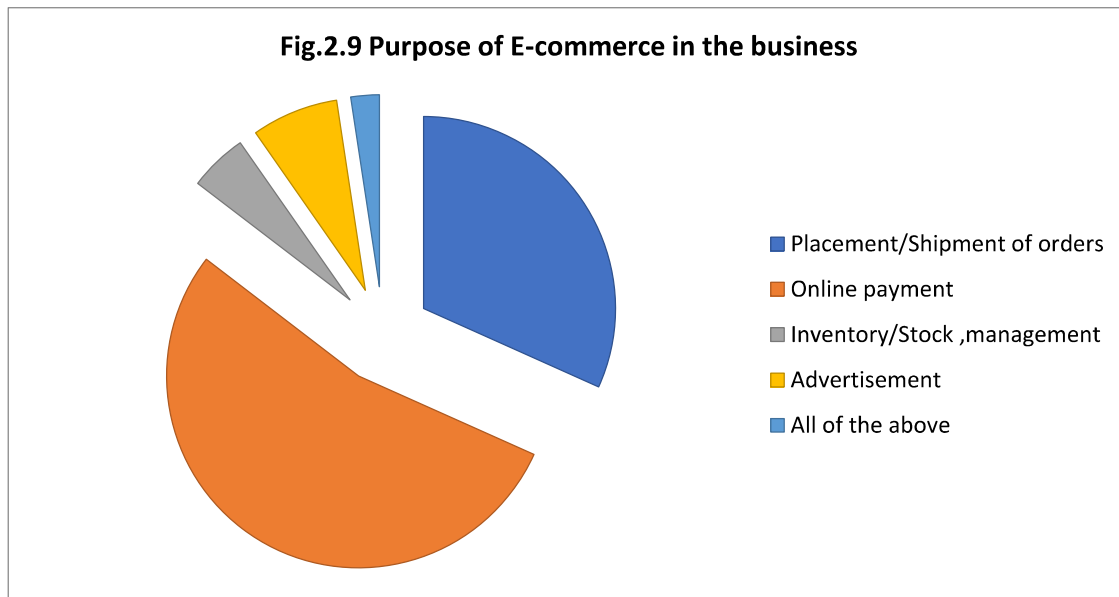
Source: Primary Data.

Interpretation:

It can be interpreted that 80.5% of the respondents prefer messenger applications like WhatsApp, Instagram, Facebook, E-mail, etc., as a form of communication, while 9.8% prefer video conference like Skype, Google Meet, Zoom etc., and the other 9.8% prefer video calls.

Table 2.9 Purpose of E-commerce in the business.

Particulars	Percentage (%)
1. Placement/Shipment of orders	31.7
2. Online payment	53.7
3. Inventory/Stock management	4.9
4. Advertisement	7.3
5. All of the above	2.4



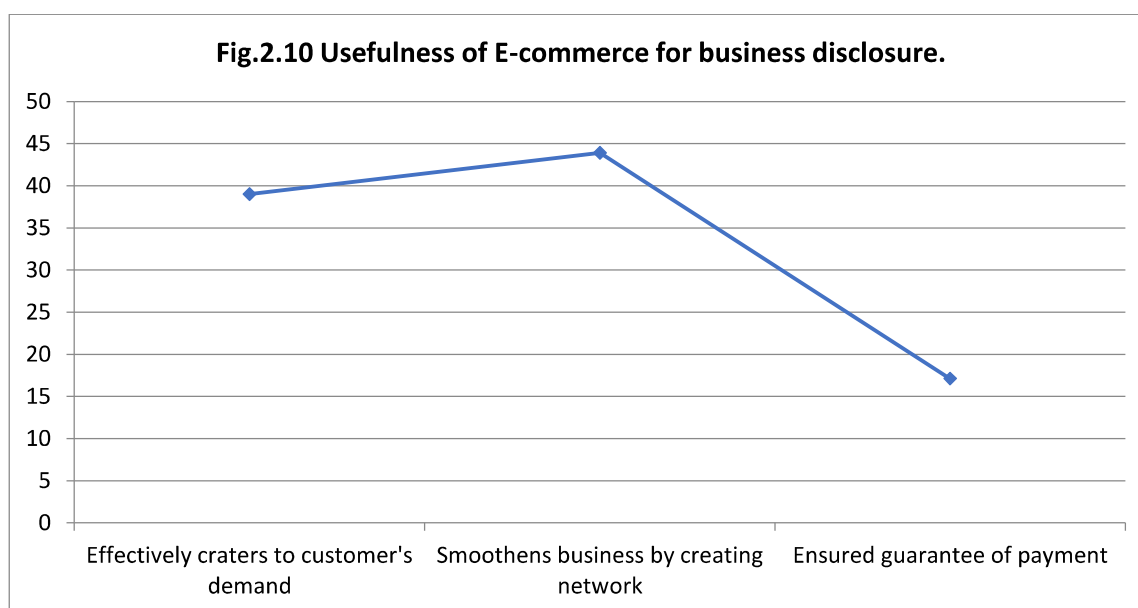
Source: Primary Data.

Interpretation:

According to the table 2.9 and figure 2.9, out of 41 respondents, 31.7% use E-commerce in the business for the purpose of placement/shipment of orders. 53.7% use it for online payment, 4.9% use it for inventory/stock management. While 7.3% use it for the advertisement and 2.4% use it for all the options mentioned above.

Table 2.10 Usefulness of E-commerce for business disclosure.

Particulars	Percentage (%)
1. Effectively craters to customers' demand	39
2. Smoothens business by creating network	43.9
3. Ensures guarantee of payment	17.1



Source: Primary Data.

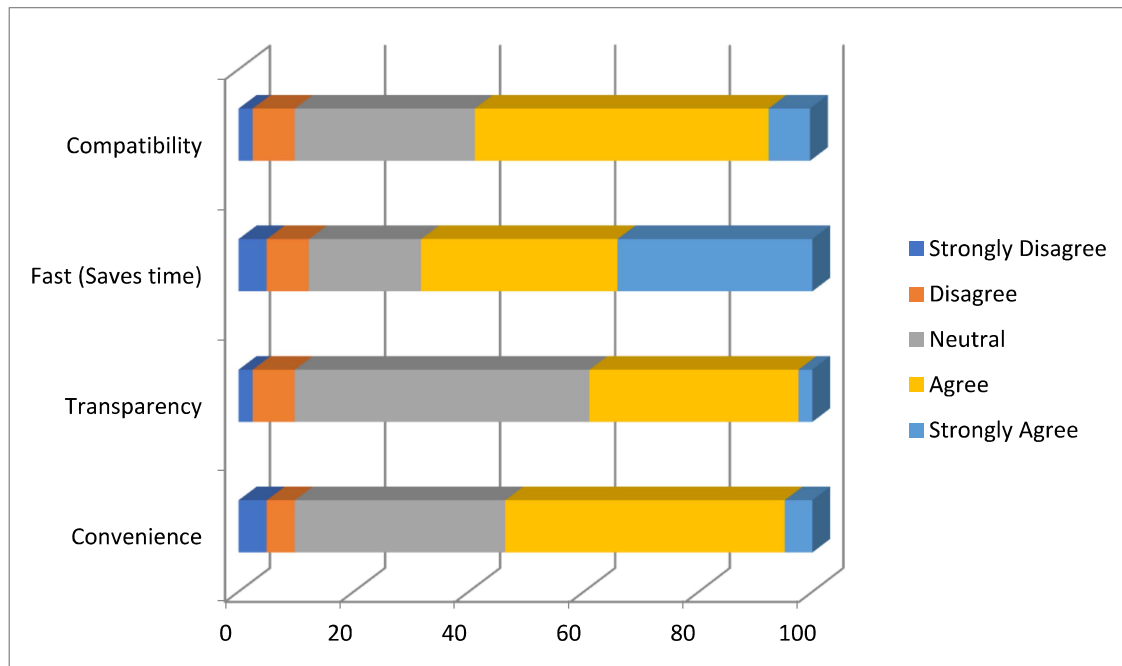
Interpretation:

In terms of E-commerce being useful for business disclosure, we can conclude that 39% considered it to be useful because it effectively craters to the customer's demand, 43.9% have said it to be useful because it smoothens the business by creating network and 17.1% considered it to be useful because it ensures guaranteed payment.

Table 2.11 Advantages of E-commerce.

Particulars	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1. Convenience	4.88	4.88	36.58	48.78	4.88
2. Transparency	2.44	7.32	51.22	36.58	2.44
3. Fast (Saves time)	4.88	7.32	19.51	34.15	34.14
4. Compatibility	2.44	7.32	31.70	51.22	7.32

Fig. 2.11 Advantages of E-commerce.



Source: Primary data.

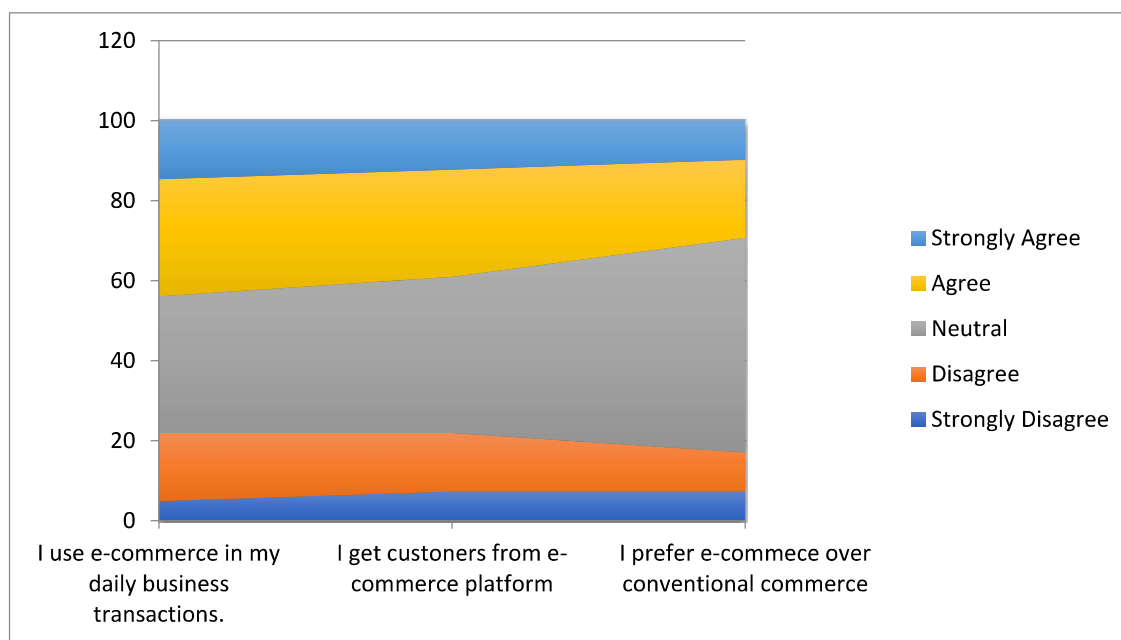
Interpretation:

- According to table 2.11 and figure 2.11, 4.88% of respondents both strongly disagree and disagree with the convenience being one of the advantages contributing to E-commerce and 36.58 % are neutral. Whereas 48.78% agree and 4.88% strongly agree that convenience is one of the advantages contributing to E-commerce.
- It can be interpreted that 2.44% of the respondents strongly disagree, 7.32% disagree, 51.22% are neutral, 36.59% agree and 2.44% strongly agree to transparency being one of the advantages contributing to E-commerce.
- In terms of E-commerce contributing to an advantage by being fast/saving time, out of 41 respondents, 4.88% strongly disagree, 7.32% disagree, 31.70% are neutral. However, 34.15% agree and 2.44% strongly agree.
- We can conclude that 2.44% strongly disagree, 7.32% disagree and 31.70% are neutral to compatibility of E-commerce contributing to an advantage. Whereas 51.22% agree and 7.32% strongly agree to the same subject.

Table 2.12 Level of dependence on E-commerce

Particulars	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1. I use E-commerce in my daily business transactions.	4.88	17.07	34.15	29.27	14.63
2. I get customers from E-commerce platform	7.32	14.63	39.02	26.83	12.20
3. I prefer E-commerce over conventional commerce	7.32	9.75	53.66	19.51	9.76

Fig. 2.12 Level of dependence on E-commerce



Source: Primary Data

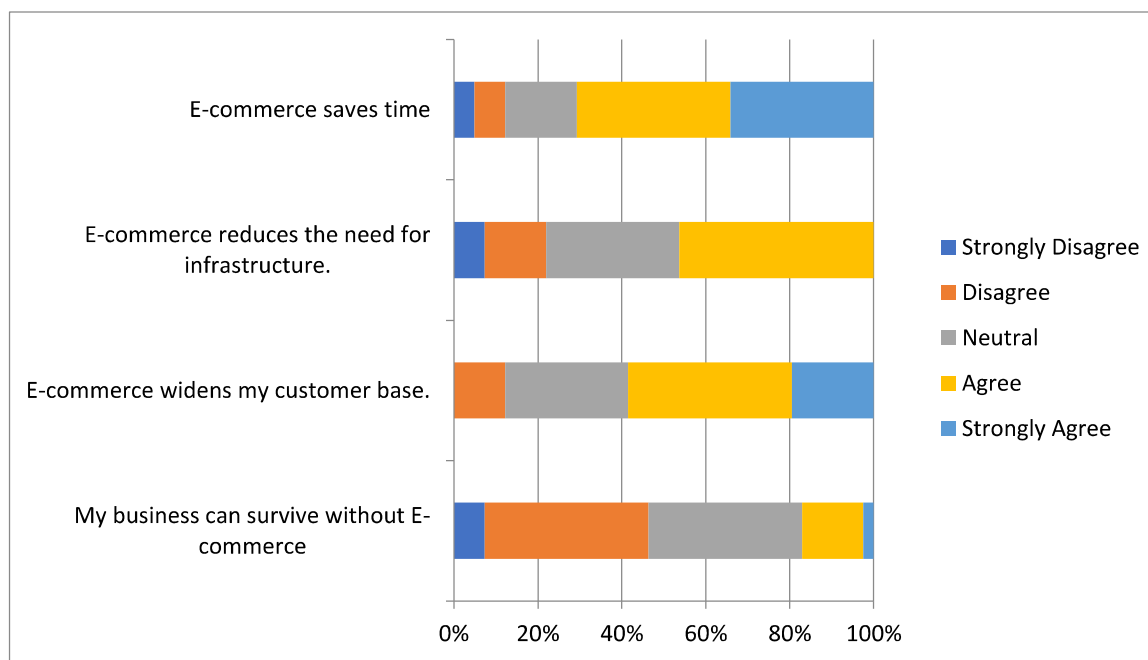
Interpretation:

- According to table and figure 2.12, 4.88% strongly disagree, 17.07% disagree, and 34.15% are neutral. Whereas 29.27% agree and 14.63% strongly agree that E-commerce is essential for daily business transactions.
- As we can see, 7.32% of respondents strongly disagreed with the idea of relying on E-commerce to attract clients, 14.63% disagreed, and 39.02% are neutral and indifferent on the issue. Nonetheless, in favor of relying on E-commerce, 26.83% of voters agreed, and 12.20% strongly agreed.
- We can conclude that 7.32% strongly disagree that E-commerce is preferable to conventional commerce, 9.75% disagree, and 53.66% are neutral. While 19.51% agree and 9.76% strongly agree that E-commerce is preferable to conventional commerce.

Table 2.13 Importance of E-commerce.

Particulars	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1. My business can survive without E-commerce	7.32	39.02	36.59	14.63	2.44
2. E-commerce widens my customer base.	0	12.20	29.27	39.02	19.51
3. E-commerce reduces the need for infrastructure.	7.32	14.63	31.71	46.34	0
4. E-commerce saves time	4.88	7.32	17.07	36.58	34.15

Fig 2.13 Importance of E-commerce



Source: Primary Data.

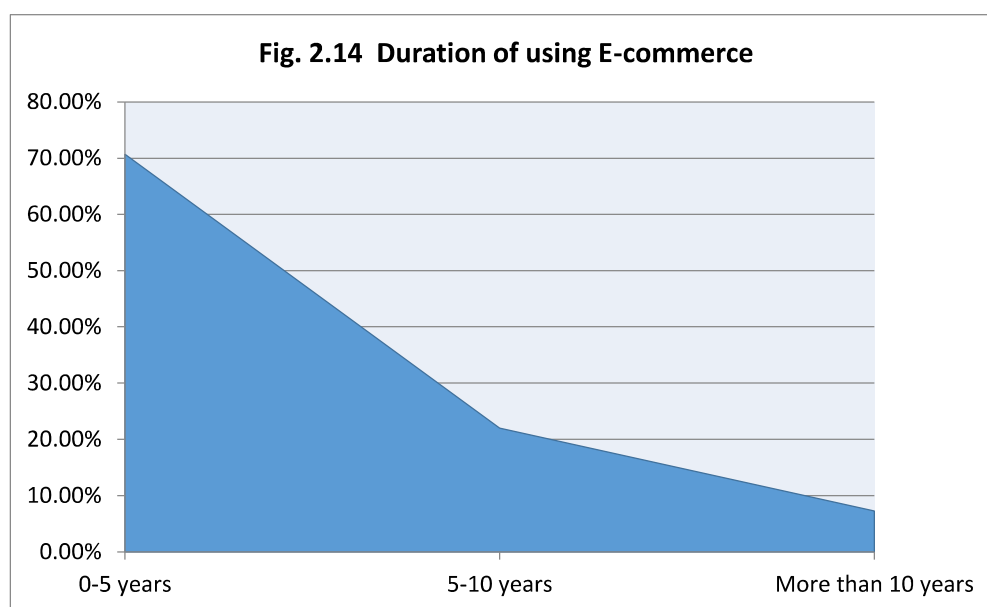
Interpretation:

The table shows the significance of E-commerce in the business.

- According to table 2.13 and figure 2.13, 7.32% strongly disagree with the business surviving without E-commerce, 39.02% disagree with the same subject, and 36.59% are neutral. Whereas 14.63% agree and 2.44% strongly agree that businesses can survive without E-commerce.
- According to the table 2.13 and figure 2.13, 12.20% disagree with E-commerce expanding its customer base, while 29.27% are neutral. However, 39.02% agree that E-commerce is expanding the customer base, and 19.51% strongly agree.
- According to the data, 7.32% strongly disagree with E-commerce reducing the need for infrastructure, 14.63% disagree, and 31.71% are neutral. On the contrary, 46.43% believe that E-commerce will reduce the need for commerce.
- When it comes to E-commerce saving time, 4.88% strongly disagree, 7.32% disagree, and 17.07% are neutral. While 36.58% agree and 34.15% strongly agree that E-commerce saves time.

Table 2.14 Duration of using E-commerce.

Particulars	Percentage (%)
1. 0-5 years	70.7
2. 5-10 years	22
3. More than 10 years	7.30



Source: Primary Data.

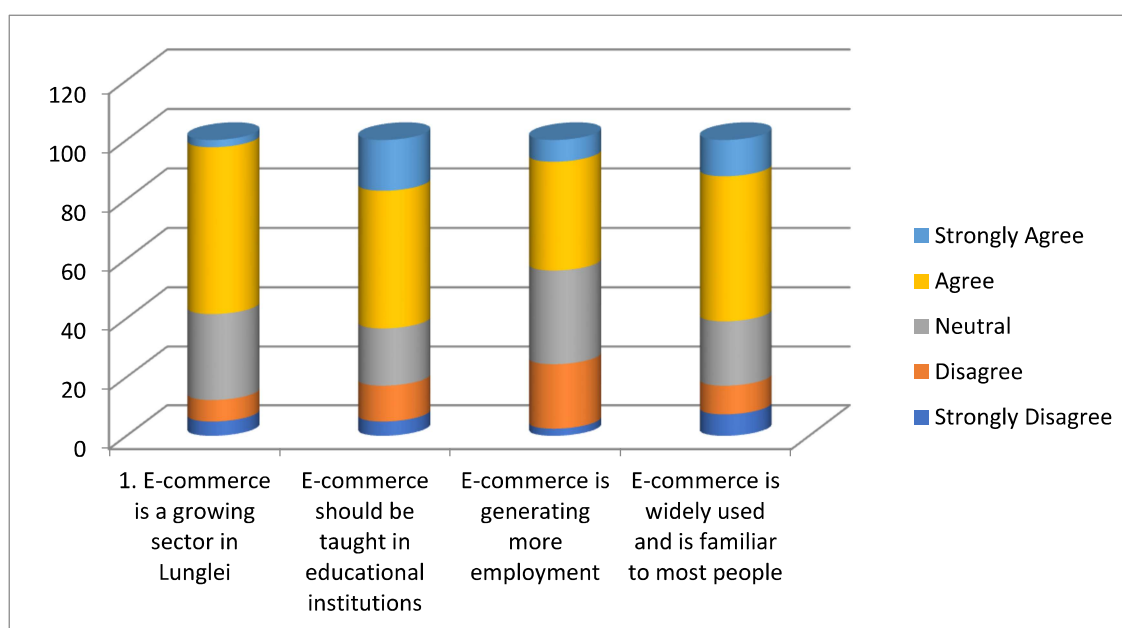
Interpretation:

From the table 2.14 and figure 2.14 above, it can be concluded that 70.7% of the respondents have been E-commerce for 0-5 years, 22% have been using it for 5-10 months and 7.3% have been using it for more than 10 years.

Table 2.15 Adequacy of E-commerce for urban settings.

Particulars	Strongly disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1. E-commerce is a growing sector in Lunglei	4.88	7.32	29.27	56.09	2.44
2. E-commerce should be taught in educational institutions	4.88	12.20	19.51	46.34	17.07
3. E-commerce is generating more employment	2.44	21.95	31.71	36.58	7.32
4. E-commerce is widely used and is familiar to most people.	7.32	9.75	21.95	48.78	12.20

Fig.2.15 Adequacy of E-commerce for urban settings.



Source: Primary Data.

Interpretation:

- According to the table and figure 2.15, it can be inferred that 4.88% strongly disagree, 7.32% disagree, and 29.27% are neutral about E-commerce being a growing industry in Lunglei, whereas 56.09% agree and 2.44% strongly agree.
- The table and figure 2.15 states that 4.88% strongly disagree, 12.20% disagree, 19.51% are neutral, 46.34 % agree and 17.07% strongly agree that E-commerce should be taught in educational institutions.
- In terms of E-commerce generating more employment, out of 41 respondents, 2.44% strongly disagree, 21.95% agree, 31.71% are neutral and hence indifferent about the subject. However, majority of the respondents, i.e., 36.58 % agree and 7.32% strongly agree.
- According to table and figure 2.15, 7.32% of respondents strongly disagree that E-commerce is a widespread practice and is well known to most people, 9.75% disagree, and 21.95% are neutral. While the majorities of respondents, or 46.78%, agree, 12.20% strongly agree that E-commerce is a widespread practice and is known to most people.

CHAPTER-III

RESULTS AND DISCUSSIONS

This chapter deals with the representation of major findings of the study in relation to the impact of E-commerce amongst business owners. It describes major findings related to the level of knowledge towards E-commerce, most preferred E-commerce platform used by the business owners and the level of importance of E-commerce for the business. It also describes findings related to the growth of E-commerce in Lunglei town.

FINDINGS OF THE STUDY

In this study the Statistical tools like Frequency table, Line Charts, Pie Charts, Bar Graphs and Area Charts were used to analyse the data collected. The data for the analysis was collected through the survey method using structured questionnaire. The questionnaire for the survey was framed based on the objectives. The questionnaire consists of the socio-demographic factors, the level of knowledge towards E-commerce, most preferred E-commerce platform used by the business owners, the level of importance of E-commerce for the business and the growth of E-commerce in Lunglei town. The total respondents collected for this study was 41 and it was distributed through Google form. The outcome of the survey and data analysis is explained as follows:

3.1 Level of knowledge towards E-commerce

- a. Educational status:** 53.7% of the respondents are undergraduates which imply that they are pursuing their higher education, 31.7% are postgraduates and only 14.6% have completed their HSSLC or below. We can say that there is no restriction on the educational level for the business owners.
- b. Specialized computer courses qualifications:** The majority of respondents lack qualifications in specialized computer courses. The reason for this could be that most schools do not prioritize computer courses and thus students are not educated on the subject. Additionally, in order to learn computer courses, students must go out of their way to attend classes, and many factors such as time and money can interfere with learning.
- c. Awareness of E-commerce application:** The majority of respondents, according to the study, were familiar with the mentioned E-commerce applications. Social media apps received the most votes out of the listed apps. This is due to the fact that social media is likely the simplest and most effective way to promote customer engagement.

d. Assessing the understanding on E-commerce: To assess the respondents' comprehension on E-commerce, the options were categorized as follows:

- I have limited knowledge of E-commerce for business transactions.
- To use E-commerce, you must have specialized training.
- Using E-commerce is challenging for unskilled people.
- It is easy to learn how to use E-commerce.

The majority of respondents agreed that they had limited knowledge of E-commerce for business transactions because they were not educated about it or were not introduced to the subject, and they believe that one should have specialized training in order to use E-commerce, but the majority were indifferent to having specialized training. The majority of them stated that it was difficult for untrained people to use E-commerce. At the same time, it was reported that learning how to use E-commerce was simple.

e. Most payment received form.

In the study, majority of the respondents (65.9%) were reported to have received online payment form the most, 31.7% received traditional payment the most and only 2.4% of the respondents received both online and traditional payment.

3.2 Most preferred E-commerce platform used in the business.

The study shows that majority of the respondents (95.12%) preferred Google Pay. The reason for this is because it simplifies the process of money transfer and is very easy to use and common amongst the business owners.

According to the data, majority (65.9%) found WhatsApp to be the most suitable social media platform for their business while 29.3% found Instagram and only 4.9% found Facebook as the most suitable social media for their business. Most of the business owners prefer WhatsApp for its messaging capabilities, which connect the brand to its audience and client base. It enables businesses to send an unlimited number of free messages in a variety of formats. WhatsApp Catalogue and WhatsApp Cart enable businesses to exchange product and service lists with customers.

According to the study it was reported that majority of the respondents (80.5 %) preferred messenger applications like WhatsApp, Instagram, Facebook, E-mail, etc., as a form of communication, while 9.8% preferred video conference like Skype, Google Meet, Zoom etc., and the other 9.8% preferred video calls. This could be because one can quickly and easily get in touch with the customer, address problems, and answer questions.

3.3 Level of importance of E-commerce in the business

Majority of the respondents were reported to use E-commerce for the purpose of making placement/shipments of orders and online payment. E-commerce was deemed to be useful for business disclosure because it effectively caters to the customer's demand, smooths the business by creating network and guarantees payment.

In terms of benefits, the majority of respondents reported using E-commerce for its convenience and business suitability. A person can purchase online at any time of day or night, from anywhere in the country or from other countries, from the comfort of their couch. Even while most establishments close at night, a website can be accessible 24 hours a day, seven days a week.

Majority of the respondents (34.15%) were said to be dependent on E-commerce for daily business transaction. Next to it, 39.02% were relying on E-commerce to attract customer and 53.66% said that E-commerce is preferable to conventional commerce.

According to the research, 39.02% of the respondents considered E-commerce to be important in the business because their business would have a hard time surviving without E-commerce. 39.02% deemed it important for expanding its customer base. Next to it, 46.43% believe that E-commerce was important as it reduces the need for infrastructure. 36.58% considered E-commerce as important as it saves time.

3.4 Growth of E-commerce in Lunglei town area

According to the findings, the majority of respondents have been using E-commerce for 0-5 years. E-commerce use has increased significantly, and more people are incorporating it into their businesses, making it a growing sector in Lunglei.

Even though E-commerce is a common practice and is expanding, it was advised that it should be taught in educational institutions so that more people can become aware of it and begin adjusting to it because it provides a direct line of communication with consumers, has a global marketing reach, and typically has cheap operational expenses. It is well recognized that E-commerce creates greater opportunities for employment. In the sphere of information and communication technology, E-commerce directly generates new jobs. It also indirectly does so by dramatically increasing the volume and variety of product demand.

CHAPTER-IV

CONCLUSION AND SUGGESTIONS

4.1 Suggestions of the study

The researcher has suggested the following points for expanding E-commerce awareness:

- Promoting E-commerce business and interacting with potential clients via social media networks. To increase brand recognition and customer loyalty, post valuable material and interacting with fans.
- To increase visibility online, the website should be optimized for search engines. Make high-quality content that is appealing to users and search engines by conducting keyword research.
- Consider selling the items on well-known online markets like Amazon, Etsy, or eBay. This can help to reach a larger audience and raise brand awareness.
- Create quality material that educates potential buyers about the products or services, such as blog entries, e-books, or tutorials. Share the content on the website and social media networks to establish the way as an industry authority.
- Stay in touch with customers by using email marketing to promote new products or sales. To enhance engagement and conversions, personalize emails and segment audience.
- To market the items or services, collaborate with social media influencers who have massive followers. Choose influencers whose audience is similar to the intended audience.
- Use video marketing to demonstrate the products or services and gain the trust of potential customers. Increase engagement and conversions by posting videos on website and social media networks.

4.2 Conclusion

This study attempted to identify the level of knowledge towards E-commerce, the most preferred E-commerce platform used by the business owners and the level of importance of E-commerce for the business. It also identifies the growth of E-commerce in Lunglei town.

Lunglei has experienced a tremendous impact on e-commerce. Residents now have access to a greater variety of goods and services than ever before, which is opening up new opportunities for entrepreneurship and employment creation. E-

commerce in Lunglei does face some difficulties, though, namely the absence of dependable internet infrastructure and online payment methods. Furthermore, some small local businesses might find it difficult to compete with bigger e-commerce platforms. E-commerce has had a generally beneficial effect on Lunglei, and there is still room for growth and development. E-commerce in Lunglei has the potential to continue generating economic possibilities and raising standard of living for locals by addressing the issues and enhancing the positives.

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APPENDIX

QUESTIONNAIRE

Hi. I am Thomas Lalfaka Pakhup, B.Com student in 4th semester from HATIM. I'm now conducting research on the subject of Impact of E-Commerce amongst business owners, specifically with regard to the Lunglei neighborhood. This poll is being conducted to examine the perceptions of E-Commerce.

I would very appreciate it if you could take a moment of your time to respond the following questions.

1. What is your highest level of education?

- a. HSLC or below ()
- b. HSSLC or below ()
- c. Undergraduate ()
- d. Post Graduate or higher ()

2. I have qualifications on specialized computer courses.

- a. Yes ()
- b. No ()

3. Are you aware of the following E-commerce application?

Particulars	Yes	No
1. UPI applications (G.Pay. PhonePe, Paytm etc.)		
2. Social media (WhatsApp, Facebook, Instagram etc.)		
3. Electronic Mailing System (E-mail)		
4. Internet Banking (YONO SBI, MRB banking, Axis mobile etc.)		

4. How would you assess your understanding on E-commerce?

Response key: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Particulars	1	2	3	4	5
1. I have limited knowledge of e-commerce for business transactions.					
2. To use e-commerce, you must have specialised training.					
3. Using E-commerce is challenging for unskilled people					
4. It is easy to learn how to use e-commerce.					

5. Which form of payment do you receive the most?

- a. Online payment ()
- b. Traditional payment method ()
- c. 50/50 ()

6. Among the following which UPI application do you use the most?

- a. G.Pay ()
- b. PhonePe ()
- c. Paytm ()
- d. WhatsApp Pay ()

7. Which social media platform is most suitable for your business?

- a. WhatsApp ()
- b. Facebook ()
- c. Instagram ()
- d. Twitter ()

8. Which form of communication do you prefer the most for business?

- a. Messenger applications (WhatsApp, Instagram, Facebook, E-mail etc.) ()
- b. Video conference (Skype, Google meet, Zoom etc.) ()
- c. Voice call ()

9. What is the main purpose of E-commerce within your business?

- a. Placement/Shipment of orders ()
- b. Online payment ()
- c. Inventory/Stock management ()
- d. Advertisement ()
- e. All of the above ()

10. According to you how useful is E-commerce for business disclosure?

- a. Effectively craters to customers' demand ()
- b. Smoothens business by creating network ()
- c. Ensures guarantee of payment ()

11. E-commerce contributes to the following advantages:

Response key: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Particulars	1	2	3	4	5
1. Convenience					
2. Transparency					
3. Fast (Saves time)					
4. Compatibility					

12. At what level does your business rely on E-commerce

Response key: 1=Strongly Disagree, 2 = Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Particulars	1	2	3	4	5
1. I use E-commerce in my daily business transactions					
2. I get customers from e-commerce platform					
3. I prefer E-commerce over conventional commerce					

13. What significance does E-commerce have for the business?

Response key: 1=Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree

Particulars	1	2	3	4	5
1. My business can survive without E-commerce					
2. E-commerce widens my customer base					
3. E-commerce reduces the need for infrastructure					
4. E-commerce saves time					

14. How long have you been using E-commerce in your business?

- a. 0-5 years
- b. 5-10 years
- c. More than 10 years

15. Is E-commerce adequate for urban settings like Lunglei?

Response key: 1=Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree

Particulars	1	2	3	4	5
1. E-commerce is a growing sector in Lunglei					
2. E-commerce should be taught in educational institutions					
3. E-commerce is generating more employment					
4. E-commerce is widely used and is familiar to most people.					