

E-commerce and Revenue Generation in Nagaland: An Empirical analysis of Wokha, Kohima and Dimapur Districts.

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Abstract: This study explored the impact of e-commerce on revenue generation in Nagaland's Wokha, Kohima, and Dimapur districts. The research utilized surveys, interviews, and focus groups with 100 respondents, combined with secondary data, to analyze factors influencing the growth of e-commerce in these regions. Both quantitative (percentages, charts) and qualitative (thematic analysis) methods were employed to uncover opportunities, challenges, and provide actionable policy recommendations to foster the expansion of e-commerce. The key findings of the study highlight the potential of e-commerce to significantly boost local revenue but also identify barriers such as poor internet connectivity, high delivery costs, and lack of digital literacy. The study aims to guide the development of strategies that will ensure sustainable e-commerce growth in Nagaland, thereby improving economic opportunities for local businesses and communities. By offering insights into the challenges and opportunities, the study seeks to enhance the region's e-commerce ecosystem and its overall economic impact.

Keywords: Revenue, E-Commerce, Nagaland, Digital Economy, Local Businesses.

1. INTRODUCTION

E-commerce, the buying and selling of goods online, has gained traction in India, including in Nagaland. With promising potential in Wokha, Kohima, and Dimapur due to their location, emerging markets, and tech-savvy youth, this study explores how e-commerce impacts revenue generation in these districts and identifies ways to boost its economic contribution.

Background of the Study

E-commerce is transforming economies by expanding digital trade and business opportunities. In Nagaland, particularly in Wokha, Kohima, and Dimapur, digital commerce is still evolving. Despite challenges like poor infrastructure and digital literacy gaps, the increasing adoption of online platforms presents opportunities for revenue growth and economic development.

Statement of the Problem

E-commerce growth in Nagaland lags behind other regions, despite the potential in Wokha, Kohima, and Dimapur. This study aims to analyze e-commerce's impact on revenue generation in these districts and identify factors limiting its development.

Scope of the Study

This study examines e-commerce in Nagaland's Wokha, Kohima, and Dimapur districts, focusing on its role in revenue generation, growth factors, and policy implications. The study covers the period from early 2024 to the present.

Significance of the study

The significance of this study lies in its potential to inform strategies for boosting e-commerce in Nagaland. By identifying key challenges and opportunities, it provides valuable insights that can guide policymakers, businesses, and stakeholders in fostering a robust digital economy. The findings aim to enhance revenue generation, create job opportunities, and support local businesses, contributing to the overall economic growth of the region.



Research Objectives:

1. To analyze revenue generation in the districts of wokha, Kohima and Dimapur relates to e-commerce.
2. To examine the elements affecting these districts e-commerce income generation.

Limitations of the study:

- Small sample size limits generalizability.
- Lack of up-to-date data affects analysis accuracy.

2. REVIEW OF LITERATURE

(Dr. R. Sharma, 2020) this paper discusses how e-commerce can drive economic growth in emerging regions by enhancing market access and facilitating trade. The study provides insights into regional barriers and opportunities for growth in the digital economy.

(S. Bhattacharya & R. Das, 2021) the paper explores the unique challenges faced by North-Eastern states in fostering e-commerce growth and how it contributes to regional revenue generation. It suggests strategies to overcome barriers such as infrastructure and digital literacy.

(K. Kumar, 2019) this study examines how digital technologies, particularly e-commerce, can boost rural economies. It discusses how e-commerce can provide new sources of income, create employment, and increase access to goods and services in rural areas.

(M. Verma & N. Singh, 2022) this paper investigates the key factors that affect the adoption of e-commerce in developing regions. It identifies socio-economic, technological, and policy-related barriers that limit the growth of e-commerce in these areas.

(L. Hazarika & T. Rani, 2020) this paper provides a detailed analysis of the policy framework needed to foster e-commerce in Nagaland. It suggests key policy measures, including infrastructure development, digital literacy programs, and government support for local businesses.

(R. Patel & S. Agarwal, 2021) the paper discusses how e-commerce contributes to the overall revenue generation in different Indian states. It highlights successful case studies and suggests that local businesses in states like Nagaland can benefit from adopting e-commerce practices to boost their income.

A research gap exists in understanding the long-term sustainability of e-commerce adoption in rural areas, especially how local businesses adapt beyond initial adoption and its lasting impact on regional socio-economic development.

3. RESEARCH METHODOLOGY:

The methodology used to study the impact of e-commerce on revenue generation in Wokha, Kohima, and Dimapur districts of Nagaland. The research aims to identify key factors influencing e-commerce growth and provide policy recommendations for economic development.

Research Design

The study follows a **descriptive and analytical** approach:

- **Descriptive:** To understand the current state of e-commerce and revenue generation.
- **Analytical:** To examine the factors affecting e-commerce growth in these districts.

Data Collection Methods

The research uses both **primary and secondary data** sources:

1. Primary Data:

- **Surveys:** A structured questionnaire has been used to collect data from **100 respondents**, including local businesses, consumers, and key stakeholders.
- **Interviews:** Discussions with business owners, government officials, and e-commerce platform managers to gain deeper insights.
- **Focus Groups:** Small group discussions with entrepreneurs and youth on e-commerce opportunities and challenges.

2. Secondary Data:

- Government reports, research papers, and industry publications related to e-commerce and economic growth.

Sampling Method

- **Sample Size:** 100 respondents, divided as follows:

- **30 businesses** (retailers, service providers, e-commerce sellers).
- **30 consumers** (regular online shoppers or e-commerce users).
- **40 key stakeholders** (government officials, business leaders, e-commerce professionals).
- **Sampling Technique: Stratified random sampling** to ensure representation from different sectors and regions.

Data Analysis

- **Quantitative Analysis:** Simple percentage analysis, tables, and charts will be used to interpret survey responses.
- **Qualitative Analysis:** Key insights from interviews and focus groups will be categorized into themes for interpretation.

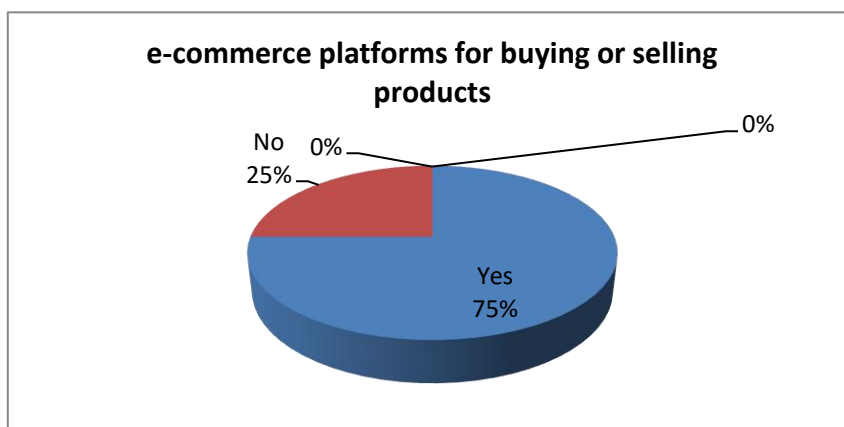
4. DATA ANALYSIS AND INTERPRETATION

The process of inspecting, cleaning, transforming, and modeling data to discover useful information, draw conclusions, and support decision-making and The process of making sense of the analyzed data by drawing conclusions, understanding the implications, and explaining the results in a meaningful way.

Survey Questionnaire and Analysis

Q1: Do you use e-commerce platforms for buying or selling products?

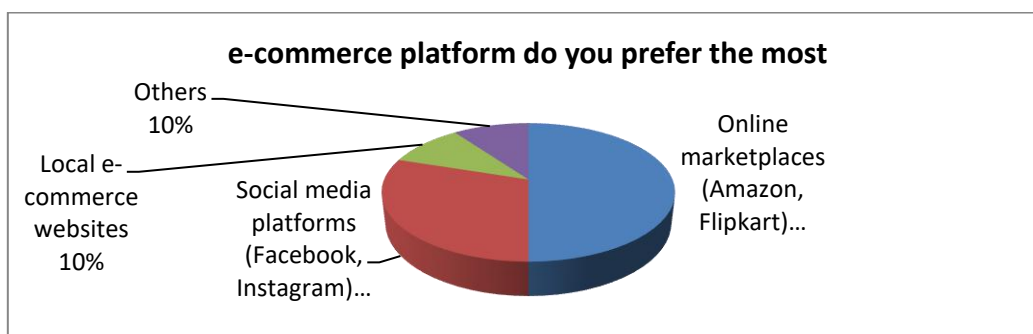
Response	No. of Respondents	Percentage (%)
Yes	75	75%
No	25	25%



Interpretation: The majority (75%) of respondents use e-commerce platforms, indicating significant adoption of digital trade in these districts.

Q2: What type of e-commerce platform do you prefer the most?

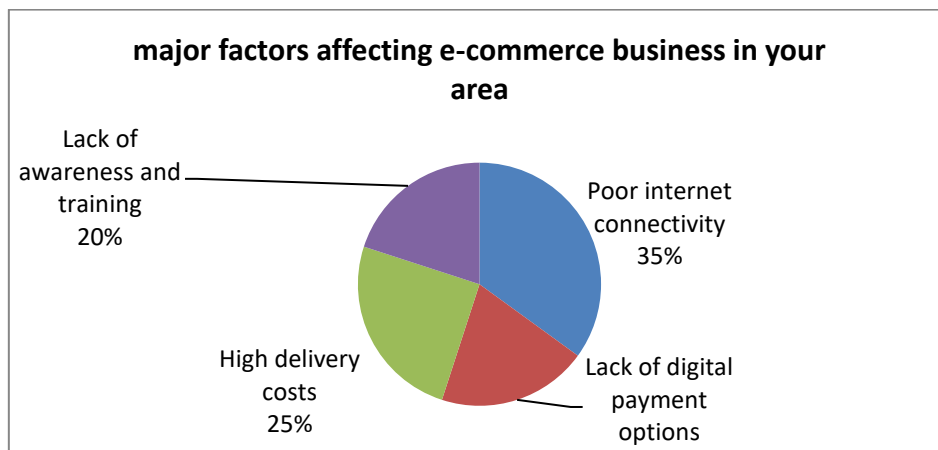
Response	No. of Respondents	Percentage (%)
Online marketplaces (Amazon, Flipkart)	50	50%
Social media platforms (Facebook, Instagram)	30	30%
Local e-commerce websites	10	10%
Others	10	10%



Interpretation: Half of the respondents (50%) prefer large online marketplaces, while 30% use social media for e-commerce, indicating social commerce is gaining popularity.

Q3: What are the major factors affecting e-commerce business in your area?

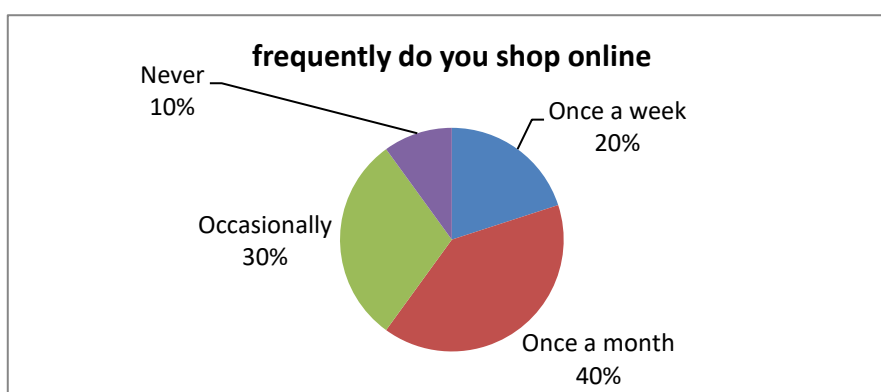
Response	No. of Respondents	Percentage (%)
Poor internet connectivity	35	35%
Lack of digital payment options	20	20%
High delivery costs	25	25%
Lack of awareness and training	20	20%



Interpretation: Poor internet connectivity (35%) and high delivery costs (25%) are the biggest challenges in expanding e-commerce in Nagaland.

Q4: How frequently do you shop online?

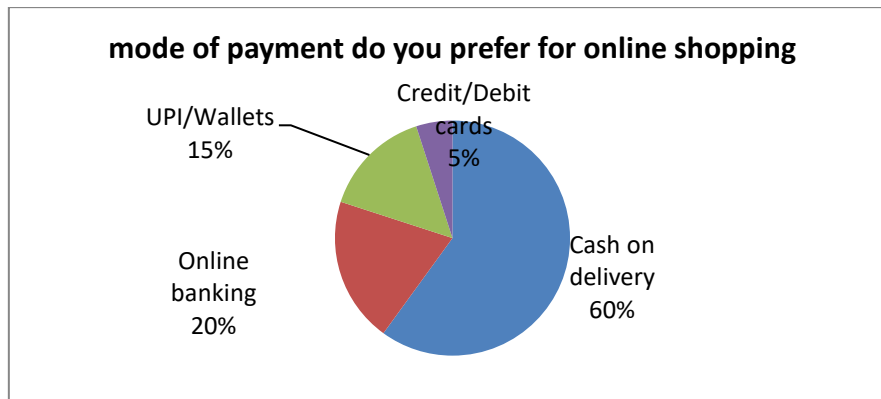
Response	No. of Respondents	Percentage (%)
Once a week	20	20%
Once a month	40	40%
Occasionally	30	30%
Never	10	10%



Interpretation: 40% of respondents shop online at least once a month, showing steady engagement with e-commerce platforms.

Q5: What mode of payment do you prefer for online shopping?

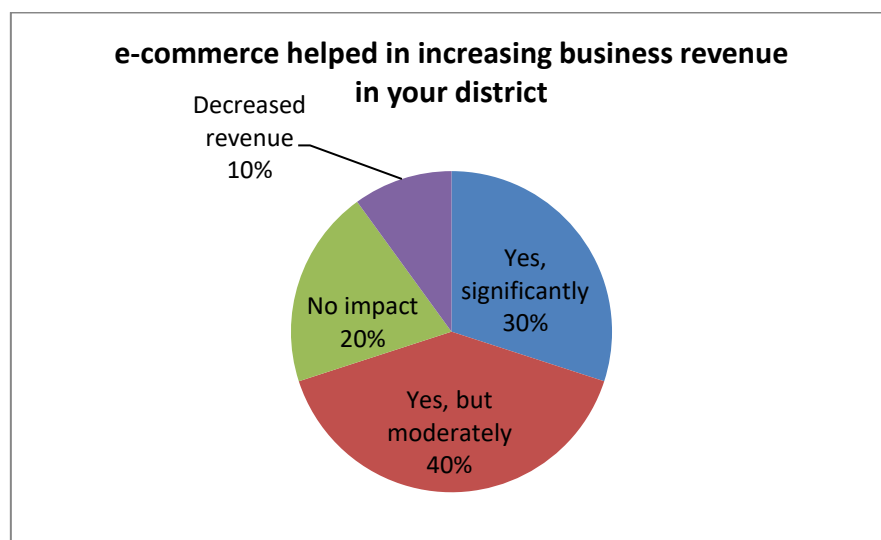
Response	No. of Respondents	Percentage (%)
Cash on delivery	60	60%
Online banking	20	20%
UPI/Wallets	15	15%
Credit/Debit cards	5	5%



Interpretation: Cash on delivery (60%) is the most preferred payment method, highlighting the need for improving trust in digital payment systems.

Q6: Has e-commerce helped in increasing business revenue in your district?

Response	No. of Respondents	Percentage (%)
Yes, significantly	30	30%
Yes, but moderately	40	40%
No impact	20	20%
Decreased revenue	10	10%



Interpretation: 70% of respondents believe e-commerce has increased revenue, reinforcing its positive impact on business growth.

5. FINDINGS, RECOMMENDATIONS & CONCLUSION

Findings:

- 75 respondents actively use e-commerce platforms, while 25 do not engage in online transactions.
- 50 respondents prefer large online marketplaces (Amazon, Flipkart), while 30 use social media platforms (Facebook, Instagram) for e-commerce.
- 35 respondents cited poor internet connectivity, and 25 mentioned high delivery costs as major barriers.
- 40 respondents shop online once a month, 30 occasionally, 20 once a week, while 10 have never used e-commerce.
- 60 respondents prefer cash on delivery, 20 use online banking, 15 use UPI/wallets, and 5 prefer credit/debit cards.
- 30 respondents believe e-commerce has significantly increased business revenue, 40 see moderate improvement, 20 noticed no impact, and 10 felt a decrease.

Recommendations:

- The government and private sector should invest in better internet infrastructure to support e-commerce expansion.
- Local courier services and government support for logistics can help lower shipping costs.
- Awareness campaigns should be conducted to build trust in online banking, UPI, and wallet payments.
- Financial aid, training, and incentives should be provided to encourage small businesses to adopt digital commerce.
- Awareness programs should be introduced to educate businesses and consumers about fraud prevention and safe online transactions.
- Workshops and skill development programs can help businesses and entrepreneurs enhance their digital marketing and selling skills.

CONCLUSION :

The study on e-commerce in Nagaland's Wokha, Kohima, and Dimapur districts shows growing adoption, with 75% of respondents engaging in online platforms. Despite challenges like poor internet, high delivery costs, and lack of digital skills, most believe e-commerce has boosted revenue and employment. To enhance growth, government support in infrastructure, digital literacy, and start-up promotion is vital for maximizing e-commerce's economic potential.

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