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Assessing The Impact Of E-Commerce On Employment Opportunities In Nagaland: A Comparative Study Of Wokha, Kohima And Dimapur Districts.

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Abstract

This study explores the impact of e-commerce on employment opportunities in the districts of Wokha, Kohima, and Dimapur in Nagaland, India. By assessing the adoption of e-commerce, the potential benefits and challenges for local workers and entrepreneurs, and its effect on job creation, this research aims to provide insights into how e-commerce is shaping the local economy. Through a comparative approach, the study identifies regional differences in e-commerce adoption and the associated employment dynamics.

Keywords: Opportunities, Impact & Nagaland.

Chapter-1

Introduction

1.1 Background of the Study

E-commerce is reshaping economies globally, providing both opportunities and challenges for local businesses and workers. In India, the adoption of e-commerce is growing rapidly, but regional disparities persist. Nagaland, a northeastern state, presents a unique context due to its distinct cultural and geographical factors. This study focuses on three districts—Wokha, Kohima, and Dimapur—to assess how e-commerce is influencing local employment.

1.2 Statement of the Problem

The rise of e-commerce in Nagaland could offer new employment avenues, but it may also disrupt traditional job markets and create challenges for local workers and entrepreneurs. It is crucial to examine how different districts within the state are adapting to this change.

1.3 Scope of the Study

The scope of this study on the impact of e-commerce on employment opportunities in Nagaland, specifically focusing on Wokha, Kohima, and Dimapur districts, is to explore how e-commerce adoption influences job creation and transformation within these regions. The study will assess the extent to which e-commerce has been integrated into local industries, analyze its effects on employment in various sectors (such as retail, logistics, and IT), and examine challenges faced by local workers and entrepreneurs. Additionally, the research will investigate how digital literacy and infrastructure issues affect the growth of e-commerce and explore potential opportunities for local businesses and the workforce. The study will also consider the role of government policies in shaping e-commerce development and its long-term impact on employment trends in Nagaland.

1.4 Research Objectives

1. To assess the extent to which e-commerce is adopted in Wokha, Kohima, and Dimapur.
2. To examine the effects of e-commerce on employment opportunities and job perspectives in these districts.
3. To determine the potential and challenges faced by local workers and entrepreneurs in the e-commerce industry.

1.5 Research Questions

- How has e-commerce been adopted in these districts of Nagaland?
- What is the impact of e-commerce on employment opportunities in these districts?
- What challenges do local workers and entrepreneurs face in the e-commerce sector?

Hypothesis:

Null Hypothesis (H0): There is no significant difference in the perception of e-commerce job creation between Wokha, Kohima, and Dimapur.

Alternative Hypothesis (H1): There is a significant difference in the perception of e-commerce job creation between Wokha, Kohima, and Dimapur.

Chapter-2

Review of Literature

Bhattacharya, S. (2017): This study examines e-commerce's impact on job creation in India, especially in logistics, IT, and customer service, but also its disruption of traditional retail jobs.

Singh, R., & Verma, M. (2018): The article compares e-commerce's employment effects in urban and rural India, showing more job opportunities in cities but slower adoption in rural areas due to infrastructure issues.

Kaur, S. (2020): Kaur explores e-commerce's effect on Nagaland's job market, noting job growth in logistics and IT but challenges for retail workers, with regional disparities in e-commerce adoption.

Sharma, P. (2016): Sharma highlights challenges for rural India in adopting e-commerce, including low internet access, digital illiteracy, and poor infrastructure, limiting job creation in these areas.

Gupta, N., & Joshi, R. (2019): This article discusses how digital transformation is reshaping jobs in logistics, customer service, and digital marketing, noting that e-commerce creates jobs despite displacing traditional ones.

Thakur, M., & Rani, S. (2018): This study looks at how e-commerce helps local businesses in Northeast India expand, especially in areas like Nagaland, where geography limits traditional business growth.

Patel, K., & Shah, A. (2021): Patel and Shah explore e-commerce's role in driving employment in India, focusing on logistics, retail, and customer support as key sectors for job growth.

Singh, P., & Kumar, S. (2017): This study examines e-commerce's impact on retail jobs, showing growth in warehousing and delivery but job losses in traditional retail and a need for workers to adapt to digital roles.

Research Gap

Existing research on e-commerce in India focuses on urban areas, neglecting Nagaland. While job creation in logistics and IT is noted, challenges like digital literacy and infrastructure in rural areas like Wokha are overlooked. There's also limited analysis of job displacement in traditional sectors and the support needed for local entrepreneurs. Additionally, long-term employment trends and government policies are underexplored.

Chapter-3

Research Methodology

3.1 Research Design

This study uses a mixed-methods approach, combining both quantitative and qualitative data to assess e-commerce's impact on employment in the districts.

3.2 Data Collection Methods

- **Surveys**: Structured questionnaires will be distributed to local workers and entrepreneurs in Wokha, Kohima, and Dimapur to assess their experience with e-commerce.
- **Interviews**: Semi-structured interviews will be conducted with key stakeholders like government officials, business owners, and e-commerce platform managers.
- **Secondary Data**: Reports from the Nagaland State Government, regional business associations, and e-commerce companies.

3.3 Sampling Technique

A stratified random sampling method will be used to ensure representation from various sectors (retail, logistics, IT services, etc.) within each district.

3.4 Sample Size

The sample size of the study is 100

3.5 Area of the study

Wokha, Kohima & Dimapur.

3.6 Data Analysis Techniques

- **Quantitative Data**: Descriptive statistics and regression analysis will be used to assess the impact of e-commerce on employment.
- **Qualitative Data**: Thematic analysis will be employed to identify key challenges and opportunities reported by local workers and entrepreneurs.

3.7 Hypothesis testing: Chi-square has been used to test Hypothesis.

Chapter-4

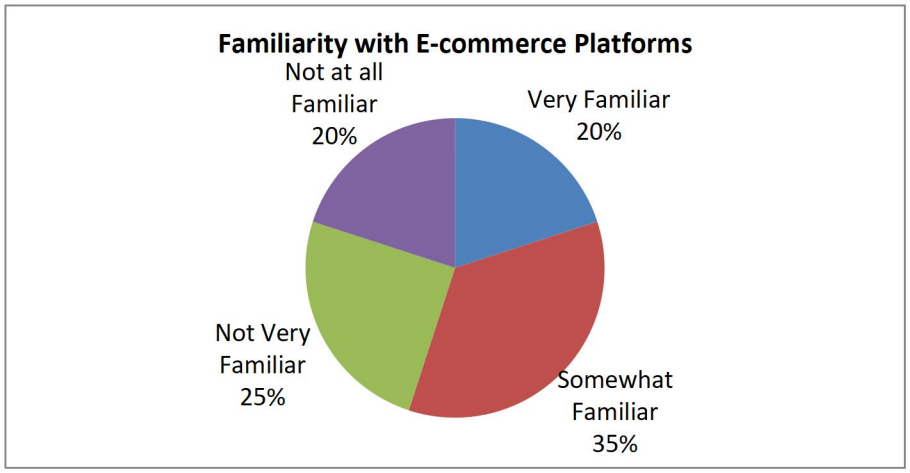
Data Analysis and Interpretation

Data analysis involves systematically examining, organizing, and interpreting collected data to identify patterns, trends, and insights. In this study, it helps evaluate the impact of e-commerce on employment by analyzing survey responses, interview insights, and secondary data.

4.1-Table: Survey Results (Percentage of Respondents)

1. Familiarity with E-commerce Platforms

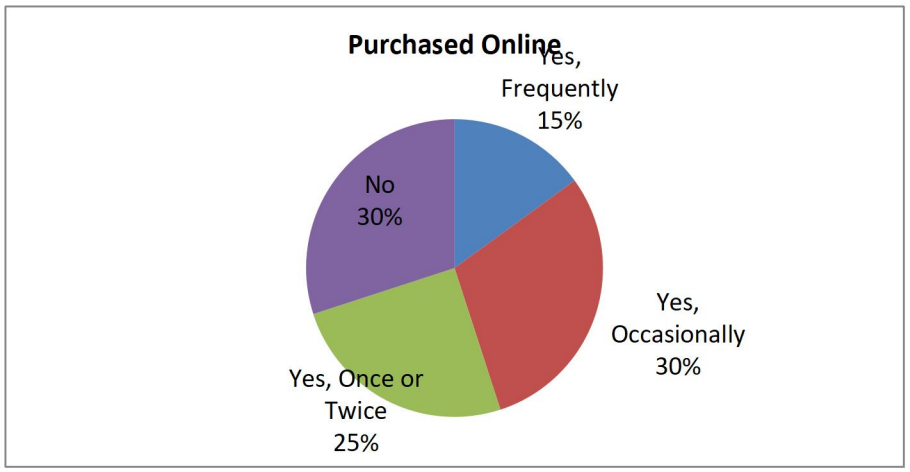
Option	Wokha	Kohima	Dimapur
Very Familiar	20%	30%	45%
Somewhat Familiar	35%	40%	35%
Not Very Familiar	25%	20%	15%
Not at all Familiar	20%	10%	5%



Interpretation: 45% of respondents in Dimapur are "Very Familiar" with e-commerce platforms, compared to 30% in Kohima and 20% in Wokha. This suggests a higher level of awareness and understanding of e-commerce in Dimapur.

2. Purchased Online

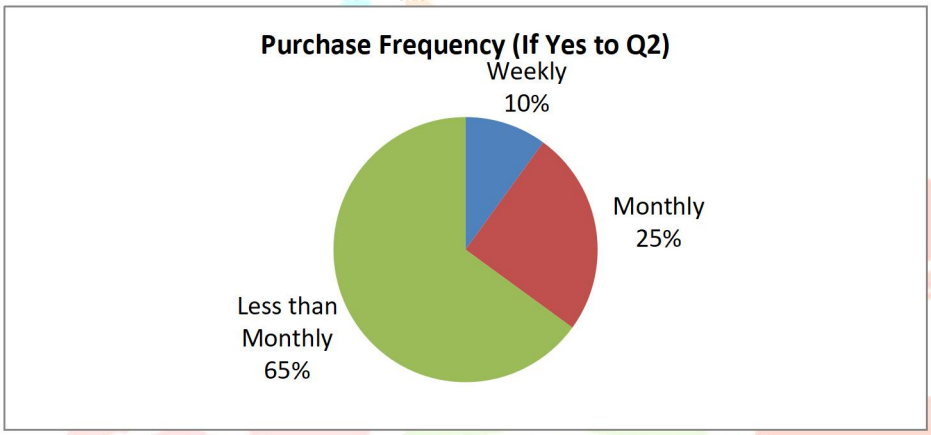
Option	Wokha	Kohima	Dimapur
Yes, Frequently	15%	25%	40%
Yes, Occasionally	30%	35%	30%
Yes, Once or Twice	25%	20%	15%
No	30%	20%	15%



Interpretation: 40% of Dimapur respondents frequently purchase online, compared to 25% in Kohima and 15% in Wokha. This indicates significantly higher adoption of online shopping in Dimapur.

3. Purchase Frequency (If Yes to Q2)

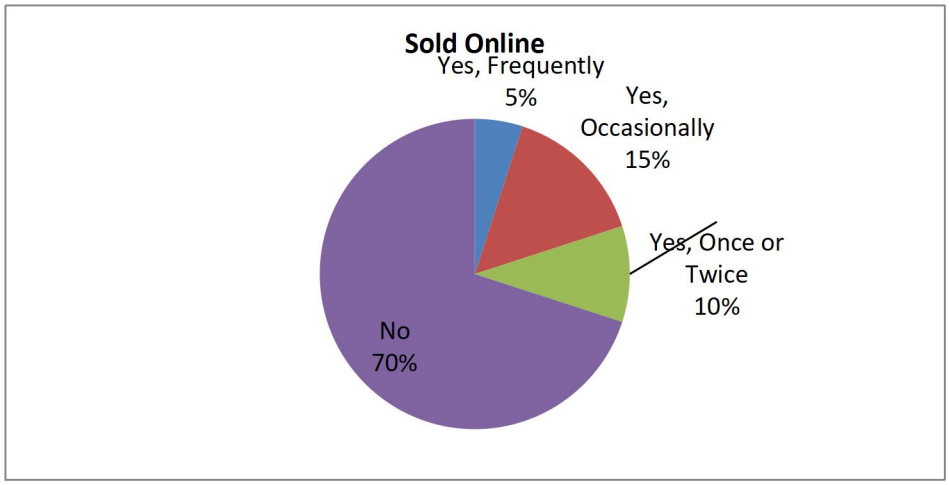
Option	Wokha	Kohima	Dimapur
Weekly	10%	15%	25%
Monthly	25%	30%	35%
Less than Monthly	65%	55%	40%



Interpretation: Among those who purchase online, 25% in Dimapur purchase weekly, compared to 15% in Kohima and 10% in Wokha. This shows that not only do more people buy online in Dimapur, but they also do so more frequently.

4. Sold Online

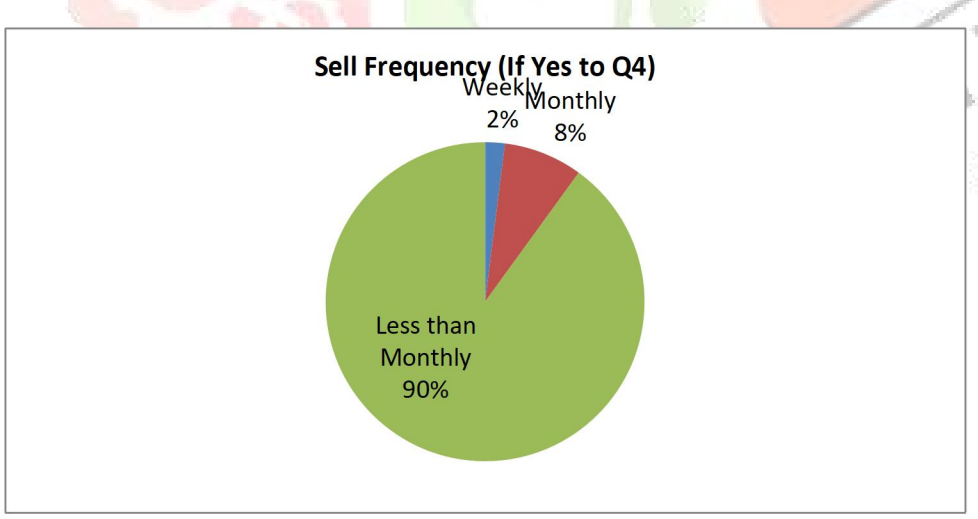
Option	Wokha	Kohima	Dimapur
Yes, Frequently	5%	10%	20%
Yes, Occasionally	15%	20%	25%
Yes, Once or Twice	10%	15%	10%
No	70%	55%	45%



Interpretation: 20% of Dimapur respondents frequently sell online, compared to 10% in Kohima and 5% in Wokha. This highlights a greater engagement in online business activities in Dimapur.

5. Sell Frequency (If Yes to Q4)

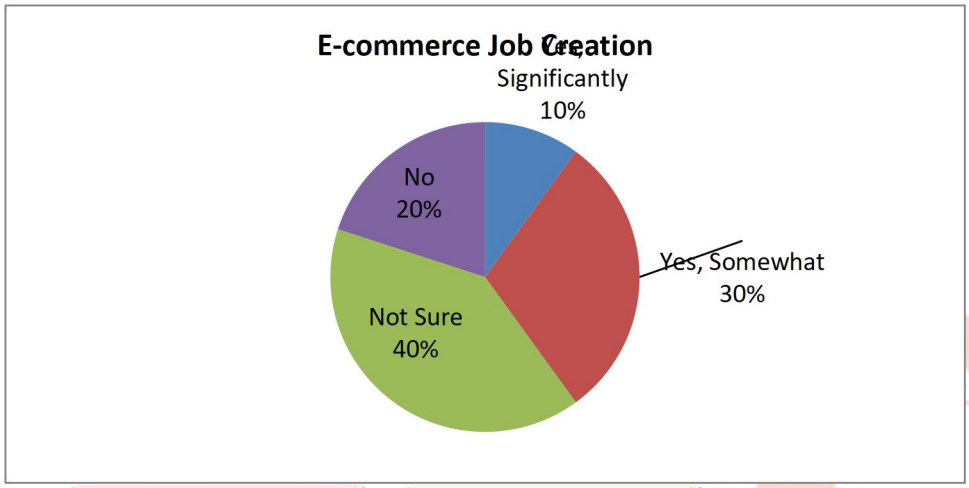
Option	Wokha	Kohima	Dimapur
Weekly	2%	5%	10%
Monthly	8%	10%	15%
Less than Monthly	90%	85%	75%



Interpretation: Of those selling online, 10% in Dimapur do so weekly, compared to 5% in Kohima and 2% in Wokha. Similar to purchasing, Dimapur shows higher frequency in online selling as well.

6. E-commerce Job Creation

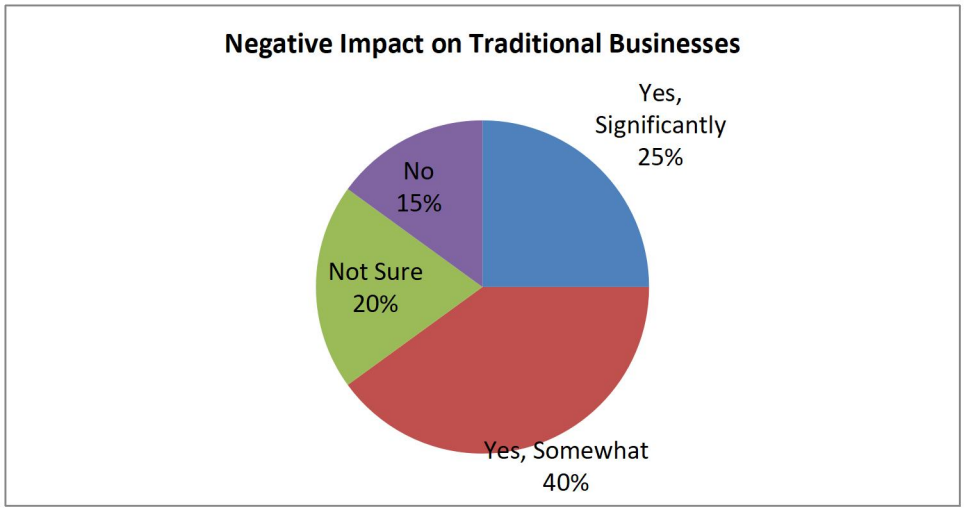
Option	Wokha	Kohima	Dimapur
Yes, Significantly	10%	20%	35%
Yes, Somewhat	30%	45%	50%
Not Sure	40%	25%	10%
No	20%	10%	5%



Interpretation: 35% of Dimapur respondents believe e-commerce has significantly created new job opportunities, compared to 20% in Kohima and 10% in Wokha. This strongly suggests a more positive perception of e-commerce's impact on employment in Dimapur.

7. Negative Impact on Traditional Businesses

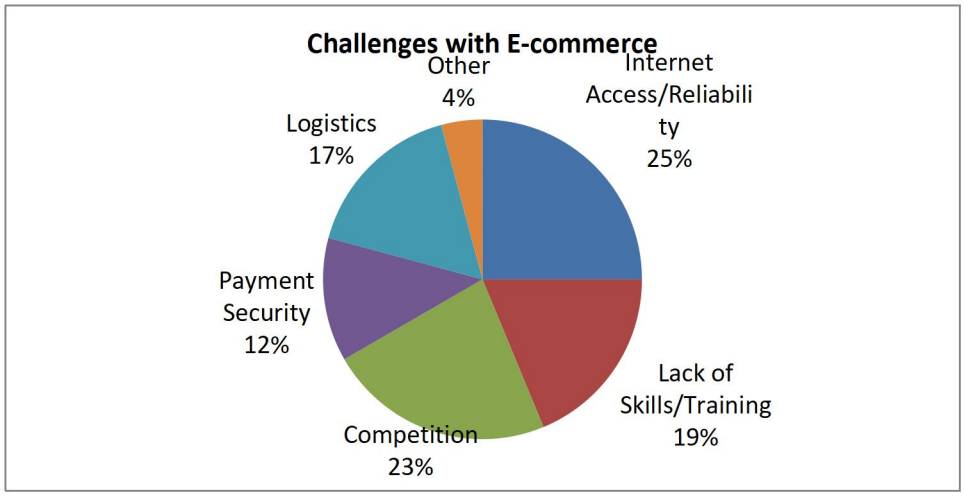
Option	Wokha	Kohima	Dimapur
Yes, Significantly	25%	30%	40%
Yes, Somewhat	40%	45%	35%
Not Sure	20%	15%	15%
No	15%	10%	10%



Interpretation: 40% of Dimapur respondents believe e-commerce has *significantly* negatively impacted traditional businesses, versus 30% in Kohima and 25% in Wokha. While Dimapur sees more job creation, they also acknowledge a higher negative impact on existing businesses. This is important to consider in your research.

8. Challenges with E-commerce

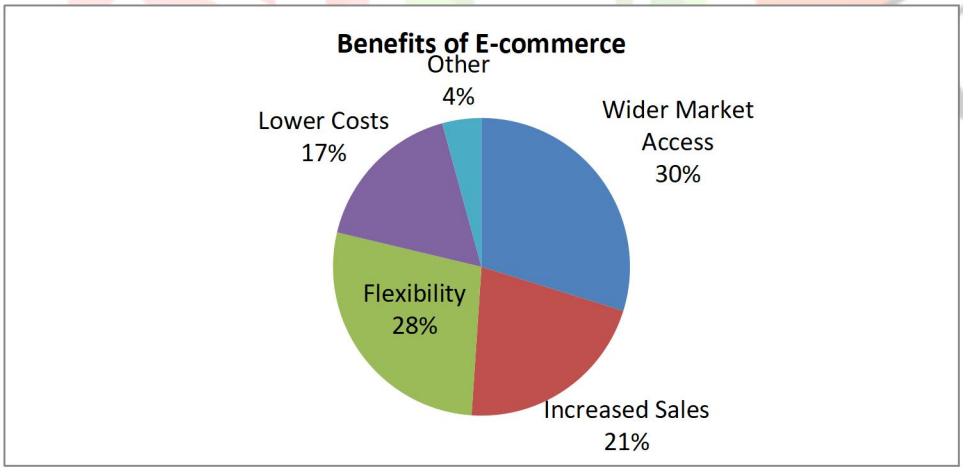
Option	Wokha	Kohima	Dimapur
Internet Access/Reliability	60%	50%	40%
Lack of Skills/Training	45%	40%	30%
Competition	55%	60%	50%
Payment Security	30%	25%	20%
Logistics	40%	35%	25%
Other	10%	15%	20%



Interpretation: 60% of Wokha respondents cite internet access/reliability as a major challenge, compared to 50% in Kohima and 40% in Dimapur. This clearly identifies internet connectivity as a critical barrier, especially in Wokha. 45% of Wokha respondents report a lack of skills/training as a challenge, compared to 40% in Kohima and 30% in Dimapur. This suggests a need for targeted training programs. 60% of Kohima respondents see competition from larger businesses as a significant challenge, compared to 55% in Wokha and 50% in Dimapur. This may be due to the specific types of businesses prevalent in Kohima.

9. Benefits of E-commerce

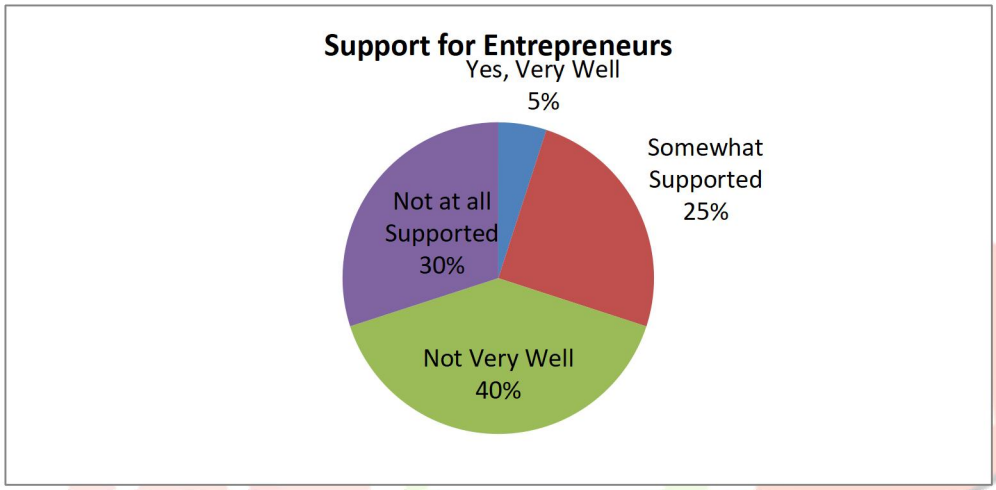
Option	Wokha	Kohima	Dimapur
Wider Market Access	70%	75%	80%
Increased Sales	50%	60%	70%
Flexibility	65%	55%	65%
Lower Costs	40%	35%	45%
Other	10%	15%	5%



Interpretation: 80% of Dimapur respondents see wider market access as a benefit of e-commerce, compared to 75% in Kohima and 70% in Wokha. This indicates a strong awareness of the market expansion potential of e-commerce.

10. Support for Entrepreneurs

Option	Wokha	Kohima	Dimapur
Yes, Very Well	5%	10%	15%
Somewhat Supported	25%	35%	40%
Not Very Well	40%	35%	30%
Not at all Supported	30%	20%	15%



Interpretation: Only 15% of Dimapur respondents believe local entrepreneurs are "Very Well" supported, compared to 10% in Kohima and 5% in Wokha. This reveals a perceived lack of adequate support for entrepreneurs across all districts, but particularly in Wokha.

Objective 2 Hypothesis Test:

Null Hypothesis (H0): There is no significant difference in the perception of e-commerce job creation between Wokha, Kohima, and Dimapur.

Alternative Hypothesis (H1): There is a significant difference in the perception of e-commerce job creation between Wokha, Kohima, and Dimapur.

All the calculations for the Chi-square test, including the observed frequencies (O), expected frequencies (E), and the individual calculations for each cell:

Option	Wokha (O)	Kohima (O)	Dimapur (O)	Wokha (E)	Kohima (E)	Dimapur (E)
Yes, Significantly	10% of 100 = 10	20% of 100 = 20	35% of 100 = 35	21.67	21.67	21.67
Yes, Somewhat	30% of 100 = 30	45% of 100 = 45	50% of 100 = 50	41.67	41.67	41.67
Not Sure	40% of 100 = 40	25% of 100 = 25	10% of 100 = 10	25	25	25
No	20% of 100 = 20	10% of 100 = 10	5% of 100 = 5	11.67	11.67	11.67
Total	100	100	100	300	300	300

$(O - E)^2 / E$ (Wokha)	$(O - E)^2 / E$ (Kohima)	$(O - E)^2 / E$ (Dimapur)
$\frac{(10-21.67)^2}{21.67}=6.28$	$\frac{(20-21.67)^2}{21.67}=0.13$	$\frac{(35-21.67)^2}{21.67}=8.20$
$\frac{(30-41.67)^2}{41.67}=3.27$	$\frac{(45-41.67)^2}{41.67}=0.27$	$\frac{(50-41.67)^2}{41.67}=1.66$
$\frac{(40-25)^2}{25}=9.00$	$\frac{(25-25)^2}{25}=0.00$	$\frac{(10-25)^2}{25}=9.00$
$\frac{(20-11.67)^2}{11.67}=5.94$	$\frac{(10-11.67)^2}{11.67}=0.24$	$\frac{(5-11.67)^2}{11.67}=3.81$

Chi-Square Calculation

Now, we sum all the calculated values for $\frac{(O-E)^2}{E}$:

$$\chi 2 = 6.28+0.13+8.20+3.27+0.27+1.66+9.00+0.00+9.00+5.94+0.24+3.81=47.80$$

Degrees of Freedom (df)

$$df=(4-1)\times(3-1)=3\times2=6$$

Critical Value

For $\alpha=0.05$ and $df=6$, the critical value from the Chi-square distribution table is **12.592**.

Since **47.80** (calculated Chi-square value) is greater than **12.592** (critical value), we reject the null hypothesis.

Conclusion: There is a significant difference in the perception of e-commerce job creation across Wokha, Kohima, and Dimapur.

Findings:

- In Dimapur, 45 respondents were very familiar with e-commerce platforms, compared to 30 in Kohima and 20 in Wokha. This suggests a higher level of e-commerce awareness in Dimapur.
- 40 respondents in Dimapur frequently purchase online, while the numbers are lower in Kohima (25) and Wokha (15). This indicates greater online shopping adoption in Dimapur.
- Of those who purchase online, 19 in Dimapur purchase weekly, compared to 9 in Kohima and 5 in Wokha. This demonstrates more frequent online shopping habits in Dimapur.
- 20 respondents in Dimapur frequently sell online, compared to 10 in Kohima and 5 in Wokha, indicating a more active online business community in Dimapur.
- Among online sellers, 5 in Dimapur sell weekly, compared to 1 in Kohima and less than 1 (rounded to 0) in Wokha, showing higher sales frequency in Dimapur's online businesses.
- 35 respondents in Dimapur believe e-commerce has significantly created jobs, compared to 20 in Kohima and 10 in Wokha, suggesting a stronger perception of e-commerce's positive impact on employment in Dimapur.
- 40 respondents in Dimapur believe e-commerce has significantly negatively impacted traditional businesses, compared to 30 in Kohima and 25 in Wokha. This highlights the potential disruptive effect of e-commerce, especially in Dimapur.
- Internet access/reliability is a major challenge, affecting 60 respondents in Wokha, 50 in Kohima, and 40 in Dimapur. Competition is a concern, impacting 60 respondents in Kohima, 55 in Wokha, and 50 in Dimapur.
- Wider market access is a recognized benefit, with 80 respondents in Dimapur, 75 in Kohima, and 70 in Wokha acknowledging it.
- Only 15 respondents in Dimapur, 10 in Kohima, and 5 in Wokha believe entrepreneurs are very well supported in the e-commerce sector, highlighting a need for greater support.

Conclusion:

This study reveals varying levels of e-commerce adoption and its perceived impact across Wokha, Kohima, and Dimapur. While Dimapur demonstrates the highest engagement with e-commerce and positive perceptions of job creation, it also acknowledges the negative impact on traditional businesses. Internet access, skills gaps, and competition are identified as key challenges. Addressing these challenges through infrastructure development, skills training, and targeted support programs for entrepreneurs is crucial for maximizing the benefits of e-commerce and ensuring inclusive growth in Nagaland. Further research is recommended to gain a deeper understanding of the evolving e-commerce landscape and its long-term effects on the region's economy and workforce.

Suggestions:

- Prioritize improving internet access and reliability, especially in Wokha. This might involve investments in broadband infrastructure, promoting affordable internet plans, and supporting local internet service providers.
- Develop and implement targeted training programs to equip local workers and entrepreneurs with the necessary skills for e-commerce, including digital marketing, online sales, and e-commerce platform management.
- Establish programs to support local entrepreneurs in the e-commerce sector. This could include access to funding, mentorship programs, business incubation centers, and assistance with online marketing and logistics. Address the specific concerns related to competition by helping businesses develop niche markets or unique product offerings.
- Explore strategies to mitigate the negative impacts of e-commerce on traditional businesses. This might involve helping traditional businesses transition to online platforms or adopt hybrid business models.
- Conduct further research to understand the specific types of jobs being created by e-commerce and the long-term impact on traditional businesses.

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