

THE STUDY ON THE ROLE OF E-COMMERCE IN REDUCING OPERATION COST

Submitted in partial fulfilment of the requirement for the reward of
Master of Business Administration

By

AMEEN BASHA. A

39740055



Master of Business Administration

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600

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AICTE Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119**

www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of AMEEN BASHA. A
.(39740055) who has done the Project work entitled **A STUDY ON THE ROLE OF E-
COMMERCE IN REDUCING OPERATIONAL COST** under my supervision from
December 2020 to February 2021.

Dr. Dr. MATHAN

Internal Guide

External guide

Dr. BHUVANESWARI G.

Dean, School of Business Administration

Submitted for Viva voice Examination held on_____.

Internal Examiner

External Examiner

DECLARATION

I AMEEN BASHA. A(39740055). Hereby declare that the Project Report entitled “**A STUDY BASED ON THE ROLE OF E- COMMERCE IN REDUCING OPERATIONAL COST ”** done by me under the guidance of Dr. MATHAN .N, MBA, MPhil, PhD. Assistant Professor, School of Business Administration is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

A AMEEN BASHA

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ABSTRACT

This study presents the E-commerce evaluation, which is related to the rapid perfection of information technologies, the growing possibilities of their adoption in various areas, and the decrease of their usage cost. The study is descriptive and analytical and based on primary data collected through a questionnaire e-mailed to 112 senior officials working in Amazon. Descriptive statistics such as mean, standard deviation, and percentage were used. Exploratory data analysis and logistics regression were used to analyze data collected from the survey. The study showed the statistical analysis results on the operational costs of storage, distribution, inventory, salaries, and employees' wages. It was found that the company is seeking to benefit from the advantages of using e-commerce to reduce operational costs. It also showed that the company is interested and allows the exchange of experiences and views with customers through electronic commerce and efficient access of information, reduced processing errors, reduced response time services cost.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

E-commerce evolution is related to the rapid perfection of information technologies, the growing possibilities of their

Adoption in various areas, and the decrease of their usage cost. Though the e-commerce boom in 2000-2002 ended in Bankruptcies of large companies based solely on e-commerce, the impact of that boom on e-commerce spread was Minimal. Today, e-commerce decisions are often treated not as a competitive advantage but as a necessity, which helps Avoid lagging behind competitors.

Since the mid-1990s, e-commerce conception has evolved from separate electronic Transactions in goods purchase or resource supply based on business-to-customer or business-to-business models to Dynamic business ecosystems based on the merger of separate markets and value chains created in the network Communication framework. Within the aspect of business processes, e-commerce can be defined as the use of electronic networks to simplify and fasten all phases of business processes – from the production of goods to their sale and Delivery.

E-commerce has become an essential part of business performance that can generate significant additional value for The company and other subjects in the value-added chain. The important role of e-commerce is in supply chain Management.

There are many possibilities to improve business processes using modern technologies based on e-Commerce philosophy. Most e-commerce implementation decisions in business processes are based on the possibility Of reaching significant cost efficiency, which means bigger company profitability and a higher level of competitiveness In the market.

Various authors (Benjamin and Elsie, 2003; Brown, 2001; Cloete et al., 2002; E-Business Watch, 2003; Nienhaus et Al., 2003; Subramani, 2003) try to state how e-commerce decisions may impact company cost efficiency. In most cases, e-commerce is treated as a perfect technological tool for recurrent processes realization, which helps to reduce some cost positions or avoid them.

The main problem in this research area is determining those cost positions to determine the real impact of e-commerce on business. This problem's importance is the complexity of e-commerce decisions that may impact various business processes depending on company process structure, implemented e-commerce decisions, similar modern technologies used in a company, and other elements that create the totality of company performance.

E-Commerce is the process of conducting business electronically among various entities to satisfy an organizational or Individual objective. A key ingredient of E-Commerce, sometimes referred to as electronic trading, is the advertisement And procurement of goods and services over the Internet (Rhodes & Carter, 1998). The success and volume of E-Commerce on the web have been widely reported. With success in establishing an environment in which E-Commerce Can grow and flourish, every computer can become a window open to every business, large and small, around the globe.

Internet-based E-Commerce has been embraced to reduce operating costs and as a high potential means of generating Revenue (Levis, 1996). The electronic medium we call the Internet can minimize actual transaction time, processing Time, and operational cost dramatically while at the same time making information available globally.

The ubiquity of The web and the availability of browsers across different platforms provide a common base upon which E-Commerce Applications can be built, especially in the enterprise. This common platform has reduced the significance of software Distribution and installation issues, thus encouraging the expansion of E-Commerce via Intranets, Extranets, and the Internet.

E-Commerce provides new channels for the global marketing of tangible goods and presents opportunities to create New businesses providing information and other knowledge-based intangible products (Rhodes & Carter, 1998).

Although most E-Commerce is currently at the inter-corporate and inter-organizational level, services targeted at Individual customers evolve rapidly. The Internet is the most obvious example of this. It is a major catalyst in the Diffusion of E-Commerce, helping to foster a common environment for electronic transactions of all kinds.

1.2 Current Market Trends:

Online retail sales in India are expected to grow by 31 percent to US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall .

Electronics is currently the biggest online retail sales category with a share of 48 per cent, followed closely by apparel at 29 per cent.

E-commerce has made it easier for top American brands to reach Indian customers and has emerged as one of the fast-growing trade channels available for the cross-border trade of good and services.

1.3 Government Initiatives:

- The Reserve Bank of India (RBI) has decided to allow “inter-operability” among Prepaid Payment Instruments (PPIs) such as digital wallets, prepaid cash coupons and prepaid telephone top-up cards. RBI has also instructed banks and companies to make all know-your-customer (KYC)-compliant prepaid payment instruments (PPIs), like mobile wallets, interoperable amongst themselves via Unified Payments Interface (UPI).
 - The Government of India has distributed rewards worth around US\$23.8 million to 1 million customers for embracing digital payments, under the Lucky Grahak Yojana and Digi-Dhan Vyapar Yojana.
- COMPANY PROFILE: Some of the major developments in the India.

1.4 Mobile eCommerce:

Mobile eCommerce (m-commerce) is growing rapidly as a secure supplement to the eCommerce industry. Industry leaders believe that m-commerce could contribute up to 70 percent of their total revenues. India has topped the U.S. to become the second largest market for smartphones after China. The number of smartphone users is expected to reach 650 million by 2019, 700 million by 2020 and 829 million by 2021.

1.5 OBJECTIVE OF THE STUDY:

- To study the concept of E-commerce.
- To study how the e-commerce reduce operational cost.
- To understand its reducing costs.
- To study the advantages and drawbacks of Ecommerce.
- To analyze the market for Ecommerce.
- To analyze the legal status challenges and opportunities of e commerce in india
- To remove all the issues that come with transportation of products.

1.6 NEED OF STUDY

- When it comes to today's business platform, E-commerce is a blazing commodity that is continually and diversely modifying the idea of business operations.

- The integration of E-commerce as a specialized subject in management curriculum, or even highlighting the same as a part, doesn't merely broaden the scopes and career opportunities for graduates but also enables them to serve to increase the organizational growth in a substantial percentage.
- The addition of an 'E' to any form of business has given new dimensions to the hinge of the business world and has also significantly impacted the Return on Investment for enterprises made me know that that how the market prices is getting high and low because I need to start a trading
- It made me know that how to analyze the market because I want to get some more profits
- It made me know their types and learn much to avoid .

1.7 SCOPE AND SIGNIFICANCE OF STUDY:

- E-Commerce is buying and selling, marketing, servicing delivery and payment of products, service and information over internet, intranets, extranets and other networks, between an inter-networked enterprise and its prospects, customers suppliers and other business partners.
- The eCommerce business is able to reduce labor and other costs in many areas, including: document preparation, reconciliation, mail preparation, telephone calling, data entry, overtime and supervision expenses.
- The study helps to know the E Commerce reducing the Operational costs.
- The study result will be great help to the researcher to know how the middle men and local Shopkeepers affected by the E commerce.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

Aleksandar Andonov et al. (2021) stated that E-commerce has emerged as one of the most successful business models That have provided numerous benefits to businesses in the contemporary environment. Some imperative impacts have Been the international marketplace, no time constraints, better relationship building with customers, lesser fixed costs, And some more.

This study focuses on assessing the impact of E-commerce on business performance.

Role of e-commerce in today's business , presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different e-commerce models i.e. B2B, B2C, B2G and C2C, narratively analysing the nitty gritty of each. Rina (2016)also elaborates the different applications of e-commerce in "Challenges and Future Scope of E-commerce in India", at the same time, defining the degree to which they are operational in the country. Gunasekaran, Marri, McGaughey, & Nebhwani (2002) give a broad outlook of electronic commerce within organisational systems in "E-commerce and its impact on operations management".

CHAPTER 3

RESEARCH

METHODOLOGY

3.1 METHODOLOGY:

There has been a lot of media coverage on E-Commerce in recent years. However, the concept of E-Commerce is still unclear to many people due to its newness. For business executives, it is even more mysterious since there are no proven business models for generating profits. Conducting research in the E-Commerce area reveals a few dominant trends:

E-Commerce revenues will grow explosively.

E-Commerce is crucial for business survival.

E-Commerce decisions are complex.

Consulting firms are experiencing rapid declines in key practice areas. For consulting firms to effectively develop E-Commerce strategies for its clients, it must have a structured methodology custom made for this type of project. As with any methodology, however, this E-Commerce strategy methodology will require constant refinement to incorporate new experiences and to keep pace with. Thus this project aims to develop the first version of an E-Commerce strategy methodology, implement the methodology for a client, and make any necessary revisions to the methodology subsequent to the client project.

3.2 Project description

For consulting firms to effectively develop E-Commerce strategies for its clients, it must have a structured methodology custom made for this type of project. As with any methodology, however, this E-Commerce strategy methodology will require constant refinement to incorporate new experiences and to keep pace with change.

3.3 Scoping and planning

This phase focuses on the planning of the project's overall direction, including the definition of the project's scope, objectives, and timelines. The deliverable from this phase is this Design Plan.

3.4 Conceptual design and research

In this phase, the conceptual design of the methodology is developed and research on existing methodologies is conducted. Research is performed from independent research firms, such as the Gartner Group, Forrester Research, and CIO.com. These research firms sometimes publish the methodologies that consulting firms use. Consulting firms' websites are another source for researching E-commerce strategy methodologies.

3.5 Development of methodology

The actual methodology is developed in this phase. Detailed descriptions of each task in the methodology are documented, including the objectives, inputs, approach, relevant models, applicable tools and techniques, outputs, and any references. The methodology is to be documented in an appropriate format, be it a Word document or HTML page.

3.6 Implementation of methodology

The methodology will be implemented with a client. This phase includes the marketing of E-commerce strategy development services and the close to implementation .

3.7 Study of global market

E_-Commerce provides new channels for the global marketing of tangible goods and presents opportunities to create New businesses providing information and other knowledge-based intangible products (Rhodes & Carter, Although most E-Commerce is currently at the inter-corporate and inter-organizational level, services targeted at Individual customers evolve rapidly. The Internet is the most obvious example of this. It is a major catalyst in the Diffusion of E-Commerce, helping to foster a common environment for electronics.

3.8 Research Methodology

Study is descriptive and analytical and based on primary data. It aims at studying the role of e-commerce in reducing Operational costs in Amazon in India. Primary Data was collected through a questionnaire e-mailed to 112 senior Officials working in Amazon. Descriptive statistics such as mean, standard deviation, and percentage were used. Exploratory data analysis and logistics regression were used to analyze data collected from the survey. The analysis Showed that companies had improved the level of service they can provide to their customers with commerce.

3.9 Hypothecis / Analyses Tool objectives of the Study

To examine the role of E-commerce in reducing operational costs in Amazon in India. To identify the limitations and disadvantages of E-commerce in India. Hypothesis of the Study .There is no significant relationship between E-commerce and reduced operational cost in Amazon.

H1: There is a significant relationship between E-commerce and reduced operational cost in Amazon.

To examine the role of E-commerce in reducing operational costs in Amazon in India.

To identify the limitations and disadvantages of E-commerce in India. Hypothesis of the Study

H01: There is no significant relationship between E-commerce and reduced operational cost in Amazon.

H1: There is a significant relationship between E-commerce and reduced operational cost in Amazon.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

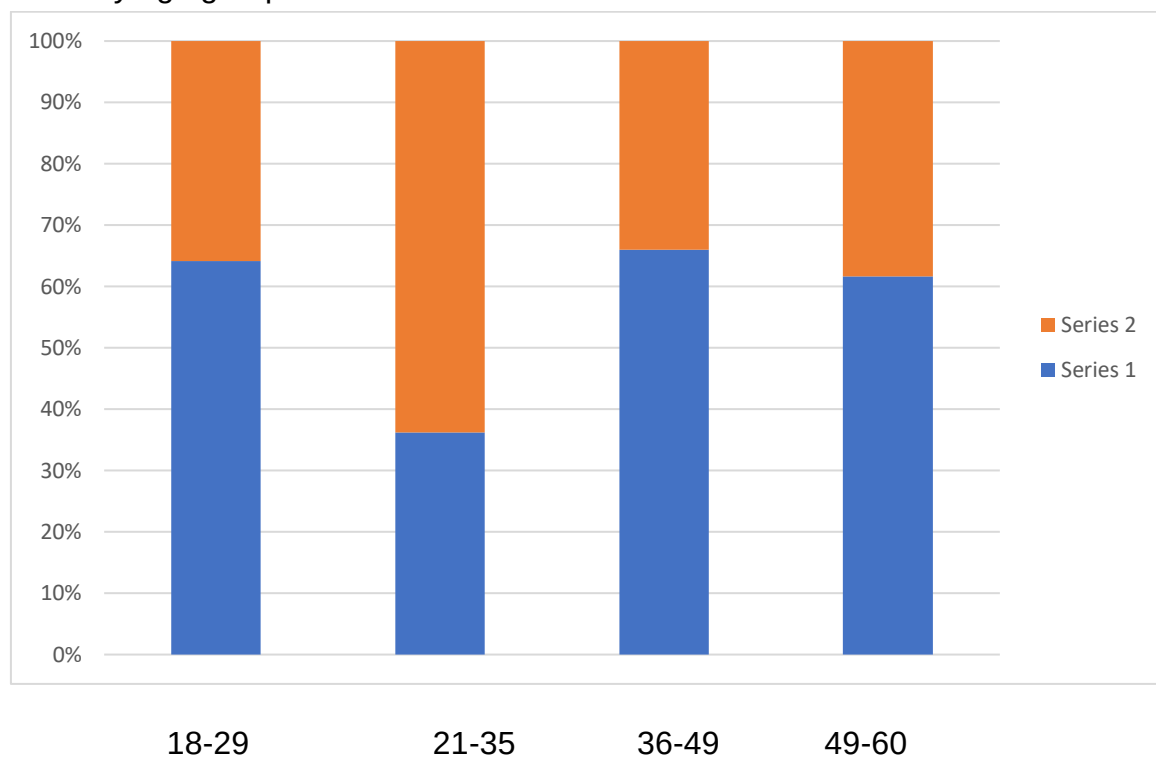
4.1 PERCENTAGE ANALYSIS:

Interpretation:

From the above table, it is interpreted that 69.61% of respondents are of age group 18-29, 19.61% of them belong to age group 30-49 and 10.78% belong to the age group 50-64.

4.1: Shopping reference

Shopping references by age group



Series 1 belongs to online mode

Series 2 belongs to in store

Inference:

Majority (69.61%) of the respondents of my questionnaire belong to the age group 18-30.

4.2: Classification of response

Gender wise classification of respondents

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	40	60%
Female	20	40%
Total	60	100%

Interpretation:

From the above table, it is interpreted that 60% of respondents are of Male category and 40% of them belong to Female category. It is also to be noted that none of them have opted for the option prefer not to say

4.3 Occupation of Respondent

Q. Occupation of the respondent.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Student	39	38.24%
Employee	43	42.16%
Business	18	17.65%
Others	2	1.96%
Total	102	100%

Interpretation:

From the above table, it can be interpreted that out of the option given 38.24% of respondents are students, 42.16% of respondents are employers, 17.65% of respondents are business person, 1.96% of the respondents are doing other works.

4.4: Ecommerce for employee

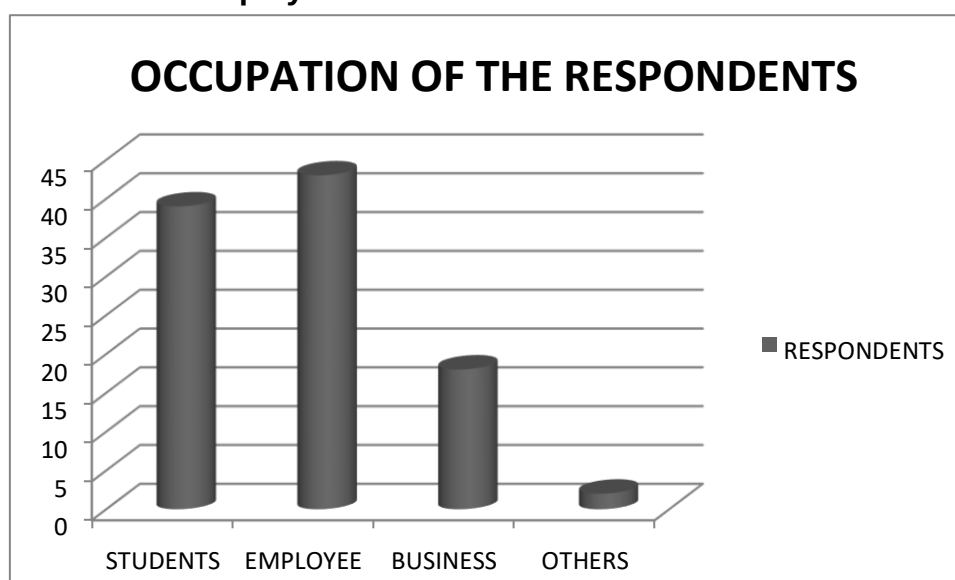


Fig 4.4: Occupation of the respondents.

Inference:

Majority (42.16%) of respondents are employers.

4.5: Ecommerce strategy

Question Based responses:

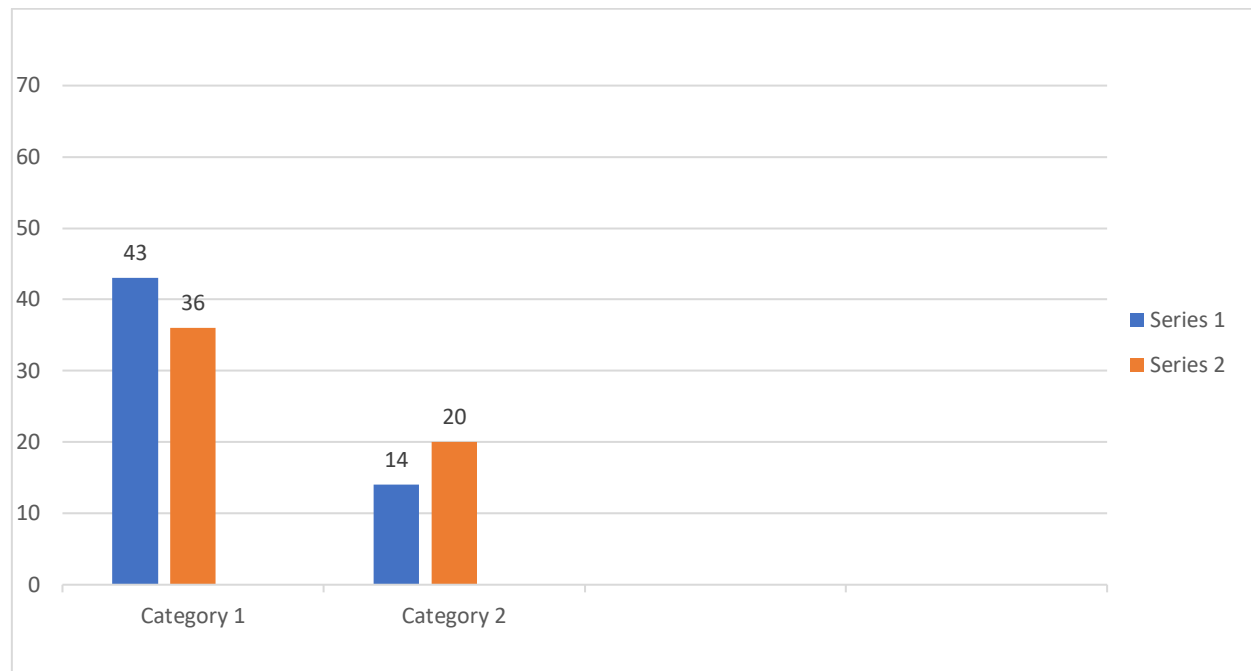
Q: Responses that we receive for the below questions

Questions	Yes	No
Is e-commerce apart of your business stratedy	57%	33%
Have personal customer decreased because of e-commerce	60%	40%
Would you recommend that all service operation participate in e commerce	35%	65%
Has service been hurt in anyway because of e commerce	70%	30%

Interpretation:

From the above table, we can get this from few respondents

4.6: Company use in Ecommerce



Series 1 ; Does the company use E commerce?

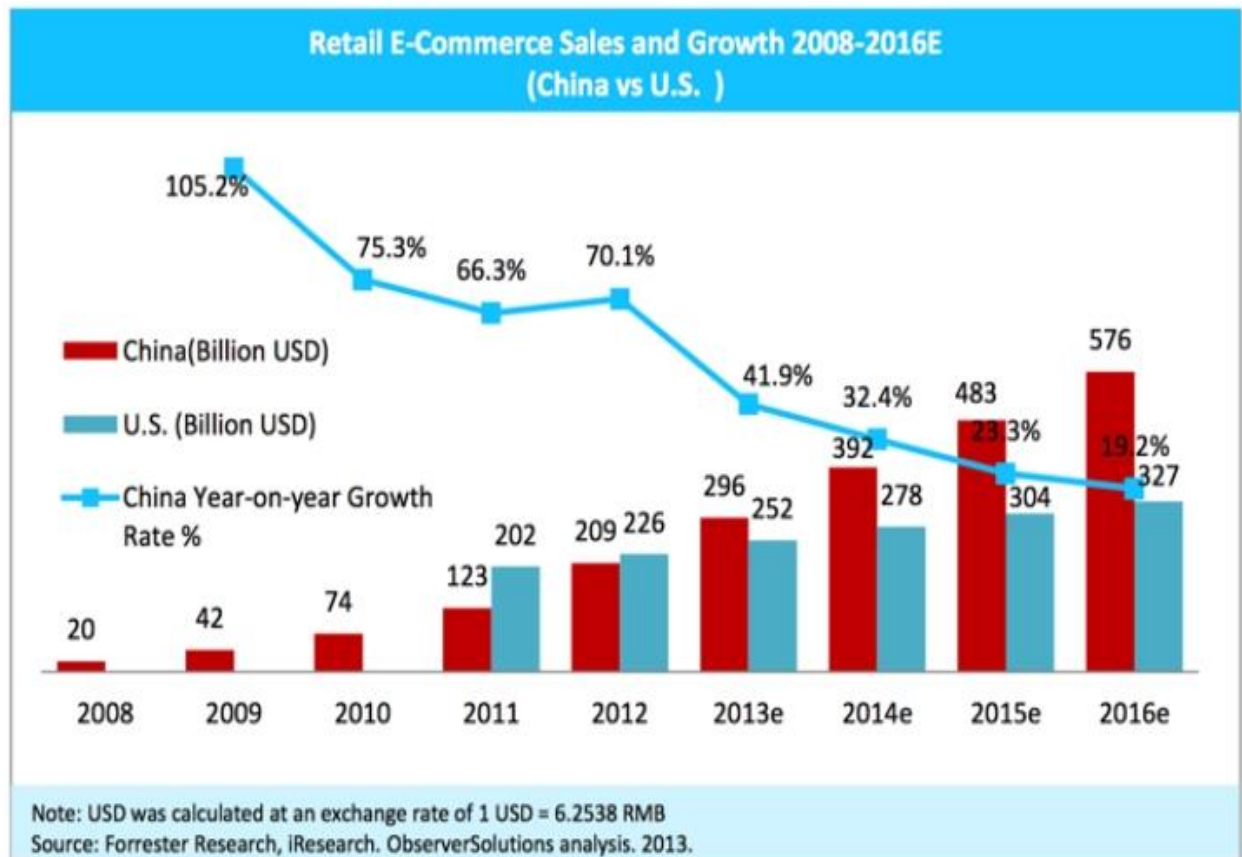
Series 2: Have you all possibilities of e commerce been identified?

Category 1 is belong to yes

Category 2 is belong to No

4.7 Ecommerce sales and growth

E- Commerce sales and growth from 2008-16 in china vs US



E commerce growth continuity in India

India

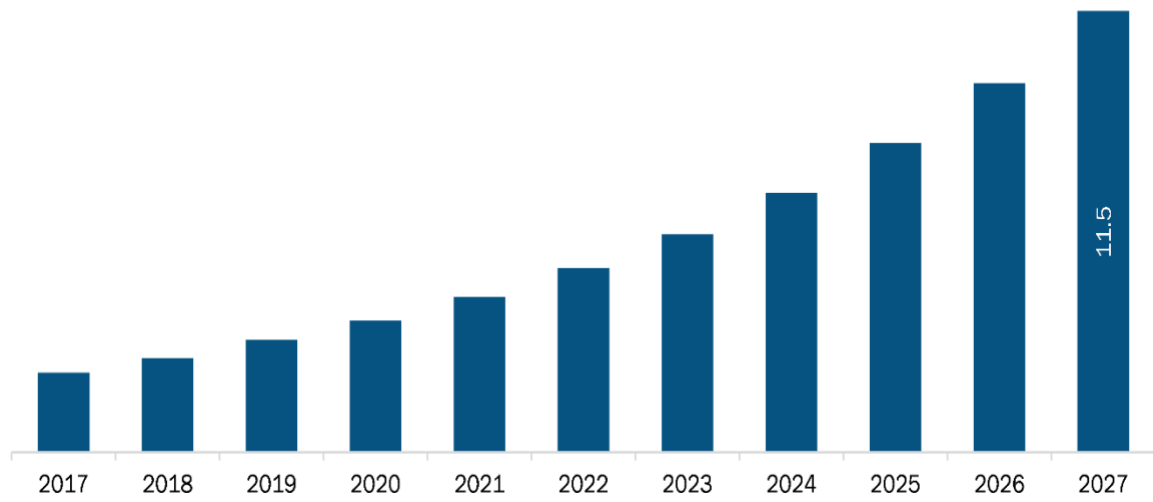




Chart No. 4.8 Price decrease in an Indian economy

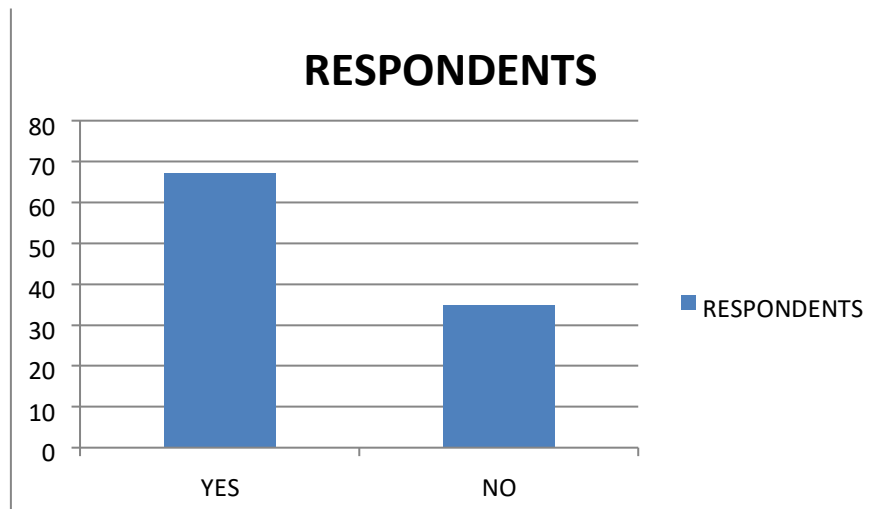
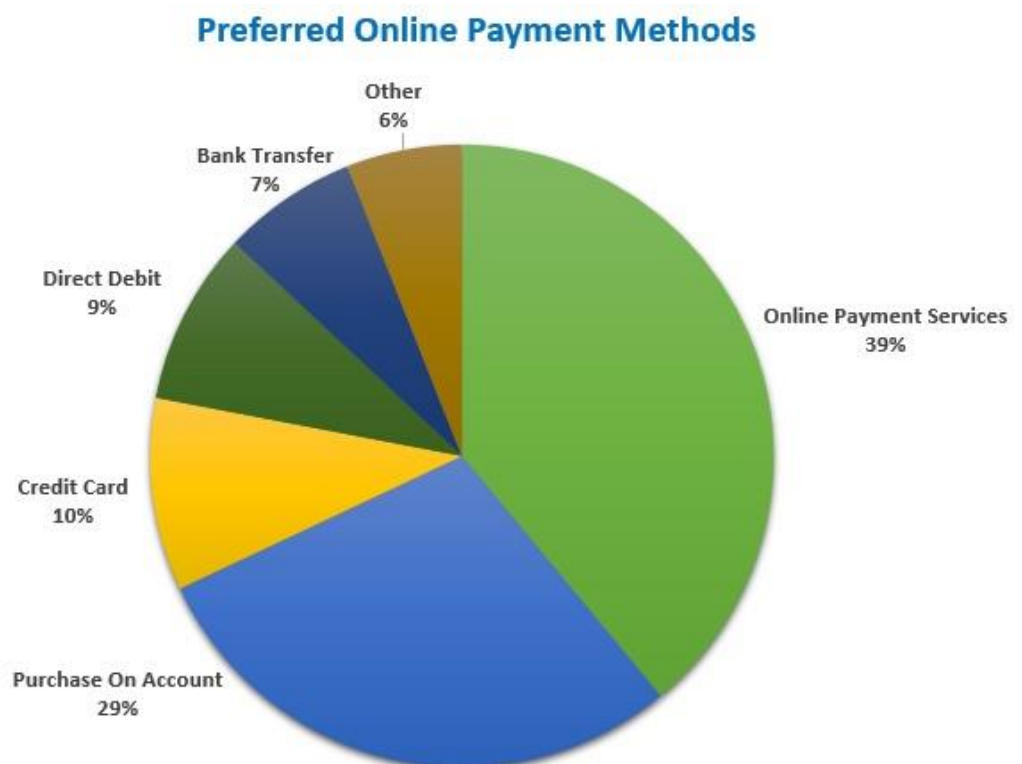


Fig 4.14: E commerce users online payment method



4.2 STATISTICAL ANALYSIS:

TEST 1 (CHI SQUARE)

Hypothesis 1

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age of the respondents *	60	99.0%	1	1.0%	102	100.0%
Mode of online/e commerce USERSS						

Age of the respondents *

			Online users	In store	Both	Total
Age of the respondents	18-29	Count	63	0	8	71
		% within Age of the respondents	88.7%	0.0%	11.3%	100.0%
	30-45	Count	14	1	5	20
		% within Age of the respondents	70.0%	5.0%	25.0%	100.0%
	46--69	Count	7	3	1	11
		% within Age of the respondents	63.6%	27.3%	9.1%	100.0%
Total	Count	84	4	14	102	
	% within Age of the respondents	82.4%	3.9%	13.7%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	21.665 ^a	4	<.001
Likelihood Ratio	15.378	4	.004
Linear-by-Linear Association	2.649	1	.104
N of Valid Cases	102		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .43.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.461	<.001
	Cramer's V	.326	<.001
	Contingency Coefficient	.419	<.001
N of Valid Cases		102	

Result:

I have got 0.419 in chi square test it accept null hypothesis and reject alternative hypothesis.

So there is no significant difference between Age of the respondents and Selection of mode of e commerce users

TEST 2 (ONE WAY ANOVA)

Hypothesis 2

Descriptive

Reason for E commerce use

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound	Minimum	Maximum
Affordable	3	3.00	1.000	.577	.52	5.48	2	4
Non - Affordable	99	3.12	1.154	.116	2.89	3.35	1	4
Total	102	3.12	1.146	.113	2.89	3.34	1	4

Reason for e commerce use

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.043	1	.043	.032	.858
Within Groups	132.545	100	1.325		
Total	132.588	101			

RESULT:

- I have got 0.858 in one way ANOVA it accept null hypothesis and reject alternative hypothesis.
- So there is no significant difference between Price hike during previous year and Reason for e commerce use in India.

CHAPTER 5 FINDINGS, SUGGESTIONS AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter.

Finding, Suggestions, and Conclusion of the study in logical manner.

5.1 FINDINGS:

From the questionnaire, the following points are found and noted:

- Majority (69.61%) of the respondents of my questionnaire belong to the age group 18-29.
- Majority (88.24%) of the respondents of my questionnaire are Male.
- Majority (62.75%) of respondents are unmarried.
- Majority (42.16%) of respondents are employers.
- Majority (82.35%) of the respondents of ecommerce is useful.
- Majority (60.78%) of the respondents getting profit by Variety of choices in offers.
- Majority (60.78%) of the respondents reducing operating costs.
- Majority (91.18%) of respondents says actual expenditure not valued by employee .
- Majority (42.16%) of the respondents are spend both 5-15 of their income.
- Majority (97.06%) of the respondents are non affordable to buy the things in E commerce previous year.
- Majority (52.94%) of respondents says increase in demand is the reason for resale in e-commerce.
- Majority (65.69%) of respondents are highly preferred in Local market business.
- Majority (65.69%) of respondents says ecommerce decrease in Indian economy.
- Majority (69.61%) of respondents are high charges on local taxes is the reason for brokarage by ecommerce
- Majority (69.61%) of respondents says government can control Profit margine fees.

5.2 SUGGESTIONS:

- The economy should be able tide over consistent oil prices resulting from global geopolitical situations, by bringing in adequate measure to sustain the economy from such crises.
- The government should try and introduce ways so that such hike in prices is not ecommerce pass on to the governments.
- The country should be able to increase its owned cecommerce industry reserve so that it will not be left dependent on all other countries.
- While increase its own reserve it will not only help the country become self sufficient but also help it to save valuable foreign exchange from leaving the country.
- Use business sites for selling can be a good way of not being dependent on market prices.
- The government should try to enter into alliance with friendly countries to try and explore oil in other countries.
- The refining capacity of economic should be up graded by creating more ecommerce business in the country.

5.3LIMITATION OF THE STUDY:

- Due to the time constraint the sample size was restricted to 60 respondents only.
- Since the study is based on the primary data collected through questionnaire, the result of the study are subject to all the limitations of the primary data.
- The analysis based on some statistical tools which as it is own limitation.
- The finding and suggestions are based on the information given by the respondents.

5.4 CONCLUSION:

One of the most important factors that decide the future of Indian economy is the price of E-commerce. After all a small increase the price of this has got widespread impact on the Indian economy. If the price of E commerce is increase it may affect our countries rupees, thereby making the companies to increase the price of these reduce operating costs. This causes inflations in the Indian market and the performance of the economy is affected. Strong economic growth of India and other developing countries in Asia have increased the demand of economic growth and other related essential which has resulted in rupees India.

Though the idea is good it is not a practical approach to this heavily discussed issue. Another solution that can be implemented is to create awareness among public about the need to increase the use of Ecommerce.

APPENDIX

THE STUDY ON THE ROLE OF E-COMMERCE REDUCING OPERATION COST

QUESTIONNAIRE:

1. Name of the respondent: _____
2. Age of the respondent:
a.18-29 **b.** 26-35 **c.** 36 -45 **d.** More than 45
3. Gender of the respondent:
a. Male **b.** female
4. Marital status:
a. Married **b.** unmarried
5. Occupation of the respondent:
a. Student **b.** employee **c.** business **d.** others
6. Please mention your favorite Ecommerce app.
a. Amazon **b.** Flipkart **c.** other
7. Please tell us how frequently you sell or buy in ecommerce.
a. Daily **b.** Weekly **c.** Monthly **d.** A & B when required
8. Kindly tell us the average profit you get in a month.
a. Below 6000 **b.** 7000-16000 **c.** 17000-30000
9. Would you fix any special budgetary expenditure for ecommerce. **a.** Yes **b.** No
10. Do u buy the products in higher price then actual price in ecommerce website s. **a.** Yes **b.** no
11. Please tell us how much percentage of your sanvings do you spend for e-commerce.
a. Below 5% **b.** 5% - 10% **c.** more than 10%

12. According to Ecommerce do u like to buy is affordable.

a. Affordable **b.** Non-affordable

13. In your opinion what is the reason for ecommerce in India.

a decrease in demand **b.** unavailability **c.** to get more money

14. Kindly tell us what happen when ecommerce industry is highly in demand.

a. Increase in economic value

b. Decrease in economic value

15. Does e-commerce is affecting operations cost in Indian economy.

a. Yes **b.** no

16. Reason for e-commerce success in India.

a. Higher demand **b.** low price

17. Can government stop e-commerce industry

a. Possible **b.** not possible