

tions in the other sample. Examples of where this might occur are:

- Before-and-after observations on the same subjects
- A comparison of two different methods of measurement or two different treatments where the measurements/treatments are applied to the same subjects”

Paired Samples Statistics

Pair	Mean	N	Std.Deviation	Std. Error Mean
1				
PreDemonitizationperiod_EWallets	.4519	104	.78678	.07
PostDemonitization_EWallet	1.5288	104	.65295	.06
2				
PreDemonitization_Debit_creditCards	.3269	104	.63003	.06
PostDemonitization_Debit_creditsCards	1.6923	104	.92513	.09

Paired Samples Correlations

Pair	N	Correlation	Sig.
Pair 1 PreDemonitizationperiod_EWallets& PostDemonitization_EWallet	104	.135	.172
Pair 2 PreDemonitization_Debit_creditCards &PostDemonitization_Debit_creditsCards	104	.174	.077

Paired Samples Test

	Mean	Std. Deviation	Mean	Paired Differences		t	df	Sig. (2-tailed)
				Lower	Upper			
				95% Confidence Interval of the Difference				
1								
PreDemonitizationperiod_EWallets - PostDemonitization_EWallet	-1.0769	.95218	.09337	1.26210	-.89175	-11.53	103	.036
2								
PreDemonitization_Debit_creditCards - PostDemonitization_Debit_creditsCards	-1.3653	1.02453	.10046	1.56463	1.16614	-13.59	103	.021

The t-statistics, -11.53 & -13.59, and P=0.036, 0.021 ie a very small probability of this occurring by chance under the null hypothesis of no difference. The null hypothesis is rejected, since P< 0.05 at 95% confidence interval. There is a strong evidence that there is a competition in the economy before and after the demonetization period. This shows that the participants experienced statistically significantly greater competition in post demonetization period as compared to pre demonetization period. In other words, the difference between the two Period is not equal to zero. The sample size taken in this study is 104. In the Post-Demonetization period the payment through E-Wallets and Debit-Cards per month is increased which further led to increase in the competition in the economy

The findings in this paper have been supported by a primary survey conducted in Delhi. The test used for sampling is Paired T-test which is a type of a test that is used to compare two population means where you we two samples in which observations in one sample can be paired with observations in the other sample. The population is chosen under the age group of 15-60 in Delhi. The questionnaire has been attached as Annexure 1. The survey was conducted in order to understand the consumption pattern in the digital payment market.

4. SUGGESTIONS

E-commerce is now very innovative and developing so quickly therefore there is a need for premature intervention by the competition authorities so that they inhibit innovations and the development of new market. Moreover there is a need to apply competition law with a light hand for the present but to raise awareness of the large fines and risk of structural break-up that may occur in future. To safeguard from collusion it is useful for

the competition authorities to give guidance as to the long term storage of electronic data. They might also wish to develop their own market monitoring search engine software which will be used to track prices, sales and conversation in chat room. There are benefits that are gained from preventing companies from sharing important information about customers shopping habits and giving customers the rights to have greater access to the information held in the supplier's databases. This allows customers to make more sophisticated and informed choices between suppliers.

5. CONCLUSION

According to primary data, it has been analysed that, E-Commerce is at the nascent stage but it's is growing at a very high rate as these competition issues may come up in the future in India and it may become a platform for the anti-competitive agreements. Moreover Internet created opportunities to increase the competition which provides various benefits to the consumers such as enlarged geographical market, increased number of the alternatives, easier purchasing choice and also easier way to compare the prices of the products in different shops. E-commerce has also increased the competition as it increases the consumer's choice and it also help the businesses to achieve efficiency as they now have moved from high cost paper based transactions to faster, lower cost electronic transactions. But E-commerce also leads to practices of favoring concentration. Online sales has created barriers to entry but it does not account that entry costs in online retailing are sunk and not all websites are successful therefore other factors should also be taken into the consideration. While E-commerce also avail many advantages when compared to its rivals where concentration is easily induced by the virtual network effect as it might lead to a single firm Dominance. CCI must keep an eye on developing E-Commerce market in India and also in the credit cards companies that also indulge in the anti-competitive practices to increase their profits. CCI should keep a check on the economic activity so that anti competitive issues does not arise. It may also happen that businesses have significant power to use their position so as to stifle the competition with the change in the new technology. There are a large number of cases where the unscrupulous traders has taken the advantage of the internet as a medium to propagate old fashioned scams. A theme which emerges in this area of competition policy is whether new technology alters the way in which market power issues should be analyzed.

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ANNEXURE -1

QUESTIONNAIRE: "The Questionnaire is formed so as to access the consumption Pattern in Digital payment market"

1. Name-
 2. Profession-
 - Student
 - Corporate job
 - Business
 - Government jobs
 - Other
 3. Age-
 4. Are you Earning?
 - Yes
 - No
 5. If you're earning then what is your income per annum?
 - Below 5 lakhs
 - 5-10 Lakhs
 - 10-15 lakhs
 - Above 15 lakhs
 6. Which mode you prefer for making Online Payments?
 - Debit cards
 - Credits
 - Bank wallets
 - E-wallets such as Paytm, MobiKwik, Chillr
 7. Has Digitalization made your life easier?
 - Yes
 - No
 8. What are the main reason behind announcement of demonetization by the government?
 - to reduce black money in the economy
 - to promote digitalization in the economy like usage of non-cash modes of payments (E-Wallets)
 - to reduce corrupt practices
 - for equal distribution of resource in the economy
 - other
 9. According to you what are the effects of digitalization?
 - Positive effects
 - Negative effects
 - No effects
 10. How you feel about the acceptability of digital payments among small to medium size vendors?
 11. Do you think Post Demonetization has led to increased usage of E-wallets?
 - Yes
 - No
 12. Do you think purchasing goods such as tickets, books ,food online is risky?
 - Yes
 - No
 13. For what kind of transactions do you use digital payments?
 - For commuting such as Cabs services
 - For online food
 - For utility bills such as electricity, bills etc
 - For Retail shopping/Super markets
 - Other
 14. Do you prefer digital payments over cash?
 - Yes
 - No
 15. If Yes in the above question then why?
 - Convenience
 - Discounts
 - Easy to pay in micro Denominations (145.78)
 - Other
 16. According to you what can be the main reasons for not opting digital modes of payments by people?
 - Lack of financial literacy
 - Lack of ability to understand technology
 - Inconvenience
 - Security and Risk issues
 - Other
 17. Did you had a bank account before announcement of demonetization?
 - Yes
 - No
 18. If no then immediately after demonetization do you made a bank account?
 - Yes
 - No
 19. How many times per month you make transactions through E-Wallet in Pre-Demonetization Period?
 - Never
 - 1-5 times
 - 6-15 times
 - More than 15 times
 20. How many times per month you make transactions through E-Wallet during Demonetization?
 - Never
 - 1-5 times
 - 6-15 times
 - More than 15 times
 21. How many times per month you make transactions through E-Wallet now?
 - Never
 - 1-5 times
 - 6-15 times
 - More than 15 times
 22. How many times per month you make transaction through Debit/Credit cards in Pre-Demonetization period ?
 - Never
 - 1-5 times
 - 6-15 times
 - More than 15 times
 23. How many times per month you make transaction through Debit/Credit cards during demonetization?
 - Never
 - 1-5 times
 - 6-15 times
 - More than 15 times
 24. How many times per month you make transaction through Debit/Credit cards now?
 - Never
 - 1-5 times
 - 6-15 times
 - More than 15 times