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e-COMMERCE IN THE SUBCONTINENT: HOW INDIAN CONSUMERS WILL SHAPE DEMAND

Abstract

As e-Commerce steadily gains traction in the West, the researchers sought to determine its impact in the Far East. India boasts the second largest population of 1.2 billion inhabitants and is expected to surpass China by 2050. Their sheer volume of customers will remake the retail landscape. University students are computer literate and more apt to adopt new technologies. Their viewing and buying habits could provide insights to businesses with valuable information for reaching these customers. Over 500 students from 12 universities in India provided a detailed portrait of the number of hours they utilize the Internet per week, what their favorite sites were and how often they visit them, what they purchased online, the reasons for purchasing online and their receptivity of viewing banner advertisements. Based on the results implications for businesses are offered.