



## Internet Technology : A Changing Scenario Of Performing Business From Traditional To Global

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### ABSTRACT :

Today, in the automated world Internet Technology is playing an important role in running the businesses smoothly. The mobile and smart phones, tabs, electronic gazettes, computers, laptops, and number of internet driven smart devices contributing in the business process.

The research describes the value of information and information technology which is continuously changing the way of doing business, the new business concepts entering in the market of business, easing the business processes. Internet Technology is accompanying almost each and every business sectors. The e-commerce activity, settlement of financial transactions, and other e-facilities is playing an important role in smoothly running of the businesses.

Internet Technology also provides different e-services, which are helping business. It is easing the lifestyle and helping businesses in their economical and social growth. This paper will be definitely useful in finding changing scenario of performing businesses.

**Key Words :** e-Technology, e-Commerce, e-Business, e-Shopping, Global etc.

### Introduction-

**Information** - Information, no matter good or bad, is always useful to enrich the knowledge and also to raise economical, social, cultural, physical as well as mental rank, and also to build a knowledgeable society.

**Wikipedia** says that, "Information is processed, organized and structured data that provides background for data and helps in **business management in decision making processes.**"

Today, internet is working as a powerful e-technology to provide almost any kind of information needed, and can be utilized directly/indirectly for planning, decision making, and fulfilling economical and social development. Globalization made almost all the leading businesses go online, to expand their business areas and to cross the boundaries of the nations.

### Internet Technology -

In general, Internet Technology is a structured, hierarchical, and global electronic communication network system, that communicates and transfers data and information that includes text, audio, video, graphics, photo, picture etc., with a very high speed, through automated operating system, without human intervention to any part of the world.

It is a magnificent, glamorous, amazing, magical, exciting and interesting electronic world, replacing traditional communication technology with modern one. It is a container of valuable information that provides almost any kind of information for the greedy **information seekers.**

It is an information encyclopedia, contains almost any kind of information, an entertainment platform that entertains via audio/video communication, an educational hub that provides education through online (virtual) class rooms, and a communication channel that provides uploading and downloading platform to utilize the benefits of information.

Internet Technology provides different services like; e-Commerce, e-Mail, e-Banking, e-Marketing, e-Business, e-Shopping, e-Governance, e-Learning, e-Tailing, e-Garbage, e-Advertising, E-Tendering, E-Seminar (webinar) etc. and many more to arrive in future. These services are the convenient internet offered e-concepts adopted by most of the businesses to fulfill their daily activities and requirements. It is easing the lifestyle and helping businesses in their economical and social growth.

The satellite, mobile/smart phone, servers & client computer, laptop, note, tab, gadget, IoT's (Internet of things) and other electronic devices, driven by internet, have become essential components of the society. The schools, universities, colleges, computer institutions, cyber cafes, banking & co-operative sectors, railways, airlines, bus stations, hotels, lodges, shopping malls, retail shops, computer software & hardware shops, share markets, government & private sectors, etc. are few of the places where e-technology is experiencing remarkable growth with the support of World Wide Web (WWW) and websites.

Growth of smaller devices like tablets, smart phones, e-books, game machines, wristwatches, GPS devices, thermostats, and even light bulbs are now capable of tapping into the web. Due to the global acceptance people of all ages started sharing their interests through social networking medias like; Facebook, Twitter, Linked-In, YouTube, Flickr, Second Life, Blogs, Instagram, Wikis, Whatsapp, Hike etc.

Considering all the applications of internet, and their effects on eco-socio development, the topic, “A changing scenario of performing business from traditional to global” is selected for the research.

#### Mobile and Smart phone users –

The Mobile and smart phones are the backbone of the online businesses. The phones, introduced in 1995-1996 in India, became leading means of internet accessing and communication. As per the mentioned website, in the year 2013, there were 76 million mobile/smart phone users in India. The figures reached to 634.50 million 2019. It is estimated that at the end of 2024, the figure will touch to more than 1 billion users and at the end of 2025, it will be 1.14 billion.<sup>[1]</sup>

Today, Android phone is just like carrying a pint-sized laptop right in the pocket, having all the information needed at fingertip. An attractive evolution of mobile phones, affordable prices, reduction in tariffs, EMI facilities and easy availability are the reasons, continuously stimulating the demand for mobile phones in India...<sup>[2]</sup>

With the help of e-technology, the online commerce (e-commerce) started spreading their business activities globally. The following table shows heavy discounts paid on actual prices of mobile and smart phones of leading brands during “Big Billion Days” festive sale of Flipkart (Thu, Oct 11, 2018).<sup>[3]</sup>

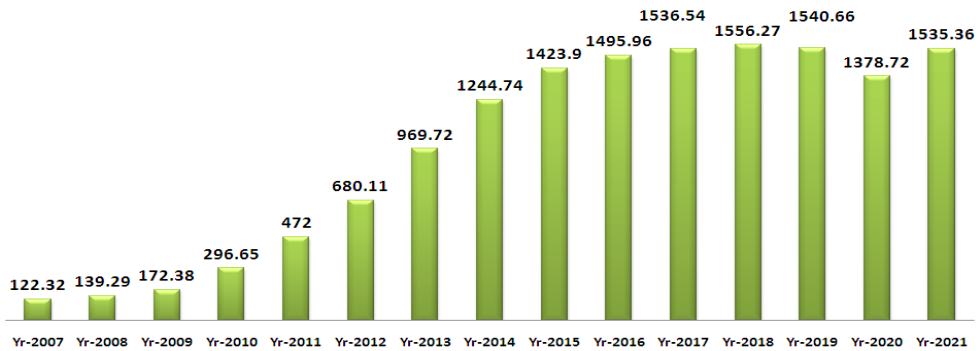
**Table 1 : The “Big Billion Days” festive sale of Flipkart (Thu, Oct 11, 2018). -**

Sr.no.	Brand name	Discounts provided
1	Redme 6	1000
2	Honor 9N	2000
3	Asus Max Pro	2000
4	Real Me 2 Pro	1000
5	Nokia 5.1 Plus	3500
6	Samsung On6	3500
7	Redme Note 5 Pro	2000
8	Asus Zenfone 5Z	5000
9	Samsung On Next	8000
10	Samsung Galaxy S8	20000
11	Panasonic Ray 600	5000
12	Samsung Galaxy Tab S2	8000
13	Honor T3 10	5000

Source: Flipkart, “Big Billion Days” festive sale, Oct 2018.

The above table shows the discounts paid by different companies on their mobile brand. The highest discount of 20000/- rupees paid on actual price of Samsung Galaxy S8 model.

**The graph shows number of smart phones sold worldwide from 2007 to 2021**



Source : <https://www.statista.com/statistics/263437/global-smartphone-sales-to-end-users-since-2007/>

EMI and financial assistance provide by different banking and financial institutions also stimulated mobile and smartphone market in India.<sup>[4]</sup>

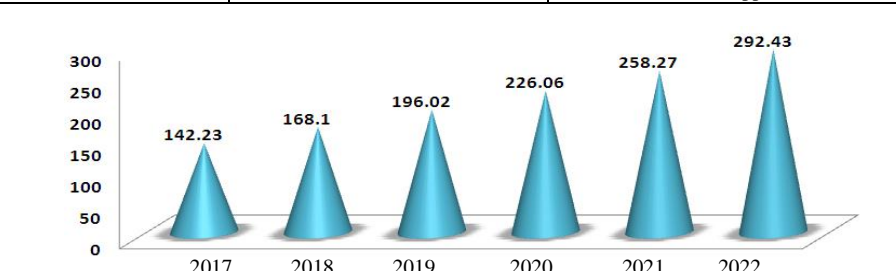
As per website [www.statista.com](http://www.statista.com), India ranked second largest online market, just behind China, with over 342 million internet users in the mid of 2018.

**Table 2 : The country wise internet users in the mid of 2018.**

SRNO.	COUNTRY	INTERNET USERS (In millions)
1	China	772.00
2	India	342.12
3	US	312.32
4	Brazil	149.06
5	Indonesia	143.26
6	Japan	118.63
7	Russia	109.55

**Table 3 - Number of social network users in India from 2017 to 2022**


SRNO.	YEAR	Social network users (in millions)
1	2017	142.23
2	2018	168.1
3	2019	196.02
4	2020	226.06
5	2021	258.27
6	2022	292.43 (Approx)



The figure forecast to increase in the coming years. Online shopping is also a popular activity of Indian internet users.

**Table 4 : Retail e-commerce sales in India from 2018 to 2023**

SRNO.	YEAR	Social network users (in million U.S.Dollars)
1	2018	16073
2	2019	20059
3	2020	25076
4	2021	31123
5	2022	37979
6	2023 (Estimated)	45206



*Retail e-commerce sales in India from 2016 to 2021 (in million U.S. dollars)*

Source : [www.statista.com](http://www.statista.com)

**Table 5 : Usage of mobiles for purchasing goods or services in % as of year 2023.**

SRNO.	COUNTRY	Usage of mobiles for purchasing goods or services in %
1	China	51%
2	India	49%
3	South Korea	47%
4	Vietnam	46%
5	Russia	44%
6	Belarus	44%
7	Indonesia	42%

Source : [www.statista.com](http://www.statista.com)

### Electronic Fund transfer ((EFT) and Electronic Data Interchange (EDI) : <sup>[5]</sup>

EDI and EFT are the main sources through which data and money travelling on internet. These facilities are helping in transferring data from one user to another and money from one account to another. **Credit/Debit card, Direct deposit, various Payment Apps** (PayTm, Google Pay, PhonePay,

Amazon, BHIM, etc.) plays a vital role in the process of transformation of money between accounts via mobile valets, financial institutions and banks. Now a days just by swapping a card, customer can pay money while shopping.

<sup>[6]</sup> **e-Marketing (Internet based advertising)** : Internet provides a global advertising platform to worldwide customers to shop online anywhere-anytime. E-marketing is a process of advertising and selling products and services on internet driven websites, social media or by e-mail for getting cost benefits. Facebook, LinkedIn, Whatsapp, Google plus etc. allows advertising and promoting environment to the businesses at very low cost. <sup>[2]</sup>

<sup>[7,8]</sup> E-business refers to the use of the websites, internet, intranets, extranets etc. to conduct business activities, such as; supply chain management, electronic order processing, customer relationship management (CRM), enterprise resource planning (ERP), and content management.

<sup>[9]</sup> **e-Tailing** (Electronic Retailing) helps traditional brick-and-mortar stores to launch business from a single room with a single computer, to shop customers from their homes at any time, to offer products online that saves cost, to automate the sales, to cut down the physical stores installation cost, to reduce advertising and marketing expenses, and to reach worldwide customers.

<sup>[10,11,12,13,14,15]</sup> **Website** : A websites is a transparent-graphical interface that provides every kind of information, most of time on free or charge basis to the needy and greedy information seekers.

The e-commerce concept relates to business or financial transactions that facilitate electronic payments of items purchased from online stores and service vendors. E-commerce transactions are conducted between businesses (B2B), businesses and consumers (B2C), businesses and government (B2G), consumers and businesses (C2B), government and customers (G2C), government and governments of other nations (G2G) etc. It may be explained as an interactive collaboration between a consumer and merchant. Flipkart and Amazon online sale is a good example of such collaboration.

### **Flipkart Big Billion Day, Amazon sales a big success; deals at record highs. (Thu, Oct 11, 2018.)** <sup>[14]</sup>

In Oct., 2018, E-commerce giants Flipkart and Amazon India have seen a strong start to their festive sale with categories like apparel and large appliances marked recordable transactions and arrival of new customers on board. These companies have set up warehouses and strengthen delivery network to ensure a smooth shopping experience for customers, with demand being much higher than on non-festive days.

As per The CEO, Kalyan Krishnamurthy, Flipkart, “The scale of Big Billion Days (festive sale of Flipkart) has grown with each passing year and this year also, we expect the trend to continue. While each category sees manifold growth, we expect smartphones, large appliances and apparel to be phenomenally big categories”.



The Big Billion Days festive sale of Flipkart lower down the prices of smartphones by Rs. 1000/- toRs. 20000/-.

**Table 6 : Following the table shows comparative prices of leading smart phones brands during “Big Billion Days” festive of Flipkart (Thu, Oct 11, 2018)**

Srno.	Brand name	Original price	Flipkart Price	Rate Difference
1	Redme 6	8999	7999	1000
2	Honor 9N	11999	9999	2000
3	Asus Max Pro	12999	10999	2000
4	Real Me 2 Pro	14990	13990	1000
5	Nokia 5.1 Plus	13990	10499	3500
6	Samsung On6	15490	11990	3500
7	Redme Note 5 Pro	14999	12999	2000
8	Asus Zenfone 5Z	29999	24999	5000
9	Samsung On Next	17990	9990	8000
10	Samsung Galaxy S8	49990	29990	20000
11	Panasonic Ray 600	12999	7999	5000
12	Samsung Galaxy Tab S2	29900	21999	8000
13	Honor T3 10	16999	11999	5000

(Source: Flipkart Website)

Pre-Diwali sales spiked revenue of e-commerce websites by 40%. In 2017, during Diwali many e-commerce websites Gross Merchandise Value (GMV) reached Rs 9000 crore.

The offers on electronics, converted the visitors to shoppers in large numbers. The total sale of Flipkart Big Billion Days 2019 saved around Rs. 80,000,000,000 of the customers.

During big billion days, total number of visitors visited 17 crore, one TV sold every second, 500 beauty products every minute, 1.2 Lac fashion products every hour, 2.4 Lac headphones every day, number of Apple watches sold in India in one month were sold in 5 minutes, number of phones were enough to scale 100 Mount Everest, and over 1 billion Super coin distributed.

<sup>[16,17]</sup>**SOCIAL MEDIAS (WEBSITES & APP'S)** : These are used for maintaining relations and promoting businesses. It provides platform to huge numbers of small and medium-sized businesses to advertise, interacts with customers, give response, publish latest updated and use the targeted advertisements.

Social medias creates network with local professionals, displays business information and statistics, provide information, entertain and publish social news, send instant messages, transfer images, texts, documents, audio and video messages, provide question-answer forum, allow to share articles, blog posts, podcast, store and share web bookmarks, selects stories for the Internet audience and allows to exchange of valuable information.

Following table shows most popular global mobile messenger apps as of October 2023, based on number of monthly active users (in millions).

**Table 7 : Number of monthly active social media users**

Apps	Number of monthly active users (in million)
WhatsApp	5000+
Facebook	3000+
WeChat	2500+
QQ Mobile	1100+
Telegram	800+
Snapchat	650+

Source :<https://www.statista.com/>

### <sup>[18,19,20]</sup>Literature review

The research topic, "Internet technology : A Changing scenario of performing business from traditional to global" is based on the study of the usage of internet technology, the prospect, progress and development taking place in the field of internet technology and its impact on the businesses.

#### The referred literature –

1. Internet technology is a modern business methodology, directly or indirectly applicable in the areas like; banking, entertainment, online buying-selling, communication etc. It has unlimited potentials in both developed and developing nations. E-Commerce has given a global platform to the manufacturers, traders, sellers and buyers and provided value, service and performance, attractive websites, incentives, personal attention, sense of community, reliability and security, 360-degree view etc. to the customers.
2. The growth of E-Commerce is attracting the attention of business players around the globe. It is important to note that "E-Commerce giants are increasingly attracted to India, investing in setting up shop."
3. Internet will continue to shape our societies, cultures and economies, and define the world for generations to come.
4. The Information and Communication Technologies play an important role in rural development.
5. Internet access on mobile phones and spread of wireless broadband facilities will multiply online information and entertainment consumption in rural area.

#### Research Methodology

##### The objectives of the research is –

- To study and understand Internet technology.
- To understand and adopt the technology for business benefits.
- To enlist and explain essential functions of Internet Technology.
- To observe current social benefits of e-Technology and their implementation in welfare of the business and society.
- To analyze, how, why and where e-Technology can be used.
- To suggest measures for helping and supporting businesses to cope with the modern commerce.

To accomplish the above mentioned objectives and to get expected result, a widespread study had been carried out to collect secondary data.

The study focuses of the topic, "**Internet technology : A Changing scenario of performing business from traditional to global.**" It was an attempt to discover the factors that accounts for its strengths and weaknesses.

Primary data was collected through questionnaires, that was get filled from concern respondents.

#### Research Hypotheses :

Base on the research topic, following hypotheses were formed and tested on the basis of information collected.

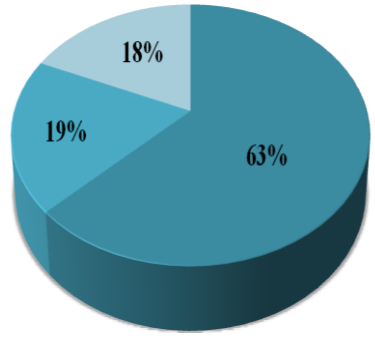
- H<sub>0</sub>: Continuous growth in Internet technologies not generating good opportunities for economical and business growth.
- H<sub>1</sub>: Continuous growth in Internet technologies is generating good opportunities for economical and business growth.
- H<sub>0</sub>: The businesses of the study area are not aware of the importance of Internet Technology.
- H<sub>1</sub>: The businesses of the study area are aware of the importance of Internet Technology.

**Data Analysis and Interpretation**

**Data Analysis –**

Following tables and graphs are based on survey analysis of 100 numbers of research population randomly selected from research area.

Q. Do you think that continuous growth in internet technology creating good opportunities for economy and business growth?					
		Freq.	%	Valid %	Cumu.%
Valid	Always	62	62.00	62.00	62.67
	Rarely	20	19.00	19.00	81.67
	Don't know	18	18.00	18.00	100.00
	Total	100	100.00	100.00	



**Source : Questionnaire Survey**

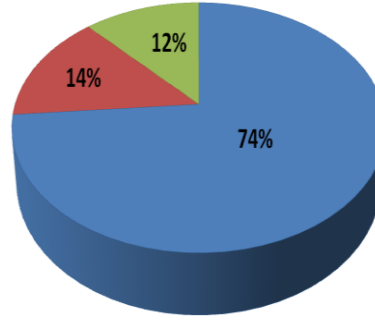
The above table shows the opinion of the respondents regarding the question, “Do you think that continuous growth in internet technology creating good opportunities for economy and business growth?”

Here, 62% respondents answered with ‘Always’ option which is very much greater than that of the respondent answered with ‘Rarely’, and ‘Don’t know’ options.

From the above data we can say that, the number of respondents answered with always option regarding growth of internet technology is greater than that of the respondents selected rarely or occasionally option.

1. The statistics shows that the greater percentage i.e. 62% respondents shows that **Continuous growth in Internet technologies is generating good opportunities for economical and business growth.**

Q. Is internet technology helping businesses in economical growth?					
		Freq.	%	Valid %	Cumu.%
Valid	Always	73	73	73	73.00
	Sometimes	15	15	15	88.00
	Don't know	12	12	12	100.00
	Total	100	100.00	100.00	



**Interpret –**

The above table shows opinion of the people regarding internet as helping hand for economic growth. Here, 73% respondents answered with ‘Always’ option, 15% with ‘Sometimes’ option, while 12% respondents selected ‘Don’t know’ option. The population selected ‘Always’ option is greater (i.e. 73%) than that of the respondent selected ‘Sometimes’ and ‘Don’t know’ options.

Here, we can say that, greater number of respondents accepted that internet is helping businesses in their economic growth.

Q. In your opinion, which are internet provided facilities helping people most in the businesses and economic development?					
		Freq.	%	Valid %	Cumu.%
Valid	1) Communication, social medias, surfing, e-mailing, audio-video conferencing, virtual meetings, attending webinars, entertainment, upload/download information etc.	38	38.00	38.00	38.00

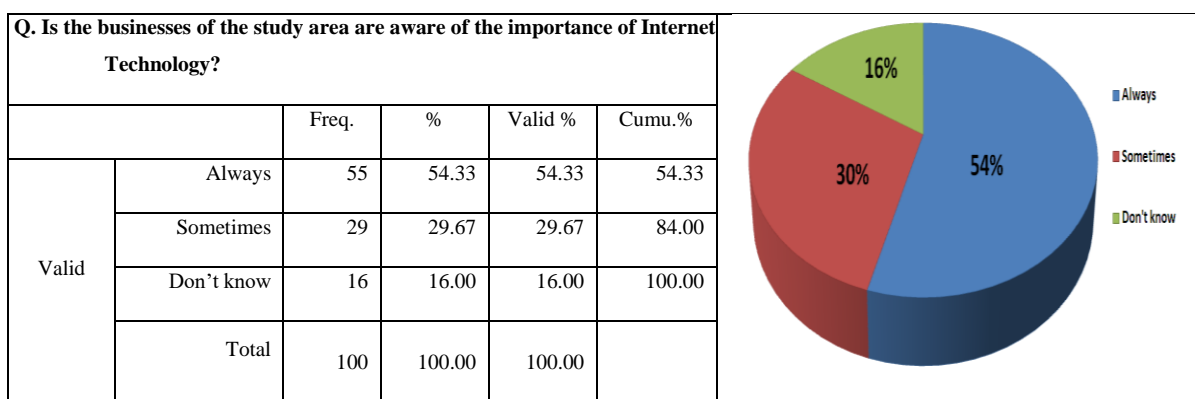
	2) E-Learning, E-Commerce, E-Banking etc.	8	8.00	8.00	46.00
	3) Both (1 & 2)	54	54.00	54.00	100.00
	Total	100	100.00	100.00	

Source: Questionnaire Survey

**Interpret –**

The table shows the statistics of internet provided facilities helping people most in the businesses and economic development. The 38% respondents use the technology for Communication, social medias, surfing, e-mailing, audio-video conferencing, virtual meetings, attending webinars, entertainment, pload/download, information etc. 8% respondents are user of e-learning, e-commerce and e-banking facilities, while 54% respondents selected both (1 & 2) options.

As per the above statistics, it is clear that, large numbers i.e. 54% respondents use both the options (1 & 2) and they agreed that **internet provided facilities helping people most in the businesses development.**



Source: Questionnaire Survey

As per the above statistics, 54.33% respondents selected 'Always' option, 29.67% respondents selected 'Sometimes' option, while 16% respondents selected 'Don't know' option regarding **awareness of the importance of Internet Technology among businesses..**

Here, the greater percentage (i.e. 54.3%) selected 'Always' option shows the greater **awareness of the importance of Internet Technology among businesses.**

Q. Do you think internet technology helping people in business growth?					
		Freq.	%	Valid %	Cumu.%
Valid	Agree	60	60.00	60.00	60.00
	Partly agree	40	40.00	40.00	100.00
	Total	100	100.00	100.00	

**Interpret –**

As per the above statistics, it is clear that, large numbers i.e. 60% respondents agreed that **internet technology is helping people in the businesses growth.**

**CONCLUSIONS AND SUGGESTIONS**

**Conclusions –**

The greater percentage of respondents are aware of the importance of Internet Technology and they daily use internet for their business and economical growth.

- -Greater number of people accepted that internet is helping people in their economic growth.
- -Technologies like; Communication, social medias, surfing, e-mailing, audio-video conferencing, virtual meetings, webinars, entertainment, upload/download, information etc. are compulsory and regular part of the businesses.
- -The traditional way of performing businesses is transform into e-commerce and e-business. Internet is the backbone of electronic business helping to speedup the business process, crossing the business boundaries, and maximizing the economic benefits to the business world.



- -There is continuous growth in Internet technologies and is generating good opportunities for each and every person connected to the internet technology.

### **Suggestions –**

The importance of internet technology should inculcate in the mind of people through arranging awareness campaigns and inclusion of detail subject knowledge in academic syllabus so as to built techno savvy knowledgeable generation for the future growth of nation.

The importance of Internet Technology should be explained to each and every business relate people to speeding and smoothing business process, which will result in their business and economical growth. This can be done through spreading internet related knowledge and upcoming developments through various e-channels. Government and educational institution can take active part in accomplishing the task.

Internet based Business techniques can be used by every business person that save time, money and environment. People should practice and adopt internet related businesses and business transactions to boost economic growth.

The internet provided facilities helping people most in the businesses and economic development. The facilities like; Communication and social medias, web surfing, e-mailing, audio-video conferencing, virtual meetings, attending webinars, entertainment, upload/download, information, e-learning, e-commerce, e-banking etc. must be learn and use by the business people to minimize the workload and maximize the profit.

Many part time and new opportunities are available on internet. Internet is providing many earning sources which can be adopted with the main business to ease the work and to maximize the profit.

The skilled and knowledgeable employees should be appointed to remove loopholes and to run the businesses profitably and smoothly.

There is continuous growth in Internet technologies. The businesses must update the technologies and knowledge with the latest one.

To spread quality education, the usage of Laptops/Tabs should be made compulsory to business management students. For the said purpose, financial aids should be provided to the student by institutions, government, NGO's etc. to buy computers, laptops, tabs, smart phones to accomplish their educational needs.

It is necessary to arrange training sessions through various government, non-government agencies and NGO's, to spread technical, operational and practical knowledge of e-technology to get benefits of internet technology.

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