Indian youth & internet impact trends in India

Manjunatha S., Assistant Professor, Department of English, Government First Grade College, Magadi Taluk, Ramanagar District.

Abstract: This paper examines the impact of technological gadgets such as internet based technology on shaping youth consumer behavior . From mobile-optimized shopping experiences complete with virtual showrooms, real-time customer service and feedback, social media integration, and personalized data-driven advertising, fashion retailers are rushing to develop a mobile experience that meets the demands of youth shoppers. India has the third largest Internet user base in the world out of which more than 50 per cent are mobile-only internet users. There are multiple advantages of internet usage but it comes attached with several inconveniences as well. It is India was the globally second mobile phone market in 2014 with 275 million units which is increasing by 2020

Key words : Impact of globalization on youth , technological gadgets , youth consumer behavior, threats challenging internet usage

Introduction : India was the global No. 2 mobile phone market in 2014 with 275 million units mobiles , or covered 14 % of world market. However, it was global No. 3 smart phone market last year with 81 million units, or 6 per cent of global market.

Role Of Smart Phones -smart phones are deciding factors in connecting to the customers. The 2G user base in India is projected to decline in the coming years as more and more customers are expected to migrate from 2G to 3G. The 3G user base in India is rapidly gaining market and is projected to grow at a CAGR of 61.3% from 2013-17. To increase user adoption, several Telecom operators reduced their 3G tariffs by 80-90 per cent in the second half of the year 2013 and brought 3G prices comparable to 2G prices. As of June 2015, internet users in India stood at over 350 million. 4G user base is also expected to grow at an annual growth rate of 344 per cent and a CAGR of 103 per cent from 2013 to 2018. The rural India is steadily moving towards a more internet friendly and exploratory

mind-set. As of 2014, the Active Internet User (AIU) base in rural India was 6.7% of the overall rural population of 905 million and accounted for 61 million users. 4.4% of the total rural population used a mobile device to access the Internet compared to 0.4% in the year 2012. However, the Internet penetration in India at 19 per cent is quite low compared to other developed and developing economies (Report On Growth Prospects & Future Of Mobile Commerce In India Lambert Academic Publishing 2014).

As a direct result of an ever-increasing amount of virtual browsing, visually impactful prints and richly textured fabrics are coming to the forefront of emerging fashion - and for good reason. 3D printing and software tools provide tech-savvy designers the room to run wild with creativity when it comes to colors, patterns, and daring new perspectives. Plus, retailers are also able to use technology to collect data metrics and interact and observe shoppers on social channels as a means of reading public

sentiment and identifying emerging trends. This allows them to make strategic adjustments for greater consumer success.(Report On Growth Prospects & Future Of Mobile Commerce In India Lambert Academic Publishing 2014).These days children of all ages are becoming increasingly interested in Fashion products , developed, exploring topics such as design, color, sustainability and technology. Core modules will also introduce you to the concepts of supply chain and testing as well as consumer behaviour and global trends, and how they shape – and are shaped by – the fashion industry.

Activities performed by smart phones are shown in table-1

Sl No	Details of activities	Population % performing the activity
	SMS Sending	45%
	Social Media	17%
	Shopping	15%
	Mobile Banking	26%
	Email Sending	13%
	Apps Download	15%
	Online Music	7%
	Instant Messaging	11%
	Browsing	8%
	Video	7%
	Mobile TV Viewing	22%

source : National mobile consumer report a global snapshot 2013

It noted that India was the global No. 2 mobile phone market in 2014 with 275 million units of shipment, or 14 per cent of world market. However, it was global No. 3 smart phone market last year with 81 million units of shipment, or 6 per cent of global market. India's smart phone penetration was merely 30 per cent in 2014. (as seen in chart-1).

Impact on security- Security is of course an important factor hr when we are taking about transferring sensitive, personal information from one part of the globe to another. Btu with the latest encryption technologies working, the security level has advanced to a much superior level. There is no risk of any theft of data today.

The impact of internet on health can also be seen in patient care and healthcare delivery. As there are no geographical boundaries on the web, any physician can analyze a patient, regardless of his location. Patients can get free online consultations, with most of the heath care professionals having launched their own websites. Many physical can get together on web and collaborate on diagnoses, thus saving both valuable time and money. Healthcare organizations are able to offer better customer care and remain close with their patients. Impact of internet on health industry has got rid of customer frustration from the operational process.

internet users in India
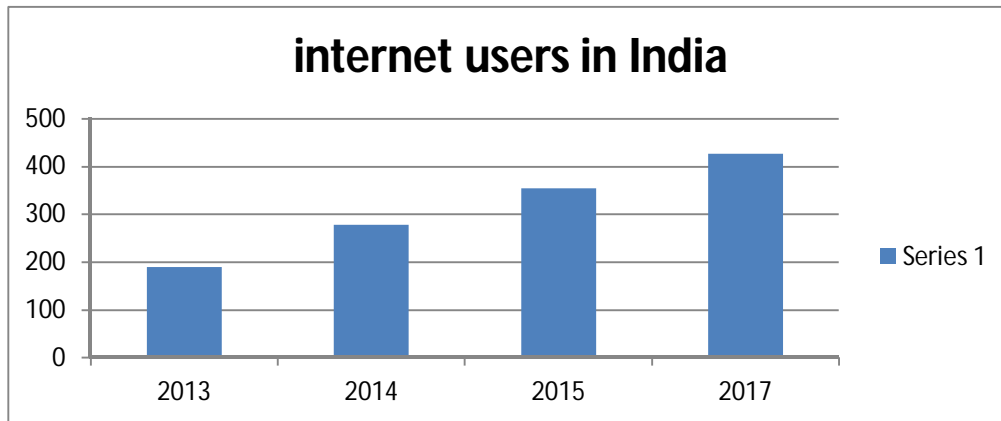
Effective healthcare depends a lot on getting accurate information and fast. It is a matter of life and death for some patients. The best information relating to medicine and health care goes wasted if it is not made use of and applied at the right time. The positive impact of internet on health is highly appreciated. It has made possible a higher level of value and customer services and sharing the necessary information. Healthcare organizations are taking full advantage of internet technologies to share important and latest information relating to medicine, reproach, health care and patients. As the basic principle of the Internet is to allow people to access and share web-based documents and applications quickly and easily, one can only imagine the constructive impact of internet on health industry that relies heavily on the right information.

Impact on education -The deep impact of internet on education has simply changed the world of education. Revolutionizing the way education is imparted, the classrooms have been brought right in the homes of the students. One is prone to thin, how can computers or internet improve the learning process

The internet is the modern engine of progress and has had a far more persistent effect on education. (Ram Bijapurkar- Winning Indian Market Understanding The Transformation Of Consumer India 2014). It has given anew fresh approach with online education. Read on to know more on impact of internet on education. Information Super highway along with personal computers is fast transforming the world. The impact of Internet on education can be felt in homes, schools, colleges, universities, with information available at lightning speed. Today a vast amount of information is available at just a click of the mouse. Students and teachers are using a large number of learning tools, thanks to the internet. (Internet Retailer Survey 2014). If the Internet didn't exist, advanced technology would still have so many valuable educational uses distance learning applications, collaborative learning, and so forth that far larger investments than are being contemplated would be justified. Using internet for education is much more interesting too. one can refer to larger number of topics in a lesser time and the graphics and animations make the study material much more interesting that those traditional books. Teachers too

find it easy to give assignments on computer and track the progress of their students. Education is a matter of values and action and is a basic human process. The positive impact of Internet on education has only enhanced the educational process, bringing the classroom, students and the teacher on one platform. Regardless of gender, race, age, geographic location, language or any disability, internet gives an equal chance to all to progress in the field of education.

Challenges: There are threats of security, signaling, power consumption, repetition, bandwidth etc. which can de-orient users. It is estimated that by 2020 there would be 30 billion connections hence reaching out to all these users is a technical problem.

Conclusion: Thus internet has made it easy for youth all over world to get the skills they need to progress in society and enhance their life styles with internet connectivity in their hands. . Students get savvy with computers and internet at much younger age as it motivates the students to acquire better thinking skills, remain well informed and grow as responsible citizens for their country. The drive to integrate technology into our nation's schools goes far beyond the Internet . But heavy techno savvy attitude might disorient them virtual learning.

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