

# Analysis of the Impact of Information and

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**Abstract:** *In India, the e-commerce market is thriving, increasing, and rising at a faster rate. The idea of internet shopping has greatly appealed to the Indian populace. Information and communication technology exposure has been crucial to the success of e-commerce. Following advancements in technology, research, and information, ICT has essentially taken on a companionship role in people's daily lives. The bulk of Internet users in emerging economies like India are under 35, which is much more than in industrialised ones. This age group enjoys shopping and has developed into a sizable buying group that will surpass 700 million internet users by 2020. Undoubtedly, the youthful generation's enormous client base has caused a substantial shift across all businesses. After entering the workforce, this generation's ability to generate money is also anticipated to make them significant consumers. The workforce analytics has also provided solid evidence of young people's internet usage in developing sectors like logistics. Young consumers who are technologically adept and have great purchasing power must be included by online businesses to achieve long-term success (Hanford, 2005). The fulfilment of logistics' primary goal, which is to enable the movement of goods and services from one location to another, depends entirely on the technology that assures the right product reaches the right customer at the right time, in the right location, in the right condition, and at the right price. This is demonstrated by the worldwide operation of mobile devices.*

**Keywords:** Logistics, e-commerce, ICT, Industrialisation, growth, challenges