



[www . epratrust . com](http://www.epratrust.com)

November 2014 Vol - 2 Issue- 11

GROWTH PATTERN OF INTERNET USAGE IN INDIA – AN OVERVIEW

Dr.L.Ganesamoorthy¹ & K.Krishnapriya²

¹Assistant Professor, Department of Commerce, Annamalai University,
Annamalai Nagar, Chidambaram, Tamil Nadu, India

²Research Scholar, Department of Commerce, Annamalai University,
Annamalai Nagar, Chidambaram, Tamil Nadu, India



ABSTRACT

Internet service made the communication easy and economy. Broadband technology in internet services becomes popular during the decade. The broadband technologies are liked by the people because of its speed and economy. This paper has presented the data and results regarding internet users internationally, in top countries and in India. It collected for the period of 13 years from 2000 to 2012; it used percentage, CAGR as statistical tools. It was found from the results that Asia was the leading world region having more number of internet users in number. But the penetration rate was lower than other regions except Africa. Growth rate of internet users in Asia also was in considerable percentage. India was standing in third in number of internet users in top internet users' countries in the World next to China and United States, but penetration rate in India was only 11.37 per cent whereas it was more than this for other top countries. Hence it is found that lower rate of people in India only are using internet unlike other developing countries like China. But growth rate of internet users in India from the year 2000 to 2012 was higher than any other countries in the world; it will lead the company to become number one country in the world in internet users.

KEYWORDS: Growth Rate, Technologies, Internet Users, Communication, Broadband Technology.

INTRODUCTION

Communication is essential for all living beings. Not only human being even animals also are communicating and express their feelings. The word communication has been derived from the Latin word 'communis' which means common. Communication thus is the process of sharing facts, ideas and opinions in common. Communication is said to take place when an individual conveys some information to other. The Oxford English Dictionary defines communication as "the action of conveying or exchanging information and ideas". Communication is any act by which one person gives to or receives from another person information about that person's needs, desires, perceptions, knowledge, or affective states. So, Communication is essential one in the present world. It becomes a part of life of every human being. Many technologies have been adopted in communication over the period of time. Introduction of internet in communication became popular and cheaper mode of communication than other modes of communication system. Initially dial-up technology was in use, but speed of this type of internet technology was slow. During the recent decade broadband technology was introduced in internet communication. It has become fast mode of internet technology. People in many countries started to use broadband technology of internet services. India is one among the top internet user

countries. In Asia, India is the leading internet user next to China. In of communication technology, introduction of internet made a revaluation in communication. Internet communication can be used both as verbal communication and non-verbal communication. Internet service made the communication easy and economy. This paper has made an attempt to study the usage of internet in the world and in India.

LITERATURE REVIEW

NDTV (2013) in their report in November showed that the number of Internet users in India was expected to rise 18.53 percent and to reach 24.3 crore by June 2014, on the back of higher adoption of mobiles as a means to access the Internet, a report Wednesday said. It also revealed that India is also expected to overtake the US as the second largest Internet base in the world by the same time.

The Hindu (2013) reported in the month of August that India bypassed Japan to become the world's third largest Internet user after China and the United States, and its users were significantly younger than those of other emerging economies, global digital measurement and analytics firm comScore had said in a report.

WORLD INTERNET USAGE

This section gives the results related to status and growth of internet users in the world, Asia and in India. It also provides the results related to penetration of internet usage in world region and in India and its growth. The following table gives the particulars related to world internet users' statistics.

Table 1 World Internet Users Statistics (2012) (Figures in Crore)

World Regions	Population		Internet Users		Penetration
	Population (in crore)	% on World Total	Users (in crore)	% on World Total	
Africa	107.34	15.30	16.73	6.96	15.59
Asia	392.21	55.89	107.67	44.76	27.45
Europe	82.09	11.70	51.85	21.56	63.16
Middle East	22.36	3.19	9.00	3.74	40.25
North America	34.83	4.96	27.38	11.38	78.61
Latin America	59.37	8.46	25.49	10.60	42.94
Australia	3.59	0.51	2.43	1.01	67.65
World Total	701.78	100.00	240.55	100.00	34.28

Source: Internet World Stats

Table 1 show that among the total internet users in the world around one half are in Asia. It contributes 44.76 per cent of the worlds' total internet users followed by Europe at 21.56 per cent, North America at 11.38 per cent and Latin America by 10.60 per cent. The percentage of internet users on the worlds' total was low for Australia at 1 per cent. Asia stood first in having more internet users in the world and more than fifty percent of world's total population. Penetration is the percentage of internet users on the population. Table 1 also shows that the penetration rate was high for Middle East, where 78.61 per cent of the total population were using internet. Next to this, penetration rate was high for Australia at 67.65per cent followed by Europe at 63.16 per cent. In all other region the penetration rate was lower than fifty per cent. The penetration

rate was lowest for Africa at 15.59 per cent followed by Asia at 27.45per cent, whereas the penetration rate for the world stood at 34.28 per cent. It was lower than world's rate in case of Asia and Africa. The results of Table 1 indicated that Asia had more number of internet users because of more population, but the penetration rate was lower.

REGION-WISE INTERNET USERS

During the present decade number of internet users in the world increased substantially. The following table gives the particulars of number of internet users in the world and different regions during the year 2000 and 2012, its growth rate over the period and Compound Annual Growth Rate (CAGR).

Table 2 Growth of Internet Users in Different Regions (Figures in Crore)

World Regions	Internet Users 2000	Internet Users 2012	Growth Rate	CAGR
Africa	0.45	16.73	3606.71	32.05
Asia	11.43	107.67	841.95	18.83
Europe	10.51	51.85	393.37	13.06
Middle East	0.33	9.00	2639.91	29.02
North America	10.81	27.38	153.28	7.41
Latin America / Caribbean	1.81	25.50	1310.80	22.58
Oceania / Australia	0.76	2.43	218.72	9.33
World Total	36.10	240.55	566.38	15.71

Source: Internet World Stats

Table 2 reports that there were 36.10 crore internet users in the world during the year 2000, it increased to 240.55 crore during 2012. The growth rate of internet users during the period of 13 years was 566 per cent. The CAGR during the period was 15.71 per cent, it was considered high and therefore there was rapid growth in number of internet users in the world. During the period of 13 years number of internet users in Africa increased by 3607 per cent followed by Middle East and Latin America by 2640 per cent and 1311 per cent respectively. Their compound annual growth rate was 29.02 per cent and 22.58 per cent respectively. It was more than the results of the world's growth rate. In Asia there were 11.43 crore internet users during 2000 it increased to 107.67 crore during 2012, it increased by 841.95 per cent over the 13 years. The CAGR of internet users during the period stood at 18.83 per cent. CAGR of Asia was more

than world total, so it was considered high. In the regions of Europe, Australia and North America the growth rate of number of internet users were lower than the growth rate of world's total. The results showed that the region in which the penetration rate was lower, in such regions the growth rate of internet users were high.

TOP COUNTRIES IN INTERNET USAGE

The table 2 showed that Asia was having more number of internet users among the other regions. Among the world's total 44.76 per cent of internet users were in Asia. It is necessary to know the top countries where more number of internet users vested. Table 3 reports that the top countries which had highest number of internet users in the world as on June, 30, 2012.

Table 3 Top Countries with Highest Number of Internet Users (2012) (Figures in Crore)

Country	Population		Internet Users		Penetration
	Population (in crore)	% on world total	Users (in crore)	% on world total	
China	134.32	19.14	53.80	22.37	40.05
United States	31.38	4.47	24.52	10.19	78.13
India	120.51	17.17	13.70	5.70	11.37
Japan	12.74	1.82	10.12	4.21	79.48
Brazil	19.39	2.76	8.85	3.68	45.63
Russia	14.25	2.03	6.80	2.83	47.70
Germany	8.13	1.16	6.75	2.81	83.00
Indonesia	24.86	3.54	5.50	2.29	22.12
United Kingdom	6.30	0.90	5.27	2.19	83.64
France	6.56	0.93	5.22	2.17	79.58
Rest of the world	323.34	46.07	100.02	41.56	30.93
World total	701.78	100.00	240.55	100.00	34.28

Source: Internet World Stats

Table 3 shows top ten countries which had highest number of internet users, their population, percentage of population on total population of the world, penetration rate and percentage of internet users on the world total. The results of the table reported that China was the leading country where highest number of people using internet, 53.80 crore people are using internet in China with the penetration rate of 40.05 per cent. China contributed 22.37 per cent of the total internet users in the world. United States followed China in highest number of internet users with 24.52 crore users in the year 2012. But the penetration rate of United States stood high at 78.13 per cent, which was higher than China. United States contributed 10.19 per cent of the total internet users in the world. India was the third top country which had largest number of internet users in the world with 13.70 crore internet users, 5.70 per cent of the total internet users in the world are in India. But the penetration rate of India was found to be low at 11.37 per cent, which was lowest among the top ten countries. Japan and Brazil stood fourth and fifth place respectively

in internet users in the world with 10.12 crore and 8.85 crore users respectively. They contributed 4.21 per cent and 3.68 per cent respectively on world total internet users. Russia, Germany, Indonesia, United Kingdom and France stood from 6th to 10th place respectively in highest number of internet users in the world. But each of these countries contributed less than 3 per cent of the world total. The table also indicated that the penetration rate was highest for United Kingdom with 83.64 per cent followed by Germany and France at 83 per cent and 79.58 per cent respectively and it was found to be low in India at 11.37 per cent.

GROWTH PATTERN OF INTERNET USAGE AMONG TOP COUNTRIES

Table 3 has showed number of internet users in each country. It is essential to know the growth pattern of internet users in those countries. Table 4 shows the growth pattern of internet users in the top ten countries for the period of 13 years between 2000 and 2012. The table gives the results of growth rate during the period and compound annual growth rate of internet users over the period.

Table 4 Growth Pattern of Internet Users in Top 10 Countries (Figures in crores)

Country	Internet Users 2000	Internet Users 2012	Growth rate (%)	CAGR (%)
China	2.25	53.80	2291.11	27.66
United States	9.54	24.52	157.15	7.54
India	0.50	13.70	2640.00	29.00
Japan	4.71	10.12	115.01	6.07
Brazil	0.50	8.85	1669.90	24.74
Russia	0.31	6.80	2092.99	26.81
Germany	2.40	6.75	181.18	8.28
Indonesia	0.20	5.50	2650.00	29.04
United Kingdom	1.54	5.27	242.41	9.93
France	0.85	5.22	514.46	14.99
Rest of the world	13.31	100.01	651.62	16.78
World total	36.10	240.55	566.34	15.71

Source: Internet world stats

Table 4 evidenced that the growth rate of internet users in Indonesia and India was almost equal. During the 13 years period at 2650 and 2640 per cent respectively. CAGR of internet users over the 13 years was 29 per cent each for India and Indonesia. It was considered high and there was tremendous growth in number of internet users in these countries. India was concerned, there were 50 lakh internet users during the year 2000 and it went up to 13.7 crore during 2012. The growth rate of total internet users of the world was 566 per cent with the CAGR of 15.7 per cent, but India had a growth rate of 2640 per cent, it was 4.5 times higher than the world growth rate. CAGR is concerned CAGR of India was 29 per cent but it was 15.7 per cent for the world. It indicated that number of internet users in India was growing at the rate higher than the world.

Next to these two countries China occupied third place in terms of growth in number of internet users over the period with 2291 per cent along with the CAGR of 27.67 per cent. The growth rate of internet users in Russia stood at 2093 per cent with the CAGR of 26.8 per cent during the period followed by Brazil at the growth rate of 1670 per cent and its CAGR stood at 24.7 per cent and they occupied fourth and fifth places respectively in terms of growth rate of internet users. The growth rate and CAGR of internet users of other top countries were not considerable. CAGR of internet users in France was 15 per cent and it nears to the CAGR of the world. Growth rate of internet users in France stood at 514 per cent and stood 6th place followed by United Kingdom, Germany, United States and Japan at the growth rate of 242 per cent, 181 per cent, 157 per cent and 115 per cent respectively. Their CAGRs were 9.9 per cent, 8.3 per cent, 7.5 per cent and 6.1 per cent respectively for the period of 13 years from 2000 to 2012.

The growth rate of internet users in the world stood at 566 per cent and its CAGR was 15.7 per cent with 240.55 crore internet users in 2012. There were 100 crore internet users in the countries other than the top ten countries. Their growth rate of internet users stood at 652 per cent with the CAGR of 16.8 per cent over 13 years.

The results of the Table 4 evidenced that India was one of the top countries in internet users and its growth rate also was higher than all other countries except Indonesia. Number of internet users were concerned India stood third place in the world. Its growth rate was several times more than growth rate of the world. The results also indicated that 6 per cent of the internet users in the world were in India during 2012, but it was only 1.4 per cent during the year 2000.

CONCLUSION

This paper has presented the data and results regarding internet users internationally, in top countries of the world. It was found from the results that Asia was the leading world region having more number of internet users in number. But the penetration rate was lower than other regions except Africa. Growth rate of internet users in Asia also was in considerable percentage. India was standing in third in number of internet users among the top internet users countries in the World next to China and United States, but penetration rate in India was found to be low in the world at 11.37 per cent. Hence it was found that low number of people in India are using internet unlike other developing countries like China. But growth rate of internet users in India from the year 2000 to 2012 was higher than any other countries in the world, it will lead the country to become the top country in the world in internet users.

REFERENCE

1. De Valenzuela, Julia Scherba. (1992). *American Speech-Language-Hearing Association (ASHA): Guidelines for Meeting the Communication Needs of Persons With Severe Disabilities.*
2. <http://www.bsnl.co.in>
3. Kaul, Dr. Chandrika. "From Empire to Independence: The British Raj in India 1858-1947." BBC. 25 May 2012. http://www.bbc.co.uk/history/british/modern/independence1947_01.shtml.
4. *The world bank reports*
5. www.internetworldstats.com.
6. www.trai.gov.in
7. NDTV (2013), *Internet users in India set to reach 243 million by 2014: Report*, <http://gadgets.ndtv.com/internet/news/internet-users-in-india-set-to-reach-243-million-by-2014-report-446653>
8. *The Hindu* (2013), *India is now world's third largest Internet user after U.S., China*, *The Hindu*, August 24, 2013.

