

The Development of E-Commerce in Mexico: An Econometric Analysis

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Abstract : Technological advances contribute to the well-being of humanity by allowing man to perform in a more efficient way. Technology offers tangible advantages to countries with the adoption of information technologies, communication, and the Internet in all social and productive sectors. The Internet is a networking infrastructure that allows the communication of people throughout the world, exceeding the limits of time and space. Nowadays the internet has changed the way of doing business leading to a digital economy. In this way, e-commerce has emerged as a commercial transaction conducted over the Internet. For this inquiry e-commerce is seen as a source of economic growth for the country. Thereby, these research aims to answer the research question, which are the main variables that have affected the development of e-commerce in Mexico. The research includes a period of study from 1990 to 2017. This inquiry aims to get insight on how the independent variables influence the e-commerce development. The independent variables are information infrastructure construction, urbanization level, economic level, technology level, human capital level, educational level, standards of living, and price index. The results suggest that the independent variables have an impact on development of the e-commerce in Mexico. The present study is carried out in five parts. After the introduction, in the second part, a literature review about the main qualitative and quantitative studies to measure the variables subject to the study is presented. After, an empirical study is applied through time series data, and to process the data an econometric model is performed. In the fourth part, the analysis and discussion of results are presented, and finally, some conclusions are included.

Keywords : digital economy, e-commerce, econometric model, economic growth, internet

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