Impact of Globalization: Country Analysis of France, India, Vietnam, Indonesia and Switzerland

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ABSTRACT: Globalisation refers to flow of goods, capital and people from one country to another country. Globalisation refers to the way in which the people of the world interact with each other. It refers to the various trades done between the countries. Globalisation has impacted countries, since it came into existence in both good and bad way. Every coin has its two sides, so do globalisation has bad as well as good impacts on the countries like India, France, Switzerland, Vietnam and Indonesia. It leads to increase in GDP, Trade, and helped countries maintaining good relations with each other. On the other hand, for some countries, it was not easy to accept globalisation at a rapid pace and some of them are still accepting it. Globalisation played a crucial role in the economy of countries and helped them grew worldwide.

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I. NEED FOR STUDY

The study deals with the country analysis of 5 countries, which help us know and determine the impact of globalisation on the respective countries. It helps us explain that, how globalisation impacted these countries and various steps taken by them during globalisation and how did countries react to the globalisation. It also helps us know, before and after impact of globalisation countries had and it also helps us to find out countries which are still in process of accepting globalisation. The study also helps us to know about various advantages that countries got with the flow of goods, capital and people from one country to another.

Objectives

- 1) To understand changes in Import /Export before and after globalisation.
- 2) To understand the change in GDP of country after globalisation.

Hypothesis

- 1) There was increase in import /Export as well as rise in GDP of countries after Globalisation.
- 2) There are some countries which are still in process of accepting Globalisation.

II. LITERATURE REVIEW

According to Gao Shangquan, globalization with respect to economy refers to the increasing interdependence of world economies as a result of the growing scale of cross-border trade of commodities and services, flow of international capital and wide and rapid spread of technologies. It reflects the continuing expansion and mutual integration of market frontiers and is an irreversible trend for the economic development in the whole world at the turn of the millennium. The rapid growing significance of information in all types of productive activities and marketization are the two major driving forces for economic globalization. Globalization of the world's economies in recent years is largely based on the rapid development of science and technologies, has resulted from the environment in which market economic system has been fast spreading throughout the world, and has developed on the basis of increasing cross-border division of labour that has been penetrating down to the level of production chains within enterprises of different countries.

Researchers have claimed that the growth effects of globalization depend on the economic structure of the countries during the process of globalization. The impact of globalization on economic growth of countries could also be changed by the set of complementary policies such as improvement in human capital and financial system.

According to World Bank, globalization the growing integration of economies and societies around the world has been one of the most hotly-debated topics in international economics over the past few years. Rapid

growth and poverty reduction in China, India, and other countries that were poor 20 years ago, has been a positive aspect of globalization.

According to Jeffrey Frankel globalization is one of the most powerful forces to have shaped the post-war world. The two major drivers of economic globalization are reduced costs to transportation and communication in the private sector, and reduced policy barriers to trade and investment on the part of the public sector. Technological progress and innovation have long been driving the costs of transportation and communication steadily lower.

III. RESEARCH METHODOLOGY

The methodology used for the research is Secondary data, literature reviews, and findings from other authors. The secondary data have been analysed and a detailed study have been done on the research paper. The data have been analysed, various steps taken by countries have been looked upon. Several challenges that countries went through have been analysed and also before and after effect of globalisation have been taken into consideration.

Sample unit - Case of 5 countries which involve factors like GDP, Migration, Income, trade between countries before and after globalisation have been taken as sample unit.

Parameters – Increase and decrease in GDP, Employment and Trade, Culture, Technology, Internet, Bilateral Relations.

Country Analysis of France after Globalisation

France has seen the control of strong central state, monarchy and republican. In the era of globalisation, France witnessed a threat from this process as compared to other countries. There are three reasons behind this threat, according to Sophie Meunier, "dirigiste" – losing of state control on economy and society, attachment towards tradition and culture, international role of France is made elusive. They term the process as "globalisation by Stealth." (Philip H. Gordo, 2002) Even before globalisation sneaked into France, it had already started developing. As per an interview with Hubert Vedrine in 2002, he mentioned that France witnesses 70 million visitors per year and is known as most visited country in the world (Védrine, 2002). According to Credit Suisse's Global Wealth Report, France was fourth wealthiest nation in the world in household wealth in the year 2010. In the same year, United Nations Human Development Index scored France as 14th most developed nation with an index of 0.872.

Role of France in EU

The role of France and European Union is contradictory as on one side it supports the idea of United Europe and on the other side it promotes the ideology of nation-state. Even in the 19th century when France loses its position in global arena due to rising power of Germany it however managed to retain its position and came as second largest colonial empire in the world (Maxime Lefebvre, 2004). French President, Emmanuel Macron always tries to push reforms, euro zone monetary unions and accentuate partnership with Germany to lead these reforms. The ultimate aim of France is to create a budgeted Euro zone and bloc-wide economic policy.

GDP rate

GDP of France grew from US \$1.362 trillion in the year 2000 to US \$2.583 trillion in the year 2017 (The World Bank-IBRD, IDA, 2019). Though GDP is increasing and there is economic growth, the rate of inequality has not decreased comparatively since year 2000 to year 2012 (Bertrand Garbinti, 2018). In the years from 2000 to 2016, there was an economical and financial crisis, due to which manufacturing output in France fell by 3% (AUBOURG, 2017). The service sector contributes the highest to France's GDP followed by Industry and Agriculture. According to an OECD report, structural reforms and tax relief measures in France had a great impact as it would increase GDP in 10 years by 3.2 points and 1.5 points respectively (OECD Economic Survey, 2019). Fortune Global 500 ranked France in fourth position for global economic importance besides USA, China and Japan.

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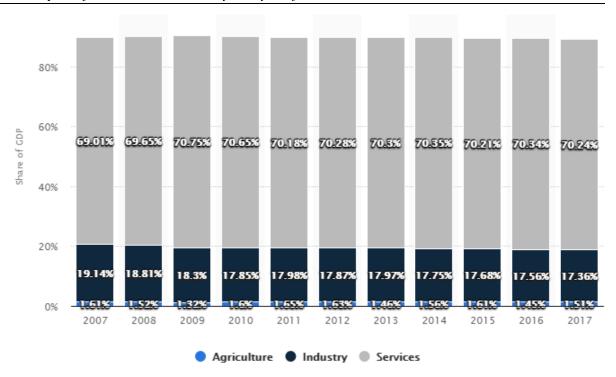
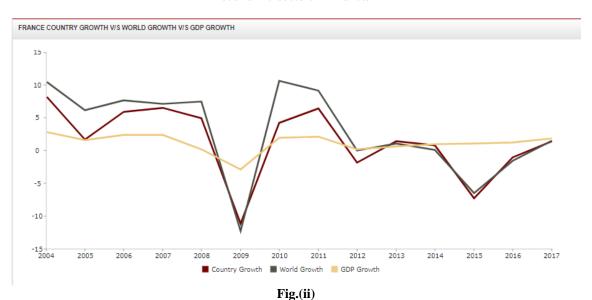


Fig.(i)
Source: https://www.statista.com/statistics/270352/distribution-of-gross-domestic-product-gdp-across-economic-sectors-in-france/

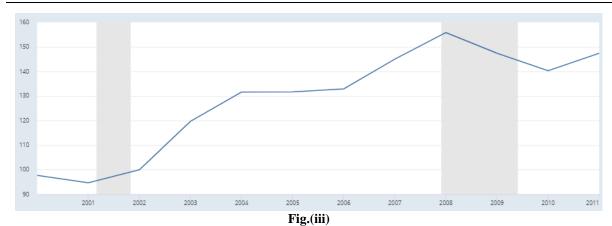


Source: https://wits.worldbank.org/CountryProfile/en/FRA

Foreign Exchange

The exchange rates increased from 97.7 in the year 2000 to 147.4 in the year 2011. This indicates that France was able to stabilise its market even after great recession period in the year 2008.

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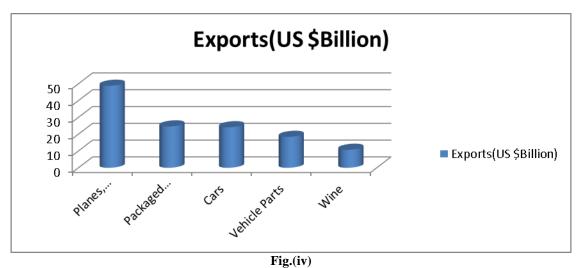
Source: https://fred.stlouisfed.org/series/FRAFXUS#0

Emerging Sectors

The emerging sectors in France are chemical industry followed by tourism sector. Besides these sectors, energy, agriculture and technology are also emerging. The tourism rate have increased significantly specifically in the capital city, Paris. Overall the numbers of tourists have increased from 76800 in 2000s to 82600 in the year 2016 (Trading Economics, 2019). France is the third largest economy in European countries.

Exports

France exports aircraft, machinery and transportation equipment, chemicals, plastics, pharmaceuticals, iron, steel, vehicles, petroleum. It exports to countries like Germany, Italy, Belgium-Luxembourg, Spain and US.

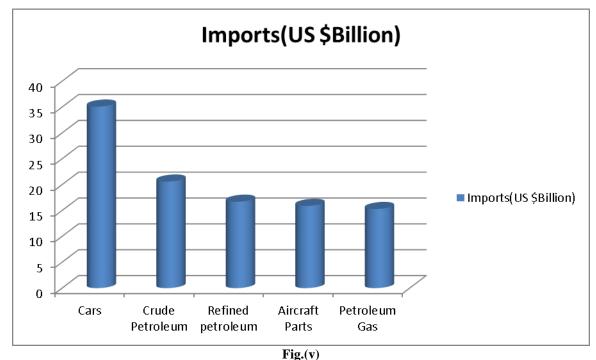


Source: https://atlas.media.mit.edu/en/profile/country/fra/

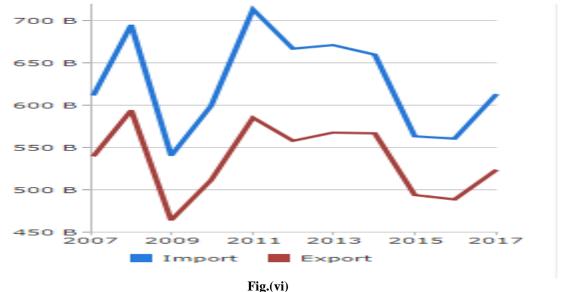
Imports

The topmost imports of France are cars, petroleum, parts of aircraft. It is the world's fifth largest importer of steel in the year 2017 importing from around 95 countries (International Trade Administration, 2019). It imports finished products from countries like Germany, China, Italy, Spain and Belgium-Luxembourg.

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Source: https://atlas.media.mit.edu/en/profile/country/fra/



Source: https://wits.worldbank.org/CountryProfile/en/Country/FRA/Year/LTST/Summarytext

Internet Usage

The percentage of population using internet has grown from 14.4% in 2000 to 83.8% in the year 2015. Before 1980s, the penetration of internet in France was low due to language barrier and redundant content, which led to launch of Minitel in late 1980s. Though, France adopted internet at a very slow pace, it was on 24th position in "Readiness for the Networked World" in the year 2016 (Stephanie Hutchison). The third largest telecom market in Europe is of France which is of worth Euro31billion annually. The recent development was extending ACE submarine cable from France to African markets.

Country Analysis of India after Globalisation

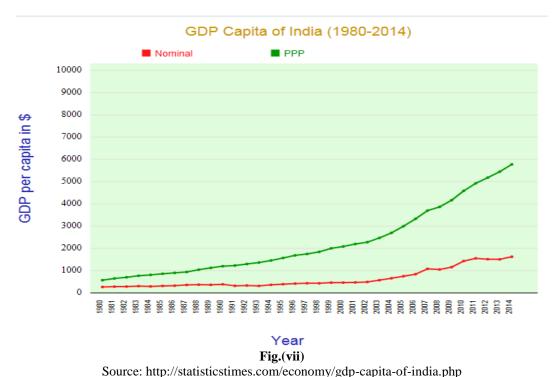
The most vital push factor for India to get into globalisation was precarious foreign exchange reserve. The growth after post globalisation period has resulted in increased usage of internet, Technology, Refrigerator, cooking gas not only in urban area but also in rural area. People have become more advanced with advancement in the technology. There has been decrease in number of people who sleep hungry. India has grown as a country

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after globalisation in many aspects. *Indian* Society is drastically changing after *globalisation* as it has brought a lot of changes in the *Indian* culture.

Increase in the rate of GDP: Globalisation, in India, started in late 1990s. In the year 1980, GDP was 6.736 percent which increased to 9.285% in 2005 (Planning Commission Government of India). According to the economic survey of 2006-2007, the Indian economy was estimated to grow at 8.4% in May 2006 and 9% in 2007 (Indian Brand Equity Foundation, 2018). The main factor involve in the growth is manufacturing. The main objective for manufacturing industry post globalisation was to increase employment, to have growth in the productivity and to efficiently use human resources to achieve international competitiveness. The initiatives such as "Make In India", have been taken to make India as global hub for manufacturing since 2014.

Income and Savings: Globalisation also resulted in growth of per capita income to 7.6% in the year 2007. The rate of saving and investment has also risen to 33.4 and 34.5% respectively in 2006-07 (The World Bank, 2019). Globalisation has led to a story of great success growth in India. It has also helped to eradicate poverty to an extent by providing job opportunities to people who needed them.



Foreign Exchange: The country post globalisation has a very decent foreign investment position in terms of both foreign direct investment and foreign institutional investment. FDI plays a vital role in growth of economy of the country globally as it benefits both to the host as well as home country. In the below graph we can see a steadily growth in Foreign Investment post Globalization.

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	Foreign Investment Inflows in India		
			(in US \$ millions)
Year	Foreign Direct Investment (Receipts)	Portfolio Investment (net)	Total Foreign Investment
1991-92	129	4	133
1992-93	315	244	559
1993-94	586	3567	4153
1994-95	1314	3824	5138
1995-96	2144	2748	4892
1996-97	2821	3312	6133
1997-98	3557	1828	5385
1998-99	2462	(-)61	2401
1999-2000	2155	3026	5181
2000-01	4031	2760	6791
2001-02	6130	2021	8151
2002-03	5035	979	6014
2003-04	4322	11377	15699
2004-05	6051	9315	15366
2005-06	8962	12492	21454
2006-07	22826	7004	29830
200708	34844	27230	62114
2008-09	37837	-13854	23983
2009-10	37762	32396	70158
2010-11	34850	-	-
2011-12(P)	33000	16600	49600
2012-13(P)	19800	26700.	46500

Fig.(viii)

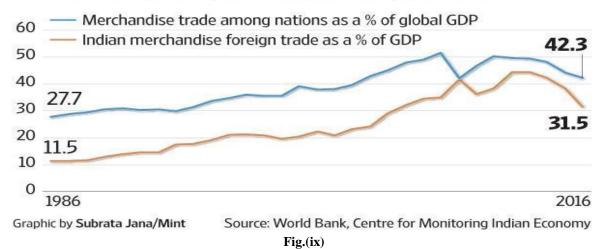
Trade since Globalisation

India's foreign trade has undergone various changes, after the liberalization and globalization. The major exports now include manufacturing goods such as Engineering Goods, Petroleum Products, Chemicals and allied Products, Gems and Jewelleries, Textiles, Electronic Goods, etc. which averages to 10.55% share in GDP (theGlobalEconomy.com). On the other hand, major import items constitute of the capital goods and intermediates, which not only support the manufacturing sector but also supplies raw-materials for the exportoriented units to various countries.

The impact of globalization is seen from the fact that global merchandise trade as a share of world gross domestic product increased from 27.7% to 42.3% between 1986 and 2016. In India, the share of foreign merchandise trade went up from 11.5% of GDP to 31.5% in 2016.

THE RISE AND FALL OF GLOBALIZATION

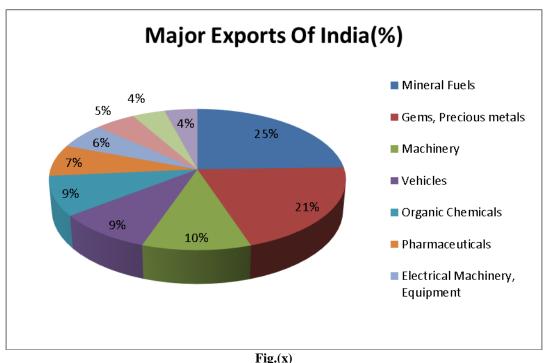
Indian trade mirrors the growth and decline of global trade.



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Major Exports

As per the reports of 2018, India exported \$323.1billion of goods around the world. This implies that there is 1.7% change since 2014. Over 50 corporations from India are ranked in Forbes Global 2000 ranking. Few of the major corporations are Reliance Industries, Tata Motors, Indian Oil, Coal India, ITC. Though iron and steel, clothing and gems and precious metals are major exports of India, it is witnessing a downfall of -14.7%, -9.6%, -5.8% respectively due to dropping sales of gold in international market (Workman, 2019). The export products which had positive changes are diamonds, processed petroleum oils, rice, cars, automobiles parts, yarn. About 200 goods accounted for India's 85.8% overall exports.



Source: http://www.worldstopexports.com/indias-top-10-exports/

Major Imports

In 2018, India imported good of worth US \$507.6 billion from across the world. India's imports have increased to an average of 10.5% from 2014. 60.3% of total imports come from Asian countries, 15.8% from Europe, 8.2% from Africa, 8.1% from North America, rest from Mexico, Australia. The major products that India imports are mineral fuels, gems, electrical machinery, organic chemicals, plastic, iron and steel.

Major Exported Products	Major Imported Products	
Petroleum and Oil	Petroleum and Oil	
Jewellery	Gold	
Semi milled or wholly milled rice	Diamonds Coal	
Medicaments	Electrical apparatus	

Table(i)

Major 5 Countries for Export and Import

e countries for Export and Import		
Export	Import	
United states	China	
United Arab Emirates	United states	
Hong Kong	United Arab Emirates	
China	Saudi Arabi	
Singapore	Switzerland	

Table(ii)

IT industry and its growth since globalisation

India's IT industry has increased with a boom, which started in the mid of 1990s after the globalisation of the Indian economy in 1991, generating headlines and hyperbole in both business and politics. Outsourcing of products and services, have helped unemployed Indians with well-paid opportunities and have also raised India's reputation domestically and internationally. In 2004, the boom of

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IT industry also contributed to the electoral slogan of the ruling Bharatiya Janata Party (BJP) as "India Shining". Between the years 1994 and 2008, India's export revenues in IT and IT-enabled services (ITES) grew to \$40.4 billion, and were predicted to reach \$71 billion in 2011, which grew to US \$108.4 billion in 2017-18. The IT sector accounts for 53.66% of GDP in India as per recent reports.

Internet Usage

The usage of Internet has increased not only in urban area but also in the rural areas. Since globalisation, internet users in India have increased from 0.5% of population in year 2000 to 36.5% in the year 2016 (Internet World Stats, 2017). According to an IAMAI report in 2015, male population from urban and rural areas constituted 62% and 88% to internet users while female members constituted to 38% and 12% from urban and rural areas respectively. The purpose for accessing the internet among Indian population is to have mainly for online communication followed by social network and entertainment.

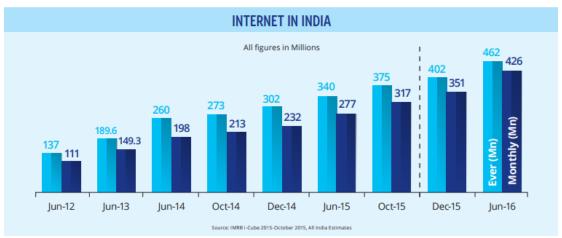


Fig.(xi)

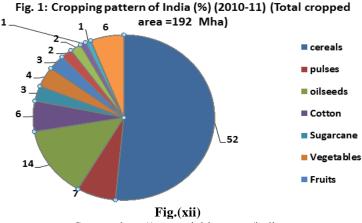
Source:https://cms.iamai.in/Content/ResearchPapers/a58218be-d7d9-4268-84e6-6c58aa4322ce.pdf

Standard of living

The standard of living has also risen in India since globalisation. The people now prefer to watch movies at multiplex and shop at shopping malls or branded stores, focussing towards quality products and services. There has been an increase of global food chain /restaurants in the urban areas of India. Multiplex movie halls, big shopping malls and high rise residential are seen in every city. Famous international brands such as Armani, Gucci, Nike, and Omega are also making investment in the Indian market with the changing fashion statement of Indians.

Agriculture

Since globalisation, agriculture acquired 17% of India GDP in 2008. Even in today's era 60% of population still depends on agriculture for their livelihood. In the recent years, growth in agriculture sector is witnessing a great dip due to climatic changes, evolved draught situations, low production and income for farmers.



Source: http://www.yieldgap.org/india

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To regain the agricultural sector in India, Prime Minister Narendra Modi has taken several initiatives like Fasal Bima Yojana, Sinchai Yojana.

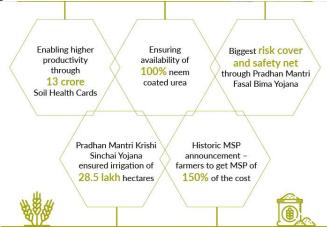


Fig.(xiii)

Source: https://www.narendramodi.in/from-sowing-to-selling-produce-modi-government-s-initiatives-empowering-farmers-at-every-step-541319

Country Analysis of Vietnam after Globalisation

Vietnam's economic growth is around 6-7% as of 2018, thanks to the introduction of "Doi Moi" by French government, which helped the country to steer towards "socialist oriented market economy". According to World Bank and think-tank Brookings, there are three main reasons behind the economic development of France in late 1900s. Firstly, France has embraced liberalisation with gusto. Secondly, domestic reforms towards an open economy and lastly, large investments in human capital. Vietnam was ranked on 55th place in 2017 by World Economic Forum's Global Competitiveness Report (Vanham, 2018). Also, it's Ease of doing Business rank improved from 104 in the year 2007 to 68 in the year 2017, with EODM score change of +1.59 (The World Bank Group, 2019).

GDP

Vietnam predicts that till 2050, it will overtake countries like Canada, Australia, Spain. The GDP growth in Vietnam is not significant due to mere change in GDP from 6.787% in 2000 to 7.1% in 2018. The reason behind almost stagnant GDP is the financial crisis in 2008-09 and long term impacts of Vietnam war from 1955-1975.

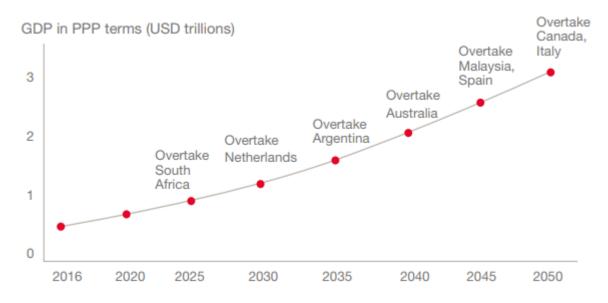


Fig.(xiv)Source: https://www.pwc.com/vn/en/publications/2017/spotlight-on-vietnam.pdf

Foreign Direct Investment

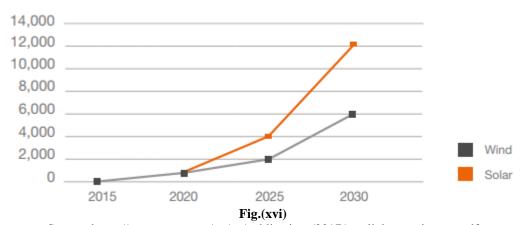
The key interests of foreign investors in Vietnam are the oil and gas industries followed by manufacturing of footwear, clothing industries. The country encourages three forms of foreign investments, Joint Venture (JV), Business Corporate Contract (BCC) and 100% foreign invested firm. BCC form of investment is applied to industries like telecommunication and oil, JV is applied to transportation and tourism industries (Le Dang Doanh , 2002).



Source: https://www.ceicdata.com/en/indicator/vietnam/foreign-direct-investment

Emerging sectors

The emerging sectors in Vietnam, as of 2017, are Solar and wind energy, business process outsourcing, hotels, retail banking and modern agribusiness. The low cost of production and supply of young labour has enabled the growth of business process. To satisfy the growing needs of huge population, urbanisation and industrialisation, there is a need to find new sources of energy production through solar and wind energy. As the number of tourists visiting Vietnam is increasing, it has encountered the growth of hotel industry and hence is an emerging sector.



Source: https://www.pwc.com/vn/en/publications/2017/spotlight-on-vietnam.pdf

Exports

Vietnam has collection of Free Trade Agreements like Comprehensive and Progressive Agreement for Trans-Pacific Partnership, EU-Vietnam FTA and is in negotiation for Regional Comprehensive Economic Partnership. As per the local reports, Vietnam is one of the largest exporters to USA in ASEAN countries. It exports broadcasting equipments, Integrated Circuits, Telephones, Textile and Leather Footwear, all of which constitutes US \$220Billion in the year 2017. The export value was 14483 million in the year 2000, with 1141 products being exported to 182 countries (World Integrated Trade Solution).

Export Markets	Export Value (2017)
China	US \$50.37 billion
United States	US \$48.43 billion
Japan	US \$18.53 billion
Korea	US \$16.18 billion
Germany	US \$10.92 billion

Table(iii)

Source: https://www.vietnam-briefing.com/news/introduction-vietnams-export-import-industries.html/

Imports

The import origins of Vietnam are China, South Korea, Japan, Singapore and HongKong with import value of US \$204B, as of year 2017. With this import value, country became the 21st largest importer in the world. In comparison to the year 2000, Vietnam imported 2533 products from 145 countries, which brought the total value of imports to 15637 million (World Integrated Trade Solution).

Top Imports	Import Value (2017)
Electronic goods/Computers	US \$37.5 billion
Machinery	US \$33.6 billion
Phones	US \$16.2 billion
Fabrics	US \$11.4 billion
Iron and steel	US \$9.1 billion

Table(iv)

Source: https://www.vietnam-briefing.com/news/introduction-vietnams-export-import-industries.html/

Internet Usage

Internet usage started officially in December 1997 in Vietnam. After the government allowed access of internet to Vietnamese, the usage rate was just 0.2% in the year 2000. In the years 2009 and 2016, the global network was connected to Vietnam via Intra-Asia and Asia Pacific Gateway respectively (Pham, 2017). The penetration of internet, as of year 2019 is 65.7% which shares 2.9% of the world, with the internet users being 64000000 in numbers (Internet World Stats, 2019).

Country Analysis of Indonesia after Globalisation

DIRECT FOREIGN INVESTMENT	INTERNATIONAL TRADE	FINANCE SECTOR
Before - FDI not allowed	Greater trade liberalization - initial level of protection	1980s - highly regulated finance sector dominated by state banks
After - FDI more actively promoted	1980s - series of trade deregulation measures	1990 - reforms - increase in no of banks, mobilization of domestic savings
Reforms and Incentives - attract investments from private sectors	Reduce high costs of doing business domestically & increase competitiveness of domestic production	
	3 major principles - non tariff barriers, tariffs & duty free inputs for exporters	

Table(v)

Globalisation had a very vital role in the Indonesian Economy. In 1997-1998, Indonesia was the country which faced the hard crisis and at the same time in May 1998 General Suharto resigned from the post. Afterwards the era of globalisation began and various economic, political and financial reforms came into existence leading to better stability and growth in the country.

Foreign Direct Investment: The role of foreign investment in the economic development of Indonesia as a country has changed on a fast pace since globalisation. During the era of late 1965, foreign investment was not allowed and many foreign companies were not allowed to invest and trade. The new government when came into existence, they had an objective to increase foreign investment and hence, foreign investment was more actively promoted and investors from different countries were allowed to invest.

International trade: Globalisation has also impacted the international trade in a positive way and helped the Indonesian economy to grow both in terms of GDP and trade. Indonesia achieved increased trade in the 1980s because its initial level of protection was higher than the other economies. Indonesia came up with 4 policy packages in the period 1985-1989, focusing on three principal areas: non-tariff barriers (NTBs), tariffs, and duty-free inputs for exporters. According to World Bank report, under this policy, the overall value of imports subject to control fell from 43 per cent in mid-1986 to 15 per cent in May 1990. Import tariffs had also been subject to change. The average import tariff weighted by import value had been reduced from 22 per cent during the early 1980s to about 10 per cent in 1990s.

Finance Sector: Before Globalisation, there was a highly regulated finance sector which was dominated by the other sectors. But after 1983s, there were various reforms implemented which led to deregulation of the finance sector and also to promote various investment activities and the involvement of the general public in productive investment. Indonesia encouraged the development of the capital market in 1987, after it had been dormant for 10 years.



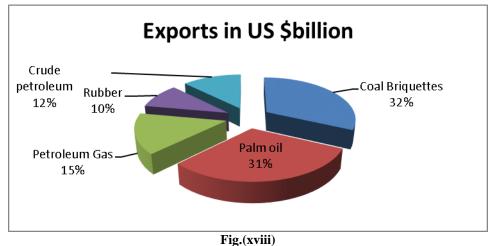
Fig.(xvii)

Source: https://yaleglobal.yale.edu/content/indonesian-voters-debate-globalization

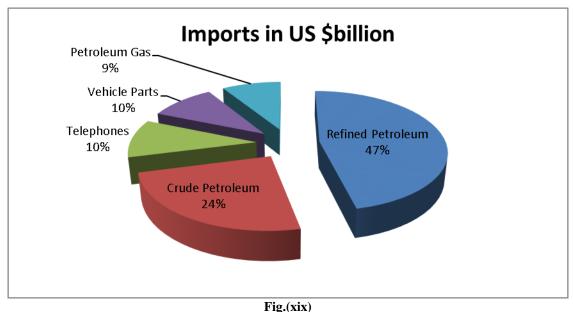
From the above diagram it can be analysed that the total population of Indonesia is 252 million that consists of 55% urban population. The GDP per capita is \$3600 and the poverty rate at Indonesia has gone down since globalisation to 11%. The leading industries at Indonesia are Petroleum, textiles, footwear and mining.

Export/Imports

Since globalisation there has been an increase in the Import and Export of goods and services. Indonesia is the 25th largest exporting economy in the world and the 71st most complex economy, according to the Economic Complexity Index. Indonesia exports mainly to China followed by USA, Japan, India and Singapore. It imports from countries majorly from China, Singapore, Japan followed by Malaysia and Thailand.



Source: https://atlas.media.mit.edu/en/profile/country/idn/



Source: https://atlas.media.mit.edu/en/profile/country/idn/

Internet Usage

The number of Internet subscribers and users in Indonesia has increased on a pace since 1998. The Internet subscribers have increased 11-fold while the numbers of Internet users have increased more than 31-fold. Indonesia is one of the countries who have highest number of Internet users with internet penetration rate of 53.7% only. As per Internet World Stats report of 2019, Indonesia comes in highest number of Internet users with 143260000 people and internet growth of 7063% (Internet World Stats, 2019).

Country Analysis of Switzerland

As per the reports of Bertelsmann Foundation, Switzerland is the country which benefited the most from globalisation. The GDP per capita has increased on average of 1,910 Euros per year between 1990 and 2016. Switzerland even did well in the social globalisation category, getting 2 places after Singapore in the race. The higher proportion of foreign residents that is about 24.3% contributed to the great performance of the country.

STEPS BY SWITZERLAND TO TAKE PART IN GLOBALISATION

- Switzerland has been accepting groups of recognized refugees as part of a Resettlement Programme run by United Nations Refugee Agency (UNHCR), since 2013.
- > Switzerland has helped to break peace to ongoing civil wars in many countries, and also has acted for mediation in matters of trade.
- Continuous improvement in its Infrastructure.
- > Attracting FDI due to its economic and political stability.

Switzerland, even did great in terms of trade and financial flows, but had low ranking in a griculture due to higher tariff as per the reports.

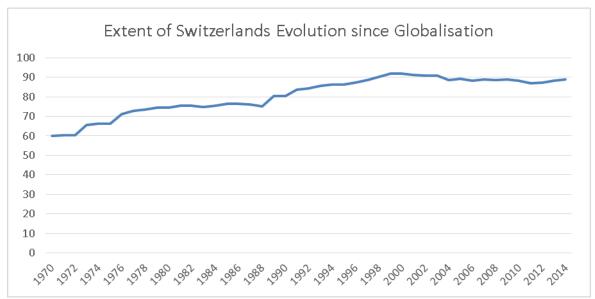
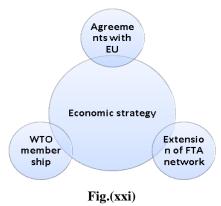


Fig.(xx)

Source: https://www.europeandatajournalism.eu/News/Data-news/Ireland-and-Switzerland-the-European-globalisation-champions

From the above graph, it can be analysed that globalisation has contributed a lot to the economy of Switzerland and helped it grow rapidly. It led Switzerland to be the country which got most profits since globalisation. Several global affairs at Switzerland have given it political stability to become one of the world's wealthiest countries. Due to relaxed taxation policies, there is huge inflow of wealth from foreign countries to Switzerland which benefits the country the most.



Imports /Exports

Switzerland has 201 import and 227 export partners. Among them Germany, US, China, India are the top trade partners of Switzerland.

Market	Trade (US\$ Million)	Partner share (%)
Germany	45,312	15.14
United States	36,675	12.25
China	24,493	8.18
India	19,900	6.65
France	17,128	5.72

Table (vi)

Source: https://wits.worldbank.org/CountryProfile/en/Country/CHE/Year/2017/Summary

Internet Usage

The federal statistical office in 2017, reported that 90% of adults use internet in Switzerland (Swissinfo.ch, 2017). The most dramatic twist came up when it was found that people over 70 years of age use internet the most as compared to adults. The reason behind increasing usage of internet is popularity of smart phones and tablets followed by online shopping.

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