

The impact of electronic commerce on young people

El impacto del comercio electrónico en los jóvenes

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Abstract

The article explores the impact of electronic commerce (e-commerce) in the young generation of Mexico, being this a developing country, electronic commerce is still a field with a lot of potential. Based on the latest published figures, electronic commerce in Mexico grew 20.1% in 2017, which values this market at 20.95 billion dollars due to the fact that 51.2 million Internet users have been able to travel in 2013 to About 79.1 million in 2018, of which 53% are users between the ages of 15 and 29, (Internet Association in Mexico, 2018) that is, almost half of the population with internet access in the country are young boys. The trend in recent studies indicates that young people with a medium-high level of education and access to the Internet are increasingly leaving behind the traditional pattern of consumption when they go to the physical store; rather, they are taking the closest digital device to do it. In addition to the above, it is pertinent to make known what trends exist, the level of impact that e-commerce has on young people, how it empowers digital entrepreneurs - especially in the area of engineering and technology - to generate jobs, analyze the habits of millennial consumers and be able to generate useful information to disseminate to SMEs that do not yet have participation in the potential market of electronic commerce.

E-commerce, e-commerce, Youth

Resumen

El artículo explora el impacto del comercio electrónico (e-commerce) en la generación joven de México, siendo este un país en vías de desarrollo, el comercio electrónico es todavía un terreno con bastante potencial. Con base en las últimas cifras publicadas, el comercio electrónico en México creció 20.1% en el 2017, lo que valoriza a este mercado en 20.95 billones de dólares debido a que se ha logrado transitar de 51.2 millones de usuarios de internet en el año 2013 a cerca de 79.1 millones en el 2018, de los cuáles el 53% son usuarios de edades entre 15 y 29 años, (Asociación de Internet en México, 2018) es decir, casi la mitad de la población con acceso a internet en el país son jóvenes. La tendencia en estudios recientes señalan que los jóvenes con un nivel educativo medio alto y con acceso a internet, cada vez más están dejado atrás el patrón tradicional de consumir cuando se acude a la tienda física; más bien, están tomando el dispositivo digital más cercano para realizarlo. Aunado a lo anterior, es pertinente dar a conocer que tendencias existen, el nivel de impacto que tiene el comercio electrónico en los jóvenes, el como potencializa a emprendedores digitales -especialmente en el área de la ingeniería y la tecnología- a generar empleos, el analizar los hábitos de consumidores millenials y poder generar información útil para difundir a las pymes que aún no cuentan con participación en el mercado potencial del comercio electrónico.

Comercio electrónico, e-commerce, Jóvenes

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Introduction

Electronic commerce or e-commerce, which has been present throughout the world since the mid-1990s, by the end of that decade, businesses began to migrate to ".com" companies. Recently, electronic commerce is increasingly articulated, there is a close link between entrepreneurs (entrepreneurs) and consumers, both locally and internationally. One of the main reasons is due to the highly successful operations of some known e-commerce sites on the Internet, such as; Alibaba, eBay, Amazon and Mercado Libre. The sales revenue of these companies shown in their annual reports is undoubtedly one of the biggest factors of why electronic commerce is important in the commercial market today.

From the commercial point of view, an e-commerce site provides better connectivity for potential consumers, due to the ease of accessing a web page, this can be done virtually from anywhere through the Internet on different devices. In the near future of electronic commerce it will continue to grow and mature in the world market and, finally, it will become the essential element of any business plan of any newly created company in order to survive and as well as existing companies to achieve its competitiveness in a market of constant changes.

Electronic commerce has demonstrated its importance under the premise of "time is money". Commercially, time plays an important role for both business and consumers. From a commercial point of view, with less time spent during each transaction, more transactions can be achieved on the same day. As for consumers, they see significant savings in the time invested in carrying out their purchase operations. Because of this, electronic commerce has been replacing the traditional trading method, where a single transaction can cost both parties (seller and buyer) a great deal of valuable time. In e-commerce with just a few clicks in a matter of minutes, a transaction or an order can be placed and completed through the Internet with ease.

The Internet Association in Mexico (AIMX) has presented very promising growth statistics annually, in 2009 alone there was an incipient participation of 24.5 billion pesos, to position itself in 2017 with 396.04 billion pesos.

This represents a global growth of more than 1,516% in 9 years, electronic commerce represents an expanding sector, only last year it grew by 20.1% (Internet Association in Mexico, 2018). These positive figures are largely due to the greater access to the internet that has permeated in the different strata of Mexican society, this access contributes more and more to the contact with some online commerce, the AIMX estimated in its 14th User Habits Study Internet in Mexico that 46% of people who surf the Internet do so exclusively to make purchases online, this activity is within the first ten activities of an internet user where it highlights the use of social networks with 82 % penetration.

One of the first e-commerce sites in Mexico DeRemate.com (now known as MercadoLibre Mexico) was acquired by the Argentine Marcos Galperín in 2005 who was the founder of MercadoLibre in 1999, among its main strategies was the positioning through eBay to obtain a world scale (Dergarabedian, 2012). From this first electronic commerce, the transit has turned towards a single constant; growth.

Electronic commerce has been favored in the last five years by the great exposure of users to the use of social media, in Mexico this effect has generated great synergies to the e-commerce sector, sites such as Facebook, Twitter, Google, Pinterest, etc., are now part of the daily routine of the average Mexican Internet user. The linking of social networks promotes the advertising and exhibition of products and services, making market and customer segmentation easier.

One of the mechanisms that have benefited the most from electronic commerce in Mexico has been "banking"; That is nothing other than the financial inclusion of people. Based on a study by the National Banking and Securities Commission (CNBV), it is estimated that 7 out of 10 Mexicans have contracted at least one financial product and that currently the inhabitants integrated into the Mexican financial system represent 68% of the total population in 2018 (CNBV, 2018). Thanks to this financial inclusion, users can make the payments of their purchases on the website by credit or debit card, it is possible to make transfers through online banking.

The use of payment facilitators in electronic commerce such as MercadoPago or PayPal, payment at convenience stores such as OXXO, 7Eleven, Kiosk, etc. which serve as bank correspondents and the mobile banking itself are contributing emotionally to the growth of electronic commerce.

Literature Review

Electronic commerce is an activity that consists of marketing and other business processes carried out by networks through a computer that is changing the functioning of the sectors of many organizations. It leads to the mechanization of some job functions and replaces others with self-service operations, raises the production per worker and the inhibition of employment requirements in some occupations. (Hecker, 2003) The introduction and application of new technologies has posed significant challenges for trade workers worldwide.

Among the issues that workers have to address are, both business to business (B2B acronym in English) and business to consumer (B2C acronym in English), self-exploration, logistics, multimedia and other support applications in Store sales. In many ways, they are already deeply affecting the labor market (Gottardi, 2016).

On the contrary, electronic commerce has stimulated employment in the software and systems producing industries used by electronic commerce and other professions associated with websites and networks. Young people, especially in the area of engineering and technology are benefiting from this. More and more software specialists are required in the market.

The e-commerce industry is growing significantly in Mexico and is expected to add a considerable number of jobs in the coming years. The labor market in this relatively new industry seems to be flourishing like no other industry. There are ample opportunities available because the industry is young and constantly evolving. Profiles and job descriptions that never existed have been created specifically for this industry and people are receiving an opportunity to innovate and explore new opportunities since there are no fixed rules and there is not much to learn along the way.

Recruitment activities are expected to grow by more than 30% in this sector and can help create up to 50,000 job opportunities in the next two to three years. (Armenta, 2019). According to information from the 2015 Intercensal Survey, Mexico has 30.6 million young people between 15 and 29 years old and represents 25.7% of the country's population (INEGI, 2015), the majority of the youth population is adopting the technology quickly and have an increasingly recurring appetite for shopping, young people in the main cities of Mexico (Guadalajara, Monterrey and Mexico City) have greater comfort in the use of technology and prefer to shop online in the face of the growing number of service providers such as; mobility, food and entertainment.

Based on eMarketer figures, they indicate that Mexico is the second country in Latin America - after Brazil - with the highest retail sales by electronic commerce in Latin America, with young people having the greatest participation. From books and clothing to mass consumer goods, it is the trend for sale today. The apprehensions of online shopping are subtly disappearing for Mexican consumers due to trust seals implemented by institutions such as AIMX, Secure Connection Layer Certificates (SSL) and the use of good practices for e-commerce implemented by sellers that shows positive signs for the future (Santiago Chamber of Commerce, 2016).

The composition of buyers in Mexico is essential to know their characteristics and behavior, according to AIMX, young people between 15 and 29 years make up the bulk of online buyers, this type of buyers tend to make their consumption in very specific sectors of the retail industry Due to this, the retail industry in Mexico is the one that reports the highest growth in Latin America, the retail industry in Mexico is expected to grow over the 55% barrier by 2020, currently it registers a growth of 41.6% being trade electronic the one that has grown the most compared to traditional retail (not online) that showed an increase of only 2.2% (García, 2019). Young people are fostering large flows of visits on websites every day, some of the largest retailers in terms of unique visitors in Mexico are.

MercadoLibre, Amazon, Liverpool, Walmart and Lineo where the leader in visiting –MercadoLibre- reported an increase of his visits of 96% with respect to the year 2017 positioning him with 9.2 million annual visits. (Martínez, 2017).

The electronic commerce market in Mexico is distributed in several sectors; transport (application by mobile application) accounts for 60% of daily purchases online, digital streaming service (music, movies, etc.) 49%, event tickets (cinema, theater, etc.) 41%, Digital downloads (books, apps, etc.) with 39%, finally the purchase of travel, clothing and fast food include 37%, 35% and 33% respectively. The rapid increase in the use of smartphones and Internet services has positioned Mexico among 20 developing countries as declared by the Global Retail Development Index (GRDI).

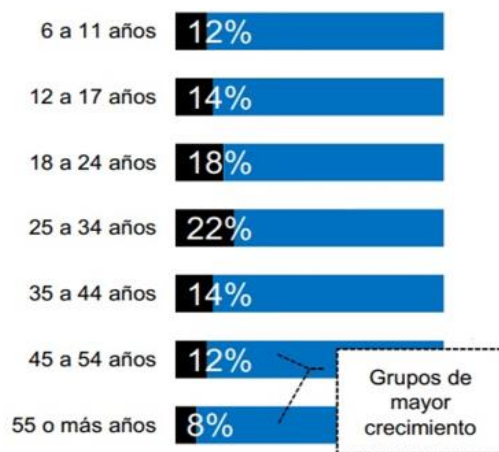


Figura 1. Perfil Internauta Mexicano en 2018

Fuente: AIMX

Figure 1

Of every three people in a city in Mexico today is a young man. It is projected that by 2020, the average age of the population of Mexico will be 29 years, Mexico is part of the countries with the youngest in the world (González, 2018). The youth in Mexico are very dynamic, hardworking and ambitious. They have been characterized by being willing to adopt new technologies and are knowledgeable about the Internet because they grew up with it.

Based on the AIMX study in 2018, it reveals that 54% of young people who have made online purchases are in the range of 12 to 34 years of age, this sector being the preponderant in the consumer profile of purchases in line.

As well as that the higher generational groups and therefore those of greater purchasing power, are having greater growth in participation than in previous periods. (Internet Association in Mexico, 2019) The current trend of young people in Mexico is to raise their standard of living. This rising educated class tends to earn income upon graduation from the education system, 46% of young graduates receive 3,000 - 8,000 pesos per month and 31% of graduates receive in the range of 8,000 - 15,000 (Levet, 2019) . This is a very important indicator when pointing out that there are young people with sufficient income to make purchases online in order to satisfy their tastes and needs through online purchases. The desire to obtain the latest mobile devices, as well as some advanced gadgets, has given a boost to the electronics industry.

Young people in Mexico play an important role in increasing e-commerce businesses and thus contribute to widespread consumption in the country. Electronic commerce is becoming a new way to generate economic growth and increase new business opportunities. Electronic commerce offers new opportunities, so entrepreneurs must try to get the most out of electronic market.

Methodology

This work was carried out through a field investigation to give a better understanding of the impact that e-commerce has on young people as well as the perceptions they have regarding the factors that affect the development and integration of business activity in the area of electronic commerce

The main objective of this article is to know the uses and attitudes that impact electronic commerce in young people taking as a study area the young population of the municipality of Manzanillo, Colima. To study the impact of electronic commerce in the local and business market. In addition, research designed through online surveys was carried out to support the review of the literature, interviews were conducted in young people to explore the conceptual relationship between the entrepreneurial spirit of electronic commerce, and the factors that affect the development and integration of entrepreneurship.

These interviews focused on how young people in the municipality of Manzanillo use electronic commerce, how they benefit and if they are going to become an entrepreneur in the field of electronic commerce in the near future.

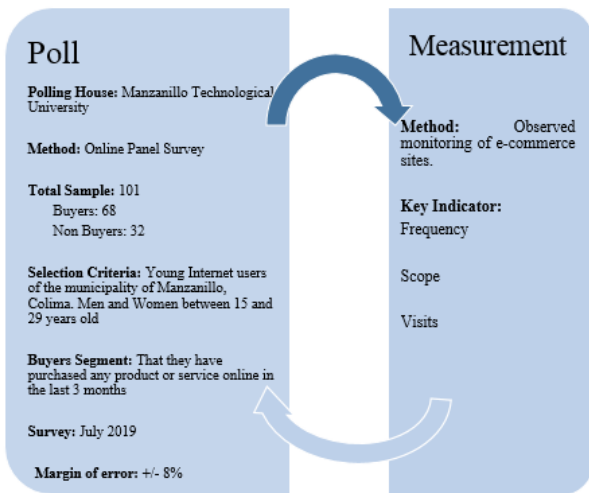


Figure 2 Methodology of Applied Surveys
Source: *Self Made*

Results

Based on the results obtained from the applied surveys, it was possible to identify sample demographic reasons of the community of consumers who shared information. It was excluded to carry out the age ranges due to the fact that the sample was not probabilistic, young people between 15 and 29 years of age were chosen as the age range to investigate.

Among the most representative data obtained in the surveys, they are represented in Figure 3. Sample Demography; gender was in apparent percentage equity 52-48, however there were important variations in the socioeconomic level being the upper middle class the one with the highest preponderance when making up 30% of the sample which is a positive indicator that propitiates the economic capacity to make purchases.

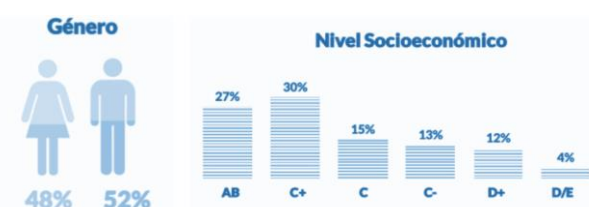


Figure 3 Sample Demography
Source: *Self Made*

It is essential to know in detail the data of an economic nature, thanks to this, several theories that allude to the relationship between economic capacity and electronic commerce can be verified, despite the characteristics that favor an online commercial activity are financial inclusion (banking) and if you have the availability of an internet connection access device to make purchases as shown in Figure 4 Level of Financial Inclusion and Use of Devices. In addition to the above, it was determined with the emptying of information that about 75% of the respondents were banked (they had at least one debit or credit card) which puts them in better conditions to link with some e-commerce. Regarding the use of devices for the realization of online commercial activity, the mobile device was detected as the main instrument of internet access for purchases, only 4% said they did not have a “smartphone” device.

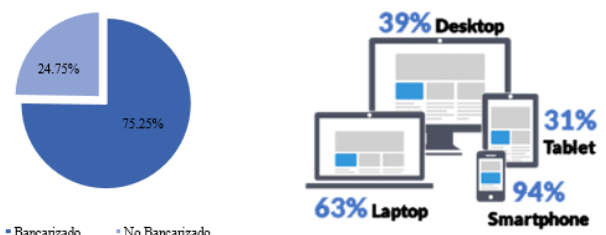


Figure 4 Level of Financial Inclusion (left) and Use of Devices (right)
Source: *Self Made*

The total number of respondents were 101 young people, of which it was identified that 68 individuals claimed to have made an online purchase in the last three months and that, on the contrary, 32 people have not yet made an online purchase. Taking into account these two positions, specific questions were asked to know on the one hand the active part (buyers) of the sources of information that these buyers resort to when making an online purchase as well as knowing the passive part (non-buyers) Its main reasons why they have not made a purchase online.

Buyers Based on the question asked “What sources of information do you usually consult to decide to buy a service or product on the internet?”

The result that was thrown was that the website or app of online stores as well as search engines and multi sites -category are the main sources of consultation when the buyer is interested in acquiring a product or service online by presenting 62, 54 and 48 percent respectively. The newsletters-newsletters as well as the outdoor advertising were placed in the last option of consultation by the young people by throwing 8% and 12% respectively. No buyers On the passive side, young people who have not yet made an online purchase were found who had to answer the question “How much do you agree with the following attitudes when receiving an offer for an online purchase ? It is in this section where it was possible to identify the main reasons why they have not yet incurred an online purchase, the most relevant data are presented in Figure 5. Main Reasons for Not Buying Online.

- **58%** Want to receive purchases at home.
- **47%** For time savings
- **62%** On the internet find more promotions and discounts than in a physical store
- **34%** You can compare prices before buying
- **28%** Find products that are not available in a physical store

The reasons that young people have to buy online have a certain sense of logic at the moment in which they operate, where the personal contact of seller and buyer is unimportant, however the website (where the purchase is made) must contenter certain elements that vitalize the confidence of the young consumer and make him feel safe.

Purchase Preferences	Fear or Ignorance
72% Like the experience of shopping in the physical store.	78% Do not want to risk electronic fraud.
68% Prefer to see and touch the products before buying them.	66% You are not confident in providing bank details online.
83% Like to receive their purchase at the moment.	55% You are afraid of making a mistake when choosing the purchase.
54% Like to receive personalized guidance from the seller.	28% Don't know how to pay in cash
14% Do not like to buy in general.	8% Don't know how to buy online.

Figure 5 Main reasons for not buying online
Source: *Self Made*

The reasons that young people have to buy online are very diverse, the purchase of products and services online to receive them at home and save time are key aspects that have shown how shoppers assimilate online sales to their daily lives. The consumer society and especially young people have the tendency not to wait, they want to receive the products as quickly as possible, without intermediaries and in the comfort of their home

For this reason, young people who have made an online purchase were asked the following question “What are the reasons why you buy products and services online? (selecting all the options that apply) ”where important information was obtained, highlighting 5 main reasons;

Therefore, buyers who have had experience in online shopping were asked the question “How much does the appearance of a store page influence to complement the purchase on that site?” Where it was obtained that 9 out of 10 buyers considers that the appearance of the page influences the completion of the purchase, then being the personal contact from seller to buyer replaced by the appearance that the website shows so that the buyer determines whether or not to make the purchase. It is known that the online buyer is increasing his purchase frequency, which is adopting his routine towards the acquisition of more and more products and services online. Given this, the question “How often do you purchase products and services online?” Was raised, the results can be seen in Figure 7. Frequency of Purchase where five time intervals are addressed, with the weekly frequency being the one with the highest participation with 48% of the total.

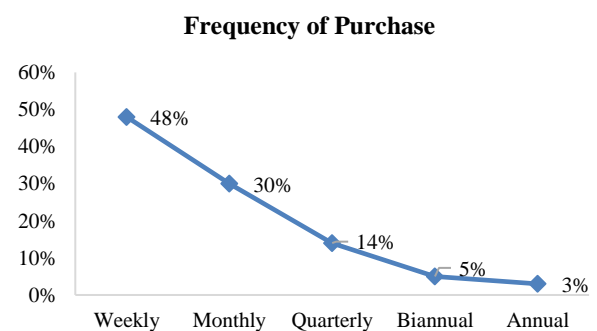


Figure 7 Frequency of Purchase
Source: *Self Made*

The online purchase of products every day is further diversified, opening the way to a wide range of products and categories traditionally sold offline. For this reason, the question “How often do you buy the following products on the Internet?” Was raised, the young buyers surveyed presented very timely information towards high volumes of purchases, with the category “Fashion” (Clothing, Footwear and Accessories) being the highest Purchase frequency with an 82% preference, it is known that in this area there is a large number of bidders, the breadth of products, the high turnover of models per season as well as the large number of offers by the websites where encourages volume purchases to have access to discounts that are attractive to young people.

Consequently, the purchase of electronics - computers, cameras and cell phones - was in second place in preference for young people to be located with a 53% preference, the purchase of video games with 44%, food at home with 26 % and the purchase of beauty and personal care with a 23% preference.

On the other hand, it has been detected that there is also a purchase of digital services that are more recurrent than online product purchases. There is a high penetration of services ranging from streaming subscription, mobility and internet banking. The possibilities of knowing the preferences of the young people surveyed were analyzed through the question “How often do you buy the following internet services?”, Of all the analyzed services shows that the experience positively impacts on the recurrence of acquisition.

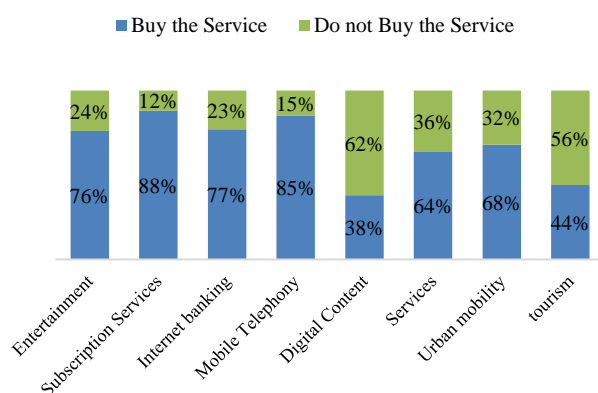


Figure 8 Purchase Online Services
Source: Self Made

Finally, the subject of the shipping methods that young people are resorting to when buying online was discussed. Shipping is an important part of the purchase process because they infer costs, times and places to be made. Currently the providers of logistics services that allow the customer to offer alternatives in prices that differentiate the priority in the delivery time or if it is delivered to a distribution center. Given the great diversity of options, the respondents were asked “What delivery methods are best suited to your lifestyles?” Being home delivery the most preferred with 76% preference, collection in a center of 21% distribution and 3% in-store collection.

Conclusions

Online shopping is increasing rapidly and steadily worldwide. A lot of people are buying products online from the comfort of their home every day. Today, more than 60% of young women shop online, as they have found this activity a comfortable, simple and instant process. Electronic commerce brings changes in people's way of life, from an economic perspective it has a strong impact on sources of employment that is channeled into better and higher income.

In Mexico, e-commerce is providing new opportunities for entrepreneurship and commercialization. Young people are taking advantage of the trend of the digital age to self-employment, being able to sell products through different internet platforms as well as in different electronic devices.

Electronic commerce in Mexico is a sector in full expansion that benefits from the growing Internet access of Mexicans, the time that is being surfed on the Internet, financial inclusion and logistics infrastructure that is increasingly allowing to bridge the gap in the delivery times. Young people are feeding this sector because of its high proliferation in the network, its high tendency to consumerism and detachment from the traditional method of purchase.

The trend is still latent, every day more options are offered that facilitate the transactionality of banking operations, the offer of services via the internet, the simplification of government procedures with access to online payment.

The mobile device is a preponderant role in electronic commerce due to its high availability in the market and its versatility for commercial operations, where it even serves as payment and collection terminal.

The key to success in e-commerce has been the proactive relationship between consumer and business transactions, which not only have to exchange money and products, but also information and mutual trust. Electronic commerce has been defined simply as a use of the electronic range of networks to simplify, solve, improve the pace of the various stages and business processes such as the sale and purchase of goods and services.

The main driver of e-commerce is the Internet, which has a hierarchical structure. The uses of websites for industries have created a great impact and global presence compared to other media. Electronic commerce has opened up disruptive employment opportunities for entrepreneurs.

Finally, it is necessary to mention that young people in the face of electronic commerce represent the strength and dynamism that is required to permeate other generational groups that are still reluctant to change, who have preferred to maintain their traditional way of operating in commercial, banking and services. But they have not realized that the digital age is here to stay and it is a matter of assimilating that the Internet facilitates operations, reduces costs and simplifies tasks, coupled with that the quality of life improves. Young people have challenged the challenges and broken the paradigms in this era of digital information and electronic commerce has had a positive impact on the commercial activity of a country like Mexico.

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