Internet Adoption for Distribution: A Study of Indian Switchgear industry

Low Voltage Switchgear consists of products which are used for controlling and protecting low voltage devices used at factories, shops, homes and farms. Manufacturers sell these products through their distribution channels consisting of distributors who perform a variety of marketing, selling and logistics functions.

The objective of the research is to study the adoption of internet by the Indian low voltage switchgear industry for enhancing the operational effectiveness of their distribution channels. The research focuses on two main issues:

➢ The facilitating factors for adoption of internet by the distributors.
➢ The impact of adoption of internet on the performance of the distributors.

The theoretical inputs of literature review have been blended with the empirical findings of the case study of Indian switchgear industry to develop a conceptual framework of the research. In order to validate the conceptual model, a quantitative study on the distributors was undertaken by administering a questionnaire survey on them.

The data collected from the distributors was analyzed using Structural Equation Modeling (SEM). First SEM was used for testing the measurement models by confirmatory factor analysis and then SEM is used for testing of the hypothesis by evaluating the structural models. The key findings of the research are:

➢ Indian switchgear industry has adopted internet only for exchange of information and communication with their channel partners.
➢ Enabling and Motivating factors for adoption of internet have been identified.
➢ Adoption of internet has positively impacted the critical operational parameters of the distributors.

In conclusion, adoption of internet has enabled the manufacturers to enhance the operational effectiveness of their distribution channels.