

A Study On People Perception Towards Digitalisation - With Special Reference In Coimbatore City

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ABSTRACT

The people participation in digitalization is increase in Coimbatore city because of the necessity and also for the quick response. It minimize the risk factor, time consuming in modern society. Adopting technologies in common life of all the people is very difficult because they must have knowledge regarding the technologies and they know how to use it. It executes the transformation of the growth of the modern society. This adaptation takes place vital role in Coimbatore city.

INTRODUCTION

Digitalization is the innovation and latest wave to connecting people and services. This creates the network based transformation in Coimbatore city compared with oldest process. It is the potential to the development in the modern society. The Coimbatore city comprises both the literate and illiterate peoples. The over view of massive reach of the digitalization exhibits the converting society into network society. Now the government facilitates Wi-Fi facilities in selected areas in Coimbatore city. The people observe the integration of the technologies into everyday life by the digitalization of everything that can be digitalized.

NEED FOR THE STUDY

Large number of people residing in our country accepts and utilise the digitalisation. The common life of the people utilise the digitalisation through payment of electricity bills, transfer of money from one to another etc., The government encourages peoples to make

practical and effective use of digital process inventing various apps like kavalan SOS and also they launching online web portal inviting Right to Information queries.

STATEMENT OF THE PROBLEM

The digital platform may influence the people to force and make use of it with help of educated people. Moreover the people who have knowledge in technologies such as computer, Smart phones, iPad are only use the digital process in well manner. The thing which is mandatory to common public such as aadhar card updation, Changes in smart cards are changed through digital platform only. So the people should awareness about the impact and essential of technologies in their day to day life. This study helps to know about the awareness of Digital platform among public in Coimbatore city.

OBJECTIVES OF THE STUDY

1. To study the awareness of digitalization among the People.
2. To study the factors influenced to use of digitalization.
3. To study the challenges in implementation of digitalization.

RESEARCH METHODOLOGY AND SAMPLING DESIGN

The method of collecting information was through structured Questionnaire and survey method is the possible way. Study was conducted in Coimbatore City and the sample formula revealed that the sample size to be 324.

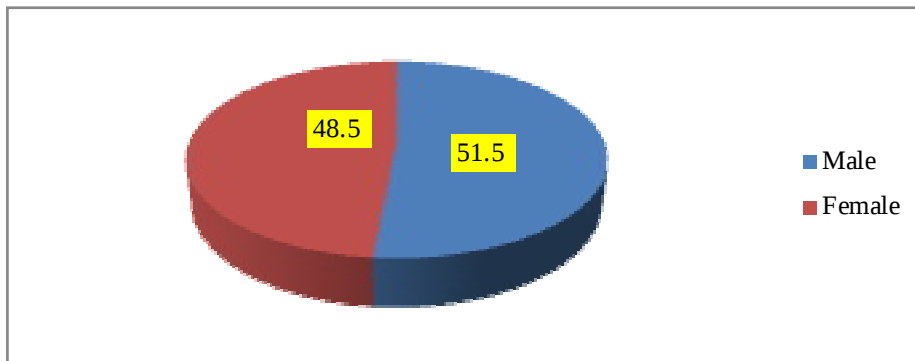
Gender of the Respondents

S.No	Gender of the Respondents	Frequency	Percent
1	Male	167	51.5
2	Female	157	48.5
	Total	324	100.0

Source: computed from primary data

Table shows that out of 324 respondents 167 respondents (51.5%) are male and only 37 respondents (48.5%) are female.

Gender of the Respondents



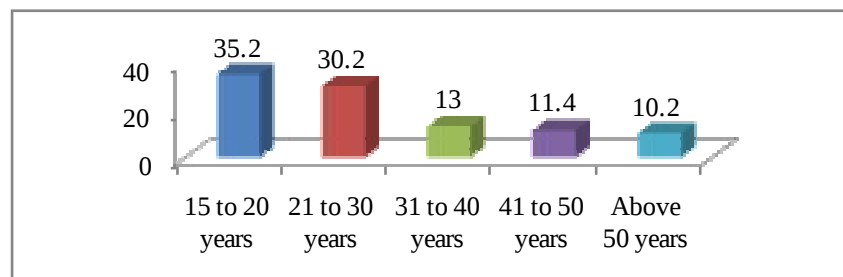
Age Group of the Respondents

S.No	Age group of the Respondents	Frequency	Percent
1	15 to 20 years	114	35.2
2	21 to 30 years	98	30.2
3	31 to 40 years	42	13.0
4	41 to 50 years	37	11.4
5	Above 50 years	33	10.2
	Total	324	100.0

Source: computed from primary data

It is clear from the table 2, out of 324 respondents 35.2 percentages belong to the age group of 15-20 years. 30.2 percentages of the respondents belong to the age group of 21-30 years. 13 percentages of the respondents belong to the age group of 31-40 years. 11.4 percentages of the respondents belong to the age group of 41-50 years. Only 10.2 percentages of the respondents belong to the age group of above 50 years.

Age Group of the Respondents



Factors Influenced to Use about digitalisation

Rank scale	1	2	3	4	5	Total	Total Score	Average	Rank
Factors	75	60	50	39	24				
Primary groups (family, friends, Colleagues and relatives)	11	55	110	76	72	324	14317	44.19	5
	825	3300	5500	2964	1728				

Secondary Groups(Occasional interactions)	68	47	78	106	25	324	16554	51.09	3
	5100	2820	3900	4134	600				
Informal Groups (Individual with common interest)	43	101	89	24	67	324	16279	50.24	4
	3225	6060	4450	936	1608				
Formal Groups(Organized people with firm)	78	109	26	76	35	324	17494	53.99	2
	5850	6540	1300	2964	840				
Online Groups(like Facebook, Whatsapp& other Social media)	169	34	39	14	68	324	18843	58.16	1
	12675	2040	1950	546	1632				

Source: computed from primary data

For the purpose of analysing the factors which influence to use about online RTI Government portal, a five category were selected viz., Primary groups, secondary groups, informal groups, formal groups and online groups. For the purpose of analysis, Hendry Garret ranking tool was applied. It was well understood from the table that the online groups influence more to use about digitalisation rank I, the IInd, IIIrd, IVth and Vth ranks were bagged by formal groups, secondary groups, informal groups and Primary groups.

Issues Faced at the Time of utilisation of digitalisation

S.No	Issues Faced at the Time utilisation of digitalisation	Frequency	Percent
1	Net connection problem	65	20.1
2	Lack of data availability	76	23.5
3	No user friendly	52	16.0
4	Language problem	113	34.9
5	Minimum text characters	18	5.6
	Total	324	100.0

Source: computed from primary data

The above table shows the issues faced at the time of applying in online RTI. 34.9 percent of respondents are faced language problem, 23.5percent of respondents are faced lack of data availability, 20.1percent of respondents are faced net connection problem, 16 percent of respondents feel that it is not user friendly and remaining 5.6 percent of respondents are faced minimum text characters problems.

SUGGESTIONS

1. The digitalization should be teaches a lesson in schools and colleges to create greater awareness among future generation.
2. The wide reach of social media applications have to be developed for better awareness.

3. Media such as televisions are plays a vital role and it influence the good impact to illiterate peoples. So the governments take possibilities through touch screen mechanism for the goodness of them.

CONCLUSION

Digitalization is a good concept for the common public will get it quick response than the manual process. Thus digitalization has gained its popularity among the youths and the people who are having good education and employment.

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