

Comparison of Preference for Using Digital Services –A Study on Citizens of Bhopal City

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ABSTRACT

The general public in most cases face a lot of difficulty especially in fulfilling administrative requirements. The administrative Functions are generally undertaken manually giving away to mistakes and also delays in delivering Essential Services to the citizens. The Digital India Launch is helping as an eye opener for many states. The researcher through this paper tried to explore the areas of personal priorities in using on-line services as identified by the citizens pertaining to different age groups within the city of Bhopal.

Keywords: Information Technology, Digital India, Initiatives

I INTRODUCTION

The IT sector in India boomed during 2004-2005 as the Total Software and Services Revenue recorded a high of Dollar 28 billion. The IT sector in India witnessed a deep-seated revolution in 1990 and the 2000's and reshaped again in 2010.

The Sector Report compiled in August 2015, records that India is best known as the worlds' largest sourcing destination in the fastest growing Information Technology [IT] industry, and also accounts for approximately 67% of the US dollar 124-130 billion Market. The Industry basically holds the glory of Leading Economic transformation of the country. India is gaining its eminence in terms of its intellectual capital with several global IT firms setting up their modernization centers across diverse states in India.

Madhya Pradesh the central state of India is all set in attracting large number of significant investments from key companies. The launch of the Digital India Program so as to provide government services to the people using IT has to some extent proven its capabilities in delivering both on shore and off shore service to global clients. But there exists a huge gap between the 'digital haves 'and 'have not'

II REVIEW OF LITERATURE

Sansanwal [2000] defined Information Technology as a use of hardware and software for efficient management of information i.e., storage, retrieval, processing, communication, diffusion and sharing of information for social, economical and cultural up-lift.

Mik Wisniewski, (2001) says that the U K Government's best value initiative was intended to ensure that local authorities provides the best value in service delivery. This study also highlights that the local authorities are using a wide variety of

methods to capture voice of the customer with the customer surveys as being one of the most popular ASEAN India Synergy Sector [2003] points out that a high quality of the telecommunication infrastructure is a basic pillar for growth of IT and IT enabled services.

According to the Global Information Technology Report 2012, the e- Readiness rank of India is 69 with the score of 3.89 out of 10 that means the use of ICT s in India is very low

III OBJECTIVES & METHODOLOGY

(a) Objectives of the Study

- (i) To find the priority use of on-line services by the citizens of Bhopal under different age category.
- (ii) To compare the priorities of on-line services by different age category groups within Bhopal city.
- (iii) To find out the reasons for the difference in the priorities by different Age categories.

(b) Statement of the Research Problem

As we Know Business needs to endlessly find better and faster ways to adapt to the competitive market place in order to battle in today's high technology and fast phased environment. This element of management is information processing and therefore, information technology system is expected to heavily influence Management and Customer Satisfaction and as such the main thrust of this research work is to investigate the extent of this influence.

(c) Sampling size

The respondents are a demographic mix including Male , Female, Students, People working for Government as well Private Sectors ,many are from IT professionals as well working for the State Data Centre and are categorized as per ages as :

- Category I - Between 18 yrs to 25 yrs
- Category II - Between 26 yrs to 35 yrs
- Category III - Between 36 yrs to 50 yrs.

(d) Sampling design

The researcher has used the following techniques in order to gather appropriate information to meet the objectives of the study:

- (i) Survey research method to gather information from respondent's

- concerning their opinions on the impact of Information Technology.
- (ii) A questionnaire was designed into various parts for easy acceptance by the respondents.
- (iii) The researcher surveyed 150 respondents to conduct the study.
- (iv) The sampling was done randomly such that every respondent shall have the opportunity of being selected.

IV DATA ANALYSIS AND INTERPRETATIONS

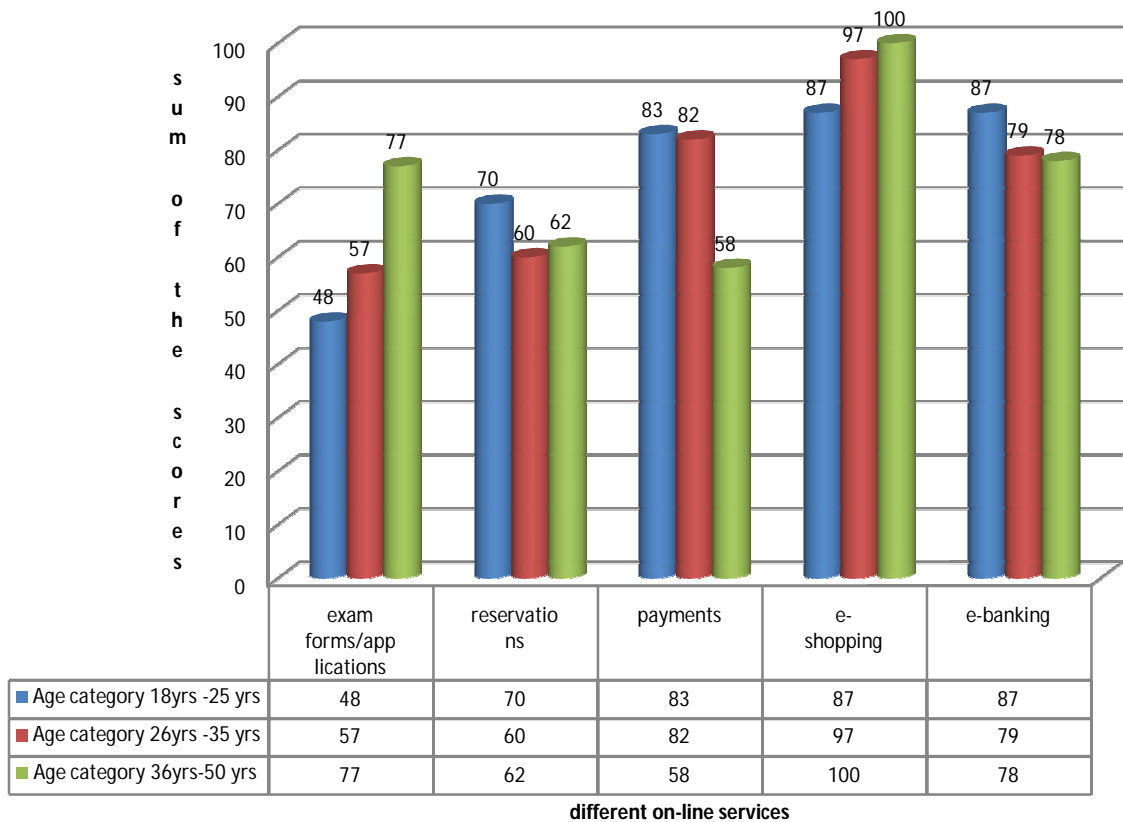
A sample of 150 respondents was asked to put ranks from 1 to 5 as per their priority in using the

on-line services. The sum total of the rank values were taken and the least score is termed as first priority followed by the other increasing values .The table below shows the rankings as per their priorities

**Table 1:
Comparison of priority in using on-line services by different Age groups**

Priority of on-line Services	Category 1	Category 2	Category 3
	Age Group 18 yrs- 25 yrs	Age Group 26 yrs- 35 yrs	Age Group 36 yrs- 50 yrs
Priority 1	Application forms	Application forms	Payments
Priority 2	Reservations	Reservations	Reservations
Priority 3	Payments	e- banking	Application forms
Priority 4	e-Shopping & e- banking	Payments	e- banking
Priority 5	-----	e-Shopping	e-Shopping

Fig 1. Comparison on priority use of on-line services by three different age category of the selected population



(a) Category 1 Age Group 18 yrs- 25 yrs

This group included mostly the youth who were largely into education. There were very few students in this group who had started their career.

(i) Priority 1 Application forms / Exam forms

Since most of the respondents were the students searching for higher education, they prioritized the use of the digital kiosks or facility for filling application forms or many a times exam forms.

This category emphasized more on the use of on-line services for filling their college application forms as a majority of respondents were from the category who were either registering themselves with different colleges for their graduation/ admissions within the state colleges or national or international colleges. Some were opting for their Post Graduate studies as well.

(ii) Priority 2 Reservations

The good response for this category choosing reservation as the second priority was due to the reason that many of the students who opted for the admissions in various colleges of Bhopal were from either different cities of the state or outside the state. These students preferred their

reservations for journey to home towns through on-line services which they felt was far more convenient than the system at reservation counters.

(iii) Priority 3 Payments

The on-line services used by this group of students as majority were in search of for payments were basically for recharging of their mobiles or purchasing tickets for movies.

(iv) Priority 4 e-Shopping & e-banking

There was a tie in the scores for e-shopping as well as e-banking as most of the students said that students they did not spend in shopping but helped their parents to do so through on-line shopping. The students were also helping the parents in their e-banking system but had nothing to do directly

(b) Category 2 Age Group 26 yrs- 35 yrs

(i) Priority 1 Application forms

In this group the filling of application forms was the first priority as very few were for admissions and the rest were for job applications as a major number of respondents in this group were looking for new openings.

(ii) Priority 2 Reservations

These respondents were those who were frequent travelers for official work and they preferred on-line services for their reservations.

(iii) Priority 3 e- banking

e- Banking was a third priority of this group and most of them were using the on-line banking services mainly for deposit of fees or payments for competitive exams.

(iv) Priority 4 Payments

Payments in this group was mainly done by this group for Job Applications

(v) Priority 5 e-Shopping

This was the last priority for this group as most of the youth in this group were either pursuing their studies or were just into search of jobs and others who were just getting adjusted with their placements.

(c) Category 3 Age Group 36 yrs- 50 yrs

(i) Priority 1 Payments

Since this group contained respondents who basically have started settling down with their jobs, payment was the first priority. The different payments were paying of electricity bills, on line payments of telephone bills, recharging of data packs or mobiles, school fees and college fees of kids and also payments of goods purchased at shops.

(ii) Priority 2 Reservations

This category showed the reservation as second priority as many of them working for the multinationals opted for on-line reservations and other who were booking family vacations also preferred getting on-line tickets as this was more comfortable as selecting the options according to the choice.

(iii) Priority 3 Application forms

The use of applications forms in this category was either the kid's school forms or college forms filed by the parents.

(iv) Priority 4 e- banking

Shockingly e-banking was the fourth priority of this group

(v) Priority 5 e-Shopping

The respondents said that now they have started using e- shopping

V LIMITATION & SIGNIFICANC OF STUDY

(a) Limitation of the study

The study was restricted to Bhopal studying in various colleges under NIT, Barkatullah University, Rajiv Gandhi Information Technology University, AISECT, etc. Challenges encountered

included respondents not serious to answer questionnaire either due to lack of interest in filling or due to lack of awareness on IT sector and many a times others not presenting the true information.

(b) Significance of the study

This study is significant as it would have a unswerving effect on the competence and effectiveness of the use of information system in the various steps of business process. The study would also enable the employees and managers who are involved in the IT sector to categorize the opportunities for improvement in the use of IT systems thus increasing the patronage to customer satisfaction.

VI CONCLUSION

The comparison was done to see if there is a difference in the priority of on-line services used by the citizens under different category. Though there was a difference in the priority yet the researcher could find that there were differences in the use or purpose of using these facilities. The Government of Madhya Pradesh should actually promote the effective use of digitalization.

As the surveyor found touch time to find the very senior citizens who were using these facilities. They still preferred going to the banks for making payments or standing in queues for electricity bill payments. The reason is being that they were not well versed in using. Technology and they did not rely much on the services.

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