

Journal

of the

Oriental Institute

M.S. University of Baroda

ISSN: 0030-5324

A STUDY ON DIGITAL AWARENESS AMONG ENTREPRENEUR IN MADURAI, TAMILNADU

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Abstract

Digital Awareness is knowledge about usage of digital sources. Digital Awareness defined as skill based on technology. Digitalisation in India increases transparency in transaction and it enables the entrepreneur to carry out their business activity using technology. Entrepreneur is a great economic source in India. Digital knowledge among entrepreneur is essential to sustain in competitive market. In these study 110 entrepreneurs in Madurai has been selected for this study using simple random sampling method. Data collected with help of interview schedule. SPSS package is used to analyse data. Demographical detail of the respondent has significant relationship between awareness levels towards digital sources.

Key words: Digital Awareness, information technology, awareness, digital knowledge, entrepreneur.

Introduction

Digital awareness is an ability to use and process digital platforms for communication. Technology is essential for every individual to complete their day-to-day activity as every one is depending on technology. Digital awareness is important to adopt changes over time. Entrepreneur must have digital awareness to compete in digital market. In this study an attempt has been made to analyse the awareness level towards Digital Awareness among entrepreneur.

Review of literature

Patrick Oladunjoye and Ngozi Benwari Nneena (2014) shows that there is a significant difference between gender and graduate students in computer literacy. This study also shown that social status of students affects the exposure on computer/digital resources, also indicated that location of the students has impact on exposure and usage of the computer.¹

“Riel, J. (2012) conducted a study to assess how digital library empowers mass participation in the United States. Data from a nationally representative survey was used for the study. Results revealed that the strength of Digital Awareness skills empowered public for social networking participation, political participation & online social activities.”²

“Hargittai, E. (2005) study to measure Digital Awareness. Results suggested that some composite variables of survey knowledge items are better predictors of people’s actual Digital Awareness based on performance tests than are measures of users’ self-perceived abilities, a proxy traditionally used in the literature on the topic.”³

¹ Patrick Oladunjoye and Ngozi Benwari Nneena (2014). Computer Literacy among Undergraduate Students in Nigeria Universities. British Journal of Education Vol.2, No. 2, pp.1-8, June 2014 Published by European Centre for Research Training and Development UK. Retrieved from: www.ea-journals.org.

² Riel, J. (2012). The Digitally Literate Citizen: How Digital Literacy Empowers Mass Participation in the United States (Doctoral dissertation, Georgetown University)

³ Hargittai, E. (2005). Survey measures of web-oriented digital literacy. Social science computer review, 23(3), 371-379.

Objective

- To study the awareness level of the entrepreneur towards digital sources in Madurai.
- To know the purpose of using digital resources.
- To analyse the level of knowledge towards digital sources.
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Methodology

The present study was carried out in Madurai City in Tamil Nadu. To analyse the digital awareness among entrepreneur. Nature of the study is descriptive. Primary data gathered through interview schedule. Secondary data collected through articles published and unpublished, online articles, and websites. For this study 110 entrepreneur selected randomly in Madurai.

Hypothesis

- There is no significant difference between mean ranks towards the level of awareness among digital sources.
- There is no significant relationship between demographical detail of the respondent and the awareness level towards digital sources.
- There is no significance relationship between age of the respondent and the level of knowledge towards digital sources.
- There is no association between age of the respondent and the level of knowledge towards digital sources.
- There is no significance relationship between educational qualification of the respondent and the level of knowledge towards digital sources.
 - There is no association between educational qualification of the respondent and the level of knowledge towards Digital sources.

Data analysis and interpretation

Table 1: Demographical detail of the respondent

Age	No. of Respondents	Percentage
25-30	31	16.4%
31-35	58	52.7%
36-40	8	7.3%
above 40	13	11.8%
Total	110	100%
Educational qualification	No. of Respondents	Percentage
School level	18	16.4%
Graduate	34	30.9%
Post graduate	51	46.4%
Diploma /other	7	6.4%
Total	110	100%

Source: Primary data

Majority of 52.7% of the respondents are between the age group between 31 and 35. Majority of 46.4 % of the respondents are post graduates.

Table 2: Period of Using Digital Sources in Business

S. No	Dimension	No. of Respondents	Percentage
1	less than one year	32	29.09%
2	1-2 years	39	35.45%
3	2-3 years	21	19.09%
4	more than 3 years	18	16.36%
	Total	110	100%

Source: Primary data

From Table 2 it is observed that majority of the respondents using digital sources for business activity between 1 -2 years.

Table 3: Level of knowledge about digital sources

S. No	Dimension	No. of Respondents	Percentage
1	Very high	47	42.7%
2	High	28	25.5%
3	Moderate	25	22.7%
4	low	10	9.1%
	Total	110	100%

Source: Primary data

It is observed from the table is that majority of the respondents has very high level of knowledge about digital sources.

Hypothesis

Table 4: Friedman rank Test

“There is no significant difference between mean ranks towards the level of Awareness among digital sources”

Dimension	Mean Rank	Chi square value	P Value
I am familiar with computerized accounting	2.98	83.341	0.000
I am familiar in internet accessing.	3.56		
I can edit audio, video myself for advertising.	4.34		
I am using smart phone for money transaction	3.37		
I am familiar in using E-mail	2.62		
I am familiar in social medias for marketing	4.13		

From the table 4 observed that there is a significant difference between mean ranks towards the level of awareness among digital sources. Hence the level of significance is less than 0.05 since the null hypothesis is rejected. It is concluded that there is a mean difference among awareness level towards digital sources. Majority of the respondents highly aware of editing audio and video without the help of others.

Hypothesis

Table 5: Relationship between the demographical detail and the awareness level

“There is no significant relationship between demographical detail of the respondent and the awareness level “

Dimensions	Age		Result	Edu. Qualification		Result
	F	Sig.		F	Sig.	
I am familiar with computerized accounting	33.366	0.000	S	65.198	0.000	S
I am familiar in internet accessing.	29.256	0.000	S	44.275	0.000	S
I can edit audio, video myself for advertising.	64.376	0.000	S	47.432	0.000	S
I am using smart phone for money transaction	21.009	0.000	S	80.338	0.000	S
I am familiar in using E-mail	22.559	0.000	S	44.872	0.000	S
I am familiar in social medias for marketing	30.028	0.000	S	37.977	0.000	S

Source: Primary data

From the table 5 indicates that there is a significant relationship between age, educational qualification of the respondents and the awareness level of the respondents towards digital sources.

Hence the level of significance is less than 0.05 since null hypothesis is rejected. It is concluded that demographical detail of the entrepreneur has impact on awareness level.

Table 6: Age and Level of Knowledge- (Chi - Square)

“There is no significance relationship between age of the respondent and the level of knowledge”

Chi - Square	Value	Asymp. Sig
Pearson Chi Square	29.406	0.001

Source: Primary data

Table 6 indicates that level of significance is 0.001. Hence the level of significance is less than 0.05 null hypothesis is rejected. Since there is a significance relationship between age and the level of knowledge towards digital sources

Age and level of knowledge towards digital sources – Cramer’s V

“There is no association between age of the respondent and the level of knowledge towards Digital sources”.

Cramer’s V	Approx. Sig
Age and Level Of Knowledge	0.001 (0.299)

Source: Primary data

To measure the strength of the association between two variables, the Cramer’s V, one of the measures of indexes of the agreement has been used. From the above table, it can be seen that the value of Cramer’s V is significant with 0.001 and the degree of association between these two variables is moderate, which shows that age is moderate associated with level of knowledge towards digital sources..

Table 7: Educational qualification and Level of Knowledge-(Chi - Square)

“There is no significance relationship between educational qualification of the respondent and the level of knowledge”.

Chi - Square	Value	Asymp. Sig
Pearson Chi Square	63.076	0.000

Source: Primary data

Table 7 indicates that level of significance is 0.000. Hence the level of significance is less than 0.05 null hypothesis is rejected. Since there is a significance relationship between educational qualification and the level of knowledge towards digital sources.

Table 8: Educational qualification and Level of Knowledge-(Cramer’s V)

“There is no association between educational qualification of the respondent and the level of knowledge”.

Cramer’s V	Approx. Sig
Educational qualification and level of knowledge	0.000 (0.437)

Source: Primary data

Table 8 inferred to measure the strength of the association between two variables, the Cramer’s V, one of the measures of indexes of the agreement has been used. From the above table, it can be seen that the value of Cramer’s V is significant with 0.000 and the degree of association between these two variables is moderate, which shows that educational qualification is little associated with level of knowledge towards digital sources.

Findings

- Majority of 52.7% of the respondents are between the age group between 31-35
- Majority of 46.4 % of the respondents are post graduates.
- Majority of the respondents using digital sources for business activity between 1 -2 years.
- Majority of the respondents using digital sources for business when they needed.
- Majority of the respondents has very high level of knowledge about digital sources.

- There is a significant difference between mean ranks towards the level of awareness among digital sources. Hence the level of significance is less than 0.05 since the null hypothesis is rejected. It is concluded that there is a mean difference among awareness level towards digital sources. Majority of the respondents highly aware of editing audio and video without the help of others.
- There is a significant relationship between age, educational qualification of the respondents and the awareness level of the respondents towards digital sources. Hence the level of significance is less than 0.05 since null hypothesis is rejected. It is concluded that demographical detail of the entrepreneur has impact on awareness level.
- Majority of 33.6 % of the respondent using digital sources for transferring fund.
- Level of significance is 0.001. Hence the level of significance is less than 0.05 null hypotheses is rejected. Since there is a significance relationship between age and the level of knowledge towards digital sources.
- To measure the strength of the association between two variables, the Cramer's V, one of the measures of indexes of the agreement has been used. From the above table, it can be seen that the value of Cramer's V is significant with 0.001 and the degree of association between these two variables is moderate, which shows that age is moderate associated with level of knowledge towards digital sources..
- Level of significance is 0.000. Hence the level of significance is less than 0.05 null hypotheses is rejected. Since there is a significance relationship between educational qualification and the level of knowledge towards digital sources.
- To measure the strength of the association between two variables, the Cramer's V, one of the measures of indexes of the agreement has been used. From the above table, it can be seen that the value of Cramer's V is significant with 0.000 and the degree of association between these two variables is moderate, which shows that educational qualification is little associated with level of knowledge towards digital sources

Suggestions

1. To succeed in today's competitive marketplace, every entrepreneur needs to be aware of digital technologies. Digitalization, which begins in India after 2016, increases global competition and opens up more opportunities. We can deduct from this study that today's entrepreneurs are well-educated and knowledgeable about digital sources.
2. An effort has been made to offer some recommendations for raising women entrepreneurs' digital awareness levels.
3. The government must provide free hands-on training to women entrepreneurs through self-help groups or the Tamil Nadu Industrial Investment Corporation.
4. Free apps have been made to teach women entrepreneurs how important digital devices and resources are.
5. Cyber security can be implemented by the government to encourage women entrepreneurs to use digital resources.

Conclusion

The demographic information of the respondents, such as their age and level of education, has an effect on their level of awareness of digital sources, according to this study. The respondents have a high level of digital knowledge and a high level of education. The greater variety of digital platforms made available during this time has led to an increase in digital usage over the past two years. It is essential to raise public awareness about the availability of digital resources and improve business practices. Digital sources are primarily used for business fund transfers. The respondent's personal information has a significant impact on the entrepreneur's level of knowledge.

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