

REIMAGINING MARKETING IN THE NEW NORMAL



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Preference of Using Information and Communication Technology Among E-Entrepreneurs in Digital Marketing - A Study with Special Reference to Pollachi Taluk

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ABSTRACT

E-entrepreneurs utilize information and communication technology on account of changes brought by e-commerce that have the potential to significantly increase competition by increasing consumers' choice of products and traders. E-entrepreneurs are facilitating their business to achieve significant efficiencies in their commercial operations to move from high cost paper-based transactions to faster, lower cost electronic transactions. The objective of the study is to ascertain the level of preference of using information and communication technology employed in e-business by the e-entrepreneurs. It may also create awareness about the information and communication technology which may benefit the entrepreneurs. This study consists of both primary and secondary data. Totally there are 100 respondents were taken this study and convenience sample methods have been adapted to collecting the relevant data. The statistical tools used for this study are: Simple percentage method, Chi-Square analysis and Weighted average method. Some of the findings are Majority (78.00%) belong to the age group up to 40 years. Majority of them (59.00%) are male. Regarding marital status, majority of them (96.90%) are married. E-entrepreneurs with post graduate qualification constitute 28.90%. Most of the e-entrepreneurs (39.00%) annual turnover is above rupees two crore. Suggestions of this study are E-entrepreneurs should not only render better services but also have to redress the grievances of the consumers on a war footing. E-entrepreneurs may conduct training and workshops to their employees, suppliers and consumers. It is concluded that the study has brought out the preference towards information and communication technology not only to the e-entrepreneurs but also to the online shopping consumers. Internet plays a pivotal role in the life of e-entrepreneurs as well as consumers.

Keywords: E-Entrepreneurs, Information and Communication technology, Digital marketing, e- business and online shopping.

Introduction

E-entrepreneurs utilize information and communication technology on account of changes brought by e-commerce that have the potential to significantly increase competition by increasing consumers' choice of products and traders. E-entrepreneurs are facilitating their business to achieve significant efficiencies in their commercial operations to move from high cost paper-based transactions to faster, lower cost electronic transactions. While it is true that in rapidly changing high technology, markets competition may be fierce but in some instance businesses may achieve significant market power and use their position to stifle further competition.

II. Review Of Literature

Ananya Goswami, Sraboni Dutta (2015) in their study entitled "ICT in Women Entrepreneurial Firms - A Literature Review" concluded that ICT reduces business costs, improves productivity and strengthens the firm in the competitive market. Simultaneously, women entrepreneurs are being faced with lots of challenges in terms of ICT training, financing, social norms and linguistic issues.

S. Maier and U.N. Reichert (2008)⁴² in their study entitled "Empowering Women Through ICT-Based Business Initiatives: An Overview of Best Practices in E-Commerce/E-Retailing" in their study found that the main barriers in using ICT in businesses are lack of training, lack of access, the high costs of equipments, connections, hardware and software applications

III. Statement of The Problem

Hence it is of considerable interest to know:

- i) How far information and communication technology is employed by e-entrepreneurs?

IV. Objectives of this Study

The identifying answer for the above problem following objectives has been framed by the researcher is as follows.

to ascertain the level of preference of using information and communication technology employed in e-business by the e-entrepreneurs

Hypotheses of the study

In tune with the objective the following hypotheses are framed:

There is no association between demographic factors and preference for information and communication technology.

Scope of this study

The study covers the employment of information and communication technology and the profits obtained by the e-entrepreneurs and online consumers. The study may guide the e-

entrepreneurs for better employment of information and communication technology in their business. It may also create awareness about the information and communication technology which may benefit the entrepreneurs.

VI. Methodology

The methodology consists of the following various heads.

1. Data
2. Sample size
3. Sample method
4. Frame work

6.1 Data

This study consists of both primary and secondary data. Primary data have been collected with help of questionnaires. The secondary data have been collected from internet and collected information journals, magazine, newspaper, books, etc.

6.2 Sample Size

This study was related to online domain user in e-commerce. To totally there are 130 questionnaires were distributed, among those after checking the ten questionnaires are not filled correctly. 100 respondents were taken this study.

6.3 Sampling Method

Convenience sample methods have been adapted to collecting the relevant data.

6.4 Statistical Tool Applied

The statistical tools used for this study are:

- Simple percentage method
- Chi-Square analysis
- Weighted average method

$$\text{Simple percentage method} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

Age	78	78.00
Up to 40 years	12	12.00
41 to 46 years	10	10.00
Above 46 years		
Gender	59	59.00
Male	41	41.00
Female		
Marital status	90	90.00
Married	10	10.00
Unmarried		
Educational qualification	20	20.00
Diploma	22	22.00
Under Graduate	38	38.00
Post Graduate	20	20.00
Professionals		
Annual turnover (Rs.)	20	20.00
Up to Rs.1 crore	41	41.00
Rs.1 – Rs.2 crore	39	39.00
Above Rs.2 crore		
Age of business	10	10.00
Up to 20 years	80	80.00
21-33 years	10	10.00
Above 33 years		
Experience in e-business	20	20.00
Up to 1 year	52	52.00
2-6 years	28	28.00
Above 6 years		

Source: Primary data

N=100

Table 1.1 shows that, majority of the e-entrepreneurs (78.00%) belong to the age group up to 40 years. Majority of the e-entrepreneurs (59.00%) are male. Regarding marital status, majority of the e-entrepreneurs (90%) are married. E-entrepreneurs with post graduate qualification constitute 38%. Majority of the e-entrepreneurs annual turnover (41%) is above Rupees two crores. Regarding age of the business most of the e-entrepreneurs (80%) are in the age group of up to 33 years. Regarding size of business, medium and large account for 69.20%. Majority of the e-entrepreneurs (44.10%) are doing e-ticketing business and most of the e-entrepreneurs (52.50%) have experience in e-business between two and six years.

and continue in table 1.2.

Table 1.2
Chi- Square Analysis

S.No	independent Variable	Dependent Variable	Hypothesis accepted/rejected	Associated / Not associated
1.	Age	level of preference	Rejected	There is a association between the variables
2	Gender	level of preference	Accepted	There is no association between the variables
3.	Educational qualification level of preference	level of preference	Rejected	There is a association between the variables
4.	Marital Status	level of preference	Accepted	There is no association between the variables
5.	Occupation	Level of preference	Accepted	There is no association between the variables

Preference towards Information and Communication Technology

Friedman rank test is used to rank the reasons to adopt the information and communication technology in their business activities. The result is presented in table 1.3.

TABLE 1.3

PREFERENCE TOWARDS INFORMATION AND COMMUNICATION TECHNOLOGY

Reasons	Mean Score	Rank
Obtaining information every time needed	10.67	1
Enhancing networking in getting technical information	10.67	1
Getting updated information	8.97	2
Enhancing ability in getting market information	10.67	1
Reducing biocracy	6.53	6
Saving time in business transactions	8.97	2
Expansion of business	3.48	9
Getting skills and knowledge of modern technology	6.77	5
Disseminating new knowledge and technology	5.69	7
Motivating in sustaining and enhancing e-business	6.77	5
Assisting more systematically and efficient in business	7.62	4
Enabling in offering good price for product	5.69	7
Assisting in financial matters	4.72	8
Developing website for the purpose of product marketing	7.77	
	10.67	3

Friedman rank test (table 1.3) inferred that, majority of the e-entrepreneurs \primarily prefer formation and communication technology for obtaining information needed, enhancing networking getting technical information and enhancing ability in getting market information is first rank. It is followed by getting updated information; save time in business transactions is ranked second. It is followed by developing the website to improve the sales is ranked third and to assist more systematically and efficiently doing their business activities are ranked fourth. Getting skills and knowledge of modern technology and motivating in sustaining and enhancing e-business are ranked fifth. Reducing biocracy is ranked sixth. Disseminating new knowledge and technology and enabling to offering good price for product is ranked seventh. Eighth rank to assisting in financial matters and finally expansion of business is ranked ninth.

VII. Findings of the Study

Some of the findings of the study are as follows

- Majority (78.00%) belong to the age group up to 40 years.
- Majority of them (59.00%) are male.
- Regarding marital status, majority of them (96.90%) are married.
- E-entrepreneurs with post graduate qualification constitute 28.90%.
- Most of the e-entrepreneurs (39.00%) annual turnover is above rupees two crores.
- Regarding age of business, most of them (84.70%) are between 21 and 33 years.
- Regarding size of business, medium and large account for 69.20%.
- Majority of the e-entrepreneurs (44.10%) do e-ticketing business and
- Most of the e-entrepreneurs (52.50%) have experience in e-business between two and six years.

Chi-square analysis

There is significant difference in preference index of e-entrepreneurs classified on the basis of age, educational qualification, nature of e-business and experience in e-business.

There is no significant difference in the preference index of e-entrepreneurs classified on the basis of gender, age of business, annual turnover, size of business and nature of organization

VIII. Suggestions of the Study

Some of the suggestions of the study are as follows:

- E-entrepreneurs have greater responsibility to follow business ethics. They should not mislead the consumers.

- E-entrepreneurs should not only render better services but also have to redress the grievances of the consumers on a war footing.
- E-entrepreneurs may conduct training and workshops to their employees, suppliers and consumers.

IX. Conclusion

The study has brought out the preference towards information and communication technology not only to the e-entrepreneurs but also to the online shopping consumers. Internet plays a pivotal role in the life of e-entrepreneurs as well as consumers. Combined effort may be taken by the government and non-governmental organizations to enhance the use of internet so that larger online shopping benefits may be reaped.

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