



DIGITALIZATION'S IMPACT ON PUBLIC WITH SPECIAL REFERENCE TO E- GOVERNANCE – AN ATTITUDINAL APPROACH

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Abstract

Digitalization is a recent phenomenon for a developing country like India. The recent pandemic COVID – 19 has led us to a situation where remote schooling, work from home, e-commerce and many such digital platforms emerged in a wider way. Continuous lockdowns, closure of the educational institutions and the shutdowns taken place among various industries worldwide led to the advancement in electronic platforms. The Government services were also being transformed through re-engineering process into a digital environment to perform more efficiently and effectively. The motto behind this is that every data and service provided by the government should be in the digital format and not in manual format. Hence the present study focuses on the preference, satisfaction and challenges faced in using E-governance by the public. Pollachi, a rural background area of Coimbatore district is taken for the present study and about 131 samples were taken for the present study using convenient sampling technique. Simple percentage analysis and Chi Square Analysis were the tools used to analyze the collected data. The results were interpreted based on the analysis using appropriate tool and based on the interpretations, suitable suggestions were offered for improvising the weaker or challenging areas of the present study.

Keywords: Digitalization, E-Governance, Challenges, E-Commerce, Electronic Platforms.

Introduction

Innovation is the main motto of about the Digital India concept. Clouding, Cybernetic Mobility and such upgrading in the fields of digitalization helps to endow the dream of becoming a digitally strong India and one of such digital transformation is the concept of e-Governance. It helps in providing the governance and digital service scheduled through request from the clients whenever and wherever needed. The government shows keen interest in e-Governance and digitalization tech through various developmental measures like the introduction of Digital India, Skill India, Make in India and many such empowering strategies. Digitalization is active in many forms like, fund transfer, NEFT, RTGS, debit and credit cards, IMPS, UPI, Micro ATMs, all forms of payments, e-Wallets, and so on. Similarly in case of e-Governance, Aadhar, PAN cards, linking of them with accounts, birth, death and community certificates, permissions, licences and many other such related services that are to be taken from the Government as their services are now offered in digital format. It reduces the waiting and processing time of the people. The process are made simple and people can get their certificates in a faster means by submitted necessary documents through online and get their work done in an efficient and effective manner. Passing of communication to the citizens of the country is also being made simple through forms of messages and through other social media platforms. Digitalization helps in increase of transparency and reduction of corruption among the people at various levels of authorities which helps the citizen to get their work done with corruptions.

The e-governance services are being offered to the public at a faster means without any delay or shortfall of time with greater accuracy. It not only reduces the time taken to process a service to a customer but also the cost involved with it.

Review of Literature

Atta ullah, et.al. (2020) made a study on topic “The Role of E-Governance in combating covid 19 and promoting sustainable development on comparative study china and pakistan” In this study they framed objectives to investigate the role of E-Governance in combating COVID-19 and sustainable development. They use the EGDI including OSI, TTI, HSI, online services and Economic, social measures as tool. The study is conducted on secondary data received from various sources. They have found china ranking improved gradually while Pakistan ranking decline gradually and found that E-governance implications helped combat covid pandemic.

Upmith Singh (2019) made a research on “E-governance implementation” In this study the researcher has framed objectives to analyse the existing literature to identify various aspects associated with implementation of E-Governance. The study is conducted on secondary data taken from various articles. The empirical and theoretical studies were used as tool. It is found that political, social, organizational, social factors are associated with implementation of E-Governance.

Problems of the Study

The major focus of Digitalization is to provide better quality and faster services to the citizens of India. It also helps in increasing the transparency as well as accountability of every individual who takes or uses these services. So it is to identify whether people are ready to accept this change, what are their preferences and challenges faced by them in adapting to this digital transformation. Based on the above problem statements the following objectives were framed.

Objectives of the Study

1. To study the preference of people in digital transformation through usage of e-Governance.
2. To identify the level of satisfaction in using e-governance as a form of digital transformation process.
3. To find out the challenges faced in digital transformation process through e-Governance service usage.

Methodology

Primary and secondary data are being used for the present study. Primary data is being collected through framing a structured questionnaire and collecting the data from people in Pollachi taluk through convenient sampling technique. Around 150 questionnaires were distributed of which 131 were fully completed responses that was being got back. So 131 fully filled responses were taken for the analysis. The results were interpreted by analysing the collected data through various tools such as simple percentage analysis and chi-square test. Secondary data is used for theoretical and review of literature purposes.

Limitations of the Study

1. Data collection time was pertaining to short duration
2. The results are based on the responses of people in Pollachi, so enough care is needed in generalising the results.

Analysis and Interpretation of the Data

Table – 1

Area	No of Respondents	Percentage
Rural	70	53.4
Urban	61	46.6
Total	131	100

Gender	No of Respondents	Percentage
Male	73	56
Female	58	44
Total	131	100
Education Qualification	No of Respondents	Percentage
10	6	4
12	11	8
UG	35	27
PG	48	37
Diploma	23	18
No Formal Education	7	5
Any others	1	1
Total	131	100
Occupation	No of Respondents	Percentage
Business	27	21
Government Employment	22	17
Private Employment	41	31
Student	31	24
Agriculture	9	7
Others	1	1
Total	131	100
Marital status	No of Respondents	Percentage
Married	65	49.6
Unmarried	66	50.4
Total	131	100
AGE	No of Respondents	Percentage
Below 20 years	18	14
20 to 30 years	53	40
30 to 40 years	27	21
40 to 50 years	21	16
Above 50 years	12	9
Total	131	100

Sources: Primary Data

Table – 1 represents that majority of the respondents are rural area and male respondents, qualified with post-graduation, employed in private sector, marital status is more or less equally classified and most of the respondents belong to the age group of 20 – 30 years.

Respondents Based on Preference of using E-governance

Table - 2

Factor	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Improves delivery & efficiency of government services	49(37)	23(18)	14(11)	7(5)	38(29)
Improved government interactions	20(15)	50(38)	18(14)	31(24)	12(9)
Access of information	21(16)	31(24)	42(32)	25(19)	12(9)
Efficient management	20(16)	37(28)	37(28)	29(22)	8(6)
Less corruption	20(15)	34(26)	34(26)	22(17)	21(16)
Increase transparency	21(16)	37(28)	39(30)	26(20)	8(6)
Greater convenience	26(20)	42(32)	39(30)	14(10)	10(8)
Reduces paperwork	67(51)	32(24)	11(8)	12(10)	9(7)

Sources: Primary data

In strongly agree category of preference, about 49 respondents preferred on the factor Improves delivery & Efficient of government services and 67 respondents strongly agree that it reduces the paperwork. 50 respondents agree that it helps improve government interactions, 37 agree

in efficient management and 42 agree in greater convenience, 42 to neutral for access of information, 34 in less corruption and 39 in increase transparency.

Chi Square Analysis

In order to identify the level of satisfaction of users in using E-governance services as a form digital transformation process the following dependent variables were taken and the hypothesis were framed to find the level of association between the select independent and dependent variables using chi-square analysis.

Level of Satisfaction in usage of E-Governance

Area of Residence

H₀: Area of Residence have no association with the level of satisfaction in usage of E-governance services

Table - 3

Area of Residence	Score			Total
	Low	Medium	High	
Rural	7(10)	54(77)	9(13)	70(100)
Urban	2(3)	57(93)	2(3)	61(100)
Total	9(7)	111(85)	11(8)	131(100)

Sources: Primary data

Calculated chi – square value: 6.727 Table value 5% level: 7.815

It is found that calculated chi square is lesser than the table value at 5 percent level, the null hypothesis is accepted and so there is no association between area of residence and satisfaction in usage of E-Governance services.

Gender

H₀: Gender have no association with the level of satisfaction in usage of E-governance services

Table – 4

Gender	Score			Total
	Low	Medium	High	
Male	4(6)	63(86)	6(8)	73(100)
Female	5(7)	48(83)	5(7)	58(100)
Total	9(7)	111(85)	11(8)	131(100)

Sources: Primary data

Calculated chi – square value: 5.18 Table value 5% level : 7.815

It is found that calculated chi square is lesser than the table value at 5 percent level, the null hypothesis is accepted and so there is no association between gender and satisfaction in usage of E-Governance services.

Educational Qualification

H₀: Educational Qualification have no association with the level of satisfaction in usage of E-governance services

Table - 5

Educational Qualification	Score			Total
	Low	Medium	High	
10 th	0(0)	6(100)	0(0)	6(100)
12 th	0(0)	11(100)	0(0)	11(100)
Under Graduate	4(11)	29(83)	2(6)	35(100)
Post Graduate	4(11)	36(75)	8(17)	48(100)
Diploma	1(4)	22(96)	0(0)	23(100)
No Formal education	0(0)	6(86)	1(14)	7(100)
Others	0(0)	1(100)	0(0)	1(100)
Total	9(7)	111(85)	11(8)	131(100)

Sources: Primary data

Calculated chi – square value: 12.451 Table value 5% level: 7.815

It is found that calculated chi square is greater than the table value at 5 percent level, the null hypothesis is rejected and so there exists association between the educational qualification and satisfaction in usage of E-Governance services.

Occupation

H₀: Occupation have no association with the level of satisfaction in usage of E-governance services

Table - 6

Occupation	Score			Total
	Low	Medium	High	
Business	1(4)	24(89)	2(7)	27(100)
Government Employment	3(14)	19(86)	0(0)	22(100)
Private Employment	1(2)	37(90)	3(7)	41(100)
Student	3(10)	23(74)	5(16)	31(100)
Agriculture	1(11)	8(89)	0(0)	9(100)
Others	0(0)	0(0)	1(100)	1(100)
Total	9(7)	111(85)	11(8)	131(100)

Sources: Primary data

Calculated chi – square value: 20.064 Table value 5% level: 18.307

It is found that calculated chi square is greater than the table value at 5 percent level, the null hypothesis is rejected and so there exists association between the occupation and satisfaction in usage of E-Governance services.

Age

H₀: Age have no association with the level of satisfaction in usage of E-governance services

Table - 7

Age	Score			Total
	Low	Medium	High	
Below 20 years	2(11)	15(83)	1(6)	18(100)
20 To 30 years	5(9)	42(78)	7(13)	54(100)
30 to 40 years	1(4)	25(96)	0(0)	26(100)
40 to 50 years	1(5)	19(91)	1(5)	21(100)
Above 50 years	0(0)	10(83)	2(17)	12(100)
Total	9(7)	111(85)	11(8)	131(100)

Sources: Primary data

Calculated chi – square value: 8.028 Table value 5% level : 15.507

It is found that calculated chi square is lesser than the table value at 5 percent level, the null hypothesis is accepted and so there is no association between age and satisfaction in usage of E-Governance services.

Findings of the Study

- Majority of the respondents are from rural area.
- Most of the respondents are male.
- Highest number of respondents are post graduates.
- Greatest number of respondents are working in private sector.
- Main stream of respondents belong to the age group of 20 – 30 years
- Respondents are more or less equally grouped in marital status category.
- Most of the respondents strongly agree that e-governance provide improved delivery, efficient government services and reduce paper work.
- Maximum number of respondents agree that e-governance improves government interactions, efficiency in management and greater convenience.
- Larger category of respondents are neutral towards factors like access to information, corruption and increase in transparency.

- Educational qualification and occupation have an association with the level of satisfaction of respondents in usage of e-governance services as a means of digital transformation process.

Suggestions

- It has been identified that, most of the respondents' educational qualification is post-graduation and there exists association between the educational qualification and level of satisfaction in usage of e-governance services. So enough care to be taken to create awareness among low cadre of people educationally to make them literally aware of using e-governance services through proper digital education.
- Special camps may be conducted to educate the digital literacy.
- Occupation is found to have association with the level of satisfaction and hence other than private sector people should also been motivated to make use of the e-governance services through proper training.
- E-security and trust shall be improvised to increase the usage of e-services and the less satisfactory areas like easy access to information, corruption and transparency may be concentrated more to build a strong faith among the users.

Conclusion

Digitalization is the need of the hour to compete with global economy. Transformation of people of India into digital platform is not going to be an easy task but still a possible one in the long run. The present study result shows the positive and negative areas in usage of e-governance services as a means of digitalization process. The suggestions provided in the present study may be generalised and taken for improving the factors that are lagging behind in digitalization, in turn helps in the development of the nation digitally at global level.

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