A Study On Public Opinion About Businesses In Digital Era With Special Reference To Chennai


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Abstract: Since 1600 the concept of digitalisation has been innovating. It all started back in 1679 when the binary system was found. Then after a series of technological advancements digitalisation saw the light of the world. Various fields depend on digitalisation and businesses are one of them. Even in the upcoming future, there is a lot of scope pertaining to digitalisation. The main objective of the paper is to analyse how effective are the businesses running in the new digitised era and also to examine the various advantages and disadvantages related to digitalisation of the business sector. The sample size of 210 respondents was chosen for the research where data was collected using questionnaires. A convenient sampling method was adopted where the samples were chosen based on convenience and ease of access. From the long analysis, it was found that people think that businesses are highly effective when backed with digitalisation and technology with a hope that it would be even more effective if there is a constant growth in digitalisation. It is finally concluded that digitalisation plays a very important role in various sectors and one of them in the business sector and with many more developments and innovations in it, it is sure that India would reach all the heights of development in the business sector which would boost the economy and act like a boon for the upcoming future.

Keywords: Business, Digitalisation, Advantages, Disadvantages, Effectiveness, Technology

1. Introduction

Since 1600 the concept of digitalisation has been innovating. It all started back in 1679 when the binary system was found. Then after a series of technological advancements digitalisation saw the light of the world. Digitalisation evolved from 1900’s to 2000’s. Now, in the present time, the world cannot function without digitalisation. Various fields depend on digitalisation and businesses are one of them. During the COVID-19, many businesses adhered to the digital world to grow and expand. Even in the upcoming future, there is a lot of scope pertaining to digitalisation. The Government of India is working hard to transform India into a digital country with the help of digitalisation. The government has tried to connect all the parts of the country through the internet so that all can develop and connect with each other. Many programmes like AADHAR, Bharat Broadband Network (BBNL), Centre for Excellence for Internet of Things (COE-IT), Digilocker etc which aid in the technological advancement of the nation. It also gives chances for the small businesses to grow and flourish. Digitalisation in business means the goods and consumer experience is transformed into a digital application for innovations and to develop new products and add quality with new and innovative ideas. Some of the benefits of digitalisation in businesses according to TechTarget.com includes, enhances effectiveness and output, better resource management, more resilience, improved customer engagement, increased responsiveness, greater innovation, increased revenue and is much faster. Some of the disadvantages include security and privacy concerns, more dependency on working technology and less employment opportunities. In the recent years, the field of digitalisation has seen a greater growth in India due to many more factors which are also developing in India. With the growth in E-commerce, online payments, cloud computing, big data analytics, Artificial Intelligence (AI), digitalisation has also demonstrated its increasing demand in all the sectors and we all should embrace the new technologies so that we can be competitive. Other countries when compared to India are much forward in the race of digitalisation. Like, the USA is the most digitally advanced country with a highly developed e-commerce industry, China is like the king of e-commerce and fintech industries and the UK is also well established in the matters of e-commerce industries. On the other hand, India is rapidly catching up and also is making significant progress in linking businesses with the digital world.
2. Objectives

- To find the opinion on whether the businesses would be more effective with the growth in digitalisation.
- To estimate the difference between the level of awareness towards the various advantages of digitalisation in businesses and the different education qualification groups.
- To determine the opinion on the major disadvantage of digitalisation in businesses.
- To know the level of importance towards the need for more guidelines and development to make businesses in the digitised era more effective.

3. Review Of Literature

Suying Gao (2022) researched on the topic, sustainable business model through entrepreneurship. The paper analyses various case studies for the purpose of the research. It was found that innovation, adventure spirit have been seen in digital innovation. Martin Wynn (2022) tried to know about the sustainable strategy for the development of management systems in the digital era. It is a theoretical research which uses secondary sources of data. The paper concluded that IT developed over the last 50 years and is like a challenge which every organisation should overcome. Tatyana Averina (2021) et.al., analysed the need to switch to digitalisation due to the fourth Industrial revolution. The paper presents a structured approach for the modelling of businesses using some theoretical methods of doing research. Sascha Kraus (2021) tried to analyse the current state of digitalisation and its transformation. A systematic analysis of various researches was conducted for the purpose of the research. The paper found many research gaps in many papers. Mohit Sanjay Bansod (2021) tries to analyse the impacts of digitalisation in various aspects. The paper uses various secondary sources of data for the purpose of research. It was found that digital innovation is the heart of every organisation in the present world. Rahul Kumar (2021) analysed the business in the digital era by using artificial intelligence and analytics. The research is both theoretical and empirical in nature. It laid out that there is a need for innovative methods to survive in the rapidly growing digital era. Selma Vaska (2021) tried to study the developments and the impacts of digital transformation and technologies on the business models using the theoretical methods. The paper reveals that the digital transformation is still developing. Sascha Kraus (2021) mapped the evolution of current digital transformation in the field of management and business. The paper analyses 217 articles from some management and business journals. It also proposed a framework on the digital transformation of these fields.

4. Methodology

This Research on Public Opinion on Businesses in the digital era is a descriptive research which attempts to study the characteristics of the group of people. A convenient sampling method was adopted where the samples were chosen based on convenience and ease of access. The sample size was 210 and the sample frame was Chennai. The independent variables collected from the people were age, gender, educational qualification, area of residence and occupation for a better and brief approach to the research. The dependent variables used were opinion towards the effectiveness of digitalisation in sector of business, opinion on whether the businesses would run more effectively with the constant growth of digitalisation, level of awareness towards the various advantages of digitalisation in businesses, opinion on various disadvantages of businesses in digital era and level of importance towards the need for new guidelines and developments for more effective working of businesses in digital era. Some of the tools for analysis in the research are complex charts, correlation, chi-square test, independent sample t-test, and ANOVA.
### 5. Analysis

**Figure 1**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security and privacy issues</td>
<td>10%</td>
</tr>
<tr>
<td>High competition</td>
<td>30%</td>
</tr>
<tr>
<td>Dependency on technology</td>
<td>20%</td>
</tr>
<tr>
<td>Reduced degree of consumer satisfaction</td>
<td>30%</td>
</tr>
</tbody>
</table>

**Legend:** Figure 1 shows the people and their opinion on what is the major disadvantage of digitalisation in businesses in the present times.

**Figure 2**

Rate your opinion towards the effectiveness of digitalisation in the sector of business by age.

**Legend:** Figure 2 shows the age and opinion towards the effectiveness of businesses in the digital era.

**Figure 3**

Do you think even in the upcoming future, businesses can run even more effectively with the constant growth of digitalisation? By Gender

**Legend:** Figure 3 shows the gender and the people's opinion on whether the businesses would run even better with growth in digitalisation.
Figure 4 shows the age and level of importance towards the need for more guidelines to make digitised businesses more effective.

**Table 1**

**Null hypothesis**: There is no significant difference between the level of awareness towards the various advantages of digitalisation in businesses and the different education qualification groups.

**Alternate hypothesis**: There is a significant difference between the level of awareness towards the various advantages of digitalisation in businesses and the different education qualification groups.

**Legend**: Table 1 uses the ANOVA test to find the difference between the educational Qualification groups and the level of awareness of the various advantages of digitalisation in businesses.

### 6. Results

36.67% of the people think that digitalisation causes a very high competition and 31.43% of people think that digitalisation leads to a greater dependence on technology than usual. **(Fig 1)** 30.95% of people who are between 21-30 years of age think that the businesses in the digital era are highly effective. **(Fig 2)** 46.67% of males and 30% of females think that the constant growth in digitalisation would indeed aid in the effective running of businesses. **(Fig 3)** 10% of people aged 21-30 years think that it is very important for more guidelines to improve the efficiency of the digitised businesses. **(Fig 4)** The sig. Value of all the factors is less than 0.05. So, the null hypothesis is rejected. Therefore, there is a significant difference between the level of awareness towards the various advantages of digitalisation in businesses and the different education qualification groups. **(Table 1)**

<table>
<thead>
<tr>
<th>ANOVA</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate your level of awareness towards the various advantages of digital era in businesses. <strong>[increased efficiency]</strong></td>
<td>Between Groups</td>
<td>11,966</td>
<td>4</td>
<td>2,774</td>
<td>5.080</td>
</tr>
<tr>
<td>Rate your level of awareness towards the various advantages of digital era in businesses. <strong>[increased efficiency]</strong></td>
<td>Within Groups</td>
<td>111,933</td>
<td>205</td>
<td>.546</td>
<td></td>
</tr>
<tr>
<td>Rate your level of awareness towards the various advantages of digital era in businesses. <strong>[increased productivity]</strong></td>
<td>Between Groups</td>
<td>77,133</td>
<td>4</td>
<td>19.283</td>
<td>28.754</td>
</tr>
<tr>
<td>Rate your level of awareness towards the various advantages of digital era in businesses. <strong>[increased productivity]</strong></td>
<td>Within Groups</td>
<td>137,481</td>
<td>205</td>
<td>.671</td>
<td></td>
</tr>
<tr>
<td>Rate your level of awareness towards the various advantages of digital era in businesses. <strong>[greater resources required]</strong></td>
<td>Between Groups</td>
<td>37,876</td>
<td>4</td>
<td>9.469</td>
<td>11.478</td>
</tr>
<tr>
<td>Rate your level of awareness towards the various advantages of digital era in businesses. <strong>[greater resources required]</strong></td>
<td>Within Groups</td>
<td>195,119</td>
<td>205</td>
<td>.825</td>
<td></td>
</tr>
<tr>
<td>Rate your level of awareness towards the various advantages of digital era in businesses. <strong>[increased responsiveness]</strong></td>
<td>Between Groups</td>
<td>233,257</td>
<td>4</td>
<td>58.314</td>
<td>81.642</td>
</tr>
<tr>
<td>Rate your level of awareness towards the various advantages of digital era in businesses. <strong>[increased responsiveness]</strong></td>
<td>Within Groups</td>
<td>147,509</td>
<td>205</td>
<td>.720</td>
<td></td>
</tr>
<tr>
<td>Rate your level of awareness towards the various advantages of digital era in businesses. <strong>[faster and better]</strong></td>
<td>Between Groups</td>
<td>5,229</td>
<td>4</td>
<td>1.307</td>
<td>4.500</td>
</tr>
<tr>
<td>Rate your level of awareness towards the various advantages of digital era in businesses. <strong>[faster and better]</strong></td>
<td>Within Groups</td>
<td>59,952</td>
<td>205</td>
<td>.290</td>
<td></td>
</tr>
<tr>
<td>Rate your level of awareness towards the various advantages of digital era in businesses. <strong>[faster and better]</strong></td>
<td>Total</td>
<td>64,791</td>
<td>205</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7. Discussions

With the constant growth in digitalisation, many businesses are shifting their businesses to the digital world. Thus, very high competition. Also, the digital world is wholly based on technology and any fall of technology directly means the end of the digital era. (Fig 1) The digitalisation of the world provides many advantages like it connects people and makes them much closer, also digitalisation has ensured faster services to people which also increases the efficiency of businesses. (Fig 2) As it is known that digitalisation serves much better in various ways and new innovations in it would also ensure that the world steps into a whole new environment where businesses might run even more effectively. (Fig 3) With the new guidelines and measures, the scope of digital businesses would grow and also the existing businesses would improve. (Fig 4) The different education qualification groups have different levels of awareness towards the various advantages of digitalisation in businesses because of the difference in their viewpoints regarding various aspects of work and the behaviour at work. (Table 1)

8. Conclusion

Since 1600 the concept of digitalisation has been innovating. It all started back in 1679 when the binary system was found. Then after a series of technological advancements digitalisation saw the light of the world. Various fields depend on digitalisation and businesses are one of them. Even in the upcoming future, there is a lot of scope pertaining to digitalisation. The main objective of the paper is to analyse how effective are the businesses running in the new digitised era and also to examine the various advantages and disadvantages related to digitalisation of the business sector. The following research also finds whether people think that new developments are needed in this sector or not with regard to digitalisation. From the long analysis, it was found that people think that businesses are highly effective when backed with digitalisation and technology with a hope that it would be even more effective if there is a constant growth in digitalisation. All people irrespective of their age, occupation, area of residence, educational qualification and gender, are almost aware of all the mentioned advantages of digitalisation in businesses. From the highest number of opinions, it is also estimated that high competitions and higher dependence on technology are the disadvantages of digitalisation. People think that there would be more chances of growth and success further if there are even more developments in the sector of digitalisation and technology. So, it is finally concluded that digitalisation plays a very important role in various sectors and one of them in the business sector and with many more developments and innovations in it, it is sure that India would reach all the heights of development in the business sector which would boost the economy and act like a boon for the upcoming future.

References


