

Preference of Using Information And Communication Technology Among E-Entrepreneurs in Digital Marketing

Prof.M.Gangadhar

Department of Commerce, Osmania University, Hyderabad-500 007

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.

I. 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) 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.

- i) 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:

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

V. Scope of this study

The study covers the employment of information and communication technology and the benefits 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

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

TABLE 1.1

PROFILE OF E-ENTREPRENEURS

Particulars	Numbers	Percentage
Age		
Up to 40 years	78	78.00
41 to 46 years	12	12.00
Above 46 years	10	10.00
Gender		
Male	59	59.00
Female	41	41.00

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

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 21 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%) are have experience in e-business between two and six years

Preference of Using Information and Communication Technology Among E-Entrepreneurs Using Chi-Square Test

To examine whether there is any association between age and preference of information and communication technology, chi-square analysis has been applied and the result is presented 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 variable
2	Gender	level of preference	Accepted	There is no association between the variable
3.	Educational qualification level of	level of preference	Rejected	There is a association between the variable

	preference			
4.	Marital Status	level of preference	Accepted	There is no association between the variable
5.	Occupation	Level of preference	Accepted	There is no association between the variable

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 information and communication technology for obtaining information needed, enhancing networking in 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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