

An analysis of ICT usage priorities of subscribers belonging to tribal region for commercial purposes

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ABSTRACT: Digital Communication has been one of the most commonly used mediums of interpersonal communication, it is evident that nowadays the majority of people depend on digital communication, experts have identified many applications of digital communication apart from the basic interaction. Using digital communication for professional benefits is the need of the hour. It is important to understand the pattern of ICT based digital communication between various subscribers in order to identify new possibilities. This study is an effort towards recognizing applicability of digital communication for various subscribers.

KEYWORDS: Digital Communication, Subscribers

I. INTRODUCTION

Digital Communication has been the most popular medium of communication as evidenced since the last few years, it has become a part of day to day life of everyone. Digital communication fulfils the basic needs of society by offering connectivity between people. The study is an effort to find out how digital communication has made an impact on a specific type of subscribers in society, the subscribers who are involved in some kind of profession commonly referred to as professionals.

The researcher has made an effort to find out the pattern of communication of various subscribers and has focused on the changes and effects of digital communication on the interaction of professionals and their priorities of using digital communication such as preferred devices, message types and social media platforms which certainly may help the digital communication application developers to develop a customised digital communication application which will be helpful in bringing the clarity and transparency in commercial communication. The study is useful in delivering the details of how digital communication is used

commercially in order to achieve professional goals and to develop a better customer relationship. The study also focuses on the side effects of digital communication.

II. BACKGROUND OF THE STUDY

Communication between two or more individuals is a backbone of any profession, there may not always be direct communication, due to the geographical barriers. Many times the communication is indirect. The indirect communication is always dependent on a channel of communication, which most of the time is some kind of technology such as telephone or e-mail. Digital communication is one of such channels that has been the part of the day to day communication of everyone. According to a survey by www.statista.com, there were 168.1 million social media users in India, by the year 2022 this number may increase up to 370.77 million which is more than twice in just six years [2]. In the year 2010 the active social media users were just over 34 million [4] considering this rapid growth in the users of digital communication, one has to consider the fact that the smartphone users has increased by a huge amount since 2010 to 2017.

In the year 2015 the smartphone users in India were 199.8 million which increased to 299.24 million in 2017[2]. There has been a dramatic increase in the smartphone users on a regular basis making digital communication within the reach of a common man. The instant messaging based digital communication like WhatsApp, hike and WeChat are more popular among the users.

During the starting years of the emergence of digital communication it was just taken as a medium of entertainment and message exchanging system, website based digital communication like Orkut and Facebook initially could only offer

limited features like sending a message and text chatting[3], later on many platforms started allowing the users to interchange not only text but also multimedia like audio, video and images making it a better place to hang out, these features attracted more and more users, especially the youth towards the digital communication and people started taking digital communication seriously. Today digital communication is offering features like live video conferencing, document sharing, geographical location sharing and online shopping [4]. Due to this rapid growth of digital communication there was a need to find out how wide the scope of digital communication is extended, especially for the welfare of the society, can the responsible citizen of society like medical practitioners and lawyers make most of the digital communication? Can the business professionals deliver the quality to the customers through digital communication? How do professionals use digital communication? What are their priorities and preferences while selecting a digital communication? Those were the questions that required an answer to be given.

III. RESEARCH DESIGN

The research is based on the primary data collected from the urban area of the North Maharashtra region. A simple random sampling method has been applied with a sample size of 60. The selected subscribers are lawyers, medical practitioners, civil engineers, retailers, cloth merchants and grocery store owners. The subscribers were provided the structured questionnaire based on three sections,

1. Personal Information
2. Communication Preferences
3. Digital Communication Usage

A questionnaire consisting of 45 questions over all, based on five point Likert scale questions. The questionnaires were designed both in the form of printed material and electronic. The samples are coded and computerised using a statistical package called IBM SPSS and MS-Excel. The analysis of the data is done using various methods of analysis such as frequency analysis and graphical representation methods. The hypotheses are tested using the inferential statistical test ANOVA [2]. The objectives of the research are verified using descriptive statistical methods.

IV. OBJECTIVES AND HYPOTHESES OF THE STUDY

Objectives:

The research is aimed to study the impact of digital communication on interpersonal communication of

subscribers for commercial purposes, there are some objectives of the research that are enlisted below,

- 1.To Study user priorities for selection of ICT for digital communication.

Hypothesis:

H0: Smartphone is not the most preferred ICT tool for digital communication as compared to desktop pcs, laptops and tablets

V. SCOPE AND LIMITATIONS OF THE STUDY

Scope of the study:

The study is intended to find the ICT based digital communication preferences of various subscribers using digital communication, the aim of the study is focused around various subscribers, however the other members of the society like employees, students or housewives haven't been considered for the study. The study is focused on the urban area of North Maharashtra.

The data collected through the research is based on the questions which are framed around the specific professions of subscribers, hence the findings of the study are purely applicable to the selected professionals.

Limitations of the study:

1.Only six digital communication platforms are considered for study, which are WhatsApp, Facebook, LinkedIn, YouTube, Twitter and Google+.

2.The Research is limited to selected subscribers which are lawyers, Medical Practitioners, Civil Engineers, Electronic retailers, Cloth Merchants and Grocery Store retailers.

VI. ANALYSIS AND INTERPRETATION OF DATA

H1: Smartphones are the most preferred ICT tool for digital communication as compared to desktop PCs, laptops and tablets.

H0: Smartphones are not the most preferred ICT tool for digital communication as compared to desktop PCs, laptops and tablets.

Table 6.1 shows the results of statistical test ANOVA applied on the sample data about the user preferences, the data is collected in the form of Likert type scale where the fields are coded as, Smartphone = 1, Tablet = 2, Desktop = 3, Laptop = 4, No Response = 5.

Responses					
	Sum Squares	df	Mean Square	F	Sig.
Between Groups	22945.017	3	7648.339	186.760	.000
Within Groups	819.057	20	40.953		
Total	23764.073	23			

(Table 6.1 showing Result of ANOVA)

Table 6.2 shows the results obtained from the Tukey post hoc test. ANOVA test results in the overall difference between groups but it does result in which specific groups have differed, therefore the

post hoc tests are used as the post hoc tests are run to confirm where the differences occurred between groups.

Dependent Variable: Response Percentage						
(I) Preferred Device	(J) Preferred Device	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Smartphone	Tablet	72.38333*	3.69472	.000	62.0421	82.7246
	Laptop	72.23333*	3.69472	.000	61.8921	82.5746
	Desktop	69.45000*	3.69472	.000	59.1087	79.7913
Tablet	Smartphone	-72.38333*	3.69472	.000	-82.7246	-62.0421
	Laptop	-.15000	3.69472	1.000	-10.4913	10.1913
	Desktop	-2.93333	3.69472	.856	-13.2746	7.4079
Laptop	Smartphone	-72.23333*	3.69472	.000	-82.5746	-61.8921
	Tablet	.15000	3.69472	1.000	-10.1913	10.4913
	Desktop	-2.78333	3.69472	.874	-13.1246	7.5579
Desktop	Smartphone	-69.45000*	3.69472	.000	-79.7913	-59.1087
	Tablet	2.93333	3.69472	.856	-7.4079	13.2746
	Laptop	2.78333	3.69472	.874	-7.5579	13.1246

*. The mean difference is significant at the 0.05 level.

(Table 6.2 Result of multiple comparisons, Tukey HSD based on Table 6.1)

Based on the result of table 6.2 it is seen that the p-value based on various comparisons is above 0.05 for all comparisons, except the smartphone, however, when Smartphone is compared with all other devices the p-value is 0.000, therefore. P-value<0.05 significance level.

Since there is a significant difference of preferences between smartphones and other devices, the alternative hypothesis, **“Smartphones are the most preferred media for the use of ICT based digital communication as compared to desktop PCs, laptops and tablets”** has been accepted.

VII. FINDING AND CONCLUSION

Findings:

- 1.63.4% subscribers prefer instant messenger digital communication like WhatsApp for communication.
- 2.90% subscribers prefer direct communication over indirect communication.
- 3.Mobile phone is the most preferred electronic device for digital communication by digital subscribers over Laptop, Desktop and Tablet

Conclusion:

Based on the analysed data of the objective, it is concluded that digital communication has not only been the source of communication for the digital subscribers, but it is a way to grow and progress their professional growth. A large number of digital subscribers use digital communication for the benefit of their profession or business. Digital communication holds an important place in achieving professional goals as the majority of digital subscribers consider it important.

Digital communication has certainly made an impact on each element of society by offering a new way of communication. Ever Since mobile phones and the internet has been within the reach of a common man, digital communication has become more and more popular in the country [5]. The digital subscribers from various fields are no different, they have started using digital communication for their day to day business communication which has made a drastic change in the way digital subscribers are interacting with each other nowadays.

Based on the data analysis a large number of respondents approximately 90% respondents surprisingly favour direct communication over indirect communication methods like telephone, digital communication, email or video conferencing, this gives an idea about the approach of digital subscribers the a major number of digital

subscribers in North Maharashtra region prefer direct communication over indirect communication, which overall indicates a strong conclusion that digital communication requires a technological and security improvement in order to be used by professional purpose

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