



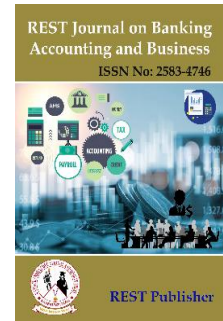
REST Journal on Banking, Accounting and Business

Vol: 2(1), March 2023

REST Publisher; ISSN: 2583 4746

Website: <http://restpublisher.com/journals/jbab/>

DOI: <https://doi.org/10.46632/jbab/2/1/2>



A Study on Digital Technology Usage in Business with Special Reference to Dharmapuri District

S. Sekar

Government Arts College, Dharmapuri, Tamil Nadu, India

*Corresponding Author Email: ssekar5175@gmail.com

Abstract: Business drives economic activity around the world. A consequence of the growing role of digital technology is the major transformation of how businesses across industries, in and outside the digital economy develop, produce, and market their goods and services. The main aim of this paper is to find the Several Digital Platforms which are used in developing business in Dharmapuri District and also analyse the problem faced by the businessman to adopt the digital technology. Dharmapuri district is known for its mango, tamarind, pulse, silk reeling, silk twisting, rice milling, manufacturing of readymade garments, power looms, sugarcane crushing and caco on production. Rice mills and sago companies, as well as many other industries are eager to produce energy food for people of all ages, have a lot of potential. In those five enterprises, 200 business people are selected as sample unit and size of this study by using stratified random method. This research paper is fully descriptive in nature. Primary data is collected via well-structured questionnaire; it consists of three parts like demographical factors of respondents, usage of digital technology and problem faced by the business people in digital technology in Dharmapuri District. Secondary data is collected via Annual reports, journals, magazines, books and newspapers. Percentage Analysis, Weighted average method and Kursal Wallis test were used to analyse the collected data. Findings of the study revealed that there is a significant relationship between the investment made by the business people and usage of digital technologies in business.

Key words: Digital Technology, Usage and Problems.

1. INTRODUCTION

Technology is used by digital organisations to produce new value in their business models, consumer experiences, and internal capabilities that support their core operations. The concept encompasses both digital-only brands and established players who are using digital technologies to transform their businesses. The term "Plat firms" was recently used to describe businesses that bring together producers and customers in high-value trades. Companies operate as middlemen, creating and managing an aggregation platform for similar goods and services. They primarily work on websites or mobile applications, and their value has skyrocketed in recent years, along with their number. Information and interactions are their most valuable assets, as well as the source of their value creation and competitive advantage. The fast expansion of digital and mobile technology has enabled a noticeable surge in web-based services with the common trait of connecting demand and supply for a specific purpose in recent years. The emergence of companies-platform, specifically new digitally-enabled business models, is emerging as one of the most compelling at a global level among the many and deep changes brought about by the Digital and Social transformation. Digital platforms provide value to everyone within the ecosystem of the platform while turning a profit for the organisation that created and maintains it through various business models, such as: Advertising, Subscriptions, Pay as you go and any combination of these and other profit-turning methods.

2. REVIEW OF LITERATURE

The Harvard Business Review is a publication published by Harvard University (2016), A business-platform is a hardware- and software-based architecture that acts as an aggregator (hub), organising resources, transactions, and relationships between individuals and various factors such as consumers-users, professionals, businesses, institutions, business partners, and so on to co-create value in an ecosystem with network effects. Another feature of a Platform is that both assets and output value have moved outside of the organisation and are derived from the ability to organise interactions among ecosystem actors. This orchestration necessitates new leadership styles, storytelling techniques,

business disruption strategies, and service logics, all while remaining in constant contact with consumers thanks to ubiquitous gadgets. Dufva et al. (2017) provide some examples of successful platforms like Airbnb and Uber. The platform economy is defined as "the value generation system comprised of platforms" in their work. Existing research on the subject looks at the platform economy as more than just an infrastructure that connects users and producers. Platforms can make better use of resources and generate value thanks to network effects. Indeed, network effects (demand-side economies of scale) begin to kick in when new users join a platform, as they contribute value to all other users on the platform. Arvind Rangaswamy, et al., (2020), "The Role of Marketing in Digital Business Platforms", DBPs like eBay, Google, and Uber Technologies have had tremendous development; this article examines their key characteristics, the role of marketing in helping DBPs flourish, and relevant research areas for theory and practise. The role and impact of marketing in DBPs are outlined in a novel conceptual framework based on findings from transaction cost analysis. Marketing's role is to enhance the number and quality of interactions on a DBP while lowering user transaction costs and DPB production costs. The interactions of the DBPs, as well as the data generated as a result, are critical enablers of value generation and appropriation on these platforms. However, because DBPs serve to a wide range of users' needs, there are various hurdles to overcome in terms of value generation and value appropriation. As a result, DBPs must carefully coordinate and manage interactions between users on opposite sides of a platform. There are numerous chances for researchers to rethink some of marketing's traditional duties in the context of DBPs.

3. STATEMENT OF THE PROBLEM

A digital platform can be considered of as the sum total of a place where producers and consumers can exchange information, goods, or services, as well as the community that interacts with this platform. It's critical to recognise that the community is a critical component of the digital platform; without it, the platform has very little intrinsic value. Thus, this study need to analysis the Digital Platforms which are used in developing business in Dharmapur idistrict and also analyse the problem faced by the businessman to adopt the digital platforms.

4. OBJECTIVES OF THE STUDY

- To analysis the demographical profile of the businessmen in Dharmapuri district
- To examine the respondent's level of usage on digital platforms in their business.
- To investigate the problems faced by the business people in using digital Platforms

5. HYPOTHESIS OF THE STUDY

Ho1: There is no significant relationship between the Investment in business and level of usage on digital platforms in their business.

Ho2: There is no significant relationship between the experience in business and problems faced by the business people in using digital Platforms

6. RESEARCH DESIGN

The study is based on both primary and secondary data. A descriptive study was undertaken. On the basis of the Stratified Random Sampling Method, primary data was obtained from 200business people in Dharmapuri district. A well- structured questionnaire is used to collect the data. Secondary data is collected via Annual reports, journals, magazines, books and newspapers. Percentage Analysis, Weighted average method and Kruskal Wallis test were used to analyse the collected data.

7. RESULTS AND DISCUSSION

Demographical profile of the Respondents: The present study confines the Demographical profile of 200 respondents are Gender, Age, Educational Qualification, Monthly Income, Type of Business, Business Experience, and Investment in Business. Parameters, frequency and their percentage of different variables are tabulated as under in table 1.

TABLE 1. Demographical Profile of the Respondents

S. No	Variables	Parameters	Frequency	Percentage (%)
1.	Gender	Male	116	58.0
		Female	84	42.0
		Total	200	100
2.	Age	21-30	24	12.0
		31-40	82	41.0
		41-50	66	33.0

		Above 50	28	14.0
		Total	200	100
3.	Education	Illiterate	04	2.0
		Primary level	09	4.5
		High school	24	12.0
		Graduate	116	58.0
		Post graduate	47	23.5
		Total	200	100
4.	Monthly Income	Up to 20000	57	28.5
		20000-30000	92	46.0
		30000-40000	32	16.0
		40000- 50000	15	7.5
		Above 50000	04	2.0
		Total	200	100
5.	Type of Business	Textile Shop	29	14.5
		Dairy Shop	15	7.5
		Super Market	98	49.0
		Beauty Parlor	38	19.0
		Hotels	20	10.0
		Total	200	100
4.	Business Experience(in Years)	0 – 5 Years	26	13.0
		6 – 10 Years	51	25.5
		11 – 15 Years	63	31.5
		Above 15 Years	60	30.0
		Total	200	100
5.	Investment in Business (Rs)	Below 10 Lakh	62	31.0
		10- 20 lakh	42	21.0
		20 lakh- 30 lakh	34	17.0
		30 lakh- 40 lakh	38	19.0
		40 lakh- 50 lakh	15	07.5
		Above 50 lakh	09	04.5
Total	200	100		

Sources: Primary data

The above table-1 reveals that Male respondents (58.0%) are higher than Female respondents. Majority of the respondents are in the Age group of 31- 40 (41.0%). Most of the respondents are Graduated (58.0%) as compared to other educational groups. Majority of the respondent's monthly Income fall under Rs. 20,000–Rs. 30,000 (46.0%). Majority of the respondents are having Super Market (49.0%). Majority of the respondents have 11-15 Years of experience (31.5%). Most of the respondents have invested below 10 Lakh (31.0%) in their business. Level of usage on digital platforms: Table -2 shows the different Digital platforms and their level of usages.

TABLE 2. Level of usage on digital platforms

Digital platforms	Highly Used	Used	Not Used	Total Score	Mean/ Rank
Social media platforms	114 (342)	42 (84)	44(44)	470	2.350 - I
Knowledge platforms	61(183)	41(82)	98(98)	363	1.815 – III
Media sharing platforms	34(102)	54(108)	112(112)	322	1.610- IV
Service-oriented platforms	95(285)	63(126)	42(42)	453	2.265 - II

Sources: Primary data

Table - 2 shows that majority of the respondents having high level of usage on Social media platforms (mean score 2.350). Followed by Service-oriented platforms (mean score 2.265), Knowledge platforms (mean score 1.815) and Media sharing platforms (mean score 1.610) are getting subsequent mean scores in level of usage of Digital Platforms in Dharmapuri District. Relationship between the Investment of businessmen and level of usage on digital platforms in their business (Kruskal Wallis Test): Table -3 shows the results of Kruskalwall is test with regard to investment of businessmen and level of usage on digital platforms in their business in Dharmapuri District.

TABLE 3. Relationship between Investment and level of usage on digital platforms in their business – Result of Kruskal Wallis test

Particulars	Level of Respondents
Calculated Value	31.237
H -value	0.0321
Significant level	5%
Ho	Rejected
Inference	Significant

Source: Computed Data

The above Table 3 shows that the H value (0.0321) is less than the 0.05. Therefore the null hypothesis is rejected. Hence, there is a significant relationship between the Investment of businessmen and level of usage on digital platforms in their business. Problems faced by the business people in using digital Platforms: Table – 4 explains the Problems faced by the business people in using digital Platforms

TABLE 4. Problems faced by the business people in using digital Platforms

Problems	Highly Agree	Agree	Moderate	Dis agree	Highly Dis agree	Total Score	Mean/ Rank
Lack of Change Management Strategy	290 (58)	200 (50)	84 (28)	68 (34)	30 (30)	672 (200)	3.360 VI
Complex Software & Technology	390(78)	248(62)	45(15)	50(25)	20(20)	753(200)	3.765 I
Driving Adoption of New Tools & Processes	340 (68)	264(66)	48 (16)	58 (29)	21 (21)	731 (200)	3.655 III
Continuous Evolution of Customer Needs	240 (48)	288 (72)	75 (25)	70 (35)	20 (20)	693 (200)	3.465 V
Lack of a Digital Transformation Strategy	330 (66)	228 (57)	96 (32)	52 (26)	19 (19)	725 (200)	3.625 IV
Security Concerns	380 (76)	236 (59)	60 (20)	48 (24)	21 (21)	745 (200)	3.725 II

Sources: Computed Data

Table – 4 showed that ‘Complex Software & Technology’ got high mean and first rank in Problems faced by the business people in using digital Platforms. ‘Security Concerns’ got second mean score and rank and ‘Driving Adoption of New Tools & Processes’ got third mean score and rank in Problems faced by the business people in using digital Platforms. Relationship between the experience in business and problems faced by the business people in using digital Platforms: Table -5 shows the results of Kruskal Wallis test with regard to experience of businessmen and problems faced by the business people in using digital Platforms in Dharmapuri District.

TABLE 5. Relationship between the experience in business and problems faced by the business people in using digital Platforms–
Result of Kruskal Wallis test

Particulars	Level of Respondents
Calculated Value	11.368
H -value	0.232
Significant level	5%
Ho	Accepted
Inference	Not Significant

Source: Computed Data

The above Table 5 shows that the H value (0.232) is greater than the 0.05. Therefore the null hypothesis is accepted. Hence, there is no significant Relationship between the experience in business and problems faced by the business people in using digital Platforms.

8. RECOMMENDATION

In order to penetrate the online market, a Digital Platform approach focuses on allowing one group of players to benefit from the presence or activity of others. Clients are typically thought to be able to decide on their own whether or not they want to pay for a service or product. Platforms, on the other hand, can defy this premise because a user segment's involvement on the platform is reliant on their decisions. Developing a business platform strategy necessitates the use of slightly different solutions to assist entrepreneurs and managers in creating and capturing value. A platform approach focuses on allowing one section of participants to profit from the presence or involvement of others in order to break into the online market. Clients are traditionally assumed to be able to determine their desire to pay for a service or product on their own.

9. CONCLUSION

A successful digital platform accomplishes two fundamental goals: Exchanges of products, services, or information are made easier. Utilizes the community to give greater value to all members of the ecosystem. The construction of a digital platform is a tangible aim to seek through digital transformation. Digital transformations look different for each firm because each organization has various goals in mind. While there are plenty of digital platforms to choose from, there is still potential for innovation and niche services that keep consumers waiting for the day when their demands are met.

REFERENCE

- [1]. Arvind Rangaswamy, Nicole Mochb, Claudio Feltenc, Gerrit van Bruggend, JaapE.Wieringae and JochenWirtz (2020), "The Role of Marketing in Digital Business Platforms", *Journal of Interactive Marketing* 51, pp-72–90
- [2]. Dara, S. (2016). Effectiveness of digital marketing strategies. *International Journal for Innovative Research in Multi Disciplinary Field*, 2(12), 290-293.
- [3]. Oberg, C., Shams, T., and Asnafi, N. (2018), "Additive Manufacturing and Business Models: Current Knowledge and Missing Perspectives", *Technology Innovation Management Review*, Vol. 8, No. 6, pp. 15-33.
- [4]. Sedera, D., Lokuge, S., Grover, V., Sarker, S., and Sarker, S. (2016), "Innovating with enterprise systems and digital platforms: A contingent resource-based theory view", *Information & Management*, Vol. 53, No. 3, pp. 366-379.
- [5]. West, S., Gaiardelli, P., and Rapaccini, M. (2018), "Exploring technology-driven service innovation in manufacturing firms through the lens of Service Dominant logic", *IFAC-PapersOnLine*, Vol. 51, No. 11, pp. 1317–1322.