

LEVEL OF AWARENESS AND PERCEPTION ON E-GOVERNANCE SERVICES-A STUDY WITH SPECIAL REFERENCE TO PEOPLE RESIDING IN ALAPPUZHA DISTRICT

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Abstract

In this competitive world, as everything is available at one's door step, people who wish to avail the needed governmental services, look for that kind of support that will be available at their easier reach. As a result, E-governance services implemented by the Central government as well the state government have a greater role in satisfying the citizens of our country. Due to the vast introduction of E-governance facilities across the nation, it is also imperative to understand the awareness upon such services to the common people and to the extent of satisfaction derived from those services. Perception level of people towards these kinds services also value importance in knowing the effectiveness of such services through various outlets such as Akshaya centers and other customer-oriented centers although out our state.

Keywords:- E-governance Services, People Oriented, Imperative, Awareness, Perception

From the past several decades, the world has been witnessing a series of changes in the information technology in various sectors, fields etc. that made the life of people worldwide more comfortable and easy to live in. Information technology has turned out be an inevitable mechanism in common

man's life. Several advancements in IT sector has brought significant transformations to the manner by which organisations and business houses deliver their products and services to its customers throughout the world. Similarly in India also, such influence in information technology has brought drastic changes in the provision of needful services to the

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people. As a result several facilities has been implemented at the door step of common man, so that it enables them to access it without any difficulty.

These kinds of initiatives when implemented can lead to lots of advantages to the users like, it helps to bring down the transaction costs, cost incurred in travelling to offices, faster processing and easy feedback and finally faster remedial measures of the problem cited etc. These online services have reached millions of people belonging to these sections of society. It helps to improve access to information and services because these have provided economic and social development opportunity, facilitated participation and communication in policy and decision making and empowered the weakest groups.

Significance of the Study

The study focuses on finding out the awareness level of the society about the various services implemented by the government and the attitudes of people towards such services. How it is beneficial to the common man is also a theme of study. This study also examines the satisfaction of citizens about e-governance services provided by the government.

Statement of the Problem

By the introduction of latest technologies in the information field, services are now made online that facilitates the common man to reach out their needed services at their door step. By making use of these facilities, people can enjoy the fruitfulness of having their needs satisfied without any difficulty. But

it is pathetic to understand that lot many people are still not aware of these facilities provided by our government. A study is found relevant to know the extent to which people are aware of these facilities and their perception and satisfaction towards these services. So this study entitled “Level of awareness and perception on e-governance services – a study with special reference to people residing in Alappuzha district” is intended to find out such aspects for the common benefit of the society.

Scope of the Study

The study which aims to find out the awareness level of people about the various facilities and their perception towards such services limited to the people residing in Alappuzha district.

Objectives of the Study

- To analyze the awareness level of people upon e-governance services.
- To study the level of satisfaction of people upon these services.
- To find out the perception of people towards the e-governance services.

Hypothesis

1. H0: There is no significant influence of educational qualification of respondents upon the level of customer satisfaction.

H1: There is significant influence of educational qualification of respondents upon the level of customer satisfaction.

2. H0: There is no significant influence of age of respondents upon the source of awareness.

H1: There is significant influence age of respondents upon the source of awareness.

Methodology

Source of data: Data have been taken from primary sources and various secondary sources including journals, books, study reports, research journals, websites etc

Sampling: Simple random sampling technique was adopted for the study.

Population: Population comprises of people residing in Alappuzha district.

Sample: A sample of 100 respondents was taken for the study.

Tools used: Percentage, Chi-square test are the tools used for the study.

Review of Literature

Over the past several years, numerous studies have been conducted on various aspects and issues related to the services provided by both government and private agencies. This article focuses on studies specifically related to the facilities offered.

Alomari (2014) has investigated the impact of word of mouth (WOM), favoritism and resistance to change one-government adoption in Jordan. The study highlights the importance of considering the social cohesion of the Jordanian community when exploring factors related to e-government adoption.

V.S. Benivaland Kapilsikka, (2013) this article highlights about future prospectus and challenges in India. Besides, what initiatives taken by the government discussed as well. It includes that India still lagging behind in properly

utilizing ICT for delivering government services.

Alryalat et al. (2013), investigate the constructs of (UTAUT) along with trust and security to study their influence on behavioral intention to use e-government systems among Jordanians. Their analysis shows that trust, perceived security, facilitating conditions and social influence have a positive and significant influence on behavioral intention to use the system.

Poonam Priyanka P and P. Verma (2014) throw light on e-governance in various states of India and it includes challenges, failure of e-governance projects, solution for good governance etc. It also discussed the targets sets out for e-governance under twelve five year plan.

Meaning of E-Governance

E-governance or Electronic governance is a contemporary way of facilitating the citizens of a country to make avail of governmental services at their door step through the application of Information and Communication Technology (ICT). Through this facility, services offered by the government, information sharing, communication transactions and integration of various stand-alone systems between Government to Citizen (G2C), Government to Business (G2B), Government to Employees (G2E) as well as back-office processes and interactions within the entire government framework can easily be effected upon by the people. A large number of such programs affecting all walks of life of citizens are being implemented in Kerala. It includes Akshaya Project, FRIENDS, SWAN,

SPARK, KISSAN, E-Filing of Commercial Tax Returns, E-Krishi etc.

Data Analysis and Interpretation

All respondents are already aware of these services, but 25 per cent of them have high level of awareness on these facilities provided by the government, 55 per cent of the respondents are aware and 20 per cent have only partial awareness on these services.

It is clear from the table 2 that 39 per cent of the respondents have got awareness on these kind of services from social media, as its usage is widely more reflected among today’s community. 17 per cent got awareness from newspaper, 15 per cent got the information from their friends and relatives and 22 per cent of

the respondents got it from official websites.

The table 3 shows the familiarity of the respondents towards the types of services they are being availed at their door step. A good number of respondents (56 per cent) are very much familiar to apply various online certificates while 44 per cent are familiar with e-payment facilities and 28 per cent resort to ration card facilities offered through these systems.

From the table 4 it is revealed that 48 per cent of the respondents are of the opinion that introduction of such services through Akshaya and other related centres, need to go to Government office is highly reduced and 13 per cent comments neutrally and 7 per cent do not have such opinion.

Table 1
Awareness on E-governance Services

Response	Number of Respondents	Percentage
Highly aware	25	25
Aware	55	55
Partially aware	20	20
Not Aware	0	0
Total	100	100

Source: Primary data

Table 2
Source of Awareness

Source	Number of Respondents	Percentage
Newspaper	17	17
Social Media	39	39
Radio/Television	7	7
Friends/Relatives	15	15
Government Websites	22	22
Total	100	100

Source: Primary data

It is found from the table 5 that 52 per cent respondents are highly satisfied with such e-governance facilities and their perception level is also high. 32 per cent

are satisfied while only 3 per cent are dissatisfied with the provision of such services offered by the government.

Table 3
Familiarity of Services

Services	Number of Respondents	Percentage
E-Payment	44	44
Online Certificates	56	56
Aadhar enrolment& related services	37	37
e-Grants	44	44
Ration card services	28	28
Filing TDS return	7	7
PAN card	22	22
Other Services	19	19

Source: Primary data

Table 4
Reduces Unnecessary Visits to Government Offices

Response	Number of respondents	Percentage
Strongly Agree	48	48
Agree	30	30
Neutral	13	13
Disagree	7	7
Strongly disagree	2	2
Total	100	100

Source: Primary data

Table 5
Overall Satisfaction

Response	Number of Respondents	Percentage
Highly satisfied	52	52
Satisfied	32	32
Neutral	12	12
Dissatisfied	3	3
Highly dissatisfied	1	1
Total	100	100

Source: Primary data

HYPOTHESIS TESTING USING
CHI-SQUARE ANALYSIS

TEST: 1

H0: There is no significant influence of educational qualification upon the level of customer satisfaction.

H1: There is significant influence of educational qualification upon the level of customer satisfaction.

Table 6
Customer Satisfaction on the basis of Educational Qualification

Level	S.S.L.C	HSE	Graduate	Post Graduate	Others	Total
Highly satisfied	5	5	20	18	4	52
Satisfied	8	4	10	8	2	32
Neutral	0	7	5	0	0	12
Dissatisfied	1	0	2	0	0	3
Highly dissatisfied	0	0	0	0	1	1
Total	14	16	37	26	7	100

Source: Primary data

Calculation

OBSERVATIONS	EXPECTED VALUE	(O-E) ² /E
5	7.28	0.71
5	8.32	1.32
20	19.24	0.03
18	13.52	1.48
4	3.64	0.03
8	4.48	2.76
4	5.12	0.24
10	11.84	0.28
8	8.32	0.01
2	2.24	0.02
0	1.68	1.68
7	1.92	13.44
5	4.44	0.07
0	3.12	3.12
0	0.84	0.84
1	0.42	0.80
0	0.48	0.48
2	1.11	0.71
0	0.78	0.78
0	0.21	0.21
0	0.14	0.14
0	0.16	0.16
0	0.37	0.37
0	0.26	0.26
1	0.07	12.35

Calculated value = 42.29 Degree of freedom=(r-1)(c-1)

=(5-1) (5-1) = 4x 4 = 16 Table value= 26.296

Here, the calculated value is greater than table value. So we reject the *null hypothesis* and accept *alternate hypothesis*.

TEST-2

H0: There is no significant influence of age upon the source of awareness of E-governance services.

H1: There is significant influence of age upon the source of awareness of E-governance services.

Table 7

Source of Awareness of E-governance Services on the basis of Age

	Below 25	25-40	40-55	Above 55	Total
Newspaper	2	5	7	3	17
Social media	25	10	4	0	39
Radio/Television	0	2	3	2	7
Friends/Relatives	15	0	0	0	15
Government websites	3	16	3	0	22
Total	45	33	17	5	100

Source: Primary data

Calculation:

OBSERVATIONS	EXPECTEDVALUE	(O-E) ² /E
2	7.65	4.17
5	5.61	0.06
7	2.87	5.94
3	0.85	5.43
25	17.55	3.16
10	12.87	0.64
4	6.63	1.04
0	1.95	1.95
0	3.15	3.15
2	2.31	0.04
3	1.19	2.75
2	0.35	7.77
15	6.75	10.08
0	4.95	4.95
0	2.55	2.55
0	0.75	0.75
3	9.90	4.80
16	7.26	10.52
3	3.74	0.14
0	1.10	1.1

Calculated value = 70.99 Degree of freedom= (r-1) (c-1)

= (5-1) (4-1) = 4 x 3 = 12 Table value= 21.026

Calculated value is greater than table value. So, we reject the *null hypothesis* and accept *alternate hypothesis*.

Findings

- Out of the 100 respondents, most of the respondents are females.
- Most of the respondents that is; 45 per cent comes under the age group below 25.
- Among 100 respondents, most of them were graduates.
- Majority of the respondents were aware about e-governance services, the major source of awareness to the public are through social media.
- 44 per cent of respondents are most familiar with electronic payments and electronic grants.
- Most of the respondents responded that e-governance reduces unnecessary visits in government offices and thereby reduces the work burden of government officials.
- Most of the respondents visit common service centres occasionally for satisfying various needs.
- Among 100 samples 98 per cent of them stated that they recommend others to use e- government portal.
- Majority of the respondents were not satisfied upon the technical quality of e- government portal.
- The majority of consumers of e-governance services are unaware of the necessary steps to obtain benefits, which is their main issue.
- Most of the respondents opined that e-governance avoided the possibilities of discrimination among people.
- Majority of the respondents were satisfied upon the overall cost of service

- 65 per cent of the respondents were not satisfied upon the technical quality of E-governance portal
- Majority of the respondents were unaware of the necessary steps to obtain benefits through the e-governance portal which is their main issue.

Hypotheses – Findings

From the study conducted using chi-square analysis, following findings are derived upon

- As the alternate hypothesis is accepted as per the analysis conducted, it can be finally concluded that there is significant influence of educational qualification upon the level of customer satisfaction.
- As the alternate hypothesis is accepted as per the analysis conducted, it can be finally concluded that there is significant influence of age upon the source of awareness of E-governance facilities among the people residing in Alappuzha district.

Suggestions

- The government should always try to offer e-governance services equitably and transparently.
- Much effort must be taken from the part of officials to widen the reachability of these services even to the remotest areas of our country.
- No Discrimination among the public regarding the applicability to be taken care of.
- The public should be well informed by the Government about such services.
- The technological caliber of the e-government portal should be

raised by implementing centralized software.

- Describe the documents that are necessary for the purpose in order to prevent service delays.
- The officials can conduct several awareness measures such as they can publish articles and advertisements in local newspapers and magazines.
- Create public service announcements and telecast them on local channels.
- Social media platforms such as facebook, Twitter, Instagram, Whatsapp etc. can be used to share information and updates.
- Online advertising can also be resorted to give awareness to some target audiences.
- Mobile applications can be made possible for the wide publicity and awareness on E-governance services among the local people.
- Another measure that can be adopted by the government for the broad awareness on E-governance services is that to integrate the E-governance into school curriculum.
- Conduct of regular awareness campaigns in schools, Colleges and universities and in public spaces will

be a great step for bringing awareness on such aspects among the people.

Conclusion

E-governance services implemented by the government through the various outlets in different parts of the country and state are really a blessing to the people who wish to access to such services at their door step. It is the best solution to the problem of easy and timely resolution of various issues caused to the public at large. The government must look into the wider reachability of such services to every part of our country, so that the affected people can make larger use of such useful services as and when they need. It actually acts as a boon to the people as they do not need to wait for getting their problems resolved that may have otherwise caused due to the slow delivery of services by the government departments. It also provides the time-bound delivery of service, transparency in the work, cost effective delivery of service for both government and citizens. By solving the current problems, the effectiveness of services provided by government increases and thereby public can easily get access to various services. Government can manage its resources better by understanding the needs and making decisions based on intelligent analysis, it can create a sustainable environment to our citizens.

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