



## A STUDY ON IMPACT OF PANDEMIC ON DIGITAL USAGE AMONG WORKING WOMEN IN THE CITY OF BENGALURU.

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### **Abstract**

*Women empowerment plays crucial role in the overall development of a society and also positively impacts the daily lives of women. In a male dominated world of IT women are considered to be less sensitive towards the usage of technology. Women need a positive attitude and motivation towards digital technology as well as digital competency to use this technology.*

*This paper aims to understand the various changes taking place in the Z generation, digital era and wide ranges of opportunities available in a digital platform. And how these challenges will be accepted by women to make themselves competent enough. This study even helps to know how Women utilise digital and information technology in Bengaluru city. Digital technologies have huge potential to act as development enablers for women, as they bring new social, political and economic opportunities. Women face higher barriers when it comes to initial access, affordability of digital services and use of ICT. Particularly, lower levels of technical and digital literacy skills as well as lower confidence impact women's access to, and use of, ICT.*

*The study also helps us to identify the factors affecting the digital usage among women. It is observed that the pandemic has changed the way people live their lives and how technology has become popular across the globe. It is also found that young women are more open to digital technology and are more willing to use these technologies.*

**Key words:** *ICT, Digital technology , Z generation, IT.*

### **Introduction**

The aim of this paper is to study and understand the benefits of “Computers/Digitization” and its uses to “Women” in today’s Digital India.

To begin with let us ask “What is Digitization?” The answer would be “Conversion of any data in print into a digital form that can be processed by a computer is Digitization.” The subsequent question would be “What is so great about it as the data is already available in print?” The answer to this question would be “Digitization helps in processing, storing, transmission, accessing and sharing large volumes of data effectively without any loss which when anybody collating the same manually would find it very tedious and cumbersome.

But, how would this benefit a woman whose life always revolves around her family and fulfilling its needs? To answer this, studies over the past 10 years have shown that the life and lifestyle of a woman has improved quite significantly which can be attributed to the improvement in female literacy rate, availability of internet, and awareness of the benefits of digitization.

With the implementation of “Digital India” the Indian Government laid down necessary policies to develop it as a national agenda to ensure an effective E-Governance for a good and sustainable development, as well as, social empowerment. As a result, we can see many organizations and companies turning a new leaf and transforming themselves towards digital empowerment.



According to Bruce Weinelt (Head of Digital Transformation, World Economic Forum) digitalization is the cause of large scale and sweeping transformations across multiple aspects of businesses providing unparalleled opportunities for value creation and capture while also representing a major source of risk.

Digital technology is bound to transform many of the industries as they pose a lot of challenges that need to be addressed by the industry and the government to enjoy the benefits offered by “Digitization.” The challenges as per Bruce Weinelt are “the pace of changing customer expectations, cultural transformation, outdated regulation, and identifying and accessing the right skills, among others.” These challenges need to be addressed by industry and government leaders to unlock the substantial benefits digital offers society and industry.

According to an economic survey of India, reported in The Hindu, dated 20 November, 2014, female entrepreneurship has increased in India, especially in the manufacturing sector, where women accounted to 40% of the entrepreneurs.

Though this is encouraging, the study found out that the increase in entrepreneurship was majorly due to self-employed individuals who worked from home or as street vendors. The survey also said that the female economic participation in India also remains exceptionally low holding down incomes and resulting in severe gender inequalities.

Any country that wants to progress can do so only by empowering its women as well as encouraging capacity-building in its country. To do this, digitization seems to be the only way at all levels of the society. Only when women’s development is linked with digitization does the economy grow rapidly.

But of late, if we see the studies and reports posted by the companies doing business online, it is quite significant that women have a major role to play in the success of these companies as more women both in rural India as well as the urban India have taken to online business be it showcasing and marketing their produce online; selling or purchasing the goods online or be it receiving payments or making payments online. All these things have been possible probably because of the reduction of the language barrier, especially English, and coming out with user-friendly applications with lots of logos, symbols and memes representing an entire operation.

## **Research Methodology**

### **Research Objectives**

To study how the working women utilised digital and communication technology during lock down

To study the purpose, the, frequency and the pattern of using the various on-line platform.

To study the challenges faced by the working women while operating the on-line platform.

## **Review of Literature**

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7. Urban Women and Digitization: Pointers from Mumbai; Conference Pape – March 2017; Ekta Sinha and Keith D’Souza.

**Sampling Method and Sampling Size**

For this study a questionnaire was prepared and randomly distributed to 100 working women in Bangalore.

**Data Collection Tool**

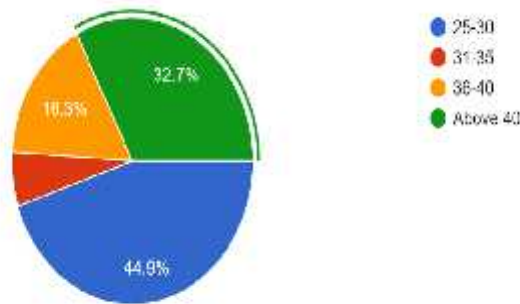
A structured questionnaire was prepared with 13 questions and 5 parameters. The questions were framed in such a manner that the respondents gave their opinions regarding purpose of using online platforms, frequency of use, goods purchased, different kinds of transactions that were made during the lock down period.

**Data Analysis**

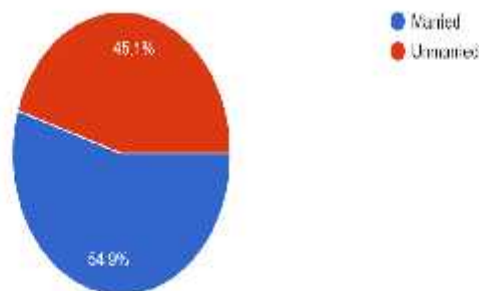
The questionnaire was distributed to 100 working women. The responses were collected within 10 days and the responses were compiled.

Following are the results of the same.

**Age Group**

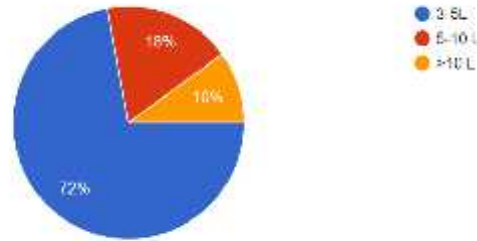


**Marital Status**

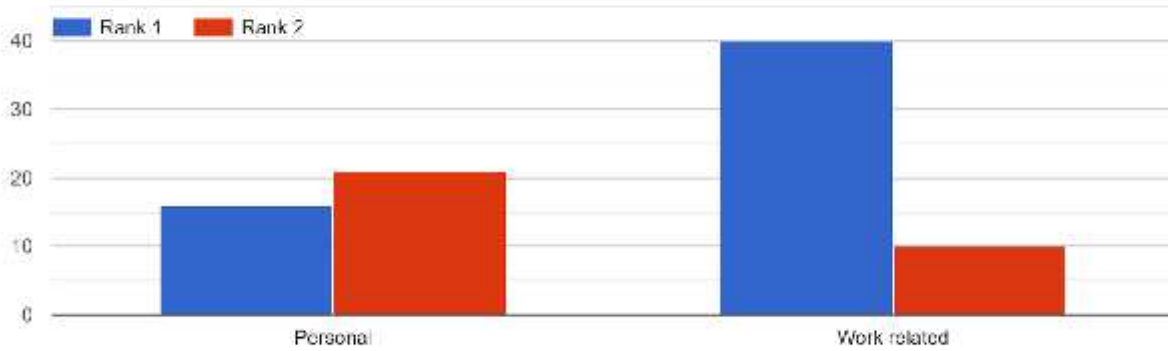




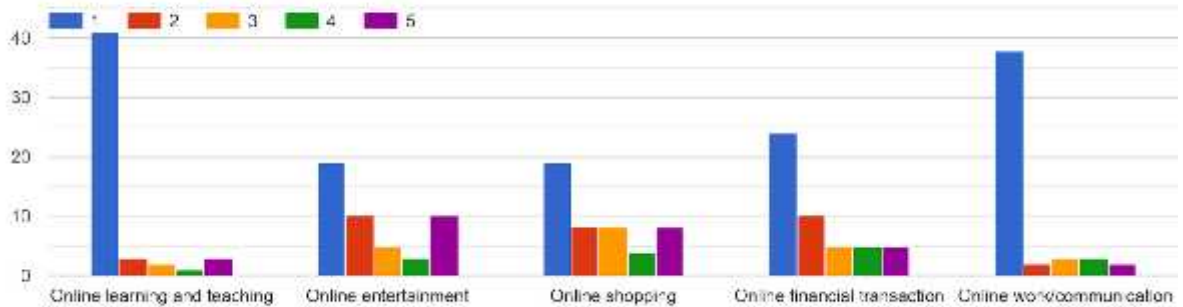
**Incomegroup**



1. What is the purpose of using online platform for learning and teaching?

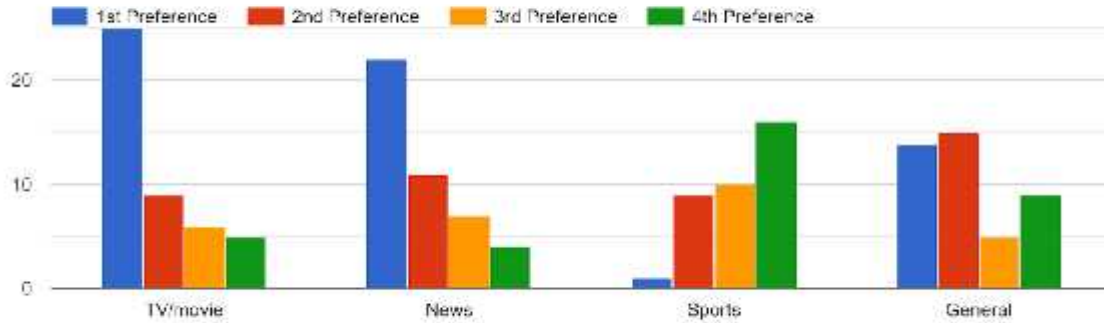


2. In the last one year (during lock down )have you utilized the following option (one is for most preferred and 5 being the least)

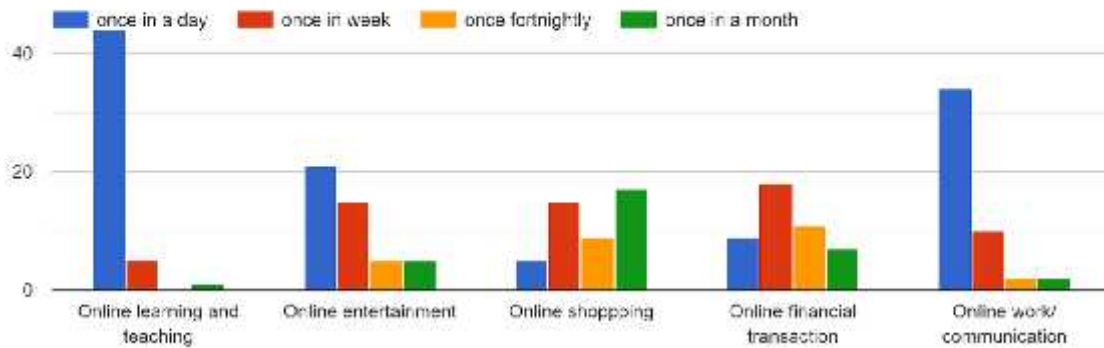




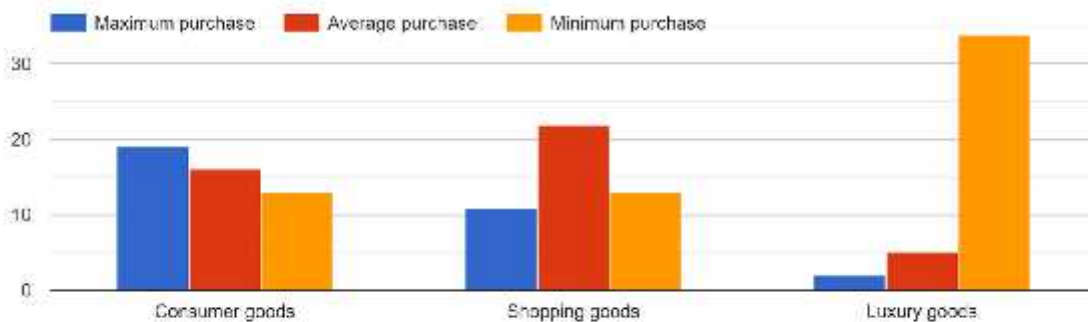
3. Which form of entertainment did you prefer more?



4. How frequently have you used the following options during lock down?

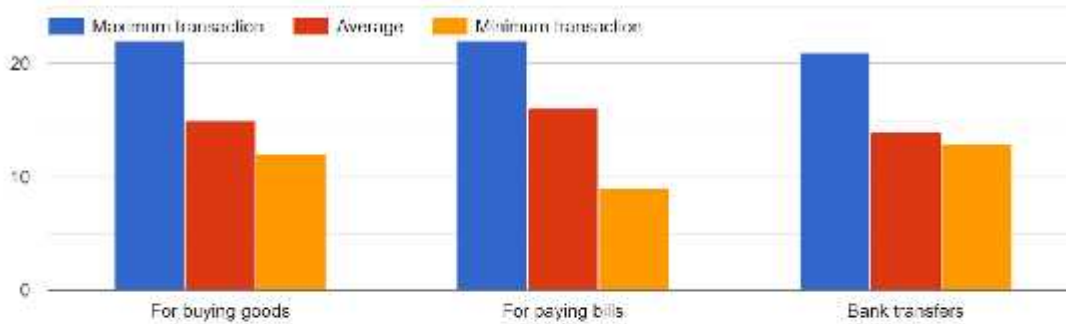


5. What kind of goods did you buy online?

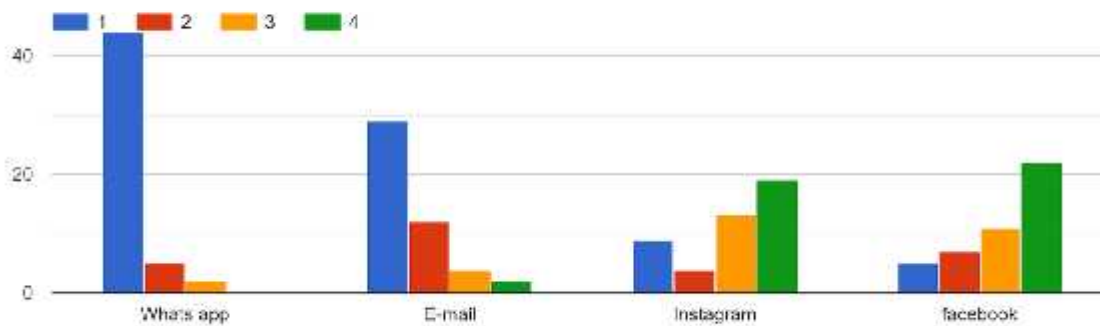




6. Did you use the online financial transaction for the following?

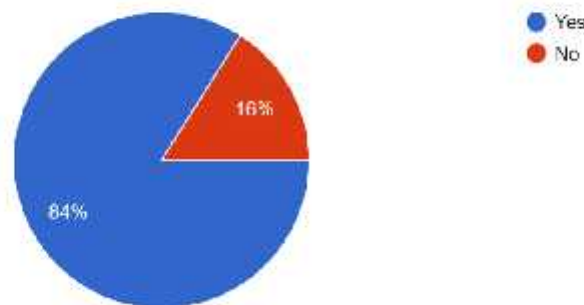


7. Which social site did you prefer (1 being the most preferred and 4 being least preferred. )?



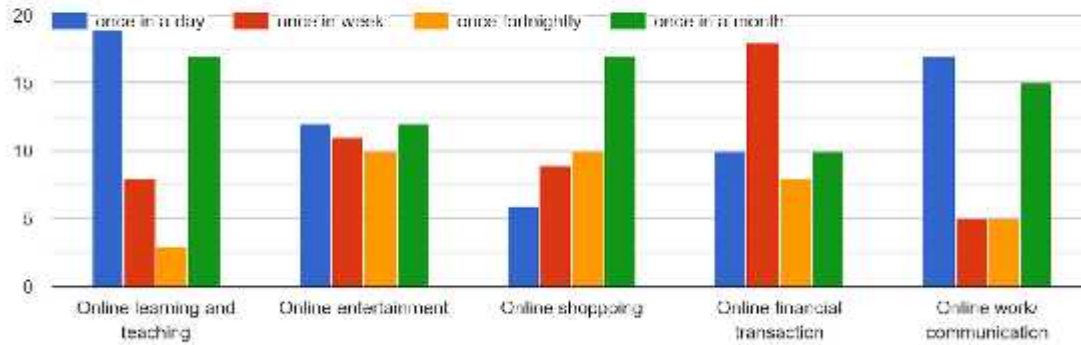
8. Had you opted to work online during lock down

50 responses

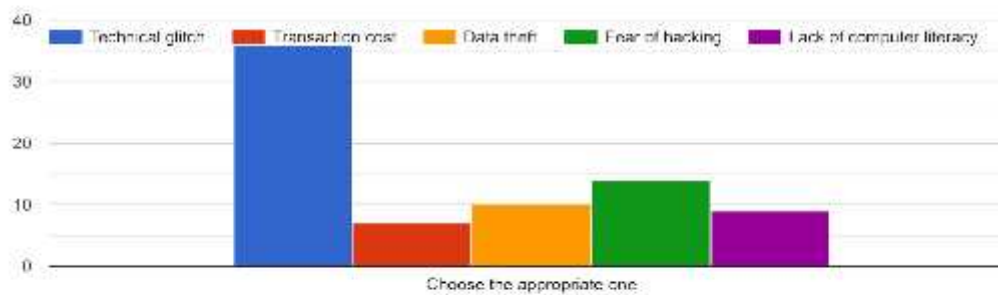




9. How frequently you have used the following options before lock down?

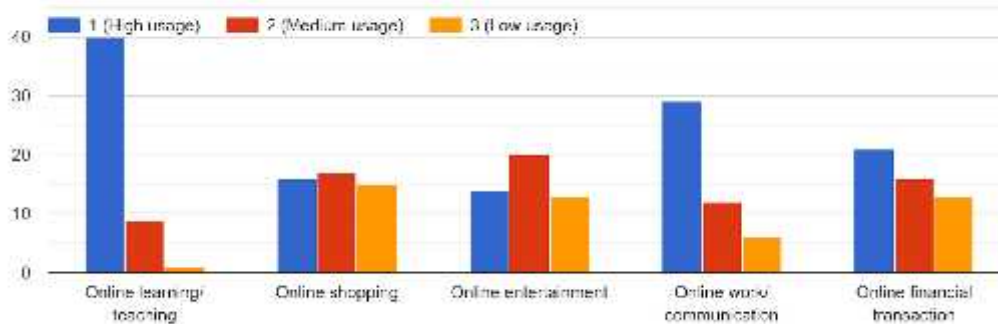


10. What are the challenges faced during the usage?

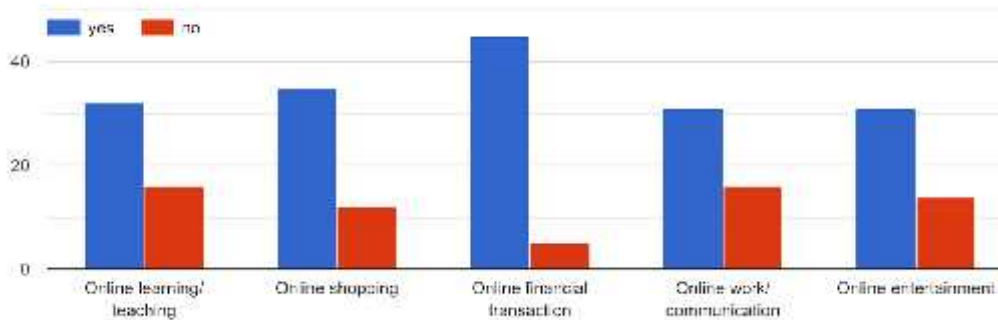




12. Scale the usage of the following



13. Would you like to continue the usage of the following after lock down?



### Data Interpretations and Findings

Majority of the respondents are in the age group of 25 to 30 years.

Out of the total respondents 54.9% are married women.

72% of the respondents belong to income group of 3-5 lakhs.

It was observed that most of the respondents have utilised the teaching and learning platform for work or for office related purpose.

The respondents were enquired about how they utilised the five on line options given in the questionnaire during the lock down. The respondents have given first preference (rank) for online learning and teaching and second preference (rank) was given to online work and communication.

For entertainment during lock down the respondents have preferred watching TV/ Movie over the other options like news and sport.

The frequency of use of online platforms by the respondents is in the following manner. Online learning and teaching once in a day, online entertainment once in a week, online shopping once is fortnight and online communication once in a month.

The majority of the respondents have bought more of consumer goods followed by luxury and shopping goods.





**During lock down** Online financial transaction option was equally used for all the purposes that is for buying goods, paying bills, and bank transfers.

The social site that was preferred more during lock down was what's app followed by e-mail, Facebook and Instagram.

During lock down majority of the respondents had opted for work from home.

**The frequency of use of the following online options before the lockdown is in the following manner:**

- a) online learning and teaching – once in a day
- b) online financial transaction – once in a week
- c) Online shopping- once in fortnight
- d) Online communication – once in a month.

The challenges faced by the respondents were more due to the technical issues followed by fear of hacking, data theft, lack of computer literacy and transaction cost.

All the respondents have intentions of recommending all the online facilities which they have utilised during lock down to their friends.

Majority of the respondents would continue using the online platform after the lockdown. Online financial transaction option was preferred more followed by online shopping, online learning teaching, online communication and online entertainment.

## Conclusion

Online platform is very famous throughout the world. Majority of the citizens of the world have become daily users of most of the platforms but during the lockdown the popularity of the online services multiplied by thousand times. The working women are no exception to this. During lockdown the working women were forced to increase the usage of the online platform for the sake of convenience and safety. Online shopping and online financial transactions were two options that were utilised more but due to the pandemic the work place was shifted to their homes so, along with online shopping, online financial transaction, online communication, online teaching and learning. All the online platforms have provided all the required services to the working women hence, they have even recommended it to their friends and have decided to opt for it after the lockdown. Some challenges were definitely faced but, those challenges have not discouraged them from using the online platform. It was also observed that the working women have become high users of all the various online option available.

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