AN EMPIRICAL STUDY ON THE IMPACT OF DIGITALIZATION ON YOUTHS IN BANGALORE

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Abstract

It is a well-known fact that digitalization is the outcome of many innovations and technological advancement. Now these transform the lives of people in many ways and will also empower the society in a better manner. Digitalization is the field where in technology and connectivity will come together to make an impact on all aspects of governance and improve the quality of society.

Thestudy focuses on the impact of Digitalization in today's lifestyle of youth and its acceptability and impact on the society and to understand their dependency on the digital devices. A survey was conducted and the data is collected from both sources i.e. primary and secondary data. The primary data has been collected from 63 respondents by distributing close-ended questionnaire. The study results reveal that the majority of the respondents are well aware of digitalization and are willing to share the knowledge. It can be concluded that after adopting various useful mobile application much change has taken place in society.

Keywords: *: Digitalization, digital devices, lifestyle, confidentiality, youth.*

INTRODUCTION

Digital technologies which include cloud computing and mobile applications have emerged as catalyst for quick economical and citizen empowerment in society. Digital technologies are being increasingly used in everyday lives from retail stores to individuals. They help us connect with each other and also share information on issues and concerns faced by society. It aims at profoundly touching the lives of everyone.

The world has transformed from a knowledge savvy to techno-knowledge savvy. Anything that needed is just in one click away. The consumers will be benefited by way of saving time, money, physical and cognitive energy. In India, the digital India has been launched with the aim of transforming the country and

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to earn digitally empowered society and knowledge economy.

REVIEW OF LITERATURE

Jyoti Sharma (2016) in her paper she found that the overall growth and development can be realized through supporting and enhancing elements such as literacy, basic infrastructure, overall business environment etc. She has also mentioned that digital India program is just the beginning of digital revolution, once it is implemented properly it will widen the various new opportunities for the society.

Parviainem, Tihinen, Kaariainen and Teppola (2016) discussed about digitalization from the view point of diverse case studies carried out to collect data from several and a literature studies to complement the data. This paper describes the first version of digital transformation model, derived from synthesis of such industrial cases explaining a starting point for a systematic approach to tackle digital transformation.

RESEARCH GAP:

As compared to the review of literature in this paper, this is an attempt to focus mainly on youth of Bangalore city, irrespective of gender.

STATEMENT OF PROBLEM

The present study investigates the impact of digitalization on youth in Bangalore, since digitalization has major effect on the lifestyle and it may explain the individual differences of youth while comparing with traditional lifestyle and behaviors.

SCOPE OF STUDY

The scope of the study helps to know the changes and complexities that is experienced by going digitalized, of the youth in Bangalore.

OBJECTIVES OF STUDY

The main aim of this study is to find the impact of digitalization on youth in Bangalore city. The specific objectives are:

- To find out the knowledge and awareness about digitalization of the youth of Bangalore City and dependency on these devices.
- To find the perception on the degree of confidentiality of personal information maintained by digital applications or websites.
- To find out and analyze the impact of adaptation of digitalization on the lifestyle of the youngsters.

RESEARCH METHODOLOGY

The present research study has been carried out with the help of a structured questionnaire consisting of 10 close ended questions. One hundred questions were distributed out of which 63 returned with full response. (Response rate 63%). The sample consisted of 27% of males and 73% females. The age group of the respondents is between 18 to 25 years.

LIMITATION OF STUDY

The limitation of the study is that sample size is a small number. It limited only to youth of Bangalore city. The study cannot be generalized and assuming that the response received is true.

RESULTS AND DISCUSSIONS

The results of the survey is discussed in the following tables:

Table 1:This table gives an overall picture, that most of the respondents have accessibility to internet and are aware of digitalisation. Most of them don't feel secure to share their personal information and some of them recommed others to use web-based appication.

Questions	Yes (%)	No (%)	Maybe (%)
Accessibility to internet	92.1	6.3	1.6
Awareness on digitalization	76.2	12.7	11.1
Security on sharing personal information	11.1	52.4	36.5
Recommendations for using internet based application.	38.1	14.3	47.6

Table 2:

The table displays the purpose of using mobile devices and gadgets and most of them use internet for social media.

Purpose of using of gadgets	(%)
Social media	59
Online shopping	4
Office purpose	18
Banking operation	7.9
Games	6
Mails/Communication	5.9

Table 3:

The table shows usage of internet on the basis of time. Most of them use on hourly basis.

Usage of internet	(%)
Hourly	46
Once in 3 hours	33.3
Once in a day	17.5
Once in a week	3.2

FINDINGS

In this study it was found that 92.1% of respondents have accessibility to the internet and are pro-active users of internet. Due to the easy accessibility to internet, there is a huge change in the lifestyle of the society and about 55% of respondents are mobile users.

About 58.7% of the respondents agreed that social media keeps them occupied and are connected virtually. As they constantly use mobiles and gadgets, the survey reveals that 76.2% respondents are aware of digital applications, its products and services. Comparing to the

early traditional practices, digitalization has impacted the living pattern/lifestyle of today's generation.

RECOMMENDATION

Digitalization can improve on safeguarding personal information of its customers so that they can gain new customers loyalty and trust. With improved quality of services offered the market share of the IT firms can be expanded. It has a wider scope for growth and expansion in near future and create new business stream by itself.

CONCLUSIONS

From the study it is found that youth today are more inclined towards digital world, and social media acts as a major source for the involvement in digital world and becomes a pro-active user. It also suits various requirement of users which comforts and there is a strong customer relationship built in this dynamic changing digital world.

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