iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 9 **Issue:** VIII **Month of publication:** August 2021

DOI: https://doi.org/10.22214/ijraset.2021.37306

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
Volume 9 Issue VIII Aug 2021- Available at www.ijraset.com

The Study of Digital Adoption and Usage Trends in Kolkata Area

Sourav Shit
ST. Thomas ' College of engineering and technology

Abstract: ***This study is based on a research which was done in order to know the awareness and usage of the people toward internet. Mainly this study was focused on the urban people who are lived in the place like Kolkata and much more educated then the rural people. Under this I tried to find out that out of the total sample how many are aware about the internet, how many use internet regularly, how many occasionally (Before 1month), internet owner and non-users. For this study I follow certain process of market research. I had the sample of 65 respondents. For that we conducted this study and collected data from the urban households about their perception and usage of internet it is concern that it aims towards to get direct response form the respondents and to disseminate awareness among the people aware internet. Except this it also has various aims like preference towards internet, purchasing capacity of respondents, fulfill the respondents expectation etc. There are some important factors to carry the research in a careful manner. The key factors are***

- ***Active Internet User***
- ***Claim Internet User***
- ***Internet Owner***
- ***Non-User of Internet***
- ***Perception and Preference of People Towards Internet***

Keywords

- ***Digital Adoption and Usage Trends***
- ***Listing***
- ***Quota Control***
- ***Social Economic Classification***

I. INTRODUCTION

A. Definition of Market Research

Market research consists of systematically gathering data about people or companies a market and then analyzing it to better understand what that group of people needs. The results of market research, which are usually summarized in a report, are then used to help business owners make more informed decisions about the company's strategies, operations and potential customer base.



Understanding industry shifts, changing consumer needs and preferences, legislative trends, among others things can shape where a business chooses to focus its efforts and resources. That's the value of market research. Meaning, if your research told you that scientists had recently created a new kind of fabric that helped the wearer lose weight just by putting it on. For example, your retail clothing store might want to adjust its buying plan to test designs using this new fabric. Or if you uncovered that shoppers in your area rely heavily on coupons in making a purchase decision, you might decide to test sending your mailing list a promotional coupon. Market research can help businesses run more efficiently and market more effectively.

©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
Volume 9 Issue VIII Aug 2021- Available at www.ijraset.com

II. TYPES OF MARKET RESEARCH

While there are a number of market research tools you can use, there are really only two types of market research data:

1) *Primary:* Primary data is a first hand information you gather yourself or with the help of a market research firm.
2) *Secondary:* Secondary data is pre – existing public information, such as the data shared in magazines and newspapers, Goverment or industry reports. You can analyze the data in new ways, but the information is available to a large number of people.

III. OBJECTIVE OF THE STUDY

A. To find the different type of internet users in Kolkata Region.
B. To know about the usage of mobile application by the users.
C. To know the preference of the internet user with respect to Internet Service Provider.
D. To know about the profession of internet users.
E. To know about the knowledge & information people get after using internet.
F. To create awareness about computer and internet among users.
G. To know about digital consumer products used by people.

IV. IMPORTANCE OF THE PROJECT

A. This study is the longest study on the Indian Internet Market and is recognised by the industry.
B. This study for the internet category covers information on the market size, penetration and digital adoption and internet usage behaviour.
C. It understands the key challenges and drives for usage as well as identified future growth.
D. This study offers a bouquet of reports that can benefit different segments like home segment urban report, broadband report, online entertainment, wireless/mobile report and mobile internet report.

V. LITERATURE VIEW

A. Introduction

Research is the process of collecting and analyzing information about the customers you want to reach, called your target market. This information provides you with the business intelligence you need to make informed decisions. Market research can help you create a business plan, launch a new product or service, fine tune your existing products and services, expand into new markets, develop an advertising campaign, set prices, and/or select a business location. Market research and marketing research are often confused. 'Market research is simply research into a specific market. It is a very narrow concept. 'Marketing' research is much broader. It not only includes 'market' research, but also areas such as research into new products, or modes of distribution such as via the Internet. Here are a couple of definitions: "Marketing research is the function that links the consumer, customer, and public to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the methods for collecting information, manages and implements the data collection process, analyzes, and communicates the findings and their implications." American Marketing association - Official Definition of Marketing Research Obviously, this is a very long and involved definition of marketing research "Marketing research is about researching the whole of a company's marketing process."

1) Customer satisfaction research
2) Customer commitment research
3) Brand assessment and development
4) Customer usage and attitudes
5) Product testing
6) Advertising or promotion recall
7) Mystery shopping
8) Consumer brain-storming and concept development
9) Optimum price assessments

©IJRASET: All Rights are Reserved

10) Non-customer acquisition research
11) Consumer diaries
12) Retail audits
13) Tracking studies
14) Brand/company image research
15) Government or political research
16) Advertising and publishing research
17) Brand equity tracking, brand equity
18) Employee satisfaction and commitment
19) Shopping behavior

VI. SOME EXAMPLES OF MARKET RESEARCH

In essence, research is used to find out whatever it is that the marketer needs to know to make decisions about how to market a product or service. These decisions include advertising and promotion, product design, packaging, pricing levels - all the activities aimed at optimizing the profitability of a product in its available market. Just a few examples include…

A. New product or service development
B. Advertising assessment

VII. RESEARCH METHODOLOGY

A. To make my project a complete one and an efficient one I have obtained some sampling techniques for the completion of research work. The whole Kolkata city is taken as the urban area and the sample units are taken area wise. The sampling technique of random sampling followed by purposive sampling is applied for the research work.
B. To maintain database which would contains person profile like name, address, contact no.
C. To get back to those prospect who are really interested in the job.

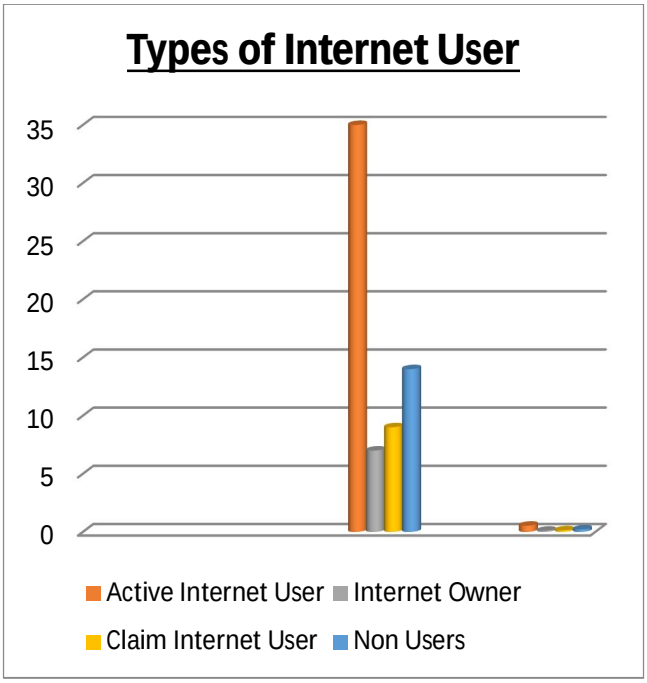
In marketing research no two list are exactly identical, but there is a single procedure that can be followed in all investigation. However, the general procedure followed now days in applicable to most projects. Some of the step are inter related, some overlap & some are unnecessary in most project. The steps in marketing research are:

1) Research problem identification
2) Defining research problem
3) Identification of variables
4) Development of hypothesis
5) Designing the research instrument
6) Conducting research study
7) Organize & analyze the data
8) Research problem solution
9) Present and Use Market Research Findings

The first basic step was to define the marketing problem in specific term. This include ascertainment of the company competition, this share in the market, characteristic to compete with major competitor acceptance, pricing, policies, distribution channel etc. The next step was to conduct situation analysis. It involved getting acquainted with the company , its business, its product, market environment, advertising etc through extensive formal investigation which consisted of talking to people outside the company as well as the company official, the customer distribution etc.
The next was to determine the information needed in specific. This depended a lot on the nature of product. The objective is to get better people & to satisfy customer need. No less important was the determination of the source of information both primary & secondary data source has been used here to obtain more accurate information's & results. Primary data have been collected through questionnaires & interviews of nearly 400 households in which our sample size is 65 households.

©IJRASET: All Rights are Reserved

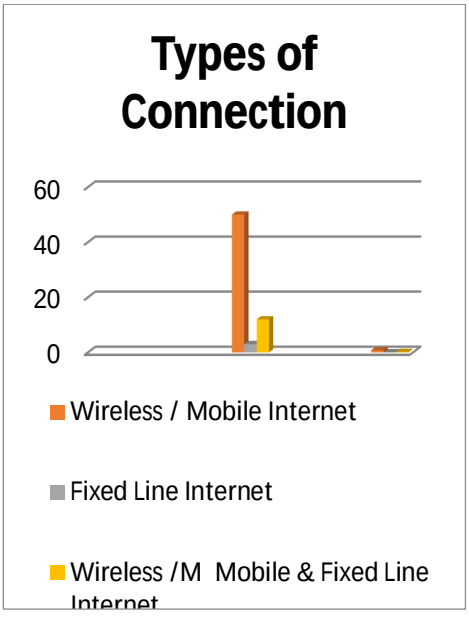
VIII. DATA ANALYSIS



Types of Internet User	No. of Respondents	% of Respondents
Active Internet User	35	53.84 %
Internet Owner	7	10.76 %
Claim Internet User	9	13.84 %
Non Users	14	21.53 %

- *Interpretation:* From the data analysis it is interpreted that 53.84 % of people are using Internet regularly, where as only 13.84 % using Internet Occasionally. Only 10.76 % of the sample taking all the decision about Internet. The 21.53 % of people are not using Internet although they are aware of it but due to certain reason they are not using it.

A. Type Of Connection



Types	Number of Respondents	% of Respondents
Wireless/ Mobile Internet	50	76.92 %
Fixed Line Internet	3	4.61 %
Wireless / Mobile & Fixed Line Internet	12	18.41 %

- *Interpretation:* From the above table it is interpreted that 50 respondents use wireless or mobile internet and 3 respondent use fixed line internet connection for accessing the internet whereas 12 respondents use both the mobile and fixed line internet connections in their home to access the internet. Here wireless or mobile internet connections are more used compare to the other connections.

©IJRASET: All Rights are Reserved

IX. FINDINGS

A. Socio – economic classification played a vital role to know the social and economic standard of people.
B. The main reason for lack of internet use was found to be lack of awareness of the use of medium.
C. Most of the people are prefer to access internet from home, others are access internet from office and cyber cafe.
D. According to this project, most of respondents in the urban taking decision about internet like installation, repair and use also.
E. Most of the people in the urban are taking connection from local cable provider because of the good service and after sales support.
F. The most of people have taken Broadband connection due to its speed connection and customer care service.
G. According to this project, some of people in rural using internet for information search related to online communication.
H. The lack of internet user in rural was found to be lack of awareness and they need guidance for using internet.

X. SUGGESTIONS

A. It will be better to launch some internet awareness programme in rural urban area.
B. Community service centres should be opened in rural.
C. Reasons for not using internet should be carefully watched.
D. IMRB should be targeted by top talents.
E. It should focus more on clients for better output.
F. Innovative research strategies should be employed for better effectiveness.
G. The cost of Internet per individual in rural should be minimized.
H. Some enumeraters cannot bring perfect data up to the requirement, so it need to be checked.

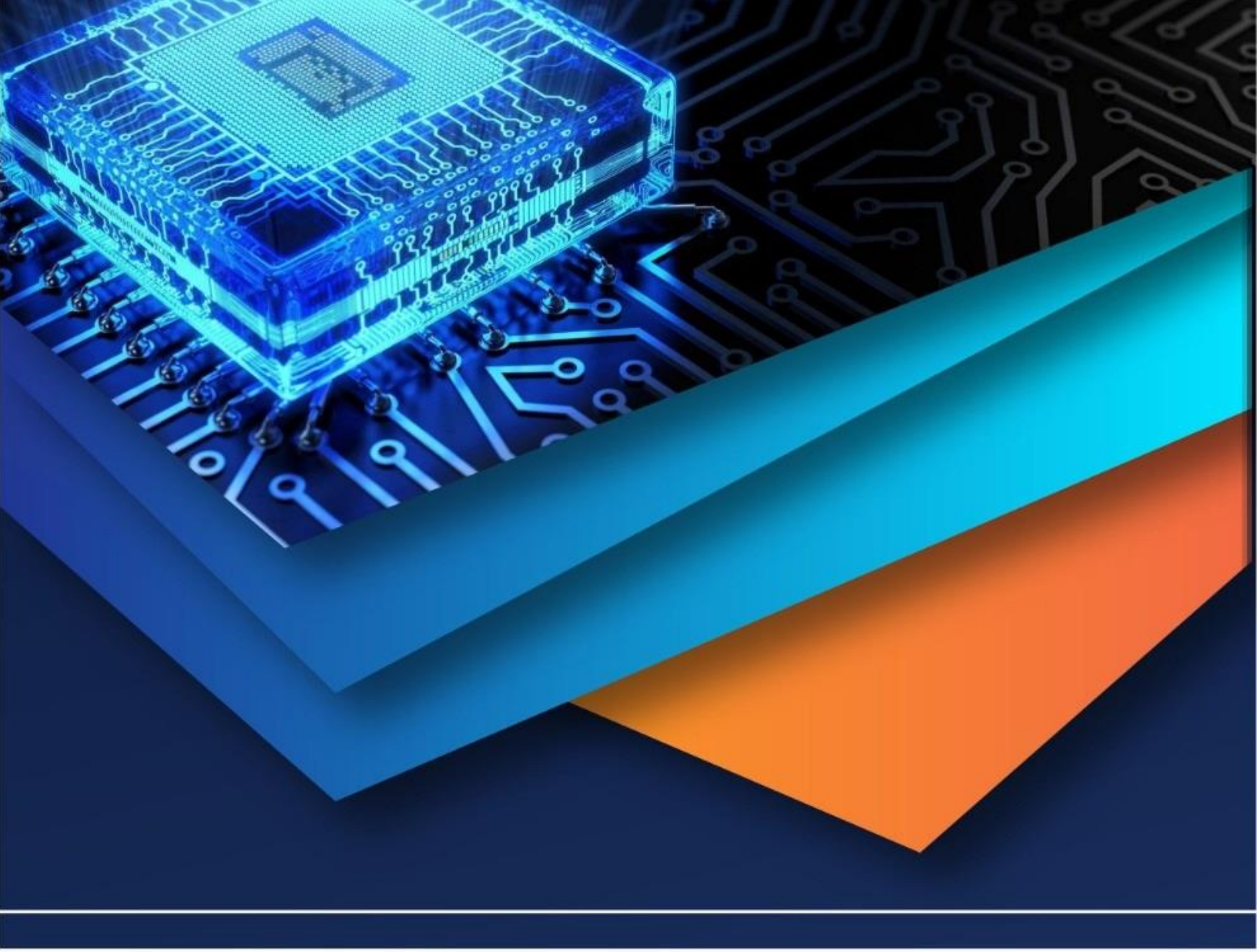
XI. CONCLUSION

As per as the project is concern it is a market research for a internet awareness and usage. It aims at understanding and examining the market place in which the company will going to operate. This research will help the organization devise effective business policies and market strategies. All the analyzed data like market size, financial source, influence factors, problems in the existing internet providing companies will play a vital role in company's success. Today most organizations use market research to gain an advantage over their competitors. So this market research study can help the client or organization to better understand processes, products, customers, markets and competitions. Such a study can also help organization to identify policies, strategies and tactics and the awareness of the urban people and their uses of internet that will most likely to succeed in the competitive market environment. Also the organization can ascertain various reasons for the unawareness of digital devices like personal computer, smart phone, tablets, smart tv, fitness tracker etc as well as internet. What are the reasons that some people felt they don't need internet. What are the reasons that some people felt they don't need internet. By knowing all these facts and information the company may take any steps to increase the awareness and usage of internet. The company can identify its potential customers from the area wise segmentation. The manufacturing organization will produce its product after the market research and who is the competitor of the organization that also know from this research study. From this we conclude that this study or research most help the organization in the long run. The organization most knows his default, problems, inefficiency and takes necessary steps on this. Also can know the market size of internet – how many people aware about internet, how many of them use computer as well as internet. Out of them what percent of people regularly accesses internet and how many uses very less. What is the total population don't know internet even computer also. How many take all the decision about the internet starting from the connection till to the error or problem. Also the organization can ascertain various reasons for the unawareness of computer as well as internet and by knowing computer why the people are not using internet. What are the reasons that most people felt they don't need internet. By knowing all these facts and information the company may take any steps to increase the awareness and usage of the internet. The company can identify his potential customers from the area wise segmentation.

REFERENCE

BOOKS
[1] Nair Suja.R, "Consumer Behaviour in Indian Perspective" Himalaya Publishing House, Mumbai, 2001, pp. 342-367
[2] Philip Kotler, "Marketing Management" New Delhi, Prentice Half of India, 2009(13th Edition)
[3] Research Methodology Methods & Techniques by C.R.Kothari, New Age International(P) Ltd. Published in 2017.
WEBSITES
[1] https://www.afternic.com/forsale/imrb.int.org/
[2] https://www.iamai.com/

©IJRASET: All Rights are Reserved



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)