The Study of Customers' Varying Perception with the Age towards Digitalization Implemented in Branded Franchise in Ahmednagar

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Abstract

Digitalization is the integration of digital technologies into everyday life by the digitization of everything that can be digitized. The literal meaning of digitalization gives an apparent idea of development and technology dependent world. In this chapter, digitalization means computerization of systems and jobs for better ease and accessibility. The method, practice, or process of converting (usually analog) information into a digital form which is computer-readable. Digitizing information makes it more feasible to archive, readily access, and share. A term that is sometimes also referred to as digitization, an interrelated concept, which refers to the actual conversion of analog data into digital bits of series of 1s and 0s, binary language.

This research study will help to the new growing business and Branded Franchise. In the given study will get an idea about what are the impacts on the Branded Franchise after and before adapting the digitalization and see the benefits that they will get after using the flame of digitalization on their business.

Keywords: Digitalization, Branded Franchise

Introduction

Digitization, less commonly digitalization, is the process of converting information into a digital (i.e. computer readable) format, in which the information is organized into bits. The result is the representation of an object, image, sound, document or signal (usually an analog signal) by generating a series of numbers that describe a discrete set of its points or samples. The result is called digital representation or, more specifically, a digital image, for the object, and digital form, for the signal. In modern practice, the digitized data is in the form of binary numbers, which facilitate computer processing and other operations, but, strictly speaking, digitizing simply means the conversion of analog source material into a numerical format; the decimal or any other number system that can be used instead. Digitization is of crucial importance to data processing, storage and transmission, because it "allows information of all kinds in all formats to be carried with the same efficiency and also intermingled". Though analog data is typically more stable, digital data can more easily be shared and accessed and can, in theory, be propagated indefinitely, provided it is migrated to stable formats as needed. This is why it is a favored way of preserving information for many organisations around the world. The term digitization is often used when diverse forms of information, such as an object, text, sound, image or voice, are converted into a single binary code. The core of the process is the compromise between the capturing device and the player device so that the rendered result represents the original source with the most possible fidelity, and the advantage of digitization is the speed and accuracy in which this form of information can be transmitted with no degradation compared with analog information.

Digital information exists as one of two digits, either 0 or 1. These are known as bits (a contraction of binary digits) and the sequences of 0s and 1s that constitute information are called bytes. Analog signals are continuously variable, both in the number of possible values of the signal at a given time, as well as in the number of points in the signal in a given period of time. However, digital signals are discrete in both of those respects – generally a finite sequence of integers – therefore a digitization can, in practical terms, only ever be an approximation of the signal it represents. Digitalization is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities; it is the process of moving to a digital business. Digitalization or digital transformation describes the continuous change process to digital processes, based on a sophisticated IT infrastructure, digital applications and optimally networked systems and data. The existing business model is digitally mapped and/ or new digital products are developed. Information, communications, processes and services are networked via digital platforms. Digital transformation leads the fusion of online and offline, disruptive technologies and the radical change of entire industries. Automation, optimization, autonomy of processes as well as more flexibility and individuality of products and services are just some of the benefits and opportunities of digitalization. The process also leads to innovative business models and digital products. The most common drivers of progress are increased customer

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expectations and competition in the market.

Objectives of the Study

1. To study the Digitalization Implemented in Branded Franchise
2. To analyse the Customers' Varying Perception with the Age Towards Digitalization Implemented in Branded Franchise

Hypotheses of the Study

Ho There is no significant difference between average ratings given by customers towards Digitalization implemented in Branded Franchise

H1 There is significant difference between average ratings given by customers towards Digitalization implemented in Branded Franchise

Scope of the Study

Study shall help the researcher to identity the impact of new age technology on business especiallyBranded Franchises where in it is very difficult to enterprise to adopt software like ERP due to the inherent cost involved. The study shall further help the researcher to identify theconstrains faced by this Branded Franchises for adoption of digitalization in their businesses. Though primarily they acknowledge the importance of digitalization in their business. Forever the study shall also highlights the challenges faced by this Branded Franchises for enhancing their business enterprise value due to lack of digitalization for adoption of new age technology.

Research Methodology of the Study

The study is based on critical evaluation and analysis of basically Primary Data. The primary sources include customers of branded franchise. A study is undertaken in the sampled regions to see its impact for which a detailed questionnaire is prepared to collect relevant information from the primary source for the guidance of the researchers. With the help of the questionnaire, detailed discussions were made with the certain sources of primary data to understand their views, thinking and attitude which would help to give the researchers useful recommendations, if any. The questionnaire is processed with the help of statistical tools like tabulations, grouping, percentages, averages, testing of hypothesis etc.

As far as consumers' age is concerned, following classes are taken into consideration viz, Upto 25 years, 25-35 years, 35-45 years, 45-55 years, Above 55 years etc. Also in case of perception, the topics such as ease of working, less complicatedness, safety and security, minimum time consuming, fraud avoiding etc are considered.

Research Area

Researchers selected customers of branded franchise from Ahmadnagar. Sample sizes of 250 customers of branded franchise i.e. 50 from every class have been taken under study. Researcher collects data through Primary and Secondary sources. Researcher distributed 250 questionnaires among the respondents.

Review of literature

- **Digital India:** Green Tab knowledge café (Bharat Bhagtani, 2016) Bharat analysis the feasibility of business model of e library through primary research and benefits of it. Author expects it will reach its breakeven point in two years. E-Governance-Reforming Government through Technology: (Raghavendra Kulkarni, 2016) Raghavendra Kulkarni explains and analysis the characterises, advantages and challenges in the implementation of E-Governance the two main advantages of E Governance are increased transparency and fast public service delivery.

- **E-Kranti:** Electronic delivery of Services (Sarkar, 2016) Sarkar highlights features & services of E-Kranti. Demand of IT hardware will increase with the evaluation of this program a practical approach based on past experience for Ne GP should be implemented for E-Governance and Digital India Empowering Indian Citizens through Technology: (Deloitte, ASSOCHAM, 2015) Deloitte offers a complete assessment of the Digital India initiative finds gaps and challenges and focus for closing the gaps have been discussedthe E governance.

Limitations of the study

1. Further variables could be added for the purposes of detail study.
2. The study is based on limited time period data.

Testing of Hypothesis

H0 There is no significant difference between average ratings given by customers towards Digitalization implemented in Branded Franchise

H1 There is significant difference between average ratings given by customers towards Digitalization implemented in Branded Franchise

Mathematically

Groups	Count	Sum	Average	Variance
Upto 25 years	50	187.04	3.74	0.07
25-35 years	50	211.97	4.24	0.10
35-45 years	50	194.51	3.89	0.09
45-55 years	50	139.62	2.79	0.05
Above 55 years	50	127.15	2.54	0.04

Also

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	107.81	4	26.95	376.38	2.6E-103	2.41
Within Groups	17.54	245	0.07			
Total	125.35	249				

*Here level of significance is 0.05

Thus, our null hypothesis "There is no significant difference between average ratings given by customers towards Digitalization implemented in Branded Franchise" is rejected. Alternatively we accept our alternative hypothesis "There is significant difference between average ratings given by customers towards Digitalization implemented in Branded Franchise"

Findings

1. The most interesting factor came out of study, that the respondents were more serious concern about 'safety and security' as compared to other one
2. The more important issue is come out from this analysis in which there is an interesting results found is; 'less complicatedness' is the most varying factor in every age class

Conclusion

In the concern of Customers' Varying Perception with the Age Towards Digitalization Implemented in Branded Franchise in Ahmednagar, there is quite changing scenario about the same, implementation and its further consequences.

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