A Study On U-Commerce Awareness Among Women Entrepreneurs In Salem District

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Abstract: Increased competition, changing business environments, globalization and the advancement of Information and Communication Technology are the important factors that have forced the economy to change. Commerce is also no exception to this. The term commerce is generally used for the activities which remove hindrance of person, place, time and risk. Due to advancement of technology and innovation commerce also advanced its feature as E-commerce, V-commerce, M-commerce, S-commerce, etc. Now its new facet is U-commerce ie. Ubiquitous commerce. It is the extension of E-commerce, Mobile commerce, Wireless commerce, Voice commerce, Tele commerce and Silent commerce. This paper provides the meaning of u-commerce with its features and the level of awareness about u-commerce among women entrepreneurs in Salem district of Tamil Nadu.

Keywords: Ubiquitous commerce, Women entrepreneurs, U-Commerce awareness.

1. Introduction

In every developing economy entrepreneurs are given much importance because they not only flourish themselves but also help in development of the country. Our Indian economy is also no exception to this concept, many government and non government schemes were introduced to increase the level of entrepreneur ship. Besides this special attention is also given to women entrepreneurs which is of recent origin in our country. Women entrepreneur may be defined as “women who starts a commercial unit with an aim of making profit by undertaking risk involved in the business”. In this 21st century women entrepreneurs contribute nearly 25% of the number of entrepreneurs in our country. So the measures such as incentives, interest free loan and other facilities are given to women entrepreneurs. This paper attempts to know the awareness level of women entrepreneurs in the field of U-Commerce. U-Commerce is the recent innovation which termed as the latest technology of E-Commerce. It provides various benefits to the users such as easy access, portability, unique identification, etc.

2. Importance of the Study

The study is important in the sense that due to LPG ie. Liberalization, Globalization and privatization global trade practices are much easier than before. With the advent of technology and science the globe is in our hands. We can do all business and trade activities in simple touch of electronic devices such as mobile, laptops, personal computers and so on. U-commerce is a recent innovation in the field of e-commerce. The growth of each and every business is depends on the ways and means adopted by the
owner. In the same way the growth of women entrepreneurs also depend on the usage of latest innovations and technologies.

3. Statement of the Problem

The one of the main drawback of women entrepreneurs is they are not aware of new technological innovations and marketing trends. They follow the mortar and brick method in their enterprise which abstain them to the success way. So In this study the statement of the problem is to know the level of u-commerce awareness among women entrepreneurs in Salem district of Tamil Nadu.

4. Objectives of the Study

[1] To know the level of awareness about u-commerce among women entrepreneurs.
[2] To know the factors influencing the u-commerce awareness among women entrepreneurs.
[3] To provide valuable measures to improve the awareness level.

5. Limitations of the Study

[1] The study area is limited to Salem district of Tamil Nadu
[2] The population is infinite, so the sample is selected on the basis of own assumption.

6. Research Methodology

The study is descriptive in nature. It consists of both primary data and secondary data. Primary data is collected through well framed schedule and secondary data is collected from various articles, periodicals, dissertation, websites, thesis, books and journals. The convenient sampling technique under non probability method is used for the survey. A sample size is confined to 150 respondents. In order to analysis the data these 150 respondents are classified as respondents who aware of U-commerce and respondents not aware of this technology. The tools such as simple percentage analysis and chi square test were used.

7. Concept of U Commerce

U commerce refers to ubiquitous commerce or uber commerce or pervasive computing. It consist of variety of goods and services, wireless continuous communication, exchange of data and information between and among retailers, customers and systems regardless of location, device used or time of day.

“The use of ubi networks to support personalized and uninterrupted communications and transactions between a firm and its various stakeholders to provide a level of value above and beyond traditional commerce”

It is the extension of E-commerce, Mobile commerce, Wireless commerce, Voice commerce, Tele commerce and Silent commerce.

8. Features of U Commerce

Ubiquitous

U commerce has the ability to connect anywhere at any time without any interruption

Uniqueness

It provides unique identification to the customers as well as the system
Universal

It acts as a multi functional as well as universal media

Unison

U commerce fully synchronized the devices at any time without the hesitation of working hour’s i.e 24X7 systems.

9. Limitations of U Commerce

Problems of security:

Security and privacy aspects are major issue in case of U commerce transaction. There is a chance of hacking by various tools in the cyber market. Hacker attacks, phishing, malware and other unauthorized activity are common on the wireless networks.

High cost:

The infrastructural cost of providing U commerce facility is also very high.

Lack of awareness

Another great hindrance is lack of awareness because of poor education and technical skill among the users.

Lack of computerization

Lack of computerization and low density of net users is also a bottleneck for this ubi commerce.

Wrong assumption

Many people are away from this kind of commerce on the assumption that it is more expensive than the traditional method of dealing with business transactions.

Start-up may take time

The process of starting up of u commerce in the initial stage involves more time due to creation of customer identification with log in password.

10. Analysis and Interpretation

Percentage analysis and Chi square test were used to analyses the research data as follows:

Table – 1 Awareness of respondents

<table>
<thead>
<tr>
<th>Awareness</th>
<th>No of respondents</th>
<th>Percentage</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware</td>
<td>60</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Unaware</td>
<td>90</td>
<td>60</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
The above table inferred that majority of the respondents i.e., 60 percent are unaware of ubiquitous commerce. It clearly indicates the poor awareness level about U-Commerce among the women entrepreneurs in the Salem district.

![Figure 1](image)

**Table 2: Age wise classification of respondents**

<table>
<thead>
<tr>
<th>Age-wise position</th>
<th>No of respondents</th>
<th>Percentage</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 20</td>
<td>15</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>21-30</td>
<td>36</td>
<td>60</td>
<td>85</td>
</tr>
<tr>
<td>31-40</td>
<td>8</td>
<td>13</td>
<td>98</td>
</tr>
<tr>
<td>Above 40</td>
<td>1</td>
<td>2</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

From the above table it is shown that most of the women entrepreneurs who aware of U-Commerce are between the age of 21 to 30 years i.e., 60 percent. This data indicates that middle younger groups are having maximum awareness about latest technologies and innovation prevailing in the society.

![Figure 2](image)
Table 3: Awareness level of the respondents

<table>
<thead>
<tr>
<th>Level</th>
<th>No of respondents</th>
<th>Percentage</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>04</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Moderate</td>
<td>12</td>
<td>20</td>
<td>27</td>
</tr>
<tr>
<td>Low</td>
<td>44</td>
<td>73</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

The table indicates that majority of the respondents i.e. 73 percent are having low level of awareness about the ubiquitous commerce, only few women entrepreneurs are highly aware of this technological benefits.
11. Chi-square Testing

The null hypothesis is framed by using the following variables

H01: There is no association between Education level and awareness of the respondents.

H02: There is no association between respondent age and awareness of U-Commerce.

H03: There is no association between unit size of the business enterprise and ubiquitous commerce awareness among women entrepreneurs.

From the Chi square test it is found that

χ²(P) value is less than the α value in the above said cases H01 & H02, so these null hypothesis were rejected and concluded:

[1] There is an association between Education level and awareness of the respondents.

[2] There is an association between respondent age and awareness of U-Commerce.

In the third case H03, χ²(P) value is greater than the α value, so the null hypothesis is accepted and concluded:

[1] There is no association between unit size of the business enterprise and ubiquitous commerce awareness among women entrepreneurs.

12. Suggestion & Conclusion

The major findings of the study clearly exhibits that the women entrepreneurs are lack of knowledge about current trends and technologies like ubiquitous commerce. Hard works without the adoption of current technologies are considered to be merely wastage of time and efforts. Human efforts and human resources are more precious like natural resources, so they should be used in proper way to achieve economic development. So it is concluded that the measures should be taken at educational institutions and by other entrepreneurial development sector by the way of Entrepreneur Development Programmes (EDP) to educate the conceptual framework of ubiquitous commerce and create awareness about useful technologies among the women entrepreneurs.

13. References


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[7] www.igi-global.com