

The Impact of demographic elements on User Satisfaction in E-governance: A Field Study in Andhra Pradesh

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Abstract

The advancement of Information and Communication Technologies (ICTs) has resulted in a new kind of engagement between the government and the people. This kind of engagement, it is thought, contributes to more efficient, transparent, and cost-effective administration and alters the fundamental relationships between government and people and companies. E-Governance refers to a process of reforming government operations so that people may choose when and where they want to receive government info and services. This research aims to determine user satisfaction with two aspects of e-Government, namely transparency and involvement. This research relies on both primary and secondary data. Primary data is gathered from 120 participants in Anantapur, Andhra Pradesh. The research seeks to determine if demographic factors such as age, gender, education, and profession influence user satisfaction with the selected aspects of e-Governance in Andhra Pradesh. The findings indicate that participant educational level substantially impacts their degree of satisfaction with e-Governance.

Keywords: Demographics, E-governance, Participation, Transparency, Service delivery

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Introduction

E-Governance is the most recent development in the global governance process. India is not an excuse for this rule. With the official adoption of the National e-Governance Plan (NeGP) via its policy documents in May 2006, e-Governance is gaining traction in India [1]. E-Governance in India has gradually progressed from the digitalization of government agencies to efforts aimed at fundamental governance goals such as openness, citizen-client perspective, cost efficiency, etc. E-Governance involves more than just the digitalization of government departments; it focuses on changing bureaucrat mindsets to regard people as valued government consumers and essential participants in government decision-making [2]. E-Governance utilizes Information and Communication Technologies (ICTs) to deliver government services and information in a more open, accessible, and efficient manner. The state of Andhra Pradesh is heavily pushing e-Governance.

Andhra Pradesh has consistently been in the frontline of implementing ICT for e-Governance and citizen services. Following the bifurcation of Andhra Pradesh, when the Andhra Pradesh Government decided to relocate its capital to Amaravathi, the National Informatics Centre (NIC) quickly stepped up to the plate. It offered all appropriate ICT support, including much-needed NKN interconnection and other computing

infrastructure, NICs E-mail, V.C. facilities, e-Office, and so on, facilitating the smooth transformation of governance^[3]. TPDS is one of the critical initiatives, and achieving 100 percent Aadhaar-enabled public distributions has greatly aided in the reduction of leakages. During COVID-19, Andhra Pradesh reached out to needy families using a comprehensive system created by NIC-AP. Andhra Pradesh is the first state in the country to issue rice cards within ten days of registration anywhere in the state via Gram/Ward Secretariats with 100 percent e-KYC verification in a highly transparent way with the assistance of NIC, A.P. Andhra Pradesh is also the nation's first state to use the One Nation, One Ration card ^[4].

Literature Review

Banerjee, Abhijit, et al. (2020) ^[5]. Entitled their work **"E-governance, Accountability, and Leakage in Public Programs: Experimental Evidence from a Financial Management Reform in India,"** the author examines whether an e-governance change helps the government's policies? By providing information accessible in real time, information technologies have the potential to minimize the theft of public money. Researchers examine a significant field trial as well as the national implementation of a change to workfare program. Cash flow was replaced with "just-in-time" payments prompted by e-invoicing, making misreporting simpler to identify. Leakages decreased: program expenditures declined by 24% although employment rose marginally; fewer bogus families were in the official databases, and program administrator personal wealth fell by 10%. Payment delays, on the other hand, have risen. The national expansion resulted in a consistent 19% decrease in the program cost.

Addo, A., & Senyo, P. K. (2021) ^[6]. Entitled their work as **"Advancing E-governance for development: Digital identification and its link to socio-economic inclusion."** This research investigates the inclusiveness and developmental relevance of digital identity via conceptual analysis of the collected data from 40 studies published focused on the empirical setting of India's Aadhaar—the world's most influential digital identification system that allows delivery of services to over 1.2 billion individuals. Researchers propose digital identification and demographic inclusion concepts based on our research and provide a theoretical explanation of their connection. The resultant paradigm helps to advance e-governance for advancement by demonstrating how digital identification can allow inclusiveness.

Hooda, A. and Singla, M.L. (2021) ^[7]. Entitled their work as **"Core – competencies – a key to future-oriented and sustainable e-governance implementation: a mixed-method research."** This study aims to experimentally define the critical skills needed for future-oriented and viable e-governance practices, particularly in developing countries. The results indicated that developing core skills is necessary to enable the execution of future-oriented and sustained e-governance. The central core skills investigated include interposes communication, employee satisfaction, the internal quality of service, public quality of service, citizen satisfaction, leadership, culture, and technology. The study results emphasize the need for deliberate e-governance deployment for long-term e-governance success. The criterion is that the fundamental capabilities be developed. These basic skills are critical to making government agencies respond proactively to any potential crisis while maintaining departmental efficiency.

Bhuvana, M., & Vasantha, S. (2020) ^[8]. Entitled their work as **"Assessment of rural citizen satisfaction on the service quality of common service centers (CSCs) of e-governance."** E-Governance is described as a new road map for improving government services via information and communication technology (ICT). Common Service Centers is a government of India initiative developed by "the Ministry of Electronics and Information Technology (MEIT)" to provide digital services to rural communities. This program primarily promotes entrepreneurship in rural regions to better their lives. The satisfaction of rural people was evaluated in this research study by assessing the quality Of service of Common Service Centers of E-Governance operations. The connection between cause and effect has been investigated using structural equation modeling. According to the study's findings, trust, usability, and information quality are the essential factors in adopting e-governance services for evaluating the quality of service of common service centers (CSC).

Singh, U., Rawat, K., & Singhla, A. R. (2021) ^[9]. Entitled their work as "**Dynamics of e-Governance in post COVID era: India.**" India has made many attempts to develop and accept e-Governance projects, which have been implemented in a variety of sectors. However, except for a handful, most such efforts have failed to produce the intended outcomes over time, culminating in the underuse of public money. Furthermore, it has been repeatedly observed that the acceptance and effectiveness of e-Governance projects vary across regions, mainly owing to heterogeneity in India. Again, after COVID, the significance of e-Governance projects in people's lives has seen a paradigm change in terms of application and acceptability. In recent months, the implementation of social distance by both the central and local governments has resulted in a more significant role for e-Governance projects in providing essential public services/facilities to people at large. Consequently, this research was carried out to identify the variables responsible for the increased use of e-Governance solutions in India. The study also intends to examine the effect of the current outbreak on the adoption of e-Governance by adding a distinct health construct.

Objectives of the study:

This research aims to discover how demographic variables such as age, gender, education, and profession affect user satisfaction with the selected aspects of e-Government, namely accessibility, and engagement. Accessibility refers to how easily people may obtain, absorb, and utilize government information. Access to public information contributes to people's empowerment and allows them to hold public institutions responsible for service performance. The use of internet technology to enhance public engagement in government decisions is reflected in participation. It also covers the degree to which citizens see themselves to be active participants in democracy and whether their views count in the formation of laws and regulations.

Hypotheses of the study:

The following are the studies hypotheses:

- There is no statistically significant variation in the degree of satisfaction of users with the selected aspects of e-Governance based on their age.
- There is no statistically significant variation in user satisfaction with the selected aspects of e-Governance based on gender.
- There is no statistically significant variation in the degree of satisfaction of users with the selected aspects of e-Governance concerning their education.
- There is no statistically significant variation in the degree of satisfaction of users with the selected aspects of e-Governance based on their profession.

Methodology:

This research relies on both primary and secondary data. Primary data is gathered from 120 participants in the Anantapur district of Andhra Pradesh. The study focuses on people who have used any of the e-Government services. A systematic questionnaire was utilized to gather information regarding user attitudes about e-Government. Secondary data is collected from various periodicals, journals, books, newspapers, and websites, among other sources. ANOVA and the independent-sample t-test were used to analyze the Statistical Package for Social Science (SPSS) data.

Discussion and Analysis:

Table-1 describes the demographic characteristics of the respondents. 34.16 percent of all respondents are between the ages of 25 and 35, 56.67 percent are men, 25 percent are graduates, and 35 percent are self-employed.

Table-1: The demographic profile of the sample

Demographic variables	Categories	Number of Participants	Percentage
Age	</= 25	25	20.84
	25-35	41	34.16
	35-50	39	32.5
	>50	15	12.5
Gender	Male	68	56.67
	Female	52	43.33
Education	Less than X level	20	16.67
	X	40	33.33
	Intermediate/XII	23	19.16
	Graduate	30	25
	P.G. and above	7	5.84
Occupation	Government Employee	24	20
	Private Employee	29	24.16
	Self Employed	42	35
	Others	25	20.84
Total		120	100

Source: Primary data

➤ **Age-related levels of user satisfaction:**

Ho: There is no statistically significant variation in the degree of satisfaction of users with the selected aspects of e-Governance based on their age.

In terms of age, participants were divided into four groups: those under the age of 25, those between the ages of 25 and 35, those between the ages of 35 and 50, and those beyond the age of 50. A one-way analysis of variance was performed to determine the effect of age on the degree of user satisfaction with the selected aspects of e-Governance.

Table 2: a one-way study of mean differences in citizen satisfaction by age.

Dimensions		Squares Sum	df	Mean square	F	Sig.
Transparency	Between Groups	0.061	3	0.03	0.06	0.981
	Within Groups	18.875	56	0.437		
	Total	18.936	59			
Participation	Between groups	0.076	3	0.035	0.074	0.974
	Within groups	19.202	56	0.443		
	Total	19.278	59			

Source: Primary data

Interpretation:

Because the P values in both instances are higher than 0.05, H₀ is accepted at the 5% significance level. As a result, it is concluded that there is no significant variation in the degree of user satisfaction across the two aspects of e-Governance depending on the respondents' ages. In terms of transparency, the mean square value between groups is 0.030 and 0.437 for within groups. In terms of involvement, the mean square value between groups is 0.35 and 0.443 for within groups. As a result, it is clear that the degree of satisfaction among users on these two aspects of e-Governance is unaffected by their age.

➤ **Gender-related levels of user satisfaction:**

Ho: There is no statistically significant variation in user satisfaction with the selected aspects of e-Governance based on gender.

The T-test is used to determine the relationship between respondent gender and their degree of satisfaction with the two aspects of e-Governance.

Table-3: the t-test results for user satisfaction with e-government by gender.

Dimensions	Gender	N	Mean	S D	t	sig.
Transparency	Male	68	3.887	0.618	0.128	0.916
	Female	52	3.870	0.532		
Participation	Male	68	3.669	0.588	-0.361	0.734
	Female	52	3.622	0.557		

Source; primary data

Interpretation:

Because the P values in both scenarios are higher than 0.05, H₀ is accepted at the 5% significance level. As a result, it is concluded that there is no significant variation in the degree of user satisfaction across the two aspects of e-Governance depending on respondent gender. On two dimensions, the mean values for men and women are almost identical. As a result, there is no significant variation in the degree of customer satisfaction based on the gender of the respondents.

➤ **Education-related levels of user satisfaction:**

There is no statistically significant variation in the degree of satisfaction of users with the selected aspects of e-Governance concerning their education.

One Way Analysis of Variance (ANOVA) is used to determine the relationship between respondent educational qualifications and their degree of satisfaction with the two aspects of e-Governance.

Table-4: a one-way study of mean differences in user satisfaction by education level.

Dimensions		Sum of Squares	df	Mean Square	F	Sig.
Transparency	Between Groups	8.183	8	2.047	10.476	0
	Within Groups	10.753	110	0.194		
	Total	18.936	118			
Participation	Between Groups	7.277	8	1.821	8.346	0
	Within Groups	11.891	110	0.228		
	Total	19.168	118			

Source: Primary data

Interpretation:

Since the P values in both scenarios are less than 0.05, H₀ is rejected at the 5% significance level. As a result, it is concluded that there is a substantial variation in the degree of user satisfaction depending on the respondent's education on the two aspects of e-Governance. In terms of transparency, the mean square value across groups is 2.047 and 0.194 for within groups. In terms of involvement, the mean square value across groups is 1.821 and 0.228 for within groups. As a result, it is clear that user satisfaction varies according to the respondent's level of education.

➤ **Occupation-related levels of user satisfaction:**

There is no statistically significant variation in the degree of satisfaction of users with the selected aspects of e-Governance based on their profession.

Table-5: a one-way study of mean differences in user satisfaction by occupation.

Dimensions		Sum of Squares	df	Mean Square	F	Sig.
Transparency	Between Groups	1.384	9	0.451	1.472	0.232
	Within Groups	17.552	112	0.323		
	Total	18.936	121			
Participation	Between Groups	1.923	9	0.651	2.068	0.115
	Within Groups	17.354	112	0.32		
	Total	19.277	121			

Source: Primary data

Interpretation:

Since the P values in both circumstances are higher than 0.05, H₀ is accepted at the 5% significance level. As a result, it is concluded that there are no significant variations in the degree of satisfaction of users depending on the profession of the respondents on the two aspects of e-Governance. In terms of transparency, the mean square value between groups is 0.451 and 0.323 for within groups. In terms of involvement, the mean square value across groups is 0.651 and 0.32 for within groups. It is assumed that there is a slight variation in customer satisfaction based on employment.

Findings

The following are the study key findings:

- According to ANOVA, there is no difference in the degree of satisfaction of users with transparency and involvement based on their age.
- According to the independent sample t-test, the gender of the respondents had no significant effect on their degree of satisfaction with transparency and involvement.
- The ANOVA results show that respondents' educational background substantially impacts their degree of satisfaction with transparency and involvement.
- According to ANOVA, the respondent profession has no significant effect on their degree of satisfaction with transparency and involvement.

Conclusion

The purpose of this research is to determine the impact of four independent demographic factors, namely age, gender, education, and profession, on two aspects of e-Government, namely transparency, and participation. It is possible to infer that the degree of education has a substantial impact on consumer satisfaction with these two aspects. Other demographic factors, such as age, gender, and profession, had little effect on user satisfaction with the two elements of e-Governance. Hence, the government of Andhra Pradesh's e-governance efforts should focus citizen-centered, especially on demographic profiles, to improve its transparency and participation for effective service delivery.

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