

A Study on Awareness of Various E-Portals in Vasai-Virar Region

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Abstract: *As we all know, there is a shift in the economy from paper to paperless. The purpose of this study is to examine awareness of various E-portals among the individuals of vasai-virar region and give appropriate suggestions to amplify the awareness of unfamiliar E-portals. Parametric one sample t-test is used to examine awareness of various E-portals among the individuals of vasai-virar region. It is clearly seen from the above study that there is high level of awareness of E-shopping, E-payments, E-banking, E—entertainment (OTT platforms), E-ticket booking (railways, flights, Bus, movie etc.) and E-education and low level of awareness of E-news, E-consultations, E-tax filing, E-Trading, E-yoga/exercises and E-gaming among the individual of vasai-virar region. Further studies can be conducted evaluating factors influencing adoption of E-portals using the UTAUT model.*

Keywords: E-portals, Digital applications, online portals

I. INTRODUCTION

E-Portal refers to a website portal which is being developed and designed through various different sources such as online forums, emails, search engine in a unified manner. It is an online portal that helps the company to create an interaction with the audience and help them to have a one step solution for all the needs pertaining to the company. Each information is being disclosed on the online portal which also helps them to keep a track of the customers seeking solutions to their queries. The E-portals also involve intranet "dashboards" and mashups for the managers and executives. It all depends upon the intended user as well as the purpose which will let them display the kind of information on the portal.

The company tries to create a rich content on their e-portal which will help them to fascinate more and more audiences towards them. It is being seen that more often the focus is on a particular "metaphor" so as to configure and customize the content presentation as well as select the framework that has to be implemented. Also by looking at the users the company can decide the content to be added or deleted from the configured portal.

An e-portal may apply any search websites Application Programming Interface so as to permit the users of the portal for searching the intranet content in comparison to the extranet content which is done through restrictions over the same. Also it is seen that the e-portal also offers various other services such as news, e-mails, information derived from the databases as well as content for entertainment. The e-portals help the companies and institutions for providing a constant "look and feel" with accessing controls & procedures for various applications and data. It is up to the organization to enable access to any user or no and setting the barometers for the same.

E-portals help an organization create a one-step solution for all the queries related to any product. It helps the organization in improving the level of interaction with the customers by enabling better and increased services to the customers. It lets the customer feel valued in the company. It will help the company retain the customer and earn their loyalty which will guarantee that the customer won't turn to another company. It will help them create their permanent customer base which will guarantee a certain level of income on a routine basis. This will also help the company earn the loyalty from their business partners if they are shown the progress of the company. Also it is very important that both the employees as well as the customers should be made aware and knowledgeable about the online portal and its uses and benefits. It will also enable the company to make an improvement with their interaction with their employees and increase the level of productivity by enhancing processes of the business. It will also enable the company to not waste any time to correct the mistakes they could make as the portal will be designed in that manner. As portal helps in

removing the requirement of manually entering the data, which will eliminate the errors and will lead to decrease in costs.

II. RESEARCH METHODOLOGY

2.1 Research Objectives

1. To examine awareness of various E-portals in vasai-virar region.
2. To give appropriate suggestions to enhance awareness of various unaware E-portals in vasai-virar region.

2.2 Hypothesis

- **H0:** Awareness of various E-portals =3 in vasai-virar region.
- **H1:** Awareness of various E-portals >3 in vasai-virar region.

2.3 Research Method

The current study is based on descriptive research design and it adopts a deductive approach of research. Both primary and secondary data collection sources have been used in the current study. Non-random convenience sampling is used and data is collected through online Google forms. Sample size for the current study is 80. R software is used and t-test is used to evaluate significant awareness of various E-portals in Vasai-virar region.

III. REVIEW OF LITERATURE

1. **Reddy A. (2012)** examined in their research study that the main objective is in discussing the various perceptions of the customer related to security, privacy and trusting the electronic portals. The objectives of the research involve studying the perceptions of the customer to the different features of the online portal. Secondly, to study the different factors which influence the trust of the customers as well as the privacy factor of the e-commerce portals. The next is identifying antecedents as well as the consequences of the privacy matters of the online customers. The research is done on the basis of a few previous literature. It concludes that many participants are concerned with the privacy and security matter of the online portals.
2. **Goel P. et al (2021)** described in the research study that the main aim is in studying the awareness as well as the usage of the e-portals in the individuals pursuing a course in B.Ed. The research helps in exploring the attitude among them with the need for accessing such online portals among them and how they would use it for their benefit.
3. **Abou-Shouk MA. (2018)** pointed out in their study about measuring the attitudes of the travel agencies about engagement in collaborating on online portals with the DMOs for the purpose of marketing. This enables incorporating collaboration as well as accepting the different technology models for predicting the intentions and attitudes of such travel agents by applying the structural equation modeling. The information was being acquired from travel agents of Cairo in Egypt.
4. **Fath-Allah A. et al (2014)** conducted in their research about exploring the best activities and practices of the e-government portal. The data is being collected from Research and Industry. The research study aims at providing a structured overview of the excellent activities of the same by categorizing them in 3 categories which are back-end, external and Front-end.
5. **Beig F. et al (2019)** surveyed in the research paper for examining the impact of the experience of brand on the brand equity in Jammu and Kashmir region. For the study, a multi-stage sampling technique was being adopted and 460 respondents were taken for the study. Out of which 403 responses were recorded. The conclusions derived from the study showed four dimensions related to brand experience which is having a positive impact on the other four dimensions of brand equity.
6. **Kim G. et al (2009)** identified in the research paper that the main aim was in revealing the techniques which were associated with the first-hand forming of the trust of people in using mobile banking technology. The researchers tried in understanding the impact of 4 antecedent variables to shape the individuals trust in the usage of mobile banking.

IV. RESULT AND DISCUSSION

Table 1: Gender

GENDER	FREQUENCY	PERCENTAGE
Male	50	62.50
Female	30	37.50

Data has been collected from a total 80 respondents consisting of 50 male respondents and 30 female respondents.

Table 2: t-Statistics

Items	Mean	t-value	p-value	Ha :Mean>3
E-shopping	4.46	18.032	0.000	Accepted
E-news	2.12	-10.121	1	Rejected
E-payments	4.36	16.734	0.000	Accepted
E-banking	4.12	13.032	0.000	Accepted
E--entertainment	4.11	12.876	0.000	Accepted
E-consultations	2.23	-9.832	1	Rejected
E-tax filing	2.10	-10.033	1	Rejected
E-ticket booking	4.14	13.766	0.000	Accepted
E-Trading	2.15	-10.467	1	Rejected
E-education	4.22	14.554	0.000	Accepted
E-yoga/exercises	2.06	-10.988	1	Rejected
E-gaming	2.42	-9.321	1	Rejected

P (value) in case of E-shopping, E-payments, E-banking, E—entertainment (OTT platforms), E-ticket booking (railways, flights, Bus, movie etc.) and E-education <0.05 The null hypothesis is rejected and alternative hypothesis is accepted indicating high awareness.

P (value) in case of E-news, E-consultations, E-tax filing, E-Trading, E-yoga/exercises and E-gaming >0.05 The null hypothesis is accepted and alternative hypothesis is rejected indicating low awareness.

V. CONCLUSION

It is clearly seen from the above study that there is high level of awareness of E-shopping, E-payments, E-banking, E—entertainment (OTT platforms), E-ticket booking (railways, flights, Bus, movie etc.) and E-education and low level of awareness of E-news, E-consultations, E-tax filing, E-Trading, E-yoga/exercises and E-gaming among the individual of vasai-virar region. Thus awareness can be increased by the way of advertisements, various promotional offers, and sponsorships .Awareness can also be increased with the help of social media marketing strategy. Enhancing awareness of various E-portals will facilitate smooth operations, saves time, can get connected to top class trainers, doctors without any geographical boundaries.it will also help in payment of penalties in case of E-tax filings.

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