

Analysis of Factor for Adoption of Digital Technology and Its Stimulus on Emerging Market

Devendra Thenuan¹, Ayush Agrawal² and Pooja Misra³

¹Student at Birla Institute of Management Technology, G. Noida, India

²Student at Birla Institute of Management Technology, G. Noida, India

³Professor at Birla Institute of Management Technology, G. Noida, India

¹devendra.thenuan18@bimtech.ac.in, ²ayush.agrawal18@bimtech.ac.in,

³pooja.misra@bimtech.ac.in

Abstract

The worldwide advanced digital system has been many sensational changes as of late. Numerous advanced technologies are conveying disruptive developments to the market which prompts skimming plan of action. The adoption can only be measured when there are critical changes in the innovation which can possibly alter individuals' lives and industry. Advanced technology development can possibly change how individuals impact, learn, and work and would cause a quick change in the business scene.

This research paper shows the investigation of various parameters for selection of advanced digital innovation. The research incorporates both primary as well as secondary essential information accumulation. The secondary information was fundamentally from distributed recorded research papers and market reports while primary information was gathered by leading a broad survey. A pilot review was directed for taking out inquiries from the poll that were anomalies. A survey was directed, and input was looked for by people in different areas of the public. Theories are characterized in view of the auxiliary (secondary) information audit. The information gathered from this overview was dissected to affirm the legitimacy of chosen parameters. The research additionally incorporates its spur on developing the business sector.

Keywords: Emerging market, digital technology, New technology, trend, technology

1. Introduction

India, the seventh largest country in the world has about 1.25 billion population [1] with around 67% in rural areas [2]. With such a huge population, it becomes imperative for India to mark a powerful position in the global economy. Emerging digital technologies such as mobile applications, digital platforms, social media, mobile, analytics or embedded devices, provide the country with requisites for achieving the desired. However, the impact of any new digital technology to the financial growth of the country can only be comprehended when it is largely adopted by the masses. The adoption can be quantified only when there is a significant change in the technology which has the potential to revolutionize people's lives and is not based upon a mere incremental modification in the prevailing technology. One can easily see that digital technologies are pervasive in almost every field be it agriculture, dentistry, education, manufacturing or even construction and transport. Digital Technologies are omnipresent but even in the connected world; it takes time, energy and determination to get foremost revolutionary effects from fresh and innovative technology.

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Technology has been defined as, “The application of scientific knowledge for practical purposes, especially in industry or Machinery and devices developed from scientific knowledge.” (Oxford Dictionary)

“Technology is society’s pool of knowledge regarding the industrial arts. It consists of knowledge used by industry regarding the principles of physical and social phenomena... knowledge regarding the application of these principles to production... and knowledge regarding the day-to-day operations of production...”. “Technological change is the advance of technology, such advance often taking the form of new methods of producing existing products, new designs which enable the production of products with important new characteristics, and new techniques of organization, marketing, and management.” [3]

Digital Technology has the potential to transform how people communicate, learn, and work and would cause a rapid change in the business landscape. This can only be achieved by adoption and embracing of the new technology by the masses because it is dissemination of the technology rather than the development or improvement which eventually determines the speed of economic growth and the degree of efficiency. Until the people embrace the new technology, it may add little to the well-being. As Nathan Rosenberg said in 1972, “in the history of diffusion of many innovations, one cannot help being struck by two characteristics of the diffusion process: its apparent overall slowness on the one hand, and the wide variations in the rates of acceptance of different inventions, on the other.” (Hall & Khan, 2002)

The adoption of Digital Technology is characterized by several factors. As per the research conducted by Davis, 1989, the user acceptance of technology can be analysed on the basis of perceived utility and perceived ease of use. The ease of use parameter defines the level of comfort and convenience people have with respect to the technology. Davis (1989) defines ease of use as “the degree to which a person believes that using a particular system would be free from effort.” In addition to this, Safety and Security is a crucial parameter, if not the most important, as this connected world is exposed to large number of hackers and cyber-criminals which leaves our data and information prone to get stolen. Hence the importance of this parameter cannot be neglected.

With regards to adoption of new technology, innovation studies the behavioural characteristics of people, such that it depicts whether a person is an innovator, early adopter, early majority, late majority or laggards. It is basically a characteristic to determine the willingness of a person to adopt the technology by analysing three classes which are Command over the technology (it is defined as the level of control people have over that technology), Life-Cycle of Technology and lastly the Level of Advancement in Technology.

The social behaviour of people also plays a vital role in the acceptance as in this world one cannot seclude himself from the others. Hence, in order to be embraced by the society, one has to be in accordance to the fast-changing times. It is rightly said, when in Rome, do as the Romans do. Lastly, the benefits received are one of the most important factors as they majorly determine the adoption among the people with limited financial means. Benefits can further be studied under four categories which are the incentives from the use of the technology, the tax-reliefs associated with the use, the reduction in the overall costs and finally the cashbacks and bonuses derived from them from time to time.

2. Literature Review

India is a growing economy and with extensive innovation happening there is the advent of new technology. New technology brings about new changes as well as new challenges in society. Thus, in order to adopt these changes upcoming technology has to focus on a person’s perception so that it becomes easy for people to adopt and make use of these new technological changes. Carr (1999) has defined technology adoption as the 'stage of selecting a technology for use by an individual or an organization'.

Elise & Naveen (2006) state that use of technology is more valuable to the firm as it will allow the user to reach online rather than physically coming to their destination. Therefore, now they can digitally reach the firm without worrying about the distance. For firms, technology helps them expand and connect with people with less effort. As per Buell & Mark (2014), internet helps businesses expand globally. SMEs are using the internet to expand their business and to increase their growth speed so as to reach maximum number of people with minimum cost. In addition, people feel more connected through this platform. According to the Department of Industry, Government of India, with the increase in digital market, safety and security of this platform is increasing accordingly which helps people to move faster towards this market.

Hall & Khan (2002) state that as the people acceptance rate for the new technology increases it is leading to more people adopting the use of technology. So, technically people are following the social acceptance law, i.e. they follow the trend and the crowd and avoid the differentiation because the risk is low in that case. If most people have already adopted that technology, then probably most of the negative factors have been already analysed and worked upon. Thus following the trend will become less risky and will make them aware of recent changes.

As per Mr. Narendra Modi (Prime Minister of India 2017), people need to update their skills as per the current trend prevalent in the market which not only helps them to enhance more, but also helps the new start-ups. Jay Chen (Huawei India CEO) stated “Indian telecom operators are now moving in the direction where they can catch up with rest of the world”. People are moving towards 5G in India because when the upcoming technology creates the level of comfort within the people, then people move one step forward to adopt that technology.

Fitzgerald, Kruschwitz, Bonnet & Welch (2013) in their research found that majority of the employees feel that the transformation in digital technology is essential for the organization and the pace of technological change in their organization is too slow as compared to the current market requirement and therefore organizations should move according to the social behaviour, trends and public acceptance in their market and respond according to the current requirement with the current situation. Also, digital transformation is the right thing for the organization as it keeps you updated, creates the level of comfort, increases the visibility and also minimizes the time required to do a certain task.

As per research conducted by New Zealand agricultural and resource economics society, lack of skill and lack of knowledge are one of the important parameters in terms of adopting any new technology as this keeps them limited and if people are aware about the adopting technology than they can go beyond their limits and increase the productivity and make better use of that technology.

Research conducted by Tamil Nadu Agricultural University shows that adoption of agro forestry technologies requires mainly young, educated, large and rich farmers with access to credit and higher contact with extension personnel. Therefore, it implies that some technologies have certain limitations like income, which limits them to adopt that emerging technology.

Devine-Wright (2007) found that reconsidering public attitudes and public acceptance of renewable energy technologies shows that the benefits, public acceptance and public engagement with the technology are responsible for attracting people towards technology adoption. Stolovich (2010) in his research stated on incentives, motivation and workplace Performance shows that incentives attract people and give them a motivation to do certain tasks or to move ahead to do any new activity. Tax relief, incentives, cost-cutting or Bonus/cashback will motivate and encourage people by minimizing the level of fear as far as money is concerned.

Alhinai, Kurnia & Johnston (2007) found that level of technological advancement in a new technology varies according to the person’s comfort level with the advanced

technology. Farnworth, Sultana & Kanton (2015) state that when people see the benefit of adopting new practices they are ready to change their behaviour in order to earn the benefit. It also shows that women are more concerned about the security/safety and the economic conditions as compared to the men.

Meyer (2008) found that older age people find it difficult to adopt new technology as they are friendlier with the substitute of that technology which they are using from the past and therefore they feel a little uncomfortable to move into any new technology which sometimes may result in minimizing their efficiency. Accenture Digital (2015) states that digital can improve performance across all the functions, including customers as well as company employees' comfort level. It helps to expand the reach of the company and its customers by making the processes more visible as compared to the physical platform, but due to high risk of duplication companies need to pay more focus towards security to gain the customers trust and also for its own security as the documents are considered as highly sensitive.

Research done by Preben & Stillaug (2012) shows that while introducing any new technology, customers' attitude towards the technology and their expectation should be considered. Poushter (2017) states that use of social media and internet varies with the location. Therefore, it also implies that person's perception varies with the location because of the type of society they are living in and also the connectivity within that area.

Benn & Danny (2001) state that organizations that consistently invest in innovation will develop as compared to the non-innovative organizations. Therefore, if the changes emerge in positive direction, i.e. according to the user's requirement, then it is more likely it will help the organization to grow. Rajesh & Rajhans (2014) in their research found that technology spreads more effectively when diffusion occurs, i.e. when it reaches to the masses because as the area of acceptance increases than more people are aware and creates a level of trend in the market because of which more users get into the connection which gradually helps in its expansion.

Based on research done by Preben & Stillaug (2012) which stated that while introducing any new technology, customers' attitude towards the technology and their expectation should be considered it becomes imperative to understand the adoption phase of the new digital technological advancement. Interestingly it was seen that research in India has not yet fully investigated the public acceptance of digital technology especially in Delhi and NCR. Based on the review of literature, the parameters that were considered to understand the level of public acceptance of digital technology were ease of use, safety and security, level of innovation of the technology, social behaviour and benefits of using the technology.

3. Methodology

Given the exploratory nature of the research it was Ex Post facto in nature. The design of the approach for investigation included self-completed questionnaires and possible secondary sources (statistical handbooks, books, reports, journals, internet information). An extensive research was conducted, and the methodology adopted included designing of a survey and collecting the answers of people and recording their opinions on the topic and studying their comfort with respect to the new technology. The responses were collected to study the adoption behaviour of the people against different parameters such as Ease of Use with respect of Technology, Safety and Security associated with the technology, the Level of Innovation in the technology, The Social behaviour of people and lastly the Benefits of using the Technology. The questionnaire was designed on a five-point Likert scale. The data was collected from 135 people. The respondents were approached personally for their responses and interviews.

4. Analysis and Interpretation

4.1. Reliability Test

Reliability is the measure of testing the sample data set under similar and consistent constraints so as to produce the same results over time. Thus, when testing procedure is repeated with a group of test takers and essentially the same results are obtained, then it could be said to have high reliability. Research shows that Cronbach Alpha value which is greater than 0.7 shows a high measure of reliability. For the data as a whole, Cronbach Alpha was 0.845 which showed strong reliability.

Case Processing Summary

		N	%
Cases	Valid	135	100.0
	Excluded ^a	0	.0
	Total	135	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.845	22

Reliability for each factor of Ease of Use, Safety and Security, Innovation, Benefits and Social Behaviour was checked for separately. For the factor of ease of use, questions pertaining to convenience, user friendly, robustness, accessibility through mobile, laptop, IPad were asked. The data showed a strong reliability of 0.724. In case of Safety and security, questions asked were related to efficient technology, reliability, scope of theft and hacking. The Cronbach Alpha for Safety and security was moderate *i.e.*, 0.600. In case of Innovation questions asked were related to life cycle, command over the technology being used and level of technological advancement. For the factor of Social behaviour questions related to trend and fad, peer pressure and differentiating factor were asked. The Cronbach Alpha of Innovation and Social Behaviour was 0.681 and 0.566 respectively. This showed that the reliability for these two factors was moderate to strong. In case of Benefits, reliability was 0.696 and questions based on incentives, tax relief, cost cutting and cashback and bonuses was asked.

4.2. Correlation Test

A correlation component matrix was analysed and it was seen that there was a significant amount of correlation between the variables as shown in the below diagram. Rather, factors of Ease of use, Innovation, Benefits had a moderate to high degree of correlation with acceptance of Digital Technology by the public.

	Ease of Use	Safety and Security	Innovation	Social Behaviour	Benefits	Public Acceptance
Ease of Use	1					
Safety and Security	0.558	1				
Innovation	0.33	0.536	1			
Social Behaviour	0.34	0.316	0.536	1		
Benefits	0.544	0.553	0.4	0.377	1	
Public Acceptance	0.568	0.429	0.517	0.387	0.533	1

** . Correlation is significant at the 0.01 level (2-tailed).

4.3. Hypothesis Testing

In this research, five hypotheses have been designed and statistical analysis in the form of linear regression both simple and multiple were performed to verify if they hold true.

4.3.1. Regression Analysis: Regression analysis helps us understand how the typical value of the dependent variable changes when any one of the independent variables is varied, while the other independent variables are held fixed.

H1: Ease of Use, Safety and Security, Innovation in Technology, Social Behaviour and Benefits leads to acceptance of Digital Technology by public.

On taking the independent variables as Ease of use, Safety and Security, Innovation, Social Behaviour and Benefits and the Dependent variable as Acceptance of Digital Technology by the public the value of R^2 derived was 0.482 which shows that 48.2% of the variation in Acceptance of Digital Technology by the public can be explained by Ease of use, Safety and Security, Innovation, Social Behaviour and Benefits

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 ^a	.482	.462	.500

a. Predictors: (Constant), Benefits, Social Behaviour, Ease of use, innovation in Technology, Safety and Security

b. Dependent Variable: Social Behaviour [Public acceptance]

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.673	.363		-1.854	.066
Ease of use	.125	.027	.375	4.558	.000
Safety and Security	-.039	.034	-.104	-1.161	.248
1 innovation in Technology	.152	.038	.342	4.037	.000
Social Behaviour	.009	.038	.018	.227	.821
Benefits	.081	.028	.244	2.945	.004

a. Dependent Variable: Social Behaviour [Public acceptance]

Regression Equation:

The analysis showed that the

Public Acceptance = (0.125 * Ease of Use) + (0.152 * Innovation in Technology) + (0.081 * Benefits) – 0.673. This showed that public acceptance of Digital Technology in NCR region is basically dependent on Ease of Use, Innovation in Technology and Benefits. The acceptance increases by 0.125 with unit increment in Ease of Use and by 0.152 with unit increment in Innovation. It increases by 0.081 when the benefits are increased by 1 unit.

H2: Ease of Use (Convenience, User Friendliness, Robustness and Accessibility through various platforms such as smartphones, laptops tablets, etc.) leads to more Public Acceptance of Digital Technology.

On taking the independent variables as Ease of Use - Convenience, User Friendliness, Robustness and Accessibility through various platforms such as smartphones, laptops tablets, etc.) and the Dependent variable as Acceptance of Digital Technology by the public the value of R² derived was 0.373 which shows that 37.3 % of the variation in Acceptance of Digital Technology by the public can be explained by Ease of use - Convenience, User Friendliness, Robustness and Accessibility through various platforms such as smartphones, laptops tablets, etc

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 ^a	.373	.354	.547

a. Predictors: (Constant), Ease of use [Accessibility (through Mobile, Laptop, Tablet etc.)], Ease of use [User Friendly], Ease of use [Robustness], Ease of use [Convenience]

b. Dependent Variable: Social Behaviour [Public acceptance]

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.592	.308		1.918	.047
Ease of use [Convenience]	.502	.108	.456	4.652	.000
Ease of use [User Friendly]	.020	.063	.027	.316	.752
Ease of use [Robustness]	.216	.082	.207	2.627	.010
Ease of use [Accessibility (through Mobile, Laptop, Tablet etc.)]	.045	.083	.047	.540	.590

a. Dependent Variable: Social Behaviour [Public acceptance]

As $p < 0.05$, it implies that the variable is statistically significant to the relationship.

Hence, H2 is *supported*.

Regression Equation:

$$\text{Public Acceptance} = (0.502 * \text{Convenience}) + (0.216 * \text{Robustness}) + 0.592.$$

This means that with unit increment in Convenience, the public acceptance increases by 0.502 and similarly by 0.216 when Robustness is increased by 1.

H3: Safety and Security (Efficient Technology, no scope of theft and hacking, Reliability) determines acceptance of Digital Technology by public.

On taking the independent variables as Safety and Security - Efficient Technology, no scope of theft and hacking, Reliability) and the Dependent variable as Acceptance of Digital

Technology by the public the value of R^2 derived was 0.228 which shows that 22.8% of the variation in Acceptance of Digital Technology by the public can be explained by Safety and Security -Efficient Technology, no scope of theft and hacking.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477 ^a	.228	.210	.605

a. Predictors: (Constant), Safety and Security [Reliability], Safety and Security [Efficient technology], Safety and Security [No scope of theft and hacking]

b. Dependent Variable: Social Behaviour [Public acceptance]

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.486	.329		4.514	.000
Safety and Security [Efficient technology]	.386	.092	.357	4.205	.000
Safety and Security [No scope of theft and hacking]	.137	.070	.197	1.959	.042
Safety and Security [Reliability]	.010	.107	.009	.094	.925

a. Dependent Variable: Social Behaviour [Public acceptance]

Since $p < 0.05$, implying the variable is statistically significant to the relationship

Hence, H3 is *supported*.

Regression Equation:

$$\text{Public Acceptance} = (0.386 * \text{Efficient Technology}) + (0.137 * \text{No scope of theft and Hacking}) + 1.486.$$

This states that Public Acceptance increases by 0.386 with unit increment in Efficient Technology and also by 0.137 when No scope of theft and Hacking is increased by 1.

H4: Innovation in Technology (Command over technology, Life-Cycle, Level of advancement) tends to make people accept Digital Technology.

On taking the independent variables as Innovation in Technology (Command over technology, Life-Cycle, Level of advancement) and the Dependent variable as Acceptance of Digital Technology by the public the value of R² derived was 0.328 which shows that 32.8 % of the variation in Acceptance of Digital Technology by the public can be explained by Innovation in Technology - Command over technology, Life-Cycle, Level of advancement.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.573 ^a	.328	.313	.564

a. Predictors: (Constant), Innovation in Technology [Level of technological advancement], Innovation in Technology [Command over that technology], Innovation in Technology [Life-cycle]

b. Dependent Variable: Social Behaviour [Public acceptance]

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.881	.313		2.821	.006
Innovation in Technology [Command over that technology]	.088	.094	.079	.933	.353
Innovation in Technology [Life-cycle]	.099	.094	.094	1.044	.298
Innovation in Technology [Level of technological advancement]	.501	.086	.483	5.835	.000

a. Dependent Variable: Social Behaviour [Public acceptance]

Since $p < 0.05$, implying the variable is statistically significant to the relationship

Hence, H4 is *supported*.

Regression Equation:

$$\text{Public Acceptance} = (0.501 * \text{Level of Advancement}) + 0.881$$

This states that Public acceptance of Digital Technology varies by 0.501 with unit change in the Level of Advancement.

H5: Social Behaviour (Trend and fad, Peer pressure and Differentiating Factor) leads to acceptance of Digital Technology by public.

On taking the independent variables as Social Behaviour - Trend and fad, Peer pressure and Differentiating Factor and the Dependent variable as Acceptance of Digital Technology by the public the value of R² derived was 0.264 which shows that 26.4% of the variation in Acceptance of Digital Technology by the public can be explained by Social Behaviour - Trend and fad, Peer pressure and Differentiating Factor

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514 ^a	.264	.246	.598

a. Predictors: (Constant), Social Behaviour [Differentiating factor], Social Behaviour [Trend and fad], Social Behaviour [Peer pressure]

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.140	.382		2.981	.003
Social Behaviour [Trend and fad]	.158	.100	.124	1.576	.118
Social Behaviour [Peer pressure]	.050	.070	.057	.711	.479
Social Behaviour [Differentiating factor]	.437	.072	.478	6.029	.000

a. Dependent Variable: Social Behaviour [Public acceptance]

Since $p < 0.05$, implying the variable is statistically significant to the relationship.

Hence, H5 is *supported*.

Regression Equation:

$$\text{Public Acceptance} = (0.437 * \text{Differentiating factor}) + 1.140.$$

This states that the public acceptance varies by 0.437 with unit change in Differentiating Factor.

H6: Benefits (Incentives, Tax-reliefs, Cost-cutting, Cashback and Bonuses) leads to acceptance of Digital Technology by public.

On taking the independent variables as Benefits - Incentives, Tax-reliefs, Cost-cutting, Cashback and Bonuses and the Dependent variable as Acceptance of Digital Technology by the public the value of R² derived was 0.311 which shows that 31.1% of the variation in Acceptance of Digital Technology by the public can be explained by Benefits - Incentives, Tax-reliefs, Cost-cutting, Cashback and Bonuses.

Model Summary^b

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.558 ^a	.311	.290	.574

a. Predictors: (Constant), Benefits [Cashback and bonuses], Benefits [Tax-reliefs], Benefits [Cost cutting], Benefits [Incentives]

b. Dependent Variable: Social Behaviour [Public acceptance]

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.084	.320		3.384	.001
Benefits [Incentives]	.282	.100	.273	2.828	.005
Benefits [Tax- reliefs]	.159	.084	.168	1.882	.049
Benefits [Cost cutting]	-.058	.115	-.047	-.508	.612
Benefits [Cashback and bonuses]	.273	.094	.273	2.907	.004

a. Dependent Variable: Social Behaviour [Public acceptance]

Since $p < 0.05$, implying the variable is statistically significant to the relationship.

Hence, H6 is *supported*.

Regression Equation:

$$\text{Public Acceptance} = (0.282 * \text{Incentives}) + (0.159 * \text{Tax-reliefs}) + (0.273 * \text{Cashback and Bonuses}) + 1.084$$

The relationship can be said that the public acceptance increases by 0.282 when Incentives increase by 1 and similarly, when the Tax-Reliefs increase by 1, the public acceptance

increases by 0.159. it also increases by 0.273 when the Cashback and Bonuses are increased by 1.

5. Analysis and Discussion

Based on our analysis of the sample data responses of 135 people, it was seen that factors of Ease of use, Innovation, Benefits had a moderate to high degree of correlation with acceptance of Digital Technology by the public. On further testing through regression analysis, it was found that taking the independent variables as Ease of use, Safety and Security, Innovation, Social Behaviour and Benefits and the Dependent variable as Acceptance of Digital Technology by the public the value of R^2 derived was 0.482 which shows that 48.2% of the variation in Acceptance of Digital Technology by the public can be explained by Ease of use, Safety and Security, Innovation, Social Behaviour and Benefits. However, it showed that that public acceptance of Digital Technology in NCR region is basically dependent on Ease of Use, Innovation in Technology and Benefits. The acceptance increases by 0.125 with unit increment in Ease of Use and by 0.152 with unit increment in Innovation. It increases by 0.081 when the benefits are increased by 1 unit. This also corroborated the high correlation between the factors of Ease of use, Innovation, Benefits had a moderate to high degree of correlation with acceptance of Digital Technology by the public.

Further in-depth regression analysis conducted for each of these factors separately showed that with reference to ease of use it is primarily convenience and robustness which people are looking for while using any new technology ie with a with unit increment in Convenience, the public acceptance increases by 0.502 and similarly by 0.216 when Robustness is increased by 1. This is extremely important for the makers of any new technological innovation. This conforms to the findings of Alhinai, Kurnia & Johnston (2007) who found that level of technological advancement in a new technology varies according to the person's comfort level with the advanced technology.

With reference to safety and security Public Acceptance increases by 0.386 with unit increment in Efficient Technology and also by 0.137 when no scope of theft and Hacking is increased by 1. This corroborates the statement of Department of Industry, Government of India, which states that with the increase in digital market, safety and security of this platform is increasing accordingly which helps people to move faster towards this market. As far as Innovation is concerned it is the level of advancement of technology which influences the minds and perception of people.

This contradicts the findings of Hall & Khan (2002) who state that as the people acceptance rate for the new technology increases it is leading to more people adopting the use of technology. So, technically people are following the social acceptance law, i.e. they follow the trend and the crowd and avoid the differentiation because the risk is low in that case.

Importantly, in case of benefits public acceptance increases by 0.282 when Incentives increase by 1 similarly, when the Tax-Reliefs increase by 1, the public acceptance increases by 0.159. It also increases by 0.273 when Cashback and Bonuses are increased by 1. This is in line with the findings of Stolovich (2010) who in his research stated that incentives attract people and give them a motivation to do certain tasks or to move ahead to do any new activity. Tax relief, incentives, cost cutting or Bonus/cashback will motivate and encourage people by minimizing the level of fear as far as money is concerned.

Thus, based on our findings for Delhi and NCR it was seen that for acceptance of digital technology by the public ease of use, innovation and benefits must be borne in mind by the organisation developing the new technology. Rather, they must ensure that the technology is convenient to use and has a robustness to it. It should be efficient and there should be absolutely no scope of theft and hacking. For people of Delhi and NCR it is the factor of differentiation which is important with regards to influence due to social behaviour. In case

of adoption of new technology it is the factors of incentives, tax relief and cashback and bonuses which plays an important role in the minds of consumers.

The present research focuses on the Adoption of Digital Technology with respect to factors such as Ease of Use, Innovation, Benefits, Social Behaviour and Safety and Security. However, the impact of some other parameters such as the Income of people, the gender and the background of the people (Whether Urban, Semi-Urban or Rural) has scope for further research in future.

6. Limitations

The present research was centred around individuals within the age group of 20 to 35 years old, henceforth its application for senior individuals would have to be additionally examined.

In the present research, the sample was generally drawn from Delhi and NCR area. In this way, the generalizability of these outcomes for rural areas around Delhi and NCR must be done with caution and similarly for pan India. A bigger sample size can likewise be considered upon.

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