

A Study of Digital Business for E-Content

Shruthi D^a, Lakshmi P^b

^aAssistant Professor ,G.F.G.C.W.K.R.Nagar.

^bStudent, Government First Grade College For Women, K.R.Nagar.

Abstract

Electronic content or Digital content that can be transmitted over a computer network such as the internet. It is a very powerful tool of education. It is valuable to the learners and also helpful to teachers. Electronic business or (online business) is any kind of business or commercial transaction that includes sharing information across the internet. The digital business is the process of applying digital or reinvent business model and transform a Company's product and customer experience. The present study is made to understand the business for e-content.

KEYWORDS: e-content, digital business etc.

Introduction

"E-content marketing is a marketing technique of creating and distributing valuable relevant and consist content and attract and acquire a clearly defined audience with the objective of arriving profitable customer action". The growth of e-business in recent decades has given rise to new business requirements on the customer front, consumers experts organizations to offer self service options for conducting transactions. Digital business is disperse relevant consumers within a fraction of time with required and relevant information. The term e business and to a lesser extent, digital business have been to describe this phenomenon. In these paper the terms are used interchangeably. The definition of the term 'digital business' are as varied as those for the word 'business' the manner in which digital business depend largely on the perspective of the user. For example: while financial managers may have a view of digital business that reflects their financial view of digital business that reflects their financial view of the enterprise, supply chain managers may prefer to view the operational elements of the business.

Meaning of digital business :-

Digital business is the process of applying digital or reinvent business model and transform a company's product and customer experience. Online digital business- Generally speaking, digital business rely on technology to operate and grow, depending on your Industry, that might look like: using productivity apps and task management system to automate workflows.

Literature review

*Sandip Dhavale and A.D.Shaligram(2021) in his research title “Development of e content for effective teaching and learning : Their work describes an innovative work of e content in digital form. The process of easy and used a template to develop any e content course. Sharing knowledge in the way of digitalization is one of the best way of effective teaching. Effective teaching are necessary to understand the subject. The content includes PowerPoint presentation, multiple choice questions, audio, video, animation increase interest of subject. The proposed e content generation procedure is platform to design an independent e content and can be used across the world.

*Dr HarisighGourVishwavidyalaya(2021) in their research article titled “E content teaching through web” The aim of e content development is to create an information rich society where everyone irrespective of gender, region, caste and religion etc., is empowered to create, receive, share and utilize information and knowledge for the educational upliftment and development in the process of e-learning structure and validated e content can serve as an effective virtual teacher.

*Dr.O.N.Chaubey(2021)in his research title “Digital landscape” depicts that the e content provide learner an opportunity to learn from any place through digital media. And teachers also take positive initiative in this sense. So the present study also shows that teachers also develop good content.

*BuabengAndoh(2012) in his research titled “Information and Communication Technology”: informs that the Information and Communication Technology acceptance and inclusion in teaching and learning has been minimal despite Investments of ITC Technology, equipment and professional development to enhance education in many countries. These organizational, behavioral and technological factors that facilitate the use of computer technology by students and teachers should be explored. Teachers are unable to adopt the current curriculum to what they learned only by dialogue and reading and not through observation.

Shyam R sihare(Jan 2018) in his research article titled “ Role of E- Content for e business” depicts that Digital business is disperse relevant customers within a fraction of time with required and relevant information."E-content marketing is a marketing technique you of creating and distributing valuable, relevant and consistent content and attract and acquire a clearly defined audience -with the objective of arriving profitable customer action"

B. Wall , H Jagdev and J Browne

Over the past decade many terms and definitions have been used to describe the kind of business that is transacted using electronic or Digital means . The term e business and to a lesser extent ,digital business have been to describe this phenomenon. In this paper the terms are used interchangeably. The definition of the term digital business are as varied as those for the word 'business ' The manner in which digital business is define depend largely on the perspective of the user

Objectives:

1. To increase students concentration on particular subject matter in depth learning.
2. To understand the awareness level of e-content among post graduates.
3. To analyse the benefits of e-content among post graduates.
4. To learn the self dependency.

SCOPE:

The study is descriptive in nature and study is restricted to people in K R Nagar city only.

MERITS OF DIGITAL BUSINESS

1. Brand development

A business is not just about the name and products of the company, rather it is the voice and the message of the brands. The main advantages of digital marketing is to build the brand through direct campaigns and personalized content

2. Personalization

Digital business campaigns impart the leverage of personalization, Indispensable advantages of digital marketing its ability to target audienc

3. Wider reach

Digital business helps expand the presence of the board and creates a platform to reach a vast number of customers.

4. Lower cost

The cost- efficient nature of digital marketing is immensely advantageous for the business. Spending on digital marketing in comparison to traditional marketing campaigns is very less.

5. Accessibility

The advantage of digital business is that it makes the brand accessible to the customer as there is always a chance of that the existing customers may want to leave reviews for a good store experience and place a recommendation for the friends as well.

6. Greater engagement

The use of digital marketing is advantages as it allows the brand to get hold of the customer's attention till Brand loyalty.

Demerits of Digital Business :-

1. High competition

Digital business campaigns should be well through of should stand out, grab attention and create impact on the target audience since the competition has grown many folds in the recent past.

2. Dependability on technology

This is purely based on technology and the internet is prone to errors, There are times when the links may not work, landing pages may not load, and pages buttons just don't simply do its job.

3. Time consuming

One of the biggest disadvantages of digital marketing campaigns is its time consuming nature, Unorganized tactics and strategies may consume a lot of time and often it becomes difficult to devote the desirable time to the campaign. Digital marketing tools like Hub spot, Ahrefs and social media posting, and scheduling tools like Hoot suite and tweet deck should use to overcome the potential barriers.

4. Security and privacy issues

Security is the primary requirement for any brand. Hence website protection is something to be executed seriously as a digital marketer.

Data Collection

Questionnaire was designed and distributed through google forms, among 165 was collected and distributed to people in near by villages.

Analysis and Interpretation

To understand the level of awareness of digital business

options	Frequency	percentage
Yes	146	88.3
No	19	11.7
total	165	100

From the above table and graph we can understand that, the 88.3% post graduates students aware about digital business for e-content.

To understand of the language as a barrier for e-content

Options	frequency	percentage
Strongly agree	22	13
Agree	62	37.7
Neutral	52	31.2
Disagree	26	15.6
Strongly disagree	3	2.5
Total	165	100

The following chart shows the percentage of the language as a barrier for e content . medium of instruction plays a very important role while learning.

Activities through internet/ pc/mobile devices

Options	Frequency	percentage
Strongly agree	9	5.2
Agree	118	71.4
Neutral	27	16.9
Disagree	0	0
Strongly disagree	11	6.5
Total	165	100

Internet/pc/mobile devices helps to accomplish activities quickly.

Preference of digital for e- content

Options	Frequency	percentage
Strongly agree	15	9.1
Agree	111	67.5
Neutral	35	22.1
Disagree	4	2.7
Strongly disagree	0	0
Total	165	100

Although majority of people are aware about e-content . The percentage of preference is more for digital business for e-content.

Association between purchase of e-content and language (medium of instruction) through chi square test

H₀: there is no significant relationship between purchase of e-content and language of books.

H₁: there is significant relationship between purchase of e-content and language of books.

	Value	Df	Significance
Pearson chi square	46.397 ^a	12	0.000
No of valid cases	165		

From the above table it can analysed that the p value is 0.00 which is less than 0.05 hence we can accept the alternative hypothesis that there is significant relationship between purchase of e-content and language of books.

Conclusion

From a research, now a days Digital Business is very important. Post graduates are aware about digital business for e-content.it is one of the way of digitalization. The content and it's quality is the key component of education system. The models includes e-text, ppt, animation, audio and lectures. Multimedia is a combination of e-content. It helps to work quickly. It is more effective and efficient. E-content are student centered. The students are the core of e-content system. It is also provides consistent and effective training. E-content will have the ability to retain long-term access.

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