

**TECHNOLOGICAL ADVANCEMENT AND
THEIR IMPACT ON SMALL SCALE
BUSINESS IN IDUKKIDISTRICT**

Project Report

Submitted by

ASWATHY P P

Reg.No. AM21COM007

Under the guidance of

Ms. BONITA CLARA DSOUZA

*In partial fulfilment of requirements for award of the
postgraduate degree of*

Master of Commerce and Management



**ST.TERESA'S COLLEGE (AUTONOMOUS),
ERNAKULAM**

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at „A++“ Level (Fourth Cycle)

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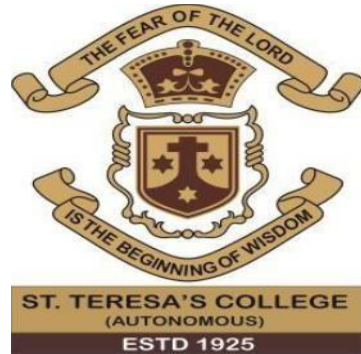
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CERTIFICATE

This is to certify that the project report title
**TECHNOLOGICAL ADVANCEMENT AND THEIR
IMPACT ON SMALL SCALE BUSIESS IN IDUKKI
DISTRICT** submitted by **ASWATHY P P**

Towards partial fulfilment of the requirements for the award of
post graduate degree of **Master of Commerce and
Management** is a record of bonafide work carried out by them
during the academic year 2021-23.

Supervising Guide

Ms. Bonita Clara Dsouza

Assistant Professor

Dept. of Commerce

Head of the Department

Ms. Ann Thomas Kiriyanthan

Assistant professor

Dept. of Commerce

Place: Ernakulam

Date: 31.3.2023

DECLARATION

I, **ASWATHY P P** hereby declare that this dissertation entitled, **‘TECHNOLOGICAL ADVANCEMENT AND THEIR IMPACT ON SMALL SCALE BUSINESS IN IDUKKI ’** has been prepared by us under the guidance of **Ms. BONITA CLARA DSOUZA**, Assistant Professor, Department of Commerce, St Teresa’s College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

Place: ERNAKULAM

ASWATHY P P

Date: 31.3.2023

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ASWATHY P P

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1.1 INTRODUCTION

Small scale business is the core part of local economies helping to create webs of financial independence that foster broad-based prosperity. Small business is the most important influencer of economic growth because they provide opportunities for entrepreneurs and create meaningful jobs with greater job satisfaction than positions with larger traditional companies. They foster local economies, keeping money close to home and supporting neighborhoods and communities. As compared to large industries, they generate a number of employment opportunities per unit of capital invested. Technology is becoming a major factor in small business. Technology is defined as the practical application of knowledge to execute a task. The last two decades have marked enormous increase in technology use in business. Through advancement in technology in computers and the internet, small business contributing more to the economy than in the past. Technology has made it easy in processing daily business activities and routine tasks. It has tangible and intangible benefits in a small business that affect the culture, relationships and efficiency of an enterprise. New technology has boosted the security of small business by offering secure confidential information and trade advantage.

Advanced technology is important in our lives because it helps to deal with everyday dynamic things. Technology offers various tools to boost development and exchange information. It is designed to make businesses run more efficiently and prepare for achieving better results. The right technical solutions can help business to understand their customers and market better and respond to customer demand more efficiently. Technology can be used to evaluate industry trends and help business owners make more effective decisions. Advanced technology can also automate time consuming business tasks, increase productivity, reduce business expenses, and make it easier for small business to achieve more. Small business can benefit from technology as it can greatly decrease the number of human work hours required to perform certain tasks. This means business with small groups

can achieve more and save money on operating costs. Many small businesses in these days rely heavily on technology to manage their daily operations. There are many technical solutions that can help small businesses, as they can greatly decrease the number of human work hours required to perform certain tasks. Thus, technology is the key factor in the expansion of small business. It improves the production processes, creates values, and reduces operational expenses. Technology gives small business the ability to connect with their customers via e-mail, through blogs, social networks and forums. Small business owners can take advantage of this instant connection by getting feedback from customers and applying it to their business immediately, if they see it. Small business owners should consider using technology in their planning process to make room for future expansion. This allows owners to do daily operations by using the most effective technology available in the market. Advanced technology in a sense a revolution in the field of small business because it changes the conventional concepts followed by the people for completing their works or tasks.

1.2 SIGNIFICANCE OF THE STUDY

Advanced technology can make a significant impact on small scale business by offering a competitive edge. Small scale business requires limited capital compared to other big business but it also faces challenges in the daily operations. The growth of small business depends on the changing behavior of the customer. The covid pandemic has forever changed the behavior of the customer and seller, adapting to the world of technology in this covid pandemic was very helpful to manage the complications of small business. However technology has the potential to affect small business in positive and negative ways. This study focuses on the negative and positive impact of technology advancement on small scale business and the awareness among the people in rural area. The interest and attitude among the people are also taken.

1.3 SCOPE OF THE STUDY

Respondents from Idukki district have been taken for this study. Respondents from different panchayath taken into considerations. The research covers the support level and suggestions among the customer and seller those who are using advanced technology for their daily operations.

1.4 PROBLEM OF THE STATEMENT

Small business plays very important role in generating economic growth by providing employment opportunities to the unemployed ones and it also satisfies the needs and wants of the people through offering their services. The introduction of advanced technology in small scale business changes the behavior of both customer and seller. Technology has the potential to affect small business in positive and adverse ways, depending on the goals a business has the product they chose to use, and how well entrepreneurs and their employees adapt to new systems. Running a small business involves a moderate risk so the coming of advanced technology in the daily operations of small scale business has the significant role because it contributes innovation, competition and risk, profitability, business opportunities, and overall growth.

1.5 OBJECTIVES OF THE STUDY

Specific objectives of this research are:

- To evaluate the attitude of people towards modern technology
- To study the major requirements of modern technology in small scale business
- To understand the profitability of small business by using advanced technology
- To find out the awareness level of buyer and seller for establishing modern technology.
- To find out the interest among the people towards modern technology
- To find out the people who are not interested with the concept of advanced technology with reference to traditional business.

1.6 HYPOTHESIS

H0: There is no relation between gender and awareness about technological advancement

H1: There is relation between gender and awareness about technological advancement

H0: There is no relation between age and interest towards technology implementation

H1: There is relation between age and interest towards technology implementation

H0: There is no relation between gender and income level

H1: There is relation between gender and income level

H0: There is no relation between gender and satisfaction level before implementation of advanced technology in small business

H1: There is relation between gender and satisfaction level before implementation of advanced technology in small business

H0: There is no relation between gender and satisfaction level after the implementation of advanced technology in small business

H1: There is relation between gender and satisfaction level after the implementation of advanced technology in small business

1.7 METHODOLOGY

This research employed a quantitative study to examine the influencing factors of consumers online impulse buying in which applied the random sampling. The respondents answered the questionnaire and collected data were processed and analyzed through non parametric test.

1.7.1 RESEARCH DESIGN

It is a descriptive study and both primary and secondary data were used for analysis and interpretation.

Population: Universe of the project comprises of people in Idukki district. Sample size: The sample size of universe is 60

Sampling technique: Random sampling technique has been used to collect data for this project.

1.7.2 SOURCE OF DATA

Primary data: The primary data has been collected through questionnaire from 60 Respondents. Questionnaire was used for collecting the data.

Secondary data: Secondary data has been collected from various public sources like books, Internet, brochures, newspapers, magazines, etc.

1.7.3 SAMPLING DESIGN

- Sampling technique: Convenient sampling technique is used for collecting data.
- Area of study: Idukki
- Sample size: 60 samples

1.7.4 TOOLS OF ANALYSIS

The data collected from the respondents were analyzed using various statistical techniques. Percentage analysis and Chi-square tests are used. These tools provide an easy understanding about the attitudes and perception of impulse buying towards online shopping during Covid-19 pandemic.

1.8 LIMITATIONS

In spite of all the sincere efforts, the study is not fool proof in nature. It suffers from various limitations due to the following reasons:

- The area of study was limited to Peruvanthanam panchayath only.
- Lack of accuracy in primary and secondary data.
- The selected sample might not give a true representation of population.

1.9 KEY WORDS

- **Technological advancement:** Technological advancement is the generation or discovery of knowledge that advances the understanding of science or technology. Advanced technology is a new invented concept from the existing technology. It will be useful than the existing one and it includes number of features or advantages compared to the traditional concept of technology.
- **Technology implementation:** Technology implementation is the installation of new technology in the field it requires. The establishment of advanced technology replaces or restructure the business from the existing style of operations.

1.10 CHAPTERISATION

Chapter 1 – Introduction: This is an introduction chapter that includes introduction, significance, problem statement, objectives, methodology, scope, limitation, keywords and chapterisation.

Chapter 2 – Review of Literature: This chapter deals with literature review which is a collection of many published works.

Chapter 3 – Theoretical framework: This chapter includes the theoretical works relating with the study.

Chapter 4 – Data Analysis and Interpretation: This chapter is an analysis of the primary data collected for the purpose of study. It includes tables, graphical representations, their analysis and interpretations.

Chapter 5 – Summary, funding, recommendations and conclusion: This is the conclusion chapter which contains summary of the study, findings of the study, recommendations.

REVIEW OF LITERATURE

Shaijumon (2014) According to his study the effect of advanced technology are diverse, and influence market competitiveness in different ways. Technology presentsunprecedented opportunities to empower small business leaders by strengthening their capabilities in marketing their products. Shaijumon stated that creation of a value chain for each agricultural product deemed strategic could reduce malfunctions considerably, and could lead to factors at al links of the chain to draw greater benefitfrom work performance. Technology therefore, contributes to the reduction of povertyand the economic growth of the country.

Tabusca and Maniu (2017) noted further that technology enables business leaders to contribute to innovation, job, creation, and social integration. Despite the everchanging demands and challenges imposed on enterprise, leaders have introducedtechnology into business processes resulting innovation, flexibility and high adaptability, faster development, and significant social interaction.

Mredia (2017) explained the rapid spread of technology in developing nations offersa unique opportunity to address challenges of transferring knowledge and informationto many people living in remote areas. And also noted that the low per unit cost of establishing and maintaining contacts with end users through mobile phone has spurred may innovative ideas and initiatives to provide informational products and services. These informational products and services are targeted at farmers living in rural areas and it enables proper communication and creates more opportunities in small business.

Alenezi, Tarhini and Masa'deh, (2015) Find out thee has been a growing demand for advanced technology in small scale businesses, which makes business compelled to commit enormous funding into information technology and related internet services. And also noted that the increased interest in technology stems from the roleand influence of technology in small organizations, especially in the area of production cost reduction, the level of price improvement, and increase in quality improvement, which enhances the increasing competitiveness of small business organizations. And the positive impact of advanced technology has enabled the development and expansion of work performance.

Farrell (2017) Affirmed that small business leaders use advanced technology to enhance administrations by upgrading business procedures and impacting the way leaders make decisions. Technology implementation offers a unique way to consolidate competitive business positions in the face of diverse challenges. His studystated that technology enables business collaboration, which is essential factor for facilitating the flow of information. And also observed that technology provides an opportunity for small business leaders to improve operational efficiency for competitive advantage.

Shrestha, Upendra M 2015 The research furnished a solution to informal workers to leverage new technologies to improve their work opportunities and livelihoods. It took an integrated approach in order to address the structural barriers which had prevented waste workers from achieving sustainable livelihoods and decent work opportunities. This includes providing family healthcare services, improved safety equipment, and business skills training etc. New technologies included machinery for sustainably and safely sorting, shredding and processing recyclable materials. This in combination with other approaches, gave informal waste workers to access to new and participatory value chains.

Johnson, Stephen C and Dhanaraj Thakur (2015) They studied how information communication technology has created new opportunities and positive socio - economic outcomes for small business in rural and urban areas. The authors found that urban information communication technology provides in a rural area, who are often poor but possess knowledge and skill in information technology, have created a niche for their services within the larger ICT ecosystem. These small businesses engaged in self- teaching and information sharing despite competition between them. The findings portray attention to the incidence of high skilled workers in small business and the potential for information communication technology to facilitate learning and sharing. The authors suggest that a strong information communication technology is a good development policy, as these technologies can have an impact on the socio- economic mobility of the poor.

Lund, Francie and Laura Alfors (2014) Examine how advanced technologies are used for facilitating communication and organizing among the people of small business. They revealed that mobile technology is used by the people themselves to communicate about bargains, or advice about impending evictions. Different types of business and the people were using the technology for time management and easy work therefore increased the interest of the people use this type of technologies in business in a higher level.

Graham, Mark (2014) notes that potential use of technology provides for connecting small scale producers to compare price against other market prices to ensure they are getting a fair deal for their goods. However the researchers found that actually the benefits are mostly being captured by intermediaries, with little benefit being felt by the producers themselves. Often this is due to lack of competency with technology use among the producer, but also lack of awareness, interest towards technology among people.

Nair, Sumitra, Rangaswamy, Nimmi, (2010) those study examines how advanced technology, act to support or constrain work opportunities in the rural areas of small business in India. The findings suggest that infrastructural access to and maintenance of technology affects the livelihood potential and small business growth. The authors find that technology consumption, use, adoption and skilling opportunities are

increased when a focal small venture owns advanced technology and offers locally relevant opportunities and services through it. Learning from others experience and spotting new opportunities was thus seen as critical to successful and inclusive adoption of technology.

Wilcox, Mary (2015) Who reinforces the message regarding the importance of combining technology access with other enabling factors to achieve productive outcomes and poverty reductions. They explored the impacts of different levels of technology access to both rural and urban areas of small business. While there was some evidence of positive relationships between level of technology access and increase in revenue and profits of small business. The findings relating to both employment and household income were mixed, indicating a complex interaction between technology access and other factors. The technologies which appeared to have the greatest benefit for productive uses.

Caldwell, Hardland, Powell, and Zheg(2013) They emphasized that advanced technology could enable small business leaders to control cost and build long term relationship with customers. Cadwell cautioned that the deployment of new technologies has risk associated with privacy and security. Technology improvement is the vital factor that influences business performance. Dissemination of technological transformation is a key innovative worldview that has received much attention by small business leaders because the distribution tends to increase productivity and generate a social surplus. New technologies are enhancing the productivity of small business in specific industries through improved communication practices.

Smith&watsstudy (2012) The energy and supply and the inadequate knowledge of technology also create considerable challenges to small business leaders in rural area. Small business faces many challenges in the quest to problem adopt strategies for implementing advanced technologies such as lack of capital investment and lack of infrastructural facilities, lack of knowledge and awareness about technological improvement in business and also lack of support from public. The study identified the problems related with the implementation of technology in small business and the solution for the problem is necessary for the existence and growth of small business.

Malecki (2010) According to his study technology is central component in economic development. And he explained that technology is a driving force behind economic growth, and has fundamentally changed the way people live not only in developed countries, but also in developing countries. Advanced technologies are used by the people to eliminate complexities in operations. And or achieving the better results for the growth of the business. The result of his study reveals that technology is important for the development of a country and it ensures safety of economy.

Pick and Azari (2008) conduct a research on the influence factors on

technology implementation in rural and urban areas. The study results that the type of area will affect the establishment of advanced technology. There are several reasons or barriers for technological advancement.

3.1 Advanced technology

Advanced technology is the new invented concept to increase the efficiency of work. Advanced technology is a scientific idea or technique used to restructure, rearrange or change the current status of a venture. It became a key factor in different sectors of the economy today. Especially in the field of business, experiments, office work, studies and also for the people to meet their daily essentials. Advanced technology act as the solution for certain problems faced by humans in their work field. So that we can say it has made people's lives easier by using its updated versions. Technology means a device or tool already used in the field that requires. Advanced technology is a very modern concept recently developed idea that can replace the current state of a used technology. Now adays it became an unavoidable factor of several fields. And that helps to achieve the growth on the base of the current state and for eliminating the unwanted works also. Thereby it is possible to increases the efficiency and accuracy of the work by using advanced technology. Advanced technology is highly influenced the lives of the people and the growth of the economy. And contributes a lot to win the overall development in different sectors of the economy. Advanced technology applies the principles or theoretical knowledge in their practical application. It is the new idea or Innovation for replacing the current technology. And it also adds certain features from the old technology. It is mainly for capturing the interest of the people. Advanced technology is necessary for reducing the manual works done by the people in their daily operations. In a sense it is important for the problem of over work and stressfulness in the field of works.

3.2 Advanced technology in small scale business

The use of advanced technology in small business contributed a lot to restructure a business from outmoded. Small business are those business where it is done on a small scale, it only requires less capital, less labor, and low material compared to large scale business, Therefore implementation of advanced technology is very difficult for those type of businesses to accept the immediate changes but sometimes it helps to achieve the continuous growth. A continuous growth of a small business is only possible through its customers therefore business needs the financial and mental support from the people. There are several reasons for establishing advanced technology in business. Maybe people want modern technology or use of advanced technology in business to carry out business activities otherwise it is the requirement of business according to its circumstances. For example traditional business which uses tools like registers, books, paper, pen for recording the transactions. Every transactions and details are recorded manually and billings are done in the same way. These kind of traditional style of recording eliminated by the introduction of advanced technology in small business. Computerized recording, online payment systems, newly developed software, easy availability of information for business through online media and new invented machines are the significant part of advanced technology. Implementation of advanced technology in small business was a

revolution for business because it changes or restructure the existing business to a new one.

3.3 Importance of advanced technology

- **Automation and Productivity:** The enforcement of new technology solutions for small scale business helps to run efficiently as like large organization. Capturing the benefits of high speed technology connectivity and automation allows the handling of vital tasks in business. Automation magnify the digital presence and involvement of customers. And also reduces the complexity of manual work.
- **Improved work efficiency:** Advanced technology become a main reason behind work efficiency. The duplication of efforts can be reduced and use their time productively. It is an advantage for business and their customers to put their efforts in a fruitful way.
- **Simplification of work:** The use of advanced technology reduced the complexity in business activities. Business activities includes several phases, it goes through certain process. Every process connected with one another so make use of technology in small business can save time and cost.
- **Threat protection:** It is a security solution designed to safeguard from everyday online operations or from several malpractices made by people. Here technology keep from harm and it indicates the wrong whenever requires.
- **Faster decision making:** Advanced technology provides valuable information to the users and it ensures a secure environment to them so there is no second think immediate decisions can be made easily.
- **Better customer experience:** Better customer experience ensured by capturing their suggestions, opinions, and drawbacks through digital technology. Not only for business but also the customers can use their time effectively.
- **Increased innovation:** Technological developments contributes a lot to increase more findings in several field of business. It is very important for the society because people want more changes from the used concepts. Generation gap is the matters change in interest.

- **Cost and time saving:** As part of the avoidance of multiple or unwanted activities can save cost and time.
- **Competitive edge:** In the field of business competition is a unavoidable factor. It is a factor that determines the existence and profitability of business. The utilization of advanced technology in business creates the difference to earn more favorably.
- **It supports learning:** The innovation of modern technologies in small business helps to acquire knowledge in every day. It makes people very informative and utilize such knowledge in their life too.

3.4 Major types of advanced technology

3.4.1 Information and communication technology

These technologies are essential to communicate with people. The proper exchange of information is only possible through these technologies. So that they can share important matters with others. Information and communication technologies are:

a) Television

Television is a telecommunication media it is an inescapable part of modern culture. Every age group depend on television for entertainment, sports, news, culture, weather etc. From business view customers get more information about new products and existing products through ads from several channels. It captures the mind of different age group and generate interest for different products.

b) Internet

Many people consider internet is the most powerful communication technology. Because it allows the people to communicate outside world. It provides world wide information within seconds therefore it is a very informative technology. Answers for questions and explanations for different subjects are available in this. Internet services can be available through smartphones, computers etc. And the access can be provided using different broadband technologies including satellite cable, telephone wires, and other wireless connections. Now people were using social media for sharing and acquiring information.

c) Cell phones

Cell phones are modern improvement over telephone it is a wireless handheld device it allows the users to make and receive calls, text messaging, voice messages and video conferencing etc. It is another best way of information sharing through conversations.

3.4.2 Audio and visual technology: It also called AV technology it is a product containing visual imagery or sound or both. In other word it is a combination of different technology related with audio and

video. Visual technology includes photography, printing, augmented reality, virtual reality and video.

3.4.3 Electrical: Electrical technology is developed for generating possible outcomes for purposeful activities. It is commonly used energy in different fields of work. The major types of electrical technologies are:

a) Computer

Computer is a electronic device it accepts information in digital form. In business view it can store details about daily operations, made calculations, maintain accounts and finally store it safely within the computer. It reduces the difficulty of manual works and ensures the safety and security of accounts maintained. The proper utilization of time is possible through this device because it can save our time from complexity of work.

b) Machine

Machine is an instrument that uses electricity to apply pressure and control movement to perform an action. It reduces huge works that requires physical efforts. It can easily save time and can reduce human effort in a higher level. In business machines are used for production, packing, arranging things etc. Mainly industries use machines in their daily operations. And it also a major part of business.

c) Circuitry

It is a large plan or arrangement of an electric circuit. It is a continuous electric connection between two points the main type of electric circuits are: close circuit, open circuit, short circuit, series circuit and parallel circuit. It provides the conductive path for the flow of electric charge or electric current.

d) Software

Software is a computer program generated for computers to function properly. Several types of software is available today for helping the works of the people. And people innovating advanced ones daily. Software consists of applications, scripts and programs that run on a device. Today these are available in smart phone also. It is useful to business easily track things and do work properly.

e) Artificial intelligence

It is a software generated to perform several can perform tasks and make decisions autonomously. Such as communicating with customers online, online classes, online sale, online buying etc. It is helpful for time saving and easiness of work.

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3.4.5 Energy

Energy technologies are used to keep produce, stock and transport electricity for a variety of uses. Among the common use of energy types are

a) Solar Panels

Solar is a renewable energy so it is mostly available in places to convert as power and the major advantage is it is cost free and very easy to use. We all know solar energy is generated from sun's ray through solar panels. It is commonly used by the people in their lives. In business it is cost friendly and affordable to make possible outcomes.

b) Mechanical

It is the application of engineering principles to perform tasks more effectively. This technology is used in a variety of machines, with the following examples of typical mechanical technology being used:

C) Manufacturing: Manufacturing technology is used commonly used for production or conversion of materials to finished goods. Business requires this type of technologies to improve their quality in operations.

Heavy engineering: Heavy engineering is a huge activity

3.4.6 Medical

It is the technology benefited to protect the health and life of the people. The technology is the application of organized knowledge and skills through certain devices or tools. These technologies are very important part of lives of people today. The major technologies used in the field are:

❖ Diagnostics, Pharmaceutical, Surgical, and in Monitoring

3.4.7 Transportation

Transportation technology is the first proof for technology advancement and it is started from decades ago. It is the type of technology used for transportation of goods safely from one place to another. Transportation is the core of business. Major transportation technologies are

❖ Road transportation, Rail transportation, Flight, Ship

3.5 Factors to be considered in the implementation of advanced technology in small business

- **Adoption cost:** Before selecting a technology have to consider the cost for implementation. If the expected benefits never compensate the cost, technology adoption will be difficult. Finance is an important factor for technology adoption.
- **Threat:** Technology implementation involves higher risk. Unpredictable outcomes may ruin business. Risk like financial risk, business loss, response from people affects the flexibility and existence of business.
- **Social and culture:** New technologies can change the nature of society. Often people can't accept new changes in technology implementation because those who are following a traditional way for completing activities. In this environment implementation of advanced technology will be a heavy task. In this sense society and the culture of a group is an important factor to be considered for establishing modern technologies in small business.
- **People:** The success of business depends on the support from people towards modern technology, so technology implementation and its possibilities are known to them also as known to whom implement technology in business. Attitude, interest, and awareness of the people are important factor for technology implementation.
- **Environment:** The environment includes geographical location, competition among other business, adoption decision, finance etc.
- **Risk:** Risk is an unavoidable factor in business. Every decisions and actions of related with business are riskier, Therefore the new concept of implementation of advanced technology in small business is maybe a risky element compared to the conventional concept.
- **Complexity and flexibility:** The installation of new technology may cause complexity in the smooth flow of work. It affects the flexibility of business. How much easily can accept the changes due to technology implementation is important to the growth of business.
- **Time required:** The installation of new technology in an existing business needs much time compared to a newly started business. There is necessary to maintain the balance between the time gap need to complete the process of installation and the handling of business in that particular time of installation.

- **Technological requirements:** Sometimes technology requirements are essential for business to reduce the complexity of manual work. In this circumstance they will forcefully implement advanced technology in business. They only consider the advantages of business technology implementation.

3.6 Impact of advanced technology in small scale business

Impact of technological advancement are two types, that affects positively and negatively to the environment of small business

3.6.1 Positive impact

Positive impact is good for implementing more advanced technologies in small business. Some important points of positive impact are:

- **Easy to access business:** Advanced technology open ups easy access for acquiring knowledge and information, and utilize these knowledge or information in their life too. Communication of information is very easy by using social medias. it provides business information thereby people can choose the better options for buying or selling or for any other transactions related with business.
- **Improved education and learning:** Advanced technology is a helpful tool for improved education and learning it provides the quality and maintain a standard in the outcomes. Advanced technologies get support from the people to implement this new concept in small business.
- **Increased Efficiency:** Advanced technology helps to contribute efficiency in work. It generates higher interest in the mind of the people to complete those work faster. They can produce better outcomes through this.
- **Trust on process:** For every task completion people or business can depend technology because task completion within specified time and the maintenance of quality in the task can be ensured through advanced technologies. These advantages of advanced technology were trustworthy because it provides the assurance in works.
- **Increased innovation:** Increased innovation and idea is the result of established advanced technology. In business it enhances opportunities for making content and searched for very advanced.
- **Boosts Business:** It benefits for enhancing the growth of business. Improvement of business is required in every stage of the activity. And it is mandatory for economic development also.

3.6.2 Negative impacts

Negative impacts are unfavorable for technology implementation in small business. And there is a possibility for stoppage of technology implementation plan by these negative impacts. Some of the negative impacts are:

- **Increased unemployment:** Technology implementation reduces the job opportunities for people because most of the work can be completed easily with the use of technology. Innovation of advanced technologies became a reason to terminate from the existing job. It is a troubling matter.
- **Complexity:** After the installation of new technology in small business increases the thoughts like how to use, when to use and how to manage the problems of technology.
- **Addiction:** It is an important problem created by implementation of advanced technologies. That affects the behaviour of people and change their life styles. It is not good for their physical and mental health.
- **Increased pollution:** Implementation of different technologies in different field are not good. It affects the environment because it makes polluted. The increased waste particles of technology devices create so much difficulties.
- **Make people lazy:** Work without hard work is the problem enhanced by technology. Technological advancement is the main reason behind laziness in people.

3.7 A comparative analysis on traditional concept of business technology and modern concept of advanced technology

Small business popularly using traditional technologies for the daily operations of business. And a direct communication is maintained by the business with their customers for a continuous growth. But introduction of modern technology in small business reduces direct communication with people. In different types of small business uses different types of advanced technologies according to their requirements. It offers indirect communication with people therefore it affects the interest level and attitude among the them. Especially age group and gender and or education may become a factor for generating interest towards modern technology. And attitude of people depending the awareness level about advanced technology in the minds of the people. The old generation

category of people using traditional business and similarly the customers for that business are may be from this category. However wherever uses traditional business the customers of business will be interested with that style of operations, In this context implementing modern concept of advanced technology in small business generally unlike the people of the business. Small business only can move with the support of the people because the daily operations done for a certain people in an area. It is only formed in a small area by considering a limited group of people for carrying out business activities. customer support is must for every small business for its existence. And the changes made by business are core for the attitude of the people.

Implementation of advanced technology in small scale business which follows a traditional style of business is difficult. Because sudden changes in the business environment is not very easy to accept. But technology implementation will be a necessary part for the improvement of business and people. Because it provides advanced services to the customers and it ensures better quality and information. It also reduced the work load compared to the traditional business. However small business therefore forcefully to establish or support the implementation of modern technologies in small business and definitely support the modern concepts of technology. In traditional business there can be see more manual works done by the people. Sometimes it is a difficult task it requires more hard work from people to complete heavy works within a time. We can see that advanced technology in this case much helpful than the traditional concept followed by small business. The first phase of advanced technology implementation definitely saw the problem of acceptance by people because the awareness about the use and its complex work maybe created bad perception in the people. It needs some time to recover the mind of people.

Advanced technology is the innovation in the current technology. So it add many features compared to the old technology. That will be good but cost for adoption of technology and the installation in business requires huge amount of money compared to traditional business. That is a disadvantage of advanced technology but there is the possibility to cover these expenses by its proper utilization. The use of technology for the purpose of recovery of the adoption and installation cost makes the possible advantages for business. The first phase of process of advanced technology implementation is very difficult compared to traditional business that requires much time to recover business to regain. Both traditional and modern technology concept in small business have two different sides. It affects positively and negatively according to the acceptance of people.

DATA ANALYSIS

4.1 AGE

Age

60 responses

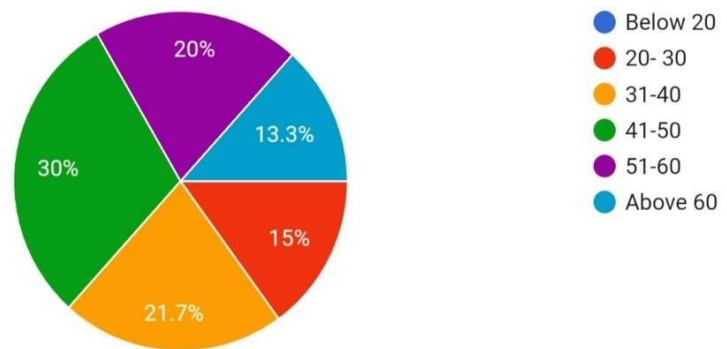


FIGURE 4. 1

| Age | Valid frequency | Valid percent |
|----------|-----------------|---------------|
| Below 20 | 0 | 0 |
| 20-30 | 9 | 15.0 |
| 31-40 | 12 | 20.0 |
| 41-50 | 18 | 30.0 |
| 51-60 | 13 | 21.7 |
| Above 60 | 8 | 13.3 |
| Total | 60 | 100 |

TABLE 4. 1

Interpretation

From the figure and table, it can be inferred that highest age category belong to the group of 41-50 which comprises of 30 percent and the lowest age category belong to the group of Above 60 age category which consists of 13.3 percent.

4.2 GENDER

Gender

60 responses

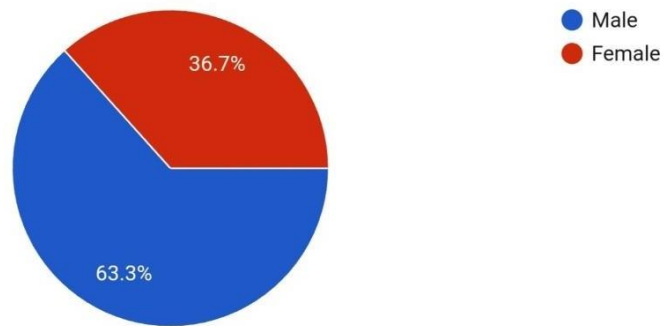


FIGURE 4. 2

| Gender | | |
|--------|-----------------|---------------|
| | Valid Frequency | Valid Percent |
| Male | 38 | 63.3 |
| Female | 22 | 36.7 |
| Total | 60 | 100.0 |

TABLE 4.2

Interpretation

From the figure and table, it can be inferred that the majority belong to the male category which comprises of 63.3 percent and female category is only 36.7 percent.

4.3 EDUCATION

Education

60 responses

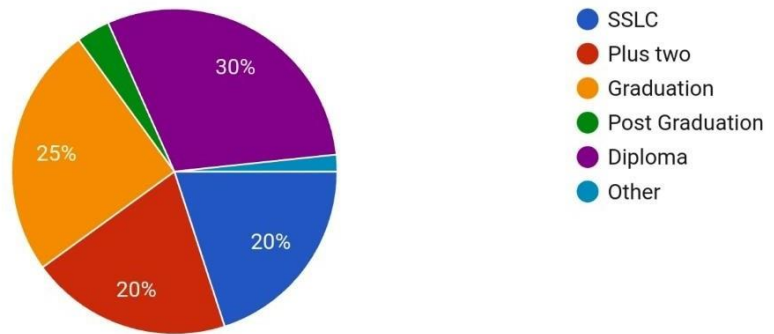


FIGURE 4. 3

| Education | | |
|-----------------|-----------------|---------------|
| | Valid Frequency | Valid Percent |
| SSLC | 12 | 20.0 |
| Plus Two | 12 | 20.0 |
| Graduation | 15 | 25.0 |
| Post-Graduation | 2 | 3.3 |
| Diploma | 18 | 30.0 |
| Others | 1 | 1.7 |
| Total | 60 | 100 |

Interpretation

From the above figure and table, majority of the respondents are Diploma which consists of 30 percent and Postgraduation consists of only 2.0 percent and 1.0 percent belong to others.

4.4 ANNUAL INCOME

Annual income

60 responses

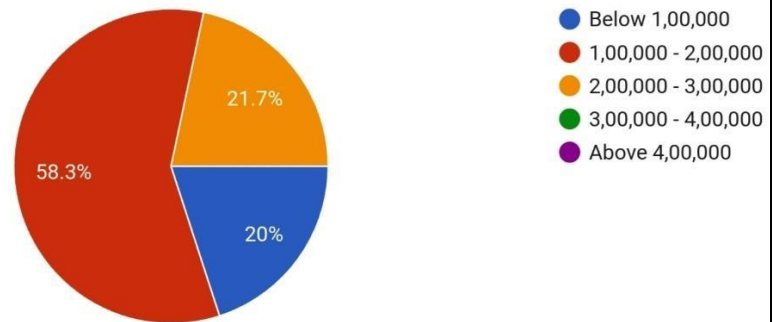


FIGURE 4.4

| Annual income | Valid frequency | Valid percent |
|---------------------|-----------------|---------------|
| Below Rs 1,00,000 | 12 | 20.0 |
| 1,00,000 – 2,00,000 | 35 | 58.3 |
| 2,00,000 – 3,00,000 | 13 | 21.67 |
| 3,00,000 – 4,00,000 | Nil | 0 |
| Above 4,00,000 | Nil | 0 |
| Total | 60 | 100 |

TABLE 4.4

Interpretation

From the table and figure majority of the income category belongs to 1,00,000 to 2,00,000 which contains 58.3% and second category of income is 2,00,000-3,00,000 it is 21.67 % and third category of income belong to below 1,00,000 which is 20%. And 3,00,000 to 4,00,000 and above 4,00,000 is nil.

4.5 AWARENESS LEVEL

Are you aware about technological advancement in small scale business?

60 responses

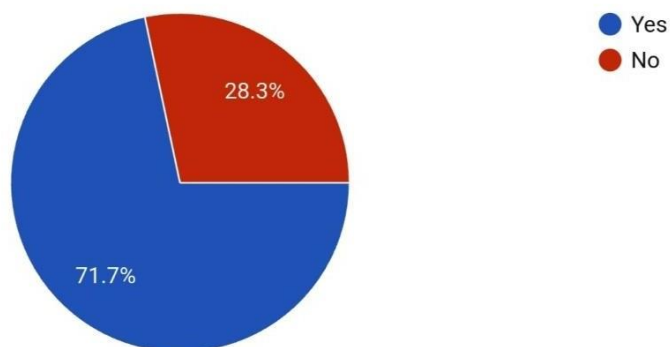


FIGURE 4. 5

| Are you aware about technological advancement in small scale business? | | |
|--|-----------------|---------------|
| | Valid frequency | Valid percent |
| Yes | 43 | 71.7 |
| No | 17 | 28.3 |
| Total | 60 | 100 |

TABLE 4. 5

Interpretation

From the above figure and table, the results portray that 71.7 percent respondents opined 'yes' therefore it is evident that majority of the respondents are aware about technological advancement in small scale business. And 28.3 percent respondents opined 'No' those who are only unaware about technological advancement in small scale business.

4.6 Do you support the enforcement of advanced technology in smallscale business?

Do you support the enforcement of advanced technology in small scale business?

60 responses

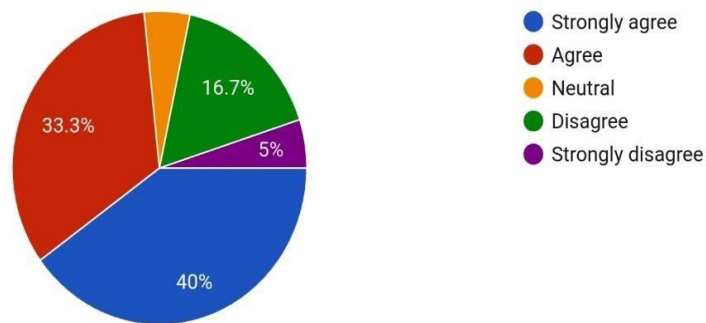


FIGURE 4. 6

| Do you support the enforcement of advanced technology in small scale business? | Valid frequency | Valid percent |
|--|-----------------|---------------|
| Strongly agree | 24 | 40.0 |
| Agree | 20 | 33.3 |
| Neutral | 3 | 5.0 |
| Disagree | 10 | 16.7 |
| Strongly disagree | 3 | 5.0 |
| Total | 60 | 100 |

TABLE 4.6

Interpretation

From the above figure and table, it is evident that majority of the respondents support the implementation of advanced technology in small business, 40% respondents strongly agreed and 33 % respondents agreed with modern technology implementation and 5% of respondents neither agree or disagree and 16.7 respondents disagree the statement .

4.7 What are the cause you considered for the enactment of moderntechnology in small scale business?

What are the cause you considered for the enactment of modern technology in business?

60 responses

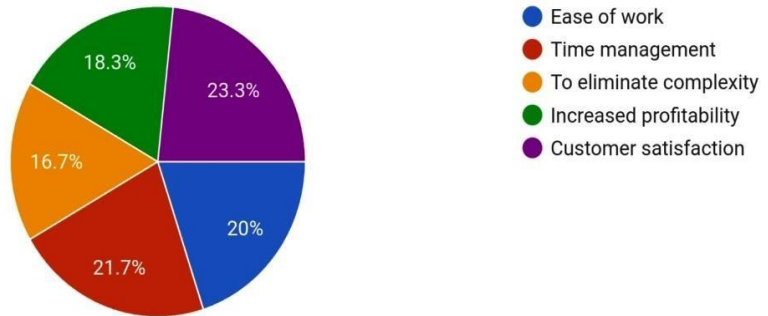


FIGURE 4.7

| What are the cause you considered for the enactment of modern technology in small business? | Valid frequency | Valid frequency |
|---|-----------------|-----------------|
| Ease of work | 12 | 20.0 |
| Time management | 13 | 21.7 |
| To eliminate complexity | 10 | 16.7 |
| Increased profitability | 11 | 18.3 |
| Customer satisfaction | 14 | 23.3 |
| Total | 60 | 100 |

TABLE 4.7

Interpretation

From the figure and table, all responses are relatively connected, the 23. % of the respondents opined customer satisfaction is the reason behind advanced technology implementation and 21.7 %agreed time management 20 % agreed time management andremaining 18.3 % belongs to 16.7 % is for eliminating the complexity.

4.8 Level of satisfaction before implementation of advanced technology

Level of satisfaction before implementation of modern technology in business?

60 responses

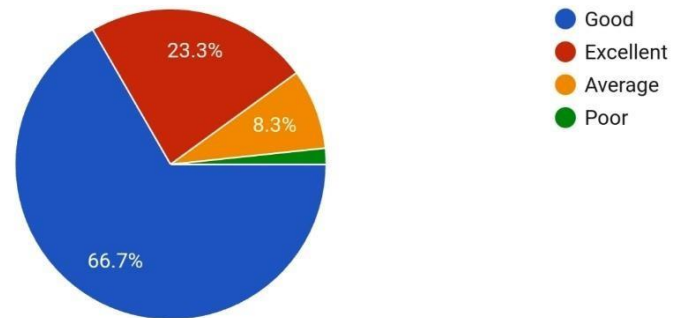


FIGURE 4. 8

| Level of satisfaction before implementation of advanced technology in small scale business. | Valid frequency | Valid percent |
|---|-----------------|---------------|
| Good | 40 | 66.7 |
| Excellent | 14 | 23.3 |
| Average | 5 | 8.3 |
| Poor | 1 | 1.7 |
| Total | 60 | 100 |

TABLE 4.8

Interpretation

From the table and figure, 66.7 % of respondents opined good as level of satisfaction before implementation of advanced technology and 23.3 % of respondents said excellent and other respondents opined that lower level of satisfaction as 8.3 % average 1.7 % poor.

4.9 Level of satisfaction after the implementation of advanced technology

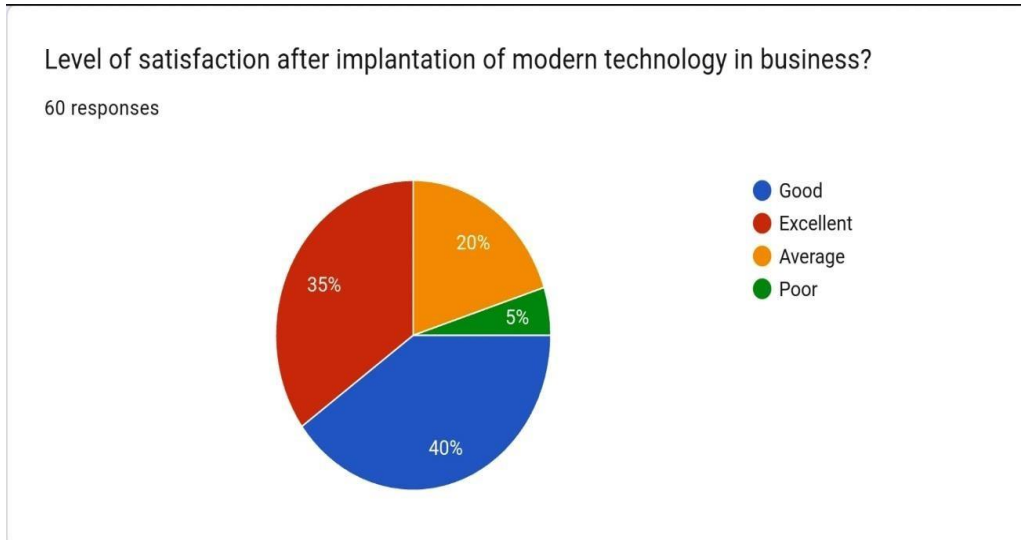


FIGURE 4. 9

| Level of satisfaction after the implementation of advanced technology in small business | Valid frequency | Valid percent |
|---|-----------------|---------------|
| Good | 24 | 40.0 |
| Excellent | 21 | 35.0 |
| Average | 12 | 20.0 |
| Poor | 3 | 5.0 |
| Total | 60 | 100 |

Interpretation

From the figure and table, 40 % of respondents opined good as level of satisfaction after implementation of advanced technology in small business and 35 % of respondents

opined as excellent. The remaining 20 % of respondent said average level of satisfaction after advanced technology implementation and 5 % of response is poor.

4.10 Profitability of business due to technology implementation

Kindly indicate your level of agreement on each of the following statements

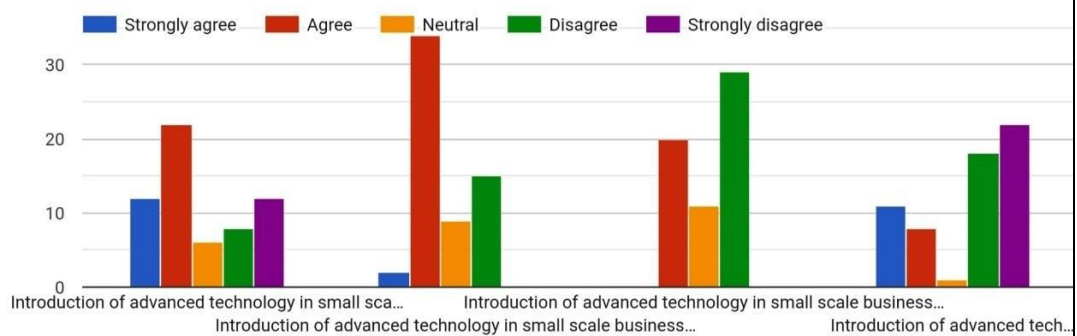


FIGURE 4. 10

| Particulars | Scale | Valid frequency |
|--|-------------------|-----------------|
| Introduction of advanced technology in small scale business increases the profit highly | Strongly agree | 12 |
| | Agree | 22 |
| | Neutral | 6 |
| | Disagree | 8 |
| | Strongly disagree | 12 |
| | Total | 60 |
| Introduction of advanced technology in small scale business increases the profit moderately. | Strongly agree | 2 |
| | Agree | 34 |
| | Neutral | 9 |
| | Disagree | 15 |
| | Strongly disagree | 0 |

| | | |
|--|-------------------|----|
| | Total | 60 |
| Introduction of advanced technology in small scale business decreases profit in a low level. | Strongly agree | 0 |
| | Agree | 20 |
| | Neutral | 11 |
| | Disagree | 29 |
| | Strongly disagree | 0 |
| | Total | 60 |
| Introduction of advanced technology in small business decreases the profit in a very low level | Strongly agree | 11 |
| | Agree | 19 |
| | Neutral | 1 |
| | Disagree | 18 |
| | Strongly disagree | 11 |
| | Total | 60 |

TABLE 4.10

Interpretation

A) The introduction of advanced technology in small scale business increased profit highly agreed by 22 respondents and 12 are strongly agreed. 6 respondents neither agree or disagree the statement. 8 respondents disagreed and 12 strongly disagreed.

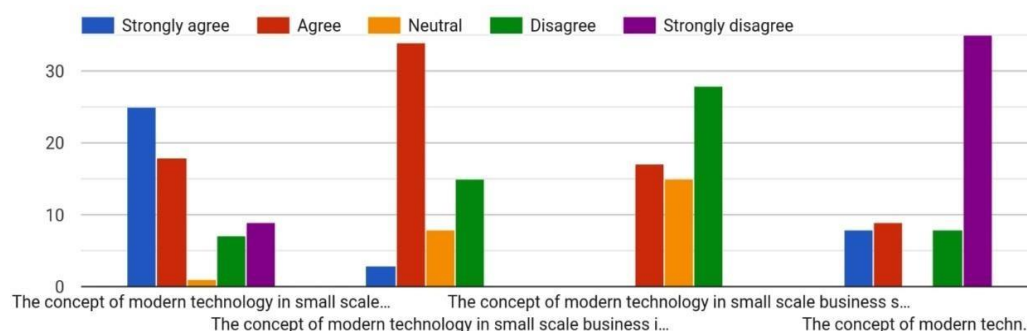
B) The introduction of advanced technology in small scale business increased the profit moderately agreed by respondents and are strongly agreed. Respondents neither agree or disagree the statement. Respondents disagreed and strongly disagreed.

C) The introduction of advanced technology in small scale business decreased the profit in a lower level agreed by 20 respondents and no response for strongly agreed. 11 respondents neither agree or disagree the statement. Respondents disagreed and no one strongly disagreed.

D) The introduction of advanced technology in small scale business decreased the profit very low level agreed by respondents and strongly agreed by respondents. Response for neutral and respondents disagreed and respondents strongly disagreed.

4.11 Usefulness of modern technology compared to traditional concept

Kindly indicate your level of agreement on each of the following statements



FIGUTRE 4.11

| Particulars | Scale | Valid frequency |
|---|-------------------|-----------------|
| The concept of modern technology in small scale business is more useful than the traditional concept. | Strongly agree | 25 |
| | Agree | 17 |
| | Neutral | 1 |
| | Disagree | 8 |
| | Strongly disagree | 9 |
| | Total | 60 |
| The concept of modern technology in small business relatively useful than the traditional concept. | Strongly agree | 3 |
| | Agree | 34 |
| | Neutral | 8 |
| | Disagree | 15 |
| | Strongly disagree | 0 |
| | Total | 60 |

| | | |
|---|-------------------|----|
| The concept of modern technology in small scale business is slightly useful than the traditional concept. | Strongly agree | 0 |
| | Agree | 17 |
| | Neutral | 15 |
| | Disagree | 28 |
| | Strongly disagree | 0 |
| | Total | 60 |
| The concept of modern technology in small business is not useful than the traditional concept. | Strongly agree | 8 |
| | Agree | 9 |
| | Neutral | 0 |
| | Disagree | 8 |
| | Strongly disagree | 35 |
| | Total | 60 |

TABLE 4.11

Interpretation

A) The concept of modern technology is highly useful than the traditional concept is strongly agreed by respondents and agreed by respondents and 1 of the response is neutral. And remaining 8 is disagreed by respondents and 9 is strongly disagreed.

B) The concept of modern technology is moderately useful than the traditional concept is strongly agreed by 3 and 34 respondents opined agree and 8 respondents neither agree or disagree the statement. 15 respondents are disagreed and there is no strongly disagree response.

C) The concept of modern technology is slightly useful than the traditional concept is agreed by 17 respondents and no respondents opined strongly agree the statement. 15 respondents neither agree or disagree and remaining 28 response disagreed and there is no response for strongly disagree.

D) The concept of modern technology is not useful than the traditional concept is strongly agreed by 8 respondents and 9 respondents agree the statement and there is no responses for neutral. And disagreed by 8 respondents strongly disagreed by 35 respondents.

4.12 Requirements of advanced technology in small scale business

Kindly indicate your level of agreement on each of the following statements

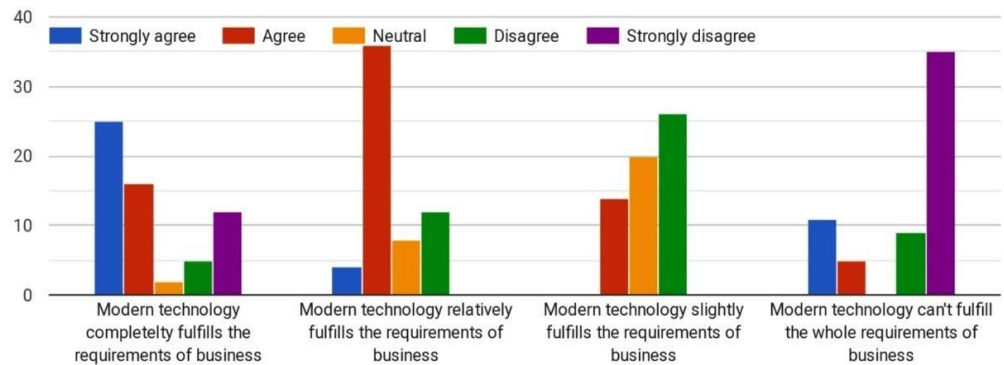


FIGURE 4. 12

| Particulars | Scale | Valid frequency |
|--|-------------------|-----------------|
| Modern technology completely fulfills the requirements of business | Strongly agree | 25 |
| | Agree | 16 |
| | Neutral | 2 |
| | Disagree | 5 |
| | Strongly disagree | 11 |
| | Total | 60 |
| Modern technology relatively fulfills the requirements of business | Strongly agree | 4 |
| | Agree | 36 |
| | Neutral | 8 |
| | Disagree | 12 |
| | Strongly disagree | 0 |
| | Total | 60 |
| Modern technology slightly fulfills the requirements of business | Strongly agree | 0 |
| | Agree | 14 |
| | Neutral | 20 |
| | Disagree | 26 |
| | Strongly disagree | 0 |
| | Total | 60 |

| | | |
|--|-------------------|----|
| | Total | 60 |
| Modern technology can't fulfill the whole requirements of business | Strongly agree | 11 |
| | Agree | 5 |
| | Neutral | 0 |
| | Disagree | 9 |
| | Strongly disagree | 35 |
| | Total | 60 |

TABLE 4.12

Interpretation

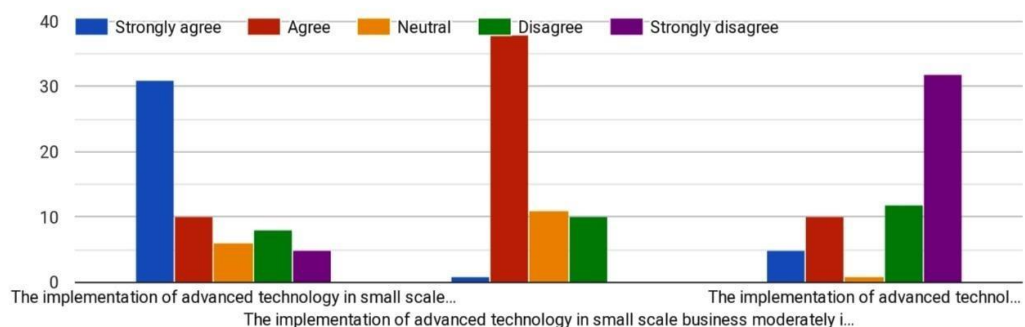
A) Modern technology completely fulfills the requirements of the people is strongly agreed by 25 respondents and agreed by 16 respondents. 2 respondents neither agree nor disagree the statement. And disagreed by 5 respondents and 11 is strongly disagreed.

B) Modern technology relatively fulfills the requirements of the people is strongly agreed by 4 respondents and agreed by 36 respondents. 8 respondents neither agree nor disagree the statement.

C) Modern technology slightly fulfills the requirements of the people is agreed by 14 respondents and there is no response for strongly agree and 20 respondents neither agree nor disagree the statement. 26 respondents disagreed the statement and no one is strongly disagreed the statement.

D) Modern technology never fulfills the whole requirements of business is strongly agreed by 11 respondents and agreed by 5 respondents. There is no response for neutral and 9 respondents agreed the statement 35 respondents strongly disagreed the statement

Kindly indicate your level of agreement on each of following statements



4.13 Influence of advanced technology in small business

FIGURE 4. 13

| Particulars | Scale | Valid frequency |
|---|-------------------|-----------------|
| The implementation of advanced technology in small scale business highly influenced the people to adopt changes | Strongly agree | 31 |
| | Agree | 10 |
| | Neutral | 6 |
| | Disagree | 8 |
| | Strongly disagree | 5 |
| | Total | 60 |
| The implementation of advanced technology in small scale business moderately influenced the people to adopt changes | Strongly agree | 1 |
| | Agree | 38 |
| | Neutral | 11 |
| | Disagree | 10 |
| | Strongly disagree | 0 |
| | Total | 60 |
| The implementation of advanced technology in small scale business never influenced the people to adopt changes | Strongly agree | 5 |
| | Agree | 10 |
| | Neutral | 1 |
| | Disagree | 13 |
| | Strongly disagree | 31 |
| | Total | 60 |

Interpretation

A) The implementation of advanced technology in small business is highly influenced the people to adopt changes is strongly agreed by 31 respondents and 10 respondents agree the statement. And 6 respondents neither agree nor disagree the statement. 8 respondents disagree the statement and remaining 5 is strongly disagreed.

B) The implementation of advanced technology in small scale business moderately influenced the people to adopt changes agreed by 38 respondents and strongly agreed by only one respondent and 11 neither agree nor disagree the statement. 10 respondents disagreed and no one is strongly disagreed the statement.

C) The implementation of advanced technology in small scale business never influenced the people to adopt changes is strongly agreed by 5 respondents 10 respondents agreed and there is only one respondent neither agree nor disagree the statement. Remaining 13 respondents disagree the statement and 31 is strongly disagreed

4.14 The establishment of modern technology in small scale business is much beneficial to the daily operations of business

The establishment of modern technology in small scale business is much beneficial to the daily operations of business?

60 responses

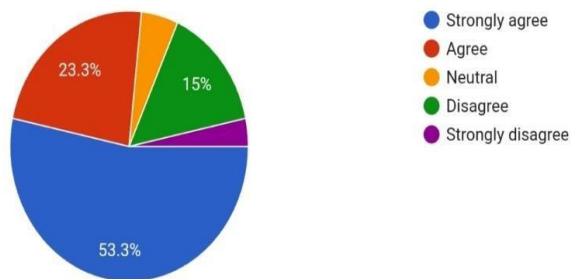


FIGURE 4. 14

| The establishment of modern technology in small scale business is much beneficial to the daily operations of business | Valid frequency | Valid percent |
|---|-----------------|---------------|
| Strongly agree | 32 | 53.3 |
| Agree | 14 | 23.3 |
| Neutral | 3 | 5.2 |
| Disagree | 9 | 15.0 |
| Strongly disagree | 2 | 3.2 |
| Total | 60 | 100 |

TABLE 4.14

Interpretation

From the above figure and table, 53.3 % of respondents strongly agree the statement that advanced technology is beneficial to the daily operations of business. And it is agreed by 23.3% of people and 5.2% neither agree or

disagree the remaining 15 % is disagreed 3.2 % is strongly disagreed.

4.15 The concept of modern technology among the people are acceptable?

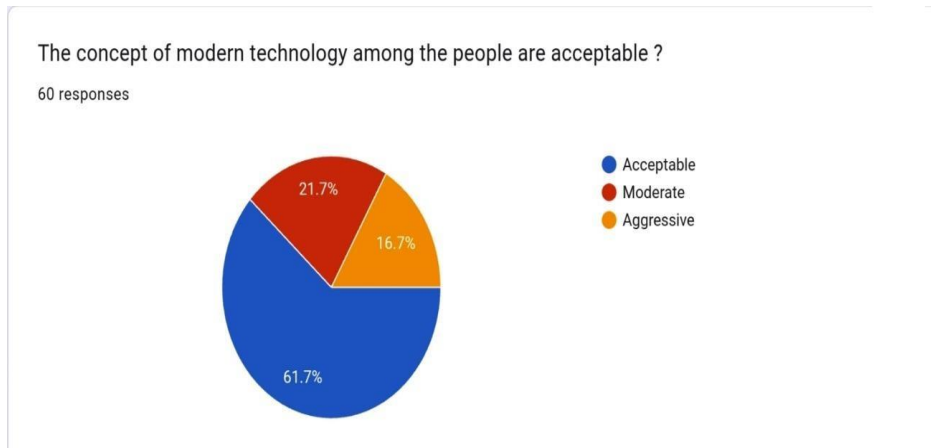


FIGURE 4. 15

| Acceptance by the people for advanced technology | Valid frequency | Valid percent |
|--|-----------------|---------------|
| Acceptable | 37 | 61.7 |
| Moderate | 13 | 21.7 |
| Aggressive | 10 | 16.6 |
| Total | 60 | 100 |

TABLE 4.15

Interpretation

From the above figure and table, it is evident that 61.7 % of respondents can accept the concept of modern technology in business and 21.7% of respondents informed moderate level of acceptance and 16.6 % of respondents replied aggressive about the concept of modern technology.

4.16 In your opinion utilization of advanced technology in small scale business expands risk?

In your opinion utilization of advanced technology in small scale business expands risk ?

60 responses

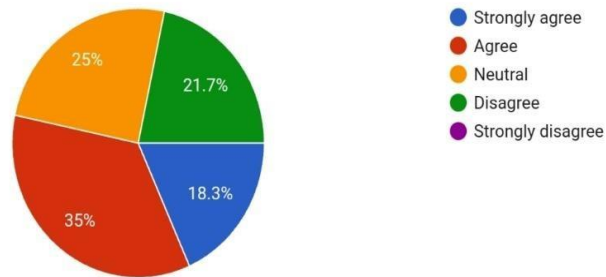


FIGURE 4. 16

| Risk involved due to the use of advanced technology | Valid frequency | Valid percent |
|---|-----------------|---------------|
| Strongly agree | 11 | 18.3 |
| Agree | 21 | 35 |
| Neutral | 15 | 25 |
| Disagree | 13 | 21.7 |
| Strongly disagree | 0 | 0 |
| Total | 60 | 100 |

TABLE 4. 16

Interpretation

From the figure and table, it is evident that 18.3 % of respondents strongly agreed that implementation of advanced technology expands risk and 35% of respondents agreed the statement. 25% of respondents opined neutral and 21.7% of respondents disagreed the statement and there is no respondents strongly disagreed the statement.

4.17 If there is a cause to replace the concept of modern technology to conventional concept, how do you respond?

If there is a cause to replace the concept of modern technology to conventional concept, how do you respond?

60 responses

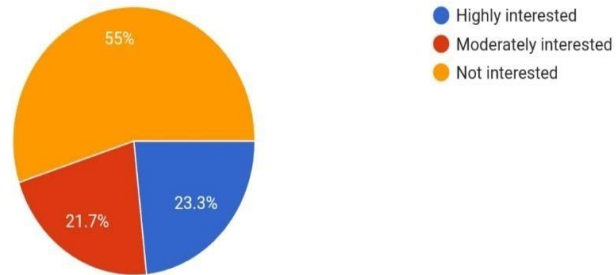


FIGURE 4. 17

If there is a cause to replace the concept of modern technology to conventional concept, ow do you respond?

| | Valid Frequency | Valid Percent |
|-----------------------|-----------------|---------------|
| Highly interested | 33 | 55.0 |
| Moderately interested | 13 | 21.7 |
| Not interested | 14 | 23.3 |
| Total | 60 | 100 |

TABLE 4.17

Interpretation

From the above figure and table, if there is a cause to replace the concept of modern technology to traditional concept the majority 55% of respondents are not interested and 23.3% of respondents highly interested and 21.7% of respondents moderately interested with the concept.

4.18 Where did you get more information about advanced technology?

Where did you get more information about advanced technology?

60 responses

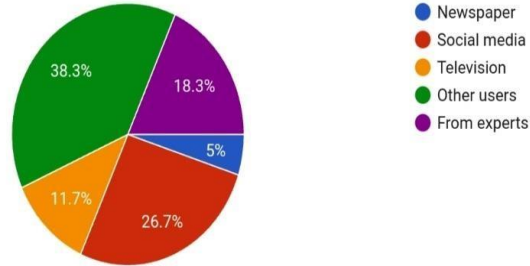


FIGURE 4.18

| Information about advanced technology | Valid frequency | Valid percent |
|---------------------------------------|-----------------|---------------|
| News paper | 3 | 5.0 |
| Social media | 16 | 26.7 |
| Television | 7 | 11.7 |
| Other users | 23 | 38.3 |
| From experts | 11 | 18.3 |
| Total | 60 | 100 |

TABLE 4.18

Interpretation

Majority of the respondents get more information about advanced technology from other users (38.3 %) and secondly from social media (26.7) and thirdly from experts (18.3%) and fourth is television ((11.7) and fifth is newspaper (5%)

4.19 Loss of business by the implementing advanced technology in small business

Kindly indicate your level of satisfaction on each of following statements

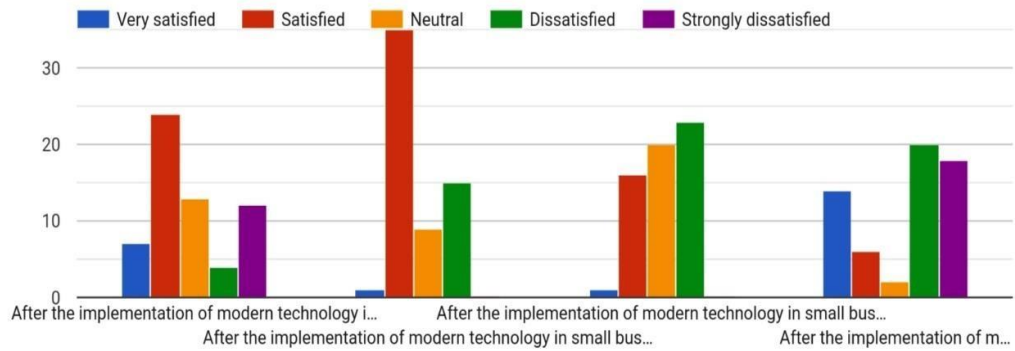


FIGURE 4.19

| Particulars | Scale | Valid frequency |
|---|-------------------|-----------------|
| After the implementation of modern technology in small business reduces the business losses in a higher level | Very satisfied | 7 |
| | Satisfied | 24 |
| | Neutral | 13 |
| | Dissatisfied | 4 |
| | Very dissatisfied | 12 |
| | Total | 60 |
| After the implementation of modern technology in small business reduces the business losses in a moderate level | Very satisfied | 1 |
| | Satisfied | 35 |
| | Neutral | 9 |
| | Dissatisfied | 15 |
| | Very dissatisfied | 0 |
| | Total | 60 |

| | | |
|--|-------------------|----|
| After the implementation of modern technology in small business reduces the losses in a lower level | Very satisfied | 1 |
| | Satisfied | 16 |
| | Neutral | 20 |
| | Dissatisfied | 23 |
| | Very dissatisfied | 0 |
| | Total | 60 |
| After the implementation of modern technology in small business never reduces the losses of business | Very satisfied | 14 |
| | Satisfied | 6 |
| | Neutral | 2 |
| | Dissatisfied | 20 |
| | Very dissatisfied | 18 |
| | Total | 60 |

TABLE 4.19

Interpretation

A) After the implementation of advanced technology in small business reduces the losses in a higher level is highly satisfied by 7 respondents and reduces the business losses is satisfied by 24 respondents and 13 respondents neither satisfied or dissatisfied the statement. 14 respondents dissatisfied the statement and 12 respondents very dissatisfied.

B) After the implementation of advanced technology in small business reduces the losses in a moderate level is very satisfied by 1 and satisfied by 35 respondents. 9 respondents may satisfy or dissatisfied the statement. 15 respondents dissatisfied and there is no response for very dissatisfied.

C) After the implementation of advanced technology in small business reduces the losses in a lower level is very satisfied by 1 and satisfied by 16 respondents and 20 respondents may satisfied or dissatisfied the statement. The statement is dissatisfied by 23 respondents and very dissatisfied is nil.

D) After the implementation of advanced technology in small business never reduces the losses is very satisfied by 14 respondents and satisfied by 6 respondents. 2 is neutral and 20 respondents dissatisfied the statement 18 respondents very dissatisfied.

4.20 Government support implementing advanced technology in small business

Kindly indicate your level of agreement on each of the following agreement

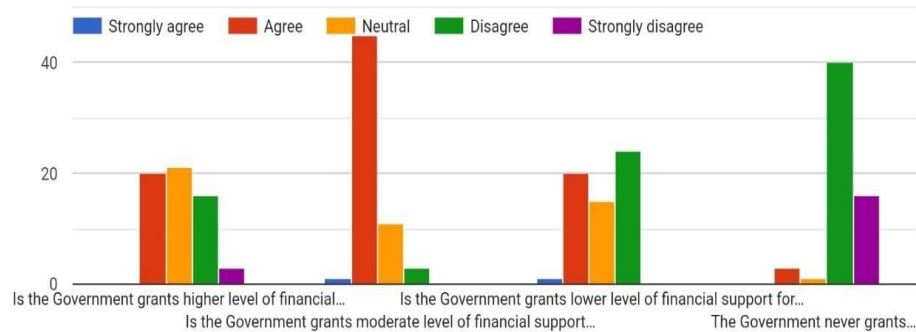


FIGURE 4.20

| Particulars | Scale | Valid frequency |
|---|-------------------|-----------------|
| Is the government grants higher level of financial support for implementing advanced technology in small business | Strongly agree | 0 |
| | Agree | 20 |
| | Neutral | 21 |
| | Disagree | 17 |
| | Strongly disagree | 2 |
| | Total | 60 |
| Is the government grants moderate level of financial support for implementing advanced technology in small business | Strongly agree | 1 |
| | Agree | 42 |
| | Neutral | 11 |
| | Disagree | 6 |
| | Strongly disagree | 0 |
| Total | 60 | |
| Is the government grants lower level of financial support for implementing | Strongly agree | 2 |

| | | |
|---|-------------------|----|
| advanced technology in smallbusiness | Agree | 20 |
| | Neutral | 14 |
| | Disagree | 24 |
| | Strongly disagree | 0 |
| | Total | 60 |
| Is the government never grants any kind of financial support for implementing advanced technology in small business | Strongly agree | 0 |
| | Agree | 4 |
| | Neutral | 1 |
| | Disagree | 40 |
| | Strongly disagree | 15 |
| | Total | 60 |

Interpretation

A) The government grants higher level of financial support for implementing advanced technology is agreed by 20 respondents and no response for strongly agree and 21 respondents neither agree or disagree the statement. 17 respondents disagree the statement and only 2 respondents strongly disagreed

B) The government grants moderate level of financial support for implementing advanced technology is agreed by 42 respondents and only 1 response for strongly agree. 11 response may agree or disagree by the respondents. 6 response disagreed and no response for strongly disagreed.

C) The government grants lower level of financial support for implementing advanced technology is agreed by 20 respondents and strongly agreed by 2 respondents. 14 respondents may agree or disagree the statement. And 24 respondents disagree the statement and no one is strongly disagreed.

D) The government never grants any kind of financial support for implementing advanced technology in business is agreed by 4 respondents and no one is strongly agreed the statement. 1 of the response is neutral and 40 disagreed by the respondents and 15 is strongly disagreed.

4.21 Interest level for satisfying the needs of people by the use of advanced technology in small business

Kindly indicate your satisfaction level on each of the statements

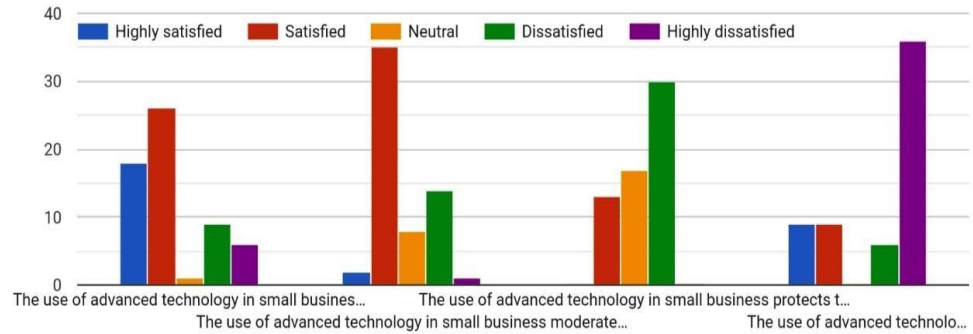


FIGURE 4.21

| Particulars | Scale | Valid frequency |
|---|---------------------|-----------------|
| The use of advance technology in small business highly protects the interest of the people to approach business to satisfy their needs. | Highly satisfied | 18 |
| | Satisfied | 26 |
| | Neutral | 2 |
| | Dissatisfied | 8 |
| | Highly dissatisfied | 6 |
| | Total | 60 |

| | | |
|--|---------------------|----|
| The use of advanced technology moderately protects the interest of the people to approach business to satisfy their needs | Highly satisfied | 2 |
| | Satisfied | 35 |
| | Neutral | 8 |
| | Dissatisfied | 14 |
| | Highly dissatisfied | 1 |
| | Total | 60 |
| The use of advanced technology in small business protects the interest of the people in a low level to approach business to satisfy their needs. | Highly satisfied | 0 |
| | Satisfied | 14 |
| | Neutral | 16 |
| | Dissatisfied | 30 |
| | Very dissatisfied | 0 |
| | Total | 60 |
| The use of advanced technology never protects the interest of the people to approach business to satisfy their needs. | Highly satisfied | 9 |
| | Satisfied | 9 |
| | Neutral | 0 |
| | Dissatisfied | 6 |
| | Very dissatisfied | 36 |
| | Total | 60 |

TABLE 4.21

Interpretation

A) 26 respondents satisfied with the statement the use of advanced technology in small scale business highly protects the interest of the people to approach business to satisfy their needs. Highly satisfied by 18 respondents and the statement neither satisfied nor dissatisfied 2 respondents. 8 respondents dissatisfied and 6 strongly dissatisfied.

B) 35 respondents satisfied with the statement the use of advanced technology in small business moderately protects the interest of the people to approach business to satisfy their needs. Highly satisfied by 2 respondents and 8 respondents neither satisfied or dissatisfied. 14 respondents dissatisfied the statement and 1 is highly dissatisfied.

C) 14 respondents satisfied the statement the use of advanced technology in small business protects the interest of the people in a lower level to approach small business to satisfy their needs. There is no one highly satisfied with the statement and 16 respondents neither satisfied nor dissatisfied. 30 respondents dissatisfied the statement and no one highly dissatisfied the statement.

D) 9 respondents each satisfied and highly satisfied with the statement the use of advanced technology never protects the interest of the people to approach small business to satisfy their needs. Response for neutral is nil and 6 respondents dissatisfied 36 respondents very dissatisfied the statements.

4.22. Attitude among the people to adopt advanced technology for broadening small business

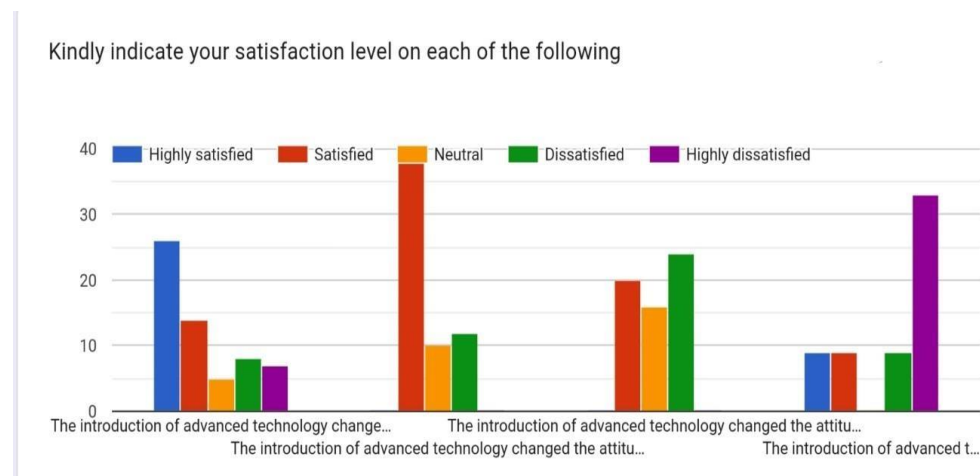


FIGURE 4.22

| Particulars | Scale | Valid frequency |
|---|---------------------|-----------------|
| The introduction of advanced technology changed the attitude of the people to broadening small business in a higher level | Highly satisfied | 26 |
| | Satisfied Neutral | 14 |
| | Dissatisfied | 5 |
| | Highly dissatisfied | 8 |
| | Total | 7 |
| | | 60 |
| The introduction of advanced technology changed the attitude of the people to broadening small business in a moderate level | Highly satisfied | 0 |
| | Satisfied Neutral | 37 |
| | Dissatisfied | 11 |
| | Highly dissatisfied | 12 |
| | Total | 0 |
| | | 60 |
| The introduction of advanced technology changed the attitude of the people to broadening small business in a lower level | Highly satisfied | 0 |
| | Satisfied Neutral | 20 |
| | Dissatisfied | 16 |
| | Highly dissatisfied | 24 |
| | Total | 0 |
| | | 60 |

| | | |
|--|---------------------|----|
| The introduction of advanced technology ever changed the attitude of the people to broadening small business | Highly satisfied | 9 |
| | Satisfied | 9 |
| | Neutral | 0 |
| | Dissatisfied | 9 |
| | Highly dissatisfied | 33 |
| | Total | 60 |

TABLE 4.22

Interpretation

A) Out of 60 respondents 26 highly satisfied the statement that the introduction of advanced technology changed the attitude of the people to broadening small business in a higher level and satisfied by 14 respondents. 5 respondents neither satisfy nor dissatisfy the statement and 7 respondents highly dissatisfied and 8 respondents dissatisfied the statement.

B) Out of 60 respondents 37 respondents satisfied the statement introduction of advanced technology changed the attitude of the people to broadening small business in a moderate level and no one highly satisfied the statement. 11 respondents neither satisfy nor dissatisfy the statement and 12 respondents dissatisfied and no one highly dissatisfied the statement.

C) Out of 60 respondents 20 respondents satisfy the statement introduction of advanced technology changed the attitude of the people to broadening small business in a lower level and no one responded to highly satisfied. 16 respondents may satisfy or dissatisfy the statement. 24 respondents dissatisfied and no one highly dissatisfied the statement.

D) Out of 60 respondents 9 respondents highly satisfied the statement introduction of advanced technology never changed the attitude of the people to broadening small business and other 9 respondents satisfied the statement. There is no response for neutral and dissatisfied by 9 respondents with statement and 33 respondents highly.

4.23 Level of agreement on success of business with the use of advanced technology

Kindly indicate your level of agreement on each of the following statements

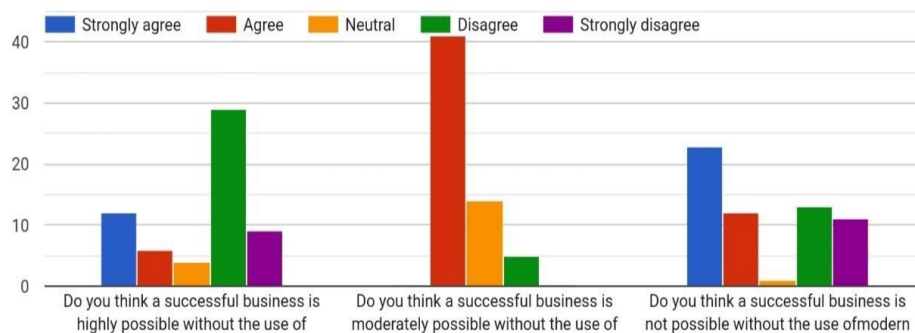


FIGURE 4.23

| Particulars | Scale | Valid frequency |
|--|-------------------|-----------------|
| Do you think successful business is possible without the use of modern technology in small business | Strongly agree | 12 |
| | Agree | 6 |
| | Neutral | 4 |
| | Disagree | 29 |
| | Strongly disagree | 9 |
| | Total | 60 |
| Do you think successful business is moderately possible without the use of advanced technology in small business | Strongly agree | 0 |
| | Agree | 41 |
| | Neutral | 14 |
| | Disagree | 5 |
| | Strongly disagree | 0 |
| | Total | 60 |

| | | |
|---|-------------------|----|
| Do you think a successful business is not possible without the use of advanced technology in small business | Strongly agree | 22 |
| | Agree | 12 |
| | Neutral | 2 |
| | Disagree | 13 |
| | Strongly disagree | 11 |
| | Total | 60 |

TABLE 4.23

Interpretation

A) In the table and figure, 12 respondents strongly agree that successful business is possible without the use of modern technology. 6 respondents agree the statement and 4 respondents neither agree nor disagree. Strongly disagreed by 29 respondents and disagree by 9 respondents.

B) In the table and figure, 41 respondents agree that successful business is moderately possible without the use of advanced technology in small business. There is no response for strongly agree and 14 respondents neither agree nor disagree the statement. 5 respondents disagreed and no one is strongly disagreed the statement.

C) In the table and figure, 12 respondents agree that successful business is not possible without the use of advanced technology in small business. 12 respondents strongly agree the statement and 2 respondents neither agree nor disagree the statement. 13 respondents disagreed and 11 strongly disagreed.

4.24 Do you want to know more about the practical use of advanced technology?

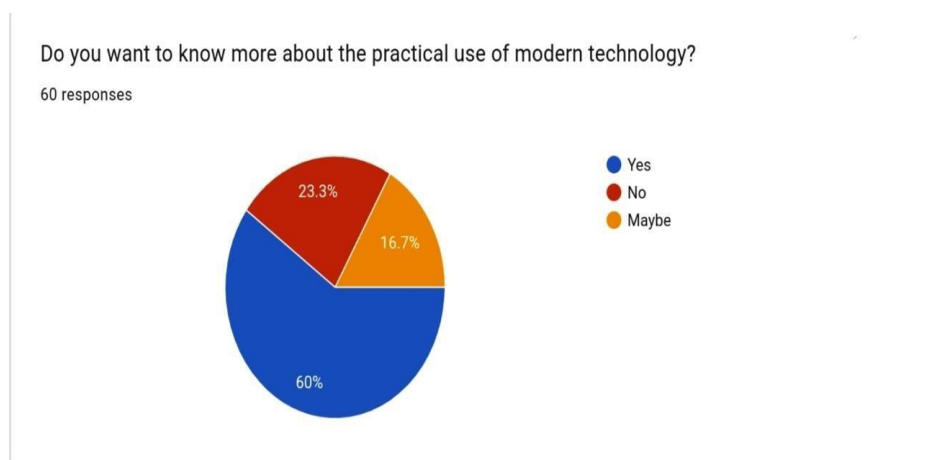


FIGURE 4.24

| Do you want to know more about the practical use of advanced technology | Valid frequency | Valid percent |
|---|-----------------|---------------|
| Yes | 36 | 60 |
| No | 14 | 23.3 |
| Maybe | 10 | 16.7 |
| Total | 60 | 100 |

TABLE 4.24

Interpretation

It is evident that majority of the respondents opined that they want to know more about the practical use of advanced technology which consists of 60 % and 23.3 % opined that they don't want to know more about the use of advanced technology and 16.7 % maybe want to know the practical use of advanced technology.

4.25 comparison of traditional business with the concept of moderntechnology in small business

Kindly indicate your level of satisfaction on each the following statements

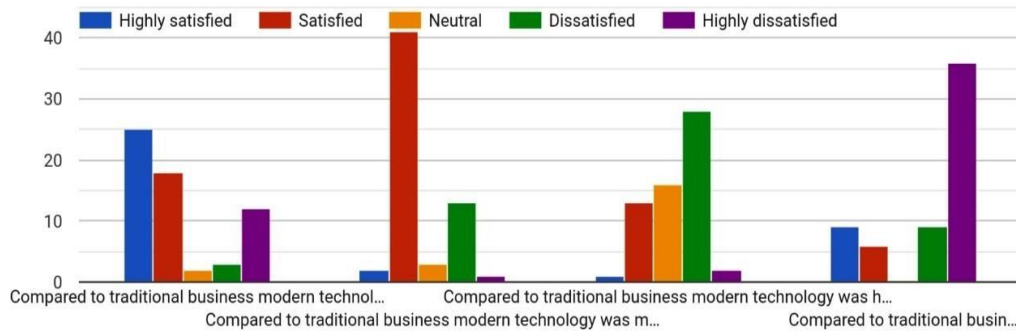


FIGURE 4.25

| Particulars | Scale | Valid frequency |
|---|---------------------|-----------------|
| Compared to traditional business modern technology was more helpful to the growth of small business | Highly satisfied | 25 |
| | Satisfied | 18 |
| | Neutral | 2 |
| | Dissatisfied | 3 |
| | Highly dissatisfied | 12 |
| | Total | 60 |
| Compared traditional business modern technology was moderately helpful to the growth of small business | Highly satisfied | 2 |
| | Satisfied | 41 |
| | Neutral | 3 |
| | Dissatisfied | 13 |
| | Highly dissatisfied | 1 |
| | Total | 60 |
| Compared to traditional business modern technology was helpful to the growth of small business in a lower level | Highly satisfied | 1 |
| | Satisfied | 12 |
| | Neutral | 15 |
| | Dissatisfied | 28 |
| | Highly dissatisfied | 4 |
| | Total | 60 |
| Compared to traditional business modern technology was not helpful to the growth of small business | Highly satisfied | 9 |
| | Satisfied | 6 |
| | Neutral | 0 |
| | Dissatisfied | 9 |
| | Highly dissatisfied | 36 |
| | Total | 60 |

TABLE 4.25

Interpretation

A) Compared to traditional business modern technology was more helpful to the growth of small business is highly satisfied by 25 respondents satisfied by 18 respondents and 2 respondents neither satisfy nor dissatisfy the statement. 3 respondents are dissatisfied and 12 respondents highly dissatisfied the statement.

B) Compared to traditional business modern technology was moderately helpful to the growth of small business is highly satisfied by 2 respondents and 41 respondents satisfied with the statement. 3 respondents neither satisfied or dissatisfied and 13 respondents dissatisfied and remaining 1 respondent highly dissatisfied the statement.

C) Compared to traditional business modern technology was less helpful to the growth of small business is satisfied by 12 respondents and only one is highly satisfied with the statement. 15 respondents may satisfy or dissatisfied the statement and 28 respondents dissatisfied 4 respondents highly dissatisfied the statement.

D) Compared to traditional business modern technology was not helpful to the growth of small business is satisfied by 6 respondents and highly satisfied by 9 respondents. There is no response for neutral and 36 respondents highly dissatisfied with the statement and 9 dissatisfied.

4.26 The implementation of advanced technology was how much admissible for different small businesses

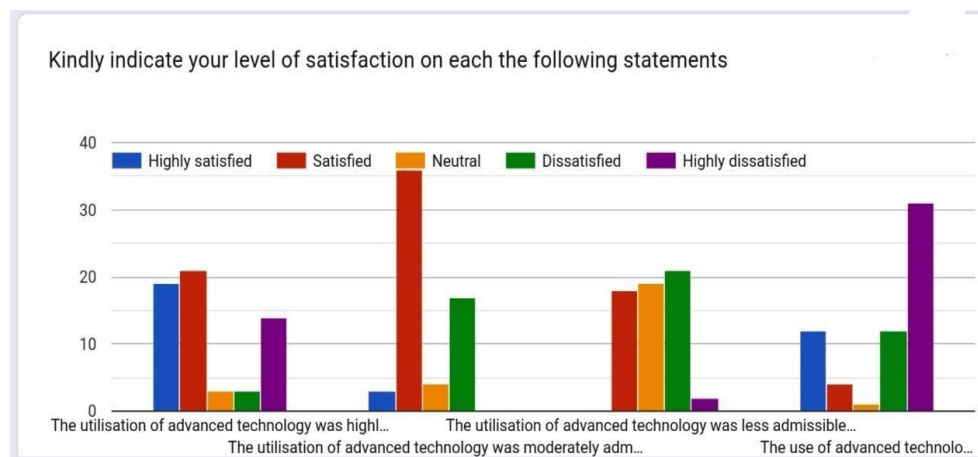


FIGURE 4.26

| Particulars | Scale | Valid frequency |
|---|---------------------|-----------------|
| The implementation of advanced technology was highly admissible to all kind of small business and their customers | Highly satisfied | 19 |
| | Satisfied Neutral | 21 |
| | Dissatisfied | 3 |
| | Highly dissatisfied | 3 |
| | Total | 14 |
| The implementation of advanced technology was moderately admissible to all kind of small business and their customers | Highly satisfied | 3 |
| | Satisfied Neutral | 36 |
| | Dissatisfied | 4 |
| | Highly dissatisfied | 17 |
| | Total | 0 |
| The implementation of advanced technology was less admissible to all kind of small business and their customers | Highly satisfied | 0 |
| | Satisfied Neutral | 18 |
| | Dissatisfied | 19 |
| | Highly dissatisfied | 21 |
| | Total | 2 |
| The implementation of advanced technology was not admissible to all kind of small business and their customers | Highly satisfied | 12 |
| | Satisfied Neutral | 4 |
| | Dissatisfied | 1 |
| | Highly dissatisfied | 12 |
| | Total | 31 |
| | | 60 |

Table 4.26

Interpretation

A) The implementation of advanced technology was highly admissible to all kind of small business and their customers is highly satisfied by 19 respondents and 21 respondents satisfy the statement. 3 respondents neither agree or disagree the statement. 3 respondent opined dissatisfied and 14 respondents highly dissatisfied the statement.

B) 36 respondents satisfied with the statement that the implementation of advanced technology was moderately admissible to all kind of small business and their customers and 3 respondents opined highly satisfied. 4 respondents neither satisfied nor dissatisfied the statement. 17 is dissatisfied and no one is highly dissatisfied the statement.

C) Out of 60 respondents 8 respondents satisfied the statement the implementation of advanced technology is less admissible to all kind of small business and their customers. 19 respondents neither agree or disagree the statement and 21 respondents dissatisfied the statement and remaining 2 is highly dissatisfied the statement.

D) The implementation of advanced technology is was not admissible to all kind of small business and their customers is highly satisfied by 12 respondents and satisfied by 4 respondents. 1 is neutral and 12 is dissatisfied and 31 is highly dissatisfied.

4.27 Did advanced technology generate interest among the people to establish small business as their occupation

Advanced technology increased the interests of the people to establish small business as their occupation?

60 responses

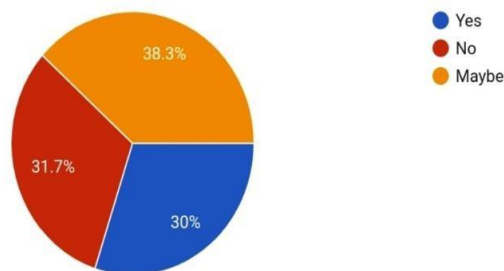


FIGURE 4.27

| Advanced technology increased the interest of the people to establish small business as their occupation | Valid frequency | Valid percent |
|--|-----------------|---------------|
| Yes | 18 | 30 |
| No | 19 | 31.7 |
| Maybe | 23 | 38.3 |
| Total | 60 | 100 |

TABLE 4.27

Interpretation

38.3 % of respondents reply may be advanced technology increased the interest of the people to establish small business as their occupation. 31.7 % of respondents replied nointerest and 30 % of respondents agreed yes.

4.28 Technology is updated in certain time so can you cope up with thesechanges?

Technology is updated in certain times so can you cope up with this changes

59 responses

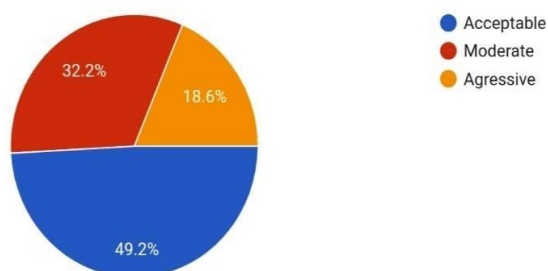


FIGURE 4.28

| Technology is updated in certain times so can you cope up with these changes. | Valid frequency | Valid percent |
|---|-----------------|---------------|
| Acceptable | 30 | 49.2 |
| Moderate | 19 | 32.2 |
| Agressive | 11 | 18.6 |
| Total | 60 | 100 |

TABLE 4.28

Interpretation

49.2 % of respondents opined that they can cope up with the changes of updated technology 32.2 % respondents moderately agree with this and 18.6 % of respondents opined aggressive. It is evident that majority can accept the changing requirements of technology.

4.29 Do you think establishing advanced technology in small business is mandatory according to the changing needs of the people

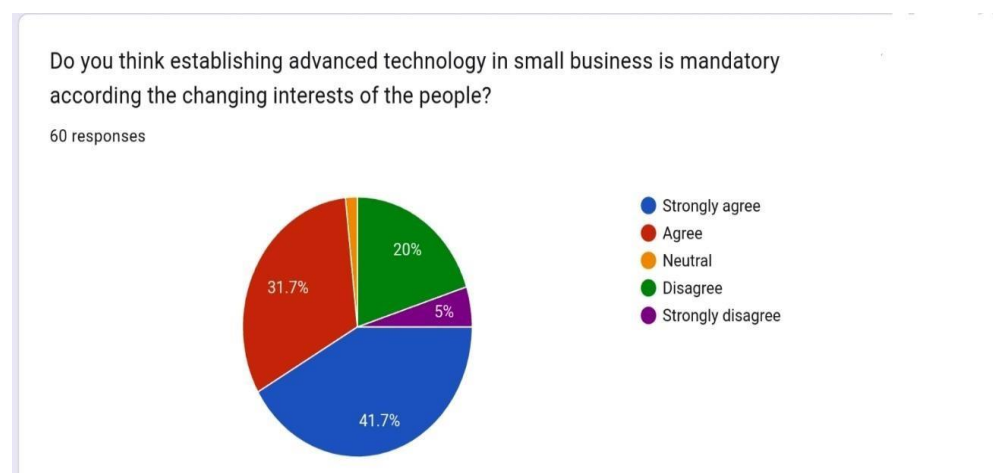


FIGURE 4.29

| Do you think establishing advanced technology in small business is mandatory according to the changing needs of the people? | Valid frequency | Valid percent |
|---|-----------------|---------------|
| Strongly agree | 25 | 41.7 |
| Agree | 19 | 31.7 |
| Neutral | 1 | 1.6 |
| Disagree | 12 | 20 |
| Strongly disagree | 3 | 5.0 |
| Total | 60 | 100 |

TABLE 4.29

Interpretation

41.7 % of respondents strongly agreed that stabling advanced technology is mandatory according to the changing needs of the people and 31.7 % of respondents agreed. 1.6 % of respondents neither agree nor disagree.20 % of respondents opined disagree and 5 % of respondents strongly disagreed

4.30 HYPOTHESIS ANALYSIS

Hypothesis 1

H0: There is no relation between gender and awareness about technological advancement

H1: There is relation between gender and awareness about technological advancement

| Awareness about technological advancement | | | |
|---|-----|----|-------|
| Gender | Yes | No | Total |
| Male | 30 | 8 | 38 |
| Female | 13 | 9 | 22 |
| Total | 43 | 17 | 60 |

TABLE 4.30

| Test | Computed value | Degree of freedom | Level of significance | Table value |
|-----------|----------------|-------------------|-----------------------|-------------|
| CHI-SQARE | 6.19 | 1 | 5 % | 3.841 |

TABLE 4.30

INFERENCE

The table value of χ^2 for 1 degree of freedom at 5% of significance is 3.841 and computed value is 6.19. Hence calculated value is more than the table value, so we reject H0 i.e., there is a relationship between gender and awareness about technological advancement.

Hypothesis 2

H0: There is no relation between age and interest towards advanced technology

H1: There is relation between age and interest towards advanced technology

| Interest towards advanced technology | | | | |
|--------------------------------------|-----|----|-------|-------|
| Gender | Yes | No | Maybe | Total |
| Male | 13 | 10 | 15 | 38 |
| Female | 15 | 9 | 8 | 22 |
| Total | 18 | 19 | 23 | 60 |

Table 4.31

| Test | Computed value | Degree of freedom | Level of significance | Table value |
|-----------|----------------|-------------------|-----------------------|-------------|
| CHI-SQARE | 1.42 | 2 | 5% | 5.991 |

TABLE 4.31

INFERENCE

The table value of X^2 for 2 degree of freedom at 5% of significance is 5.991 and computed value is 1.42. Hence the calculated value is less than the table value, so we accept H0 i.e., There is no relationship between age and interest level towards advanced technology.

Hypothesis 3

H0: There is no relation between gender and income level

H1: There is relation between gender and income

level

| Gender | Income of the respondents | | | | |
|--------|---------------------------|-------------------|------------------|----------------|-------|
| | Below 1,00,000 | 1,00,000-2,00,000 | 2,00,000-3,00,00 | Above 3,00,000 | Total |
| Male | 9 | 19 | 10 | 0 | 38 |
| Female | 3 | 16 | 3 | 0 | 22 |
| Total | 12 | 35 | 13 | 0 | 60 |

TABLE 4.32

| Test | Computed value | Degree of freedom | Level of significance | Table value |
|------------|----------------|-------------------|-----------------------|-------------|
| CHI-SQUARE | 2.78 | 3 | 5% | 7.815 |

TABLE 4.32

INFERENCE

The table value of X^2 for 3 degree of freedom at 5 % of significance is 7.815 and computed value is 2.78. Hence the calculated value is less than the table value, therefore we accept H_0 i.e., There is no relationship between age and income.

Hypothesis 4

H_0 : There is no relation between age and satisfaction level before implementing advanced technology in small business.

H_1 : There is relation between age and satisfaction level before implementing advanced technology in small business.

| Gender | Acceptance for advanced technology | | | | |
|--------|------------------------------------|-----------|---------|------|-------|
| | Good | Excellent | Average | Poor | Total |
| Male | 18 | 8 | 2 | 0 | 38 |
| Female | 12 | 6 | 3 | 1 | 22 |
| Total | 40 | 14 | 5 | 1 | 60 |

TABLE 4.33

| Test | Computed value | Degree of freedom | Level of significance | Table value |
|------------|----------------|-------------------|-----------------------|-------------|
| CHI-SQUARE | 4.66 | 3 | 5% | 7.185 |

Table 4.33

INFERENCE

The table value of X^2 for 3 degree of freedom at 5% of significance is 7.185 and computed value is 4.66. Hence the calculated value is less than the table value, therefore we accept H_0 i.e., There is no relation between gender and

satisfaction before implementation of advanced technology.

Hypothesis 5

H0: There is no relation between gender and after implementing advanced technology in small business

H1: There is relation between gender and after implementing advanced technology in small business.

| Gender | Satisfaction level after implementing advanced technology in business | | | | Total |
|--------|---|-----------|---------|------|-------|
| | Good | Excellent | Average | Poor | |
| Male | 17 | 12 | 7 | 2 | 38 |
| Female | 7 | 9 | 5 | 1 | 22 |
| Total | 24 | 21 | 12 | 3 | 60 |

TABLE 4.34

| TEST | Computed value | Degree of freedom | Level of significance | Table value |
|------------|----------------|-------------------|-----------------------|-------------|
| CHI-SQUARE | 1.17 | 3 | 5% | 7.815 |

INFERENCE

The table value of χ^2 for 3 degree of freedom at 5% of significance is 7.815 and computed value is 1.17. Hence the table value is more than computed value therefore we accept H0 i.e., There is no relation between gender and satisfaction level after implementation of advanced technology

5.1 SUMMARY

The project was carried out to study technological advancement and their impact on small scale business in Idukki. The questionnaires were distributed to study the changes and impact of the people during the implementation of advanced technology. The study focused to identify and analyze the importance of advanced technology in small business and identify and the factors affecting technology implementation in small scale business. The study also focused on evaluating the awareness level and interest among the people towards advanced technology and also study the profitability, satisfaction, and how much changes incurred by advanced technology.

5.2 FINDINGS

After analyzing the primary data collected by distributing questionnaires to the respondents, following findings were obtained:

➤ Demographic profile of respondents

- a) In this study, Majority of respondents belong to the male category which comprises of 63.3 % and female category is only 36.7 %.
- b) Most of the respondents belong to the age group of 41-50 which comprises of 30 percent remaining age group is below 25 percent.
- c) Majority of the respondents from diploma which consists of 30% and postgraduation consists of only 3.3 percent and 1.7% belong to others.
- d) A significant portion of the annual income belong to the income category of 1,00,000 to 2,00,000

➤ To find out the awareness level of the people towards advanced technology

- a) Majority of the respondents are aware about what is advanced technology which includes 71.7 % of the respondents and unaware about 28.3 % respondents.
- b) The respondents mostly get information about advanced technology from other users which consists of 38.3 % and secondly from social which contains 26.7% and thirdly from

experts which includes 18.3 %.

- c) The majority of respondents opined that they want to know more about the practical use of advanced technology belong too 60% and 16.7 % of respondents opined maybe they want to know the practical use of advanced technology.
- d) The respondents opined that advanced technology increased the interest of the people to establish small business as their occupation which includes 30% and 38.3% of respondents opined maybe it is possible in a manner.

➤ **To study the satisfaction level among the people towards advanced technology**

- a) The level of satisfaction before the implementation of advanced technology was good which consists of 66.7 % and 23.3 % was excellent and average is 8.3%.
- b) The level of satisfaction after the implementation of advanced technology is good with 40% and excellent at 35% and average consists of 20%.
- c) The utilisation of advanced technology was highly admissible to all kind of business and their customers is satisfied by 21 respondents and 19 is highly satisfied.

➤ **To identify the interest among the people towards modern technology with reference to traditional business**

- a) Majority of the respondents strongly agreed the concept of modern technology was more useful than the traditional concept which consists of 25 respondents and agreed by 17 respondents
- b) Majority of the respondents strongly agree that establishing advanced technology is mandatory according to the changing interest of the people it consists of 41.7 % and 31.7 % of respondents agreed.
- c) 30% of respondents agreed that advanced technology increased the interest of the people to establish small business as their occupation and 38.3% of respondents opined maybe interested.
- d) The use of advanced technology highly protects the interest of the people to adopt changes to satisfy their needs.

➤ **To identify the profitability by the implementation of advanced technology in small business**

- a) Introduction of advanced technology in small scale business increased the profit in a higher level is agreed by 22 respondents and strongly agreed by 12 respondents out of 60.

- b) After the implementation of advanced technology in small business reduces the business losses in a higher level is satisfied by 24 respondents and moderately reduced the losses is satisfied by 35 respondents out of 60.
- c) The utilization of advanced technology in small business expands risk is strongly agreed by 18.3% respondents and agreed by 35% of respondent. Strongly disagreed respondents are nil and disagreed respondents are 21.7 percent and 25% of respondents opt neutral

➤ **To understand the attitude of respondents for the enactment of advanced technology**

- a) The majority of the respondents support the enforcement of advanced technology in small scale business which comprises of 40% and 33% of respondents agreed the enactment of modern technology.
- b) Majority of the respondents accepted the new concept of modern technology in small business which comprises of 61.7 percent and 21.7% of respondents moderately agreed.
- c) The majority of the respondents are not interested with the replacement of modern technology to conventional concept which includes 55 % of respondents.
- d) The majority of the respondents strongly agree that the implementation of advanced technology in small business highly influenced the people to adopt changes which comprises of 31% and moderately influenced the people is agreed by 38% of respondents.
- e) Technology is updated in certain times so majority of the respondents opined that they can accept these changes which consists of 49.9 % and 32.2% of respondents moderately accept the changes.

➤ **To evaluate the requirements of advanced technology**

- a) Majority of the respondents strongly agreed that modern technology completely fulfils the requirements of business which consists of 25% of respondents and 16% of respondents agreed.
- b) The majority of the respondents opined that they want advanced technologies because of customer satisfaction (23.3%) in addition to time management (21.7%) furthermore ease of work finally increased profitability (18.3%) and to eliminate the complexity (16.7%).
- c) The majority of the respondents strongly agreed that the establishment of modern technology in small business is much beneficial to the daily operations of business which consists of 53.3% and agreed by 23.3% of respondents

d) Compared to the traditional business modern technology was more helpful to the growth of small business is highly satisfied by 25 respondents and satisfied by 18 respondents.

➤ **Other findings related with the study**

- The government grants higher financial supports for the implementation of advanced technology in small business is agreed by 20 respondents and moderate financial support is agreed by 42 respondents
- A successful business is highly possible without the use of advanced technology in small business is strongly agreed by 12 respondents agreed by 6 respondents. And moderately possible is agreed by 41 respondents.
- There is no relation between age and interest towards advanced technology
- There is no relation between age and income
- There is a relation between gender and awareness.
- There is no relation between gender and satisfaction level before implementing advanced technology in small business.
- There is no relation between gender and satisfaction level after the implementation of advanced technology in small business.

5.3 SUGGESTIONS

- ❖ Advanced technology has a consequential impact in the life of people and business. The effect can be seen in the attitude of the people so better awareness must be provided to the people to learn changes and knowledge. Advanced technology is not popular so awareness must be provided also for the business.
- ❖ There is increased risk after the implementation of advanced technology in small business is higher compared to before implementation of advanced technology so proper plan or strategy is essential to the cover risk going to happen in business. Risk is unavoidable factor but it can reduce through possible risk reducing ideas.
- ❖ Interest among the people towards technology implementation is an integral part for business to achieve its goals so interest must be generated through proper communication and information sharing between people.
- ❖ The study find that technological advancement is supported mostly by the young category of people but business growth needs support from all age group so try to ensure the all age group get information

about advanced technology and its usage for implementing advanced technology.

- ❖ If the financial support from Government is acquired by people for implementing advanced technology in their business will be good for balancing the requirement of money.

5.4 CONCLUSION

Advanced technology and the implementation of advanced technology in small scale business changed the interest, attitude and perception of the people to adopt changes. It replaces the conventional business to follow or restructure the business with the new concept of advanced technology. The exchange of information and the changing requirements of the people influenced a lot to restructure the business with the new idea of advanced technology. Technological advancement definitely contributes development, better utilization of resources, reduction of complexity, efficiency and ease of work in business activities. Definitely the first phase of technology implementation will experience the problem of lack of awareness, unfavorable public response, business loss, financial risk, anxiety etc. The sudden changes will affect the daily operations of a business and it also affect the flexibility and adaptability to the current changes. Acceptance for the enforcement of advanced technology is a significant matter it determines the success of a small venture in addition to the profitability of the business. The purpose of the study is to evaluate the impact of technological advancement in small business and the results shows it was favorable for small business and people. It was favorable but the restructuring of business was not acceptable for all people. The study identified that majority are interested with technological advancement and some of them are may or may not interested with the concept and other existing group never support the concept. Mainly the aged group of people are not well aware and interested with the new concept of advanced technology.

In small business the implementation of advanced technology was difficult in the first stage of introduction. This paper can draw a conclusion that the changing requirement of people leads to new technologies and requirement of business is a reason to replace it from old form. Development is important factor to the growth of the economy so different types of technological changes increased today, in this paper discussed the different styles of acceptance level of people towards modern technology and also study the barriers, likes, requirements between the people and business. The study suffers the limitations such as lack of accuracy in primary and secondary data and the selected sample might not give a true representation of population. The scope is limited within Idukki.

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Duru Arun Kumar -Netaji Subhash institute of technology -Technology development -consumer market&education

Jonathan D. Linton is Editor-in Chief of Technovation. He is the Chair in Operations and Technology Management at the School of Management & **George T. Solomon** the Editor-in-Chief of the Journal of Small Business Management and Director of the Center for Entrepreneurial Excellence (CFEE) at George Washington University –Technology, Innovation, Entrepreneurship and The Small Business - Technology and Innovation in Small Business

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APPENDIX

QUESTIONNAIRE

TECHNOLOGICAL ADVANCEMENT AND THEIR IMPACTON SMALL SCALE BUSINESS IN IDUKKI

Dear Respondent,

I am Aswathy P P, currently pursuing the final year of Master of Commerce and Management at St Teresa's College Ernakulam. Asa part of my final year project on the topic "TECHNOLOGICAL ADVANCEMENT AND THEIR IMPACT ON SMALL SCALE BUSINES IN IDUKKI", I kindly request you to spare your valuable time to fill this form. All the information provided will bekept confidential and will be used only for academic purpose.

Thanking you

in advance

Name

Age

Gender

Education

- Plus two
- Graduation
- Post Graduation
- Diploma
- Other

Annual Income

- Below 1,00,000
- 1,00,000 to 2,00,000
- 2,00,000 to 3,00,000
- 3,00,000 to 4,00,000
- Above 4,00,000

Are you aware about technological advancement in small business?

- Yes
- No

Do you support the enforcement of advanced technology in smallbusiness?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

What are the cause you considered for the enforcement of advancedtechnology in small business?

- Ease of work
- Time management
- Increased profitability
- Customer satisfaction

Level of satisfaction before implementation of moderntechnology?

- Good
- Excellent
- Average
- Poor

Level of satisfaction after implementation of modern technology?

- Good
- Excellent
- Poor
- Average

Kindly indicate your level of agreement on each of the following statements?

| | Strongly agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|----------------|-------|---------|----------|-------------------|
| Introduction of advanced technology in small business increases the profit highly | | | | | |
| Introduction of advanced technology in small business increases the profit moderately | | | | | |
| Introduction of advanced technology in small business decrease profit low | | | | | |
| Introduction of advanced technology decreases profit very low | | | | | |

Kindly indicate your level of agreement on each of the following statements

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|---|----------------|-------|---------|----------|-------------------|
| The concept of modern technology in small business more helpful than traditional concept | | | | | |
| The concept of modern technology in small business relatively useful than traditional concept | | | | | |
| The concept of modern technology in small business slightly useful than traditional concept | | | | | |
| The concept of modern technology in small business not useful than the traditional concept | | | | | |

Kindly indicate your level of agreement on each of the following statements

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|--|----------------|-------|---------|----------|-------------------|
| Modern technology completely fulfills the requirements of business | | | | | |
| Modern technology relatively fulfills the requirements of business | | | | | |

| | | | | | | |
|--|--|--|--|--|--|--|
| Modern technology slightly fulfills the requirements of business | | | | | | |
| Modern technology never fulfills the requirements of business | | | | | | |

Kindly indicate your level of agreement on each of the following statements?

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|---|----------------|-------|---------|----------|-------------------|
| The implementation of advanced technology in small scale business highly influenced the people to adopt changes | | | | | |
| The implementation of advanced technology in small scale business moderately influenced the people to adopt changes | | | | | |
| The implementation of advanced technology in small scale business never influenced the people to adopt changes | | | | | |

The establishment of modern technology in small business is much beneficial to the daily operations of business?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

The concept of modern technology among the people are acceptable

- Acceptable
- Moderate
- Aggressive

In your opinion utilization of advanced technology in small business expands risks?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

If there is a cause to replace the concept of modern technology to conventional concept, how do you respond?

- Highly interested
- Moderately interested
- Not interested

Where did you get more information about advanced technology?

- News paper
- Social media
- Television
- Other users
- From experts
- Other

Kindly indicate your level of agreement on each of the following statements

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|---|----------------|-------|---------|----------|-------------------|
| After the implementation of modern technology in small business reduces the business losses in a higher level | | | | | |
| After the implementation of modern technology in small business reduces the business losses in a moderate level | | | | | |
| After the implementation of modern technology in small business reduces the business losses in a low level | | | | | |
| After the implementation of modern technology in small business never reduces the losses of business | | | | | |

Kindly indicate your level of agreement on each of the following statements

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|---|----------------|-------|---------|----------|-------------------|
| Is the Government grants higher level of financial support for implementing advanced technology in small business | | | | | |
| Is the Government grants moderate level of financial support for implementing advanced technology in small business | | | | | |
| Is the Government grants lower level of financial support for implementing | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| advanced technology in small business | | | | | |
| Is the Government never grants any financial support for implementing advanced technology in business | | | | | |

Kindly indicate your level of agreement on each of the following statements

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|---|----------------|-------|---------|----------|-------------------|
| The use of advanced technology in small business highly protects the interest of the people to approach business to satisfy the needs | | | | | |
| The use of advanced technology in small business moderately protects the interest of the people to approach business to satisfy their needs | | | | | |
| The use of advanced technology in small business | | | | | |
| The use of advanced technology in small business never protects the interest of the people to adopt changes | | | | | |

Kindly indicate your level of agreement on the following statements

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|---|----------------|-------|---------|----------|-------------------|
| The introduction of advanced technology changed the attitude of the people to broadening small business in a higher level | | | | | |
| The introduction of advanced technology changed the attitude of the people to broadening small business in a moderate level | | | | | |
| The introduction of advanced technology changed the attitude of the people to broadening small business in a lower level | | | | | |
| The introduction of advanced technology never changed the attitude of the people to broadening small business | | | | | |

Kindly indicate your level of agreement on each of the following

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|--|----------------|-------|---------|----------|-------------------|
|--|----------------|-------|---------|----------|-------------------|

| | | | | | |
|--|--|--|--|--|--|
| Do you think a successful business is highly possible without the use of advanced technology | | | | | |
| Do you think successful business is | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| moderately possible without the use of advanced technology | | | | | |
| Do you think successful business is not possible without the use of advanced technology | | | | | |

Kindly indicate your satisfaction level on each of the following

| | Highly satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
|---|------------------|-----------|---------|--------------|---------------------|
| Compared to traditional business modern technology was more helpful to the growth of small business | | | | | |

Compared
to
traditional
business
modern
technology
was
moderately
helpful to

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
|--|--|--|--|--|--|

| | | | | | |
|---|--|--|--|--|--|
| the growth of small business | | | | | |
| Compared to traditional business modern technology was helpful to the growth of small business in a lower level | | | | | |
| Compared to traditional business modern technology was not helpful to the growth of small business | | | | | |

Kindly indicate your level of satisfaction on each of the following agreements

| | Highly satisfied | Satisfied | Neutral | Dissatisfied | Highly dissatisfied |
|--|------------------|-----------|---------|--------------|---------------------|
| The utilization of advanced technology was highly admissible to all kind of small business and their customers | | | | | |
| The utilization of advanced technology was moderately admissible to all kind of small | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| business and their customers | | | | | |
| The utilization of advanced technology was less admissible to all kind of small business and their customers | | | | | |
| The utilization of advanced technology was not admissible to all kind of small business and their customers | | | | | |

Advanced technology increased the interest of the people to establish small business as their occupation?

- Yes
- No
- Maybe

Technology is updated in certain times so can you cope up with the changes?

- Yes
- No
- Maybe

Do you think establishing advanced technology in small business is mandatory according to the changing interest of the people?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Suggestions (If any):

