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Awareness of Working Women towards Tablet Pc in Erode District

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ABSTRACT

Tablet PCs are computing devices, which are now being used for Internet, connectivity and as a multimedia device. The form factor makes it easier for tablet PCs to be more mobile and the larger screen size, compared to a mobile phone, makes it a better productivity tool. A key factor in the growth of tablets has been the encouragement from the government in adopting and developing low-cost options for use in our villages and other rural areas. Education and healthcare services are now being accessed by many more people with the help of low-cost tablet. Tablets, being one of the cheapest devices available in the Indian market, have the potential that can transform the entire country. This paper analyses the awareness level of working women in Erode District towards the tablet PC.

KEYWORDS : Tablet, device, awareness

INTRODUCTION

The tablet PC is a slate shaped computer which is mobile in nature. For coping up with modern era and its fast generations the invention of the Tablet PC is incredible. The use of this PC as the name suggests is very beneficial, though the device is very small in size. With the latest techniques that are introduced in its form is attracting everyone to use it for various purposes. Right from the touch screens to the digital pen, everything in this Tablet PC is designed to meet the needs of the stylish generations of today. This Tablet PC can also be called as the laptop which is very easy to carry off and perform every computer related task very easily and quickly.

The technology that is used in the Tablet PC is no doubt a culmination of the best and latest things which has made the use of the PC similar to that of a notebook. The user can easily open the PC, start it and begin his respective works of writing, recording, capturing photographs, sending and receiving mails, etc. Mouse is not used in this computer as there are alternatives to the mouse that replaces the previous with far better effect. Instead of the mouse there is a touch pad in the Tablet PC which can be controlled with the help of the fingertips.

The advantages of these Tablet PCs are many in which we can name firstly the portability and easy surfing. Anywhere, whether it is a garden, a beach, a room or while transporting, the use of the Tablet PCs cannot be prevented by any external factor. For this reason day by day these PCs are gaining a huge popularity and admiration among people. The Tablet PCs are very small in size and can be termed as the smallest invention in the field of the computers. The use of the fingertips or a digital pen is the main attraction in this computer. The manual of this computer is designed in a way to be used by any type of user. Whether a child or an adult, everyone can take good advantage of the Tablet PCs.

LITERATURE REVIEW

Laptop computers have the capacity to put "ubiquitous computing" into the hands of users (Miller, 2004), as well as supporting "mobility" allowing users to work anywhere at any time. Recent developments in both hardware and software have contributed to reductions in weight while more powerful laptop computers have increased the utility of laptop computers among all users. Miller (2004), Shirley, Pierson, Trytten, Rhoads and Court (2002), University of Minnesota (2005) and Windschitl and Sahl (2002) have suggested that laptop use within higher education has had a positive effect on student learning enabling students and faculty greater opportunities for collaboration and knowledge construction, exchanging files for group projects and exchanging ideas through synchronous and asynchronous discussion forums. The availability of laptop computers to faculty makes it easier for faculty to design learning activities where the exchange of ideas is often spontaneous, originating from a variety of locations (Windschitl & Sahl, 2002).

At the time of this writing, few publications were found that reported on the use of tablet computers in higher education. Of those reported a small minority focus on faculty use of the tablet computers within the teaching environment. Lindsey (2003) describes his use of a tablet computer to create 'lecture shells' in PowerPoint for use in an e-learning environment. Lindsey states that the tablet computer decreased his preparation time as the outlines used can be augmented with graphics and annotations while in front of the class. In a paper describing insights gained by the authors through their use of tablet computers over the course of a year, literacy professors Thomas, King and Cetinguc (2004) compare tablet computers favourably to the older technology of books. They explain that

The tablet [computer], with its robust combination of the best in computer technology and age-old and age-old literacy tools (namely pen, paper, and portability), is a type of device that sagacious literacy educators should consider for blending traditional literacy with advancing technology. (p. 3964)

STATEMENT OF THE PROBLEM

The usage of Tablet PC among the youth has increased rapidly. The mobile phone manufacturers as well as computer manufacturers have started manufacturing Tablet PCs. It is a competitive advantage for the users of Tablet PCs. The computer users and mobile phone users propose to buy tablet have wide options to select. In this context, the manufacturers of Tablet PC are in a stiff competition and want to understand the tastes and preferences of the consumers. This study is a part of an endeavour to understand the tastes and preferences of the working women in Erode District.

OBJECTIVES OF THE STUDY

To determine the awareness level of working women towards Tablet PC.

To offer suggestions to increase the level of awareness of working women towards Tablet PC.

HYPOTHESES

The following hypotheses were formulated and tested:

There is no significant relationship between the demographic variables, viz., age, marital status, educational level, monthly income, size of family and nature of family and awareness level of working women.

METHODOLOGY

Investigation was conducted for collection of data from primary source. In this regard, 150 working women in Erode District were selected on simple random basis.

TOOLS OF ANALYSIS

The data collected from the primary source were analysed and the statistical measures such as percentage and chi-Square test were used.

LIMITATIONS OF THE STUDY

This study is based on the opinions and views of one hundred and fifty

sample respondents only. So, the findings and suggestions of this study may not be suitable to the total women community.

The study is based on the prevailing consumer preference. The consumer preference may change according to change of time, fashion, technology and development. Therefore, the results of this study cannot be extended to future period for decision making purpose.

AWARENESS LEVEL OF WORKING WOMEN TOWARDS TABLET PC

Awareness means ability of consumers to recall more or less correctly the various aspects of consumer movement. A consumer is one who buys or consumes goods or services. All are consumers in this world. They consume the goods and services irrespective of the age, education, occupation and annual income. Awareness regarding product's quality, availability, price and its functions are essential to make wise decision. These attributes influence the buying decision. The level of awareness amongst consumers may differ from each other on account of their age, marital status, educational level, monthly income, size of family and nature of the family.

TABLE 1
SOURCE OF INFORMATION

Source of Information	No. of Respondents	Percentage
Through Advertisement in Television	45	30.00
Through Advertisement In newspapers and magazines	51	34.00
Through Friends & Relatives	41	27.33
Others	13	8.67
Total	150	100.00

TABLE 2
LEVEL OF AWARENESS

Factors		High	Medium	Low	Total
Age	Below 25 years	6	19	1	25
	25 – 35 years	37	34	0	71
	35 – 45 years	20	12	2	34
	Above 45 years	9	11	0	20
	Total	72	76	2	150
Marital Status	Single	31	34	1	66
	Married	41	42	1	84
	Total	72	76	2	150
Educational Level	School level	20	26	0	46
	UG level	22	17	0	39
	PG level	20	19	2	41
	Others	10	14	0	24
	Total	72	76	2	150
Monthly Income	Below Rs.5,000	24	15	0	39
	Rs.5,000- Rs.10,000	19	27	0	46
	Rs.10,000- Rs.15,000	17	20	2	39
	Above Rs.15,000	12	14	0	26
	Total	72	76	2	150
Size of Family	Up to 3	23	23	0	46
	4 – 5	33	35	0	68
	6 – 7	7	7	2	16
	Above 7	9	11	0	20
	Total	72	76	2	150
Nature of family	Nuclear	38	31	0	69
	Joint	34	45	2	81
	Total	72	76	2	150

TABLE 3
DEMOGRAPHIC VARIABLES AND LEVEL OF AWARENESS

Factors	DF	Table Value of c2	Computed Value of c2
Age	6	12.59	15.88*
Marital Status	2	5.99	0.07NS
Educational Level	6	12.59	7.42NS
Monthly Income	6	12.59	9.57NS
Size of Family	6	12.59	17.13*
Nature of family	2	5.99	3.87NS

*** Significant @ 5% level**
NS – Not Significant

FINDINGS

The majority of 34.00 per cent of the working women came to know about the Tablet PC through advertisement in newspapers and magazines while 30.00 per cent of them have obtained information about the Tablet PC through advertisement in television.

The level of awareness of the majority of working women belonging to the age group of '25 to 35 years' and '35 to 45 years' was found to be high while the level of awareness of the majority of working belonging to other age groups was found to be medium. It is found that most of the single and married working women possessed medium level of awareness about Tablet PC.

The majority of working women with UG or PG level education possessed high level of awareness about Tablet PC while the majority of other groups of working women had medium level of education. It is observed that the level of awareness is high in respect of the most of the respondents who earned below Rs.5000 as monthly income while the majority of other income group working women possessed medium level of awareness on Tablet PC.

High level of awareness on Tablet PC was possessed by the majority of working women whose family size was up to 3 while the medium level of awareness was possessed by the majority of working women whose family size was 4 to 5. The most of the working women whose size of family was 6 to 7 possessed high level of awareness on Tablet PC whereas the level of awareness of most of the working women whose family size was above 7 has been found to be medium.

It is understood that the majority of working women living under nuclear family system was found to have high level of awareness on Tablet PC and the level of awareness of the majority of working women living as joint family was also found to be high.

The results of chi square test reveal that there is a significant relationship between age and level of awareness of working women towards Tablet PC while the relationship between marital status and level of awareness of working women was found to be insignificant. Educational level and level of awareness of working women were not significantly related while monthly income could not establish a significant relationship with the level of awareness. Size of family of working women has been significantly related to the level of awareness whereas the nature of family and level of awareness were insignificantly related. It denotes that level of awareness of working women towards Tablet PC varies according to their age and size of family.

SUGGESTIONS

A critical review of the key findings of the study led to offer the following suggestions to increase the awareness of Tablet PC.

Awareness campaign shall be conducted in schools and business units to create awareness among students and employees. Demonstrations and trial use programmes shall be conducted for attracting low income group.

CONCLUSION

It is quite obvious that the potential for Tablet PC has been steadily

increasing and the users have become more aware of various advantages of using Tablet PCs. The manufacturers of Tablet PCs shall have a promising future and prospect by enhancing the potential of rural consumers by designing their products more user-friendly and making products available at the door steps of the rural consumers

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