

CONSUMER EVALUATION OF E-GOVERNANCE FACILITIES OFFERED BY THE GOVERNMENT OF INDIA

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ABSTRACT

E-Governance refers to the application of information and communication technology, particularly internet-based platforms, to facilitate the delivery of government services to citizens, businesses, and other government agencies. The increasing digitalization of public services has transformed the manner in which citizens interact with government institutions by providing faster, more transparent, and efficient service delivery mechanisms. With the growing use of internet and mobile technologies, citizens increasingly expect government services to be easily accessible, reliable, and corruption-free.

The Government of India has introduced numerous e-governance initiatives to improve administrative efficiency and enhance public service delivery. However, the success of these initiatives largely depends upon citizens' awareness, accessibility, usability, and overall satisfaction with the services offered. Therefore, understanding consumer evaluation of these facilities becomes essential for improving service quality and ensuring greater public participation in digital governance.

The present study attempts to evaluate consumers' perceptions regarding e-governance facilities offered by the Government of India. Primary data were collected through a structured questionnaire administered to respondents residing in Mumbai. The study examines the level of awareness, usage patterns, perceived usefulness, and reliability of various e-governance services. The findings provide useful insights into customer evaluation of these services and identify areas where improvements can further enhance user satisfaction and service effectiveness.

Keywords: *Consumer Evaluation, E-Governance, Government Services, Internet, Public Service Delivery.*

1. INTRODUCTION

The twenty-first century has witnessed rapid technological advancement, significantly transforming the manner in which governments interact with citizens. The widespread adoption of internet technologies has revolutionized public administration by enabling governments to provide essential services through digital platforms. Consequently, e-governance has emerged as an important instrument for enhancing transparency, accountability, efficiency, and accessibility in public service delivery.

E-governance refers to the use of information and communication technology by government institutions for providing services, disseminating information, and facilitating communication with citizens, businesses, and other governmental agencies. The primary objective of e-governance is to simplify administrative procedures, reduce bureaucratic delays, and improve the overall quality of public services.

In recent years, the Government of India has undertaken several initiatives to promote digital governance by introducing numerous online services for its citizens. These services include online payment of utility bills, filing of income tax returns, registration of birth and death certificates, passport services, digital identity management, and several other citizen-centric services. Such initiatives have considerably improved administrative efficiency while reducing the time, effort, and cost involved in accessing government services.

The implementation of e-governance has also contributed towards increasing transparency in government operations by reducing human intervention and minimizing opportunities for corruption. Furthermore, digital platforms have strengthened the relationship between citizens and the government by enabling easier access to information and facilitating greater public participation in governance. Citizens are now more aware of their rights and responsibilities and can provide valuable feedback to government agencies regarding the quality and effectiveness of public services.

Despite the significant progress achieved in the field of digital governance, the effectiveness of e-governance services ultimately depends upon their acceptance and utilization by citizens. Factors such as awareness, ease of use, accessibility, reliability, and overall user satisfaction play an important role in determining the success of these initiatives. Therefore, evaluating consumer perceptions regarding e-governance services becomes essential for identifying existing challenges and recommending measures for further improvement.

The present study focuses on evaluating consumers' perceptions of e-governance facilities offered by the Government of India and examines the extent to which these services have contributed towards improving citizens' overall service experience.

2. REVIEW OF LITERATURE

An extensive review of previous studies provides valuable insights into the development, implementation, and effectiveness of e-governance initiatives across different countries. The existing literature highlights both the opportunities and challenges associated with digital governance and emphasizes the importance of citizen-centric service delivery.

Gronlund (2005) emphasized that while defining e-government and e-governance, governments must ensure that information is accessible to a broad section of society. The author argued that every region possesses unique social and economic characteristics; therefore, government information should be presented in a simple and understandable manner to enable effective public participation and maximize the benefits of digital governance.

Mrinalini Shah (2007), in the study titled *E-Governance in India: Dream or Reality?*, discussed several challenges affecting the successful implementation of e-governance initiatives in India. The study identified inadequate infrastructure, low literacy levels, limited digital literacy, lack of awareness, bureaucratic complexities, and socio-economic disparities as major obstacles in rural areas. For urban

populations, concerns regarding security, privacy, and time constraints were highlighted as significant issues influencing the adoption of e-governance services.

Dr. Sita Vanka, K. Sriram, and Dr. Ashok Agarwal (2007), in their panel discussion on *Critical Issues in E-Governance*, suggested that Government of India projects should be developed based on Enterprise Architecture frameworks. According to the authors, such frameworks would ensure that government services remain citizen-centric, transparent, secure, flexible, result-oriented, and technologically integrated while maintaining uniform standards across various government departments.

Kedar Kadam (2008), in the article *Usability: High Value Proposition for Successful E-Governance in India*, emphasized that the diversity and size of India's population present unique challenges in designing digital government services. The author argued that citizens possess high expectations from democratic governments and, therefore, e-governance systems must be carefully designed to ensure usability, accessibility, and user satisfaction. The study highlighted that successful implementation depends not only on technological advancement but also on creating user-friendly interfaces that encourage widespread public adoption.

The review of literature indicates that while e-governance has significantly improved the efficiency of public service delivery, several challenges continue to influence its successful implementation. Previous studies have primarily focused on technological infrastructure, accessibility, usability, transparency, and administrative effectiveness. However, there remains a need to understand consumers' perceptions regarding the awareness, utilization, reliability, and overall effectiveness of e-governance services offered by the Government of India. The present study seeks to contribute to the existing body of knowledge by examining consumer evaluation of these services from the users' perspective.

3. NEED AND IMPORTANCE OF THE STUDY

The rapid advancement of information and communication technology has significantly transformed the manner in which governments deliver public services. In recent years, the Government of India has introduced numerous e-governance initiatives with the objective of providing transparent, efficient, and citizen-centric services. These initiatives have reduced the dependence on traditional manual procedures and have enabled citizens to access various government services through digital platforms. However, the success of these initiatives depends not only on their availability but also on the extent to which citizens are aware of, utilize, and are satisfied with these services.

Although considerable investments have been made in developing digital governance infrastructure, there continues to be a need to evaluate whether these services effectively meet the expectations of users. Consumer evaluation provides valuable insights into citizens' perceptions regarding the accessibility, usability, reliability, and effectiveness of e-governance services. Such evaluation assists policymakers in identifying existing gaps and formulating strategies for improving the quality of public service delivery.

The present study is significant as it attempts to assess consumers' awareness and evaluation of e-governance facilities offered by the Government of India. The findings of the study may assist government authorities in understanding user experiences and contribute towards enhancing digital governance initiatives for improved public satisfaction.

4. STATEMENT OF THE PROBLEM

The Government of India has introduced several e-governance services to improve administrative efficiency and provide faster and more transparent public services. Despite the availability of these facilities, the extent to which citizens are aware of these services, utilize them effectively, and perceive them to be reliable remains an important area of investigation.

Many users continue to encounter challenges while accessing online government services due to factors such as limited awareness, technological barriers, usability issues, and concerns regarding reliability and security. These challenges may influence the overall acceptance and effectiveness of e-governance initiatives.

Therefore, there is a need to evaluate consumer perceptions regarding the e-governance facilities provided by the Government of India. Understanding users' experiences will help identify areas requiring improvement and contribute towards developing more efficient, user-friendly, and citizen-centric digital government services.

5. OBJECTIVES OF THE STUDY

The study has been undertaken with the following objectives:

1. To study the various e-governance services provided by the Government of India.
2. To evaluate the level of awareness among consumers regarding e-governance facilities.
3. To examine how the Government can improve these services and enhance their reliability.
4. To understand whether e-governance services have improved the lives of consumers.

6. HYPOTHESES OF THE STUDY

The study tests the following hypotheses:

Hypothesis 1

H0₁: There is no significant relationship between the age of respondents and the use of e-governance facilities.

H1₁: There is a significant relationship between the age of respondents and the use of e-governance facilities.

Hypothesis 2

H0₂: There is no significant relationship between the services provided by the Government and the awareness of people using these services.

H1₂: There is a significant relationship between the services provided by the Government and the awareness of people using these services.

Hypothesis 3

H0₃: There is no significant relationship between the use of e-governance services and their perceived reliability.

H1₃: There is a significant relationship between the use of e-governance services and their perceived reliability.

7. RESEARCH METHODOLOGY

Research methodology provides the systematic framework adopted for conducting the present investigation. It explains the methods employed for data collection, sampling, questionnaire design, and analysis of the collected information.

The study is based on both primary and secondary data.

Primary data were collected using a structured questionnaire administered through Google Forms. The questionnaire was designed to obtain responses regarding consumers' awareness, usage, perceptions, and evaluation of various e-governance services provided by the Government of India. The structured nature of the questionnaire ensured uniformity in responses and facilitated statistical analysis.

Secondary data were collected from published research journals, official government reports, dissertations, theses, conference papers, books, and authentic online sources. These sources provided the theoretical foundation and conceptual understanding necessary for conducting the research.

The study was carried out among residents of Mumbai. A total of 52 respondents participated in the survey through convenient sampling. The questionnaire primarily consisted of structured multiple-choice questions, enabling respondents to provide clear and objective responses while facilitating efficient coding and analysis of the collected data.

The responses obtained from the survey were compiled, classified, and analysed to understand consumer evaluation of e-governance services. Appropriate statistical tools were employed to interpret the data and draw meaningful conclusions regarding awareness, usage behaviour, and customer perceptions towards e-

governance facilities offered by the Government of India.

8. RESULTS AND DISCUSSION

The present study analyses the responses collected through the structured questionnaire to evaluate consumers' perceptions regarding e-governance services offered by the Government of India. The responses obtained from the respondents were compiled and analysed to understand their awareness, usage patterns, satisfaction levels, and overall evaluation of the services.

The survey indicates that a majority of respondents are aware of e-governance services offered by the Government of India. Most respondents became familiar with these services through internet-based sources, highlighting the significant role of digital media in promoting government initiatives.

Among the various e-governance services available, online bill payment emerged as the most frequently utilized service, followed by online income tax filing and other digital government services. This suggests that consumers are more likely to adopt services that offer convenience, reduce paperwork, and save time.

The findings further reveal that a majority of respondents perceive government websites as user-friendly and are generally satisfied with the services provided. The availability of online services has reduced travel time, minimized administrative delays, and improved accessibility to government facilities.

However, despite the positive evaluation, certain respondents expressed concerns regarding the complexity and outdated design of some government websites. These findings indicate that continuous technological improvements and regular updating of digital platforms are necessary to enhance user experience and encourage wider adoption of e-governance services.

Overall, the analysis suggests that consumers have a favourable perception of e-governance initiatives while simultaneously identifying

specific areas where improvements can further strengthen public satisfaction and service quality.

9. FINDINGS

The analysis of the responses collected from the respondents provides several important insights into consumer evaluation of e-governance facilities offered by the Government of India. The major findings of the study are presented below:

1. The demographic profile of the respondents indicates that the majority of the participants belonged to the age group below 30 years. However, the study also included respondents from different age groups, thereby ensuring representation across various sections of society.
2. The study reveals a high level of awareness regarding e-governance facilities among the respondents. Almost all the participants were familiar with one or more online government services, indicating that digital governance initiatives have gained considerable visibility among citizens.
3. Internet-based platforms emerged as the primary source of awareness regarding e-governance services. Approximately 90.3 percent of the respondents reported that they became aware of these services through the internet, highlighting the significant role of digital communication in promoting government initiatives.
4. Among the various e-governance services available, online bill payment was found to be the most frequently used service, followed by online income tax filing and other digital public services. This indicates that citizens are more inclined to use services that provide convenience, reduce paperwork, and save time.
5. A majority of respondents expressed satisfaction with the overall functioning of government websites and considered them to be user-friendly. The findings suggest that digital platforms have simplified access to government services

and improved the overall service delivery process.

6. Although respondents generally expressed positive opinions regarding e-governance facilities, certain limitations were also identified. Some participants indicated that a few government websites were difficult to navigate, lacked updated information, or required improvements in design and functionality.
7. Overall, the findings suggest that e-governance services have been positively accepted by consumers and have contributed towards improving accessibility, convenience, transparency, and efficiency in public service delivery.

10. RECOMMENDATIONS / SUGGESTIONS

Based on the findings of the study, the following recommendations are proposed for improving the effectiveness of e-governance services offered by the Government of India:

1. Government departments should undertake extensive awareness programmes to educate citizens about the availability and benefits of various e-governance services.
2. Government websites and mobile applications should be regularly updated to improve usability, accessibility, and overall user experience.
3. Simplified navigation, multilingual support, and user-friendly interfaces should be incorporated to ensure that citizens belonging to different educational and socio-economic backgrounds can easily access digital services.
4. Stronger cybersecurity measures and enhanced data privacy mechanisms should be implemented to increase citizens' confidence in using online government platforms.
5. Regular customer feedback mechanisms should be established to identify operational issues and continuously improve service quality.

6. Training programmes and digital literacy initiatives should be conducted, particularly in rural and semi-urban areas, to encourage wider adoption of e-governance services.
7. Government agencies should promote mobile-based governance solutions to increase accessibility and convenience, considering the widespread use of smartphones among citizens.

11. CONCLUSION

The implementation of e-governance has significantly transformed the delivery of public services in India by making government services more accessible, transparent, and efficient. The increasing adoption of digital technologies has enabled citizens to access various government services conveniently without the need for physical visits to government offices.

The findings of the present study indicate that consumers possess a high level of awareness regarding e-governance facilities and generally hold favourable perceptions towards these services. Online platforms have enabled citizens to save time, reduce travel costs, and improve convenience while interacting with government departments. The study further reveals that respondents perceive government websites to be largely user-friendly and effective in delivering public services.

However, despite these positive developments, certain challenges continue to exist. Respondents identified issues relating to website usability, outdated interfaces, and the need for continuous technological improvements. Addressing these concerns will further strengthen public confidence and encourage greater utilisation of digital government services.

Overall, the study concludes that e-governance has emerged as an effective instrument for improving public service delivery in India. Continuous technological innovation, improved digital infrastructure, greater public awareness, and regular evaluation of user experiences will contribute towards making e-governance initiatives more inclusive, reliable, and citizen-centric.

12. SCOPE FOR FURTHER RESEARCH

The present study was conducted among respondents residing in Mumbai and therefore represents the perceptions of consumers within a limited geographical area. Future research may be undertaken on a larger scale by including respondents from different states and regions of India to obtain a more comprehensive understanding of consumer perceptions towards e-governance services.

Further studies may compare consumer evaluation across urban and rural populations to identify regional differences in awareness, accessibility, and utilisation of digital government services.

Researchers may also investigate additional factors such as digital literacy, trust in government, cybersecurity concerns, service quality, and technological readiness that influence the adoption and effectiveness of e-governance initiatives.

Longitudinal studies examining changes in consumer perceptions over time may provide valuable insights into the evolving effectiveness of digital governance policies and future government initiatives.

ACKNOWLEDGEMENT

The authors express their sincere gratitude to all the respondents who voluntarily participated in this study and provided valuable information through the survey questionnaire. The authors also acknowledge the support received from H.R. College of Commerce & Economics for providing the academic environment necessary for conducting this research.

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