

# Factors Influencing the Adoption of UMANG Apps in India: Evidence and Perspective

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## ABSTRACT

Across India, the UMANG applications are bound to gain acceptance and increase application usage. There is space for the government to play a role in increasing app utilization in different ways, such as improving knowledge, improving accessibility, and resolving any technical issues. Furthermore, the government may focus on creating new ideas and solutions that meet the needs of the people in India. The research will seek to fill this gap by exploring the Elaboration Likelihood Model (ELM) as an appropriate lens and using central and peripheral routes to examine how it relates to attitude, trust, and the adoption intention of UMANG applications. This study drew empirical data from 512 respondents who completed a pre-tested questionnaire within India. There are expected outcomes from the study and interesting contributions that highlight the intended practical and social elements.

## KEYWORDS

UMANG Apps, Adoption Intention, Initial Trust, Elaboration Likelihood Model (ELM)

## 1. INTRODUCTION

The UMANG app is a mobile application developed by the Indian government to provide citizens with a single access point for various government services (Dash & Jain, 2022). The application was launched in 2017, achieving over 150 million downloads and over 100 million registered users (Nahida et al., 2023). Additionally, the system has integrated 4,400 services, targeting over 1,600 government departments and agencies (Nahida et al., 2023). The UMANG app is a mobile application developed by the Government of India to provide citizens with a single platform for accessing various government services (Dash & Jain, 2022). The UMANG app has been the subject of many research and academic papers (Satpathy, 2019; Dash & Jain, 2022). This study centers on the UMANG app, specifically the features, benefits, and limitations.

The popularity and usage of the UMANG app are likely to continue growing in the coming years (Malhotra, 2024). The government plans to improve inter-service integration within the application and broaden the languages in which the application is offered (Jain & Sowale, 2019). The government is also trying to improve the usability of the application. Such examples include the use of the UMANG application among the people of India. The UMANG application benefits citizens' comfort and ease in obtaining government services (De & Shukla, 2020). This technology also helps improve the government's public service delivery (Millard, 2017). Given the beneficial nature of UMANG

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apps, a proper investigation is essential to consider factors influencing model consumers in India's adoption of UMANG apps.

On the other hand, several research gaps exist concerning the UMANG app. There is a need to study this UMANG app to focus on its use by certain demographic categories such as sex, age, level of education, and place of residence, among others (Sindakis & Showkat, 2024). This information has great potential to help government agencies provide focused and tailored applications that would suit the needs of different groups (Linders, 2012). Moreover, there is a lack of trust in the app's true impact on public service provision as the comparative analysis of public service delivery pre and post-application of the app is not comprehensively researched (Chakraborty et al., 2023a). Another important aspect that needs more focus is the role of the UMANG app in the broader context of India's digitalization of governance, especially in providing public goods and services. Moreover, the impact of factors such as initial trust and attitude on adoption intentions is also relatively under-researched, particularly on the issue of moderation (Wu et al., 2011). These gaps demonstrate the importance of further investigations to cope with usability barriers, enhance inter-service integration, and increase the depth of the app in promoting digital poverty and citizen-centric governance.

Further research is required to understand further how the UMANG app features in the ongoing digital transformation process of government in India. It studies the extent to which the application assists the government in digitizing service delivery and improving the quality of public goods and services. Moreover, conducting a thorough study of the UMANG app is imperative, as it will target specific and broad research gaps. The application is still in the beginning stages of implementation so that a lot will be learned about its application, its impact, and its future possibilities. The specific objectives will be as follows: [i] To identify the enablers that affect attitude and trust, and [ii] To investigate how attitude and initial trust as a moderator shape adoption intention. The study raises the following research questions based on the review and purpose: [i] What variables determine the attitude towards the Umang app?, [ii] How does the attitude influence the intention to use the Umang app?, and [iii] How is the initial trust moderating the association between perceived attitude and adoption intention of UMANG apps?

The Elaboration Likelihood Model (ELM) explains the acceptance and usage of the UMANG app from the perspective of information processing and attitude formation through the central and peripheral routes. Users with high motivation or involvement, such as those who are well-acquainted with the concept of digital governance, tend to take the central route by concentrating on the main features of the application (Oestreicher-Singer & Zalmanson, 2013) like its efficiency, the level of service integration it provides, user-friendliness, and the level of trust which all work to influence their attitudes and intentions (Chakraborty et al., 2023b). On the other hand, users with more passive role motivation or low digital literacy may take the peripheral route guided by appellations such as the look and feel of the application, sponsorships, and its relationships with the government. ELMs also contribute to comprehending how first-level trust and attitude are facilitators or moderators that affect adoption intentions. In terms of these points, ELM seems to be able to address myriad user demands, communication strategies, usability, or trust improvement of the application, which will, in turn, accelerate the uptake of the UMANG in the context of India's digital governance framework.

This research contributes to understanding the primary drivers impacting the acceptance and use of the UMANG app in the context of the ongoing digitalization of governance in India. It addresses the gaps in existing literature relevant to customization, the provision of public services, and the application's role in improving government-citizens relationship. The results provide valuable recommendations for improving the app's operations, enhancing the user experience, and advocating the use of the app in the context of digital public service delivery to achieve the broader objectives of digital inclusion in India.

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