

## Short Communication

# Computer Adoption and Diffusion: A Study of Faisalabad City-Pakistan

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## ABSTRACT

This study focused on the usage frequency and identification of the factors (like income and computer literacy) affecting possession of computer by people. For this purpose, a sample of 100 respondents belonging to different categories of occupation was randomly selected. Complete adoption in terms of buying a computer is correlated with high income or parent's sensitivity about the development of their children. Mostly people are using the logical machine on surface primary level that's learning is their own effort.

**Key Words:** Adoption; Diffusion; Computer; Faisalabad

## INTRODUCTION

It is very important to gain insight into the perception of people about computer because if the perception of the people is otherwise than required, then Government and marketer must cultivate the right image and right perceptual views into their minds and it is impossible with out benchmarking present situation. Marketer wants to capture more markets and market shares, sociologist wants to conserve and promote positive values, Govt. wants to get people adapted modern computer technology. This study focused on the following objectives:

- To see the usage frequency by the people of different faculties
- To know the factors (like income and computer literacy) affecting possession of computer

## METHODOLOGY

The universe of the present study was City Faisalabad. The sampling methods are used usually when there are limited resources, time and larger population. A sample of 100 respondents was selected for exploring study objectives. The simple random sampling technique was used for the selection of the respondents. The data were collected with the help of interview schedule.

## RESULTS AND DISCUSSION

The data (Tables I & II) indicate that mostly and often the computer was being used for Entertainment purposes. Second rank was of users using professionally while sitting in big organizations. On the other hand, Entrepreneurs seem aggressive to make this machine a part of their business.

Data reveal that the people who were dependent and explicitly dependent on their parents, mostly own the computers. It is deduced that parent would perceive the

**Table I. Distribution of the respondents and their usages frequency according to their occupation and specific needs**

Masters	Often		Some Times		Never		In process		Total
	F	%	F	%	F	%	F	%	
Entrepreneurs	17	17%	23	23%	25	25%	35	35%	100
Organizational Users	40	40%	50	50%	0	0%	10	10%	100
Study concerns	15	15%	25	25%	50	50%	10	10%	100
Entertainment	50	50%	20	20%	10	10%	20	20%	100
Family Communication	15	15%	23	23%	35	35%	27	27%	100

**Table II. Distribution of the respondents having computer with relation to income and computer literacy**

Income	Having own Computer	Computer literacy	Percentage
Dependent	45	Self learning	33
UP to 5000	5	Learned as an optional subject	27
Up to 10000	5	Diploma Holder	19
Up to 15000	20	Bachelor in computer sciences	21
Above	25	Doctorate in computer science	0
Total	100		100