



# EXPLORING USER AWARENESS OF THE UMANG APPLICATION IN THE DIGITAL ERA: A FACTOR ANALYSIS APPROACH

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## ABSTRACT

*In today's digital world, understanding how much people know about government apps like UMANG is important for making public services easier to use. This study looked at 252 people and used a method called Factor Analysis to see what things affect how much people know about the UMANG app. By carefully looking at the answers from surveys, we found out what specific factors help people know about UMANG better. This information can help make plans to get more people interested and involved in using government apps online. We found that things like how easy the app is to use, how information about it is spread, and how much people know about it all play big roles in how much it's used. This study helps policymakers and others understand what people need and want from online services, so they can make these services better for everyone.*

**KEYWORDS:** *UMANG Application, Government services, Government online apps.*