

Examining the Influence of Entertainment Technology on Employees' Behaviour during the COVID-19 Pandemic: A Study on Odisha

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ABSTRACT

During COVID-19, several organizational activities, as well as human resource management, are increasingly utilizing the social technology. The benefits and drawbacks of entertainment and social interaction are examined from a variety of angles. The advantages and disadvantages of entertainment technology on human behaviour have been hotly contested; we shall concentrate on the advantages. The focus of this study is examining the influence of entertainment technology on employees' behaviour during the COVID-19 pandemic. In this paper, a first preliminary overview of the effects of entertainment technology on employees is presented and discussed. A descriptive research design that uses entertainment technology as an independent variable and a worker's behavioral intention or performance as a dependent variable is used to further this study. The samples were chosen using stratified random sampling, and data were gathered from 240 (N = 240) public and private organizations of Odisha using a standardized tool. Descriptive and inferential statistics were used to analyze the data. Results showed during the crisis the entertainment technology is impact of on performance anticipation and effort expectancy of both private and public sector employees. Managerial implications are discussed, and future research suggestions are provided.

Keywords: COVID-19 Pandemic, Entertainment Technology, Positive Impact, Public Sector, Private Sector

In December 2019, the globe experienced the Corona Virus Disease (COVID-19) which started in the nation of China's Wuhan provinces. The most current hazard to world health is Corona virus Disease (COVID-19). On January 30, 2020, COVID-19 was first reported in India, in three sites in Kerala, among three Indian medical students who had returned from Wuhan, the pandemic's epic center. COVID-19 has been speeded around the world, offering exceptional challenges in stipulations of monitoring and managing.

Causes of COVID-19: A considerable number of people have died as a result of the COVID-19 epidemic over the globe, as well as it poses an exceptional hazard to human

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Examining the Influence of Entertainment Technology on Employees' Behaviour during the COVID-19 Pandemic: A Study on Odisha

health, food systems, and workplace safety. The pandemic is disturbing monetary and social property. Ten million citizens are at threat of upward into rigorous poverty, and number of people is starving.

Entertainment Technology

The role of entertainment technology in international studies is nothing new. Entertainment technology is the process of enhancing or enabling any sort of entertainment experience through the use of manufactured or developed components. Research shows that the influence of entertainment technology helps people relax and enjoy their free time. It is frequently apparent how "traditional" foreign policy issues and entertainment technology are converging. Video games, virtual worlds, online role-playing games, social networking sites for enjoyment, and to a lesser extent, conventional mass media channels are examples of entertainment technology. Entertainment technology includes, but is not limited to, movies, music, TV (including forthcoming interactive TV), computer games, game consoles, video arcades, gaming machines, and the internet. Technology for entertainment can be thought of as an activity. A person may participate in entertainment technology as a means of unwinding, enjoying themselves, or recharging their batteries. People are refreshed and inspired, which allows them to fulfill their daily chores with all of their strength and vitality (Oak, 2012). According to studies, entertainment activities, like as traditions and rituals, are often seen to be the most effective ways to continuously create fun and excitement in the workplace (Michael Kerr, 1981). As a result, the workplace becomes more lively and enjoyable, and all employees feel more linked to one another (Kerr, 2011).

Employee's behavior

Worker performance describes how workers respond in the place of work to various situations and events. While numerous factors influence an employee's behavior in the workplace, people are molded by their own culture as well as the culture of the company. The employees must conduct appropriately at work not just to gain others' respect and recognition, but also to maintain a pleasant working environment. A person's reaction to a certain event at work is defined as the employee performance. The rules and regulations of the job must be followed.

COVID-19 and entertainment technology

Lockdowns and stay-at-home directives have had a particularly dramatic impact on organizations that relies on physical venues during COVID-19. During the lockdown periods, the organizations passed order for work from home have had more impact on the employees' mental health. During this period, the workers are more addicted to entertainment technology such as YouTube, messenger, Facebook, different social media apps, TikTok, emoji, moj, Instagram etc.

Effects of COVID-19 on Employees' Workplace behavior

This COVID-19 pandemic has already had a significant impact on the place of work. Self-isolation and lockdowns have had an impact on how people communicate and work together throughout the world. Workers have to swiftly learn to adapt these changes. Work-life balance, teleworking, overcoming technical challenges, and connecting with colleagues and clients through the internet are all examples of such changes. As a result of the *COVID-19*, many individuals have had considerable financial and psychological difficulties. Thousands of people throughout the world experienced psychological crises as a result of layoffs, isolation, and loneliness as businesses collapsed.

Examining the Influence of Entertainment Technology on Employees' Behaviour during the COVID-19 Pandemic: A Study on Odisha

Positive and negative Impacts of Entertainment technology during COVID-19

Freely chosen entertainment can foster a variety of positive human feelings that enhance daily living, such as relaxation or excitement. The benefits of entertainment for emotional and social well-being are increased by its effects on health and executive function.

Regularly using entertainment technology at work has a lot of drawbacks that could affect our future career. Using social media at work is hotly contested in business circles. While some employees like using their personal social media accounts as a form of amusement while at work, others strictly enforce a no-social media policy.

Ciotti, M., et al (2020) viewed that the *COVID-19* pandemic has put enormous burden on people's health-care systems, underscoring the importance of laboratory medicine in preventing the spread of new transmissible agents. Marino et al (2018); Shwartz-Asher et al (2017) studied currently that social media platforms are critical for recording and spreading people's perspectives on everything and everything throughout the world. Donthu, N. and Gustafsson, A (2020) discovered that the *COVID-19* outbreak serves as a clear reminder that pandemics like other random calamities, have happened before and will continue to do so in the future. Potosky (2007) states the Internet is a "superhighway" of information that connects people, data, and other computers. Nithya & Julius, (2007) viewed that Various Internet and tool services (chat rooms, e-mails, chrome, YouTube, entertainment apps, and so on) give users a wide spectrum of benefits and drawbacks, many of which the users are aware of and with which they strive to achieve their objectives. This suggests that persons, not technology, are the key to using the Internet. Furthermore, people's attitudes toward utilizing the Internet are molded by society's current value system. In their research, Yen, Chen, Lee, and Koh (2003) discovered that different communities in society had varied perspectives on information and communication technologies (ICT). Rauterberg, M. (2004), Humans who have been permitted and encouraged to use entertainment (such as games, YouTube, comedy, Facebook, WhatsApp, emoji,) and have the highest opportunity of being healthy, happy, and productive members of society and more productive. Alder, Noel, & Ambrose, (2006) Although the Internet has the potential to increase productivity by improving communications, collaboration, and research skills, it may also reduce efficiency if employees use it for personal reasons, and downloading music and movie trailers can cause business networks to get clogged. Carnevale, J.B. and Hatak, I (2020) discussed about "Employee adjustment and well-being in the era of COVID-19". As organizations assist their employees in coping with and adapting to their new work environment, the results demonstrate that they are more productive.

Various research studies have been conducted on covid-19 pandemic. Few studies have been conducted on the impact of entertainment technology on employees' behavior. But to best of my knowledge, there are no studies that link the relationship between the entertainment technology and employees' behavior during the COVID-19 pandemic. Furthermore, this study was examining a variety of demographic variables (gender as well as sector-private & public) to determine the impact of entertainment technology on employees' behavior during COVID-19 was examined in this study, which has not been considered in any previous research in Odisha. Hence, we have fulfilled the gap in these areas of this research.

Based on the introduction, literature review and research gap the following objective have been derived.

Examining the Influence of Entertainment Technology on Employees' Behaviour during the COVID-19 Pandemic: A Study on Odisha

Research Objectives

- To find out the relationship between positive impact of entertainment technology and employee behavior during COVID -19 pandemic.
- To determine the difference between impacts of entertainment technology on the employees of public and private sector organizations during COVID-19 pandemic.
- To analyze the difference between impact of entertainment technology on male and female employees during COVID-19 pandemic.

RESEARCH METHODOLOGY

The present study considers a descriptive research design to address the objective of the study. We gathered information for this study from the staff members of the educational institutions in the state of Odisha. The researcher has made up the sample of 240 respondents, who were chosen by stratified random selection.

Recreational and Entertainment Activities questionnaire developed by Shujat, S. S. (2011). This questionnaire was used to collect the data. Shujat, S. S. formed the recreational and entertainment activities questionnaire (2011). The 12 questions in this questionnaire were rated on a four-point scale from "Strongly Agree to Strongly Disagree," with Strongly Agree being the highest score. Strongly disagree by (DA) was rated as 4, while strongly agree by (SA) was rated as 1. The score for entertainment activities can be anything from 12 to 48. Second questionnaire mainly contained 12 closed-ended questions with a fixed set of responses i.e., rarely (R) to always (A) range from 0 to 4.

The information was gathered from the public and private educational institutions in Odisha. From each educational institution in the private and public sectors, there were 100 male respondents and 140 female respondents. 50% respondents from one educational institution were from the private sector, and 50% were from the public sector. The respondents were questioned on issues relating to entertainment activities, including how frequently these activities are practiced in a business, their benefits, and their impact on workers' productivity. Twelve closed-ended questions with a set answer were included in the survey questionnaire.

The Mean, percentage, correlation, and t-test were used to analyze the data. The 20 version of IBM SPSS (Statistical Package for Social Sciences) software was used for the analysis of data.

RESULT

Demographic profile of respondents

According to Table 1's demographic data on respondents, 140 of the 240 are women and 100 are males. Table 1 show that 41.66 respondents are from public organisations and 58.33 are from commercial companies. Eighty people are single, compared to 140 participants who are married. The majority of the participants are older than forty.

Table no.1- The Descriptive characteristics of the respondent

Variable	Characteristic	No. of respondent	Percentage
Organization sector	Private	140	58.33
	Public	100	41.66
Gender	Male	120	50 %
	Female	120	50 %

Examining the Influence of Entertainment Technology on Employees' Behaviour during the COVID-19 Pandemic: A Study on Odisha

Marital status	Married	140	58.33
	Unmarried	100	41.66
Age	More than 40	142	59.16%
	Less than 40	98	40.83 %

Source: Authors' own compilation

Table No.1 Table no. one is showing the descriptive characteristic of the respondent. Here, the female and male are equally represented like 50% female and 50% male. Here, public and private sectors are showing respectively 58.33 & 41.66. There 58.33 of the samples are married and 41.66 samples are unmarried. Among the samples, 59.16% are more than 40 and 40.83% are less than 40.

Table-2 shows a positive significant correlation between ET and EB during COVID-19 crisis (Pearson coefficient=0.959, p=0.00).

Table 2 Correlation

	ET	EB
ET	1	0.959*
EB	0.959*	1

Source: Authors' own compilation

Note: (*p < 0.05), ET - entertainment technology, EB- employees behavior.

From the table-3, it was observed that there is a significant difference in entertainment technology on the private sector and public sector employees during COVID-19 (t = 2.73, df=238, p=1.97). But on the other hand, it was observed that there is no significant difference of entertainment technology on the gender of the employees' during COVID-19 (t= 1.59, df = 238, p=1.97). It was also observed that there is a significant difference between the private and public sector employees on the impact of entertainment technology on employees' behaviour during the COVID-19 pandemic.

Table 3: Difference between entertainment technology on Gender and Sectors

Attribute	(t-Test)	df	Sig.(p)
Sector (Private/Public)	2.73	238	1.97
Gender (Male/Female)	1.59	238	1.97

Source: Authors' own compilation

DISCUSSION

It was interesting to learn from test findings that there was a positive link between the use of entertainment technologies and employees' behaviour during the COVID-19 pandemic. This conclusion is also supported by the correlation's findings. The second objective shows the difference between the impact of entertainment technology on the employees of public and private sector organisations during the COVID-19 pandemic. The result of the t-test shows that "there is a significant difference between the private and public sector employees on the impact of entertainment technology" during the COVID-19 pandemic. However, in this study, the difference between the impact of entertainment technology on private and public sector employees was found a significant difference (**t value = 2.374; df = 238; p-value = 1.97**). This could imply that during COVID-19, private-sector employees are more influenced by entertainment technology than public-sector employees. The third objective was to find out the difference between the impact of entertainment technology on male and

Examining the Influence of Entertainment Technology on Employees' Behaviour during the COVID-19 Pandemic: A Study on Odisha

female employees' behaviour during the COVID-19 pandemic. However, in our study, the difference between males and females was not found significantly ($t = 1.593$; $df = 238$; $p\text{-value} = 1.97$). This might be attributable in part to the fact that our respondents were all employees, and it doesn't seem logical to expect gender gaps among groups with similar backgrounds.

The findings of this study show that entertainment technology is becoming more important than ever before for businesses, both now and in the future. Despite the financial downturn, employers must continue to recognize and respond to employees' personal needs. Games, picnics, and special event celebrations not only help employees to interact with one another, resulting in enhanced interpersonal relationships, but they also make the workplace more pleasurable and less stressful. But, due to the COVID-19 crisis, these activities are not possible. During a pandemic, the employees are more addicted to entertainment technology. During *COVID-19*, this entertainment technology was an antecedent to the employee's relaxation, creative ideas, gaining knowledge, work engagement, and producing better job performance.

CONCLUSION

According to the result of the study, that entertainment technology is very important to employees and they feel relaxed if, it should be available in the workplace. The present study shows that during COVID-19, entertainment technology and employees behavior are high positive correlation. During COVID-19 pandemic employees are more satisfied, creative, stress-free, and energetic than those who are using less entertainment technology. Public and private sector organizations with regard to the impact of the entertainment technology and employee's behavior exist significant difference. Private sector employees' behavior is more positively influenced by entertainment technology than public sector employees. Private sector employees are less satisfied with their jobs than public sector organizations. They are more using entertainment technology to reduce stress and recreate their energy due to excessive workload. No significant difference was observed in the impact of entertainment technology on male and female employees during Covid -19. This shows that gender does not matter much. This information is collected from employees during data collection. This shows that entertainment technology users are happier satisfied, more productive than their counterparts. Thus, we can conclude that the use of entertainment technology in organization employees has scope for developing better positive behavior toward their organizational work. We also see that entertainment technology associates well with employees' happiness. The study suggests that organization needs to foster entertainment technology in the organization to enhance employees' positive performance because entertainment technology was positively impacts on employees' behavior.

Scope for Future Research

The present study has probed more towards the Positive Impact of Entertainment Technology on Public and Private Sector Employees' Behavior during the COVID-19 Pandemic in Odisha. The findings of the study provide further scope for future researchers to investigate the impact of entertainment technology on employees' satisfaction regards to organizational culture and sector etc.

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Conflict of Interest

The author(s) declared no conflict of interest.

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