

INTERNET USAGE AMONG COMMERCE STUDENTS

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Background

Internet is the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link devices worldwide¹. It is a *network of networks* that consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies².

Materials and Methods

The proposed research work attempts to study the internet usage among college students. The study was undertaken in St. Peter's College Kolenchery. The respondents of the study were the commerce students. The data were suitably classified and analyzed based on the objective of the study. Analysis was done via statistical software 17.0. Statistical tools like percentages, rank test and Friedman repeated measures analysis of variance on ranks have been applied for analyzing the data.

Results

For most of the students, the main way of communication with online friends was through instant messenger. The respondents used to meet the internet messenger contacts mainly by sharing contact lists. Most of the respondents used chat rooms, instant Messenger, Social Networking

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sites, gaming sites, educational sites, music sites, file sharing sites, shopping sites, News sites, Internet TV and only a few respondents used Blogs. The respondents mainly used Internet for visiting Social Networking sites . The second purpose of using internet was to hear music.

Conclusion

The students mainly used Internet for visiting Social Networking sites which was given first rank by them. The second purpose of using internet was to hear music .

Key words: Internet, World Wide Web, Chat Rooms, Blog, Friedman repeated measures analysis of variance on ranks.

Manuscript

Introduction

Internet is the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link devices worldwide¹. It is a *network of networks* that consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies². The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents and applications of the World Wide Web (WWW), electronic mail, telephony, and peer-to-peer networks for file sharing³. Hong, K. S., Ridzuan and Kuek (2003)⁴ studied students' attitudes toward the use of the Internet for learning at the University of Malaysia Sarawak. The study revealed that in general, students there had positive attitudes towards learning through the Internet. The students had the basic skills in using the Internet and perceived the learning environment in the university conducive to the use of the Internet as a learning tool. Rajeev Kumar and Amritpal Kaur (2004)⁵ studied the use of internet by teachers and students in Shaheed Bhagat Singh College of Engineering & Technology, Ferozepur (Punjab). They found that 46.7% teachers and 36.7% students daily used internet. About 90% respondents used internet at their college. Yahoo was found as the favorite search engine. Only 31.7% respondents were fully satisfied, whereas 36.7% were partially satisfied with internet facilities. Luambano and Nawe (2004)⁶ investigated the Internet use by students of the University of Dar Es Salaam. Their findings revealed that the majority of the students were not using the Internet due to the

inadequacy of computers with Internet access, lack of skills in Internet use and slow speed of computers. It was also revealed that most students who used the Internet did not use it for academic purposes. It was suggested that more computers connected to the Internet should be provided and that training should be given to the students on the use of Internet.

Significance of the study

Internet plays a vital role in most of the areas specifically in marketing, design, education and psychology. Much of the ISP management revolves around facilitates customers in fulfilling their requirements. The present study relating to the usage of Internet would be helpful in building profiles and predicting behaviors. Present and prospective Investors involved in the provision of the Internet access services and website operators would also benefit from the conceptualization of Internet audience usage motivations identified in the study. Understanding uses and gratifications for students using the Internet would help ISP managers, e-education policy makers and funding initiatives in fine-tuning their offering to satisfy the needs of the audience. The present study is only a small step in the quest to assess the value of the Internet, it is important in that it permits identification of the motivations of individual Internet users. The findings of the study would be useful not only to education policy makers and project officers in designing e-learning resources' websites but also the e-learning resources and website designers to design websites with features or incentives that could motivate students to utilize the Internet more for a wide range of important uses. In this context, the present study titled "Internet Usage among Commerce Students" assumes greater significance".

Scope of the Study

The proposed research work attempts to study the internet usage among college students. This study is undertaken in the Dept. of Commerce of St. Peters College Kolenchery. The respondents of the study are the commerce students.

Objectives of study

- To analyze the usage of internet among the commerce students of St. Peters College Kolenchery.

Hypothesis of the Study

Based on the objective of the study the following hypothesis was formulated.

H₀₁ There is no significant difference in the usage of internet among the Commerce Students of St. Peters College, Kolenchery.

Research Methodology

Selection of Sample:

The respondents of the study are the UG and PG students of the Dept.of Commerce of St. Peters College Kolenchery. There are in all 184 students in the department in the academic year 2016-17. All the students are selected for the purpose of study.

Collection of data:

Both primary and secondary data are used for the study. The primary data are collected through structured questionnaires circulated among the respondents. The secondary data are collected from books, journals and various web sites.

Tools of Analysis:

The data collected are suitably classified and analyzed based on the objectives of the study. Analysis is done via statistical software 17.0. Statistical tools like percentages, rank test and Friedman repeated measures analysis of variance on ranks have been applied for analyzing the data.

Period of study

The survey has been conducted from 1st November 2016 to 5th January 2017.

Major Findings of the Study

29% of the respondents were 3rd B. Com students, First and second year students consisted of 26% each and the remaining were First and Second M.Com students(10% and 9% respectively) (Table 1). Most of the respondents (66%) were females (Table 2). The respondents mainly received lesson on usage of internet from parents (Table 3).The instructions on safe browsing were received from parents (Table 4). All the students used internet.40% of respondents used internet for less than 100 hrs , 52% of them used for 100 to 400hrs and only 8% of them used internet for more than 400hrs per month (Table5). The main way of communication with online

friends was through instant messenger whereas Skype was ranked as last (Table 6).The respondents used to meet the internet messenger contacts mainly by sharing contact lists which was given first rank by the students and blogs were ranked as last(Table 7). Only 31% of respondents used webcam (Table 8) .The respondents used web cam mainly for video call (Table 9). 25% of respondents always used, 29% often used and 22% sometimes used chat rooms. However, 6% of them rarely used chat rooms(Table 10).17% of the respondents always used 31% often used , 20% sometimes used and 11% rarely used instant Messenger(Table 11).34% of respondents always used,23% often used, 21% sometimes used and 5% rarely used the social networking sites(Table 12).2% of respondents always used,9% of them often used and 14% of them sometimes used the blog. However, 44% had no opinion regarding the usage of Blog(Table 13).15% of respondents always used, 14% often used , 24% sometimes used and 15% rarely used gaming sites. However, 59% had no opinion regarding the usage of Gaming sites(Table 14).15 % always used,36% often used,28% sometimes used and 12% rarely used the education sites(Table 15).27% always used , 30% often used,20% sometimes used and 12% rarely used the Music sites(Table 16).18% always used,23% often used,27% sometimes used and 14% rarely used the file sharing sites(Table 17). 13% always used, 15% often used,24% sometimes used and 20% rarely used shopping sites(Table 18). 13% of the respondents always used, 20% often used,27% sometimes used and 21% rarely used news sites(Table 19).5% of respondents always used,15% often used,20% sometimes used and 25% rarely used Internet TV(Table 20).The respondents mainly used Internet for visiting Social Networking sites. The second purpose of using internet was to hear music. The last rank was given to Blogs(Table 21). Friedman repeated measures analysis of variance on ranks has been applied for testing the hypothesis. The test result is given in Table 21. It is found out that there is a significant difference in the usage of internet among the commerce students of St. Peter's college, Kolenchery since the p value is 0.000 which is less than 0.01. Therefore, the null hypothesis H_0 **stating that there is no difference in the usage of internet among the Commerce Students of St. Peters College Kolenchery is rejected.**

CONCLUSION

All the students used internet.For most of the students, the main way of communication with online friends was through instant messenger. The respondents used to meet the internet messenger contacts mainly by sharing contact lists. Most of the respondents used chat rooms,

instant Messenger, Social Networking sites, gaming sites, educational sites, music sites, file sharing sites, shopping sites, News sites, Internet TV and only a few respondents used Blogs. The respondents mainly used Internet for visiting Social Networking sites which was given first rank by them. The second purpose of using internet was to hear music which was ranked as second by them. The last rank was given to Blogs.

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Table 1 Classification of the Respondents on the basis of Course of Study

Course of study	Frequency	Percent
B.Com 1st Year	48	26.0
B.Com 2nd Year	48	26.0
B.Com 3rd Year	52	29.0
M.com 1st year	19	10.0
M.com 2nd Year	17	9.0
Total	184	100.0

Source: Primary data.

Table 2 Gender of the Respondents

Gender	Frequency	Percent
Male	64	34
Female	120	66
Total	184	100.0

Source: Primary data.

Table 3 Source of Information about Usage of Internet

Source	Weighted Mean	Rank
Parents	2.39	1
Teachers	1.98	2
Friends	1.63	3

Source: primary data.

Table 4 Source of Information about Instructions on Safe Browsing

Source	Weighted Mean	Rank
Parents	2.14	1
Teachers	2.03	2
Friends	1.83	3

Source: Primary data.

Table 5 Average Usage of Internet by the Respondents in a Month

Average usage	Frequency	Percent
Less than 100 HRS	73	40.0
100 - 200 HRS	45	25.0
200 - 300 HRS	27	15.0
300 - 400 HRS	24	12.0
More than 400 HRS	15	8.0
Total	184	100.0

Source: Primary Data.

Table 6 Main way of Communication with Online friends

Main way of communication	Weighted Mean	Rank
Voice Call	2.62	2
Video Call	2.28	3
Instant Messenger	3.15	1
Skype	1.94	4

Source: Primary data.

Table 7 Method of Meeting the Internet Messenger Contacts

Method	Mean Rank	Rank
Chat Rooms	5.14	2
Gaming Sites	3.54	5
Sharing Contact Lists	5.56	1
Blogs	2.47	7
Through Friends	4.17	4
Social Networking Sites	4.22	3
Skype	2.90	6

Source: Primary data.

Table 8 Usage of Webcam

Usage of Webcam	Frequency	Percent
Yes	57	31.0
No	127	69.0
Total	184	100.0

Source: Primary data.

Table 9 Purpose of Usage of Webcam

Purpose	Weighted Mean	Rank
Video Call	2.47	1
Taking Photo	1.91	2
Taking Video	1.62	3

Source: Primary Data.

Table 10 Frequency of Usage of Chat Rooms

Frequency of Usage	Frequency	Percent
Always	45	25.0
Often	54	29.0
Sometimes	41	22.0
Rarely	11	6.0
No opinion	33	18.0
Total	184	100.0

Source: Primary data.

Table 11 Frequency of Usage of Instant Messenger

Frequency of Usage	Frequency	Percent
Always	32	17.0
Often	57	31.0
Sometimes	36	20.0
Rarely	20	11.0
No Opinion	39	21.0
Total	184	100.0

Source: Primary data.

Table 12 Frequency of Usage Social Networking Sites

Frequency of Usage	Frequency	Percent
Always	62	34.0
Often	44	23.0
Sometimes	38	21.0
Rarely	9	5.0
No Opinion	31	17.0
Total	184	100.0

Source: Primary Data.

Table 13 Frequency of Usage of Blog

Frequency of Usage	Frequency	Percent
Always	4	2.0
Often	17	9.0
Sometimes	26	14.0
Rarely	57	31.0
No Opinion	80	44.0
Total	184	100.0

Source: Primary Data.

Table 14 Frequency of usage of Gaming Sites

Frequency of Usage	Frequency	Percent
Always	28	15.0
Often	26	14.0
Sometimes	43	24.0
Rarely	28	15.0
No opinion	59	32.0
Total	184	100.0

Source: Primary Data.

Table 15 Frequency of usage of Education sites

Frequency of Usage	Frequency	Percent
Always	28	15.0
Often	66	36.0
Sometimes	51	28.0
Rarely	22	12.0
No Opinion	17	9.0
Total	184	100.0

Source: Primary Data

Table 16 Frequency of usage of Music Sites

Frequency of Usage	Frequency	Percent
Always	49	27.0
Often	55	30.0
Sometimes	36	20.0
Rarely	23	12.0
No Opinion	21	11.0
Total	184	100.0

Source: Primary Data.

Table 17 Frequency of usage of File Sharing Sites

Frequency of Usage	Frequency	Percent
Always	32	18.0
Often	43	23.0
Sometimes	49	27.0
Rarely	26	14.0
No Opinion	34	18.0
Total	184	100.0

Source: Primary Data.

Table 18 Frequency of usage of Shopping Sites

Frequency of Usage	Frequency	Percent
Always	23	13.0
Often	28	15.0
Sometimes	45	24.0
Rarely	36	20.0
No Opinion	52	28.0
Total	184	100.0

Source: Primary data.

Table 19 Frequency of usage of News Sites

Frequency of Usage	Frequency	Percent
Always	24	13.0
Often	36	20.0
Sometimes	50	27.0
Rarely	39	21.0
No Opinion	35	19.0
Total	184	100.0

Source: Primary data.

Table 20 Frequency of usage of Internet T.V

Frequency of Usage	Frequency	Percent
Always	8	5.0
Often	28	15.0
Sometimes	37	20.0
Rarely	47	25.0
No Opinion	64	35.0
Total	184	100.0

Source: Primary Data

Table 21 Frequency of Usage of Sites(Friedman repeated measures analysis of variance on ranks)

Frequency of usage of sites	Weighted Mean	Rank
Chat rooms	6.95	4
Instant messenger	6.59	5
Social networking sites	7.44	1
Blogs	3.55	11

Gaming	5.35	8
Education	7.12	3
Music	7.33	2
File sharing	6.39	6
Shopping	5.12	9
News	5.84	7
Internet T. V	4.32	10

Source: Primary data.

$\chi^2 = 330.352$ with 10 degrees of freedom significant at 1% level.