

A STUDY OF ATTITUDE TOWARDS E-COMMERCE

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ABSTRACT

The present paper attempts to study the attitude of 300 Government Senior Secondary School students of Chandigarh towards E-commerce. The major findings of the study were (i) There exists no significant difference in attitude of commerce and science students towards E-commerce. (ii) There exists significant difference in attitude of commerce, science and arts students towards E-commerce. (iii) There exists no significant difference in attitude of students towards E-commerce with respect to sex (male and female) and area (urban and rural).

Keywords : Attitude, E-commerce, Electronic Commerce

Introduction

In present scenario, the fast-spreading internet technology has pushed India to the cusp of digital revolution. It is set to overhaul digital economy of the country as, today, it is observed that, on the one hand, there are numerous small petty shops upgrading themselves to do roaring business and, on the other hand, there is E-commerce spreading its wings to fly into newer horizons. Now, Indians are busy in breathing life into E-commerce ventures in their country, encouraging the growth of this new economy that's powered by internet. Now- a-days, people prefer internet for E-commerce not only for shopping books, clothes, and furniture but also for procuring simpler things such as groceries. Whether it is the increased penetration of internet, or the efficient supply chain management followed by E-commerce companies, more and more people have been switching over to internet for E-commerce than going to the nearby shops. Once, there was a time, when people had to stand in long queues for many hours for booking their rail tickets but, now, the scenario has changed so much that, today, people can book their rail tickets within a few minutes, sitting at home just by using railway ticketing website of Indian Government (IRCTC.COM) which is the biggest E-commerce portal in the country today. Reaping benefits of E-commerce, many coaching classes and computer training institutes have also developed on-line platforms for students who no longer need to travel to bigger cities for education or training. Not only the general public or the corporate world but also Narendra Modi Cabinet is embracing E-commerce with open hands and, thus, accelerating its growth by approving the ambitious Digital India Programme on 20th August, 2014 that aims to connect all Gram Panchayats by broadband internet to promote e-governance and to transform India into a connected knowledge economy. Thus, these days, people are truly living in a

digital world which has significantly changed their attitude towards e-commerce.

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Today, it is important to study the phenomena of E-commerce and of attitude of students towards E-commerce as E-commerce is an ever-growing emerging trend and is an eco-friendly system. It is also economical in terms of time, energy and money. More importantly, change is the law of nature. Students should change their mind-set accordingly to adapt the ongoing change in the form of E-commerce in dealing with the environment which is ever- changing and ever-evolving like never before. In the present era of digital economy, it is necessary to develop the correct attitude of students to adapt, act and learn the latest changing business environment in the form of E-commerce so that they may give their best to themselves and to their nation. If the proper attitude is developed in students towards E-commerce, it will be very easy to give the world the best kind of economic system. Thus, keeping in view the importance of the accurate attitude of students towards E-commerce, the present study is needed to be conducted to know and to check attitude (positive or negative) of students towards E-commerce so that adequate efforts may be made by educationalists specially by teachers to mould it according to the need of time to make students to be able to compete efficiently and successfully worldwide without being lagging behind.

Review of Related Literature

Swatman and Chan (2001) found that E-commerce/E-business programs are normally offered by Information Systems Schools/ Departments, Business Schools, or Computer Science Departments. In fact, E-commerce is/should be a cross-discipline area (since it combines materials from Information Technology, Information Systems, Law, Computer Science, Business, Marketing, Management, Accounting, Logistics, Finance, Economics, and many other disciplines). Sherif and Maha (2002) found that E-commerce represents an opportunity for the developing country to keep pace with the developed world. Kamarulzaman (2011) found that E-shoppers are becoming more price sensitive, while, trust and strong brand name are gaining more attention from E-shoppers.

Emergence of the Problem

It came to the observation of the investigators that E-commerce has already shown a lot of growth in different fields in different countries of the world but it is still in evolutionary stage in India, catering few fields and moreover very few studies have been conducted exploring its impact on education especially on students who are the future users of E-commerce because of living in the digital era. Therefore, there is an urgent need for students to peep into and to understand this amazing industry of E-commerce and for the educationalists to discuss it with students what they feel about it and how they take it. That is why, the investigators have focused the present study to know the

attitude of Senior Secondary School students towards E-commerce.

Objectives of the Study

- To compare attitude of commerce students, science students and arts students towards E-commerce.
- To compare attitude of male and female students towards E-commerce.
- To compare attitude of urban and rural students towards E-commerce.

Hypotheses of the Study

- $H_{0.1}$: There exists no significant difference in attitude of commerce students, science students and arts students towards E-commerce.
- $H_{0.2}$: There exists no significant difference in attitude of male and female students towards E-commerce.
- $H_{0.3}$: There exists no significant difference in attitude of urban and rural students towards E-commerce.

Delimitation of the Study

The study was delimited to Government Senior Secondary students of U.T. of Chandigarh only.

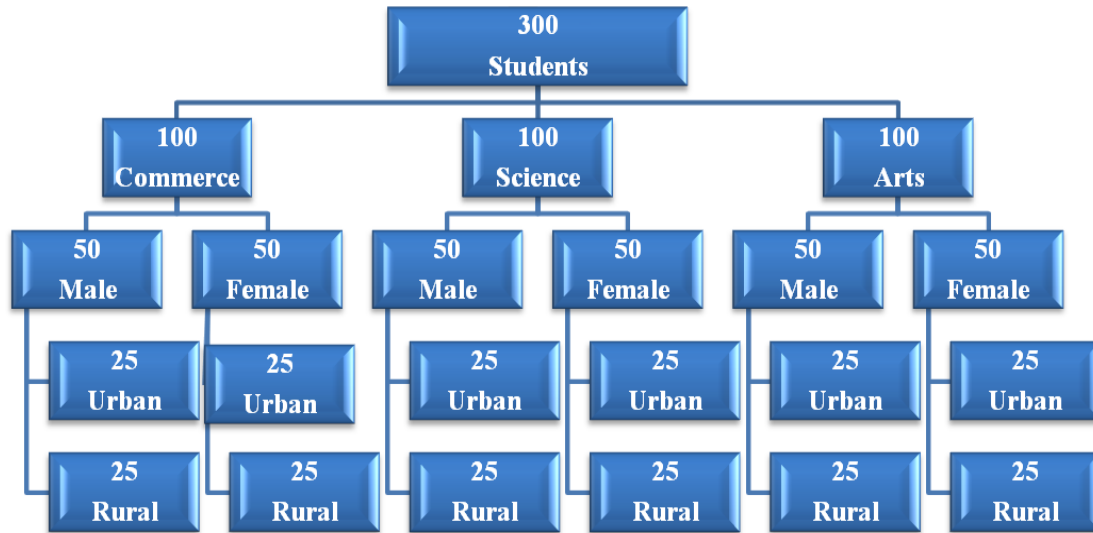
Tool used in the Study

E-commerce Attitude Scale (ECAS), developed and validated by the investigators themselves, was used.

Sample & Design of the Study

Out of 39 Government Senior Secondary Schools of Chandigarh, nine schools were selected randomly by using Simple Random Sampling Technique. Out of the selected nine schools, the list of 2865 students was taken as population. To get a sample of 300 students out of these 2865 students, all students' roll numbers were entered into spreadsheet and a random number was assigned to each student and then the list was sorted by random number. Thus, sample of 300 students was drawn randomly, selected from selected nine schools. 100 students were selected from each of the three main streams of senior secondary classes i.e. commerce, science and art. The schematic layout of the sample and design of the study has been given in the following Figure 1:

Figure 1: Schematic Layout of the Sample Design



Procedure of Data Collection

The data was collected from the students by getting them fill the questionnaire. Then, the questionnaires were scored according to the prescribed scoring keys and the data, thus obtained, was subjected to statistical analysis.

Statistical Techniques used in the Study

The descriptive statistical techniques like mean, standard deviation and inferential statistical techniques like chi-square, t-test were used to test the hypotheses based on the objectives of the study.

Analysis and Interpretation of the Data

Data collected from tests and experiments may have little meaning to the investigator until they have been arranged or classified in some systematic way (Garrett and Woodworth, 1996). The following Table 1 shows that the computed value of t (-.395) was lower than the table values of t at 0.01 level of significance (2.60) and at 0.05 level of significance (1.97) at 198 degree of freedom. It means that there was no significant difference in the attitude of commerce and science students towards E-commerce. Thus, the null hypothesis i.e. "There exists no significant difference in attitude of commerce and science students towards E-commerce." was accepted at both 0.01 and 0.05 levels of significance.

Table 1: Descriptive and Inferential Statistics with reference to Commerce & Science Students

Stream	N	Mean	Std. Deviation	Std. Error Mean of	Computed t-value	df
Commerce	100	67.32	4.882	.488	-.395	198
Science	100	67.65	6.772	.677		

The following Table 2 shows that the computed value of t (2.992) was higher than the table values of t at 0.01 level of significance (2.60) and at 0.05 level of significance (1.97) at 198 degree of freedom. It means that there was significant difference in the attitude of commerce and arts students towards E-commerce. Thus, the null hypothesis i.e. "There exists no significant difference in attitude of commerce and arts students towards E-commerce." was not retained at both 0.01 and 0.05 levels of significance.

Table 2: Descriptive and Inferential Statistics with reference to Commerce & Arts Students

Stream	N	Mean	Std. Deviation	Std. Error Mean of	Computed t-value	df
Commerce	100	67.32	4.882	.488	2.992	198
Arts	100	65.29	4.710	.471		

The following Table 3 shows that the computed value of t (2.861) was higher than the table values of t at 0.01 level of significance (2.60) and at 0.05 level of significance (1.97) at 198 degree of freedom. It means that there was significant difference in the attitude of arts and science students towards E-commerce. Thus, the null hypothesis i.e. "There exists no significant difference in attitude of arts and science students towards E-commerce." was not retained at both 0.01 and 0.05 levels of significance.

Table 3: Descriptive and Inferential Statistics with reference to Arts & Science Students

Stream	N	Mean	Std. Deviation	Std. Error Mean of	Computed t-value	df
Arts	100	65.29	4.710	.471	2.861	198
Science	100	67.65	6.772	.677		

The following Table 4 shows that the computed value of t (-.946) was lower than the table values of t at 0.01 level of significance (2.59) and at 0.05 level of significance (1.97) at 298 degree of freedom. It means that there was no significant difference in the attitude of

male

and female students towards E-commerce. Thus, the null hypothesis i.e. "There exists no significant difference in attitude of male and female students towards E-commerce." was accepted at both 0.01 and 0.05 levels of significance.

Table 4: Descriptive and Inferential Statistics with reference to Male & Female Students

Sex	N	Mean	SD	Std. Error of Mean	Computed t-value	df
Male	150	66.45	5.631	.460	-.946	298
Female	150	67.06	5.599	.457		

The following Table 5 shows that the computed value of t (.740) was lower than the table values of t at 0.01 level of significance (2.59) and at 0.05 level of significance (1.97) at 298 degree of freedom. It means that there was no significant difference in the attitude of urban and rural students towards E-commerce. Thus, the null hypothesis i.e. "There exists no significant difference in attitude of urban and rural students towards E-commerce." was accepted at both 0.01 and 0.05 levels of significance.

Table 5: Descriptive and Inferential Statistics with reference to Urban & Rural Students

Stream	N	Mean	Std. Deviation	Std. Error Mean of	Computed t-value	df
Urban	150	66.99	5.924	.484	.740	298
Rural	150	66.51	5.295	.432		

Conclusions and Educational Implications of the Study

- The results of the study showed that Arts students were found to have lower attitude towards E-commerce. It suggests that it is time to educate them about the significance of E-commerce in today's digital world to enable them to face the future challenges related to E-commerce.
- The results of the study showed that commerce students were found to have higher positive attitude towards E-commerce than arts students. This difference in attitude might be because commerce students study E-commerce as one of the topics of their syllabus. It suggests that it is time to take commerce students to the next level of E-commerce i.e. hands on experience of E-commerce.
- The results of the study showed that science students were found to be at higher side in the attitude parameter even they were not taught E-commerce as part of their curriculum. It might be because of their technological and scientific blend of their minds.

It was quite surprising, but true. The high attitude score indicated their high positive attitude towards E-commerce. It suggests that it is time to take science students also to the next level of E-commerce i.e. hands on experience of E-commerce.

- The results of the study showed that there is a no significant difference in attitude of male and female students of U.T. of Chandigarh towards E-commerce. This proves that high level of education like that of Chandigarh eliminates the discrimination on the basis of sex. It supports the credibility of education system and promotes that female education to be at par level of their male counterparts.
- The results of the study also showed that there is a no significant difference in attitude of urban and rural students of U.T. of Chandigarh towards E-commerce. This proves that by providing equal education opportunity to urban and rural students, there will be no difference in their attitude towards E-commerce. It suggests that both urban and rural students should be given equal opportunity for their growth and development.

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