



ATTITUDE TOWARDS ONLINE SHOPPING AMONG COMMERCE STUDENTS

DR. A. SUGANTHI

Asst. Professor,
Thiagarajar College of Preceptors,
Madurai. (TN) INDIA

ABSTRACT

This study aimed at finding the attitude of commerce students towards online shopping. Due to rapid growth of technology, business organizations have switched over from the traditional method of selling goods to electronic method of selling goods. Business organization use internet as a main vehicle to conduct commercial transaction. As commerce students to develop the knowledge of latest business techniques, they should know the latest method of transaction in business. As the online shopping is become a new mode of transaction in goods and service the researcher wants to do this work. The study was conducted on a representative sample of 300 commerce students from B.Com, M.Com, and B.Ed students. The study revealed that there is a significant difference between male and female commerce students towards attitude of online shopping. It is also reveal that the level of attitude of commerce students towards online shopping is high.

INTRODUCTION:

Online shopping is a form of electronic commerce to directly purchase goods or services from a seller over the internet using a web browser. Online stores are usually available 24 hours a day. Online stores do not have space constraints and a wide variety of products can be displayed on websites. It helps the analytical buyers to purchase a product after a good search. Customer can purchase items from the comfort of their own homes or work places. It is also easy to cancel the transaction. The vast majority of online stores offer prices that are much lower than what we will find at a physical store. Online shopping is help to save time and efforts and also every one can compare the different product at a time. Because of the benefits of these matters, all youngsters can change their style of transaction in their life.

Objectives of the study:

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- To find out the level of attitude of commerce students towards online shopping
- To find out the significant difference in the attitude of commerce students towards online shopping in terms of the following variables.
 - Gender (Female & Male)
 - Course studying (B.Com,M.Com &B.Ed)
 - Locality (Urban & Rural)
 - Employment of mother (Working & Non- Working)

Hypotheses of the study:

- The level of attitude towards online shopping among commerce students is high
- There is a significant difference between the following sub-samples with respect to the attitude of commerce students towards online shopping.
 - Gender (Female & Male)
 - Course studying (B.Com,M.Com &B.Ed)
 - Locality (Urban & Rural)
 - Employment of mother (Working & Non- Working)

Methodology:

In the present study, descriptive survey method is followed as it is the most appropriate method to know the present status.

Sample of the study:

A stratified representative random sample of 300 students constitute from the colleges with due importance given to variables namely gender, course studying, locality and employment of mother.

Statistical Techniques Used:

The investigator used the statistical techniques, mean, standard deviation and t-test to accept or reject hypotheses.

Breakup of the sample:

Table: 1- Sample Distribution

S.No	Variables	Sub Variables	No of Students	Total
1	Gender	Female	160	300
		Male	140	

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2	Course studying	B.Com	125	300
		M.Com	95	
		B.Ed	80	
3	Locality	Urban	165	300
		Rural	135	
4	Employment of Mother	Working	145	300
		Non Working	155	

Descriptive Analysis:

Null Hypothesis 1:

Ho : The level of attitude towards online shopping among commerce students is not high.

Table: 2

Sample	No of students	Theoretical Mean	Calculated Mean	Result
Commerce students	300	135	210	High

It is evident from the above table, the calculated mean 210 is higher than the theoretical mean 135. So the null hypothesis is rejected and research hypothesis is accepted.

Table: 3 -For the whole sample 't' test results in Attitude towards online shopping

S.No	Variables	Sub Variables	Mean	SD	No of students	't' Value	Level of Significant		
1	Gender	Female	225.96	11.19	160	3.410	Significant at 0.05 level		
		Male	229.20	11.40	140				
2	Course studying	1	B.Com	228.95	9.62	125	1.628	Not Significant	
			B.Ed	227.53	12.48	80			
		2	B.Com	228.95	9.62	125	3.366	Significant at 0.05 level	
			M.Com	224.96	12.35	95			
		3	M.Com	M.Com	224.96	12.35	95	1.362	Not Significant
				B.Ed	227.53	12.48	80		
3	Locality	Urban	229.60	12.18	165	3.108	Significant at 0.05 levels		
		Rural	225.53	10.18	135				

4	Employment of Mother	Working	228.18	11.24	145	3.312	Significant at 0.05 level
		Non Working	224.69	11.05	155		

Major findings of the study:

- It is found that the level of attitude towards online shopping among commerce students is high.
- It is found that the female and male students differ significantly in their attitude towards online shopping.
- It is found that the B.com and B.Ed students are not significantly differ in their attitude towards online shopping.
- It is found that the B.Com and M.Com students differ significantly in their attitude towards online shopping.
- It is found that the M.Com and B.Ed students are not significantly differ in their attitude towards online shopping.
- It is found that the urban and rural commerce students differ significantly in their attitude towards online shopping.
- It is found that the students of working mother and students of non working mother differ significantly in their attitude towards online shopping.

CONCLUSION:

Healthy attitude towards online shopping creates decision making capacity to the commerce students. Online shopping develops knowledge of e-commerce among the youngsters. When many students develop their transaction through online, automatically it develops e-export and import also leads to increase our national economy.

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