

An Empirical Study on Measuring Attitude towards enjoyment, efficacy, anxiety and usefulness of Internet among Management Students.

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Abstract: The popularity of Internet use become increasing day by day thus a need urge for reliable and valid Internet attitude assessments. The primary objective of the research paper is to study the Attitude of Management students toward Internet with respect to component like Internet enjoyment, efficacy, anxiety and usefulness. The data is collected from the 50 randomly selected MBA students in Sanjay Ghodawat Institute, Kolhapur.

This survey offers a way to understand if persons agree or disagree with feelings brought about by internet usage and interaction with web content. We need more emotional clarity on what the Internet represents to us and how we feel about it.

Keywords: - Internet, Management Students, Attitude, Internet Attitude scale (Developed by Dr. Yixin Zhang).

INTRODUCTION:

The popularity of Internet use become increasing day by day thus a need urge for reliable and valid Internet attitude assessments. The primary objective of the research paper is to study the Attitude of Management students toward Internet with respect to component like Internet enjoyment, efficacy,

anxiety and usefulness. This survey offers a way to understand if persons agree or disagree with feelings brought about by internet usage and interaction with web content. We need more emotional clarity on what the Internet represents to us and how we feel about it.

RESEARCH METHODOLOGY:

Research Instruments: A questionnaire based on Internet Attitude scale Developed by Dr. Yixin Zhang, McNeese State University, USA were used as research instrument. (Dr. Zhang developed an internet attitude scale which consists of 40 items, with 10 items describing each of the four internet attributes- enjoyment, usefulness, anxiety and self-efficacy. The 40 items using a 4 point Likert-type scale, where strongly disagree=1, disagree=2, agree=3 and strongly agree=4.)

Sampling Technique, Size & Frame: 50 MBA I year Students from Sanjay Ghodawat Institute, from Faculty of Management, Kolhapur were selected with Simple random sampling Method.

Data Collection: Data were collected through the online questionnaire sent to 50 MBA I year Students from Sanjay Ghodawat Institute, Faculty of Management, Kolhapur.

Data Analysis & Findings

SN.	STATEMENTS	Strongly Disagree	Disagree	Agree	Strongly Agree
1	Surfing on the internet is not boring	6	8	22	14
2	I can get more current information from the Internet rather than from printed material.	2	6	25	17
3	I do not feel nervous using the internet	0	6	24	20
4	I feel confident sending an E-mail message	0	0	32	4
5	I like to use the internet to communicate with my friends	0	5	23	22

6	The Internet provides convenient tools to communicate with others	0	3	34	13
7	I feel comfortable talking about the internet with others	0	6	32	12
8	I feel confident using internet browsers	0	0	32	18
9	I enjoyed searching for information on the internet	0	4	25	21
10	The Internet has become an indispensable tool in my daily file	0	9	27	14
11	I feel it easy working on the internet	0	2	25	23
12	I feel confident discussing questions with others through the internet	0	10	28	12
13	Because I like using the Internet, I can stay on the internet for a longer time	0	15	27	8
14	Using the Internet could expedite my job	0	22	28	0
15	I do not think that surfing the internet is scary	0	6	30	14
16	I feel confident forwarding an E-mail message	0	6	32	12
17	I like working on internet	0	4	25	21
18	It is easy to locate useful information on the Internet	0	3	28	19
19	I have never been frustrated with the internet	0	18	23	9
20	I feel confident gathering useful websites	0	4	33	13
21	I prefer to read information on the internet than hard copy	0	18	28	4
22	It is handy to use the Internet to obtain materials such as tax return forms and application forms etc.	0	10	36	4
23	The Internet does not threaten me	0	19	28	3
24	I feel confident communicating with others through the internet	0	6	36	8
25	the interface of the internet browsers appeal to me	0	12	38	0
26	Time spent on Internet is worthwhile	0	17	27	6
27	I do not feel anxious when I use the Internet	0	12	38	0
28	I feel confident using WWW search engines	0	4	32	14
29	Graphics & hyperlinks on the Internet attract my attention	4	14	28	4
30	The Internet can help locate the information efficiently	0	7	33	10
31	The Internet does not make me uncomfortable	0	7	26	17
32	I feel confident using HTML (Hyper Text markup Language) to create my home	3	14	26	7
33	Whenever I log onto the internet, I would like to stay as long as I can	0	12	26	12
34	The Internet is always my first choice for research	0	6	29	15
35	The interface of the Internet browser does not make me uneasy	0	6	38	6
36	I feel confident using an HTML editor (Composer, Front page, Dreamweaver)	0	18	28	4
37	I prefer the internet to the library for research	0	0	38	12
38	I feel that the Internet is useful to contact someone in a remote area	0	8	34	8
39	I feel comfortable communicating with other on the internet	0	4	37	9
40	I feel confident locating the information I need on the Internet	0	0	40	10

Major Findings:-

1. Most of the respondent feels that Surfing on the internet is not boring.
2. Most of the respondent believes that they can get more current information from the Internet rather than from printed material.
3. Most of the respondent feels confident sending an E-mail message.

4. Most of the respondents like to use the internet to communicate with friends.
 5. Most of the respondents said that Internet has become an indispensable tool in their daily life.
 6. Some of the respondents said that because they like using the Internet, they can't stay on the internet for a longer time.
 7. Many of the respondents feel that using the Internet could not expedite their job.
 8. Most of the respondents preferred to read information on the internet than hard copy.
 9. Most of the respondents said that time spent on Internet is worthwhile but still some respondents did not feel the same.
 10. The opinion of respondents towards enjoyment, usefulness, anxiety and self-efficacy are varying.
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CONCLUSION

Currently, the Internet impacts most individuals' lives on a daily basis. The Internet has enabled the students to enhance their academic excellence by providing them the latest information and access to worldwide information. The Internet Attitude Scale from the Internet Attitude Survey offers an excellent look into the feelings of the respondents regarding Attitude towards enjoyment, efficacy, anxiety and usefulness. This study gives the insights to understand the attitude & what the management students feel about internet and related issue. This survey is a step in that direction and its results are helpful for creators of web sites to better relate to their users.

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