
IMPACT OF STUDENT ENGAGEMENT IN INTERNET USAGE AND THEIR SPENDING OF MONEY: WITH SPECIAL REFERENCE TO SMART PHONES

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Abstract

This paper is undertaken to examine the Student Engagement in Internet Usage and their Spending of Money using smartphones in the area of Navi Mumbai. The main objective of the study was to find out for what purpose students are using internet on smart phones and how much they are spending on it. A structured questionnaire method was followed to collect the data from the respondents. A sample of 156 students studying in post graduate course was selected. Findings are based on the data collected from the post graduate students, further it is analyzed by using the appropriate statistical tools.

The study reveals that the students are using internet on smart phones primarily for the study purpose and secondly for the social networking. Internet on smart phone is a symbol of status and pride for the today's generation and hence they are ready to spend huge amount of money on it.

Keywords: Smart Phone, Students, Learning, Knowledge, engagement and Usage

Introduction

India is the second largest country of Asian subcontinent in terms of area and population. India is amongst the fastest growing country in the world and major contributor in growth of technology around the world. The modern technology driven era has changed teaching and learning processes by leaps and bound. One of the significant changes that have taken place in the area of education system of India is usage of smart phones for learning. This has brought about ease of connectivity and learning at our own convenience.

Higher Education is under the high impact of use of internet and smart phones, as students needs to do research projects, assignments, case studies, problem solving and knowledge sharing by using social networking sites. Now a day everything related to the study of higher education is available on internet. Technology has made life simpler by bringing internet and mobile together in form smart phones. Internet has engraved a huge impact on the minds of students and now students can't think about a life without smart phones. Hence it was felt that a study for studying the impact Of Student Engagement in Internet Usage and their Spending of Money must be undertaken.

Objectives

1. To study the students engagement in smart phones usage.
2. To examine the spending of money on the internet usage.
3. To study the factors that affect student's engagement in smart phones usage.
4. To find out the effective area of student engagement on internet.

Literature Review

Since the advent of the iPhone in early 2007, users could experience the functionality of personal computers on pocket-sized devices. These so-called "smartphones" and their associated mobile software "applications" or "apps" are becoming increasingly ubiquitous in our daily life. According to Mobilewalla.com, a website dedicated to cataloging and rating apps, the one millionth app was made available to users in December, 2011. Even with many of these apps being duplicates, or slight variations created for different devices (e.g., an app created for the iPhone and the iPad would be counted twice), that is an incredible explosion of interest for such a new industry. The growth in mobile apps has shown no signs of

slowing, with as many as 15,000 new apps being released each week (Frierman, 2011).

Facebook CEO Mark Zuckerberg has stated that improving Facebook's mobile application, integrating it with other online apps, and creating a "transformative" advertising experience were top priorities for 2012. Numerous third parties have pointed out that being able to monetize its presence with mobile users will be essential to its future success. In a public meeting with investors in May 2012, Zuckerberg and COO Sheryl Sandberg pointed out that the key to Facebook's success on mobile devices would be social ads that make use of information concerning the "likes" of users' friends and that the collection of additional information such as users' locations would be key to targeted advertising efforts (Barr, 2012).

Mobile phones are known to be very popular among university students, increasing their social inclusion and connectedness as well as providing a sense of security as they can contact others in times of distress or emergency (Balakrishnan & Raj, 2012).

Alfawareh, & Jusoh (2014) studied the trends in smart phone usage among university students in Saudi Arabia. A total of 324 students from various academic levels and programmes at Najran University, Saudi Arabia participate in a questionnaire-based survey. Among the participants, 94.4% owned smart phones. Based on this data, the trends are evaluated, by categorizing usage into two types: (1) normal usage, and (2) usage for learning. Results indicate that majority of students in Saudi Arabia used smart phones as a regular mobile phone, as a computer with an internet connection, and as a digital camera. To study the trends in smart phone usage for learning, questions related to learning activities such as login to academic portal, use of blackboard, download class materials, taking and recording lecture notes using smart phones were asked. Research results indicate that 91.69% of students used smart phones to login to their academic portal. However, results also indicate that 60.89% of participants never used smart phones for blackboard, 66.01% students never used smart phones as a mean for taking notes in a classroom and 66.89%

participants never used smart phones to record class lectures.

Javid et al. (2011) stated some positive and healthy impacts and effects of smart phone on students performance at the university level:

- a. contact easily with the teachers, classmates and parents;
- b. trace easily the teachers, classmates for the solution of educational problems;
- c. use internet to search out the useful information;
- d. use the smart phone as minicomputer;
- e. use dictionary and thesaurus;
- f. read news;
- g. listen FM radio for entertainment;
- h. make photos and movies;
- i. use Bluetooth infrared technology to transfer the data from smart phone to smart phone or to computer and computer to smart phone without any cost in few seconds. In it, data can be transferred even from other smart phone or computer which is 15 to 20 feet away; and
- j. handle and carry easily because it is light weight and so on.

North et al. (2014) focused on the use and role of mobile phones among South African university students. Four main categories are used to examine the student's mobile phone use: (1) reasons to use mobile phones, (2) pattern of mobile phone use, (3) purchasing factors, and (4) behavior-related issues. Through a quantitative approach data was collected from 362 participants using a survey. The key findings indicate that the main reason why South African university students use a mobile phone is for socializing, as well as for safety and privacy purposes. Usability and price emerged as the top purchasing factors. The respondents showed some signs of addiction to their mobile phones. Differences in mobile phone use by gender were found, with female students showing increased mobile phone use for safety and socializing.

Research done in the USA and Malaysia found that female university students are more likely to keep in

contact with their family members, to share experiences and seek emotional support. While male university students only contact their parents “to keep them happy” (Balakrishnan & Raj, 2012; Chen & Katz, 2009).

Research Methodology

Research Design

The study attempts to focus on the various dimensions associated with student’s engagement in internet usage and their spending of money on smart phones. Hence a descriptive and analytical research design has been adopted. This way the students view about engagement in internet usage and their spending of money on smart phones is studied.

Sampling

A random sampling method was used to collect the data. Hence the Questionnaires were distributed personally to the respondents. A total of 200 questionnaires were distributed out of which 156 completed questionnaire were received and analyzed for the study. The sample comprised of the respondents having age above 20 years.

Methods and Tools of the Data Collection

Data had been collected from primary source since it gives firsthand information about student’s engagement in smartphones using questionnaire as a method of data collection. Data from the users of smartphones has been collected with the help a structured questionnaire.

Secondary data was collected through various research papers, journals, magazines and newspapers for supporting the views and opinions of the smartphone users who are using internet.

Data Processing and Analysis

The data collected from the respondents coded and SPSS package version 20 used for analysis. The data coded later classified on the basis of age, gender, monthly spending. Several uni-variate tables, bi-variate tables with t-test, and independent sample test was generated with the help of SPSS software.

Data Analysis and Interpretation:

Demographic Details of Respondents:

Table 1: Gender

Gender	No. of Smartphone Users	Percentages
FEMALE	82	52.6
MALE	74	47.4
Total	156	100.0

The above table 1 shows the demographic classification of respondents on the basis of gender. The Table shows higher usage of internet on smartphones by female respondents as compared to male respondents.

Table 2: Age(In Years)

Age	No. of Smartphone Users	Percentages
20 TO 22	103	66.0
22 TO 24	36	23.1
ABOVE 24	17	10.9
Total	156	100.0

The above table 2 shows the demographic classification of respondents on the basis of age. The study reveals that the usage of internet on smartphones amongst age group of 20-22 years is found to be more habitual.

Table3: Time Spent(in hours) for Accessing Internet on Mobile

Hours Spent(in Hours)	No. of Smartphone Users	Percentages
LESS THAN 2	27	17.3
2 TO 4	31	19.9
4 TO 6	42	26.9
6 TO 8	16	10.3
MORE THAN 8	40	25.6
Total	156	100.0

As per the survey () in India amounted to 5.1 hours among internet users. Whereas this research reveals that the students are using mobile internet for various purposes on an average 4to 6 hours daily (26.9%).

Table 4: Purpose of Internet on Smart Phone mobile

Factors	Gender				Total	
	FEMALE		MALE			
	Count	Percentage	Count	Percentage	Count	Percentage
Chatting	74	90.2%	63	85.1%	137	87.8%
Social Networking	55	67.1%	64	86.5%	119	76.3%
Email	70	85.4%	64	86.5%	134	85.9%
Knowledge & Learning	79	96.3%	60	81.1%	139	89.1%
Playing online Games	6	7.3%	21	28.4%	27	17.3%
Watching Movies & Serials	18	22.0%	20	27.0%	38	24.4%
Online Payments	19	23.2%	55	74.3%	74	47.4%
Online Bookings	16	19.5%	31	41.9%	47	30.1%
Online Shopping	24	29.3%	51	68.9%	75	48.1%
Others	5	6.1%	0	0.0%	5	3.2%
Total	82	100.0%	74	100.0%	156	100.0%

The study reveals that the purpose of internet on smart phones mobile is for knowledge and learning (89.1%). When the data is classified on basis of gender, it is revealed that female use internet on smart phones for knowledge & learning(96.3%), Chatting(90.2%) and Email (85.4%) as compared to male respondents Social Networking(86.5%), Email(86.5%) and Chatting(85.1%)

Table 5 : Monthly Spending On Mobile Internet

Amount Spent (in Rupees)	Gender				Total	
	FEMALE		MALE			
	Count	Percentages	Count	Percentages	Count	Percentages
BELOW 200	36	44	30	41	66	42
200 TO 400	45	55	28	38	73	47
400 TO 600	0	0	13	18	13	8
600 TO 800	1	1	3	4	4	3
ABOVE 800	0	0	0	0	0	0
Total	82	53	74	47	156	100

As the respondents were students show the data revealed that the amount spend on mobile internet was below Rs. 800. Further it was found that maximum numbers of respondents (47%) are spending more than Rs. 200 but less than Rs. 400 followed by respondents spending below Rs. 200 (42%) .

Table 6: T-Test- Monthly Spending On Mobile Internet

Gender	N	Mean	Std. Deviation	Std. Error Mean
Female	82	217.07	113.10	12.49
Male	74	270.27	171.00	19.88

Table 7: Independent Samples Test

	t-test for Equality of Means		
	t	df	Sig. (2-tailed)
Monthly Spending On Mobile Internet	-2.266	124.523	.025

The t-test for Equality of MeanstdfSig. (2-tailed)Monthly Spending On Mobile Internet-2.266124.523.025 The t-score for monthly spending on mobile internet usage done on female and males is found significant (value =0.025).

Table 8: Factors Affecting Decision of Internet Usage

Factors	Frequency	Percentages
Status	3	1.9
Learning	79	50.6
Peer pressure	6	3.8
Necessity	68	43.6
Total	156	100.0

The definition of world has changed now days as whatever information is required about anything is available at the click of a finger tip. The results revealed that the respondent's decisions of internet usage value is found to be maximum for learning factor(50.6%) followed by Necessity factor (43.6%).

As internet has become a part of one's daily life but here the respondents are from student's background and hence they are using internet more for learning purpose.

In today's technology driven scenario where eBooks of all areas are available online. Even AICTE and UGC has recommended for the online resources to be utilized in

Table 9: Usage of internet as a source of information for your studies

Usage	Gender					
	FEMALE		MALE		Total	
	Count	Percentages	Count	Percentages	Count	Percentages
Case study	66	80.5%	55	74.3%	121	77.6%
Assignment	68	82.9%	63	85.1%	131	84.0%
Problem Solving	38	46.3%	39	52.7%	77	49.4%
E books	36	43.9%	20	27.0%	56	35.9%
Management Games	7	8.5%	12	16.2%	19	12.2%
Online Library	19	23.2%	33	44.6%	52	33.3%
Research Papers	17	20.7%	8	10.8%	25	16.0%
Projects	69	84.1%	45	60.8%	114	73.1%
Market related statistical Data	26	31.7%	26	35.1%	52	33.3%
Total	82	100.0%	74	100.0%	156	100.0%

teaching courseware. The result of this MOOC's has emerged and is gaining importance. Thus smart phone mobile are convenient way of learning for students that can make them learn and access any knowledge at their convenience and ease.

The study found that the Usage of internet as a source of information by the students was maximum for making assignment (84%), followed by case study preparation (77.6%) and for searching and collecting information for preparation of study projects (73.1%).

When it was classified gender wise it was found that female and male both are using it for preparation of study projects (84.1%, 60.8%), assignments (82.9%, 85.1%) and for Case study(80.5%,74.3%).It shows that more or less both are using it for the same purpose.

Conclusion

Internet on smart phone is a symbol of status and pride for the today's generation and hence they are ready to spend huge amount of money on it. The study reveals that the students are using internet on smart phones primarily for the study purpose and secondly for the social networking. These technology driven smart phones have brought about a change in ways of learning for students. This has resulted in development of innovative ways of teaching pedagogy for class room. A smart phone has a vast scope of opportunities that can be used for engaging students in learning.

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