RESEARCH ARTICLE

STUDENTS' BEHAVIOR OF RURAL COLLEGES TOWARDS THE INTERNET.

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Manuscript Info	Abstract
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	The study enhances the role of students' behavior towards the Internet of rural higher educational colleges in mayiladuthurai. Internet is highly influenced among the youth community because of the amazing growth of Information technology in India. The focus of the study should cover students' usage and purpose of Internet for Education (E-Learning and Digital Library), Social Networking, Internet Buying Behavior (E-Commerce and Services) and Entertainment through the Internet. Since the data was collected among the rural higher educational colleges in mayiladuthurai belongs to Engineering Colleges and Arts and Science Colleges. There are several key points that college students' Internet use today might indicate what future online behavior may be like when the current cohorts of student graduates move into the adult world and the workforce. Since the data was collected among the rural higher educational colleges belongs to Engineering Colleges and Arts and Science Colleges. There are 120 sampling was collected for statistical analysis

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Introduction:-

Internet use has become a way of life for the majority of higher education students' all around the world. For most college students' the Internet is a functional tool, one that has greatly changed the way they interact with others and with information as they go about their studies. They use computers to accomplish a wide range of academic tasks. Many Students' prepare course assignments, make study notes, tutor themselves with specialized multimedia, and process data for research projects. Most exchange emails with faculty, peers, and remote experts. They keep up to-date in their fields on the Internet, accessing newsgroups, bulletin boards, and web sites posted by professional organizations. Most access library catalogs, bibliographic databases, and other academic resources in text, graphics, and imagery on the World Wide Web. Researchers have proposed that attitudes toward Internet may directly affect Internet adoption and use. (Grabe, et al., 2001). Use of Internet can be a motivator for students', since it encourages independence and autonomy that is important for students' to achieve in their learning process. Meaningful technical support and training can be derived by using the Internet itself. **Education purpose** - E-Learning involves the delivery and administration of learning opportunities and support via computer, network and web based technology to achieve optimum performance. If someone is learning in a way that uses information and communications technologies (ICTs), they are using e-learning (Department for Education and Skills UK, 2003).E-Learning is mostly associated with activities involving computers and interactive networks simultaneously. It is the use of technology to enable people to learn anytime and anywhere. E-Learning leverages Internet advantages, allowing updating, storing, distributing and sharing of information and training. **Digital Library:** A digital library is a library in which collections are stored in digital formats and accessible by computers. The digital content may be stored

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locally, or accessed remotely via computer networks. A digital library is a type of information retrieval system. Digital library include text, visual material, audio material, video material, stored as electronic media formats

Social Networking:-
Social networks have common themes of information sharing, person-to-person interaction and creation of shared & collaborative content**.** Social networks are websites that allow people to connect with friends and even make new friends, virtually, and share content, interact, create communities of similar interests: working, reading, games, friendship, relationship, relationship commercial and etc. There are different social networks are available namely Facebook, Twiter, Linkedin, Instagram and Whatsapp etc. Young adults have consistently been the heaviest users of social media by a substantial margin, and today that's even more true: a staggering 90% of them use social media, according to a 2015 Pew Research Center study. That's a 78% increase from the 12% who were using social media back in 2005.Another Pew study found that 82% of young adults that are online use Facebook, and about 55% of this crowd uses Instagram, says the Pew study. Rounding out the mediums covered by the report is Twitter, used by about 32% of this population. **Online Buying:** Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Inter ac-enabled debit card, or a service such as PayPal. Online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of lifestyle. Due to wide spread Internet access by people and e-commerce usage by traders, online shopping has seen a massive growth in recent years. Young people have been the majority shoppers online and thus this study finds out the behavior of youth towards online shopping. There are number of E-commerce portal are available namely Flipkart, snapdeal, Amazon, jabong, myntra and etc. **Entertainment:** Internet is one of the best sources of entertainment that is present. Music, videos, movies, games and socializing are all provided on Internet making it the best entertainment provider Entertainment for the millions of people around the world. There are many methods in which Internet provide a lot of entertainment to all the people

Literature Review:-
Jones, 2002 states that College Students' are a unique population of Internet users. Students' were the first group in USA who used the Internet for communication, recreation, and file sharing. College Students' and their teachers find the Internet convenient and useful for educational activities. Edmunds, Thorpe &Conole, 2010 states that The Internet allows Students' to broaden their academic experience, access important information and communicate with others within the academic community This has a significant impact on learning, especially for Students' in higher learning institutions. Dryli&Kinnaman (1996), Suggest that the Internet enables Students' to find information and experts, as well as allowing users to think critically and creatively, become collaborative and cooperative, and solve problems. The comprehensive literature available shows that the Internet has the following functions in education: (i) storehouse of information, (ii) communication without boundaries, (iii) online interactive learning, (iv) electronic/online research, (v) innovation in the new world, (vi) improve interest in learning, (vii) global education, and (viii) information catalogues. As the Internet has many potentials and functions, it will be interesting to note to what extent it is used by Students' for academic purposes. PetterBaeBrandtzaeg and Jan Heim (2009) in their study state that there are many motivational reasons for using Social Networking Sites among people and college students particularly. Brandtzaeg and Heim draw their findings, after the investigation on peoples' subjective motivational reasons for using Social Networking Sites, by performing a quantitative content analysis for 1,200 qualitative responses from Social Networking Sites users. Further, the study (2009) made several attempts to understand the choice, use, diffusion, adoption and acceptance of Social Networking Sites among college students'. Wambui, 2010, tried to find out the characteristics of online shopping adopters among university students' and went further to unearth the reasons behind non-adoption and adoption of online shopping. The findings of the study revealed that there was a high level of awareness of online shopping but very low use of the same. Findings also showed that online shoppers were mostly male, most of them were aged 30 yrs and below and most earned higher incomes. Some of the reasons cited for non adoption of online shopping were concerns about financial security and discomfort in sharing of personal information online. Some of the reasons cited for adoption of online shopping were the ease of buying products from anywhere in the world, and the ability to choose from a wide variety of products.

Bachhuber and saulnier (2012) conclude that games help students' understand that words can have multiple, discrete definitions. Through formative testing they found that students' often conflate the different definitions of multiple

meaning words into a single inaccurate Interpretation. A range of existing research suggests that this is a serious impediment to reading comprehension. Their research shows that the person plays games can improve their grammar, vocabulary and comprehension. This is perfect reason why students' should play games.

Research Methodology:-
This Study adopted Descriptive research for Students' Behavior towards Internet of Rural higher educational colleges in Mayiladuthurai. Descriptive research is a study designed to depict the participants in an accurate way. Descriptive study is a fact-finding investigation with adequate Interpretation. It is the simplest type of research. It is more specific than an exploratory study, as it has focus on particular aspects or dimensions of the problem studied. It is designed to gather descriptive information and provides information for formulating more sophisticated studies. Data are collected by using one or more appropriate methods: observation, interviewing and mail questionnaire. A descriptive study also aims at a classification of the range of elements comprising the subject matter of study. The research adopted **'Stratified random sampling'** in the selection of institution from the disciplines. The first step in stratified random sampling is to split the population into **strata** i.e. section or segments. The second step is to take a simple random sample within each **stratum**. The respondents for the research were the Students' of the different disciplines, who were selected at random. The samples were collected from Engineering college and Arts & Science College. In that 120 samples were collected. Such as MBA and B.E-(Computer science) from Engineering, M.Com and B.sc-(Computer science) from arts and science college. Hence the sample size for conducting questionnaire was fixed at 120. **Statistical Tool used:** Frequency and percentage analysis and Co –efficient of variation

Courses	Students' using technology				
	Computer	Laptop	Pendrive	Smartphone(4G)	TAB
Arts & Science	22	41	44	23	13
Engineering	24	47	58	26	21
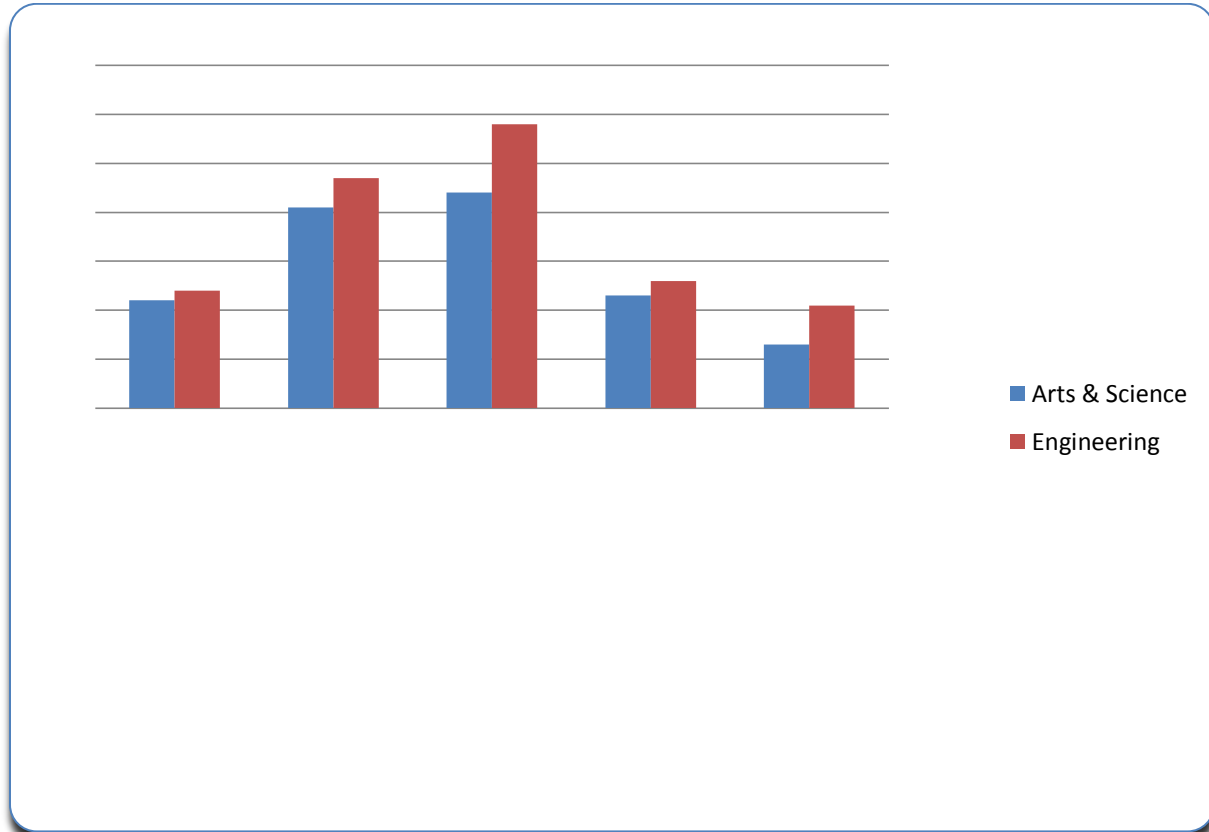
Students' of Arts and Science using Technology:-
Required formula:

$$Cv = \frac{\sigma}{\mu} * 100$$

Solution:

$$\mu = \frac{22+41+44+23+13}{5}$$

$$\boxed{\mu = 28.6}$$

$$\sigma A = \frac{(22-28.6)^2+(41-28.6)^2+(44-28.6)^2+(23-28.6)^2+(13-28.6)^2}{5}$$

$$= \frac{43.56+153.76+237.16+31.36+243.36}{5}$$

$$= \frac{709.2}{5}$$

$$\boxed{\sigma A = 141.84}$$

$$Cv = \frac{\sigma}{\mu} * 100$$

$$= \frac{141.84}{28.6} * 100$$

$$\boxed{Cv = 495.94\%}$$

Students' of Engineering using Technology:-
Required formula:-

$$Cv = \frac{\sigma}{\mu} * 100$$

Solution:-

$$\mu = \frac{24+47+58+26+21}{5}$$

$$\boxed{\mu = 35.2}$$

$$\sigma B = \frac{(24-35.2)^2+(47-35.2)^2+(58-35.2)^2+(26-35.2)^2}{5}$$

$$= \frac{125.44+139.24+519.84+84.64+201.64}{5}$$

$$= \frac{1070.8}{5}$$

$$\boxed{\sigma B = 214.16}$$

$$Cv = \frac{\sigma}{\mu} * 100$$

$$= \frac{214.16}{35.2} * 100$$

$$\boxed{Cv = 608.40\%}$$

Interpretation:-
Since the coefficient of variation of the Engineering is greater than that of the Arts& Science. Then the students' using the technology from Engineering is more consistent when compared to the students' from Arts & Science.

Suggestions:-
There are sixty five percentage of the students' using Internet daily that shows lot of impact by rural higher educational college students' behavior in Internet. Engineering college students' are dominated in technology use when compared to Arts & sciences. The Arts & Science students' can motivate to use technology will help to adopt Internet behavior. The buying behavior of students' are negatively correlated with entertainment that brings there is a lack of awareness among the students' community. The rural higher educational colleges should concentrate the students' buying behavior and helps to provide confidence in buying products through online.

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