

AGE OF ACCOUNTING PROFESSIONALS AND THEIR ATTITUDE TOWARDS IMPACT OF E-COMMERCE

SHEETAL RANI¹ & MUKESH KUMAR²

¹Research Scholar, Department of Commerce, NIMS University, Jaipur, Rajasthan, India

²Associate Professor, Department, of Commerce, NIMS School of Humanities & Social Sciences,
NIMS University, Jaipur, Rajasthan, India

ABSTRACT

The present study was an attempt to find out the difference among highly and low educated accounting professionals regarding their attitude towards impact of E-commerce on accounting professionals. A sample of 75 accounting professionals (26 highly educated + 49 lowly educated) from district Rohtak were taken as a sample on the basis of random sampling method. A self-made questionnaire was used to collect the data. The statistical techniques Mean, standard deviation and 't' test were used to analyse the difference. The findings of the study revealed that (i) The account professionals belonging to the lower age group i.e. 20-35 years have been found to have significantly better attitude towards extent of use of company e-commerce applications as compared to the account professionals belonging to the age group of 36-50 and above 51 and above years. Further, the account professionals belonging to the age group of 36-50 years were found to have better attitude towards extent of use of company e-commerce applications as compared to the account professional belonging to the higher age group 51 and above years; (ii) The account professionals belonging to the lower age group i.e. 20-35 years have been found to have significantly better attitude towards impact of electronic commerce on the development of AISs within the client company as compared to the account professionals belonging to the higher age group of above 51 years; (iii) The account professionals belonging to the age group i.e. 20-35 and 36-50 years have been found to have significantly better attitude towards the challenges facing the tax system in light of the development of electronic commerce and proliferation as compared to the account professionals belonging to the higher age group of above 51 years ; (iv) The account professionals belonging to the age group i.e. 20-35 and 36-50 years have been found to have significantly better attitude towards the legal issues about e-commerce as compared to the account professionals belonging to the higher age group of above 51 years.

KEYWORDS: E-Commerce, Accounting Information System, Accounting Professionals

INTRODUCTION

The growth of the Internet is eliminating the boundaries that have traditionally isolated corporations and countries. Business that once took place in local or regional markets can occur seamlessly across most geographical boundaries. Moreover, while physical goods can require costly production and consumption processes, it is possible to replicate information goods at almost zero marginal cost, which enables customers to consume all they need. E-commerce involves electronic interaction between suppliers, customers and external business partners. The aim of e-commerce is to share business information to maintain business relationships and to conduct business transactions by electronic networks.

Put simply, e-commerce involves the electronic exchange of information between two or more parties. Specific activities can include: customer relationship, order processing, distribution and procurement. E-business includes e-commerce, but adopts a broader perspective with emphasis on key internal business processes. These processes can include marketing, finance, human resource management, operations, production and risk management. There is a growing plethora of definitions for e-business. One of the first to use the term was IBM which in 1997 launched a thematic marketing campaign around the term. IBM defines the term e-business as: “any activity that connects critical business systems directly to their critical constituencies (customers, employees, vendors and suppliers) via intranets, extranets and over the World Wide Web...”.

With the growth of e-business, the demand for real time accounting information is also rising. An article in *The CPA Journal* Deshmukh (2000) discusses how a business' accounting software can provide real-time support when creating web-based storefronts and electronic data interchange. Connecting the web storefront with the accounting software can improve forecasting, scheduling, manufacturing, and procurement functions. The accounting information system is defined as the infrastructure that supports the production and delivery of accounting's delivery product (Hollander et al. 1996). The objective of the accounting information systems is to collect and store data about business processes that can be used to generate a meaningful output for decision makers. Technologies have evolved over the years from manual resources (such as paper and ink) to the advanced information technologies available today.

Accounting information can be used to translate these different dimensions into a common financial dimension. Accounting information uses formalized categories for collecting and reporting information that creates a common language with which members of the organization can communicate. Formalization permits the transmission of information with fewer symbols and this facilitates the coordination between different functions that need to provide input to the decision-making process. However, accounting information is also an imperfect representation of the underlying decision problem, since not all aspects involved can be quantified perfectly in financial numbers (Galbraith, 1973). Mattila (2001) concedes that customer satisfaction is a key to success in Internet banking and banks will use different media to customize products and services to fit customers' specific needs in the future. Liao et al. (2008) stress that the success in Internet banking will be achieved with tailored financial products and services that fulfill customer' wants, preferences and quality expectations. Dixit (2010) shows that in spite of their security and privacy concern, adult customers are willing to adopt online banking if banks provide him necessary guidance. Based on the results of current study, Bank's managers would segment the market on the basis of age group and take their opinion and will provide them necessary guidance regarding use of online banking. Raghunath & Panga (2013) conducted a study, “Problem and Prospects of E-Commerce. They pointed out that E-commerce as anything that involves an online transaction. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time.

Rational of the Study

Exponential growth in electronic commerce will challenge accountants to new and demanding tasks. Accountants will have to set new accounting systems, and in the process modify existing accounting procedures. For example, new methods will be required for billing advertising on the Internet and to attest to its effectiveness. On-line selling of products and services may necessitate commensurate on-line accounting entries, postings, reporting, retrieval and electronic signatures. Accounting rules and procedures for electronic transactions are likely to undergo significant transformations,

partly due to changes in legal requirements. For example the timing of revenue and expense recognition, may change if on-line contracts will be judged legally valid and binding at the moment an "enter" key is struck. Accounting for some intangible assets, such as on-line intellectual property may be particularly affected by future legal developments.

The Internet is likely to revolutionize financial service industries. On-line financial investment services could be broadened to include on-line issue of equity and debt. Securities trading could be largely performed on-line rather than on floors of stock exchanges. The use of digital cash and virtual banking will transform accounting for cash and cash transactions. All these developments will require modified and enhanced accounting services. Accounting systems will have interact and incorporate increasing and faster flows of business intelligence about customers, competitors, new products and technologies. This information and technology can help accountants by providing consequential details that allocate the true cost of products to be found. Advertising expenses can be matched directly with the product sold. Intellectual capital is now the most commonly discussed issue as companies establish how knowledge and expertise can be valued on the financial statements and determine future benefits to be derived. This concern is very important to management accountants because it allows them to understand the impact of intellectual capital, contributes to proactive management, and increases the value of external reports (Kupiec 2000). Keeping in view the importance of E-commerce in accounting profession, a humble attempt was made to study the attitude of highly and lowly educated accounting professional regarding impact of electronic commerce on the development of Accounting Information System.

Objective of the Study

- To study and compare significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards extent of use of company e-commerce applications.
- To study and compare significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards the impact of electronic commerce on the development of AISs within the client company.
- To study and compare significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards the challenges facing the tax system in light of the development of electronic commerce and proliferation.
- To study and compare significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding the legal issues about e-commerce.

Hypotheses

- There exist no significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards extent of use of company e-commerce applications.
- There exist no significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards the impact of electronic commerce on the development of AISs within the client company.

- There exist no significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards the challenges facing the tax system in light of the development of electronic commerce and proliferation.
- There exist no significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding the legal issues about e-commerce.

Method

- Descriptive survey method was used in this study.

Sample

- A sample of seventy five accounting professionals [33 (20-35 years) 26 (36-50 years) and 16 (51 and above)] was selected on the basis of Random Sampling from district Rohtak.

Tool Used

A self-made 5-Point Likert Type Questionnaire was used to collect the data. The questionnaire has four sections. The first section has 15 statements and deals with the impact of E-commerce on accounting system. Second section also has 15 statements and deals with the impact of electronic commerce on the development of accounting information system with the client company. Section third has 13 statements and related to the challenges facing the tax system in light of the development of electronic commerce and proliferation. Last section has 10 statements and deals with the legal issues about e-commerce.

Statistical Techniques Used

Mean, Standard Deviation and Analysis of Variance (ANOVA) tests were used to analyse the data.

RESULTS

The attitude of highly and low educated accounting professionals regarding their attitude towards e-commerce is given in tables 1-4.3.

Table 1: Mean, Standard Deviation Scores According to the Accounting Professionals Regarding Their Attitude towards Extent Use of Company E-Commerce Applications

Dimension of E-Commerce Scale	Category	N	Mean	Standard Deviation
Extent of Use of Company E-Commerce Applications	20-35 years	33	46.84	2.75
	36-50 years	26	43.84	3.57
	51 and above	16	38.50	5.09

Table 1.1: ANOVA Table of Attitude towards Extent Use of Company E-Commerce Applications

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	752.320	2	376.160	28.460	.000
Within Groups	951.627	72	13.217		
Total	1703.947	74			

From table 5.14.1 it is evident that F value of 28.460 with df (2, 72) is significant at 0.01 level of significance for the main effect of accounting professionals towards extent use of company E-commerce applications. This means that the

accounting professionals have a significant independent effect upon their attitude towards extent use of company E-commerce applications. Therefore, null hypothesis formulated earlier “There exist no significant difference in accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards extent of use of company e-commerce applications” is rejected. It can therefore be said that there is a significant difference among accounts professionals belonging to the different age groups.

Table 1.2: Post-Hoc Table for the Satisfaction with the Coaching Facilities According to the Player

Age Groups	N	Subset for Alpha = .05		
		1	2	3
51 and above	16	38.5000		
36-50 years	26		43.8462	
20-35 years	33			46.8485
Sig.		1.000	1.000	1.000

The post-hoc table shows that there is a significant difference among all the three age groups regarding their attitude towards extent of use of company e-commerce applications. The account professionals belonging to the lower age group i.e. 20-35 years have been found to have significantly better attitude towards extent of use of company e-commerce applications as compared to the account professionals belonging to the age group of 36-50 and above 51 and above years. Further, the account professionals belonging to the age group of 36-50 years were found to have better attitude towards extent of use of company e-commerce applications as compared to the account professional belonging to the higher age group 51 and above years. Hence, it was observed that lower the age, better the attitude towards extent of use of company e-commerce applications.

Table 2: Mean, Standard Deviation Scores According to the Accounting Professionals Regarding the Impact of Electronic Commerce on the Development of AISS within the Client Company

Dimension of E-Commerce Scale	Category	N	Mean	Standard Deviation
The impact of electronic commerce on the development of AISs within the client company.	20-35 years	33	42.15	9.86
	36-50 years	26	39.53	1.85
	51 and above	16	36.18	2.97

Table 2.1: ANOVA Table of Attitude towards Impact of Electronic Commerce on the Development of Aiss within the Client Company

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	390.805	2	195.403	4.223	.018
Within Groups	3331.141	72	46.266		
Total	3721.947	74			

From table 5.15.1, it is evident that F value of 4.223 with df (2,72) is significant at 0.05 level of significance for the main effect of accounting professionals regarding their attitude towards the impact of electronic commerce on the development of AISs within the client company. This means that the accounting professionals have a significant independent effect upon their attitude towards impact of electronic commerce on the development of AISs within the client company. Therefore, null hypothesis formulated earlier “There exist no significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude

towards the impact of electronic commerce on the development of AISs within the client company” is rejected. It can therefore be said that there is a significant difference among accounts professionals belonging to the different age groups.

Table 2.2: Post-Hoc Table for Attitude towards Impact of Electronic Commerce on the Development of Aiss within the Client Company

Age groups	N	Subset for alpha = .05	
		1	2
51 and above	16	36.1875	
36-50 years	26	39.5385	39.5385
20-35 years	33		42.1515
Sig.		.226	.401

The post-hoc table shows the significant different among three groups. It shows that there is a significant difference among two groups regarding their attitude towards impact of electronic commerce on the development of AISs within the client company. The account professionals belonging to the lower age group i.e. 20-35 years have been found to have significantly better attitude towards impact of electronic commerce on the development of AISs within the client company as compared to the account professionals belonging to the higher age group of above 51 years. Further, the account professionals belonging to the age group of 36-50 years were not differed significantly with other groups. Hence, it was observed that lower the age, better the attitude towards impact of electronic commerce on the development of AISs within the client company.

Table 3: Mean, Standard Deviation Scores According to the Accounting Professionals Regarding Their Attitude towards the Challenges Facing the Tax System in Light of the Development of Electronic Commerce and Proliferation

Dimension of E-Commerce Scale	Category	N	Mean	Standard Deviation
Regarding the challenges facing the tax system in light of the development of electronic commerce and proliferation	20-35 years	33	47.39	4.24
	36-50 years	26	47.26	8.48
	51 and above	16	35.68	6.51

Table 3.1: ANOVA Table of Attitude towards the Challenges facing the tax System in Light of the Development of Electronic Commerce and Proliferation

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1708.955	2	854.477	20.423	.000
Within Groups	3012.432	72	41.839		
Total	4721.387	74			

From table 5.16.1, it is evident that F value of 20.423 with df (2,72) is significant at 0.01 level of significance for the main effect of accounting professionals regarding their attitude towards the challenges facing the tax system in light of the development of electronic commerce and proliferation. This means that the accounting professionals have a significant independent effect upon the regarding the challenges facing the tax system in light of the development of electronic commerce and proliferation. Therefore, null hypothesis formulated earlier “There exist no significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their

attitude towards the challenges facing the tax system in light of the development of electronic commerce and proliferation” is rejected. It can therefore be said that there is a significant difference among accounts professionals belonging to the different age groups.

Table 3.2: Post-hoc Table for Attitude towards the Challenges Facing the Tax System in Light of the Development of Electronic Commerce and Proliferation

Age Groups	N	Subset for Alpha = .05	
		1	2
51 and above	16	35.6875	
36-50 years	26		47.2692
20-35 years	33		47.3939
Sig.		1.000	.998

The post-hoc table shows the one group is significantly differed with another two groups. It shows that there is a significant difference among the groups regarding their attitude towards the challenges facing the tax system in light of the development of electronic commerce and proliferation. The account professionals belonging to the age group i.e. 20-35 and 36-50 years have been found to have significantly better attitude towards the challenges facing the tax system in light of the development of electronic commerce and proliferation as compared to the account professionals belonging to the higher age group of above 51 years. Further, the account professionals belonging to the age group of 20-25 and 36-50 years were not differed significantly with each other. Hence, it was observed that lower the age, better the attitude towards the challenges facing the tax system in light of the development of electronic commerce and proliferation.

Table 4: Mean, Standard Deviation Scores According to the Accounting Professionals Regarding Their Attitude towards the Legal Issues about E-Commerce

Dimension of E-Commerce Scale	Category	N	Mean	Standard Deviation
The legal issues about e-commerce	20-35 years	33	35.93	2.27
	36-50 years	26	34.53	2.48
	51 and above	16	32.18	1.64

Table 4.1: ANOVA Table of Attitude towards the Legal Issues about E-Commerce

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	152.209	2	76.104	15.188	.000
Within Groups	360.778	72	5.011		
Total	512.987	74			

From table 5.17.1, it is evident that F value of 15.188 with df (2,72) is significant at 0.01 level of significance for the main effect of legal issues about e-commerce. This means that the accounting professionals have a significant independent effect upon their attitude towards the legal issues about e-commerce. Therefore, null hypothesis formulated earlier “There exist no significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards legal issues about e-commerce” is rejected. It can therefore be said that there is a significant difference among accounts professionals belonging to the different age groups.

Table 4.2: Post-Hoc Table for Attitude towards the Legal Issues About E-Commerce

Age Groups	N	Subset For Alpha = .05	
		1	2
51 and above	16	32.1875	
36-50 years	26		34.5385
20-35 years	33		35.9394
Sig.		1.000	.094

The post-hoc table shows the one group is significantly differed with another two groups. It shows that there is a significant difference among the groups regarding their attitude towards the legal issues about e-commerce. The account professionals belonging to the age group i.e. 20-35 and 36-50 years have been found to have significantly better attitude towards the legal issues about e-commerce as compared to the account professionals belonging to the higher age group of above 51 years. Further, the account professionals belonging to the age group of 20-25 and 36-50 years were not differed significantly with each other. Hence, it was observed that lower the age,

Findings of the Study

It was found that there exists a significant difference in accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards extent of use of company e-commerce applications. The account professionals belonging to the lower age group i.e. 20-35 years have been found to have significantly better attitude towards extent of use of company e-commerce applications as compared to the account professionals belonging to the age group of 36-50 and above 51 and above years. Further, the account professionals belonging to the age group of 36-50 years were found to have better attitude towards extent of use of company e-commerce applications as compared to the account professional belonging to the higher age group 51 and above years.

It was found that there exists significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards the impact of electronic commerce on the development of AISs within the client company. The account professionals belonging to the lower age group i.e. 20-35 years have been found to have significantly better attitude towards impact of electronic commerce on the development of AISs within the client company as compared to the account professionals belonging to the higher age group of above 51 years. Further, the account professionals belonging to the age group of 36-50 years were not differed significantly with other groups.

It was found that there exists a significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards the challenges facing the tax system in light of the development of electronic commerce and proliferation. It can therefore be said that there is a significant difference among accounts professionals belonging to the different age groups. The account professionals belonging to the age group i.e. 20-35 and 36-50 years have been found to have significantly better attitude towards the challenges facing the tax system in light of the development of electronic commerce and proliferation as compared to the account professionals belonging to the higher age group of above 51 years. Further, the account professionals belonging to the age group of 20-25 and 36-50 years were not differed significantly with each other.

It was found that there exists a significant difference among accounting professionals belonging to the age group of 20-35 years, 36-50 years and 51 and above years regarding their attitude towards legal issues about e-commerce.

The account professionals belonging to the age group i.e. 20-35 and 36-50 years have been found to have significantly better attitude towards the legal issues about e-commerce as compared to the account professionals belonging to the higher age group of above 51 years. Further, the account professionals belonging to the age group of 20-25 and 36-50 years were not differed significantly with each other.

CONCLUSIONS

There exists a significant difference in accounting professionals belonging there age group 20-35 years, 36-50 years and 51 and above regarding there attitude towards extent of use of company e-commerce.

There exists a significant difference in accounting professionals belonging there age group 20-35 years, 36-50 years and 51 and above regarding there attitude towards the impact of electronic commerce on the development of AISs within the client company

There exists a significant difference in accounting professionals belonging there age group 20-35 years, 36-50 years and 51 and above regarding there attitude towards the challenges facing the tax system in the light of development of electronic commerce and proliferation.

There exists a significant difference in accounting professionals belonging there age group 20-35 years, 36-50 years and 51 and above regarding there attitude towards legal issues in e-commerce

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