

Sri Lanka Institute of Information Technology



SLIIT Student's attitudes and preference regarding online shopping

IT1080-English for Academic Purpose

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Terms of Reference

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Abstract

Nowadays, people lead more luxurious lifestyle. Customers are able to purchase item directly from the seller online using a sort of electronic commerce known as online shopping.

A highly beneficial option that the business provides to its customers is the ability to save purchase it later. A variety of goods are available from online shopping.

Introduction

Many industries have grown as a result of the advancement of technology. We frequently use a variety of online services. The most popular of popular utilize it as a solution to their easier. The online purchasing approach might be regarded as successful even though there are certain issues between it and the conventional way.

We believe it is crucial to investigate this topic in order to learn more about how much our SLIIT university's students use online shopping, what issues they face there, and what they think of them.

OBJECTIVES

- ❖ To understand student's opinions about shopping.
- ❖ To know what web sites are more popular for online shopping.
- ❖ To understand the money spending and payment method on method on online shopping
- ❖ To study usage of Traditional and Online method.

Methodology

Quantitative information regarding SLIIT student's online shopping habits was gathered using a simple online survey. Finding out how much student shopping is done online and discussing the results are the main goals of this study.

The reference's parts also mostly cover the methods for gathering information and specifics. About a month was spent on the data collection procedure, after which the data analysis and report creation were completed. SLIIT students' internet buying may have provided ideas for how to do so while minimizing any unfavorable consequences. Information regarding the specific methods and details of the study may be found in the report's references section.

We developed a study with an emphasis on undergraduate students at the William Angliss Institute and the SLIIT Malabe branch.

Our Survey From link:

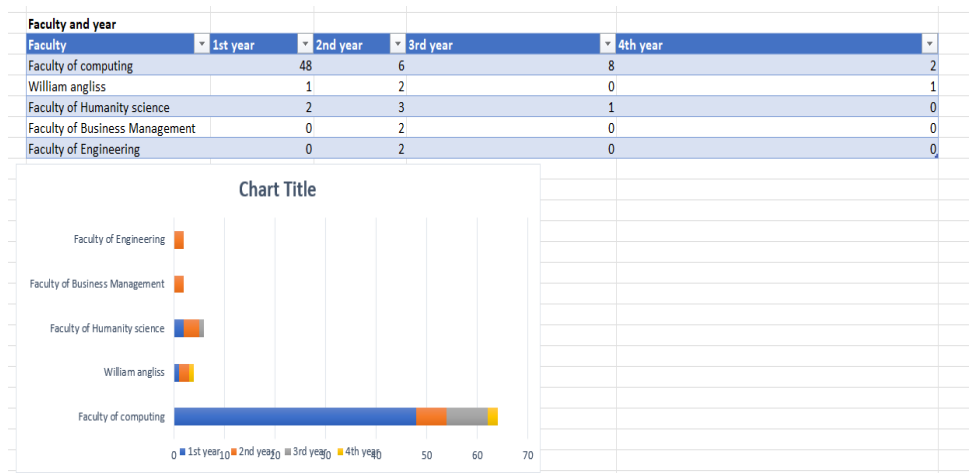
https://docs.google.com/forms/d/e/1FAIpQLScEIYpN6OPd7gf7dsnkUK_Ydq4ldAE4PYxi-ttiD-kbAkMUMg/viewform?usp=sf_link

These are some sample questions.

1. Select Faculty?
2. Select your Year?
3. Select Gender?
4. Select centers?
5. Do you most like online shopping or traditional shopping?
6. What is your online shopping method do you use?
7. How often do you make online purchases?
8. Which type of products do you purchase through online?

Data Analysis

1) Select Faculty



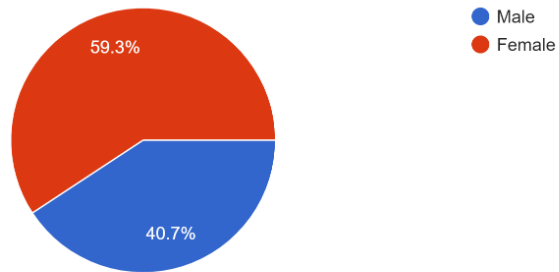
Sri Lanka Institute of Information Technology used an online questionnaire provided by Google to conduct the survey. Faculty members include William Angliss, the faculty of computing, the faculty of humanities and science, the faculty of engineering, and the faculty of business management participated. The survey was completed by 80 students from years 1 through 4.

Based on the 80 overall responses, the computing faculty received the most votes out of all the faculties. The survey faculty of computing had 48 responses from first-year students, 6 responses from second-year students, 8 responses from third-year students, and two responses from fourth-year students. Two responses were achieved in both the engineering and business management faculties, which accounted for the majority of the total. Both of these 2 responses were taken from 2nd year. The answers that William Angliss received were 4. They were 1 response from 1st year students, 2 from 2nd years, and another 1 from 4th years.

02) Select Gender

03)Select Gender

81 responses



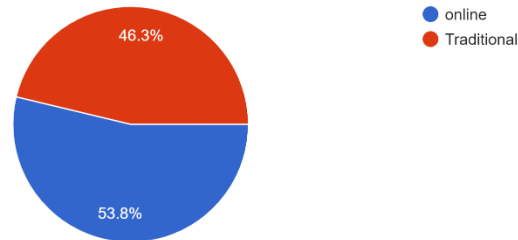
According to gender, this pie chart shows the distribution of people who purchase online & traditional. The chart has two sectors.

60% of the statistics are made up of females, who represent the majority of the sector overall. Males are represented by 40% of the pie graph in the second sector.

03) Do you most like online shopping or traditional shopping?

05) Do you most like online shopping or traditional shopping?

80 responses

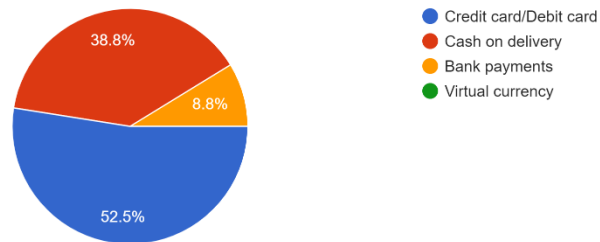


The choice between online and traditional shopping depends on your individual preferences, the products and your specific circumstances. Many people find that a combination of both types of shopping works best for them, depending on what they're buying and their current needs.

Online shopping is most commonly using mode for shopping purpose. It is clearly represented by the responses we are got from the total responses 54.4% are using online shopping. Using of traditional shopping is the 45.6% percentage of responses. Some information on the advantages and disadvantages of both types of shopping to help you make an informed choice based on your preferences and needs.

04) Which payment method do you use for online shopping?

09) Which payment method do you use for online shopping?
80 responses

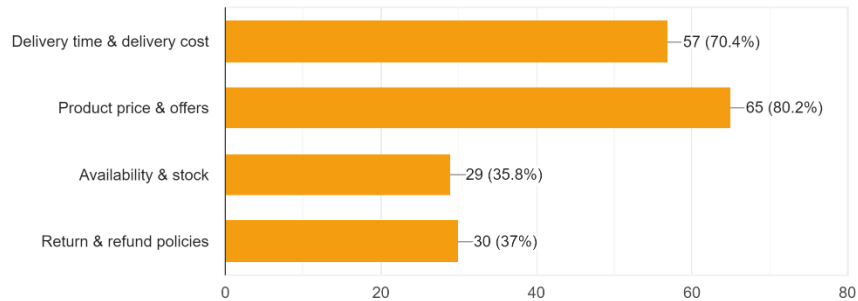


According to the responses of the students, 8.9% of the students use bank payments. so it conveys that method is the least common payment method in online shopping. 53.2% of the students use credit cards or debit cards for online shopping. so we can say it is the most common payment method among the students. 38 % of students use cash on delivery. And also accord to above data we can see no one attempt to use virtual currency.

05) What are the main points you check before ordering online products?

12)What are the main points you check before ordering online products?

81 responses

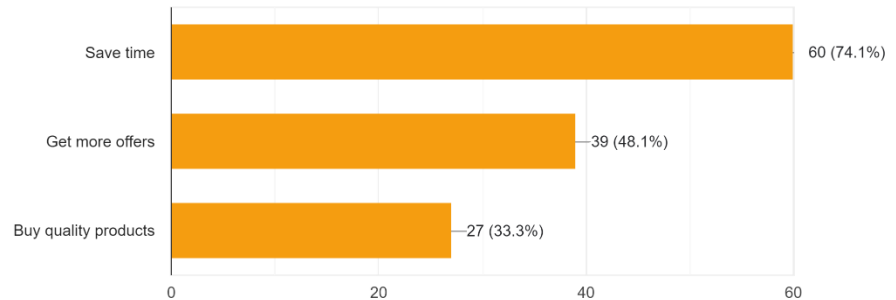


When we consider the above data, we can see most of the students check product price and offers. it is 80%. And 36.3% students check availability and stock. so we can say that it is the lowest point that students check before ordering online products. Although the percentage of students that check delivery time and delivery cost is higher than the percentage of students that check return and refund policies. And also 37.5% of students check return and refund policies.

06) What are you hoping for online shopping?

14) What are you hoping for online shopping?

81 responses



This Bar chart performs main reason of the online shopping. There are 75% students using online shopping for save their time. Students are not much concerned about buying quality products and get more offers from online shopping.

07) Student opinion about online shopping

- There are good and bad both sides to online shopping. Sometimes online shopping is too good, and it saves my time. So, I recommend online shopping for all of you. But it's your choice to select the shopping method. In short, I want to say it's dependent on our favorite.
- Online shopping saves us time and money.
- Online shopping is good but additional fees must want to reduce.
- By doing online shopping we can save our time.
- Online shopping is the best shopping option in this era.



Conclusion

The purpose of the study was to better understand the attitudes and preferences of SLIIT students with regard to online shopping. The survey was filled out by all 80 pupils.

This SLIIT student claims that online purchasing is their preferred method of shopping. They order products from the areas of Electronics and Accessories, Sports & Outdoors, Home Appliances, Beauty and Health, and Foods & Drinks. The SLIIT students' favored websites include E-Bay, Kapruka, Amazon Ali Express, and Daraz. When shopping online, SLIIT students frequently use credit cards, debit cards, and cash on delivery options.

The benefits of internet shopping include time savings, access to additional deals, and purchasing of high-quality goods. Numerous problems could arise, including exorbitant shipping costs, technical problems, missing items, and delayed deliveries. In conclusion, we must be careful when doing internet buying. We shouldn't purchase everything since we don't want to become dependent on online shopping.

