The Most Preferred Clothing Store among SLIIT Students



**Sri Lanka Institute of Information Technology**

**English for Academic Purposes**

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(Group 4.2)

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Terms of Reference

The purpose of this survey is to analyze about the most preferred clothing store among SLIIT students. Our survey will discuss details about,

1. The most preferred clothing stores of SLIIT students  
2. The reasons for their preference  
3. The prices, quality of products of each clothing stores  
4. Conclusions and recommendations

Acknowledgement

In performing our assessment, we had to take the guidance of many others, who deserve our heartiest gratitude. This survey could be conducted successfully because of the help and support of everyone.

We would like to thank, Ms. Mayuri, the lecturer of the English for Academic Purposes module, for her guidance throughout the project.

We would also like to thank our team members who worked extremely hard to make this project successful from beginning to the end.

We would like to thank our classmates, batchmates and all others who responded to our survey.

Abstract

This survey, which is on the most preferred clothing store, was conducted among the students of Sri Lanka Institute of Information Technology (SLIIT), as a part of the group presentation, as per the instructions of the lecturer in charge of English for Academic Purposes (EAP) module. This survey was very timely and extremely vital, especially because clothing fashions and styles are a major trend nowadays. The primary objectives of this survey were to gather information on SLIIT students’ favorite clothing stores and analyze the main factors people consider when choosing a clothing store to purchase clothing items and other related clothing accessories such as hats, scarfs, footwear, etc. In a much broader sense, this survey could be used as a guidance by any clothing store in order to identify their strengths and deficiencies, so that they can eliminate the recognized weaknesses to attract more customers. To fulfill the above-mentioned objective, a questionnaire, which consisted of fifteen questions, was administered by the group members among the chosen sample: ninety-five first year students who are currently studying at SLIIT in Malabe. The questionnaire mainly focused on the quality of products, services, and many other facilities provided by each clothing store. Mostly quantitative data was collected through the questionnaire since it makes the process of analysis less exhaustive, and makes the results much more reliable, valid, and less biased. The data analysis clearly depicted that the customers almost always consider, not only whether the price of the textile products equate to their quality, but also seemingly secondary factors such as refund policy, special offers and discounts, convenience of shopping, and special facilities offered by the clothing store such as availability of fitting rooms, elevators, friendly and informative staff members, and easy payment methods, etc. In conclusion, it was evident that Thilakawardana Textiles in Kiribathgoda is the most preferred clothing store among the students of SLIIT.

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Introduction

This is a survey report on most preferred clothing store among students in Sri Lanka Institute of Information Technology in Malabe. Fashions and clothing plays a major role in today’s society as well as thousands of years before our time. Fashion is a constant presence in a person’s life, it may present a person’s privacy, security as well as his or her identity. When considering the history of clothing and fashion it directs to clothing stores. Clothing stores and clothing, fashion has built a strong bond because it’s one of the best ways where all the trends, fashions become a reality to consumers. Human evolution and industrial revolution has lead people more fashion conscious and began purchasing clothing for style, which lead people towards clothing stores. And it leads clothing stores onto the next level for example present clothing stores provide online shopping and clothing superstores.

Nowadays there's a clothing store in every city which has their own identity to fulfil different customer satisfactions. These stores provide high quality products for an affordable price range.

This report analyses data of random SLIIT students of the store they prefer most, depending on their preference, and the differences between the selected clothing stores, the reasons for choosing the respective stores and how each clothing store can improve the services provided by them.

Methodology

Collecting data for a research and the accessing the data is not an easy task. But, there are so many ways to do that. Interviews, observations and questionnaires are some of them. And also this method can divide into manual and online ways.

The data for the most preferred clothing store among SLIIT students was collected though an online questionnaire. Because, electronic way is more facile than manual ways. And also anyone maybe persuaded to answer for them. There were fifteen questions. These questionnaires were created by Google Forms and they were distributed though the WhatsApp mobile application. We decided to choose Sri Lanka Institute of Information Technology, first year, Computing faculty students as the sample; And, there were ninety-five students in the sample. It took a duration of two-weeks to gather the all responses. There after we transferred this information to pie charts and bar charts, before analysis.

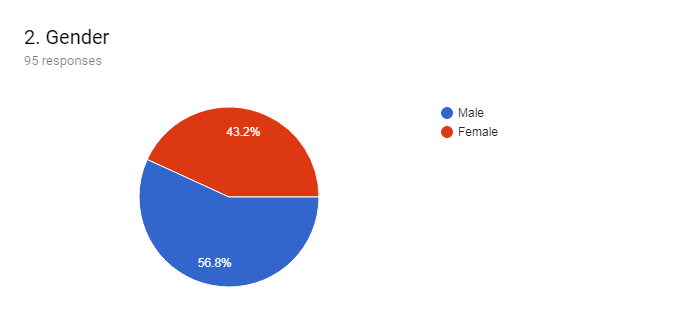
Data Analysis

The following table shows the number of votes each textile shop received as the most preferred clothing store in the survey we conducted.

|  |  |
| --- | --- |
| **Textile Shop** | **Number of votes** |
| Supul | 10 |
| Odel | 17 |
| Thilakawardana | 22 |
| Fashion bug | 13 |
| The Fashion Store | 6 |
| Spring & Summer | 6 |
| Cool Planet | 17 |
| Dress Factory | 4 |
| **Total** | **95** |

The following pie chart & bar graph are derived from the above table.

The above pie chart provides information about which percentage of students prefer a certain clothing store. The Thilakawardana Textiles is the most preferred with 23% and Dress Factory is the least preferred among the chosen clothing stores with just 4% of the total sample of SLIIT students.  
  
This bar chart gives information about the number of votes each textile shop received as the most preferred clothing store in the survey we conducted. According to the chart, the Thilakawardana Textiles in Kiribathgoda is the most preferred clothing store with 22 votes out of 95, while Dress Factory is the least preferred clothing store with 4 votes, among the SLIIT students. Odel and Cool Planet share the second place with 17 votes each. Fashion Bug and Supul takes the fourth and fifth places respectively, while The Fashion Store and Spring & Summer are just above Dress Factory in popularity with 6 votes each.   
  
It is also important to discuss the preference for each clothing store by each gender. The following pie chart demonstrates the data on the gender of the chosen sample for the survey.



Overall, 54 male students and 41 female students provided feedback for the survey; 56.84% male students and 43.16% female students.

The following bar graph shows the details more deeply about the preference for each clothing store by each gender.

The bar graph shows that, two clothing stores: The Fashion Store, and Dress Factory were chosen by female students only, while other clothing stores have been preferred by both genders. Other than those two clothing stores, Fashion Bug shows the highest difference in preference, as the number of male students outnumber the number of female students who prefer Fashion Bug as their favorite clothing store. The two clothing stores: Thilakawardana Textiles and Cool Planet are approximately preferred by both genders alike. While the clothing stores: The Fashion Store, Spring & Summer, Cool Planet, and Dress Factory are mostly preferred by female students, the clothing stores: Supul, Odel, Thilakawardana Textiles, and Fashion Bug are mostly preferred by male students.

Characteristics of each textile shop according to the ratings

Price of clothes

As the above bar chart demonstrates, overall, students have given a positive feedback about the prices of the clothing items they purchase from their preferred clothing store. It seems like the SLIIT students find the prices of the clothing items equate to their higher quality. Thilakawardana Textiles, which is the most preferred clothing store among SLIIT students, has mostly received a good response about the prices of the products with 55% students, who chose Thilakawardana Textiles as their preferred clothing shop, calling the prices as “Excellent” and 41% calling the prices as “Good” (A total of 96% positive feedback). The affordable price for the textile products offered by the Thilakawardana Textiles should be one of the major reasons why it is the most popular clothing store among the chosen sample of students. The clothing store Supul has got a slightly negative response regarding the prices they charge for the clothing products they sell, with 30% “Fair” and 10% “Unacceptable” rating, although a considerable number of students have given a positive feedback for Supul in this regard as well.

Quality of clothes

Convenience in shopping

Stock availability

Customer care

The quantitative data we collected through the questionnaire

01. Do the other related clothing accessories available in your preferred clothing store?

02. Are you satisfied with refund policy of your preferred clothing store?

03. Prices offered by the clothing store always equate to better quality of the clothes?

04. Do you find the staff members at the clothing stores friendly, helpful and informative?

05. Do you have to wait in long question at the cashier?

06. Are the clothing items properly organized under separate categories in you preferred clothing store?

07. Are there enough fitting rooms available at the clothing store?

08. Are there elevators available at that clothing store for the convenience of the customers?

09. Does the preferred clothing store provide special offers, promotions and discounts for the customers?

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Question  Store | 01 | | 02 | | 03 | | 04 | | 05 | | 06 | | 07 | | 08 | | 09 | |
| yes  % | no  % | yes  % | no  % | yes  % | no  % | yes  % | no  % | yes  % | no  % | yes  % | no  % | yes  % | no  % | yes  % | no  % | yes  % | no% |
| Supul | 100 | 00 | 70 | 30 | 50 | 50 | 90 | 10 | 60 | 40 | 100 | 00 | 60 | 40 | 40 | 60 | 60 | 40 |
| Odel | 82 | 18 | 94 | 06 | 58 | 42 | 82 | 18 | 35 | 65 | 76 | 24 | 70 | 30 | 70 | 30 | 88 | 12 |
| Thilakawardana | 95 | 05 | 86 | 14 | 90 | 10 | 100 | 00 | 72 | 28 | 95 | 05 | 68 | 32 | 90 | 10 | 95 | 05 |
| Fashion Bug | 100 | 00 | 92 | 08 | 92 | 08 | 92 | 08 | 38 | 62 | 100 | 00 | 84 | 16 | 46 | 54 | 100 | 00 |
| Fashion Store | 83 | 17 | 66 | 34 | 83 | 17 | 66 | 17 | 50 | 50 | 66 | 17 | 50 | 50 | 83 | 17 | 83 | 17 |
| Spring & Summer | 83 | 17 | 66 | 34 | 50 | 50 | 100 | 00 | 66 | 34 | 83 | 17 | 33 | 67 | 83 | 17 | 100 | 00 |
| Cool Planet | 88 | 11 | 94 | 06 | 76 | 24 | 94 | 06 | 70 | 30 | 100 | 00 | 72 | 28 | 82 | 18 | 88 | 12 |
| Dress Factory | 50 | 50 | 75 | 25 | 100 | 00 | 75 | 25 | 25 | 75 | 75 | 25 | 50 | 50 | 75 | 25 | 50 | 50 |

Average

Conclusion and recommendation

References