

SRI LANKA INSTITUTE OF TECHNOLOGY



Project report

SLIIT students' attitudes and preferences regarding online shopping

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Terms of Reference

Purpose of this report is to discuss about SLIIT students' attitudes and preferences regarding online shopping.

This report is submitted for the fulfillment of the requirements for the English for Academic Purposes, Year 1 Semester 2 (2024), Sri Lanka Institute of Information Technology.

Acknowledgement

This is the final report of our research about SLIIT students' attitudes and preferences regarding online shopping. We would like to reserve this page for thanking all the parties who supported us.

First, our special gratitude goes to our lecturer in charge of English for Academic Purposes Module, Ms.Sudhara Githmi ,who helped us to success our task.

Secondly, we would like to thank our SLIIT students because they gave their valuable time to fill our survey to help us.

Finally, we would like to appreciate our team members who helped us to complete this project

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Chapter 1 : Introduction

The development of online shopping is one of the defining trends of the modern world, redefining the way people access goods and services and reshaping consumer behavior across all target groups. As young people across Sri Lanka are increasingly actively adopting online shopping behaviors, this trend holds in the case of the country. This research aims at investigating some aspects of this trend within the academic context by analyzing SLIIT students' attitude and preferences towards online shopping.

This subject has a high value for a range of stakeholders. For online retailers, it is relevant as it can help to unearth the key peculiarities of an important target audience, SLIIT students, and use this information to tailor their offerings and marketing strategies. Shopping platform executives can also use the information on the core determinants of SLIIT students' decision to shop online on a particular website in order to reach their target audience more effectively.

Finally, the study is also important for SLIIT. As learning more about the online shopping models adopted by the students, the institution will be able to chart the transformed customer shopping behaviors across its student segments. SLIIT will be able to leverage the insights in creating awareness in informed and responsible online shopping, promoting financial literacy, and explore the possibility of entering into meaningful partnerships with the concerned online platforms for the benefit of the SLIIT student community.

In order to investigate this issue, a Google Form survey was used to collect data from SLIIT students. The aim of the survey is to capture their attitudes, preferences and buying behavior towards online shopping. Through the analysis of the data collected, this report seeks to shed light on SLIIT students' online shopping environment, providing valuable insights that can benefit both online retailers and SLIIT itself.

This understanding may ultimately contribute to a more informed and targeted approach to online shopping behavior in the SLIIT student community. This introduction has avoided focusing on the specific benefits for participants and focuses on the overall purpose and value of the research. It maintains a neutral tone while still emphasizing the importance of understanding SLIIT students' online shopping preferences.

Chapter 2 : Methodology

Most of the information for this project report was gathered via google and students' responses. Statistics for the report were gathered from different sources, including magazine articles and websites.

The topic "SLIIT students' attitudes and preferences regarding online shopping" is divided into three main topics. They are,

- University students and Online shopping
- Overall interest and advantages
- Issues seen in online shopping as a University student are three topics on

which we gathered data for our project. There are subtopics to some of the main topics.

Each member chose one of the subtopics and used Google , our data survey and other online resources to gather facts and information.

Chapter 3 : University student and Online shopping...

The upward thrust of on-line buying has come to be a defining function of current lifestyles, particularly for teenagers like university students. This take a look at delves into the online buying behaviors of university students inspecting how they have interaction with on line systems and the factors that impact their buying selections. This research explores diverse components in their on line shopping enjoy, including:

- **Demographic characteristics.**
- **Purchase preferences.**
- **Platforms and devices.**

By expertise these various aspects, the look at goals to unveil the particular on-line purchasing panorama of college students. This know-how can provide precious insights for various stakeholders, doubtlessly informing each on-line retailers and educational institutions in their respective methods to enticing and supporting this particular demographic segment.

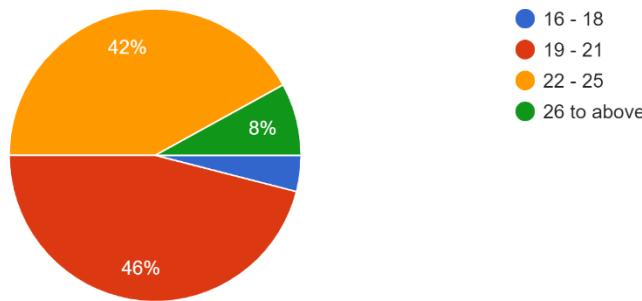
3.1 Demographic Characteristics

This includes analyzing how factors like age, gender, faculty, and academic year might influence their online shopping habits.

3.1.1 age ranges of students

Select your age ?

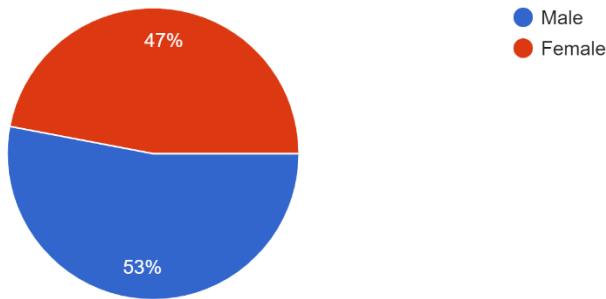
100 responses



* We presented the age ranges, 16 - 18, 19-21, 22-25, and 26 to above, and most of the students who filled the survey are between 19 - 21 years old.

3.1.2 Gender of students

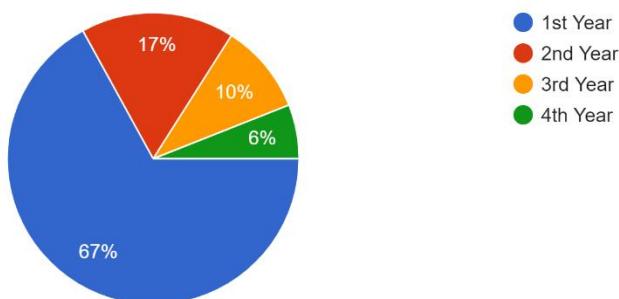
Your Gender
100 responses



*most of the students who filled the survey are Male.

3.1.3. Academic Year of students

Your academic year ?
100 responses

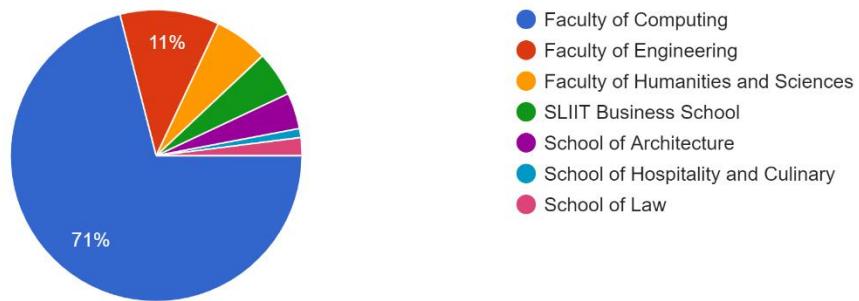


*Most of the students who filled the survey are studying as 1st year students.

3.1.4. Faculty of Students

Select your faculty

100 responses



*There are many faculties in SLIIT Malabe. Among them Most of the students who filled the survey are studying at Faculty of Computing.

The information gathered in terms of purchasing preferences can be analyzed as this steps;

age:

The majority of the respondents (60%) belonged to the typical age group of first-year students (19-21 years). This means that students embarking on their university journey are strongly represented. A significant proportion (42%) were aged 22-25 years, which may represent third and fourth year students. The subgroup (4%) was younger (16-18), and a few (8%) were 26 years of age or older. These can be early enrollees, remedial courses.

gender:

The survey had a balanced gender distribution, with slightly more males (53%) than females (47%). This allows us to analyze online shopping from both perspectives.

Academic Year:

The survey was heavily based on first-year students, with 67% falling into this category. This helps younger students stay more focused. The remaining respondents were spread across upper-year students: 17% in the second year, 10% in the third year, and 6% in the fourth year.

Faculty:

Most of the respondents (71%) came from computing faculty. This indicates that a substantial proportion of the study participants came from specific academic disciplines. Other faculties are represented, but to a lesser extent: engineering (11%), humanities and sciences (6%), business schools and architecture schools (both 4%), law (3%), hospitality and culinary arts (1%) .

entire:

The survey is a snapshot of university students, with a strong focus on younger undergraduates, especially first-year students, and most IT students' The balanced gender distribution allows for a survey of males and in all the women.

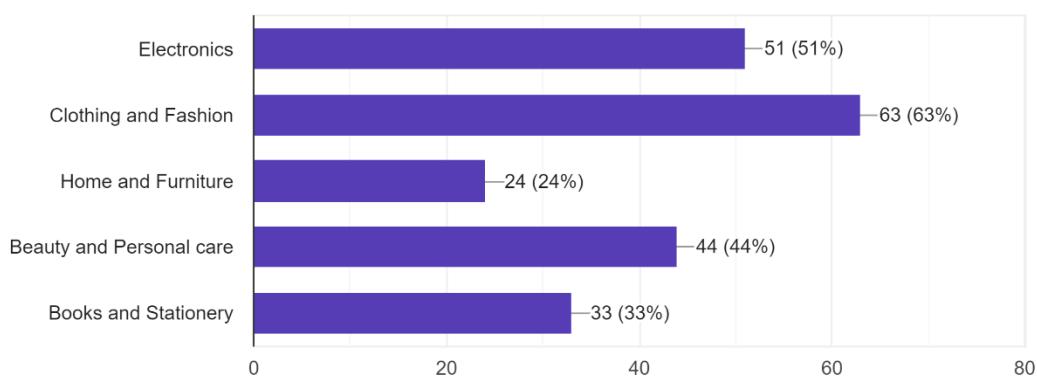
3.2 Purchase Preferences

The study examines the types of products students typically buy online and the average amount they spend on these purchases.

3.2.1 Types of products students most prefer

What types of products do you prefer to purchase online most?

100 responses

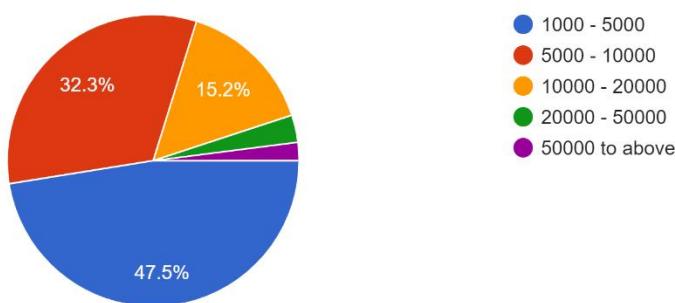


*It appears that students prefer to buy more items such as clothes and fashion, electronics, beauty and personal care, books and stationary respectively.

3.2.2. Money Ranges

On average, how much money do you spend on online shopping per month? (Rs.)

99 responses



*Most of the students are spending Rs.1000 – 10000 as a average cost for online shopping.

The information gathered in terms of purchasing preferences can be analyzed as this steps;

Product Categories:

Clothing and fashion (63%): Clothes and fashion accessories were the most popular online purchases, indicating they had a strong interest in maintaining a personal style and possibly reflecting the influence of social media.

External electronics (51%): Electronics came in a close second, indicating demand for appliances, computers, or other technology-related products. This aligns with the needs of students in a technology-driven world.

Moderate interest in other categories:

Beauty products and personal care (44%) are most popular, followed by **books and stationery (33%)** and **home and furniture (24%)**. These classes teach students to prioritize their own care, learning, and potential environments.

The amount of money spent:

Price-conscious majority (47.5%): Almost half of the respondents preferred to spend between LKR 1,000 and LKR 5,000 for each online purchase, indicating that they adopt a search strategy budget. This may be due to a lack of financial resources or a preference for frequent small purchases.

Less spenders (32.3%): The next largest group (32.3%) spent between LKR 5,000 and LKR 10,000, indicating that they may be willing to invest slightly more in specific products.

Subgroups for high spenders (20.2%): The rest are spread across higher spending levels (from LKR 10,000 to LKR 50,000 or more), which may reflect students with greater financial independence or they need expensive food.

entire:

In this study, university students clearly expressed a preference for buying clothes and fashion, closely followed by electronics, online. Their spending is based on priced purchases, mostly focusing on LKR 1,000 to LKR 5,000.

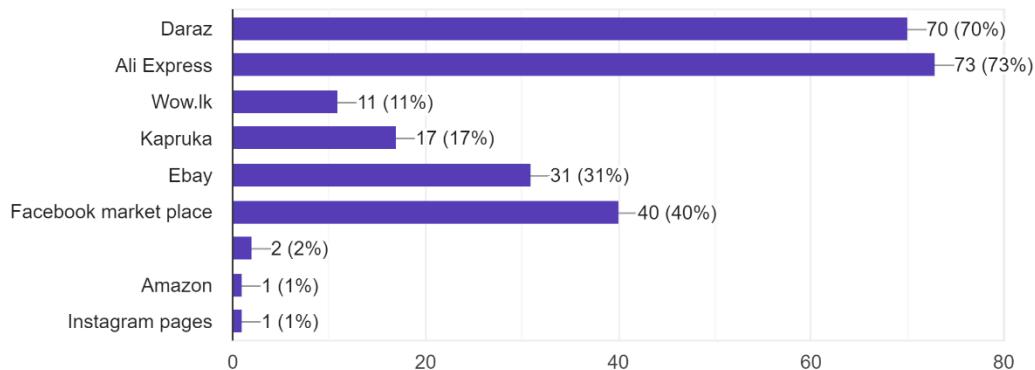
3.3 Platforms and Devices

It explores the online strategies and devices that students prefer to use for their online shopping activities.

3.3.1 most preferred platforms for online shopping

Which online shopping platforms do you frequently use?

100 responses

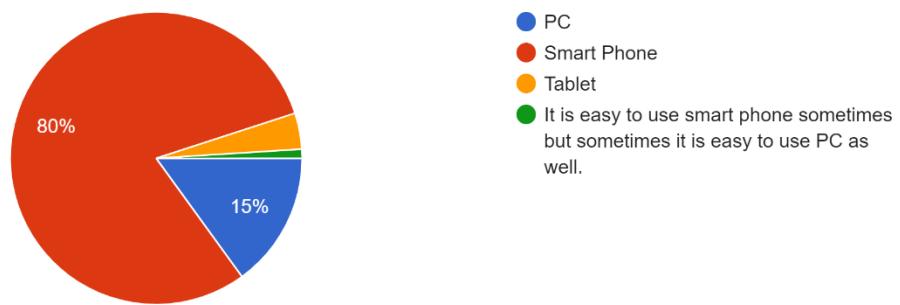


*Most preferred online shopping platforms are Ali express and Daraz.

3.3.2. Devices that used for online shopping

Do you prefer using a computer, smartphone, or tablet or any device for online shopping?

100 responses



*Most number of students are using their smart phone for online shopping.

SLIIT students' shopping platforms and devices: Mixing local and global preferences

The survey clearly reveals that most students prefer online stores and specific devices.

Most Favorite platform:

AliExpress Reigns Supreme (73%):AliExpress emerged as the most popular platform, perhaps due to its wide selection and potentially low prices.

Daraz a strong contender (70%) :Daraz is a close second, reflecting its reputation as a local e-commerce platform that successfully caters to the Sri Lankan market.

Social Commerce on the rise (40%): The Facebook market attracted the most attention (40%), indicating an increase in social marketing and peer-to-peer online marketing among the student community.

eBay Still Relevant (31%): eBay has shown continued appeal to students looking for specific or unique products (31%).

Other platforms play a smaller role: local platforms like **Kapruga (17%)** and **Wow.lk (11%)** saw some usage, while big international brands like **Amazon and Instagram** had a smaller impact (two). the total 1%.

Device Domination:

Smartphones dominate the online shopping world (80%) : Smartphones were an overwhelming choice for online shopping, emphasizing convenience and mobility, which suits students' busy lives.

PCs Still a factor (15%): Laptops and desktops are still in use (15%), perhaps for larger purchases or advanced product research.

Low usage of tablets (4.56%): Tablets were found to have the least usage (4.56%), indicating that they may not be the preferred device for online shopping activities.

Multi-device shopping Rare (0.44%): Very few students reported using both smart phones and PCs.

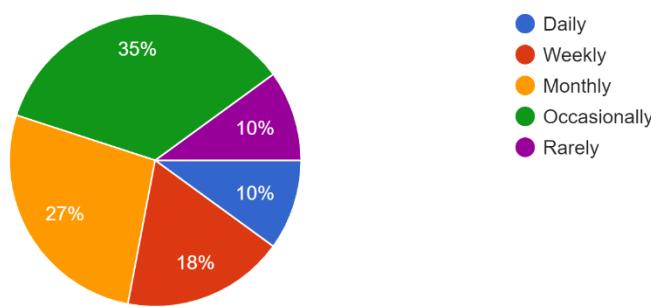
Chapter 4 : Overall Interest and Advantages

The survey also examines students' current interest in online shopping, providing insights into their engagement with this digital trend. The popularity of online shopping has skyrocketed in recent years. This increase in interest can be attributed to a combination of factors. One of the main features is the overall convenience. From in-house inspection to delivery, it saves time and effort compared to traditional retail stores. Moreover, online shopping has many advantages that attract customers. These include: wide selection of products, competitive pricing, 24/7 availability, extensive product information. The combination of these factors contributes to the overall appeal of online shopping, making it a preferred option for many consumers.

4.1. Frequency of online shopping

How often do you shop online?

100 responses

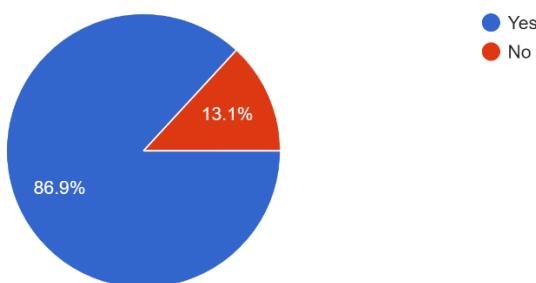


*Most students are shopping online monthly and occasionally.

4.2. interest about discount and promotions

Are discounts and promotions a significant factor in your online shopping decisions?

99 responses

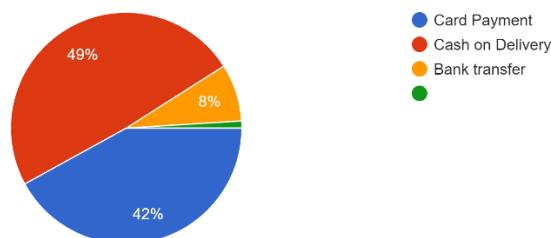


*SLIIT students are very interested in promotions at online shopping.

4.3. Payment Methods

What payment methods do you prefer when shopping online?

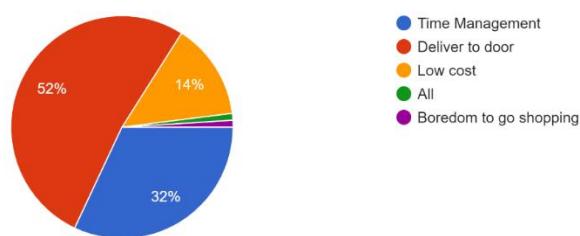
100 responses



4.4. Importance of Online Shopping

How important is the ease of the online shopping process to you?

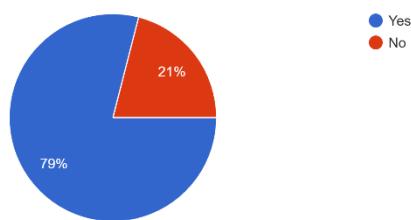
100 responses



4.5. Satisfaction of delivery systems

Did you satisfied with the delivery system that each platform provided?

100 responses

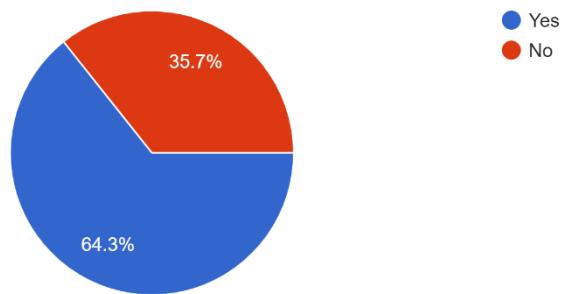


*Many students like to shop online because their order is delivered to their home. Most of them are using Card payment and Cash on delivery for shopping online and most of them satisfied with delivery systems.

4.6. Online Shopping or Traditional Shopping

Do you prefer online shopping over traditional in-store shopping

98 responses



*Most students like Online shopping than Traditional shopping.

This study delves into the online shopping habits of SLIIT students, revealing interesting insights into their preferences and behaviors.

Frequency of purchases: A large proportion of SLIIT students (81%) shop online at least monthly (daily: 10%, weekly: 18%, monthly: 27%). But a large group (36%) buy "occasionally" or "rarely" (10%), suggesting that traditional marketing channels still hold some appeal.

Promotional Pull: The majority of SLIIT students (86.9%) enjoy discounts and free promotions, reflecting their cost-sensitive approach.

Preferred Payment Methods: Cash on delivery (COD) remains the most popular form of payment (49%), possibly due to a preference for checking before payment or limited credit card availability. Card payments follow closely behind (42%), indicating increasing convenience with digital transactions.

What matters most in Online Shopping: Simplicity reigns supreme! Direct delivery to their door (52%) is the most valuable aspect of online shopping for SLIIT students. Time efficiency ranks second (32%), indicating that students appreciate the efficiency of online shopping offers. Low cost (14%) is the second factor, while boredom avoidance and sociability play a smaller role (both 1%).

Delivery satisfaction: The majority of SLIIT students (79%) are satisfied with the online delivery system, indicating a positive experience in receiving their purchases. **Online vs. online Cultural Shopping:** A clear preference for online shopping is evident, with 64.3% of students preferring it to traditional channels. This highlights the convenience, wide selection and quality possibilities offered by online platforms

Frequency and Growth: The higher frequency of online shopping coincides with students' interest in discounts and promotions, indicating that they are actively seeking deals and using online channels types have been used to search.

Methods of Payment and Distribution: The preferred COD should cover the cost for students to collect their supplies before payment. Additionally, COD may be the preferred option for students with limited credit scores.

Delivery and satisfaction: High levels of satisfaction with program delivery correlate well with students' need for delivery to their doorsteps. This convenience factor is the main reason for online shopping.

Time management and convenience: The focus on time management and door-to-door delivery demonstrates the compatibility of online shopping with students' busy schedules and desire for convenience

Chapter 5 : Issues seen in online shopping as a University students

While online shopping offers a number of advantages, university students face specific challenges that can mar their experience, further expansion These challenges can be broken down into three main areas

1.Limited Budget and Financial Management:

- University students often work on tight budgets, requiring careful financial management, spreading a lot of Impulse purchases online can be tempting, leading to overspending and potential debt, which have been extended further
- Unexpected costs such as shipping duties, customs duties and import duties can weigh heavily on their budget and affect their decisions a it's about buying.

2. Reliability and security issues:

- Misleading and deceptive websites pose a risk, as students may lack experience in identifying reliable Internet sites.
- Data breaches and security vulnerabilities can further expand concerns about the security of personal financial information transmitted during online transactions

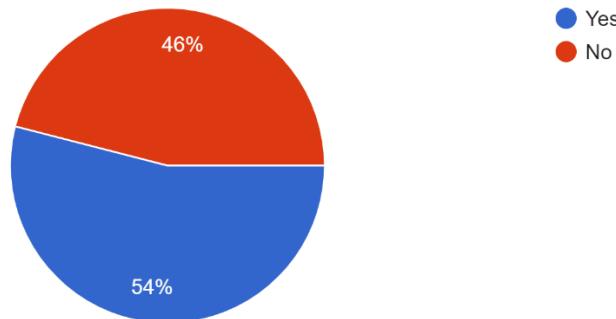
3. Production and Distribution Information:

- Difficulty in physically testing products prior to purchase may result in unexpected products in quality, size or function.
- Late delivery or shipping issues can be frustrating, especially with time-consuming purchases or when students rely on specific resources to find course requirements . . .

These challenges create a unique situation for university students entering the world of online marketing at a shouting pace Understanding these issues can help online marketers develop strategies to meet unique needs and build credibility, and ultimately better and safer for this.

Have you ever faced any challenges or issues while shopping online?

100 responses



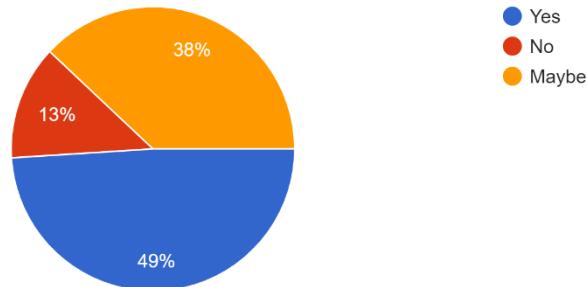
5.1. faced any challenges or not

There are some issues that SLIIT students faced.

- .Once i ordered a plant but they delivered it with just wet vipes not with a pot.
- .When I order clothes via online,sometimes the size doesn't match.
- .Some products want to change size or material but an issue with changing products.
- .Sometimes when we subscribe or pay bill online some websites can barrow our money.
- .From our account without any confirmation process (without OTP) so they can cheat us.
- .I once faced an issue when returning an item on wow.lk. Neither the item returned to them nor I got my payment back.
- .Package not Received.
- .Worst products.
- .Delayed the parcel.
- .Took too much time to deliver and kind of worried that i got scammed.
- .Quality issue.
- .Product not as mentioned.
- .Quality of the products are not as the same as given.
- .Bad quality of the product.
- .Some goods are not like they are advertised.
- .Receiving something other than what was ordered.
- .The product quality was low. Delivery delays.
- .Late delivery.
- .Doesn't deliver on time.

Do you satisfied with the security provided by online shopping?

100 responses



5.2 Satisfaction about Security of online shopping

This study examines online marketing challenges faced by SLIIT students and their perceptions of online safety.

General topics:

Found the wrong thing: Students reported finding the wrong things such as wet wipes instead of plants (mispics) or the wrong size clothes (sizing issues).

Returns and Exchanges: Difficulties have occurred when trying to exchange the size or contents of products, which may be due to unclear return policies or limited customer support.

Unauthorized links: Concerns have been raised about websites where funds can be withdrawn without confirmation (cannot double verify).

Problems with order fulfillment: Students experienced issues such as unreturned items (Wow.lk case), undelivered packages, and excessively long delivery times, raising concerns about fraud rose up.

Product Quality: Dissatisfaction with product quality was a common theme, with students receiving products that were damaged, substandard, or misrepresented.

Causes of This Issues: These issues can arise for a variety of reasons:

Vendor Errors: Errors can occur during order processing, resulting in incorrect pickup or shipping.

Unclear Policy: Unclear return/exchange policies or lack of proper vehicle policies can cause confusion and difficulty.

Security problems: Websites without a secure payment method or two-factor authentication can be vulnerable to unauthorized transactions.

Delivery challenges: Delayed deliveries or missing deliveries can occur due to logistics malfunctions or communication gaps.

Misinformation: Deceptive product descriptions or misleading advertisements can lead to products that do not meet expectations.

Safety Considerations: Mixed views on safety (49% yes, 13% no, 38% maybe): Despite facing issues, nearly half of students (49%) feel it is somewhat safe to shop at online This may reflect trust in established conventions or reliance on specific security measures such as cash on delivery (COD)...

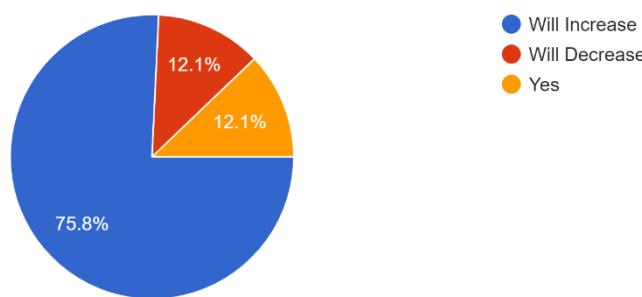
Security concerns remain (not 13%, maybe 38%): a large proportion (13% + 38%) expressed concerns about online security. This highlights the need for platforms to prioritize secure payment processes and transparent communication around data privacy.

Chapter 6 : What do they think about future of online shopping and Their satisfaction about Online Shopping

University students generally hold an optimistic view of the future of online marketing. The popularity and adoption of technologies is expected to increase due to continued improvements in convenience, availability and potential for improvement. Regarding the current experience, university students generally prefer online shopping. Despite some challenges, the convenience, variety, and affordability offered by online platforms outweigh the drawbacks for many students.

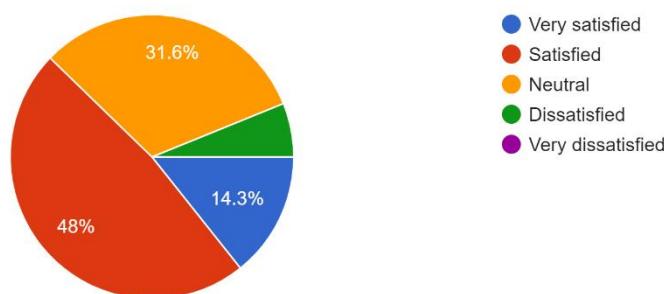
6.1. students' thoughts about future online shopping

Do you anticipate increasing or decreasing your online shopping in the future?
 99 responses



6.2. students' satisfaction about Online Shopping

How satisfied are you with your overall shopping experience?
 98 responses



This study explores SLIIT students' perceptions of the future of online shopping and their current satisfaction.

A positive view of the future:

A significant majority (75.8%) believe that online shopping will increase in the future. This prospect indicates that students recognize the convenience and potential value of online platforms.

Mixed views on current satisfaction:

While nearly half of the students (48%) are satisfied with online shopping, a large group remains neutral (31.6%). A small percentage (6.1%) are dissatisfied, pointing to areas for improvement.

The belief that online shopping will increase (75.8%) may be related to the previously reported frequency of online shopping (81%). Students who already regularly shop online will be able to see its continued growth and adoption. Despite being optimistic about the future, current satisfaction distributions (satisfied: 48%, neutral: 31.6%, dissatisfied: 6.1%) show potential for improvement. Issues faced by students (wrong things, difficult to reverse results, safety concerns) may contribute to an unsatisfactory neutral response.

entire: SLIIT students express positive attitudes towards the future of online shopping, perhaps because of its convenience, availability of more choices and better products. But it is important to address the current challenges they face, such as ensuring accuracy of delivery, efficient returns and strict security measures, to increase their overall satisfaction and provide internet is business growth strong in the future

Chapter 7 : References

- Data collection survey;

[Untitled form - Google Forms.](#)

https://docs.google.com/forms/d/e/1FAIpQLSe2QbXu8l60itHMbyFizhmDCPS8k-Cb9kvM4IyEr92dd8N4kg/viewform?usp=sf_link



ONLINE SHOPPING
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SLIIT students' attitudes and preferences regarding online shopping

Dear Students,

Welcome to our survey on "SLIIT Students' Attitudes and Preferences Regarding Online Shopping." Your insights are invaluable in helping us understand the evolving landscape of online shopping among university students. The purpose of this survey is to explore the various factors influencing your online shopping behavior, preferences, and any challenges you may encounter.

Your responses will contribute to a comprehensive analysis, allowing us to present a clearer picture of the trends and attitudes prevalent in the university community. We assure you that all responses will be kept confidential, and the data collected will be used solely for academic research purposes.

Thank you for taking the time to participate in this survey. Your input is crucial in shedding light on the dynamics of online shopping within the university setting. Let's delve into this exploration together!

pasinduvinodya@gmail.com [Switch account](#) 

 Not shared

* Indicates required question

Select your age ? *

- 16 - 18
- 19 - 21
- 22 - 25
- 26 to above

Your Gender *

- Male
- Female

Your academic year ? *

- 1st Year
- 2nd Year
- 3rd Year
- 4th Year

Select your faculty *

- Faculty of Computing
- Faculty of Engineering
- Faculty of Humanities and Sciences
- SLIIT Business School
- School of Architecture
- School of Hospitality and Culinary
- School of Law

[Next](#)

[Clear form](#)

SLIIT students' attitudes and preferences regarding online shopping

pasinduvinodya@gmail.com [Switch account](#)



 Not shared

About your online shopping experience,

What types of products do you prefer to purchase online most?

- Electronics
- Clothing and Fashion
- Home and Furniture
- Beauty and Personal care
- Books and Stationery

On average, how much money do you spend on online shopping per month?
(Rs.)

- 1000 - 5000
- 5000 - 10000
- 10000 - 20000
- 20000 - 50000
- 50000 to above

Which online shopping platforms do you frequently use?

- Daraz
- Ali Express
- Wow.lk
- Kapruka
- Ebay
- Facebook market place
- Other: _____

How often do you shop online?

- Daily
- Weekly
- Monthly
- Occasionally
- Rarely

Do you prefer using a computer, smartphone, or tablet or any device for online shopping?

- PC
- Smart Phone
- Tablet
- Other: _____

Are discounts and promotions a significant factor in your online shopping decisions?

- Yes
- No

What payment methods do you prefer when shopping online?

- Card Payment
- Cash on Delivery
- Bank transfer
- Other: _____

How important is the ease of the online shopping process to you?

- Time Management
- Deliver to door
- Low cost
- Other: _____

Did you satisfied with the delivery system that each platform provided?

- Yes
- No

Have you ever faced any challenges or issues while shopping online?

- Yes
- No

If yes,What issues did you faced?

Your answer

Do you satisfied with the security provided by online shopping?

- Yes
- No
- Maybe

Do you prefer online shopping over traditional in-store shopping

- Yes
- No

Do you anticipate increasing or decreasing your online shopping in the future?

- Will Increase
- Will Decrease

How satisfied are you with your overall shopping experience?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

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