

SRI LANKA INSTITUTE OF INFORMATION TECHNOLOGY



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Regarding Online Shopping**
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Terms of Reference

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Thank you.

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1. Abstract

This study explores the attitudes and behaviors of university students toward online shopping in a competitive digital marketplace. Conducted among 106 undergraduates from various faculties, our research delves into students' perceptions of online shopping and their purchasing habits. We also examine the strategies employed by online competitors to attract university students. Recognizing the impact of technology on student preferences, our investigation seeks to identify how technological advancements can enhance the online shopping experience. Through this research, we aim to provide valuable insights into the evolving trends and factors influencing university students' engagement with online shopping platforms.

2. Introduction

With the rapid advancement of digital technologies, consumer behavior has undergone a profound evolution in recent years. Of all the aspects of this change, one that is particularly noteworthy is the rise of online shopping as a major trend that is altering how people engage with the market. In addition to revolutionizing the way goods and services are accessed, this shift toward digital commerce has also had an impact on consumer attitudes and preferences.

Amidst this changing landscape, understanding the attitudes and preferences of SLIIT (Sri Lanka Institute of Information Technology) students regarding online shopping is of paramount importance. As a demographic known for its tech-savvy nature and digital fluency, SLIIT students offer valuable insights into the dynamics of online consumer behavior within the university setting.

To understand SLIIT students' attitudes, preferences, and behaviors regarding online shopping, this study aims to explore the complex viewpoints that these students have about it. We aim to investigate a wide range of factors influencing their online shopping habits using a customized survey approach, such as demographics, buying habits, favorite product categories, and preferred online platforms.

By gaining a comprehensive understanding of SLIIT students' attitudes and preferences regarding online shopping, this research not only contributes to the local understanding of consumer behavior but also offers insights that resonate on a broader scale. The findings of this study have the potential to inform businesses, marketers, and policymakers about the evolving nature of digital commerce and its implications for educational institutions and the wider consumer market.

Through rigorous analysis and interpretation of survey data, this study aims to provide actionable insights that can guide strategic decision-making and enhance the online shopping experience for SLIIT students and similar cohorts. Ultimately, the knowledge generated from this research endeavor seeks to foster a deeper understanding of digital consumer behavior and pave the way for future advancements in the field of online commerce.

3. Methodology

The goal of this project is to determine the ideas and experiences regarding online shopping among SLIIT students. Recognizing the importance of this project's impact on society as a whole, the primary goal was to gather ideas and input directly from SLIIT students. We utilized a Google form to collect that information for SLIIT students.

The survey instrument covered various dimensions:

- Demographics: Age, gender, academic program, and year of study provided context.
- Attitudes: Questions assessed convenience, reliability, and satisfaction.
- Purchasing Habits: Frequency, product categories, preferred platforms, and purchase influencers were queried.
- Security and Privacy: Comfort levels regarding financial information, on what payment methods were used.
- Feedback: An open-ended section allowed for qualitative input.

Data Collection:

The survey was distributed electronically through social media and targeted outreach efforts.

Ethical Considerations:

Participant privacy and confidentiality were ensured, with informed consent obtained.

Data Analysis:

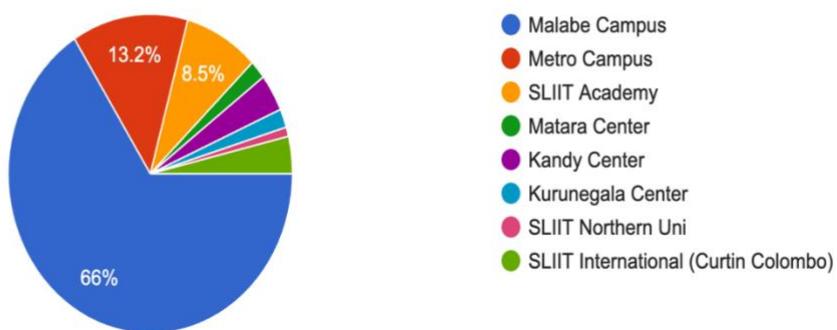
Responses were analyzed for patterns and insights using statistical and qualitative methods.

4. Data Analysis & Discussion

i. Campus of Studying

Which campus are you from?

106 responses



The pie chart depicts the distribution of respondents across campuses at the Sri Lanka Institute of Information Technology (SLIIT).

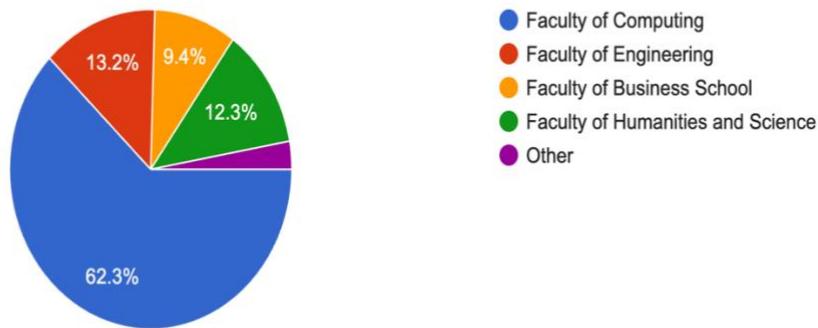
The Malabe Campus dominates the chart with a substantial 66% share of respondents. The remaining campuses account for the remaining 34%, with Metro Campus coming in second at 13.2%. SLIIT Academy (8.5%), Kandy Center, and SLIIT International (Curtin Colombo) follow closely behind.

Notably absent from the pie chart are Kurunegala Center, SLIIT Northern Uni, and Matara Center suggesting either no respondents or a combined total of less than 5%. The chart title reveals a total of 106 respondents included in this distribution.

ii. Faculty of Study

Which faculty are you from?

106 responses



As seen from the above pie chart, illustrates the responses from different faculties of SLIIT.

There are five faculties mentioned in the above pie chart. They are the Faculty of Computing, Faculty of Engineering, Faculty of Business School, Faculty of Humanities and Science, and other faculties.

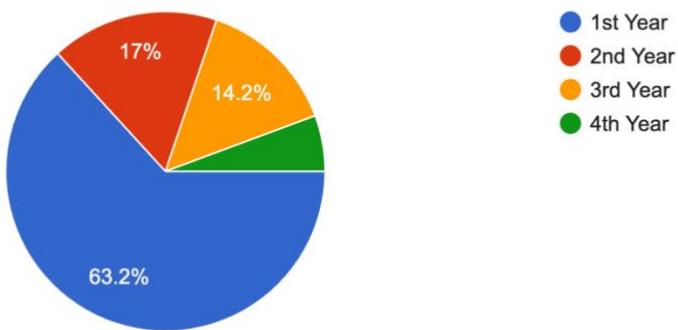
Most of the students who responded are studying in the Faculty of Computing and that is about 62.3% from the survey responses. The second highest number of students' responses are from the Faculty of Engineering and that is about 13.2%. Approximately 12.3% of responses are from the Faculty of Humanities and Science. Only 9.4 % of responses to the survey are from the Faculty of Business School. There are only a few responses from other faculties.

According to the survey, the highest percentage of responses were from the Faculty of Computing and the second highest percentage of students were responses from the Faculty of Engineering.

iii. Academic Year

What is your current academic year at SLIIT?

106 responses



This pie chart offers a snapshot of the student body at the Sri Lanka Institute of Information Technology (SLIIT), revealing the distribution across different academic years.

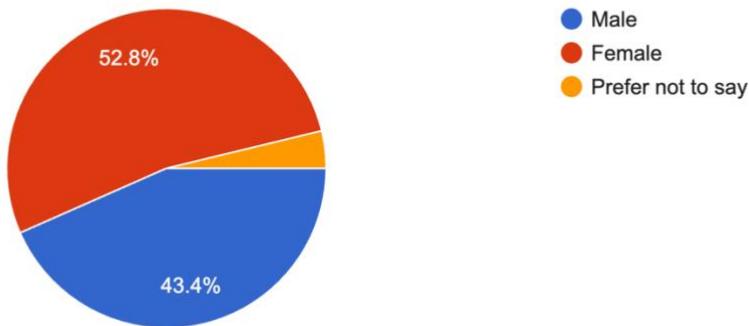
A clear majority, a striking 63.2%, are currently in their 1st year, forming the largest segment of the pie chart. This is followed by a significant presence of 2nd year students, occupying 17% of the chart. Third-year students take up the next slice with 14.2%. 4th year, however, has the smallest representation, reflected by a minimal amount of the pie chart.

It's important to keep in mind that this data is based on a sample of 106 students, so it might not capture the entire student population perfectly. This glimpse into SLIIT's academic year distribution provides valuable insights into the current student enrollment landscape.

iv. Gender

Select your gender

106 responses

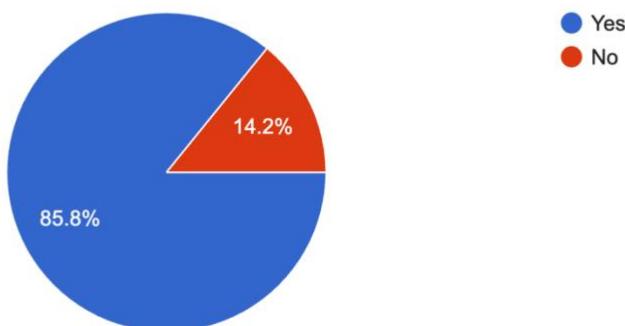


This pie chart reveals the gender distribution of the 106 survey respondents. A nearly equal number of respondents identify as male (52.8%) and female (43.4%). The remaining 8.2% of respondents prefer not to disclose their gender.

v. Familiarity with Online Shopping

Are you familiar with online shopping

106 responses

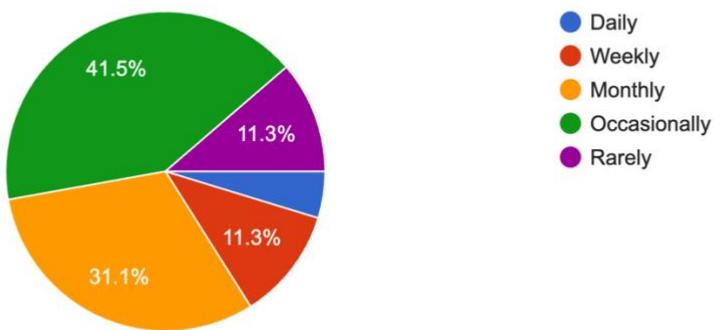


The pie chart depicts familiarity with online shopping among 106 respondents. A clear majority, 85.8%, are familiar with online shopping, leaving only 14.2% unfamiliar. This suggests a high level of awareness about online shopping options among the respondents.

vi. Engagement on Online Shopping

How often do you engage in online shopping?

106 responses



This pie chart offers a thorough representation of how frequently people engage in online shopping activities.

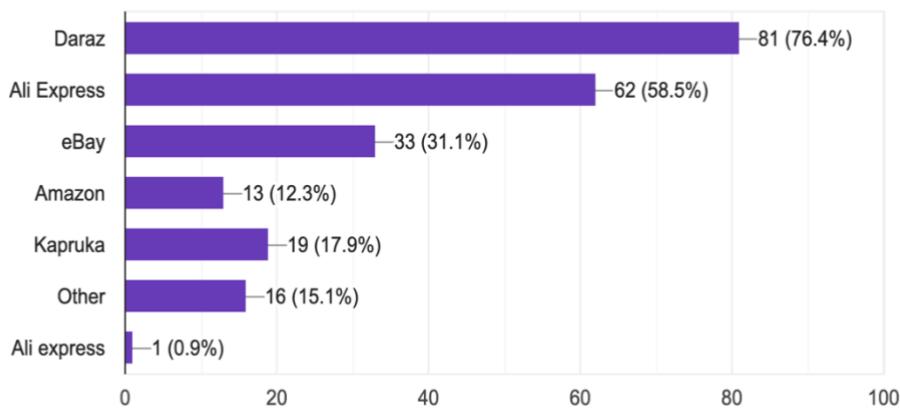
Of most respondents, 41.5% engage in intermittent online purchasing, indicating a pattern of occasional engagement. Month-to-month internet shopping sprees are chosen by 31.1% of respondents, who trail closely behind in terms of consumer behavior. It's interesting to note that the weekly and rare shoppers, which account for 11.3% of the respondents, are equal, indicating a division between individuals who regularly shop online and those who do not.

The data suggests that online shopping is an occasional activity for a significant portion of the respondents.

vii. Preferable Platforms for Online Shopping

Which online platforms do you prefer

106 responses



The above bar graph depicts the number of most preferred online shopping platforms among SLIIT students.

The horizontal axis represents the number of students, and the vertical axis represents the names of online shopping platforms. There are 8 options mentioned in the graph. They are Daraz, Ali Express, eBay, Amazon, Kapruka, and others.

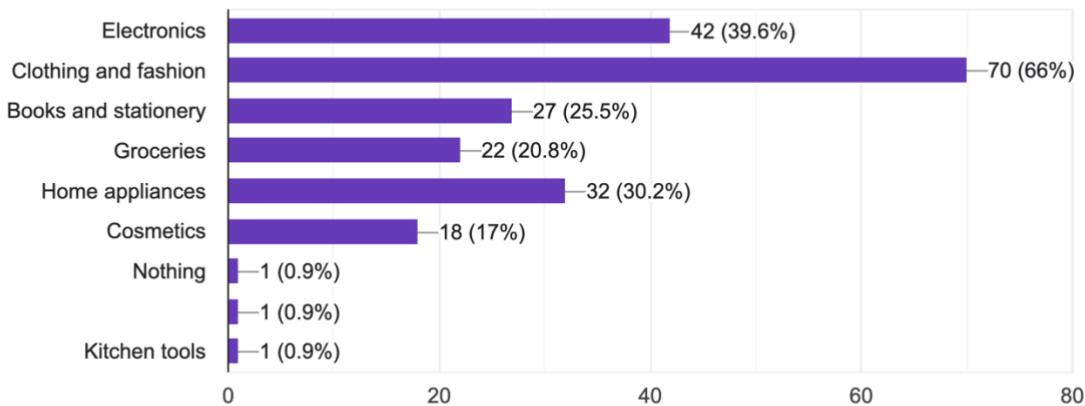
Many students prefer Daraz for their online shopping and that accounts for 81 students. 62 students are using Ali Express for shopping and that is the second most used platform. The least number of students prefer Amazon and that is 12.3%. eBay and Kapruka are used by 33 students and 19 students respectively. The number of students using Ali Express is more than the students who using Kapruka and the number of students who using Kapruka is less than the number of students who using eBay.

We can say Daraz is the most popular Online shopping platform among SLIIT students.

viii. Most Purchased Product Category

What types of products do you mostly purchase online?

106 responses



This bar graph shows what people like to buy most online, based on a survey of 106 people.

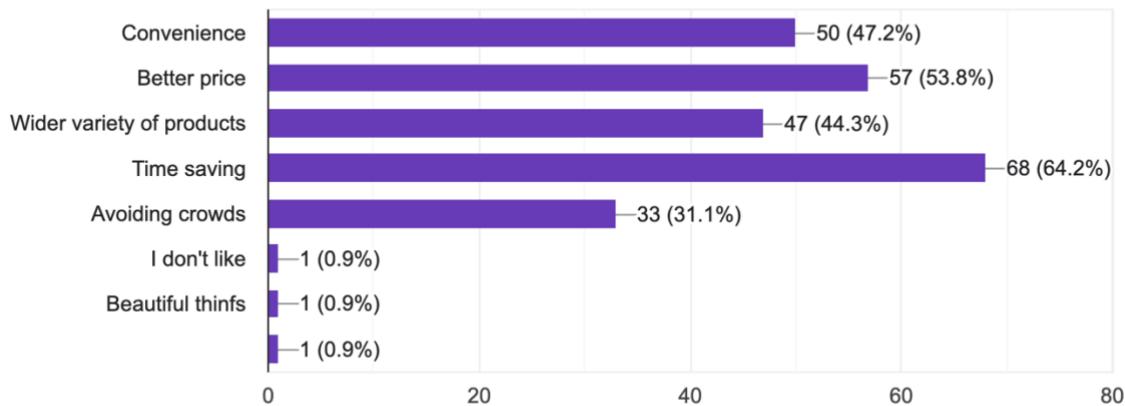
Clothes and fashion are the highest, with a staggering 70 respondents saying that they buy these online. Electronics come in second at around 42 people. Home appliances and Books & stationaries follow closely behind, with 32 and 27 respondents mentioning that they buy online. Around 32 students get their Home appliances online. Students prefer getting groceries purchased online as well, which accounts for 22 of them. Cosmetics follows next, with around 17% of the total students purchasing it online. Lastly, Kitchen tools and others are purchased online from a very minimal number of students.

In conclusion, clothes and fashion are purchased the most from the students who are studying at SLIIT.

ix. Reasons for Choosing Online Shopping

What are the main reasons for choosing online shopping ?

106 responses



The above bar graph depicts the main reasons for choosing online shopping among SLIIT students.

The horizontal axis represents the number of students, and the vertical axis represents the reasons for choosing online shopping. There are 5 main options mentioned in the graph. They are Convenience, Better Prices, a Wider variety of products, Timesaving, and Avoiding crowds.

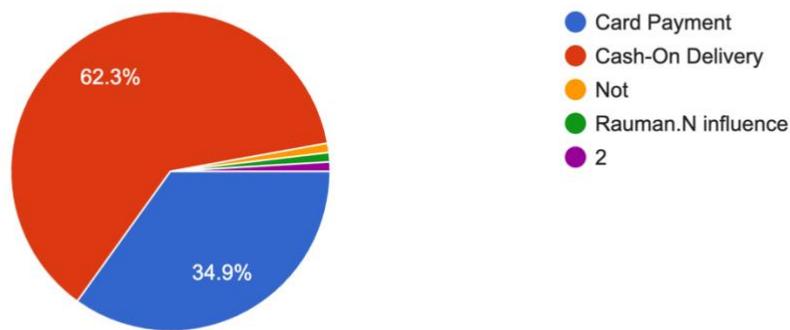
The highest number of students choose online shopping as time-saving, which accounts for around 64.2%, about 68 students. The second highest percentage of students choose online shopping for better prices and that is 57 students. 50 students prefer online shopping for convenience and 47 students choose online shopping for the wider variety of product range in online shopping. Approximately 31.1% of students prefer online shopping to avoid crowds and only a few students choose online shopping because they dislike physical shopping.

As a whole, the majority of SLIIT students choose online shopping to save time.

x. Payment Method Used for Online Shopping

What type of payment method do you use?

106 responses



The pie chart shows how people prefer to pay when they shop online.

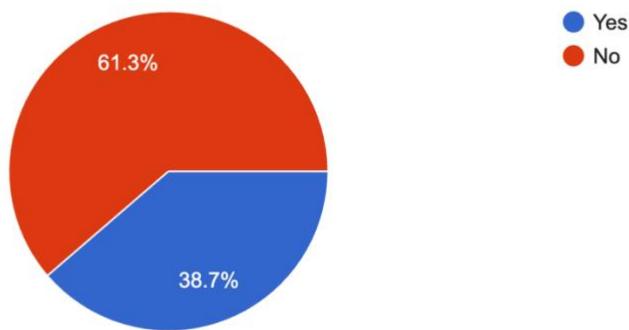
Credit/Debit cards are the most popular payment method, used by nearly two-thirds (62.3%) of respondents. Cash on delivery (COD) is the second most popular choice, accounting for 34.9% of those surveyed. A very small percentage of people prefer other payment methods.

This pie chart suggests that credit cards are the dominant payment method for online shopping among the 106 people surveyed.

xii. Product Returns in Online Shopping

Have you ever returned a product purchased online ?

106 responses



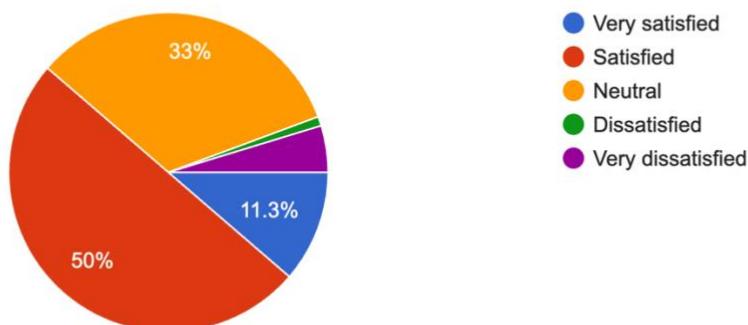
This pie chart illustrates why people have returned products purchased online according to a survey of 106 respondents.

The majority of the students have not returned any product that was purchased online. Only around 38.7% of the total students have returned the products purchased online for various reasons.

xii. Satisfaction Based on the Overall Experience

How satisfied are you with the online shopping experience overall?

106 responses



The above pie chart depicts how satisfied the customers (SLIIT students) with the online shopping experience out of 106 responses.

There are five options mentioned in the pie chart. They are Very satisfied, Satisfied, Neutral, Dissatisfied, and Very dissatisfied.

50% of the students were satisfied with their online shopping experience and that's the highest compared to the rest on the pie chart. The second highest percentage of students are neutral with their online shopping experience and that represents 33%. Around 11.3% of students are very satisfied with their online experience. Less than 11.3% percentage of students are very dissatisfied with their online experience and only a few percentages of students are dissatisfied experience.

In general, most students are happy with how their online shopping goes, but some students aren't so pleased with it.

5. Conclusion

Several key insights have emerged based on the comprehensive analysis conducted on SLIIT students' attitudes and behaviors toward online shopping.

Firstly, many respondents are familiar with online shopping, with a high level of awareness and engagement demonstrated across various demographics. This familiarity underscores the pervasive influence of digital commerce among SLIIT students.

The data also reveals clear preferences and patterns in online shopping habits. From the most preferred platforms to the favored product categories, students exhibit diverse preferences shaped by factors such as convenience, price, and product variety. Notably, the prominence of certain platforms like Daraz and preferred product categories such as clothes and electronics highlights the dominant trends in online consumer behavior within the SLIIT community.

Moreover, the reasons driving students to choose online shopping reflect a desire for efficiency and cost-effectiveness. Time-saving emerges as a primary motivator, followed closely by factors like better prices and a wider variety of products. These findings suggest that convenience and value play pivotal roles in shaping the online shopping decisions of SLIIT students.

While the overall satisfaction with the online shopping experience among students is relatively high, there remains a minority who express dissatisfaction. This underscores the importance of continually enhancing the online shopping experience to address the diverse needs and preferences of students.

In conclusion, this study provides valuable insights into the evolving landscape of online consumer behavior among SLIIT students. By understanding their attitudes, preferences, and behaviors towards online shopping, businesses, marketers, and policymakers can better tailor their strategies to meet the needs of this tech-savvy demographic. As digital commerce continues to reshape the retail landscape, the findings of this study offer actionable insights that can inform strategic decision-making and drive innovation in the field of online commerce.

6. Recommendations

- Optimize Platform Accessibility:**

Improve website navigation and mobile compatibility for user-friendliness.

- Diversify Product Offerings:**

Expand product categories to cater to diverse consumer preferences.

- Implement Competitive Pricing:**

Offer discounts and promotions to attract customers, ensuring transparency in pricing.

- Prioritize Security Measures:**

Implement robust encryption and authentication protocols to safeguard financial information.

- Enhance Customer Support:**

Invest in responsive customer service to address inquiries and issues promptly.

- Promote Clear Return Policies:**

Offer hassle-free return procedures to instill confidence in customers.

- Gather Ongoing Feedback:**

Continuously solicit customer feedback to adapt offerings and improve the shopping experience.

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8. Appendices

- Appendix 1 – Online Shopping Survey
Google Form - <https://forms.gle/RMapNqxC7FyYiDtu9>

SLIIT Students' attitude and preferences regarding online shopping

We are students in our first year, second semester, in the Faculty of Computing at SLIIT. Our objective is to conduct a survey to understand the attitudes and preferences of SLIIT students towards online shopping. The information gathered will be used solely for research purposes only. Your participation in this survey is highly appreciated. Thank you

aaqibrasmy24@gmail.com Switch account



✉ Not shared

* Indicates required question

Which campus are you from? *

- Malabe Campus
- Metro Campus
- SLIIT Academy
- Matara Center
- Kandy Center
- Kurunegala Center
- SLIIT Northern Uni
- SLIIT International (Curtin Colombo)

Which faculty are you from? *

- Faculty of Computing
- Faculty of Engineering
- Faculty of Business School
- Faculty of Humanities and Science
- Other

What is your current academic year at SLIIT? *

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

Select your gender *

- Male
- Female
- Prefer not to say

Are you familiar with online shopping *

- Yes
- No

How often do you engage in online shopping? *

- Daily
- Weekly
- Monthly
- Occasionally
- Rarely

Which online platforms do you prefer *



Daraz



Ali Express



eBay



Amazon



Kapruka

Other

What types of products do you mostly purchase online? *

- Electronics
- Clothing and fashion
- Books and stationery
- Groceries
- Home appliances
- Cosmetics
- Other: _____

What are the main reasons for choosing online shopping ? *

- Convenience
- Better price
- Wider variety of products
- Time saving
- Avoiding crowds
- Other: _____

What type of payment method do you use? *

- Card Payment
- Cash-On Delivery
- Other: _____

Have you ever returned a product purchased online? *

- Yes
- No

How satisfied are you with the online shopping experience overall? *

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

Have you ever encountered any issues or challenges while shopping online? If yes, please describe briefly.

Your answer

[Submit](#)

[Clear form](#)