

A Study on shopping preference of UTM Students (Online vs Offline)

Online shopping is a form of electronic commerce which allows consumers to directly buy goods, food delivery or services from a seller over the Internet over the web or browser. While offline shopping is a traditional way of purchasing services or goods by directly visiting to the store/shop or vendor.

Please help us by filling in this google form.

***Required**

About You

1. Gender *

Mark only one oval.

Male

Female

2. Your Age *

Mark only one oval.

19

20

21

22

23

24

3. You are _____ year student . *

Mark only one oval.

1st

2nd

3rd

4th

Other: _____

4. Which method of shopping do you prefer? *

Mark only one oval.

Online

Offline

Both

5. Do you shop ONLINE? (Include ONLINE FOOD DELIVERY) *

Mark only one oval.

Yes

No *Skip to question 11*

Online Shopping

6. Which category do you usually shop ONLINE? *

Tick all that apply.

- Fashion Accessories
- Food
- Grocery
- Furniture
- Electrical Appliances
- Mobile , Computer and Gadgets
- Stationary
- Game
- Others

7. On average, how often do you shop ONLINE in the last 6 months? *

Mark only one oval.

- Never
- Everyday
- 2-3 times a week
- Once every two weeks
- Once a month
- Once every 2 or 3 months

8. How much time (minutes) do you spend every time you shop ONLINE? *

9. In average, what is your OVERALL spending on ONLINE shopping for a month? (Include ONLINE FOOD DELIVERY) *

Mark only one oval.

- RM 0
- RM 1 - RM 100
- RM 101 - RM 200
- RM 201 - RM 300
- RM 301 - RM 400
- RM 401 - RM 500
- > RM 500

10. What is your ONLINE spending for food delivery in a month? *

Mark only one oval.

- RM 0
- RM 1 - RM 100
- RM 101 - RM 200
- RM 201 - RM 300
- RM 301 - RM 400
- > RM 400

Offline Shopping

11. Which category do you usually shop offline? *

Tick all that apply.

- Fashion Accessories
- Food
- Grocery
- Furniture
- Electrical Appliances
- Mobile , Computer and Gadgets
- Stationary
- Game
- Others

12. In average , what is your OVERALL spending for OFFLINE shopping for a month? *

Mark only one oval.

- RM 0
- RM 1 - RM 150
- RM 151 - RM 300
- RM 301 - RM 450
- RM 451 - RM 600
- RM 601- RM 750
- > RM 750

13. What is your offline spending for food in a month ? *

Mark only one oval.

- RM 0
- RM 1 - RM 100
- RM 101 - RM 200
- RM 201 - RM 300
- RM 301 - RM 400
- > RM 400

Satisfaction Level

14. On a scale of 1 (strongly disagree) to 5 (strongly agree), how would you rate each of these statements? *

Mark only one oval per row.

	1	2	3	4	5
ONLINE shopping is cheaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ONLINE shopping has more variety of product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ONLINE shopping is more convenient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of offline products can be assured but ONLINE products can't.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ONLINE Shopping is as secured as offline shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe that ONLINE Shopping will replace Offline Shopping in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. How would you rate your experience during : *

Mark only one oval per row.

	Very Bad	Bad	Moderate	Good	Very Good
ONLINE Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offline Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The end of the survey!
Thanks for helping us to complete our PSDA project 1.

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