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PROBABILITY AND STATISTICAL DATA ANALYSIS
SECI2143 - 02

PROJECT 1:
A STUDY ON SHOPPING PREFERENCE OF UTM STUDENTS
(ONLINE OR OFFLINE)

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1.0 Introduction

Since the technology has improved significantly these few decades , technologies such as phones , computers , laptops and most importantly the Internet are essentials for us . It is not hard to see the trend of doing everything online is rocketing in our modern world, especially shopping, and this may cause certain offline shopping businesses to deteriorate . Therefore, this aroused our curiosity about the preferred shopping type of UTM students. We then decided to conduct a survey titled “A study on shopping preference of UTM students (online or offline)” to get the data and investigate whether students in UTM actually prefer online shopping or offline shopping and how do they use their expenses in their shopping .

2.0 Methodology

The respondents in this study are randomly selected from all the students in University Teknologi Malaysia. The method used to collect all the data is by distributing the survey form through WhatsApp to the groups that involve only UTM's students. To distribute the form, we share the link of the Google form that we prepared which contain of our questions need to be answered by the respondents relating to our case study. To construct the graph, chart and all the graphical representation, we use R Studio for the coding to produce them. Table 1 shows the data types that we used for our survey.

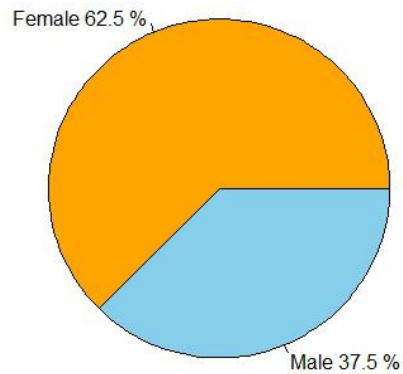
Table 1: Data types and graphical representation used

Data collected	Data type	Graphical representation
Gender (Female, Male)	Nominal	Pie chart
Age (19, 20, 21, 22, 23, 24)	Nominal	Stem-and-leaf
Categories (Food, Fashion Accessories, Game, Stationary, Furniture, Electrical Appliances, Computer and Gadgets, Grocery, Mobile, Others)	Nominal	Bar Chart
Time spend when shop online	Ratio	Box plot
Overall amount spent for a month (online shopping, offline shopping)	Ratio	Histogram
Amount spent on food for a month (online shopping, offline shopping)	Ratio	Comparative bar chart
Rating (strongly disagree, disagree, moderate, agree, strongly agree)	Ordinal	Frequency distribution

3.0 Data Analysis and Results

3.1 Respondents' Demography

Gender of Respondents Involved In The Survey



Pie Chart 1: Gender of respondents involved in the survey

Pie Chart 1 shows the gender which are female and male that involved in our survey. There are 62.5% of female which is corresponding to 40 out of 64 respondents while 37.5% are male which is corresponding to 24 out of 64 respondents.

The decimal point is at the |

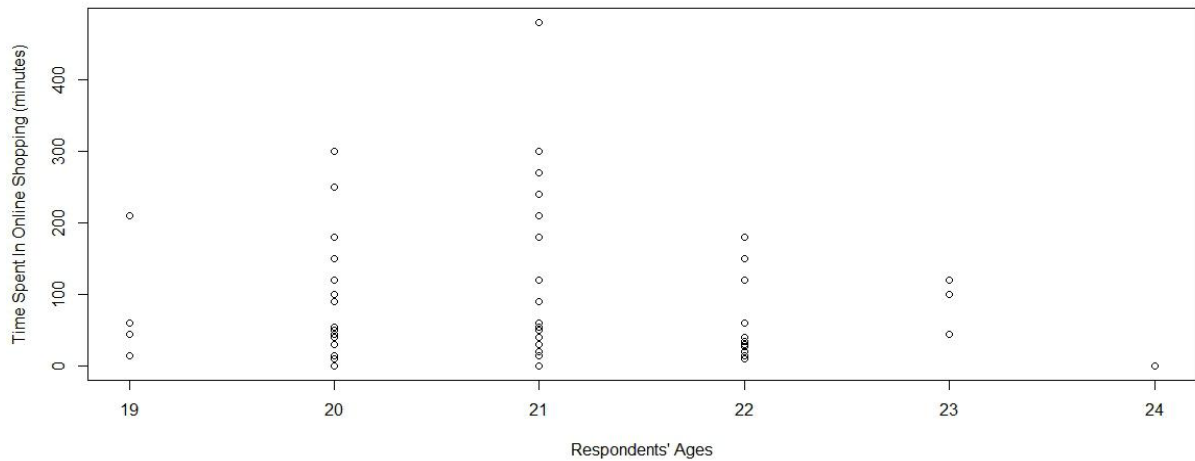
```
19 | 00000
20 | 00000000000000000000000000000000
21 | 000000000000000000000000
22 | 00000000000000
23 | 000
24 | 0
```

Key : 19|0 represents 19 (age)

Stem-and-Leaf 1: Ages of 64 respondents involved in survey

A total of 64 respondents in this survey, 5 of them aged 19, 25 of them aged 20, followed by aged 21, 22 and 23. We can see that only age 19, 20, 21, 22, 23 and 24 are involved. And only 1 respondents aged 24. We can conclude that most of the respondents are first year and second students since the highest and second highest values are from aged 20 and 21.

Scatter Plot on Respondents' Ages and Time Spending In Online Shopping

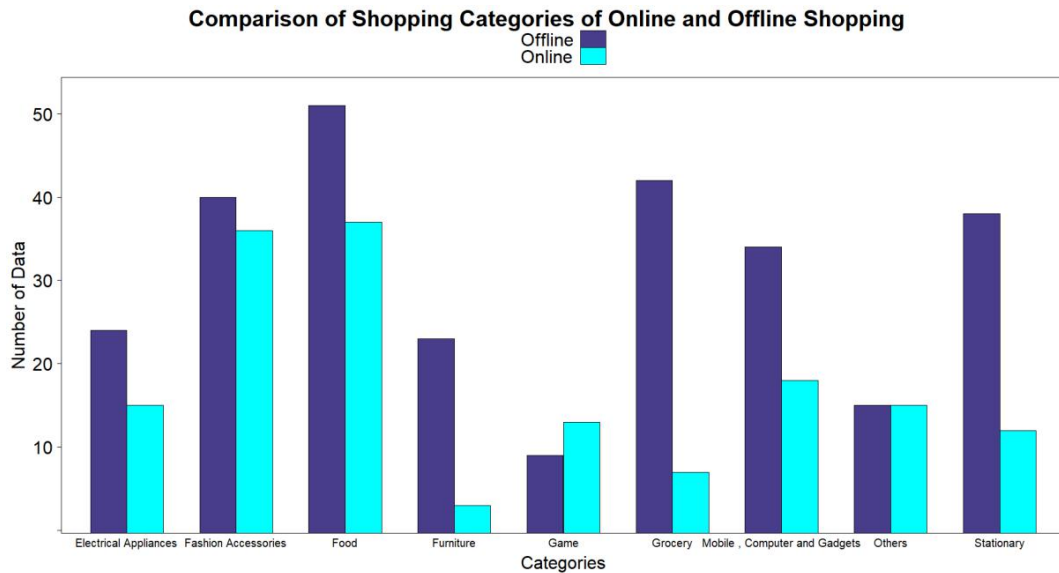


Scatter Plot 1: Observations of how Respondents' ages affect their time spending in online shopping (minutes)

From the scatter plot, we understand that 25 students aged 21 have covered the range of the scatter plot which is from 0 to 480 minutes whereas the second high is the 20 students aged 20 covered the range from 0 to 300 minutes while for the student aged 24 has no time spending in online shopping. This is because 24 years students have no time and they always focus on their jobs and studies. In the other hand, first and second year students think that price of items buying online is cheaper and can save time.

3.2 Comparison of Online and Offline Shopping

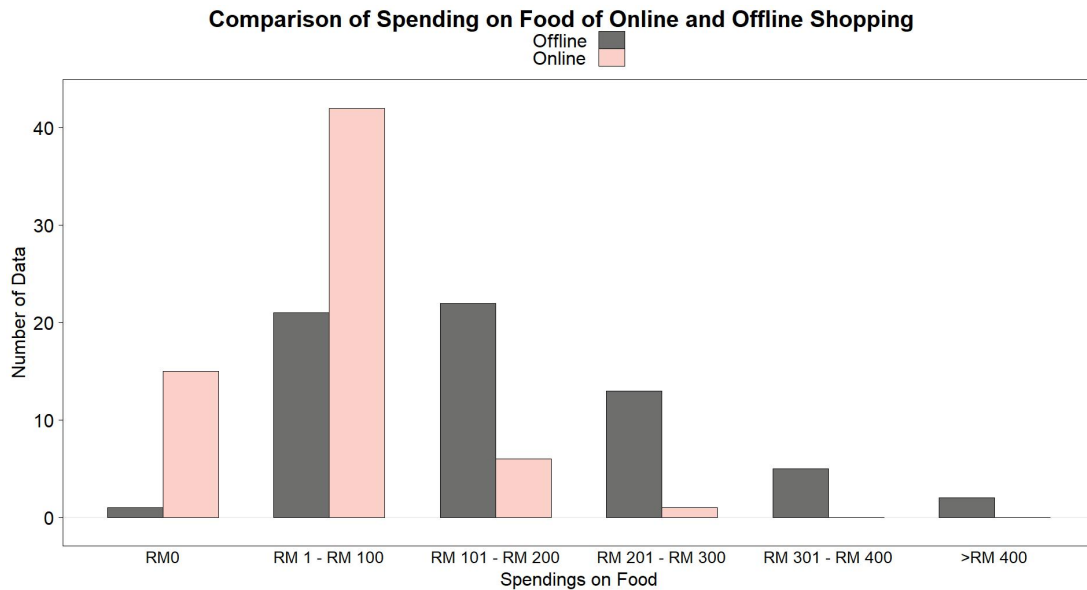
3.2.1 Shopping Categories



Comparative Bar Chart 1: Comparison of shopping categories of online and offline shopping

Comparative Bar Chart 1 shows the comparison of shopping categories of online and offline shopping. In overall, there are more students that shop offline compare to online in most of the categories except for game where there are 13 students (20.31%) who shop online on game and 9 students (14.06%) that shop offline on game which is the lowest category for offline shopping. This shows that most of the students actually prefer to shop offline compared to shop online. The second highest category for offline would be Grocery, where there are 42 students (65.63%) that shop grocery via offline shopping but there is only 7 students (10.94%) that actually shop online for grocery. Meanwhile, the lowest for online shopping is Furniture where there are only 3 respondent (4.69%) who shop for furniture online. The category with most students in both online and offline shopping is Food. There are 51 students (79.69%) shop offline for food and 37 students (57.81%) shop online for food where there are total difference of 14 students between online and offline shopping for food. There is one category that have the same number of students which is Others, both online and offline shopping have a total of 15 students shop for other category that we did not mention in the survey.

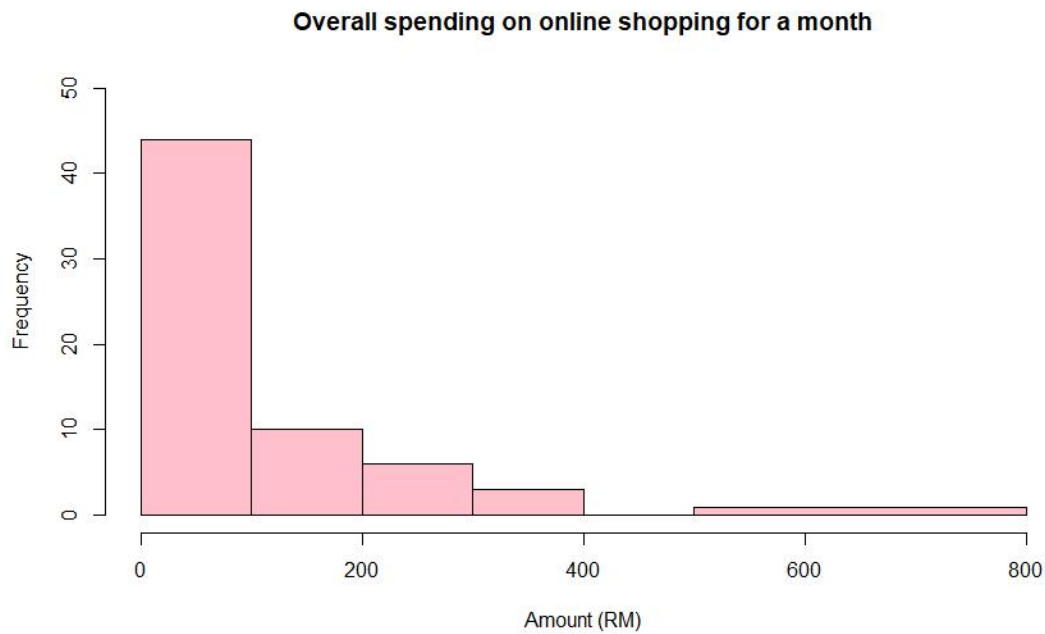
3.2.2 Food Spending



Comparative Bar Chart 2: Comparison of spending on food of online and offline shopping

Comparative Bar Chart 2 shows the comparison of spending on food of online and offline shopping. As the bar chart shown above, most of the students spent between RM 1 – RM 100 on food via online shopping which is 42 students. For offline shopping, only 21 students spend between RM 1 – RM 100 for food. Then, most student who spend on food in offline shopping spend between RM 101 – RM 200 (21 students). From the overall trend, below the range of RM 100, students who spend on food online is more than students who spend on food offline while there is more students who never spend on food online (15 students) compared to offline (1 student). However, there are more students that spend on food offline if the range of spending is more than RM 100, where in the range of RM 301 – RM 400 and >RM400, there is actually 0 people who spend on food online in these two range.

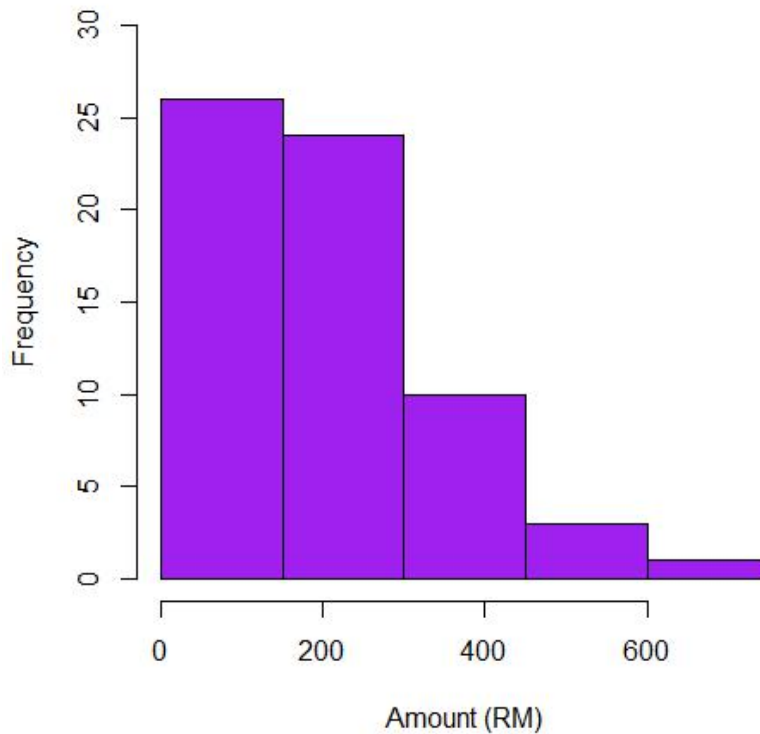
3.3 Overall Spending for Online Shopping and Offline Shopping for A Month



Histogram 1: Overall spending for online shopping for a month

Histogram 1 shows the overall spending on online shopping for a month by UTM's students. It is very obvious to see that the range of amount spent is between RM0-RM100. 44 out of 58 UTM's students spend in this range which occupied 68.7%. Besides, the money spend on online shopping between RM100-RM200 is 10 students (15.6%), 6 students (9.3%) spend in the range of RM200-300 and 3 students (4.6%) spend in the range of RM300-400 while the least student spend which is only one students (1.5%) is in the range of RM500-RM800. There is no respondent that select the option of their amount spend for online shopping for a month is between RM400-RM500.

Overall spending for offline shopping for a month



Histogram 2: Overall Spending for offline shopping for a month

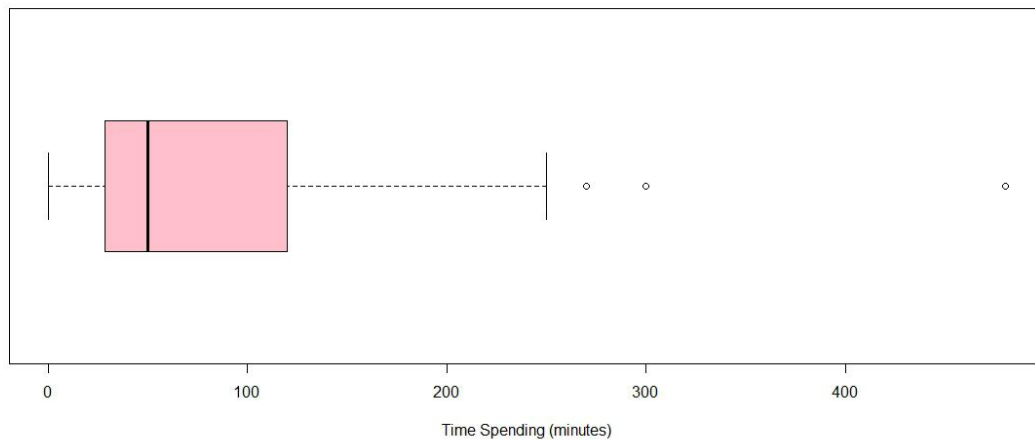
The above Histogram 2 shows the histogram of UTM’s students’ overall spending for offline shopping for a month. The overall amount spend between RM0-RM150 has the highest percentage which is 40.6% of the UTM’s students (26 out of 64 students). The second highest is the amount between RM150-RM300. 24 out of 64 (37.5%) students’ amount spend for offline shopping is in this range. Next, 15.6% of the respondents which is similar to 10 students spend their money for offline shopping is between RM300-RM450 while 3 respondents (4.6%) spend in the range of RM450-RM600. The least number of students spend their money is in the range of RM600-RM750, which is only 1 person (1.5%) from all the respondents.

3.4 Time Spending

Table 2: The minimum, Q1, Q2, Q3, maximum, Interquartile range and mean of time spending in online shopping

	Minimum value	First Quartile, Q1	Median, Q2	Third Quartile, Q3	Maximum value	IQR	Mean
Time Spending (minutes)	0	29.25	50	120	480	90.75	86.125

Boxplot of Time Spending In Online Shopping



Box plot 1: Time spending in online shopping

Table 2 shows the minimum, Q1, Q2, Q3, maximum, Interquartile range and mean of time spending in online shopping while Box plot 1 above shown the time spending of 64 respondents in online shopping. The range of this box plot is from -106.88 to 256.13. Most of the students choose 0, 30 and 60 minutes to shop online and the reason given is they prefer to spend their time wisely on studies. We can see that the highest reading is 480 minutes (1 student only) whereas some of them not even shop online. We can conclude that students in UTM will spend average time of 86.125 minutes to shop online. Since Q3-Q2 is higher than Q2-Q1, it is positively skewed box plot.

3.5 Rating

Table 3: Rating of online shopping is cheaper

Rate	Frequency
1 (Strongly disagree)	2
2 (Disagree)	4
3 (Neutral)	21
4 (Agree)	22
5 (Strongly Agree)	15

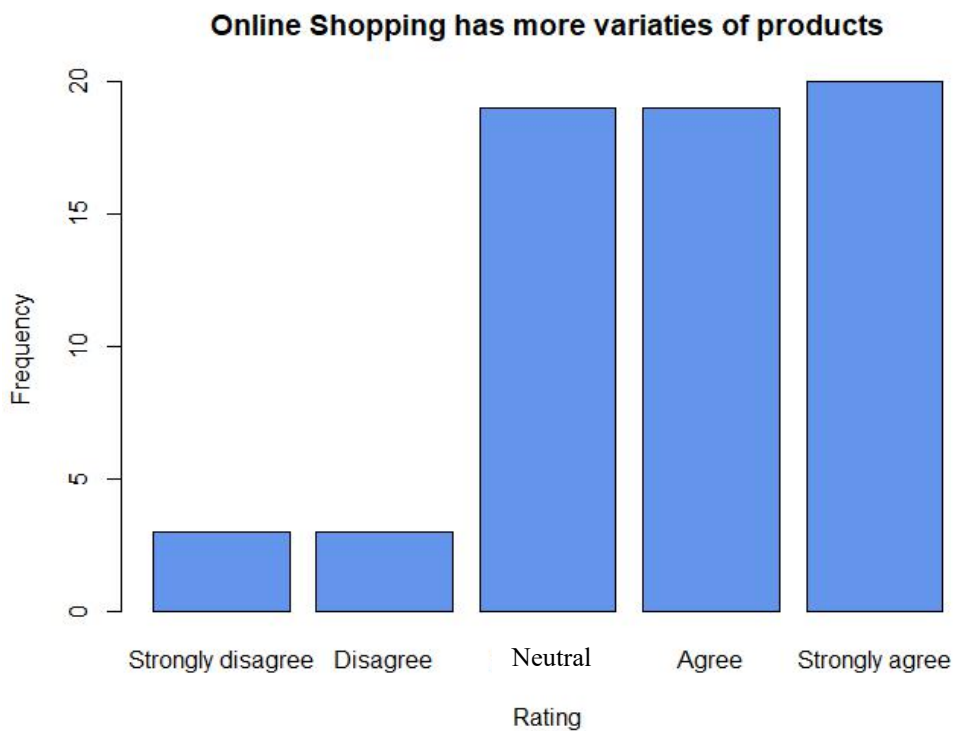


Bar chart1: Rating of online shopping is cheaper

The above Table 3 and Bar chart 1 show the rating of the respondents on the statement “Online shopping is cheaper”. The mode for this bar chart is agree. There are 22 respondents (34.3%) rate the statement with “Agree”. However, least respondents rate with strongly disagree, there is only two students which is 3.1%. Hence, most of the respondents agree that shopping through online is more cheaper than offline.

Table 4: Rating of online shopping has more varieties of products

Rate	Frequency
1 (Strongly disagree)	3
2 (Disagree)	3
3 (Neutral)	19
4 (Agree)	19
5 (Strongly Agree)	20

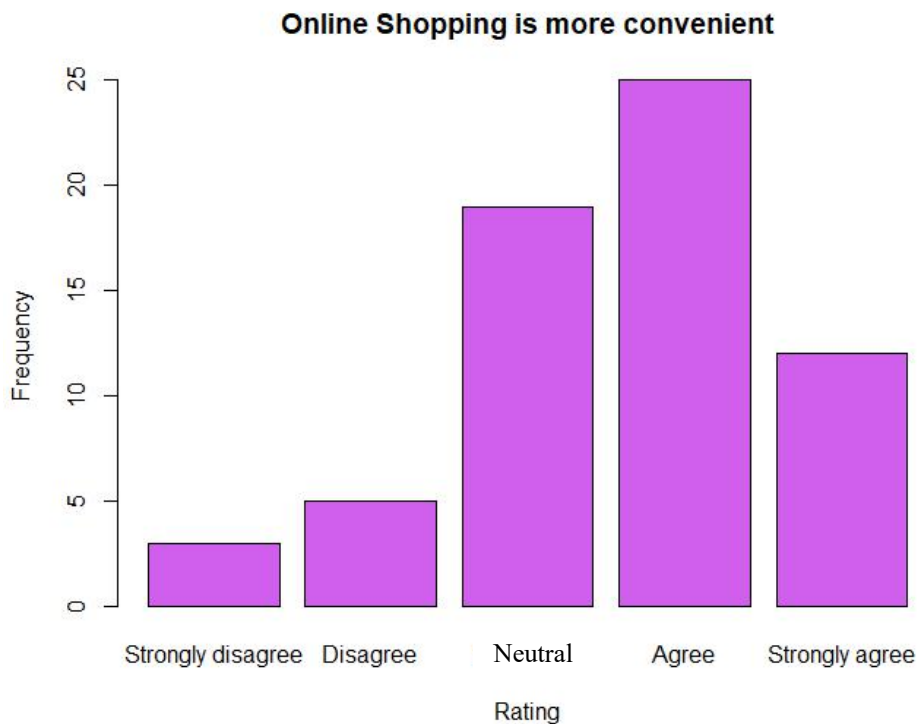


Bar chart2: Rating of online shopping has more varieties of products

The above Table 4 and Bar chart2 show the rating of the UTM's students on the statement "Online shopping has more varieties of products". Fewer respondents give their respond on disagree which mean there is only 3 respondents (4.6%) rate with disagree and strongly disagree each. Most of the respondent rate with neutral (29.6%), agree (29.6%), and strongly agree(31.2%) which is the mode. It is obvious that most of the respondents agree that online shopping has more varieties of products.

Table 5: Rating of online shopping is more convenient

Rate	Frequency
1 (Strongly disagree)	3
2 (Disagree)	5
3 (Neutral)	19
4 (Agree)	25
5 (Strongly Agree)	12

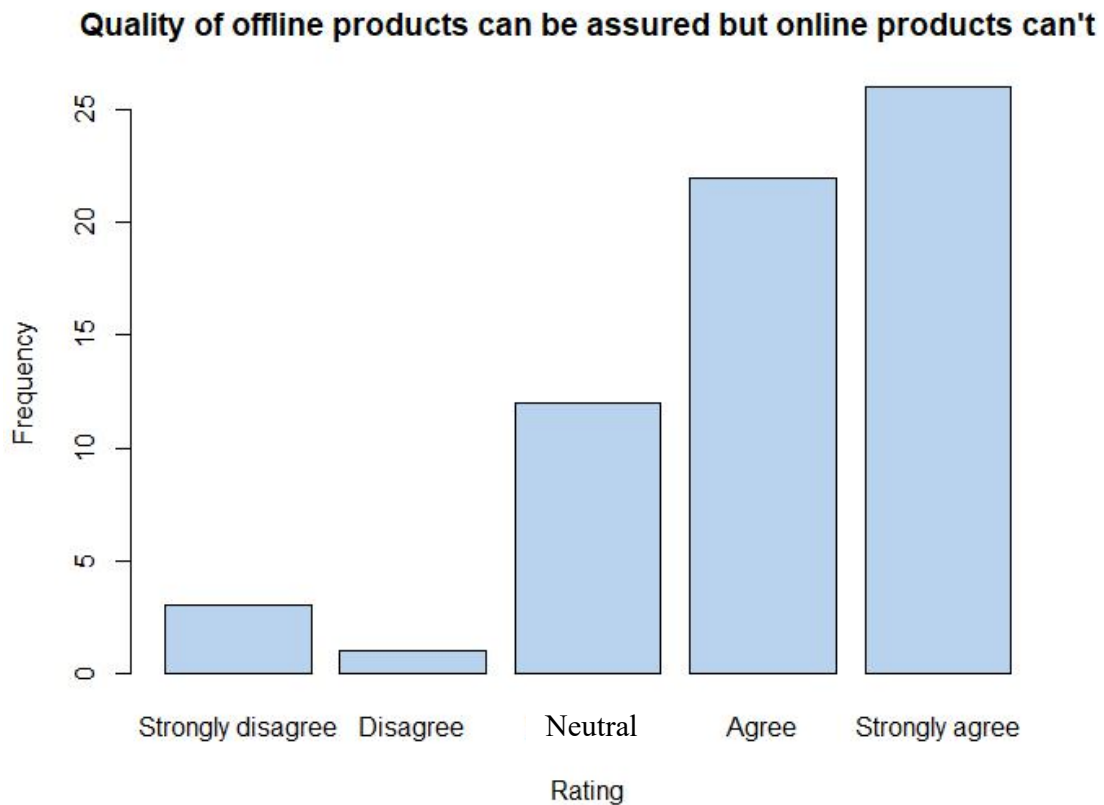


Bar chart3: Rating of online shopping is more convenient

The above Table 5 and Bar chart3 show the rating of the respondents on the statement “Online shopping is more convenient”. the mode for this rating is agree which is 39.0% (25 out of 64 students). While the second highest percentage of the respondents rate neutral which is 19 respondents (29.6%). The number of students rate with strongly disagree, disagree and strongly agree are 3(4.6%) , 5(7.8%), 12(18.7%) respectively. In short, most of the respondents agree that online shopping is more convenient.

Table 6: Rating of quality of offline products can be assured but online products can't

Rate	Frequency
1 (Strongly disagree)	3
2 (Disagree)	1
3 (Neutral)	12
4 (Agree)	22
5 (Strongly Agree)	26

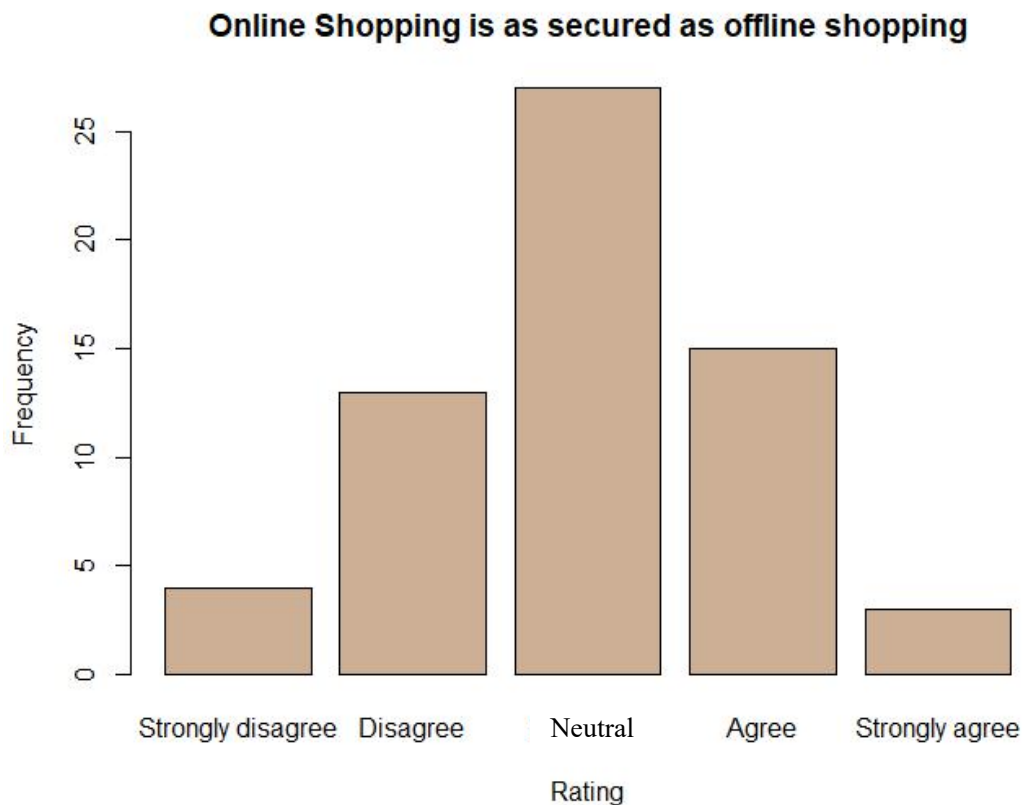


Bar chart4: Rating of quality of offline products can be assured but online products can't

Table 6 and Bar chart4 show the rating on the quality of the products can be assured but online products cannot. It is very clear to show that most of the respondents agree with this statement. The students rate for strongly agree, agree and neutral are 26 (40.6%), 22 (34.3%), 12 (18.7%) out of the 64 respondents respectively. There is only 3 (4.6%) students strongly disagree and 1 (1.5%) students disagree with this statement.

Table 7: Rating of online shopping is as secured as offline shopping

Rate	Frequency
1 (Strongly disagree)	4
2 (Disagree)	13
3 (Neutral)	29
4 (Agree)	15
5 (Strongly Agree)	3

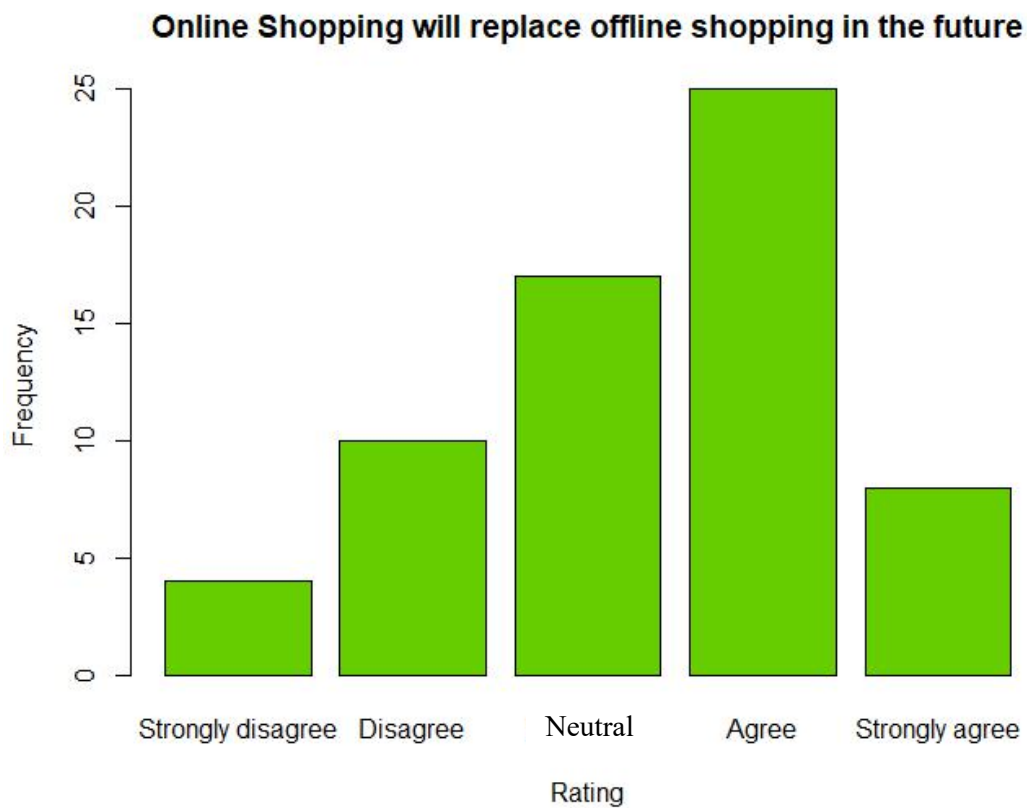


Bar chart5: Rating of online shopping is as secured as offline shopping

Table 7 and Bar chart5 show the rating on the statement “Online shopping is as secured as offline shopping”. the mode for this rating is neutral which is 29 out of 64 students (45.3%). While the least number of students which is only 3 students (4.6%) give their respond to strongly agree. Strongly disagree, disagree and agree are rated by 4 (6.2%), 13 (20.3%), 15(23.4%) students respectively.

Table 8: Rating of online shopping will replace offline shopping in the future

Rate	Frequency
1 (Strongly disagree)	4
2 (Disagree)	10
3 (Neutral)	17
4 (Agree)	25
5 (Strongly Agree)	8



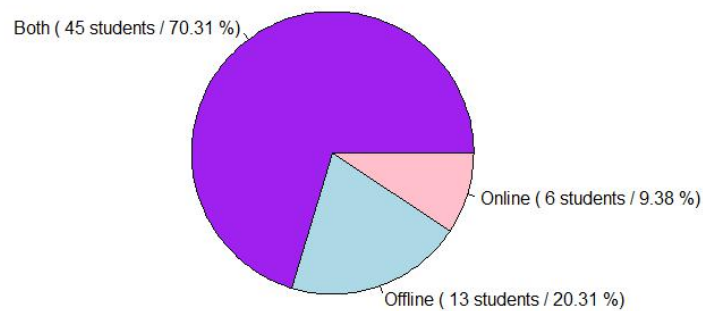
Bar chart6: Rating of online shopping will replace offline shopping in the future

Table 8 and Bar chart6 show the rating on the statement “Online shopping will replace offline shopping in the future”. Most of the respondents agree with this statement which a percentage of 39.0% which is 25 number of students. The second highest number of students rate with neutral has 17 students (26.5%). While the number of students rate with strongly disagree, disagree and strongly agree are 4 (6.2%), 10 (15.6%) and 8 (12.5%) respectively

3.6 Sorted Data

3.6.1 Method of shopping used by UTM students

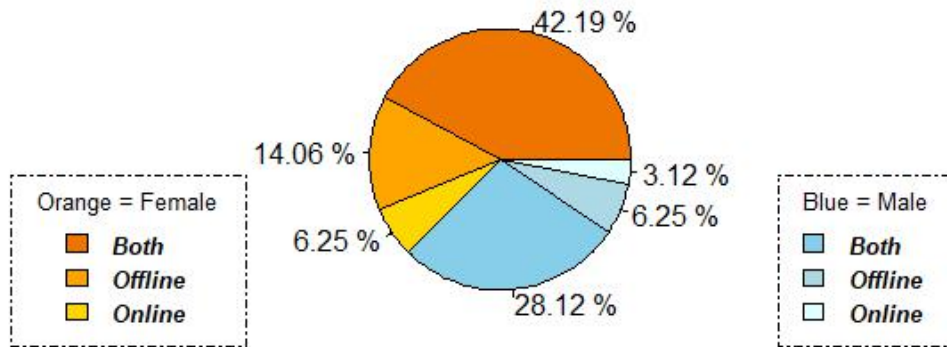
Method of shopping used by UTM students



Pie Chart 2: Method of shopping used by UTM students

Pie chart 2 shows the method of shopping used by UTM students. According to the pie chart, about 70.31% which is 45 of the respondents use both offline and online methods to shop. Among the respondents, 9.38% of the respondents prefer to shop online only. About one fifth (13 out of 64) of the respondents choose to shop offline.

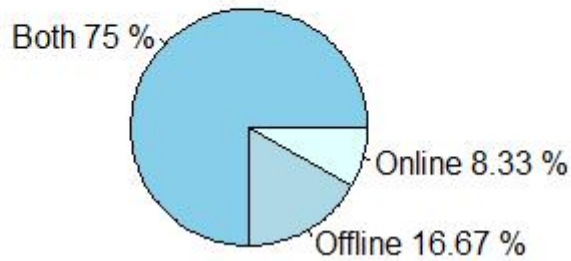
Methods of shopping preferred by both gender



Pie Chart 3: Method of shopping preferred by both gender of UTM students

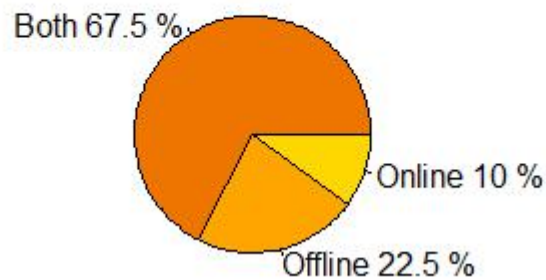
Pie Chart 3 shows the method of shopping preferred by both gender of UTM students. For female, 42.19% of them prefer both online and offline shopping, 14.06% prefer offline shopping only while 6.25% prefer online shopping only. On the other hand, 28.12% of male prefer both online and offline shopping, 6.25% prefer offline shopping only and 3.12% of male prefer online shopping only.

Methods of shopping preferred by Male



Pie Chart 4: Method of shopping preferred by male students in UTM

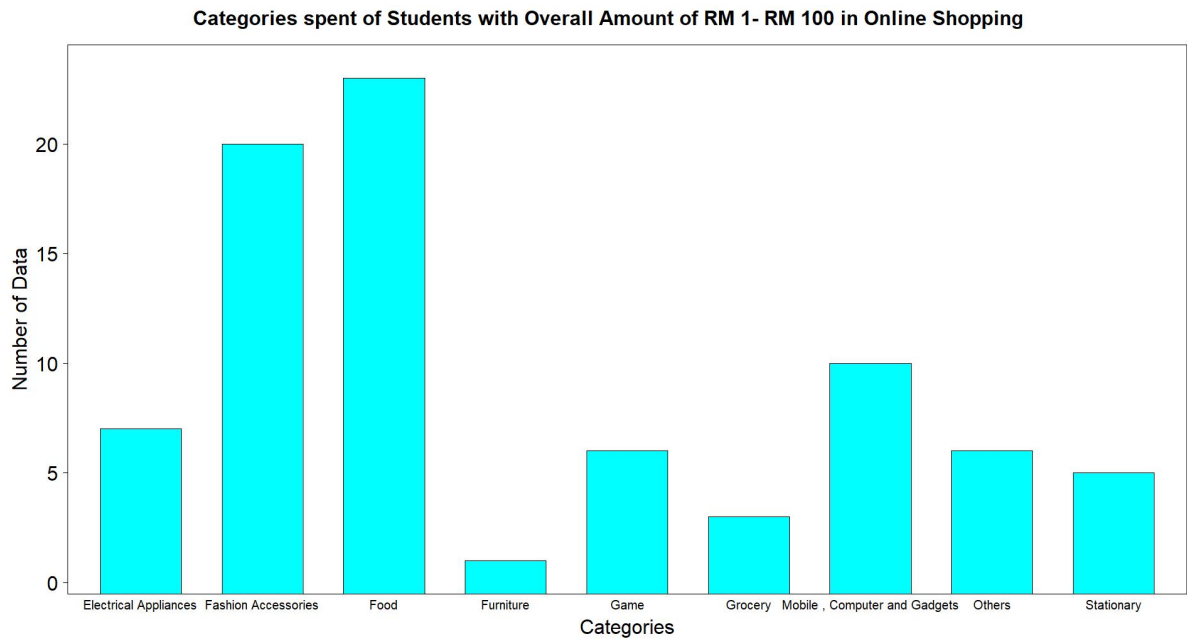
Methods of shopping preferred by female



Pie Chart 5: Method of shopping preferred by female students in UTM

Pie Chart 4 & 5 shows the percentage of methods of shopping preferred by each gender of UTM students. Among 24 male respondents, there are 18 who prefer both methods, 4 prefer offline shopping only and only 2 of them prefer online shopping only. Meanwhile, out of 60 female respondents, there are 27 of them shop using both methods, 9 of them prefer to shop offline only and 4 of them prefer to shop online only.

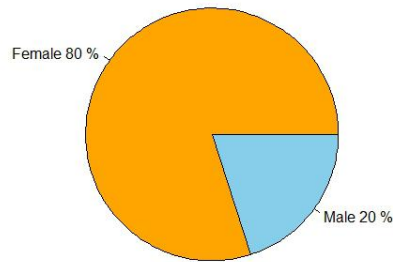
3.6.2 Gender Of Respondents who choose Fashion Accessories category under overall online shopping (RM1-RM100)



Bar Chart 7: Categories spent of students with overall amount of RM1-RM100 in online shopping

Bar Chart 7 shows the categories spent of students with overall amount of RM1-RM100 in online shopping. Students with overall amount spending of RM 1 – RM 100 in online shopping also spend the most in Food category which is 23 students while the least is not game but furniture , there are only 1 from the students that spend on furniture online . Then , the second highest in this range of spending is in Fashion Accessories category , there are 20 students who spend in this category and followed by Mobile , Computer and Gadgets category where 10 students actually spend on this category . Meanwhile , there are 7 students who spend on Electrical Appliances . For Game and Others category , they have the same number of students who spend on them which is 7 students respectively. The second least would be Stationary category , where only 5 of the students spend on this category .

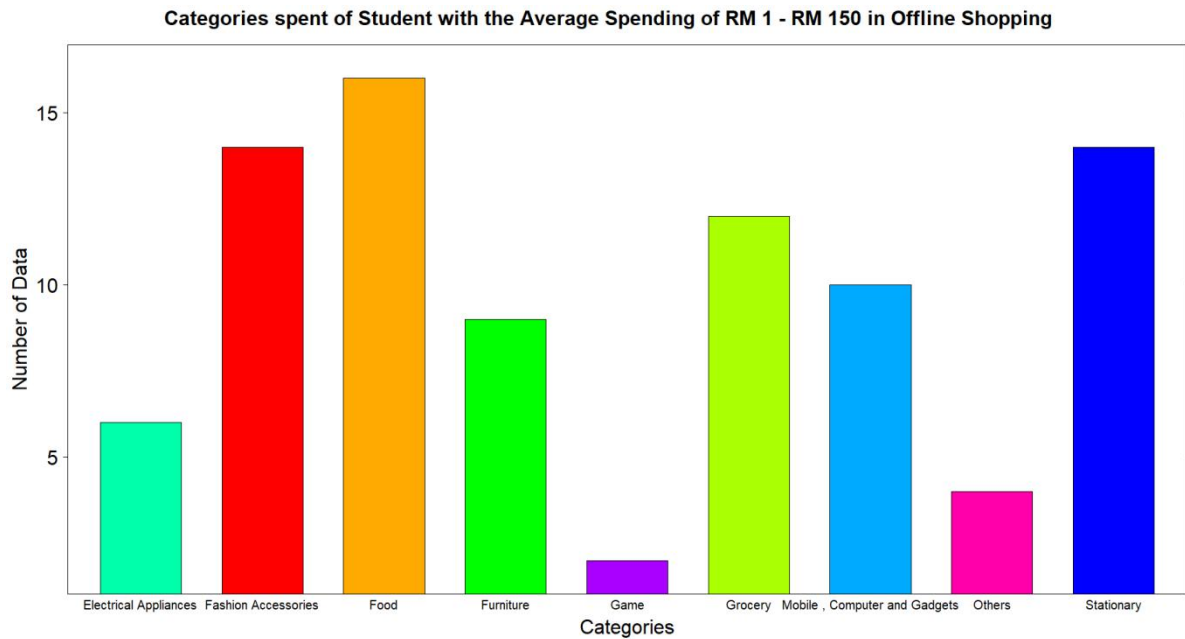
Gender of Respondents Who Choose Fashion Accessories Category under Overall Online Shopping (RM1-RM100)



Pie Chart 6 : Gender of respondents who choose Fashion Accessories category under overall online shopping (RM1-RM100)

Pie Chart 6 shows the gender of respondents who choose fashion accessories category under overall online shopping (RM1-RM100). There are total of 64 respondents are covered in this statistical survey. However, there are only 20 respondents are involved in buying fashion accessories category who spent RM1-RM100 in overall online shopping. There are 16 female out of total 20 respondents (80%) which is a bit higher than the number of male which is 4 male out of total 20 respondents (20%). The difference in number of gender in this situation is 12 people. In other words, we can say that the ratio of female to male involved is 4 to 1.

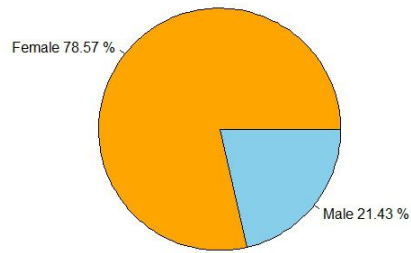
3.6.3 Gender Of Respondents who choose Fashion Accessories category under overall offline shopping (RM1-RM150)



Bar Chart 8: Categories spent of student with the average spending of RM1-RM150 in offline shopping

Bar Chart 8 shows the categories spent of student with the average spending of RM1-RM150 in offline shopping. In average spending of RM 1 – RM 150 in Offline shopping , from the bar graph above , we can see that most of the students spend on Food (16 students) followed by Fashion Accessories and Stationary which is 14 students respectively . There is only 2 students that spend on game in this range of spending . Meanwhile , 12 students in the average spending of RM 1 – RM 150 spends on furniture and 10 of them spend on the category of Mobile , Computer and Gadgets . 6 of them also spend on Electrical Appliances and 4 of the students spend on “Others” category .

Gender of Respondents Who Choose Fashion Accessories Category under Overall Offline Shopping (RM1-RM150)



Pie Chart 7 : Gender of respondents who choose Fashion Accessories category under overall offline shopping (RM1-RM150)

Pie Chart 7 shows the gender of respondents who choose Fashion Accessories category under overall offline shopping (RM1-RM150). There are total of 64 respondents are covered in this statistical survey. However, there are only 14 respondents are involved in buying fashion accessories category who spent RM1-RM150 in overall offline shopping. There are 11 female out of total 14 respondents (78.57%) which is higher than the number of male which is 3 male out of total 14 respondents (21.43%). The difference in number of gender in this situation is 8 people. In other words, we can say that the ratio of female to male involved is nearly 4 to 1 same with the pie chart above.

4.0 Discussion and Conclusion

Firstly, from [Comparative Bar Chart 1](#), we can see that UTM students actually prefer to shop offline for every category mentioned except for game. This may be related to [Bar Chart 4](#) where most of the respondents agree on the quality of the products can be assured but online products cannot.

Besides that, a few similar patterns have been observed from the analyses above.

- **Focusing on food spending ([Comparative Bar Chart 2](#)):**

Most of the students prefer to spend in the lower range which is below RM 100 in Online shopping and students prefer to spend above RM 100 in offline spending compared to online spending.

- **Comparing the overall spending on online and offline shopping ([Histogram 1](#) and [Histogram 2](#)):**

The overall spending for online and offline shopping in a month below RM 300 on online shopping (93.6%) is more than offline shopping (78.1%).

- **Comparing female respondents who spend in Fashion Accessories category under online shopping (RM1-100) and offline shopping (RM1-150) ([Pie Chart 6](#) and [Pie Chart 7](#)):**

The percentage of female buying fashion accessories category who spent RM1-RM100 in overall online shopping is 80.0% which is slightly higher than the percentage of female buying fashion accessories category who spent RM1-RM150 in overall offline shopping (78.57%).

From the points above, we can partially conclude that students in UTM prefer to shop online using a lower range budget (\leq RM300) in online shopping compared to offline shopping. This may be due to online shopping is more cheaper, more varieties and more convenient ([Bar Chart 1](#), [Bar Chart 2](#) and [Bar Chart 3](#) respectively).

However, when reaching higher range budget ($>$ RM 300), in [Histogram 1](#) and [Histogram 2](#), there are more students that prefer to spend on offline shopping (14 students) rather than online shopping (4 students). This may be related to [Bar Chart 5](#) because most of the students still unsure and insecure about online shopping

is as secure as offline shopping where most of them rate Neutral (29 students) which is a neutral opinion . They would rather spend higher amount of money on offline shopping which they feel more safe and secure.

From [Pie Chart 2](#), we can conclude that most UTM students use both offline and online method to shop. According to [Bar Chart 4](#), most of the students agree on the quality of offline products can be assured. However by referring to [Bar Chart 3](#), most of the students agree on online shopping is more convenient. These show that both methods have its pros and cons. These may be the reasons why they prefer to shop by using both methods. Besides that, there are still 20.31% of students prefer offline shopping method only. This shows that online shopping doesn't fully take over the market of UTM students yet. As traditional cash payments are gradually being replaced and more cashless payments method are being introduced, there are few respondents reflect that they shop online only.

By referring to [Pie Chart 3](#) that shows the overall comparison of respondents' gender and their preferred method to shop, we can see that most of female and male respondents prefer to shop using both methods. However the respondents who chose to shop using online method only of both genders is the least. When we focus into the method of shopping preferred by both gender ([Pie Chart 4](#) and [Pie Chart 5](#)), we found out that there are more female respondents that prefer Offline only (22.5%) or Online only (10.00 %) compared to male (Offline only , 16.67 % and Online only 8.33 %). While male respondents prefer to shop using both methods (75%) compared to female (67.5%).

In conclusion , through the analysis of the data obtained from the survey , we found out that UTM students only tend to spend online in a lower budget range and offline in a higher budget range . Students in UTM is gradually accepting to shop online and we believe that online shopping will continue to grow and eventually replace offline shopping in the future as most of the respondents agree with the statement.

5.0 Appendix

5.1 Google Form

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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