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INTRODUCTION

What is shopping? According to Dictionary.com(n.d), shopping is the act of a person who shops. Shopping has become familiar among our society ever since the old days. Shopping indeed become one of top priority activity when it comes to special occasions or for monthly requirement. Hence, you would see numerous malls and shopping complex build in Malaysia, effects on people loved shopping. Nowadays, shopping even has become easier. What you need is a smart phone, Internet and an online banking. Although online shopping has become phenomenal, there are some people would prefer to shop physically so they can see and touch the product that they would like to purchase. Yet, some would prefer online shopping since they can compare the price without need to waste their energy and time. It is all on your fingertips as they say. However different people have different opinion and experience. For both ways of shopping have it is own pros and cons. These are the purposes why we want to do a study on “Effective ways on shopping”. In this study, we want to know which ways of shopping in our surrounding would prefer either physically or online shopping. We also want to know range of age and respondents gender. Besides, we also want to figure which paying system respondents usually love to use or does buyers did review before buying it online. Other than that, we also curious how some of the respondents would spent more on shopping website or app. Furthermore, we also want to know how much buyers or respondents trust online shopping and satisfaction when purchasing their items. Last but not least, this study also will show their budget on shopping and stuff that they would observe when they shop .

DATA COLLECTION

To figure out the respondents' answers for the questions, we collect the data by doing a questionnaire survey. We handed out the survey to the public regardless of their age. The use of long questions will definitely increase the time taken for completion which will generally lead to an increase in the survey dropout rate. Thus, we gave short questions and will only be needing one answer only. The questionnaire contains 10 questions and several choices for the respondents to choose from:

No.	QUESTIONS	CHOICES
1	Which one do you prefer?	<ul style="list-style-type: none">○ Online Shopping○ Physical Shopping
2	Which one do you like to use when you are shopping?	<ul style="list-style-type: none">○ Cash○ E-Wallet○ Credit Card○ Online Banking○ Debit Card○ 7-Eleven Payment
3	When you do online shopping, do you read the review before?	<ul style="list-style-type: none">○ Yes○ No○ Sometimes
4	Which shopping website/app that you spent more on?	<ul style="list-style-type: none">○ Shopee○ Lazada○ Zalora○ Dark Web○ Kpoptown4u○ Ikea○ Tokopedia○ The Shop's Website○ Do Not Know
5	Rate how much you trust online shopping	<ul style="list-style-type: none">○ 1 to 5○ 1 = Do not trust at all○ 5 = Trust fully
6	Rate the satisfaction using online shopping rather than buying it direct to the stores	<ul style="list-style-type: none">○ 1 to 5○ 1 = Not satisfied at all○ 5 = Very satisfied
7	How much do you spend on shopping?	<ul style="list-style-type: none">○ Less than 100○ 101 – 500○ Above 500
8	What stuff did you always observe when you shop?	<ul style="list-style-type: none">○ Electronics○ Clothes & Fashion○ Groceries○ Lifestyle○ Home & Beauty○ Home & Living○ Stationeries○ Pets & Toys○ Entertainment

DATA ANALYSIS

Based on the Online Shopping Survey that we did using Google Form, we have 93 responses that responds to our survey which are 67 respondents are female (72%) and 21 respondents are male (28%). From the result that we gain, we know that female love to shopping with their friends, family or maybe themselves alone. The most response that we get from this survey come from age 18 until 20 because we focus it more to student's life. Most of the respondents prefer physically shopping rather than online shopping because they can see, touch the things and have the experience during shopping. For the online shopping, they just can see the things, but they cannot feel the material that the seller uses to sell the item. Other than that, they must pay the delivery cost to get their own item that they purchase using applications.

The payment method that our respondents like to use by using cash payment that have 35 respondents (37.6%) which is contribute why they like to do physically shopping than online shopping but sometimes the seller for online shopping has Cash On Delivery (COD) for the customers pay it in cash. Second highest payment method that have 26 respondents (28%) they like to use e-Wallet such as TnG e-Wallet, Boost and many others e-Wallet provider because it can be used to pay for both online and physical shopping. E-Wallet provide us more promotion and reward that give benefit to us by using the method. While for the credit card, the respondents chose it as the third payment method to be used during shopping because it has limit to be spend using the card and sometimes the credit card give rewards to the owner. For example, Maybank give to the person who use the credit card, they gain Maybank Treat Points that can be used to buy something else using the points given. The other respondents chose online banking payment, 7-E payment and debit card.

Next, 71 respondents (76.3%) read the review of the products that they have chosen before buying it from online shopping applications. They need to know how is the quality of the products that the seller sells to other customers. They will review it from the star seller gain and the reviews seller get from the customers. From the review given, other customers will gain the trust to buy the one's product from the seller. 19 respondents chose sometimes they read the review while the others do not read the review.

Our respondents love to use Shopee which are 83 respondents (89.2%) as their main shopping website or applications as online shopping applications. Shopee provides more promotion, discounts and many other stuffs that customers can get from it. By using Shopee Pay, the customers will get free delivery charges and get the Shopee coin. The coin can be used by customers to reduce the payment during checks out process. Other than Shopee, they chose Lazada, Zalora, Dark Web, Ikea, Tokopedia, shop's website and many other choices they can gain. On the shopping website or applications, 71 respondents (76.3%) chose clothes or fashion as they always observe at the website or applications. Then, 55 of them chose health and beauty department while for the lifestyle, home & living, electronics and groceries, each of them chosen by 50 respondents, 43 respondents, 37 respondents and 14 respondents. Other than these stuff, respondents list anime merchandise, pets and toys, food, entertainment and many others. 48 respondents spend less than RM100 while using online shopping because they provide more affordable price than going to physical shopping. 23 of them spend from RM101 until RM 500 to buy their items. Lastly, 22 of the respondents spend above that RM500. It is because they want to buy smartphones or some electricals stuff such as washing machine, television or many other stuffs.

Next, for the trustworthy using online shopping websites or applications five respondents' rate 5 for trusting the online shopping method while 57 of them rate 4, 29 respondents' rate 3 and two respondents' rate 2. It depends on the security that provide from the website such as Shopee, the provide Shopee Guarantee which them give the customers opportunity to complain if the items that customer get are defect. Once the customer clicks the "Order Receive" then the payment will be released to the seller. For the satisfaction using online shopping rather than buying it direct from the stores, 10 respondents rate it 5, 35 respondents' rate 4, 39 students rate it 3 and 9 respondents' rate 2.

Table of Data Analysis

	Total Number of Responds	Mean	Mode (No. of Responses)	Median
Payment Method	93	-	Cash (35)	-
Customers Read Review	93	-	Yes (71)	-

Customer Choose Website / Apps	93	-	Shopee (83)	-
Customers Rating Trust Use Online Shopping	93	3.699	Rate: 4 (57)	4
Customers Rating for Satisfaction Use Online Shopping	93	3.495	Rate: 3 (39)	3
Customers Spend Their Money for Online Shopping	93	-	Less than RM100 (48)	-
Section Customers Visit	93	-	Clothes/ Fashion (71)	-

SUMMARY

From the survey that have been conducted, we asked 93 respondents ten key questions about their thought and experience either physically or online shopping. Majority of the respondent are female. That had been expected earlier. Some results were expected that they are not fully trust online shopping and for those who always buy product through online platform, most of them read the review of the product first before buy that product. Nevertheless, others were less predictable is they rather using cash than E-wallet. Technologically, the respondent does not give their fully trust to the future things. They rather used traditional ways in shopping like using cash. Honestly, using E-wallet/ Credit card / Online banking are easier than cash. I supposed they are not trust using the stuff like that because they are not familiar using it. Besides, the respondents do not trust online shopping because they cannot fully review the product by themself. They need to cry on others customer review. As a result, they are not fully satisfied when shopping. Other than that, is they does not trust the seller. In view of fact that there were some cases where the belongings that they bought was not like what they expected. Consequently, it made the customer afraid to buy something via online platform. However, according data from they survey, for the respondents that trust online shopping, they are loved to use Shopee application when conducting online shopping. In the light of something that Shopee make a lot of promotion frequently. They also offer free shipping for those who buy product more than RM 15 with term and condition.