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PROCEEDINGS OF JOHOR INTERNATIONAL INNOVATION INVENTION COMPETITION AND SYMPOSIUM 2024 (JIIICaS 2024)



*“Flourish and Nurturing Sustainable
Innovation for a Prosperous Nation”*

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Preface

In the name of Allah, the Almighty who gives us the enlightenment, the truth, the knowledge and with regards to Prophet Muhammad (peace be upon him) for guiding us to the straight path. We thank to Allah for giving us guidance and strength to write this e-book.

This e-book compiles the extended abstracts that submitted to Johor International Innovation Invention Competition and Symposium 2024 (JIIICaS2024), where JIIICaS2024 is a virtual platform for all creative minds to share and present their invention and innovation. Each abstract gives a brief background on the innovation or project.

We hope that this e-book will help the readers to get to know the innovation done by the students and get some ideas to develop future innovation products.

Foreword Rector



Assalamualaikum warahmatullahi Wabarakatuh,
Salam Sejahtera, Salam Malaysia MADANI and
Salam UiTM Dihatiku.

In the name of Allah, the Most Gracious, the Most
Merciful.

It is a great honor to welcome you to the Johor
International Innovation, Invention, Competition, and
Symposium 2024 (JIIICaS 2024). This event

connects various disciplines, focusing on education and engaging educators,
students, researchers, and innovators from all walks of life.

Innovation is not just about ideas; it demands perseverance, creativity, and
determination to turn those ideas into reality. The remarkable projects
showcased today highlight the dedication and spirit of all participants.
Initiatives like this not only explore new technologies but also cultivate skills
and leadership among our youth. At Universiti Teknologi MARA (UiTM) Johor
Branch, we are fully committed to fostering a dynamic culture of innovation,
promoting the commercialization of new products, and encouraging
meaningful collaborations with industry and society.

As we celebrate this event, I would like to extend my heartfelt gratitude to all
sponsors, judges, the College of Computing, Informatics and Mathematics,
UiTM Pasir Gudang Campus as the event organizer, as well as to the
researchers and participants for their hard work in making this event a
success. Let us continue striving for innovation and excellence. May the
ideas presented today inspire us and lay the groundwork for future
achievements.

Thank you.

Associate Professor Dr. Saunah Zainon
Rector
Universiti Teknologi MARA (UiTM)
Johor Branch

(A-PP003) A COMPARATIVE ANALYSIS OF UTM PASIR GUDANG STUDENTS' ONLINE AND IN-STORE PURCHASE HABITS

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ABSTRACT

Online and physical shopping are two different things. Some item are less expensive when purchased online thanks to coupons, which may influence individuals to shop online instead of in person. Physical stores, however, offer consumers instant satisfaction. In spite of that, both method have their own benefits. Online shopping is more convenient for university students because it eliminates the need for them to leave campus to go shopping. The purpose of this survey is to compare online and in-person purchases made by uitm Pasir Gudang students. It has been discovered that the majority of UiTM Pasir Gudang students prefer to shop online rather than physical shopping. Additionally, it is shown that the majority of UiTM Pasir Gudang students prefer to shop online for clothes and food.

Keywords: Online, Physical, Shopping

1.0 INTRODUCTION

Online purchase referring to a form of electronic commerce to directly buy good over the internet while physical purchase is a shopping activities where consumers need to visit physical stores in person. Online shopping is often cheaper than in stores because online retailers may have fewer overhead cost. Online shopping also may come with the chance to apply more discount codes so you can save even more money. You may even be able to find cheaper gently or never used items on second-hand shopping sites.

In other cases, some people, especially older people, prefer physical shopping because they do not know how to use online banking or even gadgets. Also, some students prefer physical shopping because they will feel satisfied when they buy the item at the store, because they can touch the item, they can read the ingredients if they are buying skincare or foods, this can make them feel satisfied with the money that they spent.

Nevertheless, online and physical shopping have their own benefits. For instance, when we shop at a physical store, we can earn members points, like Watsons do. They provide a member card for their regular customers, so when we buy items at their store, we can earn points, which can give benefits to us. Other than that, online shopping also has its pros and cons. For example, we get a free shipping voucher and other discounts from the store. Above all, using online purchased it is difficult for consumer to differentiate whether the item is original or fakes.

Online shopping is a trend nowadays, it has become popular day by day for students. Social media also has become a platform for owners of the business to sell their products widely. This is due to the benefits it gives since youngsters use social media a lot these days. Online shopping is the use of technology for better marketing promotion. However, there are still students that are using physically shopping in the mall. Therefore, the purpose of this study is to analyse a comparison between online and physical shopping among UiTM Pasir Gudang students

2.0 OBJECTIVE

The objective of study are :

- To determine whether UiTM Pasir Gudang students prefer to shop online or physically.
- To examine students' level of satisfaction between online and offline shopping.
- To identify the most preferred products students bought online.

3.0 METHODOLOGY

3.1 Population and Sample

All of the objects being studied are referred to as the "population," whereas a particular subset of those things is referred to as the "sample". Population for this survey is all UiTM Pasir Gudang Students.

Out of all UiTM Pasir Gudang Students only 104 students are selected as respondents

3.2 Sampling Technique

Convenience Sampling are used in the study. This approach is less expensive and more effective than others. The sample is selected from the public using a convenience sampling technique, which ensures that every potential responder has an equal chance of being selected.

3.3 Data Collection Method

Online Questionnaire are used as data collection method for this survey. In this method, a questionnaire were generated using a Google Form and distribute it to all students via the internet, including social media. Participants' will submit the Google Form of questionnaire after they have completed the survey.

4.0 RESULTS

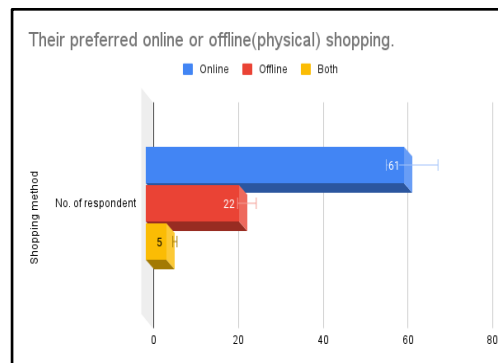


Figure 1 : Bar chart of respondents based on their preferred online or offline(physical) shopping.

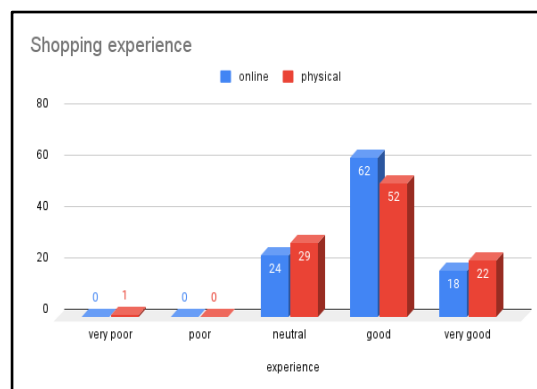


Figure 2 : Multiple bar charts of respondents on their satisfaction of shopping experience online versus physical

The multiple bar chart shows the respondents' experience of online and physical shopping. Online and physical only have 10 different votes with 62 votes for online and 52 for physical on the good term.

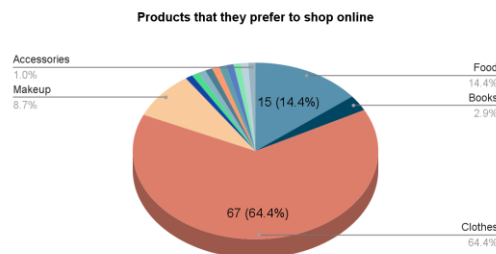


Figure 3 : Pie chart of respondents based on the product that they prefer to shop online.

The Pie chart shows Respondents based on the product that they prefer to shop online. We can see the top three respondents prefer to shop online for clothes, food and makeup. This is because these products provide cheaper prices when we buy

online, because the shop gives many vouchers, for example free delivery vouchers and 20% off when they shop for more than RM50.

5.0 CONCLUSION

As a conclusion, a total 104 respondents are selected from a survey. Based on responses, it is found that students are more likely to shop online. Most of the respondents for this survey are female rather than the male. From the survey 90.4 percent of the 104 respondents are 18 -19 years old students.

Firstly, almost all of the students prefer to shop online. From the questionnaire it is found that 66 students prefer to buy online because they are too lazy to go out. Other than that, buying online is cheaper than a walk-in store as it always has a sale and can save time by doing online shopping. On the other hand, there are 22 votes from students that they prefer to do physical shopping. This is because offline buying offers the chance to personally contact with products and ask questions to the sales workers. Also, there are students who prefer both methods of shopping. In the end, each method aims to provide people with a quick and easy way to make purchases.

Moreover, there are differences in the students' level of satisfaction between online and offline shopping. We found that 62 students had a good experience on online shopping and 52 students on physical shopping. This demonstrates that while physical stores provide rapid access to things and enable customers to see, touch, and test items before purchasing, online shopping allows people to purchase anywhere at any time without having to drive to the store. Ultimately different people will enjoy different things when they shop, depending on their preferences, the kind of item they are buying, and their needs.

In addition, from the observation, most of the products that students prefer to shop online are clothes. There are 67 students that prefer to buy clothes online. Students highly bought clothes on online platforms as they always have sales and students can get it at a cheaper price. While there are only 15 students that prefer to buy food online, this could be because there are a variety of types of food that they can buy from variety of platform available such as foodpanda, grab food and others. Consumers can chose from fast food to traditional cuisine, this give them a wide range of options.