

Authors:

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Title:

Top Choice for Online Learning Platform, Gadgets' Brand and Household Appliances' Brand among FBEA students in UMS

Respondents:

165 Microeconomics Students (BT10203) Section 2 (Faculty of Business, Economics & Accountancy, UMS), Semester 2, session 2021/2022

Info: The survey is conducted through choices in SMARTUMS, from April to June 2022. The respondents' numbers are varied from 164 to 166 students. They are mostly first year Business and Accounting students who took Microeconomics course (BT10203) in section 2. Based on their responses, these are the top tool/brands that they have chosen:

1. Top choice for online T&L platforms among FBEA students
- Cisco Webex
2. Top choice for smartphone brand among FBEA students
- Apple
3. Top choice for computer brand among FBEA students
- Acer
4. Top choice for household appliances' brands among FBEA students
- Panasonic

According to their discussion, most of the reasons of their choice are convenience, affordable, advanced in technology, availability and family/peers influence. Some selected other brands besides the existing choices. According to them, other brands include Honor and ROG for gadgets; and KDK and Hitachi for appliances.

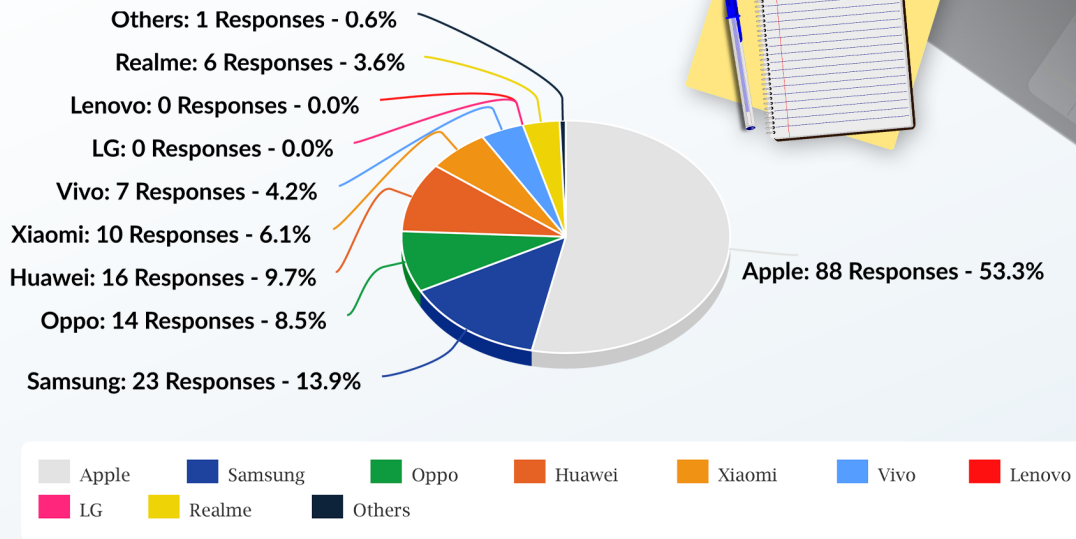
**Q1: Which methods do you prefer for online learning?
(You can choose more than one answer)**



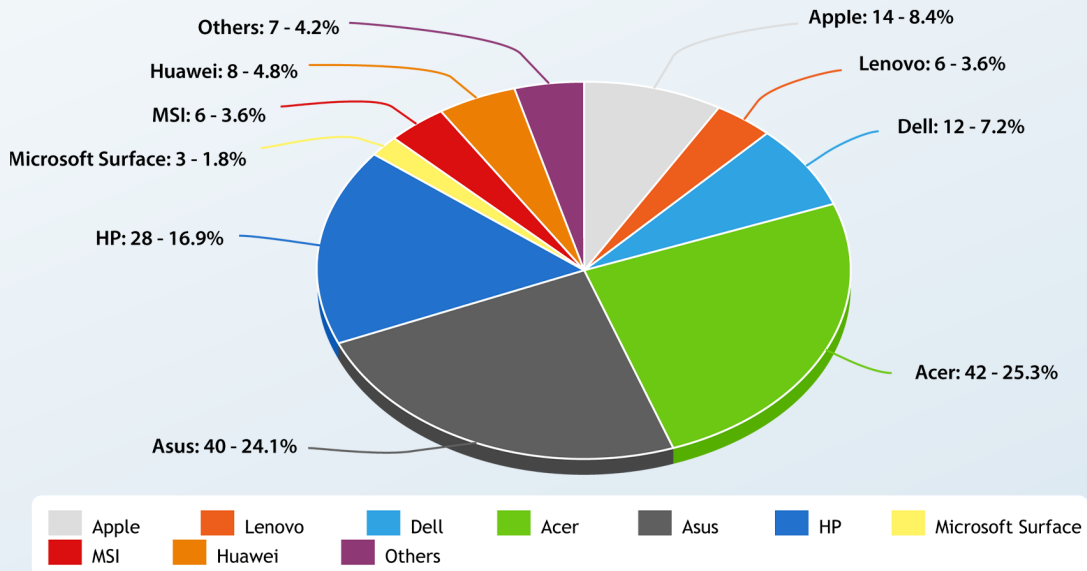
164 Responses

<i>Cisco webex</i>	135	(82.3%)
<i>Microsoft Team</i>	70	(42.7%)
<i>Google Meet</i>	69	(42.1%)
<i>Zoom</i>	6	(3.7%)
<i>YouTube</i>	20	(12.2%)
<i>Facebook</i>	1	(0.6%)
<i>Twitter</i>	1	(0.6%)
<i>Telegram</i>	38	(23.2%)
<i>Others</i>	1	(0.6%)

Q2: Which brand will you choose for smartphone? (One answer only)



Q3: Which brand will you choose for laptop? (One answer only)



Q4: Which brands will you choose for household appliances? (You can choose more than one answer)

