Factors affecting selection of web browsers by university students

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Abstract

Web browsers are amazing. They make the World Wide Web accessible to everyone. Variety of web browsers are available on the Internet, free of charge. Nowadays, Chrome, Firefox, Explorer, Edge, Safari and Opera browsers are most popular and, people around the world use them in daily operations. Except for these browsers, there are other browsers that have superb features people might like more. Therefore, people need to take time experimenting with diverse browsers to find the one they like best if still using the device's default web browser. In the case of expanding the browser horizons with the view of picking up the right web browser to use, people take a number of vital factors into consideration. This study aims to investigate the factors affecting the selection of web browsers by keeping the straight attention on a sample of hundred and thirty undergraduates who are currently studying in Rajarata University selected through stratified sampling and research data were collected through structured questionnaire for the study purpose. As per research findings all the four factors highlighting in this study were positively influenced towards the selection of web browsers and Browser Performance, Security, Awareness and User-friendliness are the factors need to look at more when selecting the loved web browser to go on.