BUSINESS STRATEGY INFLUENCE OF FACEBOOK ONLINE APPAREL RETAILERS ON CONSUMERS’ ATTITUDE (FOCUS ON SCHOOL OF BUSINESS MANAGEMENT FEMALE POSTGRADUATE STUDENTS)

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In Partial Fulfilment of the Requirements for the Master of Science (Management)
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ABSTRACT

The advancement of technology nowadays has led to the changes of human lifestyle by providing opportunities for them to access internet anywhere they want using the mobile gadgets. This situation allows the users to purchase goods and services through online store, especially from the online stores on social media network sites like the apparel stores on Facebook. This situation creates opportunities to individual and organization to start doing online business. However, not all of the online retailers manage to survive in the virtual market for a long period of time due to poor business strategy plan. Therefore, the purpose of this study was to investigate the influence of the business strategy of online apparel retailers on Facebook using the marketing mix model towards the consumers’ attitude among School of Business Management (SBM) female postgraduate students while making purchasing decision. A survey data was collected from a total number of 197 SBM, Universiti Utara Malaysia female postgraduate students as respondents, and the data was analyzed by using the Statistical Package Social Science (SPSS) 22nd version software. Based on the analysis findings, it was found that the product strategy, distribution strategy and promotion strategy has a positive significant relationship with the female consumers’ attitude, while the price strategy was found not to be significant to female consumers’ attitude. Promotion strategy showed the strongest positive relationship with the female consumers’ attitude compared to the other independent variables. Recommendations and suggestions that can be used by future researchers and apparel online retailers have been suggested at the end of the study.

Keywords: business strategy, marketing mix model, female consumers’ attitude, apparel online retailers, Facebook
ABSTRAK


Kata Kunci: strategi perniagaan, model campuran pemasaran, sikap pengguna wanita, peniaga pakaian atas talian, Facebook
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<tr>
<td>DV</td>
<td>Dependent variable</td>
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<tr>
<td>ETA</td>
<td>Estimated time of arrival</td>
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<tr>
<td>etc.</td>
<td>Et cetera</td>
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<tr>
<td>IV</td>
<td>Independent variable</td>
</tr>
<tr>
<td>PC</td>
<td>Personal computer</td>
</tr>
<tr>
<td>PhD</td>
<td>Doctor of Philosophy</td>
</tr>
<tr>
<td>R</td>
<td>Pearson’s correlation coefficient</td>
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<td>RBV</td>
<td>Resource-based view</td>
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<td>SBM</td>
<td>School of Business Management</td>
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<tr>
<td>SLEPT</td>
<td>Social, Legal, Economic, Political and Technology</td>
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<tr>
<td>SMEs</td>
<td>Small and Medium Enterprises</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for the Social Science</td>
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<td>UUM</td>
<td>Universiti Utara Malaysia</td>
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<td>WiFi</td>
<td>Wireless Fidelity, Wireless Internet</td>
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CHAPTER 1

INTRODUCTION

1.0 Introduction

The introduction chapter gives introductory information regarding this research study. The researcher briefly explains the background of the study, problem statement, research question, research objective, scope of study, significance of study, operational definition, and last but not least the explanation of the organization of remaining chapters.

1.1 Background of the Study

Nowadays, the emergence of science and technology sector has really changed the way we perform our daily activities; from a simple task like cooking our food, to a more complex task like performing business collaboration via web conferencing meeting across the continents. Technology by itself is a vast area of practices and internet is one of the prominent technology practices in a current human surroundings. By using internet technology, people manage to do their task anywhere, anytime and free-without any boundaries.

Moreover, the advancement technology of mobile devices like mobile phone, tablets, and portable WiFi router allow users to access internet anytime whenever they want to do it. Not only that, the development of technology provides another alternative for users to do merchandise purchasing, which is by doing online shopping,
The contents of the thesis is for internal user only
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