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



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**UUM**  
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**UNIVERSITI UTARA MALAYSIA**

**2016**

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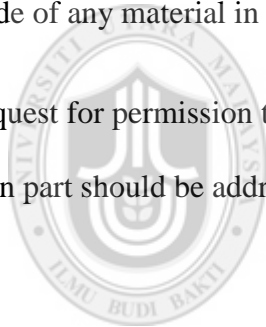
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In Partial Fulfilment of the Requirements for the Master of Science  
(Management)**

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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) 22<sup>nd</sup> 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

Kemajuan teknologi pada masa kini telah membawa kepada perubahan gaya hidup manusia dengan menyediakan peluang kepada mereka untuk mengakses internet di mana-mana sahaja dengan menggunakan peranti mudah alih. Keadaan ini telah membolehkan pengguna untuk membeli barangan dan perkhidmatan melalui kedai dalam talian, terutamanya daripada kedai-kedai dalam talian di laman rangkaian media sosial seperti kedai pakaian di halaman Facebook. Keadaan ini mewujudkan peluang kepada individu dan organisasi untuk mula melakukan perniagaan atas talian. Walau bagaimanapun, tidak semua peniaga dalam talian berjaya bertahan di pasaran maya untuk tempoh masa yang panjang. Oleh yang demikian, tujuan kajian ini dijalankan adalah untuk mengkaji pengaruh strategi perniagaan dengan menggunakan model campuran pemasaran keatas sikap pengguna wanita dalam kalangan pelajar-pelajar pasca-siswazah perempuan daripada Pusat Pengajian Pengurusan Perniagaan semasa membuat keputusan pembelian barang di kedai pakaian atas talian dalam halaman Facebook. Data kajian telah dikumpul daripada seramai 197 orang pelajar pasca-siswazah perempuan Pusat Pengajian Pengurusan Perniagaan, Universiti Utara Malaysia sebagai responden, dan data dianalisis dengan menggunakan perisian *Statistical Package Social Science* (SPSS) versi ke-22. Berdasarkan dapatan analisis, didapati bahawa strategi produk, strategi pengedaran dan strategi promosi mempunyai hubungan yang signifikan positif dengan sikap pengguna wanita, manakala strategi harga didapati tidak mempunyai hubungan yang signifikan dengan sikap pengguna wanita. Strategi promosi telah menunjukkan hubungan positif yang kuat dengan sikap pengguna wanita, berbanding dengan pembolehubah bebas yang lain. Saranan dan cadangan yang boleh digunakan oleh penyelidik dan peniaga pakaian atas talian pada masa depan telah dicadangkan pada akhir kajian.

**Kata Kunci:** strategi perniagaan, model campuran pemasaran, sikap pengguna wanita, peniaga pakaian atas talian, Facebook

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## LIST OF ABBREVIATIONS

<b>DV</b>	-Dependent variable
<b>ETA</b>	-Estimated time of arrival
<b>etc.</b>	-et cetera
<b>IV</b>	-Independent variable
<b>PC</b>	-Personal computer
<b>PhD</b>	-Doctor of Philosophy
<b>R</b>	-Pearson's correlation coefficient
<b>RBV</b>	-Resource-based view
<b>SBM</b>	-School of Business Management
<b>SLEPT</b>	-Social, Legal, Economic, Political and Technology
<b>SMEs</b>	-Small and Medium Enterprises
<b>SPSS</b>	-Statistical Package for the Social Science
<b>UUM</b>	-Universiti Utara Malaysia
<b>WiFi</b>	- Wireless Fidelity, Wireless Internet

## 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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