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## RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6<sup>th</sup> Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

**Prof. Dr. Roshima Haji Said**  
Rector  
Universiti Teknologi MARA (UiTM)  
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6<sup>th</sup> Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

**Dr. Yanti Aspha Ameira Mustapha**  
FBM Insights Advisor

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# BUILDING AN OMNICHANNEL IN RETAILING

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## ABSTRACT

The 21<sup>st</sup> century environment has widened an opportunity for any business, regardless of their industries. All traditional methods and concepts in business transactions have become more dynamic and flexible due to rapid growth and robust technologies. Presently, most consumers will spend their time online in activities, including shopping. According to Surin (2022), an average Malaysian spends nine hours and eighteen minutes daily browsing the internet, which equates to 141 days a year. Malaysians also spend three hours and one minute a day on social media equating to 46 days a year. Additionally, Malaysia ranked sixth among the world's top 10 countries spending the most time on their screens (Surin, 2022). This phenomenon has not only happened in Malaysia but has affected businesses around the globe. Thus, global retailers have adapted and tuned their daily business transactions and activities into more digitalised platforms to reach the mass market easily.

**Keywords:** omnichannel in retail, retailing

## OMNICHANNEL STRUCTURE

The marketing channel is the pure alternative for manufacturers used to route their products to the consumers. Previously, there were four structures commonly used by manufacturers in channelling their products known as agent/broker channel, wholesaler channel, retailer channel and direct channel (Charles et al., 2020). Ordinary structures like these are the places whereby people all around the world purchase all types of consumer goods. Somehow, due to the changes in the external marketing environment, especially in terms of social, competition and technology factors, the current structures have been revised to adapt to the moving trends as well, as it will benefit both parties through a new platform (internet). This structure was called omnichannel.

The term omnichannel has become ubiquitous for combining multiple channels to market, sell, buy, and deliver goods (Brandon, 2022). To cope with the current competition, retailers need to dominate new structures in channelling their products to ensure ease of transition between digital and physical selling environments. Most consumers nowadays prefer online as their journey for shopping, but some consumers still prefer offline. The omnichannel structure has brought new platforms that involved a combination of online (computer or mobile device) and offline (brick-and-mortar) channels. Hence, they leverage online and offline spaces to sell and deliver goods. For instance, some retailers, especially mall-based retailers, have gained their revenue from stores, but at the same time, they use mobile and online channels to market and sell their products. This approach will enhance their marketing strategy to attract more consumers to explore their products and lead them to their purchase desire because consumers will have extra time and quality decision-making towards their purchase. Besides, according to Renee (2021), this structure takes a dynamic, integrated strategy to always be there for the consumers in a way that drives sustained business growth. Thus, consumers now have endless choices regarding whom they buy from and how they buy. Furthermore, Branden (2022) stated that a significant number of retailers new to omnichannel come from the food and beverage sector. With fast-food restaurants fulfilling mobile

app orders via their drive-thrus and grocery operators promoting curbside pickup for online grocery orders, the omnichannel structure has quickly expanded. Consequently, this trend has offered a seamless experience to consumers in moving between online and offline channels. For the retailers, it offers coordinated digital and physical options allowing channels to complement one another rather than compete with each other.

As a result, in today's retail landscape, which is increasingly complex, retailers need to rethink online and offline boundaries. To build a strong omnichannel structure that optimises a retail business's growth, it is important to adopt it throughout the business and not just in marketing. Therefore, an omnichannel presence that drives sustained business growth needs to transcend online and offline boundaries with a consolidated retail approach that meets the consumers' needs and preferences wherever they are in their shopping journey.

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