



**MILLENNIAL WOMEN PREFERENCES ON BRICKS-AND-MORTAR RETAIL,
IN THE ERA OF DIGITALIZATION: A STUDY OF FASHION INDUSTRY**

**FATIN FASIAH BINTI MOHD ZAINY
2015675644**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA**

JULY 2018

**MILLENNIAL WOMEN PREFERENCES ON BRICKS-AND-MORTAR RETAIL,
IN THE ERA OF DIGITALIZATION: A STUDY OF FASHION INDUSTRY**

**FATIN FASIAH BINTI MOHD ZAINY
2015675644**

**Submitted in Partial Fulfilment of the Requirement
for the Bachelor of Business Administration with Honours
(International Business)**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Fatin Fasiah binti Mohd Zainy, (I/C Number: 9606-12-146034)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: 5th July 2018

LETTER OF SUBMISSION

Head of Programme
Lecturer of UiTM Melaka City Campus
Faculty of Business Management
Universiti Teknologi MARA
110, Off Jalan Hang Tuah
75300 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (IBM 663)

Enclosed here is the project paper entitled “ **MILLENNIAL WOMEN PREFERENCES ON BRICKS-AND-MORTAR RETAIL, IN THE ERA OF DIGITALIZATION: A STUDY OF FASHION INDUSTRY** ” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

FATIN FASIHAH BINTI MOHD ZAINY

Bachelor of Business Administration (Hons.)

International Business

ABSTRACT

The purpose of this research is to identify the most significant variable to measure determinants of the millennial women preferences on bricks-and-mortar retail in the era of digitalization, which is a study of fashion industry. There are five independent variables to measure the millennial women preferences on bricks-and-mortar retail which are product assortment, product value, services provided, facilities and atmosphere. The research is being conducted towards millennial women which is in the range of age 20 years old to 38 years old. The information is gathered by distribution of questionnaire to the respondents by using convenience sampling. Out of 300 questionnaires distributed, only 128 questionnaires comply with the criterion needed. The feedbacks on the answered questionnaires was analyzed and summarized by using the Statistical Package for Social Science (SPSS). Statistical analysis such as frequency analysis, reliability analysis, correlation analysis and multiple regressions were used. The results of the research shows that out of five independent variables, only three of the variables which are services provided, facilities, and atmosphere are significant while product assortment and product value are not significant towards millennial women preferences on bricks-and-mortar retail. The findings of this study may contribute to strategic planning of how to maintain the availability of bricks-and-mortar store in this era of digitalization. Several suggestions for future research are also presented in this study.