



**A STUDY OF RETAILING STRATEGY  
AT GIFT DEPARTMENT, PARKSON SQUARE ONE BATU PAHAT AND  
CUSTOMER INTENTION TO PURCHASE**

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## ABSTRACT

This paper is investigates about to identify customer intention to purchase at Gift Department, Parkson Square One Batu Pahat and to identify relationship between retailing strategy and customer intention to purchase at Parkson Square One Batu Pahat. A conceptual framework comprises of six factors which are product, promotion, place, price, presentation and personnel. First issues that the researcher found is gain lower sales at Gift Department, Parkson Square One Batu Pahat. The second issues is the place at that area also limited and about that the product that have at Gift Department also normal product not have a exclusive product for customer. A quantitative approach will use to conducted this study and the survey was conducted at Parkson Square One Batu Pahat. The questionnaire survey which involved a sample size of 62 respondents among Parkson Square One Batu Pahat customers' from gift department. Researcher using SPSS as a data collected to get result for frequency analysis on respondents's profile, Cronbach's Alpha to get the reliability testing, Pearson Correlation to determine the relationship between dependent variable and independent variable and mean analysis to know customer intention to purchase at Gift Department, Parkson Square One Batu Pahat. Among the recommendation for this research is must provide an exclusive product at Gift Department, more creative when arrange all the product at Gift Department and must always do promotion every weekend.

## CHAPTER 1

### INTRODUCTION

#### 1.1 BACKGROUND OF STUDY

Retailing mix is the various of retail strategy planning. It call as "6Ps" for product, promotion, place, price, personnel, and presentation. Retail strategy also can help a business with that stretegy and carry out operation according to the goal of that business. It can deals with identifying and meeting the need of end customer of product and service. For example the business has plan for their strategy based on the needs of its target market. For success the retail strategy the business can define its customer and must find out how to anticipate and also satisfy their needs. With this method, the retail strategy approach forces a business to place its customers in their strategy development. When they want to success a strategy based on the retail strategy approach, business managers must to consider all the significant factors that can define the business, including the "6Ps" which are product, promotion, place, price, personnel and also presentation. Retail strategy also provides a structure that retail business managers also can use in planning business strategy. So they not overlook any of the six features. The retail strategy approach also can help business managers to consider how to implement each of these actors in meeting the needs and desires of customers.

Before start business operation manager must forming the retail strategy it is for provide a plan for all employees to they follow that plan. This method is different parts of the business not work haphazardly without following a definite plan. It helps to coordinate the efforts in all department and also all levels of the business. So every employees will work towards the same goal, the same target and also service at the same segment. The business also must consider with other companies working in the same industry and also targetting the same market segment when they develop the retail strategy. The important thing is the business must compare its strategy with the competitor and also may analyze how its competitors address each factor of the retail strategy for company. The best method is the business can fashion its retail strategy in response to the strategies of its competitors. As an example, if a competitor decrease the price of their product, the business also may consider to decrease the price or give discount to customer so they can compete with each other.