

Title of Thesis	A Study On Generation Y Consumers Behavior Towards Retail Stores In Miri
Name	Tiong Chee Yeng
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, KL)
Date of Submission	January 2016

ABSTRACT

Generation Y is the largest generation around the world and has the highest consumer confidence. They maintained spending habits rather than saving. Retail shops that win the hearts of the Generation Y consumers may eventually get access to their friends, relatives and entire generation. The purpose of this study is to examine Generation Y consumers' behavior towards retail stores in Miri. In this study, the researcher adopted quantitative method which the collection method is using self-designed questionnaire. The data are collected and analyze using simple statistic method.

The research results indicated five major findings. The first finding shows that bookshop, entertainment, and food services are the top three of stores Generation Y most preferred and visit most of the time. Second finding shows Generation Y use car as their transport to go to store. Third finding shows that Generation Y consumers are spend less than RM 500 on the retail store per month. The fourth finding shows that store atmosphere is the motivation of Generation Y goes to retail stores. The last finding shows that Generation Y consumers rank product and location as the most important factors.

From the results, the researcher suggests several recommendations for implemented. One of the recommendation is retailer should focus more on bookshop, entertainment and food services industry for gaining business from Generation Y. Also suggest more convenient parking should be provided for customers. Furthermore, researcher also suggests offer more coupons and discounts to attract Generation Y. In addition, retailers should create store atmospheres that are calming, pleasant, and alluring to customers. Retailers have to make sure their stocks must be in-stock at all times. More business can be established at location which is close to where Generation Y lives and work.

Moreover, the future researches are suggested to find out consumers' behavior towards retail stores in different location. Besides, future researches also suggested applying this research to other generational cohorts or across cohorts to allow for comparison in relation to consumers' behavior towards retail stores. Lastly, future research can further explore Generation Y consumers' behavior towards online shopping and compare the results.