

Dissertation topic

I have chosen to do my dissertation on the topic "**online vs In store and the future of retail**". This is a working title but the subject is comparing consumer habits when shopping online vs in store and how new markets are adapting to new consumer demands. I'll be looking at trends in demographics such as gender and age and also what sells better online vs in stores with consumer feedback on why this may be. I'm expecting to see trends where younger people prefer to shop online, however I may find a growing number of older generations are making the switch due to convenience and accessibility.

I will be conducting questionnaires with questions such as "what products would you buy online?" With multiple choice selection providing examples (clothing and fashion accessories, shoes, Groceries delivery etc). I'll also ask what people wouldn't buy online and why. This is valuable research for my own business plans with a clothing line, and so this information I'll collect will provide a valuable base for my marketing strategies. In particular questions such as "where do you see the most online advertising?" and "how influenced are you by online buying trends?".

I hope to be able to identify what are best sellers online, what marketing strategies get the best results from consumer and boost sales the most - in particular influencer marketing. The data from questionnaires will largely be shown as charts and graphs through my dissertation to highlight key points allong with secondary research sources from library database, online articles and business reports.

I'll also be looking at examples of highly successful marketing campaigns by poplar brands such as coke, Nike, Adidas, shein, temu and high end Brands such as Louisfiton and Gucci. I will be looking for trends amongst successful campaigns such as the tagline, the style of advertising, the music choices, the colour themes, the delivery method of the information etc.

In contrast, I'll be analyzing unsuccessful marketing. Possibly ones that alienated their market and really hit the company PR. I'll review the consumer feedback, to pinpoint exactly where they went wrong, and how the company responded to make repairs with consumer relations. A relevant example may be a company using an influencer who has a major public controversy.

I will be analyzing ways forward for businesses with sustainable approaches, such as print on demand services to minimize waste (no over production), and carbon neutral delivery systems.

The overall purpose is to create a solid guide for marketing strategies using up to date public data and identifying new market trends that influence consumer habits online and in store and the future of retail strategies.