



***Exploring the Emerging trends in Digital Marketing within the UK
market: an analysis of ASOS PLC.***

NAME - KESHAV PANESAR

STUDENT ID - 2229241

SUPERVISOR – Prof.AMARE DESTA



Master's Degrees by Examination and Dissertation

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Abstract

Successful retail organisations have started to utilise digital marketing strategies in their activities to improve business performance as the retailers are now aware that a well-executed and planned digital marketing strategy is beneficial for organisational growth. The retail sector has implemented digital tools for new employees with the rapidly evolving technology in this digital landscape which has become one of the greatest mistakes retailers can make is avoiding digital marketing. In order to grow as a successful retail organisation and compete with the huge Retail Industry, brick-and-mortar retail companies have considered marketing and selling their products in the digital Marketplace

Introduction includes the study aim, objectives, and questions, all of which will aid in the successful completion of the upcoming chapter, which is the literature review. A brief overview of the study and the research setting is given in this first chapter. In order to formulate the research questions that the study aims to answer, it also looks at the issue scenario. The literature review discusses the impact of changing technologies on the fashion industry of the UK. Digital marketing enables fashion companies to establish strong communication with the target customers. Fashion companies opted to use the most popular platforms such as Facebook and Instagram to conduct digital marketing activities.

The entire research technique part will be based on the deductive approach to research, the positivist research philosophy, the quantitative research strategy, the descriptive research design, the survey method of data collecting, and the visual interpretation of charts for data analysis. The research methodology chapter has been directed by the positivist research philosophy, the quantitative research strategy, the descriptive research design, the survey method of data collection, the deductive approach to research, and the visual interpretation of charts for data analysis. The Findings presents the survey results where the view of “55 digital marketing content creators” have been represented in the form of chats to get raw information on the digital marketing strategy of Asos plc.

The analysis of the findings based on the analysis of the 10 questions. It can be determined that all the questions have been proposed based on the mentioned research objectives and research questions. The questions have provided relevant data based on the research questions; therefore, the 10 survey questions have met the requirements of the research questions. On the other hand, the research aim, objectives, and research questions along with

other research requirements have been met and fulfilled effectively. In Conclusion, the research examines platform preferences, ways to measure content engagement, how to adapt to trends, how to work together, how to incorporate SEO, and how to connect with customers. In the world of digital marketing, which is always changing, this points out how important it is to keep adapting. Using a range of content platforms, such as qualitative data for more in-depth insights, improving SEO, getting customers to connect with the business more often, improving dynamic content, and backing up long-term trend studies are some ideas. Researchers, marketers, and people who work in the field who are interested in how quickly digital marketing is changing will find this study useful.

Acknowledgement

I appreciate everyone's help in finishing my paper. To begin, I want to express my gratitude to my Dissertation Supervisor Prof. Aamre Desta for all the assistance, support, and helpful feedback they provided during the course of my research. Thanks to everyone who took part in the study for their time and knowledge, which made it possible (without them, it would not have been likely). Additionally, I would like to express my gratitude to my family and friends for consistently supporting and encouraging me, even when things were tough. I would like to thank everyone who has helped me study by providing useful materials and a good learning environment. Happy working on this school job.

Signed – KESHAV PANESAR

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Table of Contents

Chapter 1: Introduction	13
Introduction and research aim.....	15
Problematizing factors.....	16
History	16
Core Problems	17
Research Questions	17
Research Objectives	17
Summary.....	18
Chapter 2: Literature Review.....	19
2.1 Introduction.....	19
2.2 Concept of Digital Marketing mentioning 7C's.....	19
2.3 Growth of Digital Marketing in the UK	20
2.4 Current Digital Marketing Trends.....	21
2.5 Asos plc Digital Marketing Tactics.....	23
2.6 Advantages of using digital marketing techniques	24
2.7 Challenges faced by fashion companies in using digital marketing	26
2.8 Strategies to overcome digital marketing challenges	27
2.9 Theoretical Model	29
2.10 Literature Gap	30
2.11 Conceptual framework.....	31
2.12 Summary	32
Chapter 3: Research Methodology.....	33

3.1 Introduction.....	33
3.2 Research onion	33
3.3 The rationale for selecting the research approaches.....	34
3.3.1 Research philosophy	34
3.3.2 Research Approach.....	34
3.3.3 Research Strategy	35
3.3.4 Research Design	35
3.3.5 Data Collection.....	35
3.3.6 Data Analysis	35
3.3.7 Sampling Process.....	36
3.4 Identifying Stakeholder Participants	36
3.5 Piloting:.....	36
3.6 Ethical issues	37
3.7 Limitations of the study	38
3.8 Summary	38
Chapter 4: Findings of the survey results	40
4.1 Introduction.....	40
4.2 Key findings.....	40
4.3 Summary	48
Chapter 5: Analysis and Discussion.....	50
5.1 Introduction.....	50
5.2 Analysis	50
5.3 Discussion	56

5.4 Summary	58
Chapter 6: Conclusion.....	59
6.1 Introduction and summary of the thesis.....	59
6.2 Contributions: revisiting the research questions	59
6.3 Contributions to research	60
6.4 Limitations	61
6.5 Recommendations	61
6.6 Directions for future research	62
References	63
Appendix 1: Survey Questionnaires'	74

List of Figures

Figure 1.1: Digital marketing tools utilised by the retail sector	14
Figure 1.2: Trends of digital marketing	15
Figure 2.1: Digital marketing 7C's	19
Figure 2.2: Spending on Digital Marketing Ads in the UK	20
Figure 2.3: Current popular digital marketing trends.....	22
Figure 2.4: Advantages of digital marketing	23
Figure 2.5: Challenges faced by fashion companies.....	25
Figure 2.6: Stages included in the “Innovation Diffusion theory”	30
Figure 2.7 Conceptual model.....	31
Figure 3.1: Research onion.....	33
Figure 4.1 Specific gender percentage that responded to this survey	40
Figure 4.2: Respondents participants belonging to the age group.....	41
Figure 4.3: Popular platform for Asos Plc to create exciting content.....	42
Figure 4.4: Popular metrics used by Asos Plc for measuring user engagement with contents.....	42
Figure 4.5: Asos plc's following emerging trends of digital marketing	43
Figure 4.6: Frequency of collaboration for content generation	44
Figure 4.7: View on Incorporation of SEO in generating content.....	44
Figure 4.8: View on the usage of marketing content created by Asos plc	45
Figure 4.9: Most effective digital marketing strategy for Asos plc.	46
Figure 4.10: View on the effectiveness of the digital marketing strategy of Asos Plc	48
Figure 4.11: Digital stuff of Asos plc that appears to be most interesting	47
Figure 4.12: View on the necessity of changes in digital marketing strategy for Asos plc.....	48

Figure 5.1: Conversion rates.....	51
Figure 5.2: SEO process	53

Chapter 1: Introduction

Introduction and research aim

Fashion retailers like ASOS who are aware of the benefits of a well-planned and executed digital marketing strategy for their organization's growth, like ASOS Plc, have started implementing these methods into their operations to increase company success. Given how quickly technology is developing in this digital world, one of the worst mistakes the fashion retailers like ASOS Plc can do is to ignore digital marketing. As a result, the fashion retail industry such as ASOS has adopted digital tools for new hires. In an attempt to grow into a profitable retail enterprise and, brick and mortar stores based on fashion retailing in the UK are considering marketing and offering their products online (Ziginov, 2021). However, most of the consumers prefer the popularity of internet shopping websites which is growing. Additionally, as of right now, 25% of the population is an online consumer, with 75% of them making an online purchase at least once a month, according to Ologunbe and Taiwo (2023). About 66% of customer purchasing endeavours begin online, if we take the entire customer buying experience into account (Ologunbe and Taiwo 2023). Thus, attracting customers through web-based channels at the beginning of their buying process through digital marketing showcasing is essential.

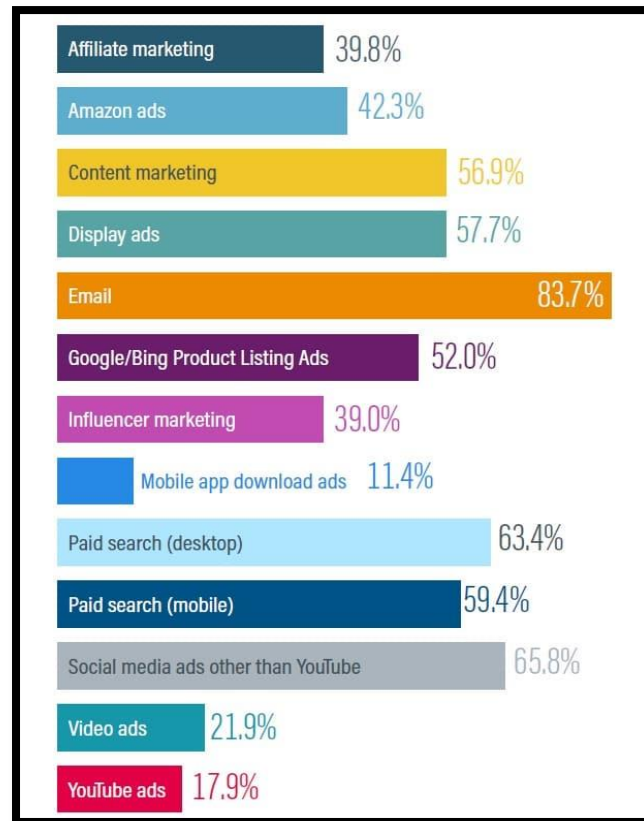


Figure 1.1: Digital marketing tools utilised by the retail sector

Source: (Parker and Alexander, 2022)

Many fashion retailers of the UK's retail industry have embraced digital marketing as it directs consumers to the E-commerce website. In today's digitalised and cross-channel world, digital tools in the fashion Retail Industry have provided personalized computer experiences and services through the marketing channels that consumers prefer and which have never been more significant in marketing strategies. From a cross-channel point of view, email marketing is the most well-known way out of a few marketing methods to communicate with customers. 83.7% of fashion retailers overviewed in April 2019 by Web Retailer use email for their computerized promoting (Parker and Alexander, 2022). Web-based entertainment is the sprinter up with 65.8%. Paid search advertising (desktop) for example, Google Shopping Ads came third at 63.4%.



Figure 1.2: Trends of digital marketing

Source: (Ologunb and Taiwo, 2023)

The digital marketing trends of Zara include social media, influencer marketing, content marketing, and social networks. Zara has engaged itself with its consumers through social media campaigns on platforms such as Facebook and Instagram by posting stylized product photos, user-generated content, and behind-the-scenes content. Zara has gifted products to trendsetters to drive the buzz. The digital marketing strategy of Zara has helped it to reach a wider audience by engaging with consumers on a personal level. Zara has over one million Twitter followers, over 39 million Instagram followers, and over 28 million Facebook followers (Langley and Rieple, 2021). These are utilized to break down what is on a pattern or being said on friendly stages. This is utilized to further develop tasks, administrations, and items to keep clients fulfilled.

Research aim

The research aims to analyse the current and emerging trends in digital marketing utilised by ASOS Plc in the UK. The research will also focus on the exploration of different digital marketing tools used by ASOS Plc in the competitive market of the UK.

Problematising the UK retail industry

History

As per the data contradicted by Kushwaha, (2020), the majority of the retail industries have begun to use digital marketing trends and tactics in today's technologically advanced and digitalized world; robust retail company marketplaces and new market trends have increased industry competition. The study will examine the benefits and drawbacks of digital marketing tactics as well as how they affect Zara. The 7C's of marketing, which stand for "Customer, Consistency, Creativity, Culture, Communication, Change, Channel," are a primary focus of digital marketing skills (Kushwaha, 2020). It is imperative that the retail industry employs inventive and imaginative digital marketing techniques in order to provide original content of the highest caliber. Digital marketing techniques including "Personalization, Voice search, Video marketing, Influencer marketing, Social media marketing, and Augmented reality" are being used by organizations in the UK. Other developments in digital marketing include voice search optimization, metaverse opportunities, interactive material, and messaging that is sustainable. Zara has, nonetheless, incorporated technological advancements including improved data analytics, AI-driven solutions, and machine learning algorithms.

Zara has implemented "Augmented Reality (AR) and Virtual Reality (VR)" which has played a major role in shaping the future of digital marketing. The mentioned immersive technologies have provided unique opportunities for Zara to engage with their consumers. Retail is a highly competitive market, and each advertiser struggles to cut through the noise as it turns out to be significantly more crowded (Ahmed *et al.* 2023). Consumers hope to get focused on, important, and customized messages from the fashion retailers of ASOS Plc along their consumer process to catch their consideration. This assists with upgrading the consumer experience, and client support as each customer cooperates with your retail image. Zero-party information and first-party information are turning out to be more focal in computerized showcasing as information security turns into a need (Gullbing and Kristensen, 2023). Thus, it's essential to have a Customer Data Platform (CDP) set up to assist retailers with bringing together your data of interest and breaking down the consumer information successfully.

Core Problems

The mentioned research topic has delved into the analysis of the current and emerging trends in digital marketing in the context of ASOS Plc in the UK. Some major issues of utilising digital marketing in the context of ASOS Plc sector involve customer expectations, a lack of availability of new digital marketing channels, and competitors. Digital marketing trends and technologies will face some challenges and problems regarding understanding tools, demonstrating the consumers, attracting new customers, brand consistency, managing marketing budget, personalization, and activating content effectively. Some other issues of Zara include dynamic platforms, unpredictable consumer behaviour, limited budgets, a customer-centric market, competing with recognisable retail brands, the creation of fresh engaging content, and data safety issues (Dulabhet *al.* 2023). Zara can face issues regarding managing marketing budget, generating traffic, and optimising ROI. The utilisation of digital marketing tools in the UK can have issues such as cultural differences, low internet penetration, and political instability.

Research Questions

Research question

1. What are the different “techniques and tools of digital marketing” utilised by fast fashion retailers to be competitive in the UK market?
2. If the digital marketing strategies of ASOS Plc have provided benefits in the competitive environment of the UK market?
3. What are the issues faced by ASOS Plc in utilising digital marketing strategies within the UK market?
4. What can be the measures and strategies for ASOS Plc to mitigate digital marketing trends-related challenges?

Research Objectives

- To evaluate the different “techniques and tools of digital marketing” utilised by fast fashion retailers to be competitive in the UK market
- To recognise if the digital marketing strategies of ASOS Plc have provided benefits in the competitive environment of the UK market

- To explore the issues faced by ASOS Plc in utilising digital marketing strategies within the UK market
- To recommend measures and strategies for ASOS Plc to mitigate digital marketing trends-related challenges

Summary

The research has focused on the different “techniques and tools of digital marketing” utilised by fast fashion retailers to be competitive in the UK market. Digital marketing tools and trends have become significantly beneficial for the fast fashion retail sector. Some major digital marketing tools utilised by ASOS Plc are “Personalization, Voice search, Video marketing, Influencer marketing, social media marketing, and augmented reality”.

Chapter 2: Literature Review

2.1 Introduction

This section delivers in-depth knowledge relevant to the topic so that it is possible to identify which action needs more attention so that the mentioned study objectives can be easily fulfilled. Under this section, relevant literature related to the topic has been searched so that necessary information can be properly synthesized. The main intention of synthesizing this information is to merge the conclusion available from various literature sources that have discussed digital marketing tactics and techniques, channelling and opportunities.

2.2 Concept of Digital Marketing mentioning 7C's

Digital marketing which is also known as e-marketing or online marketing is the process by which brands of a company are promoted to build connections with the potential target customers using different digital communications and internal. According to Makrides *et al* (2020), digital marketing in the current day is considered the main foundation stone of every business as it is one of the most interesting and effective marketing tools for business expansion and promoting brand recognition. Businesses operating in the current fast-paced and competitive world always search for creative ways to make a connection with the target customers and to gain an advantage over their competitors. Business organizations need to understand the core principle that guides the digital marketing campaign successfully. According to Rukmani (2022), the principle of Digital marketing is based on the 7 C's and they are "customer, context, content, cohesion, convenience, and community". So, all these principles need to be included while strategising digital marketing campaigns.

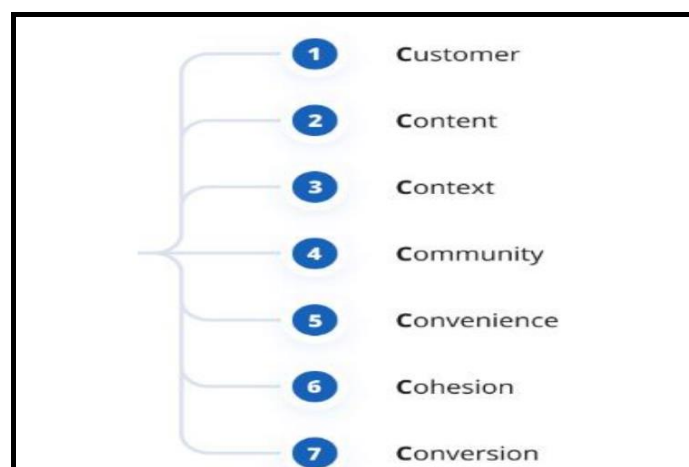


Figure 2.1: Digital marketing 7C's

Source: (Rukman, 2022)

As per the first element, it is important to give priority to the customer before designing the campaign for digital marketing. This means that the digital marketing campaign needs to be tailored or customised as per the preference of the target market. According to Ho *et al* (2022), one of the most crucial components of digital marketing is content as it is the main foundation upon which strategies of digital marketing are built. Thus, quality of content in digital marketing helps to promote brand awareness, generate leads and ultimately drive website traffic. Context is the third principle of digital marketing that focuses on the right message being delivered to the correct target audience through the correct digital media. This means that contents need to be developed considering the current marketing trend and needs to be relevant to the needs and preferences of the target audience.

In the digital marketing landscape, the convenience principle focuses that products and services offered by a brand are easily available to target customers. As per the view of BOUFIM, and BARKA (2021), by implementing digital marketing properly, obstacles can be minimised, relations with clients get improved, stress is reduced, accessibility can be expanded and the value proposition of organisations is clarified. The cohesion principles of digital marketing focus on offering an omnichannel marketing experience for customers. According to Mateus (2021), cohesive marketing focuses on delivering the same quality of content and service and generating brand value across all channels. Thus, digital marketing needs to focus on offering an omnichannel marketing experience across all possible channels. The final principle is conversion which delivers the actual results of the digital marketing strategies.

2.3 Growth of Digital Marketing in the UK

In the UK market, the landscape of digital marketing has undergone a crucial transformation in the current year. According to Silva (2022), with the advent of Covid-19, the digital business model has accelerated as more than half of the organisation in the UK have increased their investment towards technology and digital innovation. Thus, the popularity of digital marketing is becoming popular gradually. As per Baker (2023), around 86% of people in the UK, in 2022 used mobile devices to access the internet or web. This highlights the significance of mobile optimisation for advertising campaigns and generating website traffic. Moreover, marketers across the globe allocate high budgets towards the strategies of digital marketing. As per the information obtained from Statista (2023), spending on digital marketing ads in the UK in 2020 was projected to be 15.6 billion British pounds. It is also

revealed that around 72% of experts in marketing direct their marketing budget towards online marketing,

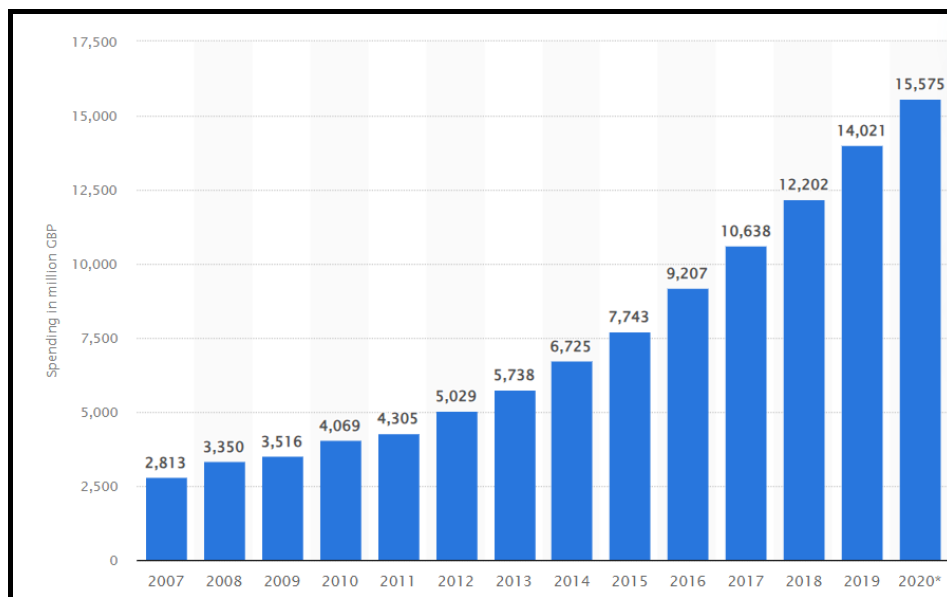


Figure 2.2: Spending on Digital Marketing Ads in the UK

Source: (Statista, 2023)

It has been also mentioned that the ad spacing on digital marketing will reach “US\$44.4bn in 2024”. These statistics reveal that the scope of digital marketing within the UK market will be huge in the future.

2.4 Current Digital Marketing Trends

Business needs to adjust themselves to the growing digital marketing trends so that they can remain competitive and survive in this dynamic business environment. The trends of digital marketing are continuously evolving with the changes in the market tuition, the behaviour of consumers and the development of technology (Hofacker, *et al.*, 2020). The common digital marketing trends used in UK retail are as below: -

Influencer marketing- It is a type of digital marketing technique that helps businesses join with people who have a considerable following on social media platforms which helps in enhancing brand exposure. According to Kamaldeep (2021), influencer marketing is known as a technique of “word-of-mouth” where the brand message is transferred to a larger section of the market. A company can use anyone as an influencer such as social media influencers or celebrities

Video Marketing- It describes the process where a company uses video content to inform its target audience and promote the products. According to Mulier *et al* (2021), Video marketing is considered more effective as videos can be easily consumed and are more informative and appealing to the target market. Different applications such as Facebook, Instagram and YouTube on social media integrate content in the form of “short-video format” into their algorithm. This helps a company reach easily their target audience.

Social Messaging Apps- These apps are used by companies to deliver personalised messages to the target audience. There are “social messaging apps” such as Messenger and WhatsApp that are used by companies to deliver service support to consumers or product promotion.

Micro-Moments- According to Sharma *et al* (20201), Micro-moments are intent-driven when a customer turns the device on for inspiration, gains information and finally purchases a product. Organisations can place the correct message in the right platforms, at the right time by leveraging and understanding these micro-moments.



Figure 2.3: Current popular digital marketing trends

(Source: Self-created)

Chatbots- In digital marketing, a chatbot is a technique that uses computer programs for automatic interaction with target customers and prospects either in the personal apps of a company or on its websites with the main intention of sales generation. According to Barış (2021), chatbots have certain specific features such as catering to audiences globally, answering regular queries of customers, available 24/7 and facilitating purchase decisions for

users. Chatbots are programmed in such a way that they resolve huge queries without any sort of human intervention.

Live streaming - In this strategy, companies go for live broadcasting for their target audience on the platforms of different social media. This is now a popular tool of digital marketing that provides customers with the experience of shopping virtually.

User-generated content on social media- It is also known as a UGC or content that is generated by consumers and is brand-specific, original content developed by customers and published on different digital marketing channels and social media platforms. According to Blangger (2021), UGC may come in different forms such as testimonials, images, reviews, videos and even broadcasts. Thus “user-generated content” always creates a customer chain that helps to connect existing customers with potential leads efficiently.

Progressive webpages- These are the online websites that can be accessible even offline, and load faster in comparison to other webpages and end customers' push notifications. According to Jhala (2021), Progressive webpages are app-like webpages that can be accessed on a mobile device through browsers. This technique of digital marketing technique has addressed the necessity of websites with superior user interface.

2.5 Asos plc Digital Marketing Tactics

Asos plc is one of the reputed online stores in the UK that offers a huge range of brands for its customers including men's wear, womenswear, beauty products and accessories. The company operates on the online platform and its main target customers belong to between the 16 to 34 age group. As per the information obtained from the WBA (2023), the digital marketing strategy of Asos plc includes shipping solutions, currency options, and localized content with a focus on catering to different markets across the globe. The company also uses social media platforms like TikTok, Twitter, and Instagram to drive customer engagement and connect with potential customers. The company has a designed website for its different markets such as Germany, Russia, Australia, the United States, and France, and offers relevant local products with various delivery options.

As a part of its digital marketing strategies, the company has also integrated the technology of Augmented reality to deliver better experiences to its customers on online platforms. For example, the “See My Fit” feature used by Asos plc gives the customer a real experience of how specific clothes will look in their body shape (Asos plc, 2024). The company also has a section known as “Shop the Magazine” on its official website that brings people to the portal to purchase products that they like in the magazine. The company also offer “Style Feed” for

its customers to suggest looks and tips. Thus, its focus on content marketing as an effective digital marketing strategy.

As per the information obtained from Statista (2023), in 2020 among all leading companies in the UK, the digital marketing strategies used by Asos were stated as the most effective. The Company earned a score of 4.01 points in a 0 to 5 points scale. This reveals that the digital marketing strategies used by Asos plc are leading its customers to its official website and enhancing its reach among target customers.

2.6 Advantages of using digital marketing techniques

Digital marketing is now a big part of the fashion business and has changed how brands talk to customers in the UK. This section carefully examines the advantages and disadvantages of utilizing digital marketing methods to consider both present and future fashion trends in the UK. According to El Junusi (2020), fashion brands use social media sites like Instagram, Facebook, and Twitter to connect with their users. They need visually appealing material for brands to show off their newest collections, trends, and behind-the-scenes looks. Customers will feel safe and connected to the company because of this.

Targeted and customized campaigns: Digital marketing lets fashion brands gather and analyze a lot of data, which lets them run campaigns that are both tailored and personalized. According to Darma and Noviana (2020), businesses in the UK can make their ads, deals, and marketing messages more useful to certain groups of people by finding out what they like and do not like about them and how they act. In addition, it also offers other benefits such as global reach, increased engagement, and cost effectiveness. It is better for the customer as a whole, and they are more likely to buy and stick with the brand if they get this much uniqueness.



Figure 2.4: Advantages of digital marketing

Source: (Influenced by Darma and Noviana, 2020)

Integration of e-commerce: The fashion industry has been changed by the rise of e-commerce, and digital marketing is a big part of making it easy to shop online. As per the viewpoint of Melović *et al.* (2020), fashion companies can get more people to visit their online shops if fashion companies use search engine optimization (SEO), social media marketing, and online ads in the right way. Furthermore, it can get even more buyers if a fashion business in the UK can reach people all over the world.

A lot of fashion brands are using influencer marketing these days. It is become a big trend in last few years. Kingsnorth (2022) argue that they can properly sell their products thanks to their trustworthiness and large following when brands work with influencers. Supporting this point, Saura (2021) stated that because influencers often know their fans on a personal level, this type of marketing works really well with younger people. Still, things need to be carefully thought out and watched so that they stay real and do not cause problems. Moreover, data can help brands connect with their people and make smart choices. Pandey *et al.* (2020) stated that in this digital age, it is important to keep up with new technologies and trends so that fashion companies can meet the wants of customers as they change.

2.7 Challenges faced by fashion companies in using digital marketing

The UK fashion industry has changed a lot in the last few years as internet marketing grows. Technology keeps getting better, which means that fashion companies have to deal with a world that is always changing and full of opportunities and problems. It is important to understand the latest developments in digital marketing for the fashion industry in the UK. According to Noris *et al.* (2021), some of the most important parts of fashion marketers' plans these days are social media sites like Instagram, Facebook, and TikTok. Supporting this point, Chu, S.C. and Seock (2020) stated that content creation, celebrity marketing, and immersive experiences like augmented reality (AR) and virtual reality (VR) are all things that a lot of people are interested in. Online stores and mobile apps have made shopping online even better for customers. The challenges are as follows:

Increasing competition: As per the viewpoint of Katsikeaset *al.* (2020), online fashion ads and content are very common, so there is a lot of competition for people's attention. It is hard for a brand to stand out with all the other noise.

Brand Trust and Authenticity: It is hard to get and keep people's trust in the modern world. There are too many fake reviews, fake goods, and scams involving influencers for fashion brands to trust.

Rapid Changes in Technology: Fashion companies have to keep changing because technology changes so quickly. Orzanet *al.* (2020) stated that it is tough to keep up with all the new tech out there, like voice search, apps, and AI-powered tailoring.

Data Privacy: Data privacy is getting more and more attention, and rules like GDPR make it harder to collect and use customer data. Finding the right balance between private and targeted advertising is not easy.

Bringing together online and offline meetings: It can be hard to make the change from online to offline meetings look normal. Wang (2020) argue that fashion brands need to make sure that their digital and physical plans work together because customers want the same brand experience everywhere they interact with the brand.

Allocating Resources: According to Gonzalo *et al.* (2020), it can be hard for fashion companies to figure out how to use their resources most effectively on a number of digital

marketing platforms. It needs to plan ahead and know audience well to find the best mix of platforms, such as social media, content marketing, email ads, and more.

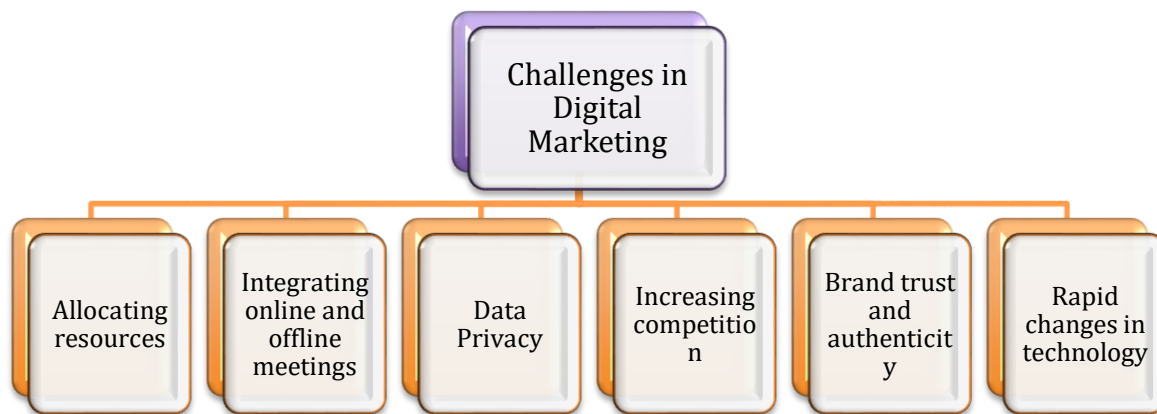


Figure 2.5: Challenges faced by fashion companies

(Source: Created by the researcher)

2.8 Strategies to overcome digital marketing challenges

Consumers do not trust brands and technology changes quickly, making it hard for the UK fashion business to compete in digital marketing.

Dealing with too much supply and too much competition:

There are several good ways for fashion companies to make their online presence stand out. According to Katsikeaset *al.* (2020), putting together information and sharing a story are both parts of making a unique brand story that people can relate to. Focused advertising and niche marketing can also help fashion companies make material more relevant to certain groups of people, which increases the chance that they will be interested. Partnering with leaders and people in the same area can help brands get new ideas and reach more people.

Getting people to trust and accept fashion companies:

Present day trust must be earned and kept in a clear and honest way. According to Olson *et al.* (2021), trustworthy reviews and comments from real customers are very important for

fashion brands. Other thing they should do is ask happy customers to share their thoughts. Strong measures against fraud and clear instructions on how to act in a moral and environmentally friendly way can help people feel more at ease about the authenticity of something. Fashion companies can also build trust by working with well-known, powerful people who believe in the same things as the brand.

Getting used to changing technologies:

People who work for fashion companies should be trained to know about new tools all the time. According to Darma and Noviana (2020), dealing with tech partners and startups can give fashion companies access to the newest choices. Rapid development methods make it possible to finish projects faster that are tied to technology. Furthermore, it is easy for the digital infrastructure to adapt to changes in the business world because the company checks its technology often.

Resolving privacy issues:

It is not simple to find the best balance between privacy and targeted advertising. Saura (2021) stated that following data protection rules like GDPR is important for fashion brands. They should also be open with their customers about how they use their data. Enforcing strong protection measures protects customer data and builds trust. Let customers know that fashion companies will collect data and let them choose whether to opt-in or opt-out. This gives customers more power and trust in the brand.

Every time a customer interacts with a fashion brand, they should have the same experience no matter what medium they use. According to Chaffey and Smith (2022), technologies like RFID (Radio Frequency Identification) and QR codes make it easy to do things offline after doing them online. There are different reward programs for each customer that work both online and off. If fashion companies use the same logo, message, and look on all of digital and real materials, it will help brand's personality.

Improving the way resources are used:

Fashion companies should always think about the customer and base decisions on facts to get the most out of money and time. Learning a lot about the market will help fashion companies find the best digital outlets for the people fashion companies want to reach. Tracking tools let fashion companies see how marketing plans are working right now, so fashion companies can

make changes if necessary. For the best results and to learn more, work with digital marketing companies and experts.

2.9 Theoretical Model

Theory of “Diffusion Innovation”

This is one of the most popular theories of social science that was developed in 1962 by E.M Rogers. According to Turin *et al* (2023), the theory of “diffusion innovation” was mainly developed to describe how a product or concept gains momentum gradually and spreads across social systems or specific populations. The outcome of the diffusion process is that the new technology or product has been adopted by people within the social system. In a social system, a new idea or product is not adopted simultaneously and, in this process, the new idea or product is interested by people who are having more interest in comparison to others. According to Pinho *et al* (2021), it has been found by researchers, that individuals adopting innovation early differ in their characters from individuals who adopt innovation at a later stage. Thus, marketers need to understand the target population characteries while promoting an innovation as it can help the adoption of innovation.

According to Pearson, *et al* (2023), when a specific innovation is being promoted by marketers’ appeals are made to various categories of adopted and these are “innovators, early adopters. Early majority, late majority and laggards”. Innovators include people who test this innovation first they are more excited about new ideas According to Kolsi (2023), early adopters include people who present opinions. It has been said by Rogers that this specific category feels comfortable in adopting a new product or idea and embracing changes as they remain aware of the necessity of changes. The early majority include individuals who generally adopt a new concept or idea before it is adopted by the majority. The late majority include people who are sceptical regarding any new transformation and adopt new products after it has been adopted by the majority. Laggards include people who are usually conservative and are not in favor of any new changes or transformations.

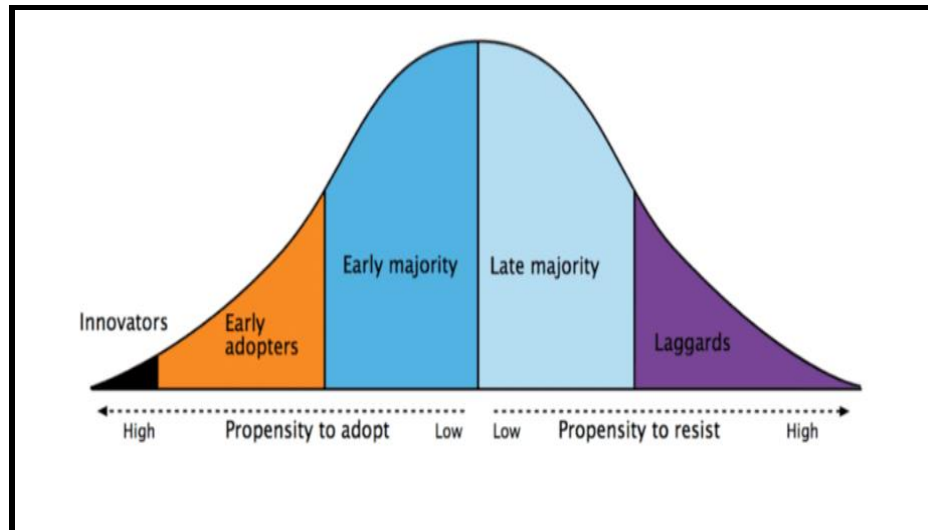


Figure 2.6: Stages included in the “Innovation Diffusion theory”

Source: (Influenced by Pearson, *et al*)

Thus, the above “diffusion-innovation” theory can be applied in this research context to see and analyze the adoption of digital marketing strategies in the retail sectors within the UK. This theory can help to understand the success of digital marketing strategies used by Asos plc in the competitive UK market and how customers are adopting all these strategies. The theory can help to explore the early adopters of technologies used by retail specifically Asos plc in the customer segments of the UK. Asos plc can explore the reason behind the adoption of specific digital technologies among customer segments. By gathering sufficient knowledge regarding this, the marketing team of Asos plc can develop further better strategies so that customer engagement can be increased and ultimately sales can be generated in future.

2.10 Literature Gap

It can be stated that a large number of studies have been done on current and future digital marketing trends in the UK fashion industry. However, there is still a lot of work that needs to be done on how changes in culture affect digital marketing strategies. A lot of study has been done on new technologies, how customers act, and how businesses work so far. However, there are not many studies that look at how cultural factors affect how and how well these trends catch on. Cultural changes, like shifts in values, fashion, and way of life, have a big effect on how people see and respond to digital marketing efforts. Furthermore, if fashion companies in the UK want to make their marketing work better, they need to understand how cultural differences affect how people respond to certain trends.

Apart from this, several studies have been conducted that was about digital tools and sites such as e-commerce, social media, and influencer marketing. However, nowadays, new technologies such as the metaverse, bitcoin, and extended reality (XR) are increasingly becoming common in this regard. Furthermore, the impact of these new technologies on the digital marketing strategies of UK fashion companies as well as their potential to improve brand experiences and customer involvement has not been sufficiently researched in this context. Moving forward, several studies have discussed the issues fashion brands face in the digital world, however, more studies are required to really find out how great brands handle these issues in this context.

2.11 Conceptual framework

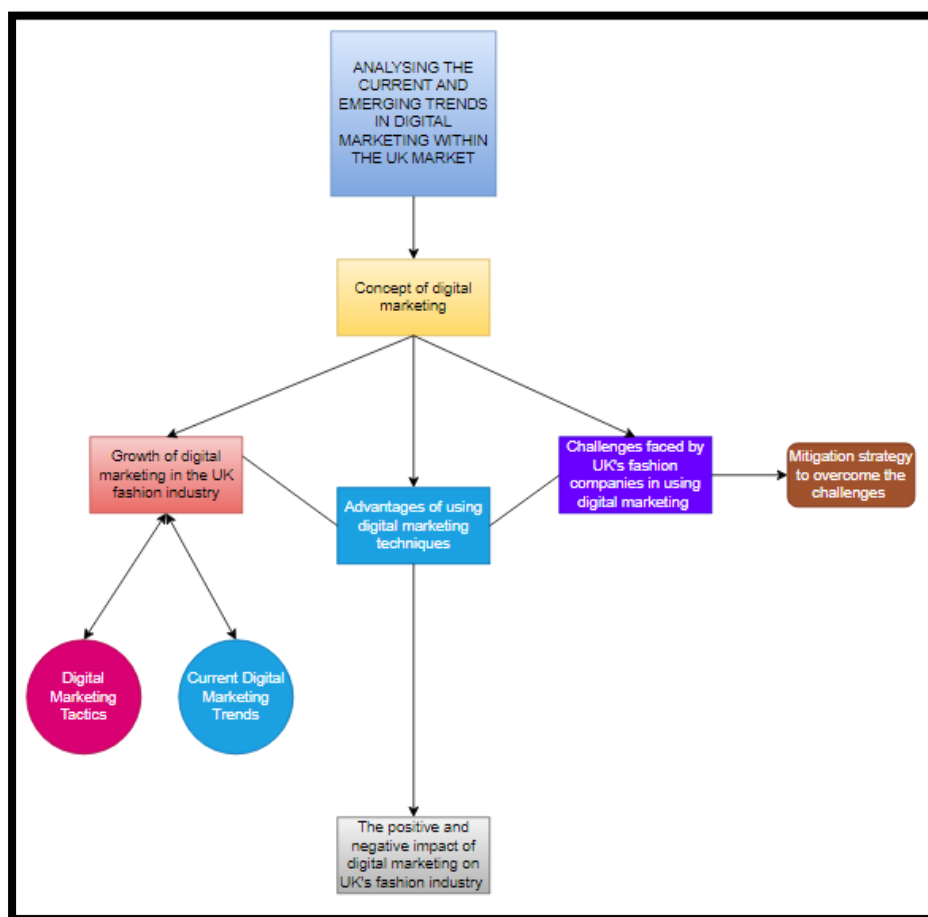


Figure 2.7 Conceptual model

(Source: Created by the researcher)

2.12 Summary

The literature review section discusses about both the good as well as negative effects of the changes in technology as well as suggests strategies to address the issues that were identified in this context. Furthermore, one of the best things about it is that fashion companies can run targeted as well as personalized campaigns, mix e-commerce easily. In addition, it can also use influencer marketing to connect with customers on a more personal level. Moreover, it also looks at how digital marketing using powerful analytics tools that include real-time data can help people make choices based on data in this regard. Apart from this, customers think it is smart to stand out in a crowded market by using new technologies like augmented reality (AR) and virtual reality (VR) to make events more interesting for customers in this regard.

Moving ahead, this section discusses a lot of things, like the huge amount of material available online, worries about trust and authenticity, how quickly technology changes, data privacy, and how to make good use of resources in association with this context. Furthermore, these issues come up for fashion companies that want to stay ahead of the market and keep customers for a long time in this regard. Moreover, fashion businesses can deal with these issues by following the review's suggestions. Alongside, real customer reviews, focused advertising and niche marketing, forming partnerships with leaders and influencers, staying up to date on technological changes through ongoing training, following data protection rules, making sure the brand experience is the same on all online and offline platforms, and making the best use of resources by doing market research and working with digital marketing are some of the things that can help fashion companies create a unique brand story in this context. Therefore, it can be stated that the literature review shows how the fashion industry in the UK is changing in the digital age.

Chapter 3: Research Methodology

3.1 Introduction

The research for "the analysis of the current and emerging trends in digital marketing within the UK market in the context of ASOS Plc." is largely devoted to research. The validity and reliability of the data collected will be enhanced by the research approach. In addition, the chapter will guarantee that the primary data-gathering method is precise, dependable, and consistent in its output. The entire research technique part will be based on the deductive approach to research, the positivist research philosophy, the quantitative research strategy, the descriptive research design, the survey method of data collecting, and the visual interpretation of charts for data analysis. Additionally, 50 content creators for digital marketing have been chosen by UK-based ASOS Plc. to collect direct and real-time data. To better portray the graphical part, Google Forms will be used to distribute an online survey form to each of the 50 digital marketing content authors.

3.2 Research onion

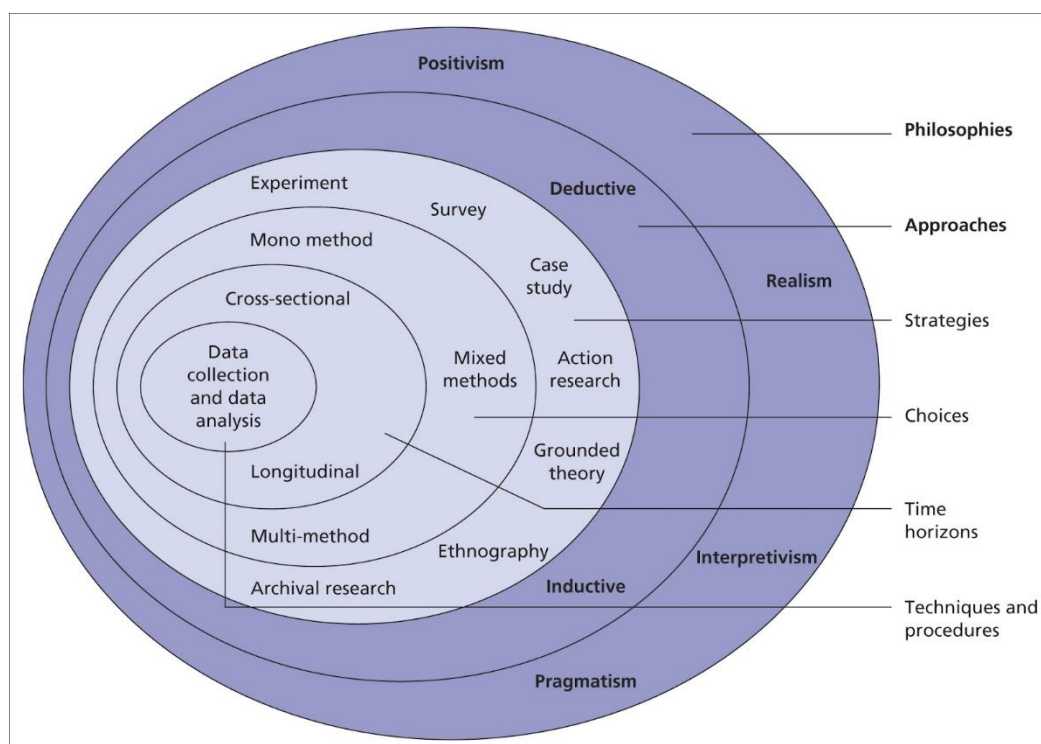


Figure 3.1: Research onion

Source:(Saunders *et al.* 2015)

"Research philosophy, Research approach, Research strategy, Choices, Time horizon, Techniques and procedure" are among the six layers that make up the research onion, which is a structure or model that aids in the development of an organised research technique. The research onion has detailed the methods used by researchers, including online questionnaires, to finish their work (Saunders et al. 2015). The selection of the research onion is contingent upon the information needed to accomplish the study objectives.

3.3 The rationale for selecting the research approaches

3.3.1 Research philosophy

A major approach to study, research philosophy has defined research methodologies and driven the investigation to address concerns related to reality, assumptions, and beliefs. The present study upholds the positivist research philosophy concerning "the analysis of current and emerging trends in digital marketing within the UK market in the context of ASOS Plc." Based on reason and measurement, this research theory holds that information can be discovered by objective, quantifiable observation of behaviour and activity (Velentgas, 2021). Additionally, it has been presumed that reality has been observed and measured objectively and independently. Objectivity, empiricism, and the use of quantitative techniques to collect and organise data from large samples into datasets are some traits of positivist research philosophy. However, as interpretivism research philosophy tends to focus on obtaining subjective insights and can result in data overload, it has not been selected for this study setting.

3.3.2 Research Approach

The research approach refers to a structured and systematic process for analysing, interpreting, and collecting data regarding the research topic. **A deductive research approach** has been maintained to complete the research and it is a research that begins with a theory of generalisation; therefore, it has become easy to test the theory through data collection and observations. Four stages of the deductive research approach have been maintained for effective outcomes such as beginning with theory along with creating a problem statement, formulating falsifiable factors based on the theory, collecting data to test the factors, and data analysis (Kara, 2023). The research approach has been associated with scientific investigation; however, the inductive research approach has not been followed in this research due to its weak arguments which can affect the research conclusion.

3.3.3 Research Strategy

The research has been conducted based on a **Quantitative research strategy** as it has involved the analysis and collection of data by using statistics and numbers; it has also focused on testing theories (Evans *et al.* 2023). The research strategy has included surveys which is a common method involving structured questionnaires associated with a sample of 50 respondents [*Referred to Appendix 1: Survey Questionnaires*]. The research strategy has been used in this research context to determine the factors associated with digital content marketing initiatives in the retail industry. It has involved mathematical models and statistical methods to analyse and measure data effectively.

3.3.4 Research Design

The research design has been completed using a **descriptive research design**, which gathers information on the research topic and a particular group through the use of quantitative data. Providing a thorough and organised understanding of the traits and behaviours of the target group is the goal of this research design. In relation to the research challenge, it has also assisted in providing answers to the what, where, when, and how questions (GHR and Aithal, 2022). Three main methods are used in descriptive research design: surveys, case studies, and observations. Of these, surveys are the ones used in this study. The research design has helped in utilising diverse data collection methods, inexpensive data collection, and high-quality information and data.

3.3.5 Data Collection

Utilising and applying the primary data collection method through the survey has been the study methodology. The practice of obtaining information directly from first-hand sources is referred to as primary data collection. In this study environment, surveys have been utilised as an organised means of data collecting to obtain quantitative information from a sizable number of participants (Kok *et al.* 2022). The three main categories of primary data gathering methods are "qualitative, quantitative, and mixed mode," all of which have been carried out by automated means.

3.3.6 Data Analysis

Data analysis of the research context has been conducted based on **Visual interpretation through charts** as data visualisation refers to the process of putting information into a visual

format such as graphs or charts for better understanding. Different types of graphs and charts will help to display data in different ways (Richardson *et al.* 2023). It has enabled us to visually compare several sets of data as it can help researchers to better understand information.

3.3.7 Sampling Process

The research has been conducted based on the ***Purposive sampling process*** as the sampling process has led to inferential or invalid statistical procedures. Moreover, researchers are able to exclude subgroups from the sample and this has led towards lopsided research outcomes (Islam *et al.* 2020). Based on the research objectives, the purposive sampling method has been selected which is “Maximum variation (or heterogeneous) sampling”.

3.4 Identifying Stakeholder Participants

The survey has been conducted with 50 digital marketing content creators within ASOS Plc. in the UK; they have been provided with online survey forms which are significant to be fulfilled for data analysis. The online survey form will be provided to them through Google Forms (Bjärkefuret *al.* 2020). The approach has been transparent in the utilisation and has taken very little time for the 50 respondents.

3.5 Piloting:

An online poll has been sent to 50 digital marketing content creators at ASOS PLC to get real-time, correct data for the study. This gives the business a full picture of the digital marketing trends that are happening now and happens in the future. The study's purpose is to learn directly from the people who create digital material what strategies and tools ASOS uses in its digital marketing. Fifty digital marketers at ASOS PLC will be picked at random using a technique known as "purposive sampling." The people picked will be based on how much they know about digital marketing and how much they help plan and carry out the company's efforts. Specifically looking at those who create content, the study aims to gain a deeper understanding of the strategies and methods used to build ASOS's online presence. The survey tool will be carefully designed to learn about different aspects of digital marketing, such as how to make content, run social media campaigns, and work with influencers (Aldhuwayhiet *al.*, 2021). If it asks open-ended questions, people will be able to give more thorough answers. This will make the data more useful.

There is both numeric and qualitative analyses of the data that was sent. Statistics are used to look for patterns and trends in quantitative research. However, qualitative research goes into more depth to look at the underlying factors that affect digital marketing strategies. A test study needs to be done first before a full research study into the new and present digital marketing trends in the UK market can begin. Pilot studies are a good way to get started because they let researcher try out different ways to do research, collect data, and find samples. This pilot study only looks at one way to get raw data, which is to poll 50 digital marketing content makers at ASOS PLC online. As part of the pilot study, the online poll is available to about 50 digital marketing content makers at ASOS Holdings PLC. People who filled out the poll will be asked to rate how clear the questions were, how easy it was to complete, and whether there were any issues. The test study is a primary way to ensure the main research study will work. After learning from the first step, this way changes and improvements can be made.

3.6 Ethical issues

Informed Consent: It is very important to get informed consent, and it needs to be clear and full (Stoll *et al.*, 2020). Individuals who wish to participate in the study, in this case, the 50 individuals who write content for digital marketing, should be fully told about its purpose, methods, possible risks, and benefits prior to agreeing to do so. On the consent form, it should be made clear that people do not have to take part and can leave at any time without any consequences. The online poll collects private information, so it is very important to keep the respondents' privacy and anonymity safe. This includes giving the people who took part in the study the key results, making sure everything is clear, and giving them a chance to ask questions or find out more.

Safety for people: Researchers should do everything they can to keep people safe. That includes any mental or emotional harm that might happen if it answers "yes" to poll questions or talk about certain trends (Sawai *et al.*, 2022). Thought should be given to the poll questions and what they might mean.

Transparency and Reporting: For the study's external validity, it is very important that the group describe different points of view in a fair way. For accurate results, researchers should try to include a lot of different types of digital marketing.

3.7 Limitations of the study

This research looks at new and present digital marketing patterns in the UK market, focusing on ASOS PLC. It is very good at what it does, but there are some issues that need to be brought to light so that the results can be properly understood and used by other businesses.

Example Bias: The study only looked at a small group of people, digital marketing content creators at ASOS PLC, so there is a chance of sample bias. Since they did not include all the important players and points of view, the findings might not fully show how digital marketing is doing in the UK as a whole.

It is harder to use the results in other situations when they are only about ASOS PLC, a fast fashion shop. Different types of businesses and sizes may use various digital marketing strategies. The study only looked at ASOS, so the outcomes may not be applicable to other cases.

Auto-Reported Data: People who take an online poll have to give their own information in order for the data to be collected. Response bias is a chance that people will give answers that are socially accepted or lie on their accounts (Andrade, 2020). This could make the data less strong.

Problems with Managing outside Factors: Changes in the business or technology can have an impact on digital marketing trends. It might be hard for the researcher to account for these outside factors because the study used an inductive method. This would make it hard to show a link between causes and effects or tell the difference between the effects of different trends (Kye *et al.*, 2021).

Limits on Resources: The study may not be as broad or deep as it could be because of time and money constraints. Because of this, it might be harder to gather as much data and look into as many digital marketing trends.

3.8 Summary

A poll of 50 people who write about digital marketing is being used to find out about new and current digital marketing trends in the UK right now, with a focus on ASOS PLC. The study's goal is to get opinion from ASOS employees on how to create digital material. These details will help fully comprehend the methods and equipment that the business employs for its online advertising.

A pilot study with a small group of people is offered to see how clear and easy to use the online survey is and if there are any problems. It will help to make sure the study is correct. A lot of thought goes into moral problems, such as getting permission from the right person, protecting privacy, and keeping data safe. The study does say that it has some issues, like sample bias, issues with the positivism research theory, and a lack of resources, which might make the results less useful and in-depth. The method is broken down into three parts: a positivist research theory, a deductive research approach, and a quantitative research strategy. There will be a primary survey with 50 people who work at ASOS PLC who make digital marketing material. Online, Google Forms will be used for the poll. Descriptive research is being done, and charts will be used to help look at the data.

Chapter 4: Findings of the survey results

4.1 Introduction

The findings section here highlights the responses obtained from digital content creators through the process of a questionnaire for “exploring the current and future trends of digital marketing in the market of the UK by asking the reference of Asos plc. In this section, the total sample size whose view has been included in this study is 55. The mail has been sent to the respondents and the responses of the participants have been recorded in the Google form. The survey questionnaire consists of main 10 questions and two demographic questions only so that it does not consume much time for the research participants and they can respond to this by managing their buddy schedule. The question contained some demographic questions to collect responses from various age groups and the remaining questions are connected with the digital marketing strategy of Asos plc so that the the current trends of digital strategy can be explored. The response has been analysed under this section through a chart for summarising the data.

4.2 Key findings

The first two questions were only demographic questions designed so that the viewpoints of both male and female “digital marketing content creators” belonging to different age groups could be included in the study.

Gender participation

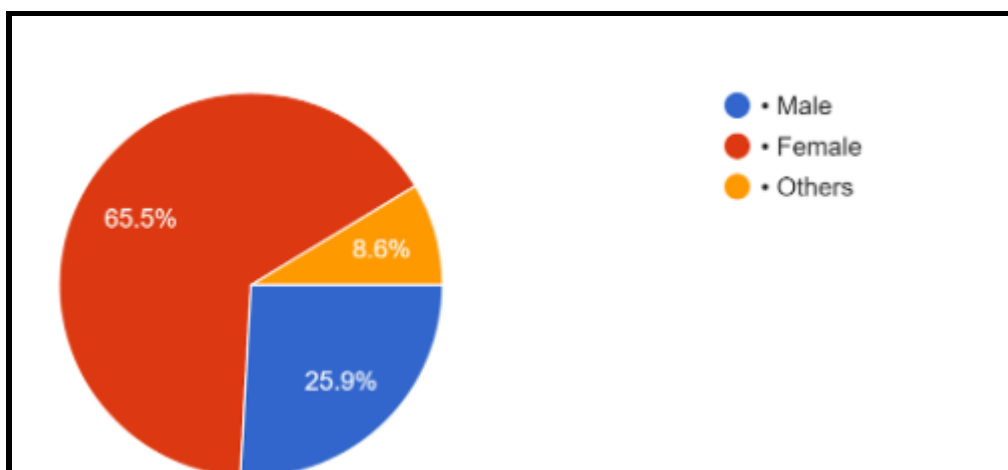


Figure 4.1 Specific gender percentage that responded to this survey

The survey questionnaire was sent to receive the view of “digital marketing content creators” and among them, more than 65% were female and more than 25% were male. Around 8.6 %

belong to other categories. These results clearly depict that female “digital marketing content creators” have responded to this survey mostly.

Age group participation:

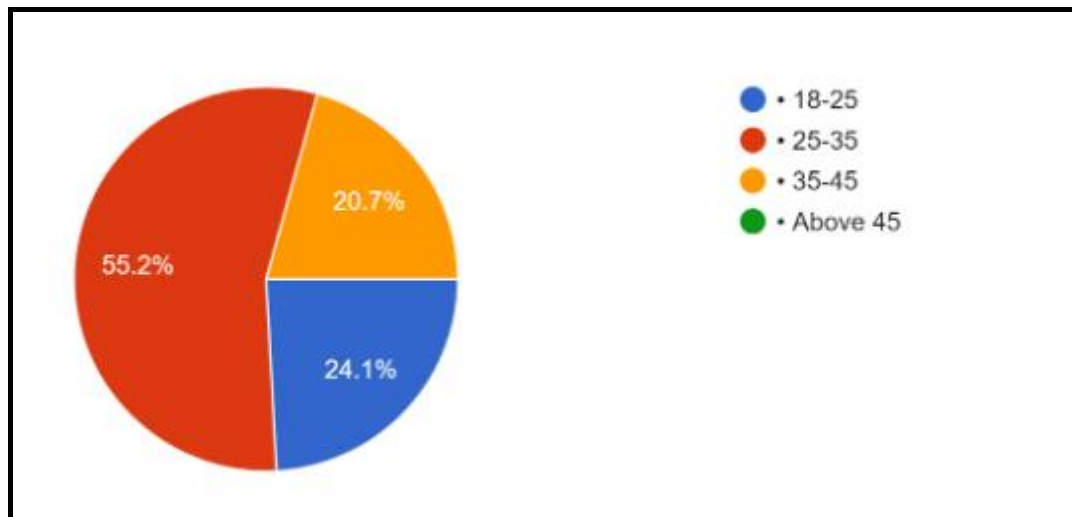


Figure 4.2: Respondents participants belonging to the age group.

The next question of the survey is also related to collecting the demographic information of the research participants so that the viewpoints of different age groups can be obtained. The result from this question shows that people belonging to the age group of 25 to 35 mostly participated in this survey and that is more than 55%. The next majority include “digital marketing content creators” belonging to ages of 18 to 25 years and this is 24%. Around 20% belong to the age of 35 to 45. It is not possible to receive viewpoints of “digital marketing content creators” belonging to the age group above 45.

From the third question onwards information specific to Asos plc has been intended to be collected so that the digital marketing strategy used by the company can be properly explored.

Question 1 Digital platform Asos plc is mostly used for creating content

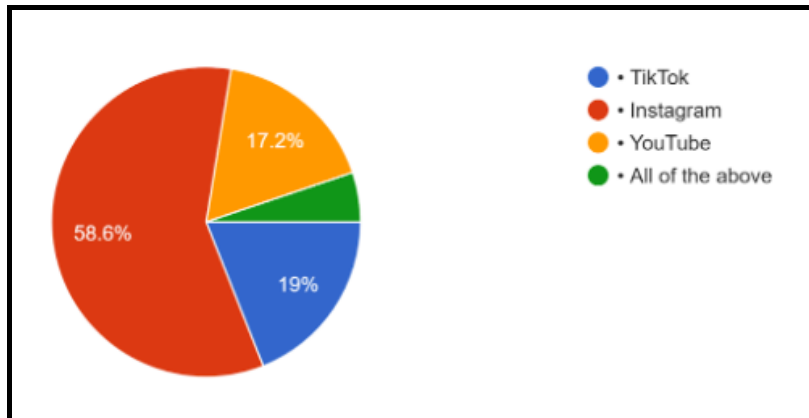


Figure 4.3: Popular platform for Asos Plc to create exciting content

This question was mainly designed to explore the most popular platform that is used by Asos plc for generating their content. The digital content creators who are surveyed believe that the company used mostly Instagram to generate exciting content relevant to their products so that target customers can be easily engaged with the company. More than 58% have said that Instagram is mostly used by Asos plc and 19% replied that the company use TikTok to create new content. More the 17% of respondents, the company use YouTube to create content whereas only a few “digital marketing content creators” (5%), believe that the company is using all these three platforms for generating content.

Question 2 Metrics that are mostly used to measure the engagement of users to the content

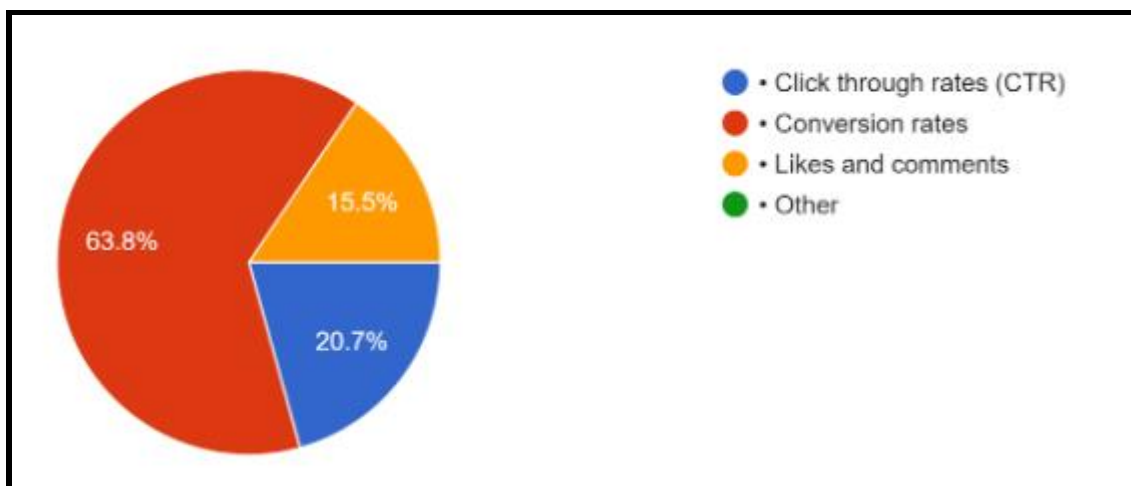


Figure 4.4: Popular metrics used by Asos Plc for measuring user engagement with contents

This question has helped in understanding the metrics that Asos plc is using to understand how far the users are engaging with the content that they are creating. It is observed from the response that the majority of digital marketing creators (more than 63%) think that company

uses a conversion rate to understand the popularity of their generated content on social media platforms. The second popular metric is click-through rates which have been agreed by more than 20% of respondents whereas more than 15% think that the company measures its content popularity through the likes and comments received on social handles. None of the respondents suggested any other metrics apart from this that Asos plc used for engaging their audience with the content on their digital platforms.

Question 3 Frequency at which Asos plc is updated with the emerging trends of digital marketing

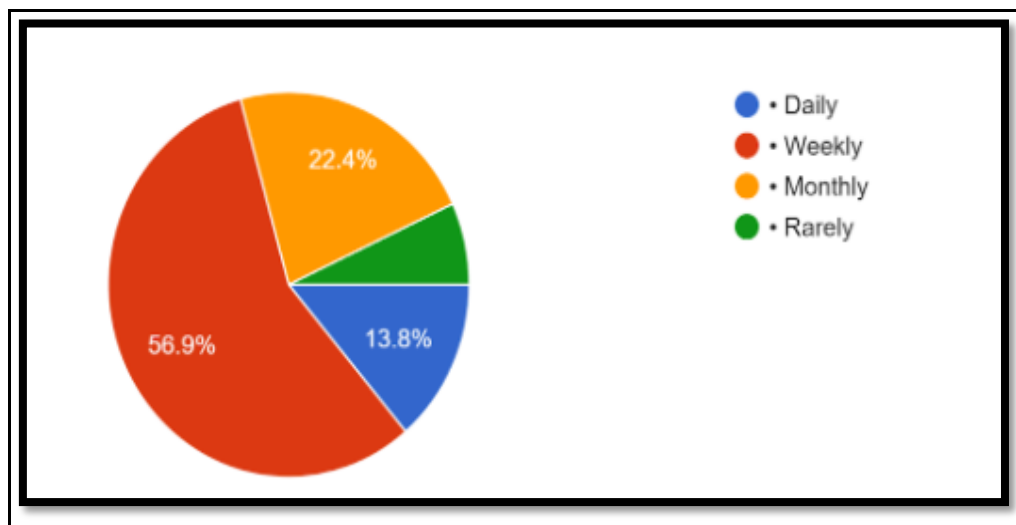


Figure 4.5: Asos plc's following emerging trends of digital marketing

In this question, the “digital marketing content creators” were asked to present their views regarding what they feel about how frequently Asos plc keep itself updated with the emerging trends of digital marketing. The majority of respondents more than 56.9% replied that the company follow emerging trends at least on a weekly basis whereas more than 22 % feel that Asos plc takes almost a month to respond to the emerging trends of digital marketing. More than 13 % think that the company is very responsive towards emerging digital marketing trends and keeps itself updated daily. An opposite view has been obtained from limited digital marketing content creators as 6.9% think that the company is not responsive towards emerging digital marketing trends and updates its strategy rarely.

Question 4 Asos plc's collaboration with collaborators or another brand for content creation

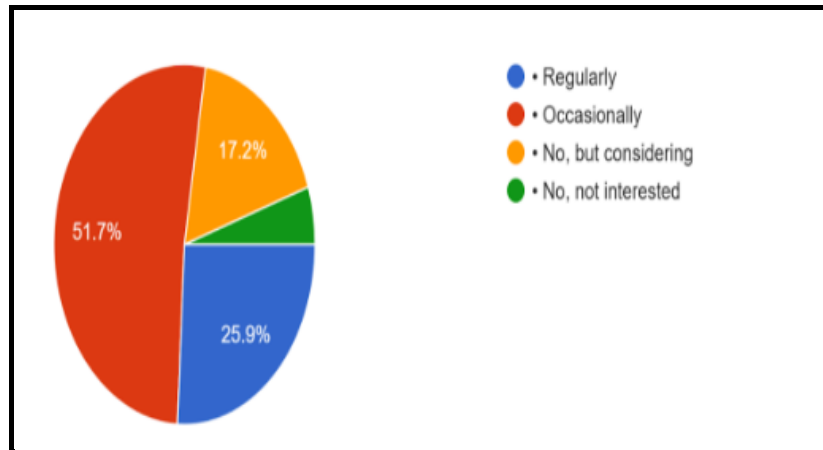


Figure 4.6: Frequency of collaboration for content generation

The main motive behind this question was to explore whether Asos plc collaborates with any other brand or any collaborators to generate exciting and engaging content for their target customers on social media platforms. Among 55 “digital marketing content creators” majority of more than 51% have provided the review that the company occasionally collaborate with collaborators or brands to create their content so their products get high visibility among their target audience. More than 25% of respondents think that the company prefers to collaborate with collaborators almost regularly to generate content

Question 5 SEO utilization in creating content

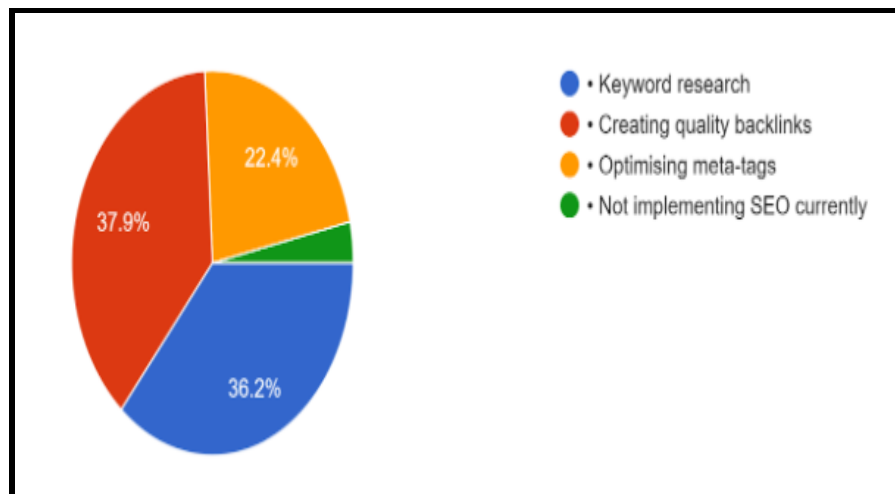


Figure 4.7: View on Incorporation of SEO in generating content

This question helps to explore how Asos plc is incorporating Search engine optimization for generating content in digital platforms. It has been responded by more than 37% of “digital content creators” that the company improves SEO by creating quality backlinks whereas

more than 36% think that SEO is utilised for keyword searches. Around 22% of “digital content creators” responded that the company incorporate SEO to optimise meta-tags that explain the content of the webpage to specific search engines. A negligible of around 3.5% feel that Asos plc is not using SEO.

Question 6 Using marketing content from Asos plc.

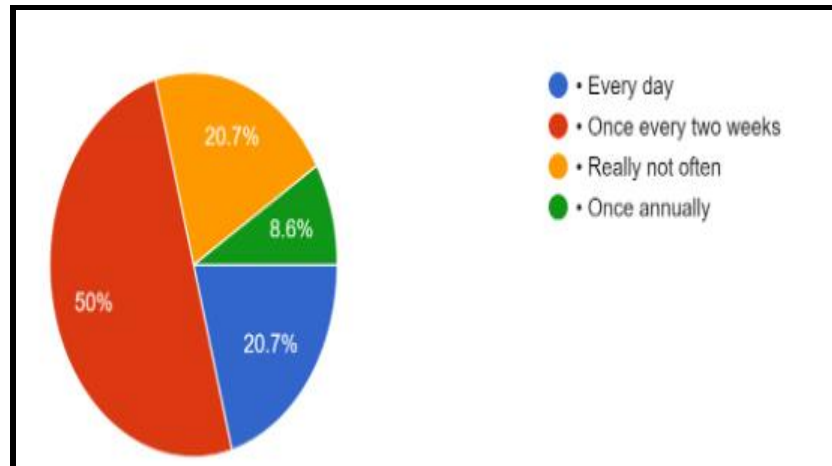


Figure 4.8: View on the usage of marketing content created by Asos plc

This question was designed to understand the popularity of the marketing content created by Asos plc among the “digital marketing content creators”. The majority of the respondents 50% agreed that they use marketing content created by Asos plc at least once every two weeks. Exactly equal number of respondents have provided the completely opposite view of using marketing content uploaded by Asos plc on different social platforms. Around 20.7% have agreed that they use the marketing content of Asos plc almost every day whereas other 20.7% have agreed that they do not use often the marketing content created by the company. A small number around 8.6% agreed that they refer to Asos plc’s marketing content annually.

Question 7 Digital marketing strategy suitable for Asos plc

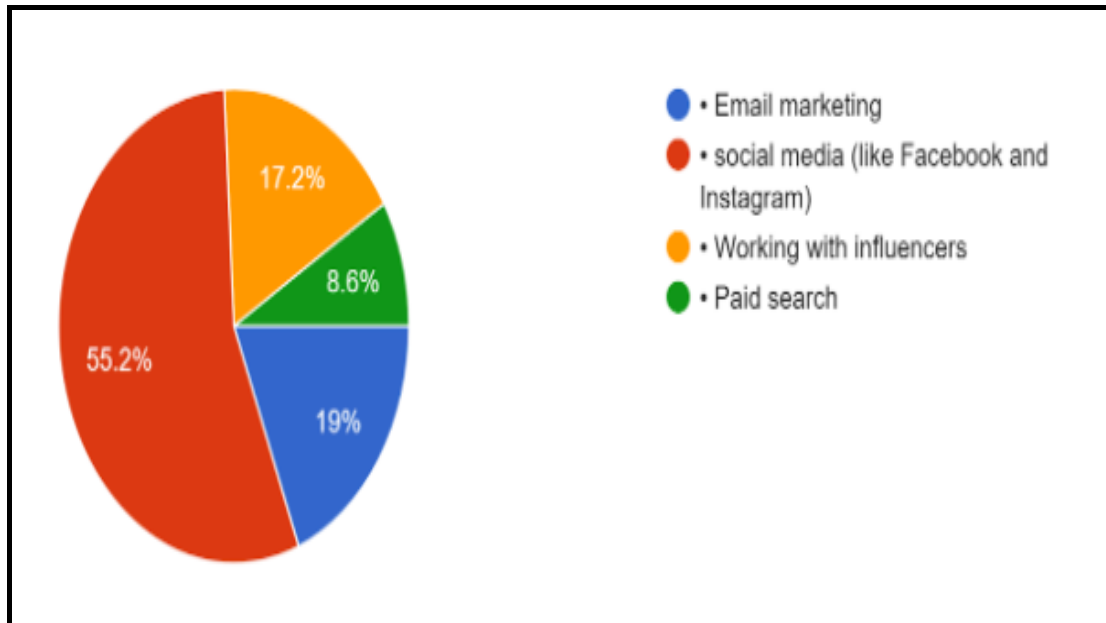


Figure 4.9: Most effective digital marketing strategy for Asos plc.

The next question was mainly designed to understand what the “digital content creators” think that the most effective digital marketing stagey that can deliver success for Asos plc. It has been mentioned by 55.2 % of the respondents that social media is the most effective strategy of digital marketing that the company is currently using to promote their products on different social handles such as Instagram and Facebook. Around 19% of the respondents feel that the company can use email marketing as a part of its digital marketing strategy whereas more than 17% also feel that the company can use influencers on social media as a part of the digital marketing strategy. A few of the respondents of 8.6% feel that paid search can be also an effective digital marketing strategy that can deliver success to this organisation

Question 8 Digital marketing strategy of Asos plc influencing to purchase its products

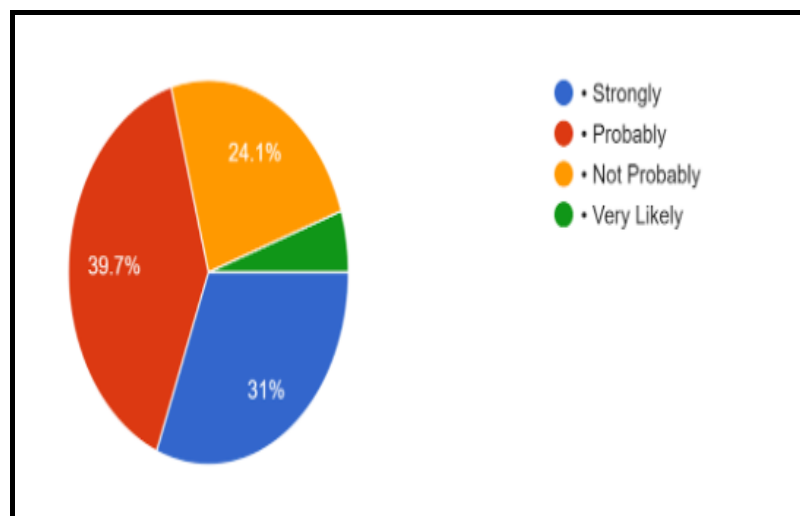


Figure 4.10: View on the effectiveness of the digital marketing strategy of Asos Plc

This question has helped to gain an understanding of the effectiveness of the digital marketing strategy of Asos plc. The “digital content creators” were asked whether the digital marketing strategy of Asos plc is encouraging them to purchase its products. Against this around 40% agreed that probably the digital marketing strategy of Asos plc is influencing them to purchase its products whereas 31% strongly agreed to this statement. Around 24% feel that they are not probably getting influenced by the digital marketing strategy used by Asos plc to make a purchase. Apart from this around 5.2% have agreed that they are “very likely” getting influenced by the digital marketing strategy of Asos plc.

Question 9 Most interesting digital stuff of Asos plc

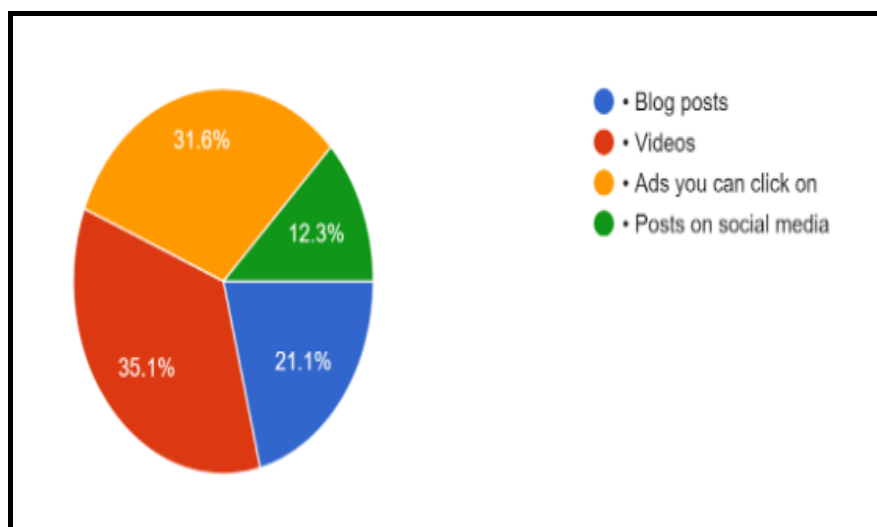


Figure 4.11: Digital stuff of Asos plc that appears to be most interesting

This question was designed with the intention to explore the most popular digital stuff of Asos plc among “digital marketing content creators” The survey results show that the videos that Asos plc uses on social platforms seem to be the most interesting whereas more than 31% explain that the ads that they can click on seems to be more interesting to them. More than 21% have agreed that the blog post created by the company is quite interesting and 12% feel that the posts made by the company on different social media platforms are most interesting.

Question 10 Recommendation for change in digital marketing strategy for Asos plc

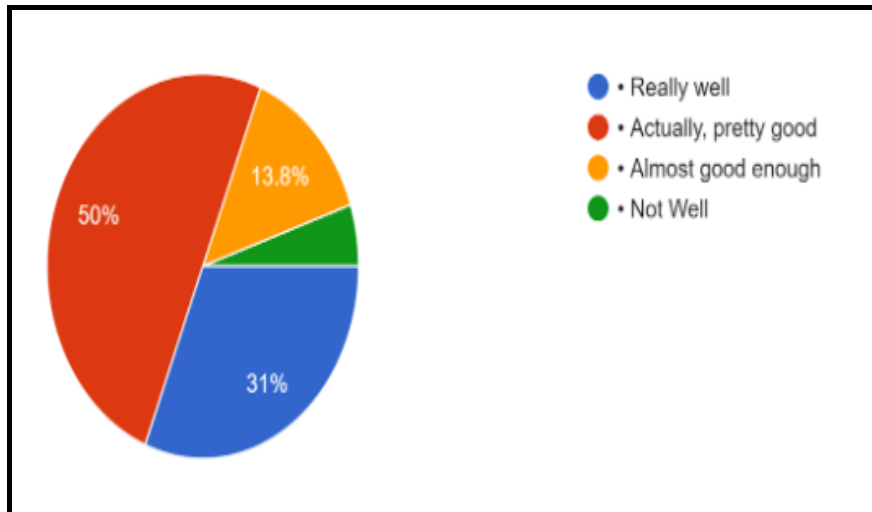


Figure 4.12: View on the necessity of changes in digital marketing strategy for Asos plc

This question is to find the view of “the digital marketing content creators” as what they feel Asos plc needs to change in its digital marketing strategy. The “digital marketing content creators” who were surveyed in this research have conveyed different views on this. The majority of the “digital content creators” feel that the company’s digital marketing strategy is quite good and there is no need to change or modify its digital marketing strategy. Very few “digital marketing content creators” around 5.2% feel that the suitable marketing strategy that Asos plc is not well enough and the company need to modify and change its digital marketing strategy to drive success on social media platforms.

4.3 Summary

The survey response was collected to gain an understanding of the current and emerging trend of digital marketing strategy for Asos plc. The survey response has included “digital marketing content creators” belonging to different genders and age groups. It is known from the survey that the most popular platform for Asos plc to generate its content is Instagram and the company mostly uses conversion rate metrics to calculate the engagement rate of its target customers with its generated content. The digital marketing content creators refer to the content of Sos plc on a daily weekly and monthly basis. The majority of the respondents have also accepted that Asos plc either occasionally or regularly collaborates with collaborators to develop content. As per the respondents, Asos plc incorporates SEO for “keyword research, creating quality backlinks and optimising meta-tags as some of the percentages have selected all these options. Maximum “digital content creators” have agreed that the digital marketing strategy used by Asos plc influence them to make a purchase. The majority also think that

social media can be the most effective digital marketing strategy for Asos plc in future and the majority of them also think that video post from Asos plc is more interesting digital stuff. These results have been further analysed in the next section of the study.

Chapter 5: Analysis and Discussion

5.1 Introduction

Based on the findings of Chapter 4, the present chapter will be conducted in the context of “exploring the current and emerging trends in the digital marketing within the UK market for ADOS Plc”. It can be determined that successful fast fashion retail organisations have started to implement and utilise digital marketing strategies to be profitable in the international sector. Selling clothes, cosmetics, accessories, shoes, and perfumes, Zara is a well-known Spanish apparel retailer. One of the Inditex group's main brands is Zara. The ability of Zara to create new products and have them in stores in less than two weeks is well-known throughout the world. Zara is the most lucrative firm when it comes to adapting to shifting market tastes and fashion trends because of its agile supply chain management.

Since digital marketing drives customers to e-commerce websites, many merchants have adopted it. Digital tools have made personalised computing experiences and services available to the retail industry through the preferred marketing channels of consumers in today's digitalized and cross-channel environment. These technologies are now more important than ever in marketing plans. Among a few marketing techniques, email marketing is the most well-known from a cross-channel perspective for connecting with consumers. A thorough analysis will be conducted in this chapter based on the 10 attached questions in the appendix. Moreover, if the questions have served the requirements of the research objectives will also be discussed in this chapter.

5.2 Analysis

5.2.1 Question 1

The most popular content categories for producers on Instagram are carousels, Reels, and Stories, according to recent statistics, making it the network of choice for influencers. Since artists still have a dominant position on the site, marketers must understand the workings of Instagram influencer marketing (Ziginov, 2021). Brands and Instagram social media creators, or "influencers," collaborate to promote products through the use of influencer marketing.

Influencer content reposting is how ASOS mostly employs influencer marketing. Influencers, insiders, and ASOS workers who create material especially for the company make up a portion of them as well. Users still mostly use Instagram to share pictures of their street-style

looks from ASOS in the hopes of getting noticed and reposted by the company (Ologunbe and Taiwo, 2023). By utilising the UGC technique, ASOS is able to attract customers, fill its feed, and obtain free advertising. ASOS's approach to social media is working well.

5.2.2 Question 2

To compute conversion rates, one needs to divide the total number of ad interactions that may be linked to a conversion within the same time period by the number of conversions. Your conversion rate would be 5%, for instance, if you had 50 conversions out of 1,000 interactions, as $50 \div 1,000 = 5\%$. The performance of various advertising channels can be effectively compared and contrasted using conversion rates (Chehni, 2023). Conversion rates are crucial for mobile user acquisition campaigns because, as seen in the example above, they allow you to gauge each campaign's level of success. Additionally, when growing a campaign, they can be utilised to establish ROI assumptions.

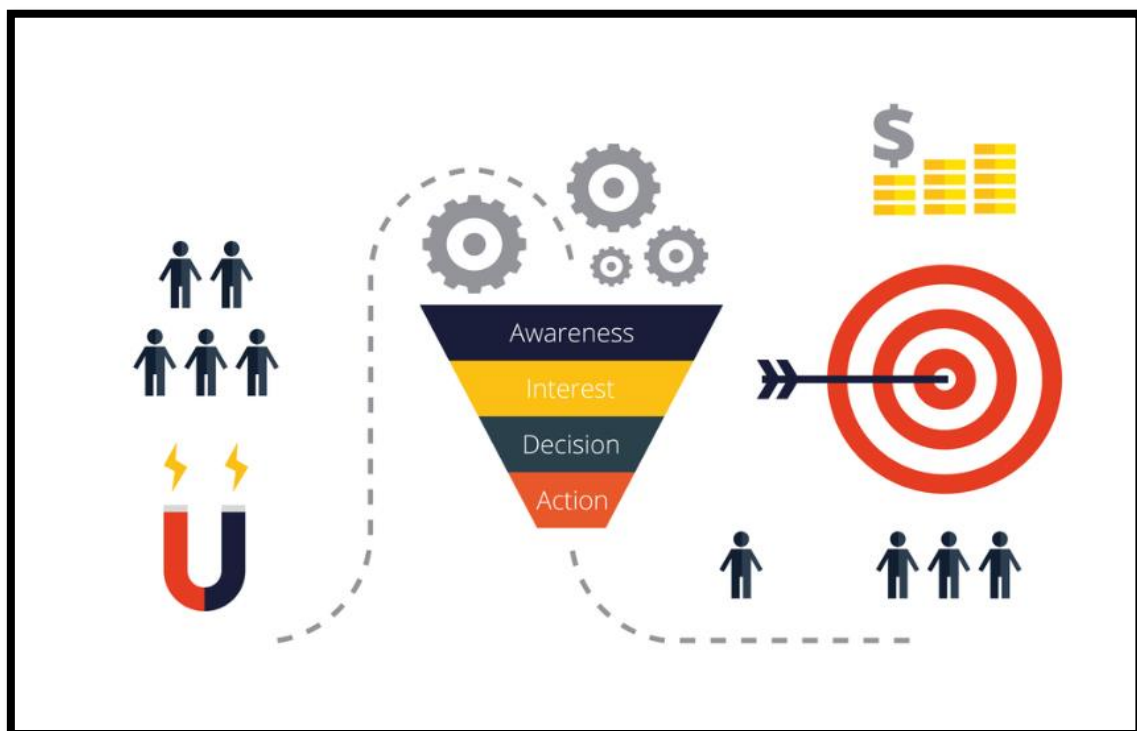


Figure 5.1: Conversion rates

Source: (Zhang, 2020)

A crucial indicator in digital marketing, the conversion rate determines the proportion of users who, out of all visitors to the website or marketing platform, perform a certain targeted

action. The business objectives of ASOS Plc will determine the specific action, which may be opening an email, clicking on an advertisement, completing a web form, or making a purchase (Zhang, 2020). When a marketing prompt has a better conversion rate, it usually means that more customers engage with it and complete the specified activity.

5.2.3 Question 3

As the fashion retail industry continues to change, ASOS has become a model of how digital marketing innovation may lead to the establishment of an online fashion empire. “As Seen On Screen,” or ASOS, was a tiny business that changed the way people shopped for clothes and accessories when it was founded in 2000. Today, it is a global fashion juggernaut. ASOS has consistently prioritised the customer experience when it comes to its digital marketing initiatives. The website's elegant and user-friendly design makes it simple for users to browse through thousands of products (Parker and Alexander, 2022). By providing user-generated content and personalised recommendations, ASOS consistently improves the online shopping experience and makes sure that customers can easily find what they're looking for. ASOS made significant investments in user interface and web design. To develop data-driven enhancements, they regularly test products for usability and solicit input from users.

5.2.4 Question 4

ASOS has created exclusive collections that are unobtainable for consumers by working with some of the greatest brands in the world, including Crayola, The Simpsons, LaQuan Smith, GLAAD, and VFILES. Delilah appears to be a highly marketable person on paper. She is the daughter of reality star Lisa Rinna and has a large following on Twitter and Instagram, with over 1.7 million followers. The great majority of her fans associate her with the Desirable archetype, implying a relationship with being attractive, fashionable, sophisticated, and fashionable, based on our personality perception data. Which are all advantageous qualities for a fashion activation (Ahmed *et al.* 2023). Indeed, Delilah is no stranger to style partnerships; in 2019 she worked closely with LA Collective and recently served as the face of a campaign for Boohoo.com. Among her network of influencers are vlogger Samii Ryan and singer Chanel West Coast.

5.2.5 Question 5

By highlighting material that satisfies user search requirements, search engines propose SEO activities that improve both the user search experience and page ranking. Among other SEO

recommended practices, this involves using relevant keywords in titles, meta descriptions, and headlines (H1), having descriptive URLs that contain keywords rather than just a string of numbers, and using schema markup to define the meaning of the page's content. Any query a user submits to a search engine yields results. In order to accomplish this, they explore and "understand" the enormous web of websites; to decide what results to show for each search query, they employ an advanced algorithm (Hanlon, 2021). Google holds approximately 83% of the global search engine industry, and for many people, the word "search engine" is synonymous with Google. SEO usually focuses on what Google finds most effective because it is the most popular search engine. Knowing the ins and outs of Google's operation is helpful.



Figure 5.2: SEO process

Source:(Kingsnorth, 2022)

With the revelation that onsite modifications have resulted in an 87% decline in earnings, ASOS's SEO made headlines this week. In the end, Google learned about several poor decisions that were made. Let me state up front that there are probably a lot of well-meaning people and sound reasoning behind the things that were done, but aside from the ASOS team and any agencies engaged, nobody knows for sure what decisions, discussions, etc. took

place. It appears that ASOS has made an effort to appeal to everyone. Almost 200 microsites were created as part of their 2018 marketing plan to better target and specifically address client inquiries made through search engines. Session counts on the main site and search engine ranks have dropped precipitously, suggesting that this tactic has backfired. Due to their cannibalization of shared keywords, the more strong microsites lowered the main site's ranks (Kingsnorth, 2022). ASOS has attempted to apply fast UX improvements, such as revamping their menu navigation and encouraging users to focus on new products and releases, in an attempt to address their declining rankings.

5.2.6 Question 6

ASOS makes use of social media to communicate with its audience and build connections. The brand is still very much present on social media sites like Twitter, Instagram, and TikTok. They frequently post user-generated content that features actual customers wearing ASOS merchandise, which contributes to the development of authenticity and trust. A specialised social media team is employed by ASOS to manage targeted advertising campaigns, interact with followers, and curate content (Olson, 2021). In order to increase their reach, they also work with fashion bloggers and influencers.

Personalised shopping experiences are one of ASOS's unique selling points. ASOS glances at a user's browsing history, past purchases, and behaviour to give them personalized style tips and product suggestions by using machine learning and data analytics. This raises the turn rate and makes the experience of the customer better at the same time. ASOS processes a lot of customer data with the help of complex AI algorithms (Polanco-Diges and Debasa, 2020). It use predictive analytics to see what trends and client preferences will be so they can suggest goods that fit each person's tastes.

5.2.7 Question 7

ASOS acknowledges that sustainability is becoming more and more important in the apparel industry. Offering eco-friendly product lines and disseminating thorough information on product sustainability are just two of the many steps they have taken to lessen their environmental effect. The demographic of socially conscious consumers is drawn to this strategy. To inform consumers about their sustainability initiatives, ASOS launched a "Fashion with Integrity" section on their website collaborated with eco-friendly brands, and used eco-friendly packaging. With operations in more than 200 nations, ASOS is a

worldwide brand. To reach a variety of worldwide markets, their digital marketing strategy incorporates localised content, currency alternatives, and shipping options (Kingsnorth, 2022). As a result, they have been able to reach a larger audience and optimise their earnings. By building regional distribution centres, translating its website into several languages, and tailoring marketing efforts to local tastes, ASOS has consciously increased its worldwide presence.

5.2.8 Question 8

Any dealer will invariably cite ASOS as an online retailer they respect when asked about their favourite. ASOS has been a popular online fashion destination for 20 years. Its online platform groups its products with the trendiest stuff that it has chosen from various brands. ASOS is now the greatest online destination thanks to this method, which has also helped it sell more things. The business has amassed more than 80,000 branded and exclusive goods. With fewer workers than and brick-and-mortar store of comparable size, ASOS is a web-based corporation (Polanco-Diges and Debasa, 2020). Jobs in technical support, customer service, management, and warehousing are filled by hiring personnel. Since the company's founding, they have added over 250 people, up from 47.

5.2.9 Question 9

Both online and offline, digital content boosts revenue. Brands no longer offer an experience that ends at the closing of retail locations. They must constantly be available, supportive, and diligent, regardless of where the consumer is in the user journey. ASOS prominently features in brand affinities across the board. With 13.3% of her total audience affinities on Instagram—more than 160K people—ASOS is 5.3 times more popular than the platform average and ranks in the top 10% of all Instagram accounts for ASOS support (Ritch and Siddiqui, 2020). Even though she only has a much smaller number of followers on Twitter, her 6.9% still makes up 11 times the brand's average.

5.2.10 Question 10

Asos claimed that growing sales are the result of existing customers spending more money, and that acquisition is an issue. In order to keep you as a customer, they maintain a strong brand and have an effective CRM strategy in place (Ritch and Siddiqui, 2020). But generic search rankings are still important for acquiring new customers—that is, for locating potential

buyers who aren't searching for ASOS, haven't heard of the brand previously, or don't know that ASOS sells what they want.

Based on the analysis of the 10 questions, it can be determined that all the questions have been proposed based on the mentioned research objectives and research questions. The questions have provided relevant data based on the research questions; therefore, the 10 survey questions have met the requirements of the research questions. On the other hand, the research aim, objectives, and research questions along with other research requirements have been met and fulfilled effectively.

5.3 Discussion

Companies can reach their customers in new ways with digital marketing, which is now an important part of many business plans. A purposive sampling method was used to get results from 55 digital content creators who filled out a questionnaire for the study. Different parts of ASOS plc's digital marketing strategy were looked at in the survey. These included the platforms used to make content, the metrics used to track engagement with content, how often the company learns about new trends, how it works with other brands, how it uses SEO, how it talks to customers, and what changes could be made to keep up with evolving digital marketing trends. ASOS company makes the most content on Instagram (58.6%), then on YouTube (17.2%), and finally on TikTok (19%), according to the results. According to Ghaphery (2021), Instagram is a key site for digital marketing as the site's focus on captivating videos and images tend to make it perfect for showcasing creativity and storytelling. Four percent of those who answered said they used all three sites. The fact that it looks good shows how important it is and how ASOS plc uses a range of techniques to keep its customers interested across many digital channels.

According to how ASOS plc handles relationships for content creation, 51.7% of them do it sometimes. This shows that they want to add variety to content through partnerships. 37.9% of the time, great backlinks are made, 36.2% of the time, keywords are studied, and 22.4% of the time, meta-tags are optimized. Both working together and making SEO better are very important to ASOS plc's overall digital marketing plan, as shown by the results. According to Kundu (2021), SEO plays an important role for companies in generating leads as well as it is cost-effective. Furthermore, about half of the people who answered talk to each other every two weeks, which is a normal but not too frequent rate. Also, it was clear that digital

marketing had an impact on people's choices to buy, as 70.7% of those surveyed said that ASOS plc's digital marketing probably or greatly affected their choices.

55.2 percent of those who answered said that social media was a big part of ASOS plc's success. Also mentioned as things that helped were email marketing (19%) and working with leaders (17.2%). ASOS plc has a number of different ways of reaching its customers on different digital sites. This study found that videos (35.1%) and clickable ads (31.6%) are the parts of ASOS plc's digital material that customers are most interested in. The researcher can see how important dynamic and interactive material is by looking at this. 81% said they would change something to keep up with digital marketing trends (50% said very well and 31% said really well). This means that most people are okay with ASOS plc's current rules, but it also means that the business needs to keep making changes.

As a result, Instagram (58.6%) is the site that ASOS PLC uses most to make content, followed by YouTube (17.2%) and TikTok (19%). In line with the growing trend in digital marketing toward image-based platforms, this makes sense. Interestingly, some respondents said they used all three platforms, which shows that ASOS PLC used an "omnichannel" strategy. As 63.8% of respondents said conversion rates were the most important metric, ASOS PLC is clearly focused on real results and how they measure content participation. It is recommended by experts in the field to keep an eye on real sales as a key performance indicator (KPI) for digital marketing (Ghahremani-Nahr and Nozari, 2021). Two more signs of a thorough evaluation approach are click-through rates (20.7%) and likes/comments (15.5%). Furthermore, it is important for ASOS plc to know about the latest digital marketing trends if it wants to stay ahead of the competition. Sixty-six percent of the people who answered the poll think that ASOS PLC does this every week. 2.24 percent said they changed their site once a month, which worries me because the internet changes so quickly (Reyes-Menendez *et al.*, 2020). On the internet, it is very important to always be watching and changing things.

Most people (51.7% of those surveyed) think it is a good idea to work with other brands on material. It fits with the growing popularity of strategic relationships and influencer marketing by providing a wide range of interesting content (Leung *et al.*, 2022)). Making content search engine friendly can be done in a full way by using SEO techniques like keyword research (36.2% of the total) and building quality backlinks (37.9%). Asos PLC needs to know how customers interact with its marketing tools so that it can make better

plans. There was only one interaction between half of the people who answered the survey every two weeks, the study found. Finding the right balance between being constant and keeping people interested is important (Kingsnorth, 2022). Seventy-seven percent of those who answered said that digital marketing probably or strongly affected their choice to buy. Furthermore, 55.2% of sales come from social media sites, showing that they do change people's behavior. Armutcu *et al.* (2023) state that social media is a powerful tool for fashion companies as it helps in driving sales numbers as well as building a significant customer base. Folks also understand working with peers (17.2%) and email marketing (19%), which reveals how important it is to utilize various digital marketing tools. Many individuals enjoy various aspects of ASOS PLC's digital content. A lot of people of the survey questionnaire find videos (35.1%) and clickable ads (31.6%) interesting. It means that dynamic and live content is growing in importance (Kang *et al.*, 2021).

5.4 Summary

There are always new trends that make ASOS PLC's digital marketing strategies in the UK market look different. The study, which looked at the thoughts of 55 digital content creators, says that ASOS is the best at using influencer marketing and has the most followers on Instagram. Asos has a strong review method that they use to keep track of participation: conversion rates. Brand can follow new trends, but it needs to change more often, according to the study. Much of ASOS's success can be attributed to social media as 55.2% of the digital content creators stated. According to the study, ASOS's flexible approach is in line with current fashions. Although, it also shows how important it is to adapt to the constantly shifting world of digital marketing.

Chapter 6: Conclusion

6.1 Introduction and summary of the thesis

The research study sets the scene by looking at the digital marketing trends that ASOS PLC uses in the UK market now and in the future. The study's theme, goals, and questions are laid out in the first part. In Chapter 2, the literature review looks at the positive and negative impacts of technological improvements in the fashion industry in the UK. The survey questionnaires include questions regarding content creation platforms, engagement metrics, trend knowledge, working together, using SEO, interacting with customers, and possible changes. This study shows how important it is to keep changing in the world of digital marketing, which is always changing. Also, it shows that ASOS PLC can adapt to new styles and make the most of them.

6.2 Contributions: revisiting the research questions

The research question, goals, and aims are put out in the first chapter of this study. The study looks at both old and new digital marketing trends in the UK market with ASOS PLC as its main focus. The first question aims to find different tools and techniques of digital marketing utilized by the fast-fashion retailers in the UK. Here, in this regard, it can be stated that the research study found that the company uses SEO, social media marketing to attract the attention of the customers. New technologies have changed the fashion business in the UK, and the literature study shows how important digital marketing is for getting in touch with possible customers. Additionally, it also talks about issues the fashion industry faces, including data security, trust, truthfulness, growing competition, and allocating resources. Furthermore, the second question aims to shed light on the benefits of using digital marketing. The study found that companies witnessed increased brand visibility, enhanced customer experiences due to the digital marketing.

Furthermore, the question 3 aims to identify the issues faced by ASOS plc in utilizing the digital marketing strategies. The positivist research theory, the quantitative research strategy, the descriptive research design, and the poll method were all carefully chosen so that it could learn more about ASOS PLC's plans for digital marketing. It can get a clear and up-to-date picture of ASOS PLC's digital marketing from the 50 UK digital content creators that were picked. A closer look at the study questions in this section shows how ASOS PLC uses digital marketing and how it fits with current and future market trends in the UK.

It is clear that strategic partnerships are important for adding new types of material. There is a connection between ASOS PLC's digital marketing and people's choices, as 77% of those polled said it had some or all of an impact on their decisions. Dynamic and interactive content is growing in importance because of this. Eighty-one percent of those who answered say they are pleased with ASOS PLC's present plans, which indicates that the brand's method is being liked.

At the end, the study questions were looked at again in light of the results, which showed that they gave a complete picture of how ASOS PLC uses digital marketing in the UK market. This study talks more about the company's platform options, content engagement metrics, ability to adapt to new trends, way of working together, how customers connect with the business, and their preferences. The results help fast fashion shops like ASOS PLC and others figure out how to market online in the UK, where things are always changing. A study that adds to the ongoing conversation about effective digital marketing strategies shows that to stay ahead in the digital world that is always changing, there needs to be steady change, strategic partnerships, and a focus on the customer. These results will help ASOS PLC stay popular in the UK market and beyond.

6.3 Contributions to research

This study, which focuses on ASOS PLC, discusses about the present and future digital marketing trends in the UK market. The study helps understand how ASOS PLC markets itself online through conducting a detailed questionnaires with 55 digital content creators. It can get a better idea of platform options, content engagement metrics, how well brands can adapt to new trends, collaboration strategies, SEO integration, and how customers connect with brands from the results. Important things that affect how well ASOS PLC's digital marketing works are found by answering the research questions. The research study found in-depth insights such as digital marketing can enable fashion companies in increasing their brand awareness as well as developing stronger relationships with target audiences. Thus, this research can be considered a complete guide for people who work in the field, are learning it, or are just interested in how digital marketing is changing in the UK.

6.4 Limitations

The research study on present and future digital marketing trends in the UK market, focusing on ASOS PLC, talks some useful things. However, it is important to be aware of some issues with the research method and sample choice that were employed.

- **Validity and generalizability of the results:** As the research study uses purposive sampling method, the research outcomes might not be applicable to a bigger group of people. The 55 digital marketers who write for ASOS PLC may not be a good representation of digital marketing in the UK as a whole. This could mean that the study does not have a lot of external validity, so be careful using the results in places other than the group that was studied (Gani *et al.*, 2020).
- **Focusing much on Quantitative Data:** The study relies heavily on survey-based quantitative data and prefers to use statistical analysis and chart interpretation. While this method gives numbers, it may not give the same level of depth and meaning as qualitative methods. Quantitative data may not identify the complexity of the phenomenon under the research study.
- **Possible Response Bias:** The survey could have biased responses because it is run through Google Forms. Sometimes people give answers that are fine with most people, or they might not say everything they really feel and think (Stantcheva, 2023). There is also a chance of reaction bias because people are self-reporting. This means that people may not tell the truth about their actions or thinking.

6.5 Recommendations

The study suggests the following ways for ASOS PLC to make its digital marketing better and safer:

- 1. Putting content on more platforms:** ASOS PLC is very active on Instagram, YouTube, and TikTok, but they could incorporate more platforms for their content. There are newer sites like Snapchat that can help reach more people, especially younger ones (Ortiz-Ospina and Roser, 2023). Thus, developing new contents on newer platforms such as Snapchat will help the brand stay present and adapt to the changing tastes of digital customers.
- 2. A study of market behavior in the form of qualitative data:** Adding qualitative data to numerical results would help better understand how people behave. Interviewing or having focus groups with its target audience is one way for ASOS PLC to learn more about their

complex tastes. So, the company can better shape its material. The current method is based on data, but this qualitative layer would make it better by giving numbers trends more meaning. Thus, incorporating qualitative data can help in obtaining in-depth insights about the company.

3. Adding to SEO practices: ASOS PLC does use SEO practices, but that could be increased. The business can rank higher in search results with a more comprehensive SEO plan that includes researching topics on a regular basis, creating high-quality backlinks, and making meta-tags work better (Setiawan *et al.*, 2020). This will help search engine rankings and bring more free traffic.

4. Improving the Number of Times Customers Engage: ASOS PLC knows that customers like to interact with its marketing content every two weeks, so it should increase the number of times customers interact with it. It is important to find a balance between being regular and stopping people from getting tired.

5. Mixing content that changes and content that it can interact with: The study found that people are interested in movies and ads that they can click on more. ASOS PLC should make the most of this by adding more dynamic and involved content. Customers will have a better experience and be more involved if they use tools like shoppable posts, virtual reality try-ons, or live streaming.

6. Long Trend Analysis: It is suggested to emphasize conducting long studies to keep up with changing trends. It would be looked at in these studies how long trends last and how much of an impact they have over time (Zhou *et al.*, 2021). It can then make changes to digital marketing plan before they happen based on how long it thinks they will last.

6.6 Directions for future research

It could go a lot of different ways in the future to look into new and current digital marketing trends in the UK market, with a focus on ASOS PLC. The quantitative results help understand the problems, experiences, and thoughts of people who make digital material better. However, qualitative study methods like in-depth interviews or focus groups would also help. Qualitative data helps in exploring factors influencing perspectives of participants such as societal expectations or personal histories. Apart from this, longitudinal studies can be used to see how digital marketing trends change over a long length of time. This helps understand how tastes and tactics change over time.

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Appendix 1: Survey Questionnaires'

Please specify the gender:

- Male
- Female
- Others

Please specify your age:

- 18-25
- 25-35
- 35-45
- Above 45

Question 1

Which digital platforms do ASOS Plc. Primarily use for content creation?

- TikTok
- Instagram
- YouTube
- All of the above

Question 2

What metrics do ASOS Plc. use to measure content engagement?

- Click through rates (CTR)
- Conversion rates
- Likes and comments
- Other

Question 3

How frequently do ASOS Plc. stay updated on emerging digital marketing trends?

- Daily
- Weekly
- Monthly
- Rarely

Question 4

Have ASOS Plc. collaborated with other brands or collaborators for content creation?

- Regularly
- Occasionally
- No, but considering
- No, not interested

Question 5

How do ASOS Plc. incorporate SEO into the content creation process?

- Keyword research
- Creating quality backlinks
- Optimising meta-tags
- Not implementing SEO currently

Question 6

HOW MUCH DO YOU USE THE MARKETING CONTENT FROM ASOS PLC?

- Every day
- Once every two weeks
- Really not often
- Once annually

Question 7

What kinds of digital marketing do you think help ASOS sell more items?

- Email marketing
- social media (like Facebook and Instagram)
- Working with influencers
- Paid search

Question 8

Does ASOS's digital marketing make you more or less likely to buy something?

- Strongly
- Probably
- Not Probably
- Very Likely

Question 9

That ASOS digital stuff that interests you the most?

- Blog posts
- Videos
- Ads you can click on
- Posts on social media

Question 10

Would ASOS make any changes to keep up with the latest trends in digital marketing?

- Really well
- Actually, pretty good
- Almost good enough
- Not Well