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Declaration

I hereby certify that the work which is being presented in the project entitled "***Impact of digital marketing on consumer perception and buying behaviour: A Case of Boohoo Group***" submitted to the ***University of Wales*** is an authentic record of my own work carried under the supervisor. This study has not been submitted to any other institution or university for the award of any other degree. This dissertation has been checked for plagiarism by the college and the similarity index is within permissible limits set by the college.



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Abstract

This study is aimed at comprehending the role of digital marketing and its influence on customers buying behaviour using Boohoo as an example. By collecting a relevant and appropriate empirical evidence via primary data collection method that includes survey and conducting semi structured interview, the study discusses specific areas such the impact of digital marketing on the buying decision, reliability, visual content with/in digital marketing.

The survey result shows Boohoo could remain competitive and gain competitive position as long as they constantly upgrade their content strategy and always aim to meet the market demands and tailor their products to what contemporary customers expect.

Thus, the key recommendations for Boohoo are to maximise the use of digital marketing tools that can include creating appropriate pictures and videos for promotion, and also to leverage data as the marketing weapon and build better relationships with their customers.

The future studies could involve more longitudinal research, more platform-related research, and studies of effects of new technologies showing how and in what ways the digital media is developing and asses how the retail sectors such as Boohoo could benefit from.

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Chapter I: Introduction

I.I Research background

There is evidence the constant development of the perception of sustainability and prioritisation of circular economy create high level of transformation in the current business scenario of fashion industry (Gazzola *et al.*, 2020) . Furthermore, there is a constant shifting in terms of cultural trends and the rise of digital marketing that significantly impact on the trends of fashion industry. The chosen organisation for this research i.e. Boohoo Group is one of the reputed organisations which are always prioritising the implication of innovation to drive business sales to avoid risk and promote sustainability easily. However, the research of Nassar, Goddard, and Freeman, (2023) coined that the rapidly developing the activity of competitors and shifting consumer perceptions, developing the influencer strategy and changing targeted customers, Boohoo Group faced a high level of complication in the workplace. For this reason, they are trying to find a better way of adapting to the current business situation to avoid risk and measuring the performances to get better results.

However, the study of Alwan and Alshurideh (2022) mentioned that digital marketing process implicates various digital channels, which is helpful for creating and promoting better connections with the customers and successfully developing the brand easily. Implication of various digital marketing tools and techniques help to drawing attention of the customers and designing effective connections for satisfying customers and getting better results easily. Using digital marketing strategies helps to make a potential process to create an effective brand image to enhance customer loyalty to drive sales (Omar and Atteya, 2020). It also ensures that the identification of the perceptions about the behavioural shifting of consumers ensure to maintain a competitive edge. Due to the rapid trends and changing consumer preferences, the fashion industry is facing high-level fluctuations to get stable business, and it ultimately influences the agility of the market strategies. For this reason, this research is trying to identify the process of enhancing the business to cope with the risk of enhancing customer engagement and improving brand loyalty successfully.

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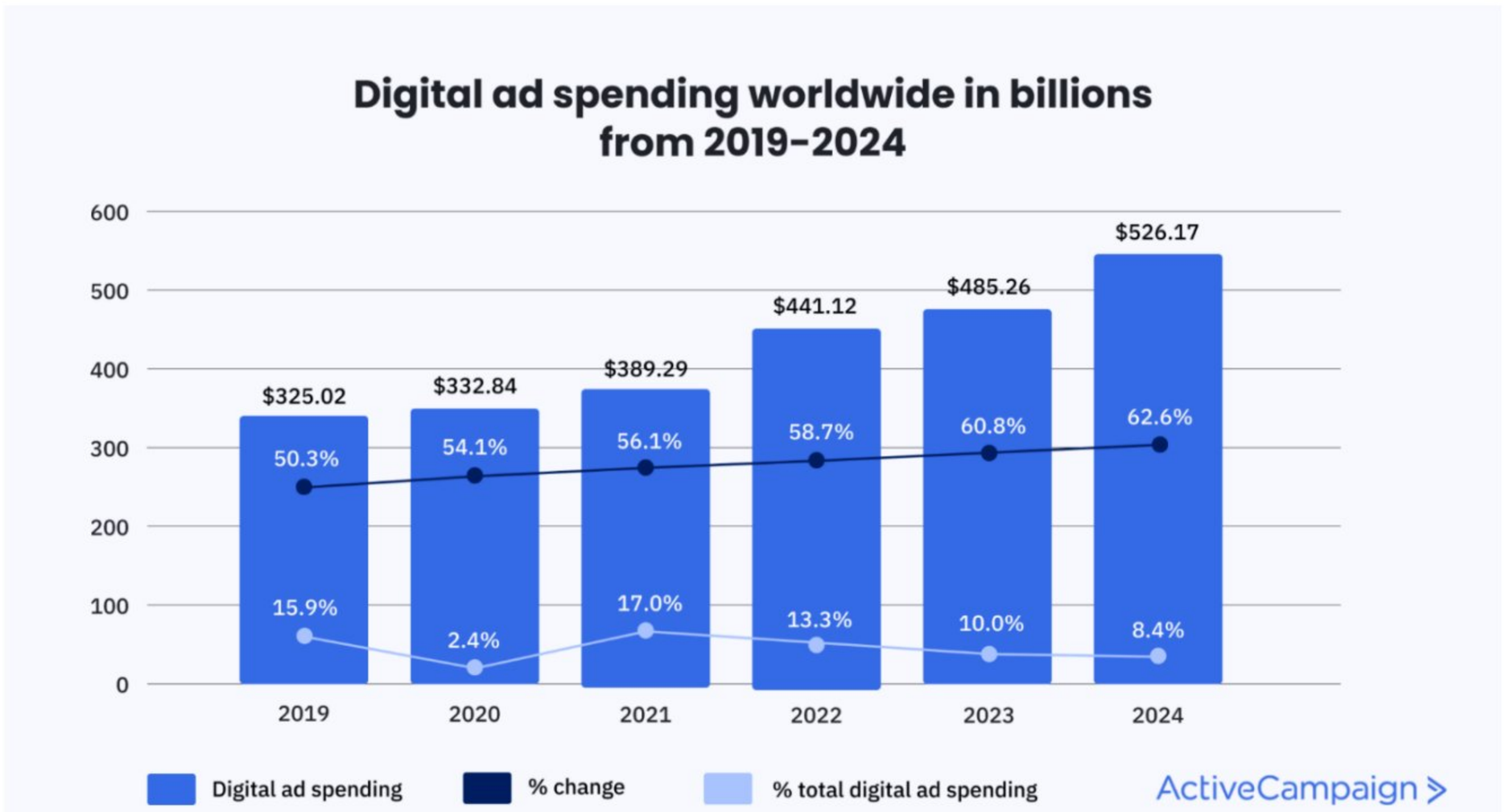


Figure I: Developing digital Ads investing worldwide (2019-2024) in billion

(Source: Hufford, 2022).

The above diagram shows that the constant upgrading of emerging technology for digital marketing can help to make business development easier. In that case, Kalsi, (2022) shows that the most organisations like Zara, Amazon are trying to spend on digital ads to make their marketing successful. The above graph highlights gradually increasing investment in digital advertising spending worldwide from 2019 to 2024, showing the necessity to become accustomed to the new business trends to get stability, insisting organisations invest in digital marketing easily.

1.2 Problem Statement

Due to the growing recognition of the digital marketing process for influencing the process of the fashion sector, most of the top leading organisations are trying to identify customer trends

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and shifting them to drive sales. For this reason, research of Nassar, Goddard, and Freeman, (2023) coined the Boohoo group faces lots of turbulence adjusting to the new situation. Apart from that, competitors also work for innovation and attract customers through digital strategic implementation to avoid risk and ensure better results easily. It would be useful for enhancing the process of shaping consumer attitudes and driving purchase rates (Dastane, 2020).

For this reason, this research tries to properly show the effective digital marketing channels like social media, Email etc. that the Boohoo Group can use to give better competition with the competitors by properly discussing the benefits and challenges. This can help to guide the organisation to invest in it or not and the effective channels of digital marketing to get better outcomes easily.

Furthermore**, this research** also works for addressing the issues that Boohoo Groups will be used for digital marketing initiatives to influence the consumer perceptions and provide proper recommending strategy to optimise the marketing efforts to reach the proper position in the global marketplace.

1.3 Research aim and objectives

The aim of the organisation is to identify the impact of the digital marketing basis on consumer perception and buying behaviour in the context of Boohoo Group.

The research objectives are as follows:

- To identify the contribution of the digital marketing basis on the shape consumer perceptions of Boohoo in the UK.
- To explore the relationship between digital marketing efforts and consumer buying behaviour.
- To investigate the most effective digital marketing channels for influencing consumer behaviour.
- To identify the benefits and challenges of using digital marketing to shape consumer perceptions of the fashion sector in the UK.
- To discuss the recommended way to use the fashion sector to get better results of

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digital marketing.

1.4 Research questions

- How does digital marketing shape consumer perceptions of Boohoo in the UK?
- What is the relationship between digital marketing efforts and consumer buying behaviour?
- Which digital marketing channels are most effective in influencing consumer behaviour?

1.5 Research rationale

The constant development of business trends and shifting consumer desires always make issues to properly address the situation and get better results negatively. Apart from that, Gen Z, who are the biggest customers of the fashion industry, rely highly on advanced technology and are trying to spend their leisure time on social media (Kurdi *et al.*, 2022). Apart from that, developing various professions like social media influencers and celebrity endorsement are also works for advertising the organisation to develop brand identity easily. In that case, Boohoo Group is using digital marketing to better spread its brand identity to get a competitive position in the global marketplace. Having a high level of reliability on social media, Targeted advertisement through digital marketing in the current situation assists the consumer, which always insists on the organisation to invest in it to boost consumer engagement and create proper decision making to cope with the risk easily (Alwan and Alshurideh, 2022).

Apart from that, digital marketing channels provide various brand opportunities and challenges in their marketing efforts to influence consumer behaviour. For this reason, this research will help to guide the Boohoo Group to properly use effective digital marketing tools and techniques to make the best way to get better outcomes. It also helps to navigate the Boohoo group as well as the other competitors to get stability in the digital landscape.

1.6 Research Significance

Gathering information related to digital marketing can be helpful for properly making better strategies, quickly adjusting to customer perceptions, and avoiding the business process. To assess the relationship between digital marketing and consumer behaviour for guiding the

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fashion industry and helping the Boohoo group to get success in this research. The continuously evolving changing preferences of the customers, as well as work to make them better accustomed to the current market trends, always make trouble for the organisation, especially the fast fashion industry, to get better at attracting customers (Ilyas *et al.*, 2021). Despite that, this research is trying to properly discuss the way digital marketing and the proper implication of various tools and technology can be helpful for better understanding the customer perceptions as well as assist to enhance the business management easily.

Focusing on this research helps to guide the industry by prioritising actionable insights and discussing the way digital marketing channels can be useful for shaping consumer perceptions effectively (Babalola, Lateef, and Zekeri, 2020). This also works for successfully reaching the target audience as well as enhancing customer engagement, boosting conversion rates, and increasing brand loyalty to ensure the stability of the business operation management and sales growth to stimulate profitability successfully (Melović *et al.*, 2020).

Apart from that, this research will also help to examine the various aspects related to the marketing approaches that Boohoo or other organisations can follow to offer a better comprehensive framework for successfully handling the business. It can enhance the opportunities to overcome the issues as well as helping to optimise the marketing efforts to boost the online presence and assist in connecting the consumers by leading to improved consumer satisfaction and business performance.

This way, the whole research ensures that the fashion industry, Boohoo, is properly marketing its business to shift with consumer perceptions and easily gain better results.

1.7 Dissertation structure

This research follows a properly structured method, which is as follows:

Chapter I: Introduction identifies the reason for this research and clarify the aims, objectives, research questions, rationale and significance.

Chapter 2 Literature review provides insight into the relevance of the topic based on previous research to achieve better results.

Chapter 3 Research methodology: reflects the method used to collect empirical evidence

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from various stakeholders group.

Chapter 4 Research findings presents the findings of the data and information from primary and secondary sources to support the argument made

Chapter 5 Analysis discusses the meaning of the sata and provides the interpreatation of of the findings fmro both primarary and sencodary sources

Chapter 6 Conclusion and recommendation provides the summary of the research by revisiting the research questions and making concluding remarks as well as shows recommendation to get better results.

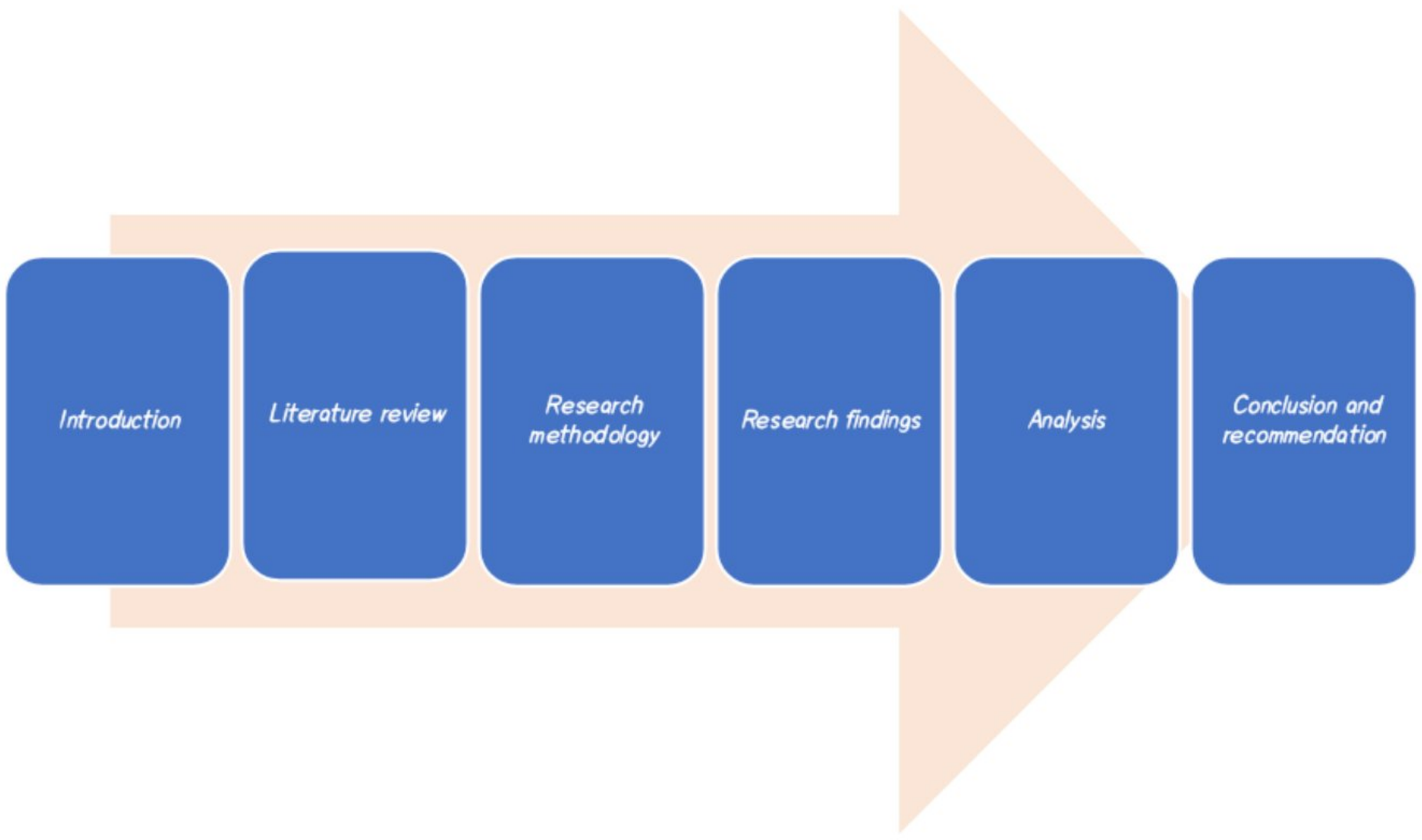


Figure 2: Dissertation structure

(Source: Self-developed)

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Chapter 2: Literature Review

2.1. Introduction

This chapter examines theories and studies on the subject of how Boohoo Group-focused digital marketing affects consumer perception and purchasing behaviour. Crucial ideas covered in the literature review will include consumer perception, purchasing patterns, digital marketing tactics, and the efficacy of different digital marketing platforms. This chapter attempts to give readers a thorough grasp of the connection between customer responses and digital marketing through an analysis of academic journals, company data, and case studies. Apart from identifying gaps in the body of knowledge, the review will lay the groundwork for the study's aims.

2.2. Empirical Data Collection

2.2.1 Overview of Market Reports in Digital Marketing

For data on consumer behaviour and digital marketing trends in a range of industries, such as fashion retail and e-commerce, market studies are crucial. A wealth of information about spending trends, market dynamics, and the effectiveness of marketing strategies may be found in this research. They are created by reputable companies like Statista, eMarketer, Nielsen, and others. Companies like Boohoo Group, a major competitor in the online apparel retail space, need this kind of information to focus their digital marketing campaigns.

Digital marketing reports typically address consumer preferences, market segmentation, digital channel performance, and the results of different digital strategies (Olson et al., 2021). They offer quantitative as well as qualitative data regarding how companies use online platforms to change the way customers see them, increase customer engagement, and increase sales. In order to understand Boohoo's approach to digital marketing, it is important to understand the most relevant data sources and how they provide factual backing (Biemans, 2024).

Statista: Consumer Perception and Digital Marketing Trends

Statista is a highly recognized source of data on domestic and international trends in digital marketing (Mishra, 2020). A multitude of information is provided about consumer behaviour, market performance, and the efficiency of digital marketing platforms. Many reasons, such as social media, influencer marketing, and mobile app-based buying, have contributed to the online

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fashion company's explosive growth, according to Statista's UK digital marketing research (Falco, 2020).

According to Davis (2021), Boohoo benefits greatly from Statista's expertise in influencer marketing and social commerce. On social media platforms like Instagram and TikTok, where Boohoo is well-known, the platform provides statistics on how consumers interact with companies (Ahmed et al., 2023). 2023 surveys indicate that younger consumers, especially millennials and Gen Z, are greatly impacted by social media endorsements, which are an essential aspect of Boohoo's marketing strategy (Yoong, 2023). A further area in which Boohoo spends to draw in fashion-conscious customers is data on online buying behaviours, which emphasizes the need of flawless mobile experiences.

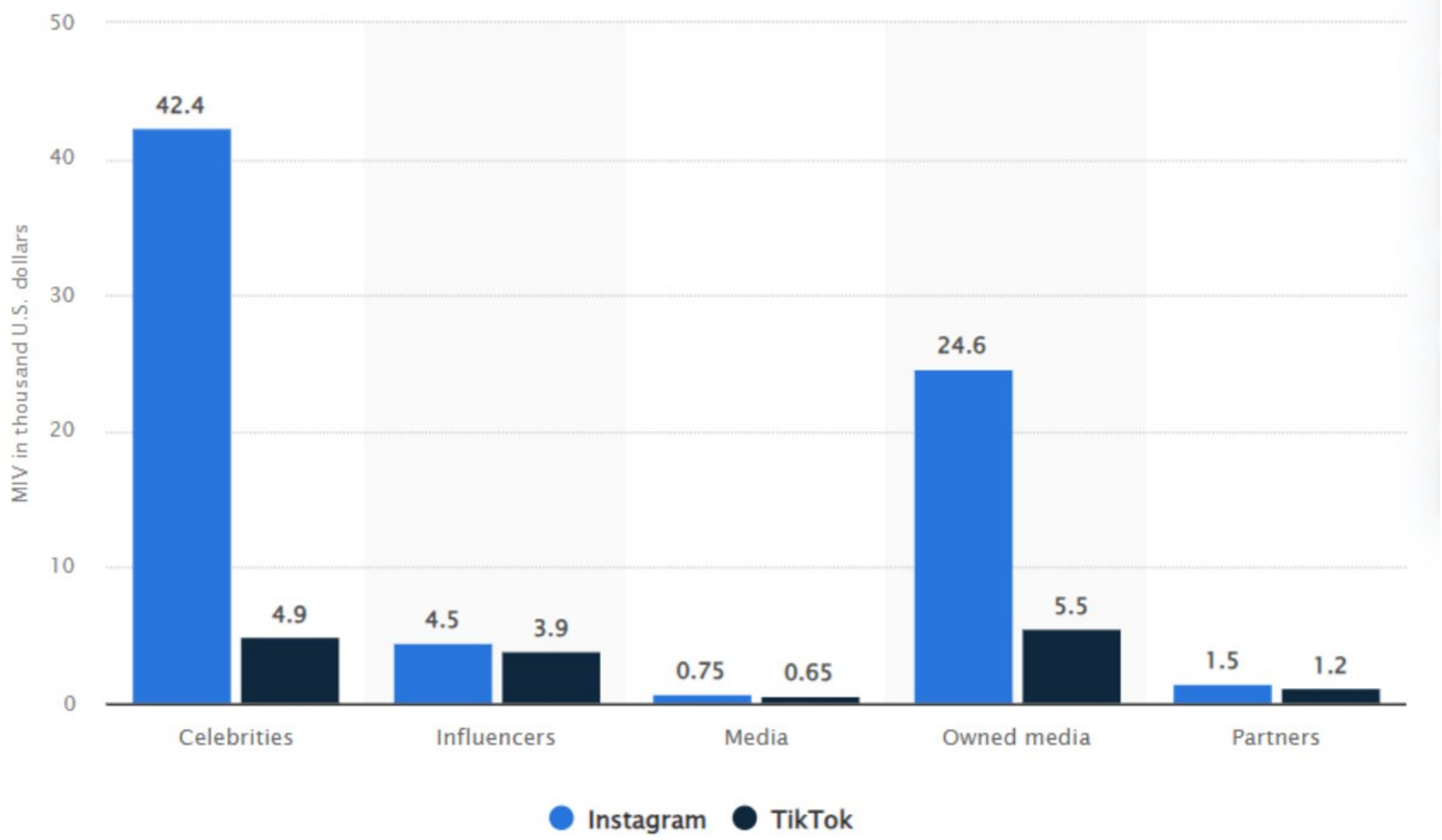


Figure 3: Average media impact value (MIV)

(Source: Dencheva, 2024)

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eMarketer: The Effectiveness of Digital Marketing Channels

eMarketer is a specialist in providing organisations with in-depth understanding of how different digital marketing channels operate, allowing them to choose the platforms that offer the best return on investment (ROI). Social media, search engines, and email marketing are the main channels influencing customer engagement and conversion, according to eMarketer's 2023 projections on UK retail and digital advertising (Smith and Zook, 2024). Optimising these channels is critical for a firm like Boohoo, which depends on high-volume, low-cost fashion sales, to stay competitive.

According to eMarketer's reports, Instagram and TikTok are the most popular platforms for fashion businesses when it comes to social media advertising (Ye, 2023). By using influencers and brand ambassadors to promote their products, Boohoo has leveraged these channels to boost the legitimacy and visibility of its products. EMarketer reports underscore the significance of retargeting adverts and customized email campaigns, which Boohoo utilizes to push customers to revisit abandoned carts and provide exclusive deals, so augmenting their purchasing behaviour.

Moreover, eMarketer research shows that more than 60% of consumers say seeing a product's video increases their likelihood of purchasing it (Morreale, 2022). This implies that the use of video content in consumer interaction tactics is becoming increasingly important. The outcomes are consistent with Boohoo's commitment to video-based marketing, particularly on TikTok, in a market where consumers are drawn to visually appealing content.

Nielsen: Consumer Spending Habits and Preferences

The way that customers use digital content and make purchasing decisions is thoroughly examined in its reports. Nielsen's 2022 analysis on UK consumer expenditure indicates that during the COVID-19 pandemic, there was a discernible shift in consumer spending towards online shopping, especially for apparel and cosmetics (AbdulHussein et al., 2022). Given that Boohoo has enhanced its digital marketing approach in response to the growing demand for online shopping, this is consistent with the company's rapid expansion.

The also demonstrate notable changes in consumer preferences, such as the increasing significance of ethical and sustainable fashion (Mohr et al., 2022). Despite facing criticism for

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its fast-fashion business model, Boohoo is beginning to calm critics' concerns with the help of advertisements showcasing its eco-friendly initiatives and partnerships with well-known names in sustainable fashion. Nielsen research indicates that brand ethics are becoming increasingly important to customers, and companies that don't follow these guidelines risk losing market share. To maintain its market share and consumer loyalty, Boohoo needs to respond to these shifts using data from sources like Nielsen.

Figure 4: Nielsen: Consumer Preferences of finding contents

(Source: nielsen.com, 2023)

Moreover, the bulk of Boohoo's clientele consists of millennials and Gen Z, who are more inclined to make purchases from businesses with a strong online presence, affordable prices, and user-friendliness (Lucy Maguire, 2020). Nielsen's market segmentation data served as the

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foundation for these figures. These results most likely influenced Boohoo's decision to continue supporting aggressive digital advertising campaigns and mobile-friendly e-commerce platforms, which help the brand stay at the top of its target market's thoughts.

2.2.2 Other Industry Insights: Boohoo’ s Position in the Market

Several trade publications such as Frianeza (2024) provide essential context for understanding Boohoo's competitive situation in the UK fashion sector in addition to Statista, eMarketer, and Nielsen. According to statistics from Mintel and Euromonitor, businesses need to combine online and offline experiences in order to adapt to the shifting needs of their customers. This highlights the importance of omnichannel marketing strategies. Thanks to its digital-only business model, great use of social media, influencer partnerships, and online marketing, Boohoo has become a major player in the UK's fast-fashion sector.

Boohoo's noteworthy growth was recognized in Mintel's 2023 report on UK fashion retail, despite increased competition from stores like ASOS and Zara (mintel.com, 2024). Due in large part to its aggressive marketing strategies and emphasis on digital first, Boohoo has been able to attract and retain a substantial client base, many of whom belong to younger demographics. The relevance of Boohoo's strong online presence is further demonstrated by a study conducted by Euromonitor, which shows that the brand's ability to react quickly to changes in the market through flexible marketing strategies and real-time data analytics is largely responsible for its success.

These studies also address the challenges Boohoo faces, such as the growing consumer desire for ethics and transparency. Boohoo's digital marketing tactics have contributed to the company's significant market share gains, but how well it manages labour and sustainability-related issues will determine how long it can sustain this growth. Industry findings imply that in order to keep connecting with its target demographic, Boohoo's upcoming marketing initiatives could need to concentrate more on these areas (Langley and Rieple, 2021).

2.2.3. Relevance to Boohoo’ s Market Strategy

The marketing strategy and overall market position of Boohoo are directly impacted by the information offered by these market reports. Boohoo can decide how best to spend its marketing money, which channels to focus on, and how to hone its messaging to appeal to its

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target demographic by knowing customer preferences, spending patterns, and the efficacy of digital channels.

The information gathered from these sources demonstrates that a major factor in Boohoo's success has been the company's emphasis on social media marketing, especially through influencers and user-generated content (Murphy, 2021). However, Boohoo will need to keep using industry data to adjust its policies as consumer expectations change, especially with regard to ethical and ecological fashion (Hatley, 2021). The market reports examined in this part demonstrate that the company's capacity to be competitive in the fast-fashion industry rests on its ability to react quickly to these trends.

2.2.4. Digital Marketing and Consumer Behaviour in Fashion

Digital marketing is crucial in influencing consumer behaviour in the fashion sector (Saura et al., 2020). 75% of fashion shoppers start their shopping trip online, according to academic research that consistently show how much fashion consumers rely on digital platforms to make informed purchases (Parker and Kuo, 2022). Fashion is a highly visual and immersive industry, which makes influencer endorsements and digital marketing platforms like social media very useful.

Digital marketing gives Boohoo a direct line of communication with its target demographic, which is mostly Gen Z and millennials (Najjuko, 2023). Studies reveal that social media posts, reviews, and endorsements from influencers are among the online content that these groups are most likely to be exposed to (Fan et al., 2023). Younger customers are more receptive to digital information that feels genuine and in line with their values, according to (Chatzopoulou and de Kiewiet (2021). For Boohoo, this means that in addition to highlighting cost and style, the company needs to engage customers with stories like inclusivity, body positivity, and sustainability—themes that appeal to today's fashion-forward consumers.

Additional research by Hoang et al. (2023) reveals that eighty percent of fashion buyers believe they choose firms that provide a smooth digital experience, from product exploration to interaction after the sale. Thus, Boohoo can greatly increase customer satisfaction and loyalty by investing in mobile-friendly websites, user-friendly interfaces, and tailored shopping experiences. Boohoo can improve customer interactions and encourage repeat business by concentrating on developing an interesting and adaptable digital ecosystem.

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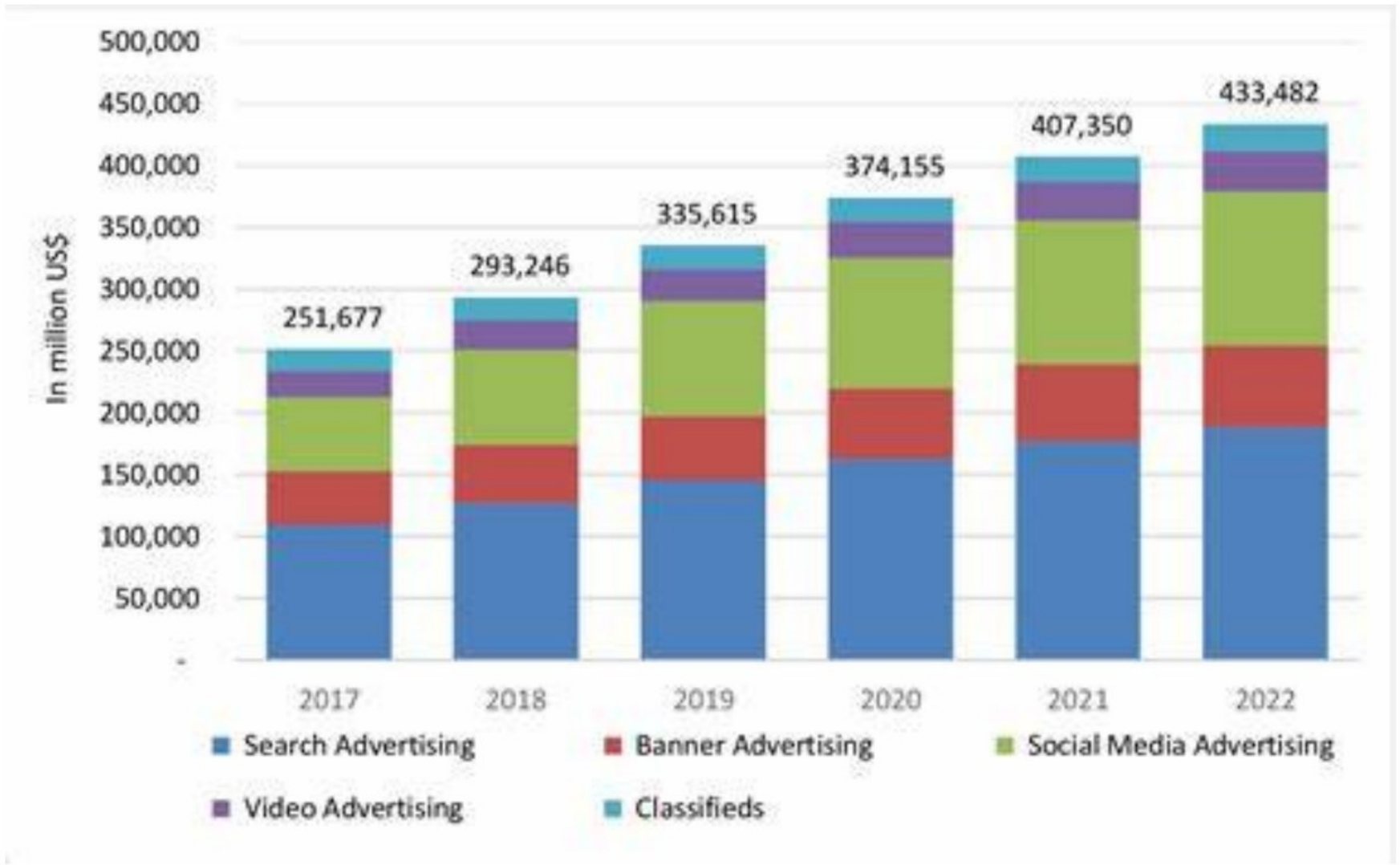


Figure 5: Influence of digital marketing on buying decisions

(Source: semanticscholar.org, 2020)

2.2.5. Social Media Marketing and Fashion Consumer Perception

Social media marketing is extremely powerful in the fashion sector, as platforms like Instagram, TikTok, and Pinterest are highly visual and allow for direct engagement between businesses and consumers. Academic study on social media' s significance in fashion underlines how it helps firms like Boohoo alter consumer views and boost sales through dynamic, real-time involvement.

Boohoo is one of the 90% of fashion firms that utilize social media to sell their products, according to studies. The way that Boohoo employs user-generated content and influencers to promote their items on Instagram and TikTok is a great example of how social media marketing can increase brand awareness. Studies reveal that 72% of buyers base their judgments on what they see on social media, particularly when such posts are from reliable influencers (Kamaldeep,

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2021). Boohoo takes advantage of this by collaborating with micro- and fashion-influencers that share the brand's vision of young, reasonably priced clothes.

The significance of visual storytelling in fashion social media marketing is a major result from academic research. Customers are more likely to feel an emotional connection to a business that uses accessible tales, visuals, and video material to communicate a powerful story (Nicoli *et al.*, 2022). Boohoo succeeds in this area, leveraging social media platforms to showcase diversity, body positivity, and the current fashion trends (Dias and Cavalheiro, 2022). In addition to drawing attention, these initiatives create a community around the company, which increases customer loyalty.

Furthermore, research indicates that interactive elements on social media, including surveys, Q&A sessions, and fashion shows streaming live, greatly increase user engagement. The way Boohoo uses TikTok challenges to encourage customers to make original video with their items is a great example of how to employ user interaction to increase brand affinity.

2.2.6. Influencer Marketing in Fast Fashion

One of the most effective methods for raising brand recognition and promoting consumer engagement in the fast-fashion industry has been demonstrated to be influencer marketing. Academic research shows that 49% of consumers of fashion use suggestions from influencers when making purchasing decisions. Working with influencers that connect with Boohoo's target demographic has allowed the company to successfully capitalize on this trend (Zak and Hasprova, 2020).

Influencer marketing works particularly well in the fashion sector, according to study, since it allows firms to showcase their products in real-world environments, which humanizes and motivates customers. Influencers often act as stylish mentors for their fans, offering ideas and assisting in the creation of outfits for Boohoo's merchandise. Research indicates that 58% of customers prefer the opinions of influencers over traditional marketing messages, particularly in the fashion industry where relatability and authenticity are important factors.

For Boohoo, collaborating with micro-influencers—individuals with small but active followings—has been successful. Research shows that micro-influencers—those with 10,000 – 100,000 followers on average—have higher engagement rates than well-known

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influencers (Sim ã o, 2023). This is because their viewers find them to be more relatable and real, which increases the weight of their recommendations. By collaborating with a wide range of micro-influencers, Boohoo's approach allows the company to target specific audience segments and build stronger relationships with prospective clients.

Scholarly investigations also emphasize the enduring significance of influencer collaborations in establishing brand equity. Influencer marketing, as opposed to transient advertising campaigns, builds enduring connections between the influencer's personal brand and the company, which helps customers remember Boohoo long after the initial post. Research indicates that consumers who come across influencer material are three times more likely to recall the brand, suggesting that influencer marketing offers both short- and long-term advantages for increasing brand recognition and retaining customers.

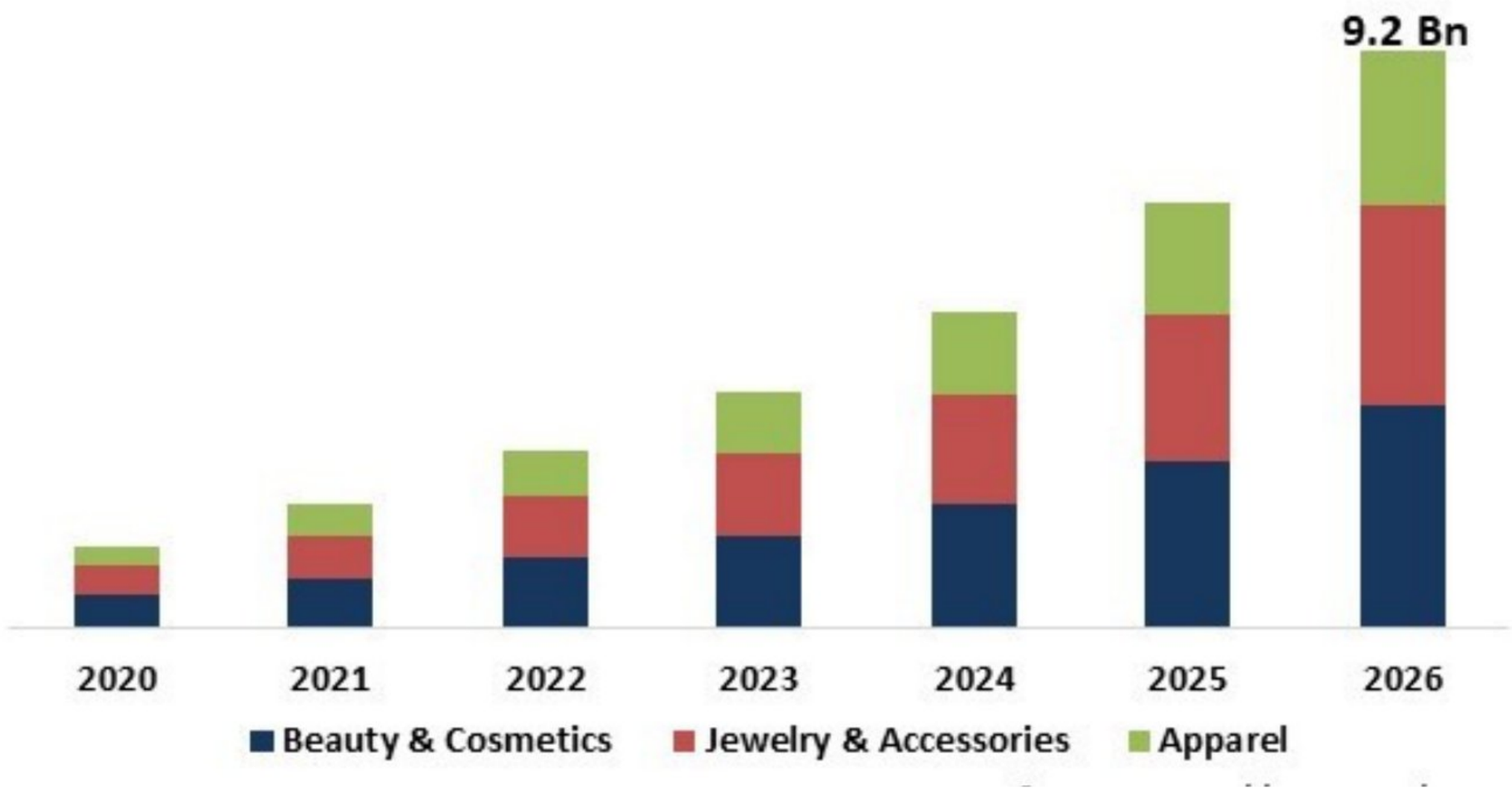


Figure 6: Fashion influencer marketing

(Source: kbvresearch.com, 2020)

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2.2.7. Email Marketing: Personalization in Fashion Retail

Fashion businesses can still benefit greatly from email marketing, particularly when it is used in conjunction with personalization techniques. According to academic research, personalized emails can boost open rates by 26% and conversion rates by 14%. As a result, fashion firms like Boohoo that want to interact with clients personally should consider implementing this strategy (Neri, 2022).

According to a study, 72% of customers are more likely to open an email that is personalized for them based on what they have previously browsed or bought online (Goic et al., 2021). These results align with Boohoo's use of targeted email advertising, which notifies consumers when a product they've viewed is restocked or offers recommendations based on previous purchases. Personalised emails make recipients feel valued, which boosts click-through rates and strengthens relationships with clients.

The success of segmented programs is a notable finding in email marketing research. For more targeted and relevant marketing, brands can divide their customer base according to factors like age, location, or previous purchases. Because it can divide up its user base, Boohoo is able to provide personalised incentives, such as first access to new collections or exclusive discounts for regular consumers. According to data, 58% of email income comes from segmented email campaigns, which highlights how crucial they are for fashion companies.

Furthermore, studies have demonstrated that by sending cart abandonment emails—which serve as reminders to customers who have added things to their basket but did not finish the sale—ten to fifteen percent of lost revenue can be recovered. Boohoo use automated emails to encourage shoppers to leave their baskets, typically with an additional discount, in an effort to make up lost revenue and highlight their value proposition of fairly priced apparel.

2.2.8. Digital Advertising: Targeting and Retargeting in Fashion

Academic research on digital advertising emphasizes the importance of customized marketing in the fashion industry, as consumers are inundated with advertisements on a regular basis. Given that 68% of consumers are more inclined to interact with advertisements that are tailored to their individual interests, data-driven targeting is crucial for companies such as Boohoo.

Boohoo employs targeted digital adverts on websites like Facebook and Google. These ads

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are displayed to users according to their online activity, browsing history, and demographic data. Research shows that because targeted advertisements are more likely to reach customers who are already interested in fashion or have interacted with the brand in the past, they have a greater click-through rate (CTR) than generic advertisements (Shah and Nasnodkar, 2021). Boohoo can reach people who are most likely to become paying customers by using precise targeting, which maximizes the effectiveness of their advertising expenditure.

Studies also demonstrate the efficacy of retargeting advertisements, which aim to attract customers who have already visited a brand's website but did not complete a transaction. These ads have the potential to boost conversion rates by reminding viewers of products they have either viewed or left in their shopping carts. Because retargeted customers are 70% more likely to complete a deal, e-commerce companies like Boohoo that have high cart abandonment rates should consider implementing this technique.

Furthermore, it has been demonstrated that programmatic advertising increases ad efficiency by 30%. Programmatic advertising uses algorithms fed with client data to automatically purchase ad spaces. Boohoo makes an investment in programmatic advertising to ensure that the right customers see its ads at the right moment, hence boosting the likelihood of increased interaction and sales.

2.3 The Role of Data Analytics in Digital Marketing

Data analytics are always playing a crucial role in integrating digital marketing because it is helpful for enhancing the possibility of providing insights easily and assisting in making informed decisions for optimising customer engagement. It can be helpful for improving customer engagement successfully. The research of Shah and Murthi (2021) highlights that the implication of data analytics can help to understand the customer's preferences and changes in behaviour due to the shifting of perceptions. It is useful for identifying the trends to become better accustomed to the new trends and helping to get sustainable business management effectively.

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Figure 7: Types of digital marketing analytics

(Source: Erin, 2023)

The above diagram shows multiple digital marketing analytics which can be helpful for digital marketing effectively.

The research of Saura, (2021) coined the idea that data analytics allows the organisation to create personalised content related to data analytics, which helps to manage offers and advertisements, boost sales, and drive business growth.

The research of Gupta *et al.* (2021) shows that the implications of data analytics are helping to make better ways of analysing business performances by identifying new marketing strategies for working and better adjusting to needs. It enhances the possibility of improving the effectiveness of campaigns in digital marketing to get better results. Thus, the organisation ensures to get better results easily.

Apart from that, research by Niu *et al.* (2021) highlights that the data analytics process allows

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the organisation to gather real-time data gathering as well as up-to-date information for quick decision making. It enhances the possibility of better strategic planning for overcoming risk and achieving sustainable business upliftment effectively. Quick decision making based on the gathered data and scientific thinking would be helpful for overcoming risk or any issues to get better results to meet the business aim. It always leads to gaining competitive advantages for the organisation easily.

This way, the implication of Data analytics helps to better identify the areas based on the inefficiency for enhancing the business organisation to facilitate business growth and driving sales to get better outcomes for the organisation.

2.4. Theoretical Framework

Thorough understanding of the relationships between Boohoo Group's digital marketing strategies and how these approaches influence consumers' views and purchasing decisions in the fashion sector forms the basis of the theoretical framework of this literature study. This concept describes how digital marketing encourages customer involvement and loyalty in a highly competitive market in addition to drawing in attention from consumers. It accomplishes this by utilizing tried-and-true theories and models together with taking into consideration the ever-changing digital world.

2.4.1 Consumer Behaviour Theory

This paradigm's guiding principle examines how consumers divide their resources—money, time, and effort—among various forms of consumption (Tanrikulu, 2021). According to this idea, a consumer's behavior may be influenced by a wide range of elements, including social, psychological, environmental, and personal aspects.

Personal Influences

A person's personal characteristics include things like age, gender, income, and lifestyle preferences. These components have a significant impact on the decisions made by the intended audience. Since younger customers in the Gen Z and millennial age groups make up Boohoo's target market, it is crucial to comprehend these specific elements in order to create effective marketing strategies. Research indicates that 75% of fashion customers start their search online, emphasizing the significance of Boohoo's internet presence. Moreover, these

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groups' personal values typically align with the notions of trendiness, affordability, and social acceptability; as a result, Boohoo must adjust its products to satisfy these criteria.

Psychological Influences

Concari et al. (2020) assert that comprehending psychological ideas like motivation, perception, beliefs, and attitudes is essential to comprehending consumer behavior. Boohoo uses influencer partnerships and social media engagement as part of their digital marketing strategy to cultivate favourable opinions about the brand and its goods. Studies show that 72% of buyers are influenced by suggestions from other social media users, especially when those suggestions come from reputable influencers. The importance of connection and emotional engagement is emphasized in the previous line. Boohoo uses storytelling techniques to advocate for ideas like body acceptance, inclusivity, and sustainability that emotionally connect with their target audience.

Social Influences

Social influences are the opinions of friends, family, and wider social networks that affect decisions on what to buy. Through collaborating with influencers and creating user-generated content, social media platforms enable Boohoo to engage with its audience and create a community around the brand. Studies show that social validation influences consumer behavior; 58% of customers would rather hear suggestions from influencers than from traditional marketing. Customers of Boohoo are more likely to feel like they are a part of the company and to make repeat purchases since social media is a collaborative platform.

2.4.2 The Technology Acceptance Model (TAM)

The technology acceptance model is one of the effective models of innovation and development to enhance the process of successfully increasing the unique creation. It can enhance the efficiency to properly focus on the advanced technology to satisfy the work. It boosts the needs of the customers as well as assists in properly impacting the potential outcome. In that case, the implication of the TAM works to allow the organisation to successfully handle the proper data analytics, which is useful for digital marketing with the help of identifying consumer perception and buying patterns to achieve success in the fast fashion industry easily (Davis, Granić, and Marangunić, 2024). This technology acceptance model uses

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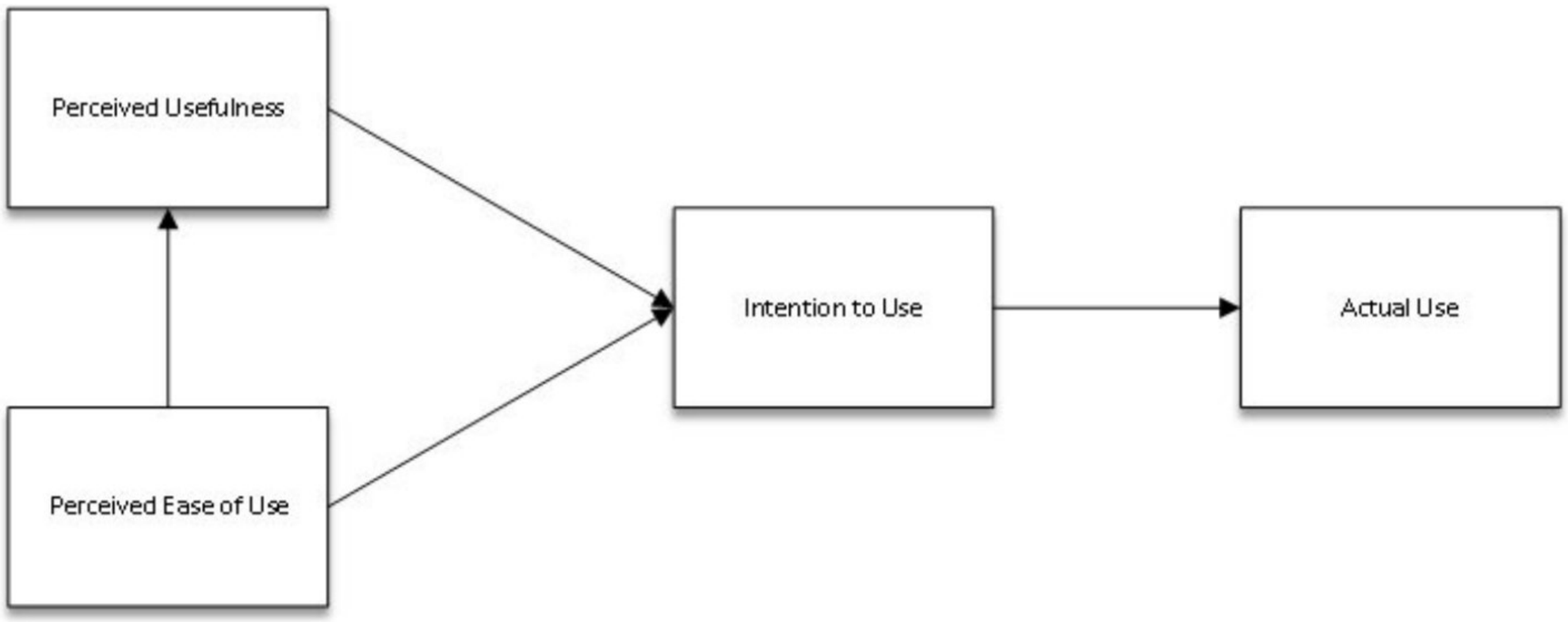
two factors to identify the way to discuss the planned behavior and works very significantly.

Perceived usefulness: Perceived usefulness refers to the process of identifying customer trends to discuss buyer behaviour, etc., which can be helpful for increasing efficiency and avoiding business management problems (Musa *et al.*, 2024). The proper technology to promote digital marketing will be helpful for avoiding the risk of sustainability and insisting on making strategic planning easy.

Perceived ease of use: This factor is helpful for identifying the effort users make to better implement new technology. It helps to lead business development to get better results. Focus on the seamless integration of data analytics to identify the consumer perception and changing trends of the buyer to make an effective digital marketing process (Mustafa and Garcia, 2021). It helps to properly identify the required and unique strategy for fostering brand promotion easily.

Intention to use: This factor is helpful for leading the process of people's usage of the technology to make digital marketing successful.

Actual use: This actual system relies on the specific point where the people are using the technology to avoid the risk and create a progression of the business easily (Na *et al.*, 2022).



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Figure 8: Technology Acceptance Model (TAM)

(Source: Marikyan and Papagiannidis, 2023)

2.4.3 The Social Identity Theory

Social Identity Theory (SIT) is an effective psychology theory that tries to properly explain how people can help construct the procedure of social identity. It can also work to increase the process of expressing social identity, which helps to enhance the influence of creating behavioural change. This also enhances the interaction of others successfully.

Henri Tajfel and John Turner developed this theory in the 1970s to explain the process of defining a theory's place in society. This social identity follows various ideas, which are as follows:

Social categorisation: Social categorisation focuses on people grouped by age, gender, ethnicity, occupation, and socio-economic status, which influences buying power (Steffens *et al.*, 2021). This can lead to effective purchasing preferences change.

Positive social identity: Positive social identity always works to develop motivation, which can help to achieve a positive social identity. It generally comes from perceived membership in the social group and works to significantly reduce negative attitudes and beliefs.

Intergroup behaviour: This part of the theory explains the process of shifting social identity through intergroup behaviour, such as discrimination. It shifts the state of mind and changes customer behaviour, which easily impacts the fashion industry (Farivar and Wang, 2022).

Group membership: Sometimes, self-esteem leads to group membership, where the concept of ingroup and outgroup has been generated, and it impacts the strive to maintain it and make distinctiveness.

Focusing on the Social Identity Theory helps to make better ways to reduce the biases in the work as well as increase creativity to properly undermine the requirement of the people based on their surroundings, upbringing, requirement, purchasing power and make strategy and products for avoiding the risk easily.

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2.5. Conceptual Framework

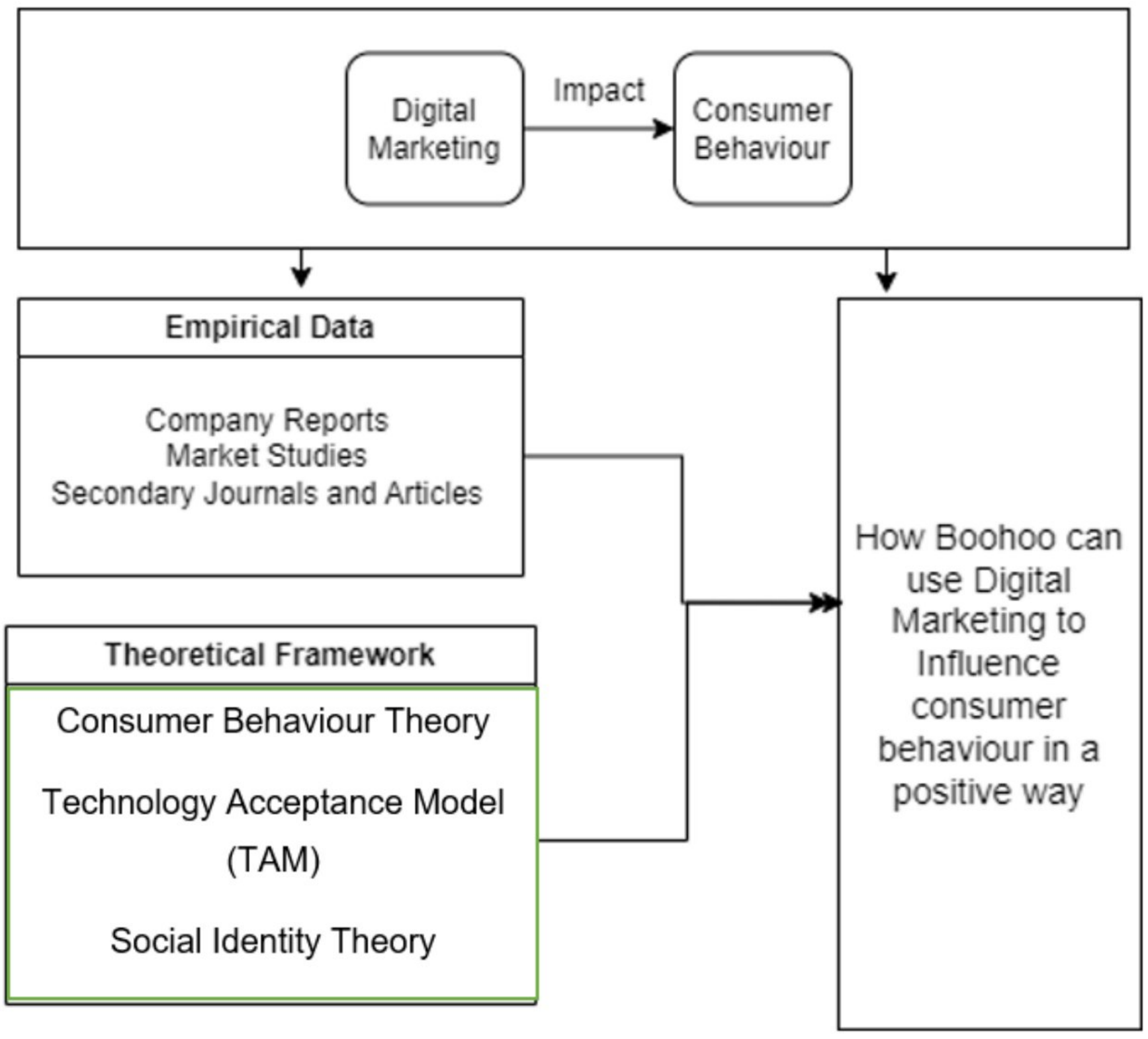


Figure 9: Conceptual Framework

(Source: Self-developed)

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2.6. Literature Gap

Although a great deal of research has been done on how digital marketing affects consumer behavior in the fashion industry, there is a dearth of information in the literature about Boohoo's particular tactics and the dynamics of the market. Much of the current literature ignores how these tactics are customized to Boohoo's distinct brand identity and target audience in favor of concentrating largely on broad digital marketing channels like social media, influencer marketing, and email marketing.

Furthermore, whereas studies emphasize the significance of user-generated content (UGC) in influencing consumer views, there is a dearth of empirical study explicitly looking at Boohoo's use of UGC to promote engagement and influence purchase decisions. A thorough examination of how Boohoo's fast-fashion business model—which is defined by quick inventory turnover and trend responsiveness—influences its digital marketing strategy is frequently lacking in the corpus of previous research.

Moreover, whereas individual digital marketing channels have received a lot of attention, there is a dearth of research examining the combined effects of various channels on consumer purchasing behaviour within the Boohoo setting. There is a pressing need for new research that takes into account the ways that digital marketing trends are changing, especially with the emergence of platforms like TikTok, and gives us a thorough grasp of how well Boohoo uses digital marketing to engage with its audience. Filling in these gaps can improve the scholarly conversation and provide useful advice for Boohoo and related firms as they negotiate the cutthroat world of fast fashion.

2.7. Chapter Summary

The focus of this literature review is on Boohoo's digital marketing methods and how they affect consumer behaviour in the fashion industry. It covers fundamental themes such as email marketing, social media marketing, influencer engagement, consumer behaviour theories, and data analytics, stressing how these components alter customers' impressions of businesses, foster brand loyalty, and have an impact on purchase decisions.

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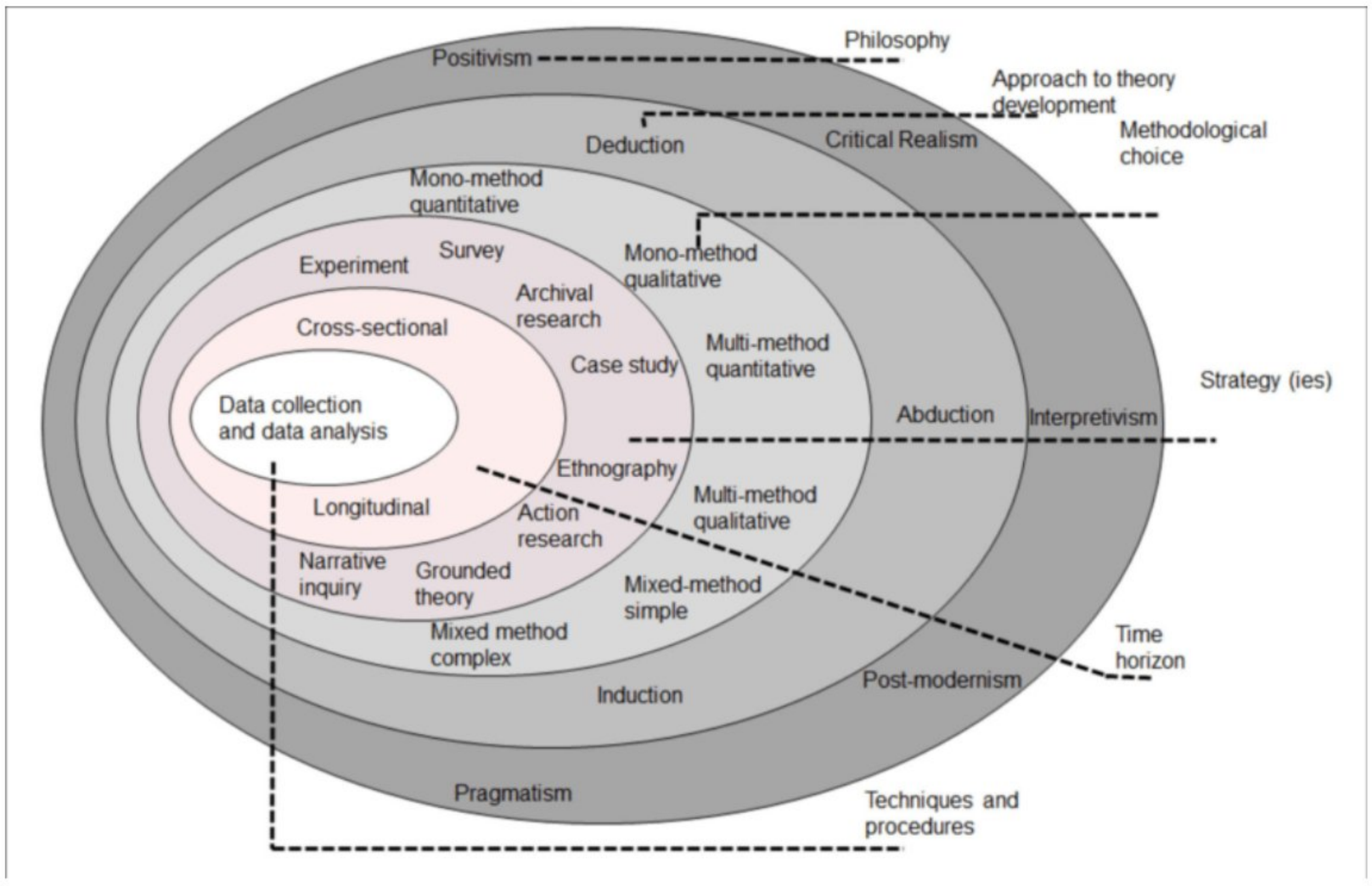
Chapter 3: Research Methodology

3.1 Introduction to Chapter

Research methodology is one of the significant parts of the research, which mainly works for the progression of the research process in a very structured way. Following the structured method will be helpful for properly gathering and analysing the data based on the requirement for getting concrete conclusions easily. It also enhances the opportunity to follow the proper guidelines of the researcher to get valuable results easily. It can be helpful for maintaining data integrity too. For this reason, researchers decided to use the Saunder research onion to show the structure of the progress of the work.

3.2 Research Onion

This Saunders research onion helps to follow the proper process of conducting the work, enabling in-depth analysis to fulfil the research aim easily. It also helps to maintain transparency in the work, boosts the potential for clarifying the whole work, boosts the flexibility to get the best research paradigm, and easily promotes the quality of the research. Following Saunders's research onion can help to clarify every aspect necessary to underpin the research principles for effectiveness.



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Figure 10: Research Onion

(Source: Saunders et al., 2019)

3.3 Research Philosophy

The research philosophy follows a set of principles to guide the researcher in properly aligning with the knowledge to meet the research aim easily (Firdaus, Zulfadilla, and Caniago, (2021). This research decided to use the ***Interpretivism research philosophy*** instead of choosing positivism or postmodernism. Pragmatism and critical realism maintain efficiency in the whole work and prioritise the social worlds easily.

Justification: Using interpretivism research philosophy always works to find out various perspectives related to the topic. It provides efficiency to the researcher to find out the impact of digital marketing on helping the shift of consumer behaviour in the context of the Boohoo group. In that case, this research philosophy provided flexibility, which can be helpful for showcasing the subjective value of adding experiences for showing dynamic approaches and prioritising the effective analysis of the role of digital marketing successfully (Ugwu, Ekere, and Onoh, 2021).

Having this flexibility to allow for undermining the various aspects of digital marketing regarding consumer perception and buying behaviour would be helpful for easily reaching reliable results.

3.4 Research Approach

This research approach can be helpful for guiding the research to follow the proper prospect of synthesising the process of research to get reliable findings easily. To progress the work, researchers decided to use the ***inductive research approach*** instead of choosing deductive and abductive research approaches to have the opportunity to create new theories and hypotheses based on observations and data (Kumar and Ujire, 2024). This approach helps to attend to the context as well as supports the development of new theories easily.

Justification:

For the purpose of handling a better way analysis of the role of digital marketing in the purpose of handling consumer behaviour and changing customer perceptions in the reputed

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organisation of the fast fashion sector, Boohoo Group, using of inductive research approach allows the researcher to make properly data derive from theory and make generalising the findings easily. Using the inductive research approaches also works for getting best outcomes about the reliable findings as well as maintaining broader applicability for getting better outcomes (Okoli, 2023). It also assists in providing flexibility for focusing on theories and understanding various situations and opinions to get better results (Mishra and Alok, 2022). It also allows the researcher to discover new theories and valuable insights and make the research successful.

3.5 Research Design

Research design discusses the proper purpose of decision making and highlights ways it can help to gather and analyse data based on the proper synthesising format (Nayak and Singh, 2021). In that case, researchers decided to use the ***exploratory research design*** instead of choosing an explanatory research design, etc, for the purpose of understanding the systematic investigation of the research question.

Justification:

Proper use of the exploratory research design helps to make objective-based determinations which assist in making better ways of understanding the social dimension, which impacts the performances as well as customer behaviour significantly (Abutabenjeh and Jaradat, 2020). Apart from that, choosing the exploratory research design also helps to clarify the research questions and undermine new valuable insights related to the research objectives easily. It also allows flexibility to the researcher to increase the efficiency of gathering in-depth information about the problem areas and undermines dynamic findings to give proper solutions for satisfying the business sustainability and meeting the research aim easily.

3.6 Research Strategy

Research strategy discusses proper planning related to the research methodology for maintaining increasing efficiency in the whole research topic. In that case, researchers decide to use ***a case-study strategy*** instead of choosing an archival strategy, survey-based strategy, grounded theory, experiment strategy, ethnography, etc. It can be helpful for identifying real-world scenarios to enhance the process of getting reliable findings.

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Justification:

The implication of the case-study strategy will be helpful for identifying the encouragement to apply theoretical concepts for solving problem areas. The implication of the case-study strategy helps the process of new perspectives, which assist in prompting the scenario related to digital marketing for controlling consumer perception and buying behaviour. It also helps to enhance the curiosity for handling complex situations as well as helping to identify the relationship between the variables (Hancock, Algozzine, and Lim, 2021). It assists in gathering information which undermines the relationship between digital marketing efforts and consumer buying behaviour easily. For this reason, using the case-study strategy will ensure the work's credibility to meet the research problems and help get better results effectively. This way, it enhances the effectiveness of meeting with real-world situations effectively.

3.7 Research Choice

The usage of the proper researcher choice can be helpful for determining the quality and success of the work because it helps to properly undermine the information to successfully get results for solving the research questions. In that case, researchers decided to use the ***multi-*** method instead of choosing the mono-method and mixed method.

Justification:

Using the multi-method will be helpful for making a better way of clarifying the whole process and assisting in streamlining the whole investigation process to get validated results easily. In that case, the implication of the multi-method can be helpful for increasing the credibility of the collected data, which makes concrete conclusions of work easy (Pandey and Pandey, 2021). It enhances the possibility to make a comprehensive understanding of the work to meet the research aim effectively. Conceptually undermining the process can ensure to cope with the risk and try to successfully handle the risk easily.

3.8 Research Method

Research methods are deriving the proper process of the work to be met for increasing the valid and reliable findings easily. This research method follows a structured approach which addresses the whole research problem and ensures better results.

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This research relies on the mixed method, which relies on ***the qualitative and quantitative*** methods easily.

Justification:

Using the mixed method can combine the qualitative and quantitative methods, which is useful for balancing the limitations as well as assisting in overcoming the problems. It also assists in collecting stronger evidence as well as boosting confidence in the findings easily (Hennink, Hutter and Bailey, 2020). It can also assist in undermining multiple perspectives for a comprehensive understanding of the subject matter. This can allow the researcher to work flexibly for better tracking results effectively. It would ensure to investigating of the proper finding easily.

3.9 Data Collection

For the purpose of data collection, researchers always try to follow the most reliable process to get better results. In that case, the researcher decided to use ***Google Forms*** to collect information from the participants for the survey. It can help to get reliable findings from the survey, which will be helpful to get better results related to the research questions. It can also be useful for getting authentic outcomes.

For the purpose of the interview, researchers gather information to discuss emerging trends and consumer reactions they observe from their campaigns with the help ***of face-to-face interviews***. This can be helpful for avoiding authenticity issues and completing the research successfully.

To gather secondary data, the researcher decided to rely on ***online available authentic sources*** like peer-reviewed journals and articles to get authentic information (Allan, 2020).

Relies on various sources of data collection helps to get vast amounts of data and ensure undermining the Impact of digital marketing on consumer perception and buying behaviour of Boohoo Group. It can be helpful for maintain authenticity of the work and make reliable findings to get better result easily.

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3.10 Sampling

Sampling is one of the significant roles in the development of the research because it always works to enhance the efficiency of the work to get better results as well as ensure reliable findings. For this reason, researchers are always trying to follow a ***purposive sampling method*** where the researcher ensures to collect the data from the right person (Mweshi and Sakyi, 2020). Researchers decided to collect information from 30 participants in a survey method to get better results easily. The survey has been done through Google Forms to quickly reach the target participants.

Apart from that, the researcher decided to collect information from 5 participants for interview purposes. This will ensure the most authentic and reliable data findings easily.

3.11 Data Analysis

Data analysis is a crucial part of research because the research outcome highly relies on the process of data analysis. Choosing an effective data analysis process is necessary for avoiding issues and getting trustworthy findings. For this reason, the researcher decided to follow the most effective data analysis process.

In that case, the researcher uses the proper scientific method of data analysis, like the SPSS, to properly analyse the survey results properly. Using effective statistical tools like SPSS helps to derive data and identify the trends of the result. The implication of ***SPSS*** can be useful for designing the prediction models, which improve the authenticity and clarification of the data evaluation significantly (Suharianto et al., 2021). This may ensure to uncover of various prospects for the work and get better exploration of the data easily.

Apart from that, researchers decided to use the ***thematic data analysis method*** to make a theme-based discussion of the qualitative data to get better findings (Braun and Clarke, 2022). This is also helpful for getting better outcomes easily. For this reason, researchers are trying to use the thematic data analysis method for the interview and secondary results for emphasising the identification, analysing, and interpreting of the qualitative data patterns as well as assisting in uncovering the information and better way of interpreting it successfully (Morgan and Nica, 2020). Apart from that, choosing thematic data analysis also provides flexibility to the researcher to highlight different approaches significantly. It would ensure a

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better outcome.

3.12 Ethical Considerations

Ethical consideration in the research work ensures to maintenance of better outcomes as well as addressing academic integrity successfully. For this reason, researchers decided to comply with the General Data Protection Regulation (GDPR), promote data safety and security, and properly keep all confidential data to maintain integrity (Suri, 2020). Apart from that, researchers decided to follow the proper plagiarism process and referencing formats to facilitate transparency in work to maintain research that is more ethically correct.

3.13 Time Horizon

This research decides to use a cross-sectional time horizon which has the potential to make better ways to analyse the current phenomena and ensure to validate the outcome effectively (Wang and Cheng, 2020). Using a cross-sectional time horizon also helps to avoid less time consumption effectively.

3.14 Summary of Chapter

This chapter highlights that the researcher uses interpretivism research philosophy, inductive research approach, exploratory research design, case study research strategy, qualitative and quantitative method and cross-sectional time horizon to make the work more significant and ensure better results for meeting the research aim easily. In that case, following the proper sampling method will help to data collection and analysis will be helpful for avoiding ethical issues respectively.

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Chapter 4: Results and Findings

4.1 Introduction

The research on Boohoo's digital marketing techniques is presented in this chapter, which also includes insights from secondary data analysis and primary survey and interview data. The investigation centres on the ways in which Boohoo uses several digital platforms to interact with their target audiences, especially millennials and Gen Z. Important topics include the impact of influencer and social media marketing, the efficacy of various marketing strategies, and new developments influencing the direction of the business. Through the synthesis of secondary market data and marketing professionals' interview replies, this chapter seeks to offer a thorough insight of Boohoo's changing consumer dynamics and digital marketing landscape.

4.2 Survey Results and Findings

4.2.1 Conceptual Model

The focus of the survey analysis is to evaluate the impact of the digital marketing on consumer perception for Boohoo. Therefore, the impact various aspects of digital marketing such as Influencer endorsement, Personalized emails, Digital ads, Ethics & sustainability, Ease of use, Retargeted ads, Influencer partnerships and Shopping experience as independent variables are to be evaluated. On the other hand, the consumer perception is evaluated in terms of brand perception and satisfaction. The conceptual model is as follows:

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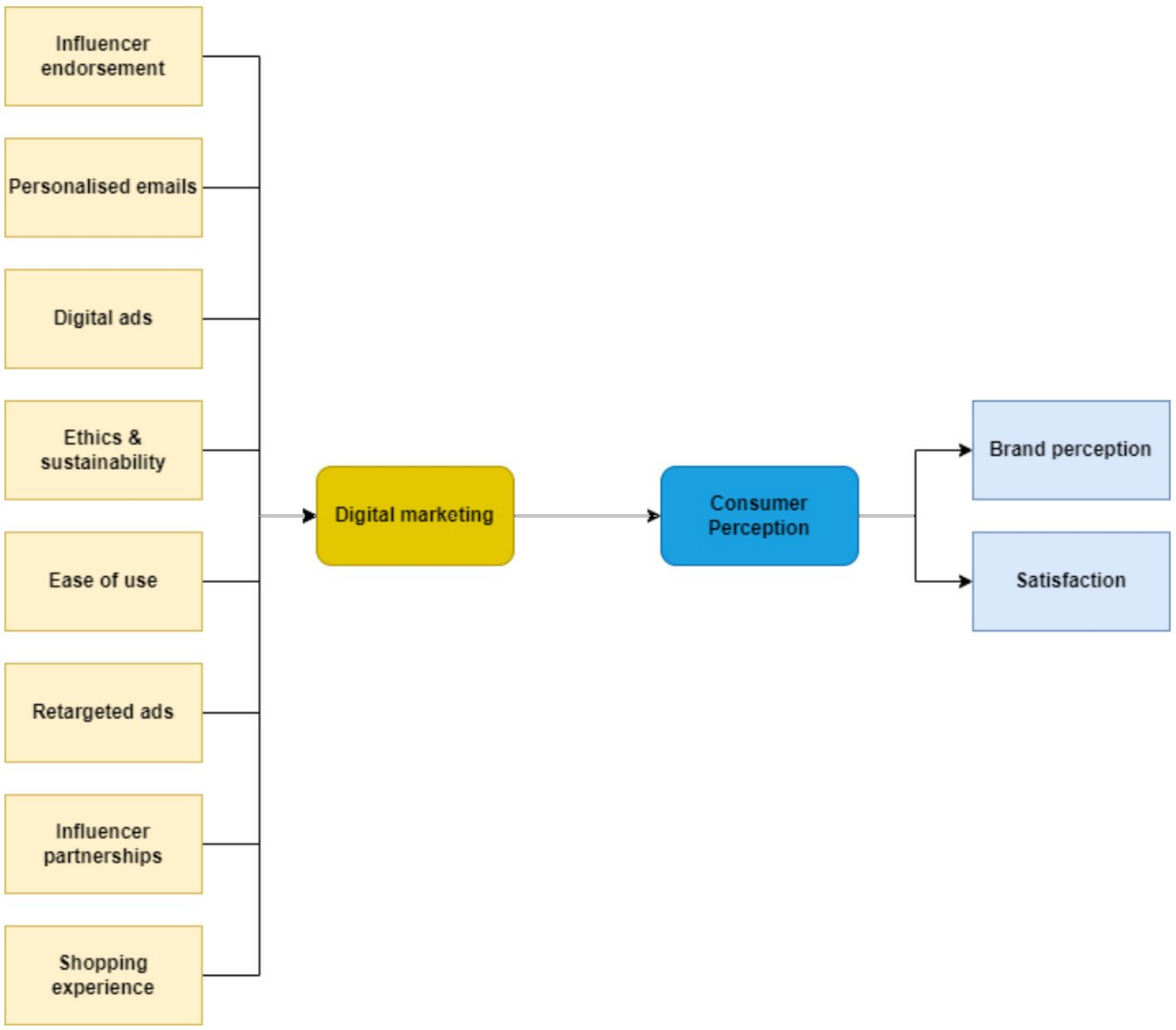


Figure II: ***Conceptual model***

(Source: self-created)

4.2.2 Descriptive analysis

The key descriptive statistics for the response data for the research variables are evaluated using SPSS as follows:

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Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Brand perception	30	1	5	3.63	1.273
Influencer endorsement	30	1	5	3.73	1.172
Personalsed emails	30	2	5	3.9	1.062
Digital ads	30	2	5	3.93	1.015
Ethics & sustainability	30	1	5	3.8	1.095
Ease of use	30	2	5	3.83	1.147
Retargeted ads	30	2	5	3.97	1.033
Influencer partnerships	30	2	5	3.97	1.033
Shopping experience	30	1	5	3.93	1.258
Satisfaction	30	1	5	3.9	1.185

*Table 1: **Descriptive statistics***

(Source: SPSS)

4.2.3 Model Reliability

However, prior to any further analysis of the conceptual model, it is necessary that the reliability of the key factors being used to evaluate the impact of digital marketing is analysed critically. In order to develop this, a detailed Cronbach' s alpha test is developed. The results of this test are as follows:

Reliability Statistics	
Cronbach's Alpha	N of Items
0.877	8
Item-Total Statistics	Cronbach's Alpha if Item Deleted
Influencer endorsement	0.86
Personalised emails	0.858
Digital ads	0.86
Ethics & sustainability	0.863

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Ease of use	0.885
Retargeted ads	0.849
Influencer partnerships	0.862
Shopping experience	0.853

*Table 2: **Reliability statistics***

(Source: SPSS)

The overall Cronbach' s alpha model is 0.877 and the Cronbach' s alpha on deletion of any of the items does not cross this value. This implies that the overall model does not get improved on deletion of any item from the model. Therefore, there is sufficient reliability of the factors within the model.

4.2.4 Correlation and Regression

A detailed correlation analysis is conducted on the research factors with SPSS using the Pearson' correlation coefficients. The key results of this analysis are as follows:

	Correlations	Brand perception	Influencer endorsement	Personalised emails	Digital ads	Ethics & sustainability	Ease of use	Retargeted ads	Influencer partnerships	Shopping experience	Satisfaction
Brand perception	Pearson Correlation	1									
	Sig. (2-tailed)										
Influencer endorsement	Pearson Correlation	.394*	1								
	Sig. (2-tailed)	0.031									
Personalised emails	Pearson Correl	.380*	.559**	1							

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	ation										
	Sig. (2-tailed)	0.038	0.001								
Digital ads	Pearson Correlation	0.221	.593**	0.346	1						
	Sig. (2-tailed)	0.241	<.001	0.061							
Ethics & sustainability	Pearson Correlation	.465**	.467**	.516**	.608**	1					
	Sig. (2-tailed)	0.01	0.009	0.004	<.001						
Ease of use	Pearson Correlation	0.217	0.197	0.212	.523*	0.247	1				
	Sig. (2-tailed)	0.25	0.298	0.26	0.003	0.188					
Retargeted ads	Pearson Correlation	.384*	.419*	.688**	.557**	.634**	.431*	1			
	Sig. (2-tailed)	0.036	0.021	<.001	0.001	<.001	0.017				
Influencer partnerships	Pearson Correlation	.515**	.419*	.437*	.425*	0.238	.577**	.548**	1		
	Sig. (2-tailed)	0.004	0.021	0.016	0.019	0.206	<.001	0.002			
Shopping	Pearson	.609**	.712**	.666**	0.348	.541**	0.135	.609**	.635**	1	

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experience	Correlation										
	Sig. (2-tailed)	<.001	<.001	<.001	0.006	0.002	0.475	<.001	<.001		
Satisfaction	Pearson Correlation	.455*	.452*	.458*	.511**	0.303	.520**	.561**	.758**	.574**	1
	Sig. (2-tailed)	0.011	0.012	0.011	0.004	0.104	0.003	0.001	<.001	<.001	

Table 3: Correlation statistics

(Source: SPSS)

Further, the impact of each of the dependent factors (brand perception and satisfaction) is evaluated using regression analysis with the following results:

Model Summary	R	R Square	Adjusted R Square
	0.702	0.493	0.3
ANOVA	**F**	**Sig.**	
	2.554	0.041	
Coefficients	**B**	**t**	**Sig.**
(Constant)	0.457	0.448	0.659
Influencer endorsement	0.102	0.304	0.764
Personalised emails	-0.102	-0.337	0.74
Digital ads	-0.407	-1.078	0.293
Ethics & sustainability	0.586	1.894	0.072
Ease of use	0.046	0.176	0.862
Retargeted ads	-0.169	-0.475	0.64
Influencer partnerships	0.524	1.39	0.179
Shopping experience	0.249	0.623	0.54

Table 4: Regression statistics (brand perception)

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(Source: SPSS)

Model Summary	R	R Square	Adjusted R Square
	0.804	0.646	0.512
ANOVA	F	Sig.	
	4.8	0.002	
Coefficients	B	t	Sig.
(Constant)	-0.27	-0.341	0.736
Influencer endorsement	-0.086	-0.329	0.745
Personalised emails	0.081	0.347	0.732
Digital ads	0.323	1.102	0.283
Ethics & sustainability	-0.19	-0.789	0.439
Ease of use	0.123	0.599	0.556
Retargeted ads	0.072	0.258	0.799
Influencer partnerships	0.472	1.612	0.122
Shopping experience	0.254	0.815	0.424

*Table 5: **Regression statistics (satisfaction)***

(Source: SPSS)

4.3 Interview Results and Findings

4.3.1 Brief Interview Table

Question	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
1. Can you describe Boohoo's overall	Focuses on connecting with Gen Z through	Targets millennials and Gen Z with personalized	Emphasizes real-time engagement with	Builds brand loyalty by leveraging data-driven	The key objective is expanding brand reach

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digital marketing strategy and its key objectives?	social media and influencer marketing. Promotes inclusivity and fast fashion trends.	digital experiences. Prioritizes sustainability and inclusivity in campaigns.	audiences. Key objective is driving traffic and boosting conversions with quick-turn trends.	insights and personalized messaging. Focuses on inclusivity and affordability.	using trend-driven, fast-paced digital content, especially through TikTok and Instagram.
2. How do you use different digital marketing channels (e.g., social media, email, paid ads) to engage with your target audience? Which channels do you find most effective?	Heavy reliance on Instagram and TikTok for engagement and user-generated content. Paid ads for retargeting.	Instagram for influencer collaborations, TikTok for challenges. Email marketing for retargeting and personalized campaigns.	Pinterest for fashion inspiration, Instagram for influencer-led campaigns, TikTok for viral challenges.	Social media is the most effective for engagement. Paid ads and email marketing are used for retargeting and customer acquisition.	Social media, particularly Instagram and TikTok, is most effective. Email and paid ads for targeted conversions.
3. What role do influencers play in Boohoo' s	Influencers help build brand authenticity. Partners	Influencers bring trust and relatability to campaigns. Focus on	Partners with both micro- and macro-influencers. Chooses	Influencers are central to building community. Selects	Influencers act as brand advocates. Collaborates with

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marketing campaigns, and how do you decide which influencers to partner with?	with micro-influencers who align with Boohoo's values of inclusivity.	influencers who represent body positivity and sustainability.	influencers who resonate with younger audiences and embrace diversity.	influencers who engage actively with followers and fit Boohoo's identity.	influencers who align with Boohoo's fast-fashion ethos and have strong audience trust.
4. How do you measure the success of your digital marketing campaigns? What key metrics do you focus on?	Engagement rates, follower growth, and conversions through influencer posts.	Click-through rates, conversions from paid ads, and customer engagement on social media.	Success is tracked through conversion rates, customer engagement, and audience sentiment on social media.	Campaign performance is measured by ROI, conversions, and customer feedback. Social media analytics are key indicators.	Conversions, customer retention, and audience engagement on social platforms. Click-through rates and traffic growth are also crucial.
5. What emerging trends in digital marketing do you see influencing Boohoo's future strategies?	Video content, especially short-form videos on TikTok, is becoming increasingly important.	Personalization through AI, more integration of sustainable practices in marketing strategies.	Increased focus on AI-driven personalized shopping experiences and sustainability as key selling points.	Shift towards more interactive, immersive experiences such as AR shopping and live streaming fashion	Sustainability and ethical fashion messaging will play a bigger role. Interactive content like live shopping will increase.

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				shows.	

4.3.2 Interview Findings

During the interviews, marketing executives from Boohoo shared interesting viewpoints on the company's digital marketing tactics, channel utilization, and new developments in the fashion business.

Boohoo's emphasis on establishing a connection with younger audiences—particularly Gen Z and millennials—emerged as one of the recurring themes. Each participant underlined the importance of social media platforms, particularly Instagram and TikTok, as the primary means of encouraging participation. These platforms enable dynamic interaction that drives viral challenges, influencer marketing, and user-generated content to help Boohoo increase sales and cultivate brand loyalty. Short-form video content on TikTok was frequently mentioned as a significant engagement enhancer, indicating the platform's increasing importance in the fashion sector.

It was demonstrated that Boohoo's strategy heavily relied on influencer marketing. The usage of micro-influencers—people with tiny but extremely active followings—who share Boohoo's commitment to accessibility, inclusivity, and body acceptance was stressed by the panelists. These influencers assist the company in increasing conversions and strengthening relationships with customers by fostering a sense of sincerity and confidence within its target audience.

Participants in the performance measurement said that conversion rates, follower growth, and click-through rates—markers of engagement—were the most significant performance indicators. The need of using consumer feedback to inform future marketing strategies was also emphasized by the experts.

In a proactive manner, the specialists noted that customisation and sustainability are becoming more and more crucial in digital marketing. Future plans for Boohoo are anticipated to be influenced by emerging trends such as AI-powered shopping, interactive media like live-streamed fashion shows, and more tailored, data-driven advertising campaigns. Sustainability and ethical message should gain importance as consumers want more environmentally friendly items.

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4.4 Secondary Data Findings

Secondary data sources provide a wealth of information on Boohoo's digital marketing strategies and consumer behavior in the fast fashion industry. Market reports from Statista, eMarketer, and Nielsen indicate that influencer partnerships, social media marketing, and digital channels have all had a major impact on Boohoo's success.

The first figure highlights the increasing reliance of UK customers on digital channels for product research: 75% of UK consumers conduct online research before making a purchase (Yoong, 2023). Making the most of its online presence, particularly on social media and mobile platforms, Boohoo has capitalized on this trend by interacting with its millennial and Gen Z-heavy customer base. Statista's research, which demonstrates that social media endorsements have a major impact on younger customers, notably millennials and Gen Z, further supports the usefulness of influencer marketing. Boohoo has capitalized on this by collaborating with social media influencers on platforms such as Instagram and TikTok (Davis, 2021).

Additionally, according to Smith and Zook (2024), eMarketer provides insightful data on the effectiveness of a number of digital marketing channels, reaffirming the critical roles that email marketing, social media, and search engines play in promoting customer engagement and conversions. Boohoo's digital approach fits in neatly with eMarketer's results because the firm engages with influencers on TikTok and Instagram, the two most popular platforms among fashion shoppers, to raise product awareness. Additionally, Boohoo's utilization of tailored email marketing and retargeting ads supports eMarketer's conclusion that these strategies are essential for raising conversion rates by encouraging clients to finish their purchases (Morreale, 2022).

According to AbdulHussein et al. (2022), Nielsen data provides more evidence of the post-pandemic change in consumer spending preferences toward online shopping, notably in the fashion and beauty sectors. Because Nielsen's market segmentation data reflects the growing consumer need for transparency in fashion companies, it highlights the importance of ethical and sustainable fashion. Boohoo has responded by highlighting its eco-friendly actions, but its fast-fashion business model still presents challenges (Mohr et al., 2022).

All of these market research studies show how crucial it has been for Boohoo to stay ahead of the competition in the fast-fashion sector by spending money on digital marketing, working with

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social media influencers, and being nimble in responding to customer preferences. But in order to stay relevant and keep expanding in a sector that is changing quickly, the company must also overcome obstacles relating to ethical fashion.

4.5 Chapter Summary

This chapter used secondary data analysis and primary interviews to show Boohoo's digital marketing strategy. The results demonstrate that Boohoo needs to interact with younger users on social media, especially on sites like Instagram and TikTok. Influencer marketing has become a vital element that improves conversion rates and strengthens brand authenticity. The need of evaluating campaign efficacy via consumer feedback and engagement indicators was also emphasized in the report. Ultimately, it was determined that Boohoo's future plans depend on emerging trends like customisation and sustainability. Taking everything into account, the observations in this chapter highlight Boohoo's flexible approach to negotiating the highs and lows of the fast fashion sector.

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Chapter 5: Analysis and Discussion

5.1 Introduction

This chapter examines and analyses Boohoo's digital marketing strategy using primary data from interviews and secondary data insights. It seeks to shed light on the results in light of current research and commercial developments while emphasizing how well Boohoo appeals to its target market. A thorough examination of the original data, a summary emphasizing the most important findings, a thematic analysis of important concepts, and a thorough discussion of the consequences of these findings are some of the ways in which the chapter is organized. The main objective of this chapter is to give readers a thorough grasp of Boohoo's rapid fashion marketing strategies.

5.2 Primary Data Analysis

5.2.1 Statistical outcomes

The detailed critical analysis of the descriptive statistics for the survey results in the previous chapter shows positive trends on average (mean > 3.0) for all the variables. This implies a positive trend of the digital marketing for Boohoo among the consumer market. Therefore, there is a critical role of the digital marketing and digital presence of Boohoo on its consumer market overall.

However, there is a need of detailed analysis of the conceptual model through the critical analysis of the survey results. This includes the correlation and regression tests and the regarding results. Firstly, the correlation results show:

- Among the independent factors, Influencer endorsement, Personalised emails, Ethics & sustainability, Retargeted ads, Influencer partnerships and Shopping experience have significant influence on the brand perception developed in the consumer market of BooHoo. Though significant, these correlations are moderate.

- On the other hand, Influencer endorsement, Personalised emails, Digital ads, Ease of use, Retargeted ads, Influencer partnerships and Shopping experience have significant influence on the satisfaction developed in the consumer market of BooHoo. These correlations are also found to be significant but moderate.

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Further, the regression tests are used to evaluate the impact of Influencer endorsement, Personalised emails, Digital ads, Ethics & sustainability, Ease of use, Retargeted ads, Influencer partnerships and Shopping experience on the specific aspects of consumer perception for BooHoo individually. Therefore, two different multiple regression models are used in the data analysis. This includes individual regression models for brand perception and satisfaction among consumers. Therefore, each model is required to be analysed individually based on their respective results as follows:

- The R-square for brand perception is 0.493 which implies 49.3% accuracy of the model in explaining variability in the data. Moreover, the adjusted R-square value of 0.3 also indicate relatively weak model accuracy. Therefore, the overall model is relatively weak in terms of predictability. However, the F-statistics (2.554) and overall significance or p-value ($p < 0.05$) in the ANOVA results of regression implies that the model is statistically significant. Therefore, there is a statistically significant impact of digital marketing as a whole on BooHoo consumers' perception. Whereas, none of the t-statistics or p-value ($p > 0.05$) implies any statistically significant influence on brand perception from digital marketing individually. Therefore, none of independent factors have not shown any critical or significant impact on the brand perception from digital marketing for BooHoo consumers.

- Further, the R-square for brand perception is 0.646 which implies 64.6% accuracy of the model in explaining variability in the data. Moreover, the adjusted R-square value of 0.512 also indicate relatively moderate model accuracy. Therefore, the overall model is relatively moderate in terms of predictability. However, the F-statistics (4.8) and overall significance or p-value ($p < 0.05$) in the ANOVA results of regression implies that the model is statistically significant. Thus, there is a statistically significant impact of digital marketing as a whole on BooHoo consumers' satisfaction. Further, none of the t-statistics or p-value ($p > 0.05$) implies any statistically significant influence on consumers' satisfaction from digital marketing individually. Hence, none of independent factors have not shown any critical or significant impact on the satisfaction from digital marketing for BooHoo consumers.

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5.2.2 Analysis of the Interview Findings

The results of the interviews provide important light on Boohoo's digital marketing strategy by bringing to light important topics including social media engagement, influencer marketing, and the rising significance of sustainability in the fashion industry. Boohoo's emphasis on interacting with Gen Z and millennial audiences on sites like Instagram and TikTok is among the most notable lessons. Every participant underlined how these platforms facilitate real-time interaction, fostering an environment for influencer partnerships, viral challenges, and user-generated content. The use of these platforms is a reflection of their capacity to attract younger, trend-conscious customers and promote brand loyalty while increasing sales.

With the employment of micro-influencers in particular, Boohoo's approach began to revolve around influencer marketing. With Boohoo's target demographic, these influencers—who frequently have smaller but very engaged audiences—help to establish authenticity and trust. Interviewees concurred that increasing the relatability of the brand and increasing conversions are achieved by matching influencers with Boohoo's principles, which include affordability, inclusivity, and body acceptance. Collaborating with influencers who exemplify the brand's values is a calculated tactic to customize communication and connect with customers' increasing need for fashion that is inclusive and socially responsible.

The participants also talked about how Boohoo assesses the performance of their online advertising initiatives. Critical performance indicators included metrics like customer feedback, follower growth, engagement rates, and conversions. Boohoo can better target its customers and refine future efforts thanks to this data-driven strategy. Furthermore, as participants stressed the significance of integrating ethical fashion messaging into their campaigns, Boohoo's future marketing tactics are being influenced by the increased focus on sustainability.

The results of the interviews point to Boohoo's highly flexible digital marketing strategies, which make use of influencer marketing and social media to stay relevant in the cutthroat fast-fashion sector. But in order to stay successful in the long run, the company will have to keep changing its tactics to reflect new trends, especially in the areas of sustainability and customized purchasing.

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5.2.3 Summary

There are several critical understandings that were possible to be explained from these statistical results from SPSS. As per the descriptive analysis, the average trends among the consumer market of BooHoo regarding its digital marketing strategy and regarding impacts are found to be positive. This is a significant result for the BooHoo' s digital strategies as per SPSS results.

The correlations statistics implies relatively significant moderate bi-variate correlation of digital marketing factors like for BooHoo Influencer endorsement, Personalised emails, Ethics & sustainability, Retargeted ads, Influencer partnerships and Shopping experience on brand perception. Whereas, with consumers' satisfaction digital marketing factors like Influencer endorsement, Personalised emails, Digital ads, Ease of use, Retargeted ads, Influencer partnerships and Shopping experience are observed to be having significant but moderate correlation. Moreover, as a whole, the digital marketing as an overall aspect is observed to be having a moderate level of influence but statistically significant as per the results for both the regression models. However, the critical analysis of the individual regression coefficients shows that none of the factors is having any significant influence on brand perception or consumer satisfaction through digital marketing for BooHoo. Therefore, neither brand perception nor consumers' satisfaction gets critically influenced by the individual aspects of digital marketing for BooHoo. Whereas the overall model of digital marketing (including all factors together) is observed to be having statistically significant impact.

5.3 Thematic Analysis

Finding, examining, and interpreting recurring themes or patterns of meaning in qualitative data is the process of thematic analysis. This thematic analysis of Boohoo's digital marketing strategy incorporates both the qualitative insights from the interview data and the quantitative statistics findings from the survey. The themes that have been discovered seek to provide a comprehensive knowledge of the ways in which different digital marketing strategies affect customer perception, brand satisfaction, and engagement levels.

Theme I: Influence of Digital Marketing on Consumer Perception

A prominent topic that emerges from the statistical analysis of the survey as well as the

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interview responses is the important role that digital marketing plays in influencing consumer perception. The way that consumers perceive Boohoo's brand has been found to be influenced by digital marketing tactics like retargeted ads, influencer endorsements, tailored emails, and digital commercials.

Significant relationships between different digital marketing methods and consumer impression of brands were discovered from the survey data. Influencer endorsement and brand impression specifically showed a somewhat significant link ($r = 0.394$, $p = 0.031$). Further variables that demonstrated moderate correlations with consumer brand perception included personalized emails ($r = 0.380$, $p = 0.038$), ethics and sustainability ($r = 0.465$, $p = 0.01$), and retargeted ads ($r = 0.384$, $p = 0.036$). These findings suggest that these variables are significant in influencing consumers' perceptions of Boohoo (See Table: Correlation Statistics). These data imply that brand perception is greatly influenced by consumer interaction with digital marketing content, especially when that information promotes ethical and individualized considerations.

This theme was further supported by the interviews. A number of respondents indicated that social media collaborations and influencer endorsements had a big impact on their choice to interact with Boohoo. 'I normally trust influencers who I follow, and if they endorse Boohoo, I feel more motivated to shop there,' a responder noted. This answer emphasizes how important influencer marketing is in influencing consumer behavior. Participants also mentioned that ethical aspects of Boohoo's marketing, such sustainability, had a significant influence on how they perceived the brand. 'Shopping from brands that care about sustainability makes me feel like I am making a decent choice,' said one interviewee.

As shown by the quantitative and qualitative evaluations, influencer-led content and ethical branding work together to develop the subject of consumer perception.

Theme 2: Personalization and Customer Satisfaction

The effect of customized marketing tactics on client happiness is another important issue. The statistical research and feedback from interviews both showed that Boohoo's usage of personalized emails, tailored ads, and customized shopping experiences were important factors in determining customer satisfaction. Personalization improves the customer experience.

According to the consumer satisfaction regression model, digital ads ($r = 0.323$, $p = 0.283$),

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shopping experiences (r = 0.254, p = 0.424), and personalized emails (r = 0.347, p = 0.732) all positively impacted customer satisfaction (See Table: Regression Statistics). Approximately 64.6% of the variance in customer satisfaction was explained by the overall satisfaction model (R-square = 0.646), which was reasonably accurate even if the individual variables did not individually demonstrate strong statistical significance.

Numerous respondents conveyed gratitude for Boohoo's customized marketing approach, specifically highlighting the way in which their preferred interests were reflected in customized emails and targeted advertisements. 'I constantly open Boohoo's emails because they appear to know what I like,' said one respondent. They seem to be aware of my taste.' In a similar vein, another participant said, 'I am more likely to make a purchase when I see advertisements for things I have already looked at. It seems intimate.'

This customization theme illustrates how tailored marketing messages to individual tastes increase consumer happiness. It implies that Boohoo's digital marketing approach successfully makes use of tailored communication to raise client happiness.

Theme 3: The Ethical and Sustainable Image of Boohoo

Another important subject that came out of the thematic analysis was ethics and sustainability, which was based on information from both statistical and interview data. Consumers are more aware of and sensitive to the ethical practices of brands, particularly in terms of sustainability and social responsibility. Boohoo's digital marketing strategies, which feature messages on the company's sustainability initiatives, have clearly changed the way people view the brand.

According to the statistical study, one of the independent variables that positively linked with customer satisfaction (r = 0.303, p = 0.104) and brand perception (r = 0.465, p = 0.01) was ethics and sustainability (See Table: Correlation Statistics). The general connection emphasizes the significance of sustainability messaging in influencing consumer attitudes, even though the regression analysis did not reveal a significant individual influence on satisfaction. The moderate association indicates that consumers' perceptions of Boohoo are influenced by sustainability and ethics.

The significance of ethics and sustainability as major forces for customer participation was further confirmed by interviews. Participants expressed their appreciation for Boohoo's

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marketing's ethical and transparent practices. One responder said, 'It is good when Boohoo emphasizes their environmental initiatives in their marketing since it is made me start to think more about where my items originate from. I feel comfortable about my purchase because of it.' Another respondent echoed this opinion, saying, 'I like brands that demonstrate their concern for the environment. I feel like I am supporting a worthy cause if Boohoo is pushing that.'

This issue represents the growing desire from consumers for sustainable company practices and ethical business practices, as well as how digital marketing may highlight these ideals to improve customer happiness and brand perception.

Theme 4: Effectiveness of Influencer Partnerships

Influencer relationships were a prominent subject, especially when it came to how they affected consumer happiness and brand perception. Both the survey results and the interview responses emphasize how important Boohoo's usage of influencers is as a digital marketing approach, and how effective it is.

Influencer collaborations were found to have a statistically significant positive association with customer satisfaction ($r = 0.472$, $p = 0.122$) and brand perception ($r = 0.515$, $p = 0.004$) (See Table: association Statistics). The correlation between influencer partnerships and other digital marketing strategies, like retargeted ads and shopping experiences, suggests that influencers are crucial to Boohoo's digital marketing efforts, even though individual regression models did not show strong statistical significance for influencer partnerships alone.

Participants in the interview attested to the significance of influencers by stating that they are more inclined to believe in a company if it is recommended by someone they follow. As one participant put it, 'I feel like I can trust a brand if it is recommended by an influencer I respect.' I tried Boohoo for the first time primarily because of it.' 'I follow a lot of fashion influencers, and seeing them wear Boohoo clothes definitely makes me want to buy the same trends,' said another respondent.

The issue of influencer partnerships draws attention to the increasing significance of social media influencers in influencing customer behavior and brand trust. Influencer relationships are a smart way for Boohoo to improve customer satisfaction and brand perception.

Theme 5: Ease of Use and User Experience

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Lastly, a crucial element that became apparent was simplicity of use and user experience, especially in relation to how customers engage with Boohoo's digital platforms. This theme focuses on how Boohoo's online shopping experience's usability and accessibility impact customer satisfaction and brand perception.

According to the survey study, ease of use and customer satisfaction had a moderate link ($r = 0.520$, $p = 0.003$), although the correlation between ease of use and brand perception was lower ($r = 0.217$, $p = 0.25$) (See Table: link Statistics). The results of the regression study indicated that while ease of use alone did not significantly influence brand perception or satisfaction, it did play a crucial role when paired with other variables to form the entire model.

The significance of a fluid and user-friendly buying experience was emphasized in interviews. 'I always find the Boohoo website easy to navigate, and that makes me more likely to shop there again,' said one interviewee. One of the participants said, 'I like how fast and quick Boohoo's checkout process is. When I shop online, that is incredibly important to me.'

This topic emphasizes how Boohoo's online platforms' usability raises client satisfaction. A seamless, trouble-free experience improves overall brand perception in addition to raising the possibility of repeat purchases.

A thematic analysis of Boohoo's digital marketing strategy identifies a number of important themes, including the impact of digital marketing on consumer perception, the importance of sustainability and ethics, the role of personalization in boosting customer satisfaction, the success of influencer partnerships, and the role of ease of use in the user experience. These topics highlight the many effects of Boohoo's digital marketing strategy on its customer market. They are derived from both statistical data and interview findings. With the addition of influencer-driven marketing, ethical messaging, and tailored content to an easy-to-use shopping interface, Boohoo has a strong foundation for improving consumer satisfaction and brand perception. According to these results, Boohoo should keep making investments in these crucial areas in order to preserve and strengthen its competitive advantage in the online fashion industry.

5.4 Overall Discussion

The study's conclusions offer important new information about Boohoo's digital marketing tactics,

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especially in light of the company's emphasis on attracting younger customers and using social media channels to increase sales and brand recognition. The data indicates that Boohoo has successfully modified its marketing strategy to suit the preferences and habits of Gen Z and millennials, who are increasingly using digital channels to research products and make decisions about what to buy. In order to place the main themes from the primary and secondary data in the context of broader market trends and consumer expectations, this session synthesizes those topics.

Boohoo's strategy is distinctive in part because it places a strong emphasis on social media sites, especially Instagram and TikTok. These platforms are essential for community building and involvement, and they also function as marketing tools. The organization hires influencers, especially micro-influencers, with the explicit goal of boosting relatability and authenticity, as the interviews clearly demonstrate. Boohoo uses social media to increase customer confidence and product awareness. This strategy aligns with Statista's (2023) statistic that 75% of UK shoppers research products online before making a purchase. Boohoo has been able to satisfy customers' needs for diversity and body acceptance by crafting a varied narrative around its products with the help of influencer collaborations.

Additionally, the topic research shows that sustainability and ethical considerations are becoming more and more important in Boohoo's marketing communications. Although the company has faced criticism for its fast-fashion practices, the secondary data and interview findings indicate a conscious change toward environmentally conscious initiatives. Customers are expecting more responsibility and openness from fashion enterprises; therefore this shift is a reflection of a broader trend in the industry (AbdulHussein et al., 2022). Boohoo seeks to strengthen its brand image and adjust to the shifting values of its customers in order to remain relevant in a competitive business. The business is promoting environmental practices and moral messaging in order to achieve this.

Another important subject that comes up is the significance of tailored marketing. The interviews demonstrate how Boohoo uses data analytics strategically to effectively retarget customers and customize marketing messaging. This is consistent with observations made by eMarketer regarding the effectiveness of customized digital marketing strategies in generating conversions (Smith & Zook, 2024). Boohoo uses consumer data to personalize experiences, which not only increases customer engagement but also builds brand loyalty and encourages

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repeat business from its target market.

Boohoo's trip is not without difficulties, though. Despite having successfully entered the internet sphere, the company still needs to manage how consumers view quick fashion. According to AbdulHussein et al. (2022) the Nielsen data highlights a shift in consumer spending patterns towards more ethical and ecological solutions following the epidemic. Boohoo must address the issues brought on by its fast-fashion business model in addition to promoting its eco-friendly initiatives. Sustaining environmentally friendly procedures while enabling rapid production cycles will be essential to the company's long-term success.

The importance of Boohoo's continuous innovation inside its digital marketing platform is emphasized in the report. The interviewees suggest that interactive content—like live-streaming and augmented reality (AR) purchases—will be a more important component of marketing tactics in the future. These patterns imply that shopping encounters are become more intriguing and engaging, which may boost sales and enhance customer involvement.

In conclusion, Boohoo's digital marketing initiatives demonstrate a proactive strategy for interacting with a younger audience through influencer relationships, social media, and customized marketing techniques. With the help of these strategies, the company was able to have a loyal base of customers. Also, these helped the company to have a stronger online presence in the respective market in the UK. However, the company needs to keep in mind what customers want and how the consumer perspectives on the products are changing, especially from the ethical and sustainable business perspectives. Thus, this has a clear impact on the upcoming strategies and marketing tactics of Boohoos group. With the help of these practices, Boohoo can have a good position in the fast-fashion market in the UK with the help of customer-focused approach into practice.

5.5 Chapter Summary

This chapter discusses Boohoo’ s digital marketing tactics that has impact on the customers, especially, on the buying behaviours. For this, both primary and secondary data have been used in this study. With the help of data analysis, proper findings are developed and discussed in this chapter. The company uses different social media platforms like Facebook and Instagram to influence the consumers. With the help of influencer marketing, the Gen Z consumers are influenced and start thinking about buying the products.

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Consumer demand and perspectives of the fashion products are changing these days. For this, the company is focusing more on ethical production with sustainable sourcing. These are being marketing with the help of social media platforms such as content marketing, influencer marketing, etc. Thus, the customer is being influenced by the company.

The importance of Boohoo's continued innovation in its digital marketing strategy is emphasized in the chapter's conclusion, especially with regard to interactive content and fully immersive shopping experiences. All things considered, Boohoo's competitive advantage in the fast-fashion sector will depend on its capacity to adjust to changing customer trends and expectations while striking a balance between speed and sustainability.

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Chapter 6: Conclusion

6.1 Key findings

Digital marketing campaigns are helping in shaping consumer perceptions as well as helping to properly handle brand loyalty. It would be helpful for enhancing the [perceived value development of the organisation. Boohoo is one of the reputed fast fashion organisations which mainly works to enhance brand loyalty for this reason. This research tries to highlight the role of digital marketing in buying behaviour and shaping the consumer perception of Boohoo Group. It can be understood that the impact of digital marketing can assist Boohoo Group to focus on social media platforms, like Instagram, TikTok, Facebook, etc, to help make a strong online community and foster the brand identity easily. It ultimately works for shaping consumer behaviour as well as developing the business reputation for handling business performance and creating a better shape of the reputation of the organisation in the marketplace. This research also finds out that the implication of digital marketing can help to precise the brand to promote better convenience for quickly delivering the process to boost the sales and enhance sustainability in the whole work easily. Implicating proper strategies like SEO and developing effective content can be helpful for ethically developing business in the fast fashion sector.

6.2 Linking with Objectives

The first objectives help to identify the contribution of digital marketing where it helps to identify the digital marketing campaigns to better handle the affordable trends which shape consumer perceptions. Implicating digital marketing strategies can be helpful for a strong online community and can help to foster brand loyalty as well as help to meet the perceived contribution to the fast fashion sector. It can help to deliver consistency in the brand messages, help to create a better customer base and make a strong online presence to influence consumer trust and loyalty development successfully. This way, it can help to meet the contribution of the digital marketing basis on the shape consumer perceptions of Boohoo.

The second objective helps to undermine that digital marketing is used to provide targeted advertising, online promotions for frequent purchasing and developing impulse buying which help to increase sales. On the other hand, digital marketing efforts can help to shift to consumer trends and preferences. This way, the second objectives help to identify the relationship

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between digital efforts and consumer buying successfully.

The third objective helps to show that the effective digital marketing channels like Instagram, TikTok and Facebook, Twitter can help the organisation, Boohoo can help to make better ways of reaching and engaging with the target audience easily. In that case, currently influencer marketing and collaborations help to increase credibility and boost the consumer relationships to drive repeat purchases easily.

The fourth objective is to highlight that digital marketing can help to increase brand awareness and drive sales growth easily. However, it sometimes negatively promotes the organisation and sometimes gives wrong directions to the customers. This way, identification of the benefits and challenges of using digital marketing to shape consumer perceptions of the fashion sector in the UK helps to meet the requirement of objectives easily.

The fifth objective highlights that the implication of sustainability initiatives by maintaining transparency can be helpful for developing organic customers easily. In that case, the implication of ethical sourcing customers can be helpful to boost the brand reputation easily. Apart from that, focusing on personalised marketing by implicating data analytics can help to create highly personalised experiences. This way, recommendations for getting better results through using digital marketing help to meet the requirements of the last objectives easily.

This way, the whole research is trying to show that digital marketing efforts can be helpful in shaping consumer perceptions and trying to make better showcasing brand loyalty to achieve better success. It is also helpful for enhancing frequent purchases to make impulse buying to get better, increasing sales for ethical consumption to get better success. It boosts credibility to nurture customer relationship management to achieve better success easily. It can make sustainability initiatives to grow and retain customers to get better outcomes successfully. This way, research helps to undermine the way Boohoo can implement this digital marketing to make a better handle on consumer perception and buying behaviour and help to achieve better success and assist in meeting the research aim and objectives effectively.

6.3 Recommendation

For the purpose of handling better way consumer perception and buying behaviour as well as helping to strengthen the fast fashion sector, Boohoo, this recommendation part highlights

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some possible ways, which are as follows:

Ethical practices: Ethical practices always help to develop reputation and brand identity while insisting the customers visit the store or website and buy products. Ethical practices create positive images of the organisation. To change consumer perception and buying behaviour through the marketing process, organisations can work to make ethical practices. Despite that, organisations can focus on ethical sourcing, transparency in labour practices and carbon reduction practices to develop better brand impressions. Otherwise, trying to make investments in the circular economy will be helpful for developing a positive brand impression and insisting on sales growth and profit generation effectively. It boosts the reputation of the organisation which changes the customers' perceptions easily. This can be helpful for driving sales and enhancing business development easily.

Brand identity: Brand identity always helps to change consumer perception and buying behaviour. For this reason, the organisation will try to develop brand values and mission to maintain consistency in the works. This can help to increase the organisational values as well as make a better way of attracting customers effectively. In that case, the creation of a strong emotional connection with the customer through direct communication and attachment helps to showcase the authentic content that can be helpful for resonating with the brand personality. It ensures it reaches the target audience and successfully changes consumer perceptions to drive sales and make better results easily.

Create partnerships: Create partnerships with various influencers, celebrity endorsements, and partnerships with popular organisations that can make a significant impact on driving consumer perceptions and buying behaviour. It would also work to create a sense of authenticity as well as assist in making a better outcome. Implicating the partnerships will ensure marketing success and help to get better outcomes effectively. It can also work to build credibility.

Engaging in various community works: Engaging in various community development works also helps to develop a good reputation with the organisation. It enhances the possibility to make better customer attraction also. Despite that, trying to invest in community development and community engagement by organising community events and initiatives will be helpful in avoiding the risk. Otherwise, trying to support various social works and environmental handling can be aligned with the brand values, too. It would be helpful for upgrading the brand values easily. Apart from that, gathering customer feedback is also part of customer engagement, which

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makes a good bond with them and assists in improving products and services easily.

This way implication of possible ways can be helpful for risk mitigation and better customer engagement for driving the customer perception and changing the buying behaviour. It would help to draw the attention of the customers and retain them to boost the profit generation and successfully handle the business. Following these tactics also enhances the potentiality to make a customer base and contribute to making more sustainable future creations effective. It fosters the brand identity, too.

6.4 Limitation

This whole research decides to use primary and secondary data collection to implement the human experiences as well as gather authentic, reliable information from work. It will be helpful for getting better results. However, the time constraints and issues with reaching a large number of participants, this research decided to gather information from 30 participants from the survey. Gathering only responses from 30 participants and not taking responses from a large number of workers for the survey make limitations in the work.

6.5 Future scope

This research only focuses on the impact of digital marketing on consumer perception and buying behaviour in the context of the Boohoo group. However, it is necessary to undermine the role of artificial intelligence, and machine learning will be helpful for developing predictive marketing strategies effectively. It can ensure understanding the anticipating consumer preferences and assist in marketing messages accordingly. Apart from that, the researcher will work to undermine the role of virtual reality can help to present new opportunities for brand experiences and can assist in influencing consumer behaviour easily. It can work for better understanding the situations related to marketing improvement and sustainability, measuring the performances easily. It would ensure precise marketing and handling the consumer perception and buying behaviour easily. This way, future scope can help to a deeper understanding of the complex relationship between digital marketing and consumer behaviour influencing for providing valuable insights respectively.

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Appendices

Appendix I: Survey Questions

1. Boohoo's social media presence positively influences my perception of the brand.
    - 1: Strongly Disagree
    - 2: Disagree
    - 3: Neutral
    - 4: Agree
    - 5: Strongly Agree
2. I am more likely to purchase from Boohoo after seeing influencer endorsements on social media.
    - 1: Strongly Disagree
    - 2: Disagree
    - 3: Neutral
    - 4: Agree
    - 5: Strongly Agree
3. Boohoo' s personalized emails (e.g., product recommendations, promotions) make me feel valued as a customer.
    - 1: Strongly Disagree
    - 2: Disagree
    - 3: Neutral
    - 4: Agree
    - 5: Strongly Agree

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4. The quality of Boohoo’ s digital ads (e.g., visual appeal, message) impacts my decision to purchase from the brand.
    - 1: Strongly Disagree
    - 2: Disagree
    - 3: Neutral
    - 4: Agree
    - 5: Strongly Agree
5. Boohoo’ s focus on sustainability and ethical practices in their digital marketing affects my buying decisions.
    - 1: Strongly Disagree
    - 2: Disagree
    - 3: Neutral
    - 4: Agree
    - 5: Strongly Agree
6. I find Boohoo’ s website easy to navigate and use for shopping.
    - 1: Strongly Disagree
    - 2: Disagree
    - 3: Neutral
    - 4: Agree
    - 5: Strongly Agree
7. Boohoo’ s retargeted ads (ads for items I previously viewed) encourage me to complete a purchase.

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- 1: Strongly Disagree
- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Strongly Agree

8. I am more inclined to trust Boohoo due to its partnerships with influencers who align with my values.
    - 1: Strongly Disagree
    - 2: Disagree
    - 3: Neutral
    - 4: Agree
    - 5: Strongly Agree
9. I believe Boohoo provides a seamless digital shopping experience (e.g., on mobile apps, website).
    - 1: Strongly Disagree
    - 2: Disagree
    - 3: Neutral
    - 4: Agree
    - 5: Strongly Agree
10. I am satisfied with the overall impact of Boohoo's digital marketing on my shopping experience.
    - 1: Strongly Disagree

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- 2: Disagree
- 3: Neutral
- 4: Agree
- 5: Strongly Agree

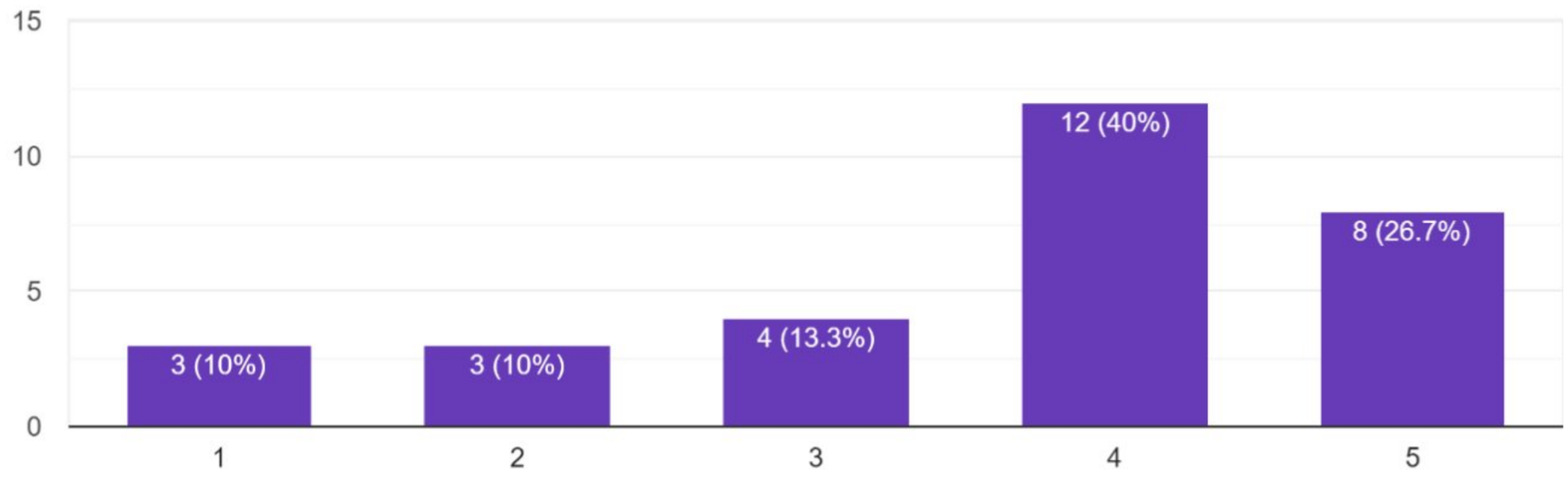
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Appendix 2: Survey Results

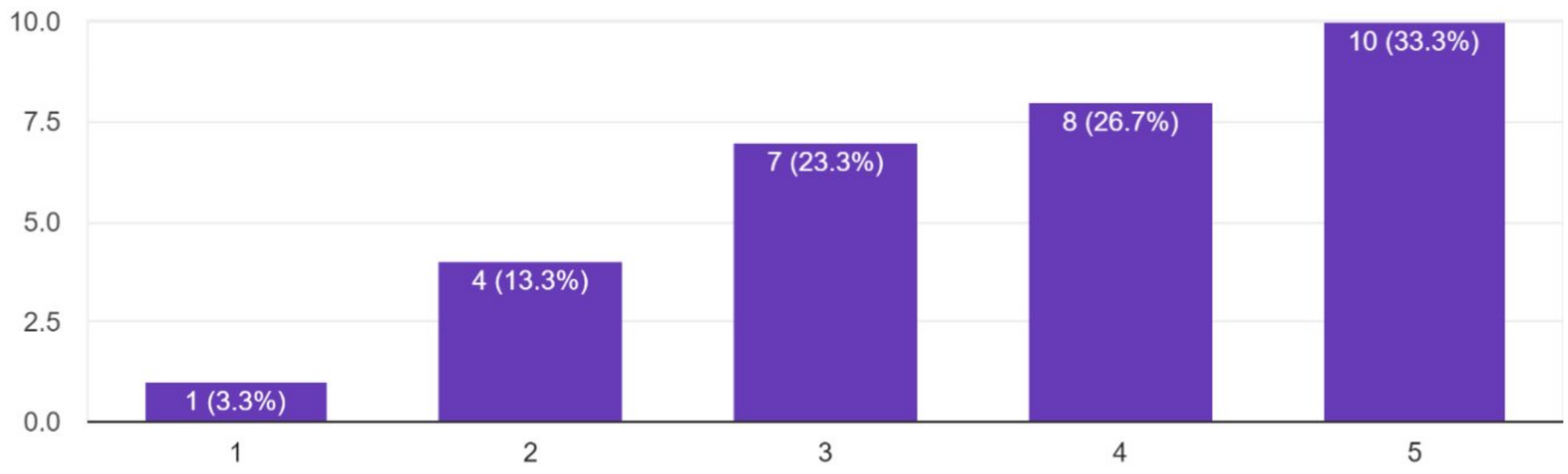
Boohoo's social media presence positively influences my perception of the brand.

30 responses



I am more likely to purchase from Boohoo after seeing influencer endorsements on social media.

30 responses

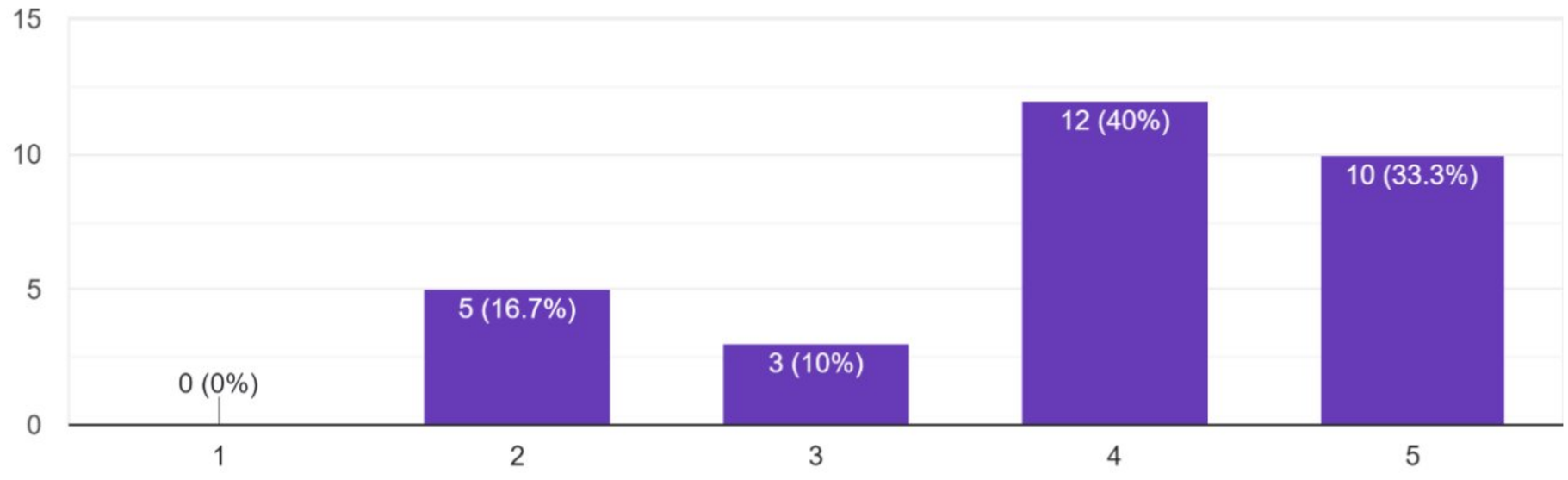


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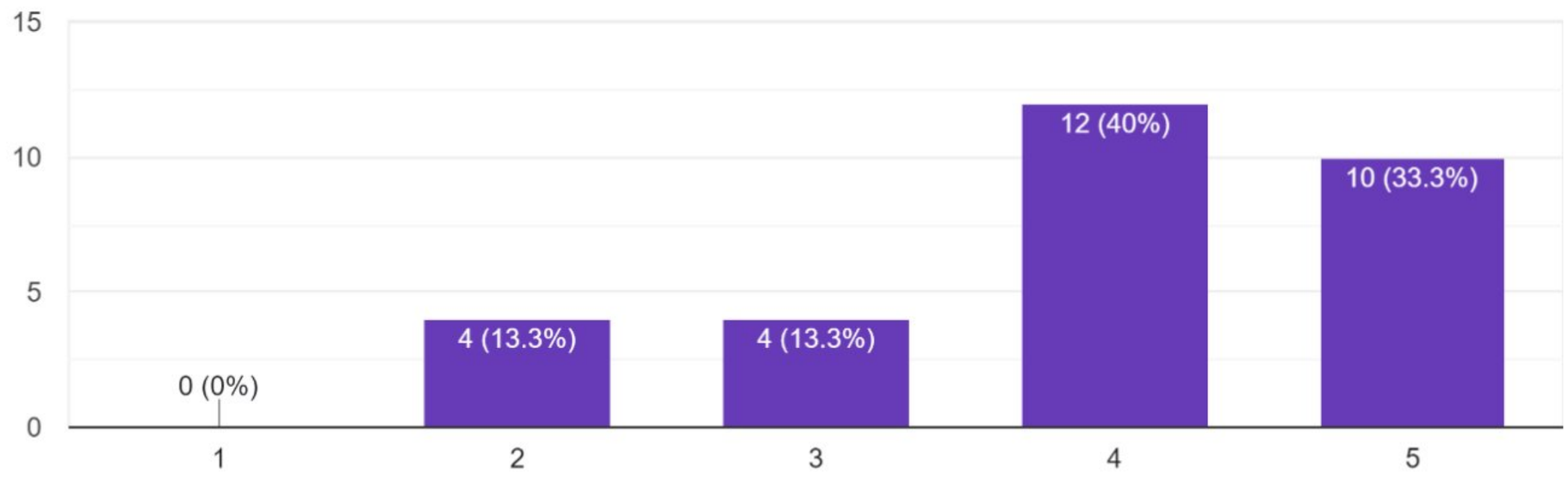
Boohoo’s personalized emails (e.g., product recommendations, promotions) make me feel valued as a customer.

30 responses



The quality of Boohoo’s digital ads (e.g., visual appeal, message) impacts my decision to purchase from the brand.

30 responses

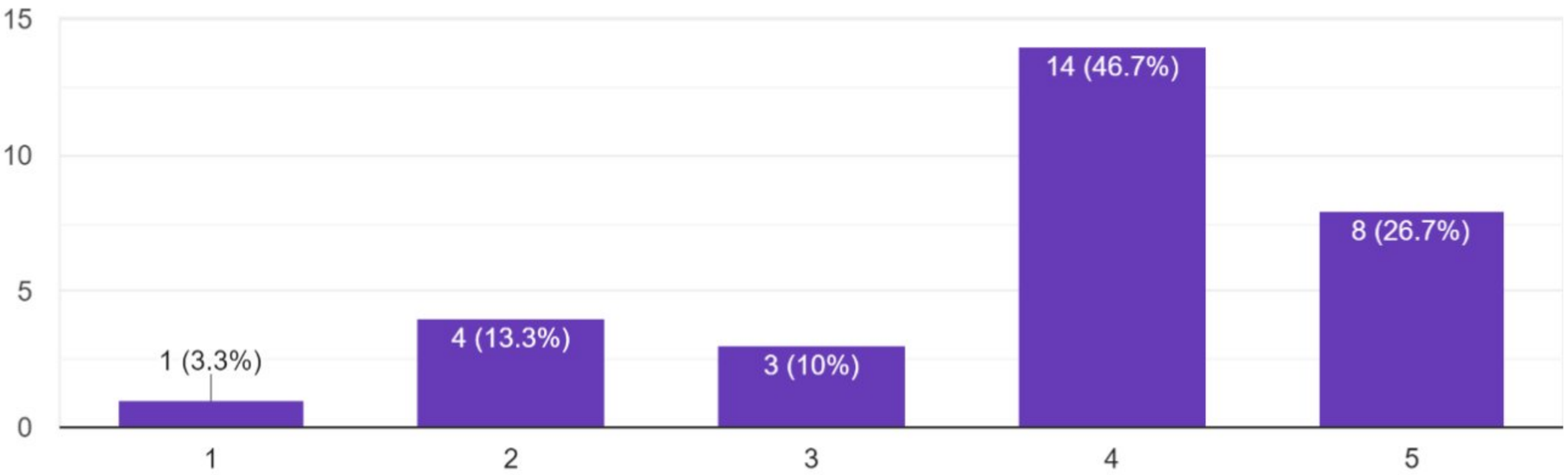


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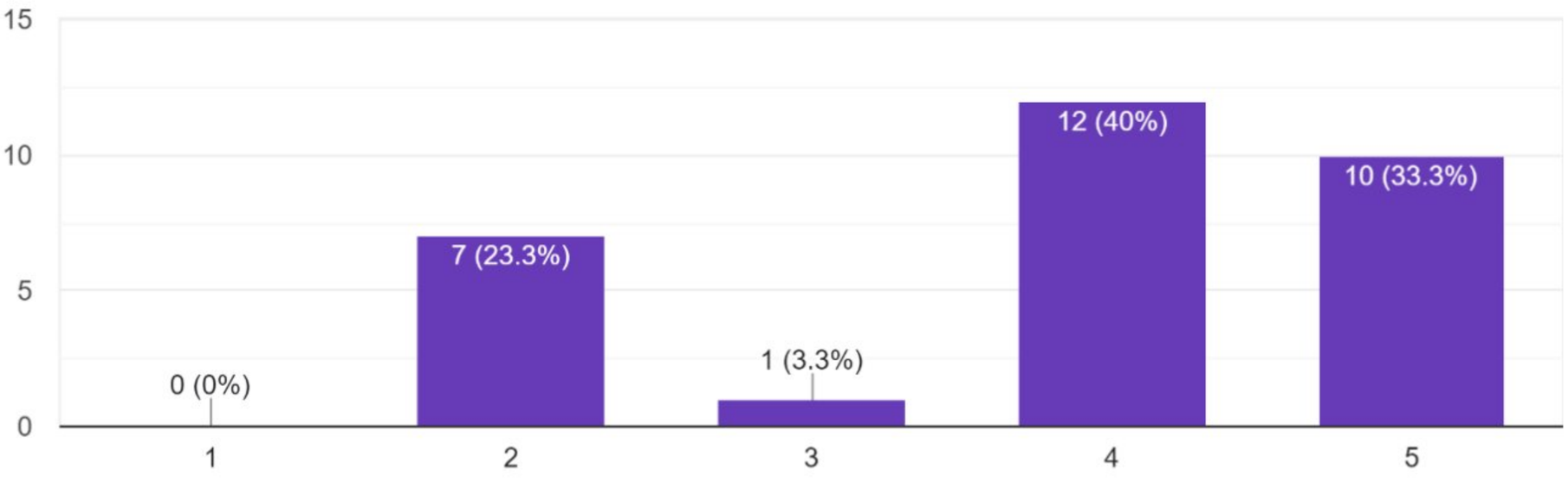
Boohoo's focus on sustainability and ethical practices in their digital marketing affects my buying decisions.

30 responses



I find Boohoo's website easy to navigate and use for shopping.

30 responses

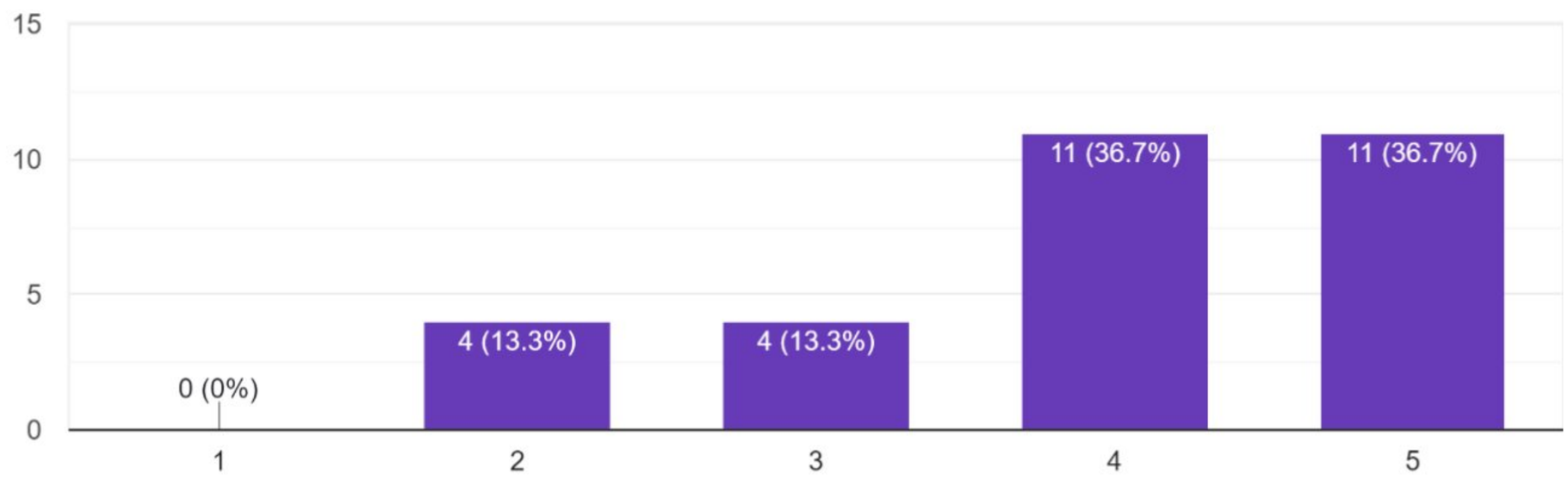


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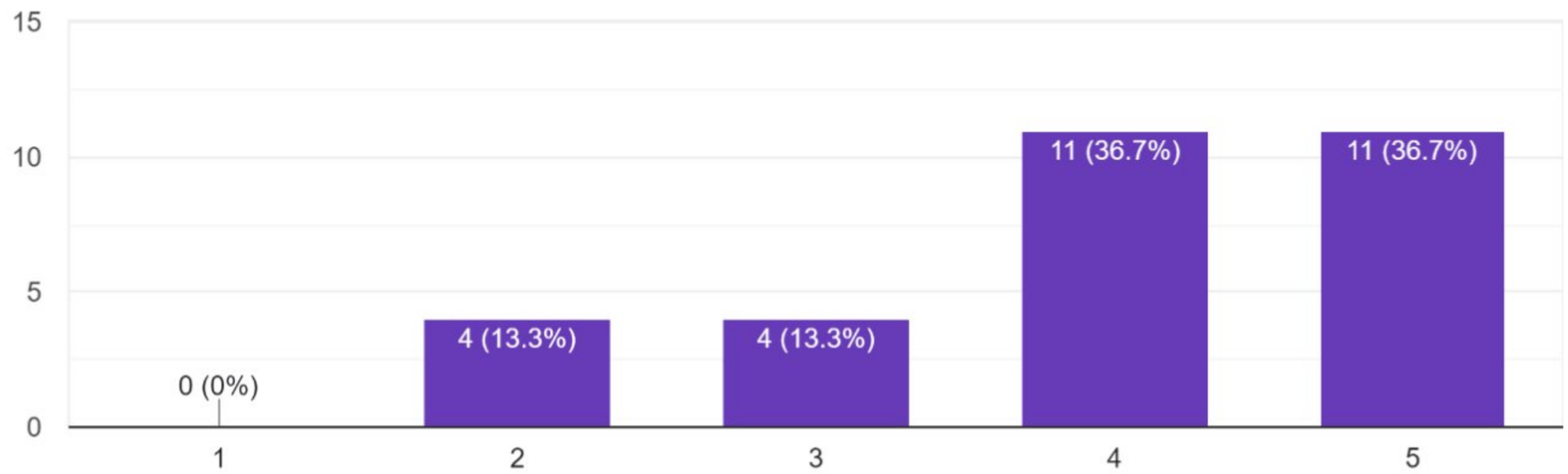
Boohoo’s retargeted ads (ads for items I previously viewed) encourage me to complete a purchase.

30 responses



I am more inclined to trust Boohoo due to its partnerships with influencers who align with my values.

30 responses

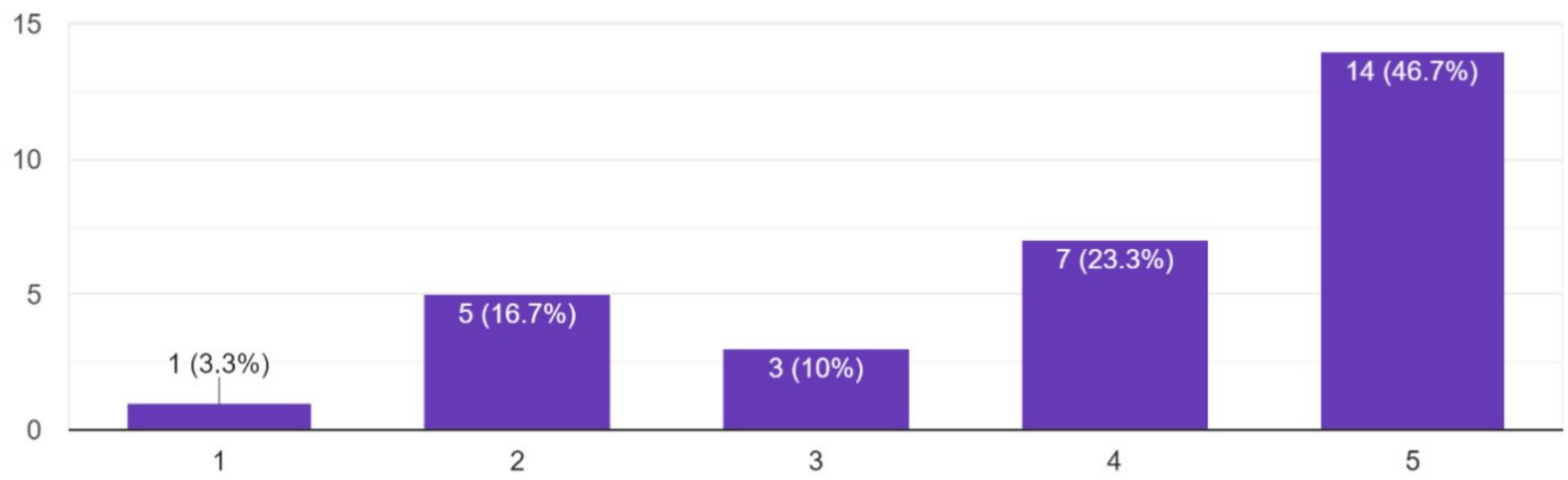


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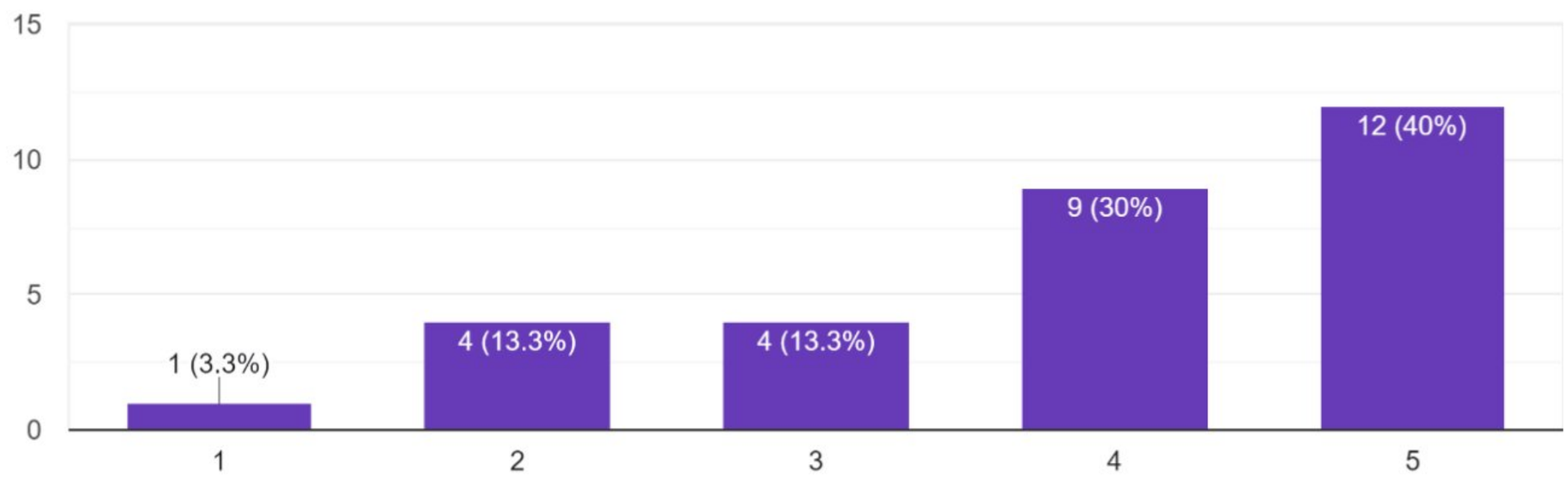
I believe Boohoo provides a seamless digital shopping experience (e.g., on mobile apps, website).

30 responses



I am satisfied with the overall impact of Boohoo's digital marketing on my shopping experience.

30 responses



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