



Investigation and Evaluation of the Impact of Marketing and IT within the Retail Industry

Expected Outcomes

It's expected to find that the majority of customers who shopped in store within the time of conducting the surveys would have noticed some form of marketing that encouraged them to shop at Debenhams. The surveys will also question participants on their current online purchasing habits and how they become aware of business and the offers that might encourage consumers.

Introduction

This project will investigate the current and previous standards for online purchasing, including the techniques which businesses use to market their products and services. It will also look into the technologies used within the business to aid the everyday functions of a store. It will also be evaluating consumers and how they are currently purchasing goods by using surveys and what businesses are offering their customers to encourage them to shop online.

Case Study

The case study for this project will mainly be Debenhams. Debenhams is a large retail company and they currently have 247 department stores across a total of 27 countries where 178 of them stores are located within the UK. I will initially be looking at how Debenhams markets to their potential customers.

Objectives

1. Conduct a literature review on the current digital marketing techniques used in retail.
2. Discover information about marketing history and how it has changed to match current technologies.
3. Discover information on technology used within the retail sector and how consumers feel about shopping.
4. Analyse positive and negative Impacts on the way Debenhams markets to consumers.
5. Analyse positive and negative impact of the technology within the retail sector.

S M A R T

Methodologies

The method type which will be used for this project is Phenomenology which is an inductive method which involves collecting and analysing data to develop a theory. The approach which will be used will be 'Inductive'.
The approach to this project is more to gain a meaning from the data that's collected. By this approach, the data is able to be analysed to identify patterns within the data to be able to build an overall conclusion of the data.

