



**Exploring the impact relationship marketing has on
customers purchasing behavior: A study on ASOS PLC,
UK**

Dissertation

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Declaration Form.

I, KRUSHNABEN DEVANI declare that this dissertation has been composed by myself, that the work contained herein is entirely my own except where explicitly stated otherwise in the text, and that this work has not been submitted for any other degree or qualification, in whole or in part, except as specified.

Signature: KRUSHNABEN DEVANI

Date: 13/10/2024.....

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ABSTRACT

This research investigates the impact of advertising on consumers' shopping behaviour, in ASOS PLC, an online fashion store within the UK. Through qualitative research, the study explores numerous advertising strategies employed by means of ASOS, consisting of virtual campaigns, influencer advertising, customized suggestions, and promotional procedures. The findings monitor that ASOS's powerful use of digital advertising has appreciably inspired customer engagement and shopping choices, especially among younger demographics. The study also highlights the importance of authenticity in influencer partnerships and emphasizes the need for sustainable practices in response to developing environmental concerns. Recommendations for enhancing ASOS's advertising and marketing techniques include strengthening authenticity, expanding personalization efforts, optimizing cellular reports, and enforcing an established rewards program. Overall, the research underscores the important function of marketing in shaping client behaviour and offers insights for ASOS to maintain its competitive edge within the rapid-paced fashion industry.

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CHAPTER 1

INTRODUCTION

The main aim of this MBA dissertation is to explore the impact relationship marketing has on consumer buying behaviour, taking ASOS as a case study. According to Guerola-Navarro et.al. (2022), the origin of relationship marketing was done in the year 1983 by American marketing scholars Berry and Jackson and they argued that application of relationship marketing is an activity that an organisation obtains, maintain and promotes effectively with its consumers. Further, it was also concluded that the main goal of enterprise marketing is not only to develop new customer base but also focus on maintaining relationship with existing customers.

1.1. Background

This particular marketing concept is an essential part of modern business strategy, and it focuses on long term gain by keeping customer remain in contact with business for lifelong. In the study written by Guerola-Navarro et al. (2022), marketing is a fundamental part of customer relationship management (CRM) which seeks to seek sustainability of long term and cost-effective connection with customers beyond individual purchase. This methodology focuses on an extended engagement by the brand with its consumers, and establishing an emotional connect that helps customer recall at a later time when considering comparable services where no other interactive interaction without similar effort.

The importance of relationship marketing is especially true when it comes to the fast-moving, competitive world of online fashion. Founded in the year 2000, ASOS PLC is a British online fashion retailer and an e-commerce fashion company that has been able to accelerate growth all through relationship marketing. ASOS has a truly global audience as the world's number one destination to buy fashion and shipping products worldwide from over 850 brands, with deliveries available to its fulfillment centers in 196 countries. ASOS was launched in 2003, and

since then has successfully established itself as one of the fastest fashion-oriented firm with having an active customer base count rise to 23 million globally (Atul & Mona, 2015).

This study therefore explores the influence of relational marketing on consumer buying behaviour with ASOS as a case. More specifically, the research focuses on how ASOS uses relationship marketing as a strategy to create customer loyalty and increase sales. The research also looks at the challenges ASOS faces in developing these connections, especially with its growing global footprint.

There is evidence which suggest that ASOS uses many relationship marketing techniques such as one to personalised communication, social media engagement and loyalty programs. Personalised communication through custom email campaigns and app notifications allows the company to offer accurate content and offers which build relationships with their customers, also known as creating brand loyalty (Fan & Tsai 2022). Social Media Platform like Instagram, TikTok etc also comes into a major role for enhancing the brand relationship marketing and it allows ASOS to integrate directly with its audience over these stimulating content platforms (Godey et al. 2016). Moreover, ASOS Premier loyalty programme offers customers exclusive rewards and incentives for repeat purchasing to engage them (Zhang et al., 2020).

Nevertheless, ASOS is encountering problems in successfully implementing relationship marketing. Even though this is done in an industrial scale, at the global level of Asos's operation because cultural and consumer behaviour preferences are different (Sheth & Parvatiyar 2020). Additionally, the company needs to deal with data privacy and security challenges which are considered even more critical in the era when stringent regulations like General Data Protection Regulation (GDPR) exist.

Through the model of ASOS this research will examine how RM functions in consumer behaviour with an investigation into online fashion industry. The study investigates relationship marketing as an integral part of overall market strategy and business success by examining the case studies of ASOS' strategies focused on how they use RM and where problems exist for the company.

1.2. Problem Statement

As per the investigator's reading and understanding, it has been realized that the customer retention and loyalty have become extremely important in this ever-changing business environment. ASOS PLC, is one of the biggest online retailers in the UK and the company is significantly focused on building a relationship with its target customers in order to achieve long-term customer loyalty. However, there are several problems related to it i.e., how does it impact consumers' purchasing behaviour and if it actually increases their loyalty towards the brand or not and finally, the challenges that are faced by company in implementing these strategies (Atul & Mona, 2015).

1.3. Aim and objectives.

The aim of the study is to determine the impact of relationship marketing on purchasing behaviour of consumers in the ASOS PLC.

Objectives:

- To understand the impact of relationship marketing on consumer loyalty in e-commerce industry.
- To examine different factors that affect purchase intention of people.
- To determine the role of modern technology in the effective implementation of relationship marketing within E-commerce industry
- To analyse the benefits and challenges of using relationship marketing within UK retail industry.

1.4. Research questions

Q1. What is the impact of relationship marketing on consumer loyalty in E-commerce industry?

Q2. What are the benefits and challenges of using relationship marketing within UK retail industry?

Q3. What is the role of modern technology in the effective implementation of relationship marketing within E-commerce industry?

Q4 What recommendations and suggestions can be implemented by ASOS PLC to improve its relationship marketing strategies?

1.5. Scope of study

As Sheth & Parvatiya (2020) explain the fact that buying behaviour is changing continuously consequently, it is vital to understand how relationship advertising approach performs in influencing their shopping patterns and whether or not it contributes closer to them overspending or not. Further, the coronavirus pandemic has additionally played a primary function in influencing clients' buying behaviour and their buy intentions online consequently, it's miles imperative to determine how relationship advertising and marketing has helped brands in constructing a faithful purchaser base.

1.6. Significance

The research study holds significance for not only E-commerce companies but also consumers, government organization and general public as it will help them in understanding the importance of relationship marketing and also make people aware about the strategies used by companies to influence consumers' mindset, win their trust and build an inter-personal relationship.

This research holds significance not just for E-commerce organizations but additionally purchasers, government agency and standard public as it will assist them with information that holds significance of relationship marketing advertising and advertising and also make clients aware about the techniques used by businesses to steer purchasers' mind-set, win their trust and develop an inter-personal relationship.

1.7. Rationale

According to what I have study, the contemporary aggressive business environment, has grown to be a vital component for every company to establish a strong connection with their consumers to be able to reap long-term loyalty. However, the main cause includes determining the fact that how relationship marketing affects the shopping behaviour of clients and whether it's operative or not (Gilaninia et.Al. 2011). Additionally, it will also assist in determining the challenges and possibilities referring to relationship marketing, its effect on purchasers' psychology, trust level etc.

1.8. Structure of Dissertation

Introduction- In the first chapter of this dissertation, emphasis is given in the direction of background of the study i.e., a brief context in the direction of the concept of relationship marketing, its application and preservation. Further, aims and objectives of research are referred to provide a clear concept about the goal of dissertation and the way it could be carried out competently. Finally, reasons that describe why the study is crucial and important, showcases the effect of study on a research ground.

Literature Review- The literature review chapter is taken into consideration to be as one of the most vital chapters inside the entire research and that entails an overview of fundamental writings and different selected subjects i.e., journals, articles, government reviews, instructional database and many others.

Research Methodology- This chapter covers all information regarding the tools and strategies used to formulate the research study. It gives information on the data collection system used, qualitative or quantitative method formulated, sampling technique and the technique used for statistics analysis purposes. Finally, it also gives information about the limitations faced at some stage in the of completion of research and ethical issues followed.

Data Analysis- The data evaluation technique is a way of gathering raw data after which changing it into useful facts to generate research findings. The data will be thoroughly analysed via set of tools to summarize the gathered data and answer research questions in the end.

Conclusion & Recommendations- Finally, the remaining chapter will summarize the research findings from complete study and generate good enough recommendations as a consequence.

Conclusion

This chapter emphasizes at the history of research subject matter i.e., determining the effect of relationship marketing on buying behaviour of clients inside the UK, research on ASOS PLC. Moreover, it additionally highlights the main pursuits and targets that this study sets out of attain and justifies the importance of choosing this research problem in addition to its general significance to other parties.

CHAPTER 2

LITERATURE REVIEW

This chapter addresses the theoretical underpinnings and practicalities of relationship marketing, specifically within the UK retail industry. Relationship marketing is a paradigm of traditional transactional based selling, that focusses on developing long-term relationships with their customers. The literature review consists of four main themes, the theoretical aspect of relationship marketing, the antecedents affecting purchase intention, how relationship marketing influence on UK buying decisions and finally examining some benefits and challenges met with retailers practicing these strategies. In an investigation using both academic and industry sources, this chapter gives a critical insight into the impact of what is termed relationship marketing on customer behaviour for business success in the highly competitive UK retail arena.

2.1. Theoretical framework of relationship marketing

It is a strategic approach that emphasizes the importance of building relationships with customers and maintaining them in contrary to focusing on one off transactions. This is in alignment with a statement made by Grönroos (1994) that this kind of change from transactional to relationship marketing initiates its working due to competitive reasons. It concentrates on growing and maintaining relationships with customers by interacting constantly to gain insight into their needs, creating real value and emotional connections (Berry, 1995).

1. Framework for Relationship Marketing: The Sheth-Sisodia 4As Model (2012) It consists of four elements; Acceptability, Affordability, Accessibility and Awareness which can be considered as the bare minimum to success that companies must be good at if they hope to succeed in customer engagement. Customers' expectations affect perceived service quality (as was previously mentioned by Parasuraman, Zeithaml and Berry 1988) in terms of acceptability. As Kotler and Keller (2016) point out value is an important consideration in purchase decisions, especially where it exists within highly competitive markets.



Figure 1: 4A model of marketing

(Source: *4A model of marketing*, 2024)

Rust AND Huang (2014) say with consumers now in an omnichannel world, being present is part of the access strategy, matching what your target audience prefers across digital and physical platforms. The final component is the proper awareness that keeps constant communication and brand presence as mentioned by Keller (2009). Thus, because relationship marketing in this context is focused on fostering enduring bonds (Payne and Frow 2005), the combination of these elements leads to effective relationship marketing.

The 4A's framework has been a great start, but it is not perfect. For example, it could overstate the degree of customer relationships because customers preferences and expectations differ by segment (Palmatier et al., 2006). For this reason, the Commitment-Trust Theory of Relationship Marketing by Morgan and Hunt (1994), emphasizes that trust and commitment also play an important role in creating relationships with stronger outlets to prove a fundamental change over time moving beyond transactional elements suggesting evoking emotional bonds towards companies.

This theoretical framework that outlines this comprehensive approach to how companies can foster lifelong customer relationships. While the theoretical model of 4A offers an explicit guide for action, a more comprehensive approach requires considering affective and cognitive elements as well (Fournier, 1998).

Relationship marketing has advanced over the years, incorporating new dimensions like emotional intelligence and artificial intelligence (AI), which permit corporations to improve consumer reports. Emotional intelligence in advertising, as identified by means of Kidwell, Hardesty, and Childers (2008), permits businesses to recognize and respond to purchaser feelings, creating more potent emotional bonds. AI-pushed systems similarly guide this with the aid of personalizing communications and services (Huang and Rust, 2021). This makes the shift from a merely transactional model to an extra relationship-centric approach critical, as technology complements the capacity to expect and meet consumer's needs in actual time (Davenport et al., 2020). These insights integrate with the Sheth-Sisodia model, wherein emotional intelligence and AI make a contribution to enhancing the 'Awareness' and 'Accessibility' factors, developing more dynamic and personalized interactions.

2.2. Different factors that affect purchase intention of people.

Purchase intention, one of most important predictors in actual buying behaviour which is impacted by many factors such as price, quality and brand trust also social influence (Ajzen 1991). Despite demand for high-value features and services, price is still king its most contexts, especially in the low-end smartphone market. As Ebrahim (2020) explains, price is usually weighed against the value of an option, particularly if one can choose from other options at any time. Price can also signal quality, with a lower price sometimes viewed as an indicator of inferiority (Monroe 1990).

In recent researches, customer cognizance about sustainability has end up a critical detail in buy intention (Gleim et al., 2013). Consumers, in particular inside the UK, have shifted closer to manufacturers demonstrating ethical and eco-friendly practices (White, Habib, & Hardisty, 2019). This trend aligns with brand's believe and impacts purchase intentions by way of fostering loyalty towards manufacturers with sturdy corporate social responsibility (CSR) tasks (Warde, 2005) Brands like ASOS have already begun incorporating sustainable style as part of their offerings, which resonates with the environmentally conscious patron base (ASOS, 2022). In the present-

day retail panorama, factors like sustainability have shifted from being supplementary to essential determinants of client conduct, mainly amongst younger generations (Carrigan and Attalla, 2001).

The other main factor behind purchase intention is the quality of an item. In addition, as Zeithaml (1988) suggest that quality experiences from customer will lead to greater satisfaction and loyalty. In the UK, where product quality is particularly salient to consumers, brands such as John Lewis have been able to establish themselves through carefully positioning their products at better than average quality levels in terms of workmanship and components without a corresponding increase in price (Burt & Sparks 2003).

In the digital era, brand trust matters more. As Khan et al. (2022) in-store and online brand trust mitigate perceived risks, one of the advantages taking over this 2020 e.g. buying into a very subjective process where you can't physically inspect or touch shipments. When discussing the impact of trust on relational exchange, Morgan and Hunt (1994) add that higher levels of faithfulness decrease uncertainty and improve relationships over time. Social media also contributes greatly to building brand trust because customers depend on peer, and influences reviews (Gensler et al., 2013).

Purchase intention is determined by social influence, especially that perpetrated through online platforms. Kaplan and Haenlein (2010) argue that among the uses of social media, it makes possible for users to share their experience & opinion over what they like or not allotting this readiness manner on e-purchasing perspective. A case in point is influencer marketing, a topic (De Veirman et.al., 2017) ascribe to the force of social influence, that is potential customers tend to devote more credence in recommendations by trustworthy individuals.

One of these new factorizations relates to customer experience, which is now considered as one decisive element in largely affecting purchase decision making process especially here in the UK. Indeed, Lemon and Verhoef (2016) assert that a good customer experience leads to emotional bonding which transcends transactions; creating the kind of customer loyalty that lasts. Example research by Andajani (2015) indicated that in consumer-led sectors such as retail, better experiences drive higher sales and consequently more profits. This is particularly the case over in

the UK, where customers are demanding personalised experiences and a seamless journey across all of their touchpoints (Verhoef et al 2015).

However, these as components alone do not set the purchase intention, but alongside each other. As Solomon et al. This all suggests that while consumers may be demanding transparency, they are also doing so detailed on their terms, like Luchs and Mooradian (2016) who argue a simple view of consumer behaviour about decision-making processes. So, when making a choice, whether as the supplier, producer or retailer offering those choices to customers, the price and quality matters and it should relate in some way back to wider customer values. Thus, companies do need to use a subtle way of analyzing the purchase intention and ruling it from there.

To sum up, price & quality, brand trust and social influence are the three main factors affecting the purchase intention. To design a marketing strategy that resonates with customers in order to increase purchase likelihood and nurture long-term relationships, companies should carefully consider these factors (Kotler et al., 2017).

2.3. Ways through relationship marketing affect purchasing decision of people in UK.

The UK, with its varied consumer tastes and crowded markets represents a customization marketing as well. As Rust (2020) indicates, that sometimes relationship marketing influences who the consumer buys from as they are more likely to buy again and retain loyal because of factors inherent in building relations. In the UK, this is due to the fact that word-of-mouth and recommendations are key factors influencing consumers (East et al., 2005).

Loyalty programs (e.g. Tesco Clubcard, Boots Advantage Card) have greatly helped drive customer retention within the UK retail sector (Humby et al., 2008). These programs encourage repeat customers, making clients feel valued and a part of something. Bolton, Lemon and Verhoef (2004) support that these programs increase customer satisfaction and loyalty by providing individual specific rewards. Similarly, gamification techniques, which use game-like elements such as point accumulation, rewards, and social sharing, are becoming famous amongst stores. For example, ASOS A-List gamifies the buying experience by using customers points for purchases and social engagement, leading to higher degrees of interplay and purchase frequency

(Gummerus et al., 2012). The use of gamification faucets into customers' mental choice for rewards, in addition solidifying brand loyalty.

That being said, relationship marketing in the UK does not come without its struggles. There are numerous publications arguing that poor strategies, as Huirse and Panique (2024) point out, can even annoy customers by severely damaging the brand. Nowhere is this more so than in the UK, where service expectations are high and bad news travels through cyberspace quicker than good (Lee & Murphy, 2005). For instance, a McKinsey study (2016) discovered that UK customers are more likely to change brands after something bad happens compared with other European countries, making customer interaction even more important.

In addition, the level of competition within the UK means most companies cannot rely on relationship marketing to set them apart. According to De Chernatony and McDonald (2003), companies need not only relationship marketing but also powerful brand positioning and innovation. This needs a profound comprehension of client inclinations and an affinity for advancement, on the grounds that organizations are persistently compelled to change reactions flow business conditions (Tapp, 2008).

Findings revealed that relationship marketing has a major influence on consumer purchases, particularly in the UK relating to customer loyalty and repeat purchase decisions. Nevertheless, there are significant challenges that companies must overcome concerning customer expectation and market competition to realize the potential gains from implementing relationship marketing strategies (Jobber & Ellis-Chadwick 2019).

2.4. benefits and challenges of using relationship marketing within UK retail industry.

With the changing pace of technology and consumer behaviour in an increasingly competitive UK retail landscape, relationship marketing has become a go-to strategy for growth. Lee (2024) states that relationship marketing offers at least two primary benefits, which are improved customer experience and reduced cost of marketing. According to Reichheld et al. (1990)

companies can achieve a high return on investment (ROI), if the companies emphasise on retaining existing customers rather than obtain new ones.

Consumer retention is indeed especially relevant in the highly competitive UK retail market with a great deal of choice (of products, brands) and it can be tough to get customers who are loyal. Loyal customers not only generate more in revenue due to repeat purchases (often at a discount) but also are less likely to cost money when compared with acquiring new ones, as it is cheaper, as Kumar and Shah (2004) argue to retain than create. So, relationship marketing is very important in customer retention and long run profitability.

Personalization is also a top benefit for relationship marketing in the UK retail industry. The use of data and analytics can help companies personalize every customer interaction resulting in high levels of satisfaction, and engagement loyalty (Peppers & Rogers 2016). For example, using powerful algorithms Amazon and ASOS suggest products that customers are likely to buy based on past purchases and browsing behaviour (Brynjolfsson McAfee 2014), the sort of personalized shopping experience which breeds loyalty.

However, the retail industry in UK faces several challenges when it comes to relationship marketing. The biggest challenge is the increased need for privacy and data security. In the UK, retailers need to ensure that their relationship marketing practices conform with stringent data privacy regulations in light of GDPR implementation from 2018 (Voigt and Von dem Bussche 2017). It involves carefully controlling the data, with meaningful communication about what customers may be exposed to (Acquisti, Brandimarte and Loewenstein 2015).

Another issue is trying to maintain customer relationships over multiple touchpoints. With the retail world becoming increasingly digital, people want to have a single brand experience over all online and offline interaction. This in turn results from technology that will allow retailers to provide the infrastructure and obtain support for an omnichannel relationship market orientation (Verhoef, Kannan, & Inman, 2015). If this experience is not seamless across channels, customers can become irritated and move on to the competition (Sopadjieva et al., 2017).

Relationship marketing is also a difficult business tool for retailers to use because of the long-term process it requires. Customer relationships are difficult to build, costly to maintain and the

gains do not come quickly (Grönroos 2017). Despite the lack of definitive measures or objectives and a little payoff at first (Berry, 2002), retailers also should be patient about their investment in relationship marketing efforts.

Artificial intelligence (AI) and machine learning are helping change the way retailers in the UK interact with their consumers. AI-driven personalization and predictive analytics enable retailers to understand what customers want or prefer before they actually require, which in turn increases customer satisfaction Davenport et al. (2020). Furthermore, this technological advancement aids in improving marketing by being more focused on the target audience (Huang & Rust, 2021).

While AI and machine learning have revolutionized purchaser relationship advertising and marketing, they're now not without challenges. Technological system faults, including inaccurate personalization algorithms or information breaches, can harm consumer choices (West, 2018). If customers sense their privacy is being compromised, it could result in decreased loyalty, leading corporations to lose out on the long-run advantages of relationship marketing (Acquisti et al., 2015). In latest years, instances of statistics breaches and security concerns have led to customers being extra careful, with brands like ASOS needing to assure their customers approximately the protection of their information through clear communication and effective facts management (Voigt and Von dem Bussche, 2017).

Nevertheless, there is a fine line between seamlessly blending in technology and overburdening the customer. This includes automated marketing messages which can come across as impersonal or pushy if done incorrectly (West 2018). Thus, retailers need to keep a balance, automating enough that human interaction doesn't feel phony or pushy.

In summary, relationship marketing has a lot to offer the UK retail industry in terms of better customer experience higher retention and personalisation. But navigating issues around data privacy, the complexity of omnichannel or long-term relationship marketing provided retailer head scratchers too. These challenges if carefully managed will help ASOS in realizing the true potential of their relationship marketing efforts leading to sustainable success, and a competitive edge (Palmatier et al., 2009).

2.5. Current Performance of ASOS in the UK Retail Sector

In the last few years, one of UK's successful online fashion retailers Asos has seen great growth and troubling times. Formed in the year 2000, it has established a solid reputation for customer-focus and used relationship marketing as its key strategy to attract & keep their generally youthful fashion-savvy customers engaged. The phenomenon drove home the lesson of customized engagement, using social media and flawless digital touchpoints that became vital in ASOS's ascent (McKinsey & Company, 2013).

Personalization has always been a fundamental element of ASOS's marketing strategy. Through targeted promotions and personalized recommendations driven by data analytics, the customer retention has been on an upward trajectory. These algorithms look through the user behaviour browsing and purchasing activity, thus creates a personalized shopping experience for customers (Latterly, 2023). This focus on in the strategy is part of a bigger trend affecting all verticals, which shows customers' request for more personalized interactions (Peppers & Rogers 2016).

The speedy rise of digital transformation has had a generous effect on relationship marketing. Retailers consisting of ASOS use digital platforms, cellular apps, and social media to build closer, extra personalized relationships with clients (Chaffey and Ellis-Chadwick, 2019). These structures permit corporations to gather statistics on client preferences, enabling them to create tailor-made marketing techniques that resonate on a person level. Omnichannel marketing, which integrates both online and offline touchpoints, allows organizations to offer seamless patron experiences across structures, thus improving delight and loyalty (Verhoef et al., 2015). For example, ASOS has optimized its mobile app to offer a person-friendly interface, permitting customers to shop, track orders, and engage with customer service all in one area, which contributes extensively to enhancing customer loyalty.

Constant consumer feedback is an important element of relationship advertising, helping corporations to modify and refine their techniques. Retailers like ASOS actively use consumer comments gathered through surveys, social media comments, and product evaluations to understand customer desires and satisfaction levels (Payne and Frow, 2005). Tools together with the Net Promoter Score (NPS) offer insights into how in all likelihood customers are to propose a

brand, providing an instantaneous link among consumer experience and loyalty (Reichheld, 2003). Positive critiques not only improve brand's credibility but also attract potential customers. On the opposite hand, bad comments allow brands to address problems promptly, demonstrating a dedication to enhancing customer experience, which could similarly reinforce client loyalty.

However, ASOS has not been without challenges, in particular with handling supply chain issues and an increase in operational expenses. ASOS reported a fall in profits, partly because of these external pressures (BBC News, 2023). It has been beset with ways and means to manage returns, as many online retailers are in order that this had adversely affected its profitability (Retail Gazette, 2023). With these constant challenges ASOS lives on to fight another day, despite the ever-changing landscape in UK retail.

ASOS further focused on sustainability in its relationship marketing, aligned with the increasing trend of consumer ethics and eco-friendly produced goods. The action of the fashion with integrity is targeted towards an eco-friendly approach and responsible sourcing, which reflects its best intentions for this target that has made it a big hit (ASOS plc, 2023). This commitment to sustainability reinforces ASOS' brand image and also instils confidence in socially conscious consumers that the promise of progress is worth waiting for (Mintel, 2023).

In recent times, moral consumption has emerged as a critical factor in shaping buying intentions. UK consumers, particularly younger generations, are increasingly demanding sustainable products and transparency in sourcing (McDonald and Oates, 2006). The Global Sustainability Study (2021) highlights that 60% of clients are inclined to pay more for eco-friendly merchandise, displaying the developing significance of moral considerations in buying choices.

In the aggressive UK marketplace, ASOS has more and more leveraged AI to improve consumer personalization and product tips. These AI gear permit ASOS to expect fashion trends and patron options more correctly, making product offerings quite personalised (Chen et al., 2020). Furthermore, ASOS's sustainability projects, like its 'Responsible Edit' and use of recycled substances, have strengthened its brand image (ASOS, 2022). This strategic integration of sustainability and technology gives ASOS a competitive edge in an industry in which consumer

expectations for ethical practices and seamless digital reviews are rapidly rising (Huang and Rust, 2021). However, ASOS also faces challenges associated with logistics and return guidelines, as a massive quantity of online purchases ends in high return rates, affecting profitability (Brynjolfsson and McAfee, 2014).

Challenges still persist for ASOS in a changing retail environment, but focus on personalisation, digital and sustainability have kept it at the cutting edge of fashion. Refining its relationship marketing tactics will help ASOS to bolster customer loyalty and flexibility in the face of shifting UK retail market demands.

Conclusion

The literature review has attempted to paint a detailed picture of relationship marketing in the UK retail sector, endowing it with its conceptual underpinnings; driving factors behind purchase intentions and impacts on consumption behaviour. Conceptual frameworks such as the 4A's model, Commitment-Trust Theory etc., help us to learn how relationship marketing strategies affect long-term customer relationships and overall behaviour on prices, quality or brand trust play important role in influencing customers decisions.

Relationship marketing is equally important in keeping consumers loyal, returning and being brand advocates within the UK market. That said, the modern marketing landscape is an entirely different world from even five years ago and businesses have a number of challenges to contend with such as changing consumer trends, privacy concerns and complicated solutions for true omnichannel. While ASOS does illustrate a best of breed example, in that relationship marketing combined with personalisation and the introduction of sustainability can positively impact a company's market position against very real operational challenges as products fulfilment.

In conclusion, although the advantages of relationship marketing are considerable, it is essential for firms in the UK retail sector to adopt a wide-ranging response that responds effectively to market trends and customer demand. Retailers are under pressure to redesign their online and offline strategies, think past the product catalogue, open data from silos across departments to optimize each stage of customer interaction life cycle (BBC, 2023).

CHAPTER 3

RESEARCH METHODOLOGY

3.1. Introduction

The research philosophy, strategy, approach, data collection methods, sample strategies, and data analysis methods used in this study are all covered in detail in this chapter. The study uses qualitative strategy, simple random sampling, primary data collecting using questionnaires, and descriptive analysis. It is based on positivist philosophy. The study's shortcomings and ethical issues are also covered in this chapter.

3.2. Saunders' Research Onion

Saunders' Research Onion is a pivotal version in studies technique that gives a comprehensive framework for designing a research take a look at. This version incorporates several layers, each representing a key element of the studies process. Understanding and applying each layer of the Research Onion is vital for structuring the studies layout efficiently.

3.3. Research Philosophy

As per Pannerselvam (2014), research philosophy is mainly concerned with dealing within the source, nature and overall development of knowledge meaning it is known as the belief in which data about a phenomenon is collected, analysed and used adequately. There are two types of philosophies i.e., positivism and interpretivism. With regards to the current study, the researcher has utilized interpretivism philosophy as it is inclined towards integrating human interest within the study meaning, more focus is given towards qualitative analysis as compared to quantitative analysis. The study attempts to offer an unbiased examination of how the pandemic has affected shopping behaviour, consumers' sentiment, and relationship marketing strategies of companies by concentrating on measurable data (Verma et.al. 2024).

3.4. Research Strategy

The next layer inside the Research Onion is the research strategy, which dictates the method of statistics series and analysis. There are two research strategies involved i.e., qualitative and quantitative. A qualitative research strategy is concerned with gathering and analysing data through open-ended communication and its primary option is to understand the overall thoughts, feelings and opinions of individuals behind these emotions. (Saunders et al., 2019). Whereas, utilizing a quantitative research strategy, the study gathers and examines numerical data in order to find trends, correlations, and statistical significance. The present research study has made use of qualitative research strategy in order to gain in-depth insights about relationship marketing and how it has affected consumers' shopping and overall functioning. Furthermore, the behaviour and overall perception of target audiences has been taken into systematic consideration to determine the impact of relationship marketing on customer loyalty and how it affects their attitude and purchasing mindset.

3.5. Research Approach

Surrounding the research philosophy is the research method, which can be deductive or inductive. This study makes use of a inductive method under which the researcher has collected and analysed data to develop theories relating to relationship marketing as well as customer loyalty and on that basis developed patterns to determine the solution to research problem. (Saunders et al., 2019).

The inductive method guarantees that the research is based on accepted theories and offers a methodical way to examine the pandemic's effects. The study intends to advance the theoretical knowledge of how the relationship marketing during crises by developing hypotheses based on the body of existing literature and verifying them with actual data.

3.6. Data Collection

The data collection procedure involves collecting information from all relevant sources to find an adequate solution for the research problem. Further, it also involves evaluating the outcome for research problem. There are two major data collection methods i.e., primary and secondary

where, primary method is concerned with collecting first-hand information by means of surveys, focus groups and interviews whereas secondary method, includes obtaining pre-existing information from sources such as government publications, public records, business documents etc. A total of 30 people who are actively shopping at ASOS and are between the ages of 21 and 50 will receive forms. The selection of this age group ensures that those involved in online shopping offer a variety of viewpoints (Davidavičienė, 2018).

3.7. Sampling Method

Participants for this study are selected through the approach of the easy random sampling. By the usage of the easy random sampling, selectivity bias will be reduced, and the sample representativeness prevalence is improved which, in turn, guarantees that every member of the population has an identical hazard of being picked (Verma et.al. 2024).

A random pattern of 30 people who bring the records out into their consolation has been created via a random number generator to make certain that everybody gets an identical chance of participation. The manner this specific pattern has been received, offers quite an accurate picture of the target market, therefore, it serves as a base for the trustworthiness of the study's findings.

3.8. Data Analysis

Descriptive analysis will be utilized in order to interpret the gathered facts. This approach includes summarizing and describing the principal features of the dataset, inclusive of measures of vital tendency (imply, median, mode) and measures of variability (variety, widespread deviation). Descriptive analysis enables in information the overall patterns and trends inside the data, such as adjustments in inventory market overall performance and consumers' sentiment while shopping online. By applying statistical strategies to the dataset, the study ambitions to discover widespread traits and correlations, contributing to a deeper knowledge of the studies subject matter.

3.9. Time Horizon

The time horizon layer defines the period during which facts is accumulated. A cross-sectional method captures an image of marketplace conditions and consumer behaviour, presenting valuable insights into the instant results of the pandemic. Although this approach gives a restricted view of long-time period traits, it offers essential records on how the pandemic has affected the shopping behaviour of consumers. (Saunders et al., 2019).

3.10. Ethical Consideration

Ethical concerns are paramount in engaging in research involving human participants. This observe adheres to moral pointers to ensure the safety of contributors' rights and privacy. Key ethical issues encompass:

Informed Consent: Obtaining informed consent is vital for ethical studies. Participants are supplied with clean and exact information about the methods and capacity risk. This statistic permits members to make a knowledgeable selection about their involvement. The system of obtaining informed consent guarantees that individuals are fully aware of what their participation includes and voluntarily agree to participate in the look at (Bryman, 2016).

Confidentiality: It means of anonymizing participants' responses and securely storing the facts. Personal identifiers are removed to defend individuals' privacy, and records are stated in combination to save character identity. Access to the information is restrained to authorized personnel, ensuring that the statistics is used entirely for studies purposes and isn't disclosed to unauthorized parties (Bryman, 2016).

Voluntary Participation: Participation are entirely voluntary, and contributors have the proper to withdraw at any time without going through any results. This precept ensures that participants are not coerced into collaborating and might choose out if they choose. The have a look at respects individuals' autonomy and reinforces the ethical dedication to voluntary involvement (Bryman, 2016).

Data Security: Data security is addressed through imposing measures to defend the statistics from unauthorized to get admission to or breaches. The statistics are stored securely the usage of encryption and password protection, and backup methods are in place to safeguard towards facts loss. These measures make sure that the records remain private and steady throughout the research manner (Bryman, 2016).

By adhering to these moral tips, the examine ensures that participants' rights are covered and that the research is conducted with integrity.

3.11. Limitations

Despite the rigorous technique, several obstacles are inherent on this study:

Sample Size: The study utilizes a pattern size of 30 participants, which can also restriction the generalizability of the consequences. While this pattern size is adequate for initial analysis, a larger pattern should offer extra sturdy and consultant findings. The size of the sample influences the ability to generalize the outcomes to the wider populace, and increasing the sample could improve the reliability of the conclusions drawn (Saunders et al., 2019).

Sampling Bias: Although simple random sampling is used, there is a capability for sampling bias if the listing of participants isn't completely representative of the target populace. Sampling bias can impact the generalizability of the consequences and affect the accuracy of the findings. Ensuring a diverse and consultant sample is critical for minimizing this obstacle and acquiring correct records (Saunders et al., 2019).

Data Collection Method: The use of a structured questionnaire may additionally restriction the depth of responses, as contributors may also offer quick or superficial solutions. While the based format ensures consistency, it can now not seize the entire complexity of individuals' studies and perceptions. To deal with this issue, interviews can be covered to offer more specific insights and a richer understanding of participants' views (Saunders et al., 2019).

Time Constraints: The study is performed inside a specific timeframe, which may affect the depth of evaluation. Longitudinal research may want to provide more comprehensive insights into the

lengthy-term effects of the pandemic on inventory markets. The go-sectional nature of this gives a picture of what presents the marketplace; however, it won't absolutely account for evolving trends over the years (Saunders et al., 2019).

By acknowledging these limitations and have a look at provides a balanced view of its findings and suggests areas for future research.

CHAPTER 4

DATA ANALYSIS

This chapter offers a detailed evaluation of the facts collected from 30 contributors to recognize the impact of relationship marketing on customers buying conduct at ASOS.Com. Each question from the survey is analyzed, with descriptive statistics employed to discover trends, patterns, and consumer sentiments. Calculations of mean are included for questions to offer an average understanding of responses. This complete analysis aims to offer insights into how relationship marketing impacts customers' loyalty, pride, and usual purchasing conduct.

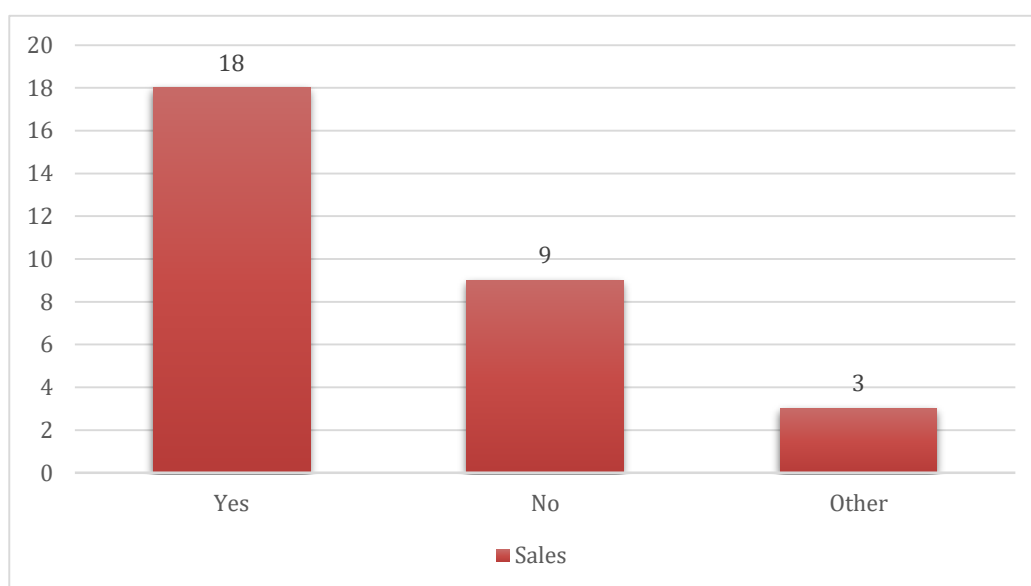
Question 1: Do you consider yourself a loyal customer of ASOS.com?

- a) Yes: 18 participants
- b) No: 9 participants
- c) Other: 3 participants

A majority of respondents 60% claim themselves to be loyal customers of ASOS. This shows that ASOS.Com has effectively established a large level of consumer loyalty, probably through its marketing strategies and consumer engagement practices. The 30% who responded "No" suggest that there's nonetheless a phase of clients who may not feel sufficiently engaged or devoted to the brand. This perception ought to set off ASOS in addition to tailor its relationship marketing efforts to convert those clients into unswerving ones. The "Other" responses, accounting for 10%, may additionally constitute occasional customers or people that are unsure about their loyalty.

The sturdy loyalty observed amongst respondents additionally shows that ASOS's relationship marketing efforts, which include personalized communication and loyalty rewards, were effective in maintaining purchaser commitment. According to Kim et al. (2013), fostering emotional connections with clients can notably improve loyalty, which appears to be a key aspect in ASOS's achievement.

Moreover, client reviews play a pivotal role in shaping ASOS's services, allowing the brand to speedily adapt to converting client choices. Loyalty programmes had been proven to increase customer retention by 5-10% and extensively enhance profitability, as retaining customers is more cost-effective than acquiring new ones (Reichheld and Sasser, 1990). Companies with successful loyalty programmes, consisting of Amazon Prime and Sephora's Beauty Insider, provide valued counterparts to ASOS's own strategies. These programmes show that by rewarding clients and making them feel valued, manufacturers can grow client lifetime value (LTV) and deepen emotional connections, in the end mainly to enhance retention rate.



Question 2: How long have you been using ASOS.com to purchase clothes and fashion accessories?

- a) 0–3 years: 12 participants
- b) 3–5 years: 11 participants
- c) More than 5 years: 7 participants

The mean of 1.9 indicates that, on average, clients were using ASOS.com for less than 5 years but greater than three years. This indicates that the customer base has a mixture of incredibly new and existing customers. The 40% of contributors who have been using the platform for 0–3 years, which signify that ASOS.com is attracting a constant influx of recent clients, whilst the 24% who

have been looking for greater than 5 years spotlight the presence of long-term loyalty among a good-sized portion of the customer base.

The excessive percentage of long-time users might also suggest that ASOS isn't always simply attracting, however, also retaining customers through regular high-quality products, advertising, and user experience. This retention is a crucial element of e-trade, as it often weighs significantly more to accumulate a brand-new consumer than to retain an existing one (Reichheld & Sasser, 1990).

While 40% of respondents indicated they shop on ASOS.com as a minimum as once a month, 30% suggested purchasing extra frequently, signifying a sturdy engagement with the platform. The high frequency of purchasing correlates with the effectiveness of ASOS's advertising campaigns that often sell seasonal reductions and new collections. As said by way of Bock et al. (2019), normal engagement through targeted marketing can cause growth within the shopping conduct of customers.

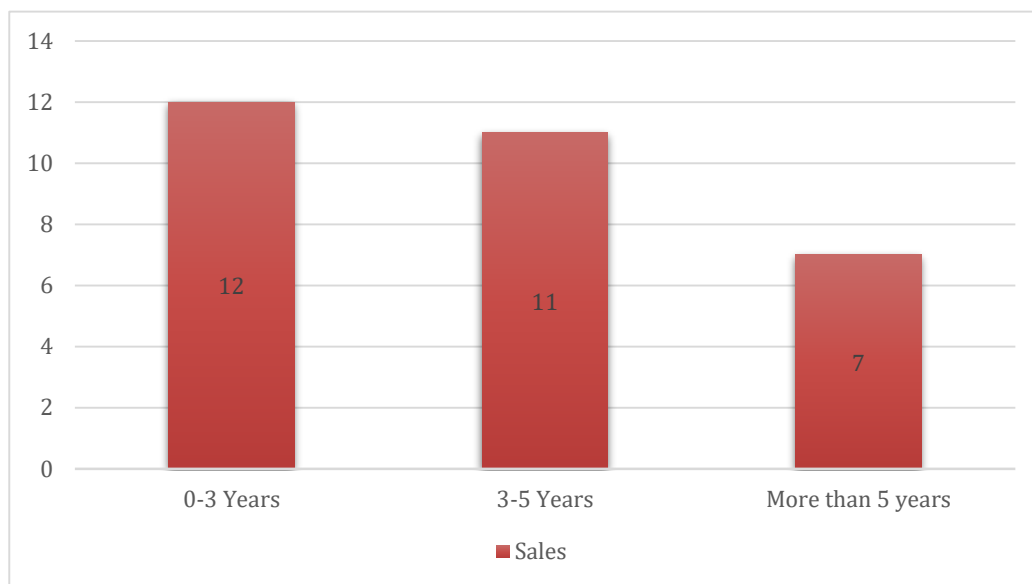
Furthermore, customers who shop frequently might also gain from personalized advertising and marketing processes that ASOS makes use of. Tailoring references based on previous purchases can enhance client pleasure and loyalty. For instance, ASOS employs system learning algorithms to investigate purchasing patterns and recommend merchandise that align with customer possibilities, which can encourage greater common purchases.

Customer retention stays a crucial thing for ASOS's long-time period fulfillment, especially given the fairly aggressive nature of the online fashion retail industry. A closer take a look at long-term purchaser relationships suggests that keeping consumers can be up to 5 times less expensive than obtaining new ones (Kotler and Keller, 2012). ASOS has been able to establish this retention via strong brand engagement, mainly with its younger consumer base, by supplying trendy yet inexpensive fashion. The capability to continuously meeting consumer demands over time, specifically through seamless digital experience and customized recommendations, has led to an

outstanding client retention rate, with a good number of customers having been with ASOS for more than five years.

Furthermore, ASOS's mobile-first approach and its user-pleasant app interface have also performed a key role in attracting new customers. Studies display that a continuing mobile buying experience can substantially have an effect on customer acquisition and retention (Shankar et al., 2021). ASOS's ordinary app updates, coupled with capabilities like wish lists, customized recommendations, and an easy checkout method, make contributions to creating the purchasing experience extra attractive for both new and returning customers. This has been critical in preserving the stability among brief-term users and long-term loyalty.

In conclusion, competitors like Zalando have additionally targeted on retention through comparable methods. However, ASOS's superior product range and spot on price points give it an edge, allowing the brand to build deeper, more sustainable relationship with its shoppers.



Question 3: To what level are you satisfied with the variety of products offered by ASOS.com?

- a) Very satisfied: 6 participants
- b) Satisfied: 9 participants
- c) Neutral: 9 participants
- d) Dissatisfied: 4 participants
- e) Very dissatisfied: 2 participants

With a mean rating of 3.3, the responses lean in the direction of general satisfaction with the sort of products presented with the aid of ASOS.com. However, a huge part of customers is simply impartial about the range, indicating that the brand would possibly benefit from expanding its product range to cater to a much broader spectrum of alternatives. While 50% of the contributors expressed delight, the 20% who are disappointed or very upset should now not be neglected, as addressing their worries should improve overall customer satisfaction.

The satisfaction with product range would possibly reflect ASOS's successful stock control techniques and knowledge of consumer trends. This range can assist the brand cater to a broader audience, that is crucial in dynamic marketplace surroundings where consumer's choices are continuously evolving (Christopher, 2016).

The brand's use of data analytics plays a critical function in curating this range, with the potential to forecast emerging fashion tendencies and speedy inventory items that cater to those tendencies. ASOS's collaborations with famous designers and high-street brands help similarly widen its appeal. For example, their "ASOS Design" line complements the choice from external brands, offering customers a broad spectrum of fashion, price factors, and product categories.

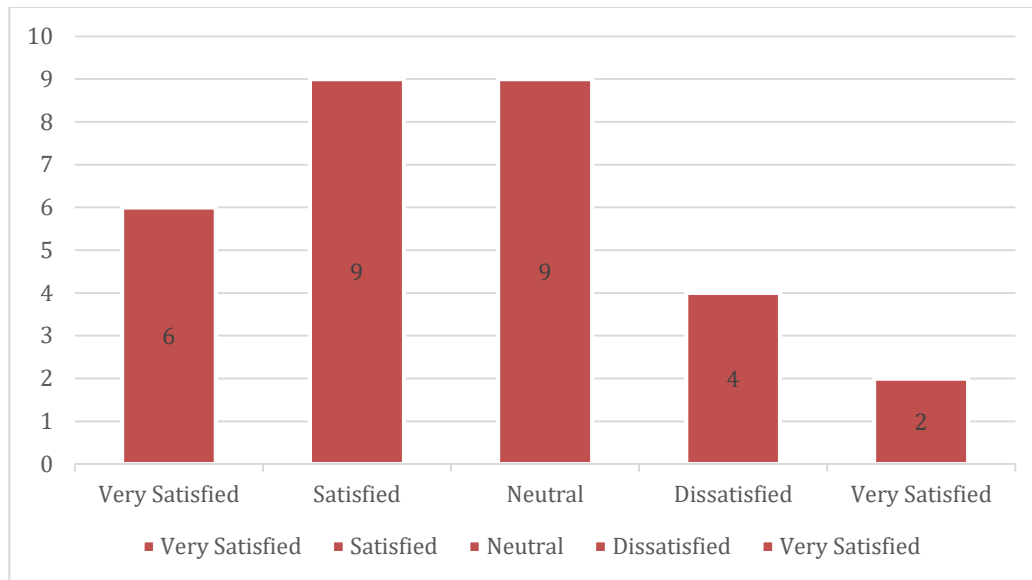
The diversity in product offerings is vital within the cutting-edge market, wherein client choices are hastily evolving. Research suggests that an extensive variety of product selections without delay correlates with consumer satisfaction, as customers increasingly are looking for personalized buying experiences (Sloot et al., 2005). ASOS capitalizes in this by providing a

overabundance of fashion styles, from casual wear to occasional wear, targeting each price-conscious customer and those searching out for high-end, trendy clothing.

Recent collaborations with sustainable and plus-size fashion manufacturers, in addition to the introduction of eco-friendly lines, show ASOS's commitment to catering to various fashion choices. Other fashion brands, like H&M, have adopted similar strategies by increasing product lines and taking part with high-profile designers to fulfill evolving client demands. ASOS's ability to continuously innovate and adapt to these trends ensures it stays at the leading edge of online fashion retail.

ASOS has moreover positioned considerable emphasis on sustainability, aligning the brand with developing consumer call for moral fashion. The organization's "Fashion with Integrity" initiative has resonated nicely with its client base, particularly younger clients who prioritize sustainability of their purchasing decisions (Sherry et al., 2015). ASOS objectives to reduce its carbon footprint, dispose of waste, and sell truthful hard work practices across its deliver chain. Its dedication to the usage of recycled substances and reducing plastic packaging further strengthens its emblem's enchantment to eco-aware customers.

This cognizance on sustainability is a strategic flow, as research suggests that moral branding can enhance purchaser loyalty and have an impact on shopping decisions (Fouda and Ragab, 2023). By selling transparency and adhering to sustainable practices, ASOS not only meets regulatory requirements however also cultivates a devoted customer base that values environmental and social obligation. This shift towards an extra sustainable commercial enterprise version ought to supply ASOS a protracted-term aggressive area, as sustainability will become a critical issue in fashion retail.



Question 4: How would you rate your customer service experience with ASOS.com?

(on a scale of 1 to 5, with 5 being 'Good' and 1 being 'Bad'):

- a) Good (5): 7 participants
- b) 4: 6 participants
- c) 3: 9 participants
- d) 2: 5 participants
- e) Bad (1): 3 participants

The suggested mean score of 3.2 shows that consumers usually have a neutral to barely positive experience with ASOS's customer support. While 43% rated their satisfaction as above, 27% rated it beneath average, suggesting that there may be room for improvement. Improving customer support could notably impact universal satisfaction and loyalty.

A satisfactory customer service experience can extensively lessen customer churn and improve word-of-mouth advertising, as advised by Liu, Y. and Karahanna, E. (2007). ASOS's excessive rating in this place shows that their customer support approach is efficiently meeting or exceeding consumer' expectations, contributing to ordinary brand's loyalty.

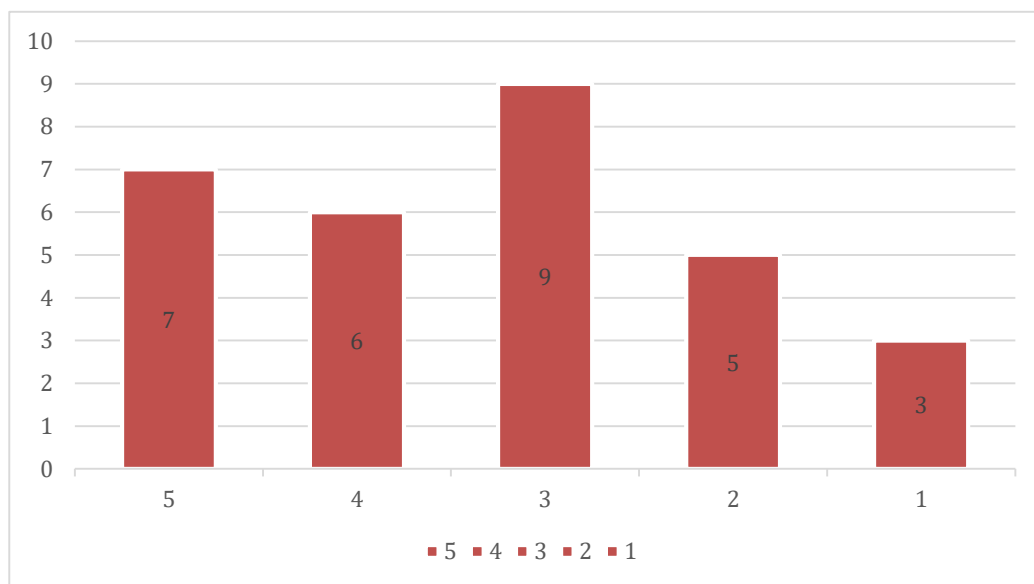
ASOS's customer service experience remains a big aspect in its overall business approach. Despite the high rankings for convenience, there is still room for improvement. Customers have reported dissatisfaction with delivery delays and the dealing with returns, that can negatively impact the overall shopping experience. Comparatively, competition like Boohoo have streamlined their returns procedure, allowing clients to generate return labels immediately from their website, making it simpler and more convenient for the customer. ASOS has also taken steps on this route by imparting an akin service, however there's room for improvement in terms of speed and performance.

According to Lemon and Verhoef (2016), outstanding customer support can substantially improve customer experience, as a result encouraging repeat purchases. A properly-functioning customer support framework enables ASOS to deal with inquiries right away, fostering trust and loyalty amongst consumers.

Furthermore, ASOS should continue investing in team of workers education and support systems to improve service value. Providing omnichannel support in which customers can receive assistance via diverse structures such as chat, electronic mail, and mobile has proven effective in increasing client satisfaction. Research through Vargo and Lusch (2016) shows that an unbroken service experience can improve the purchaser belief of the brand, developing a competitive benefit inside the online retail system.

Studies on customer service in online shopping highlight the importance of a unified, responsive customer service system in preserving customers (Mazurek, 2014). With consumer expectancies growing, specifically in terms of quick trouble solutions, businesses need to constantly enhance their service channels. ASOS should advantage from improving its live chat capabilities or implementing AI-pushed chatbots for more immediate responses to customer inquiries. Additionally, the personalization of customer support interactions, in which brands have get access to detailed buying history, can help create an extra tailor-made service, enhancing consumer's satisfaction and loyalty. This is an area where ASOS can nonetheless make significant strides to match the high-quality services provided by competition like Zalando.

Additionally, studies highlight the significance of omnichannel customer support in today's digital environment. Integrating platforms like social media, electronic mail, and live chat can provide an extra consistent service experience (Verhoef et al., 2015). ASOS can further explore this technique by using presenting steady communications across various channels, permitting customers to choose their preferred platform while ensuring seamless service, hence enhancing general experience. This could also lessen wait times and improve resolution performance, giving ASOS an aggressive part within the online retail marketplace.



Question 5: Do you agree that ASOS.com provides products at an economic price compared to other online retailers?

- a) Strongly agree: 7 participants
- b) Agree: 12 participants
- c) Neutral: 6 participants
- d) Disagree: 3 participants

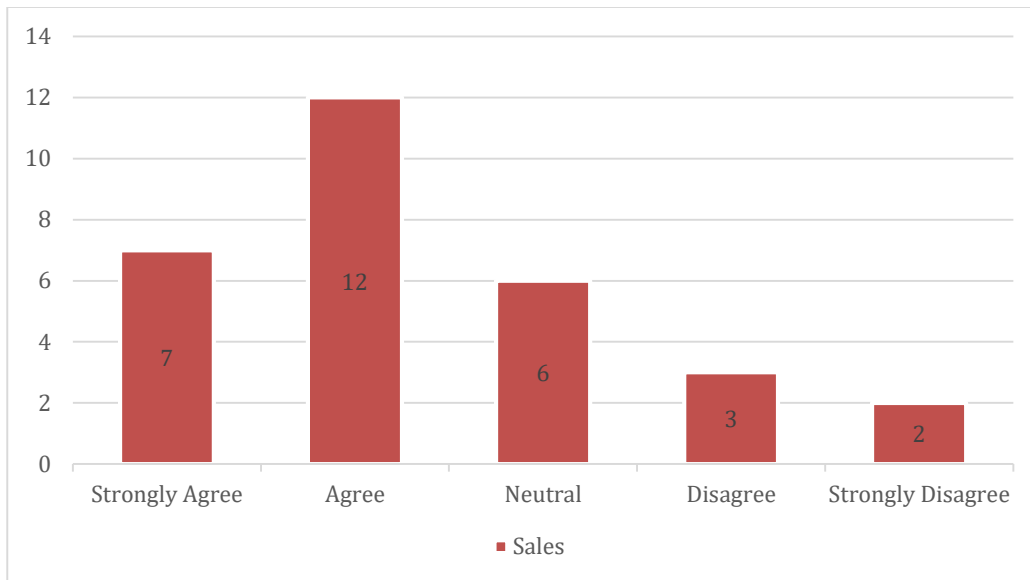
e) Strongly disagree: 2 participants

The mean score of 2.7 indicates that customers generally observe ASOS as offering competitive pricing in comparison to different on-line stores. However, the 17% who disagreed or strongly disagreed highlight that some clients won't find ASOS's pricing as wonderful, indicating a place for further pricing approach assessment.

The notion of ASOS as an economically priced store may additionally improve its competitiveness, especially among younger demographics who are often extra price-sensitive (Nagle and Müller, 2017). Competitive pricing, blended with quality, can enhance a brand's positioning within the market and entice repeat clients.

ASOS has maintained competitive pricing even during durations of economic uncertainty, inclusive of the COVID-19 pandemic, by optimizing its supply chain and sourcing strategies. In conclusion, luxury brands that share the online space with ASOS, along with Net-a-Porter, undertake premium pricing techniques that is more focused on exclusivity instead of accessibility. ASOS's capability to balance affordability with fashion-forward styles continues its consumer base unswerving, even in the course of tough financial times.

Price point is carefully tied to value belief. While ASOS offers aggressive price, integrating value-added services, including exclusive early admittance to sales or free returns, can improve consumer insight of price and service quality (Zeithaml, 1988). This method can help convert price-touchy customers into loyal customer by presenting more than simply affordability however additionally a stronger buying experience, in the end strengthening ASOS's market position.

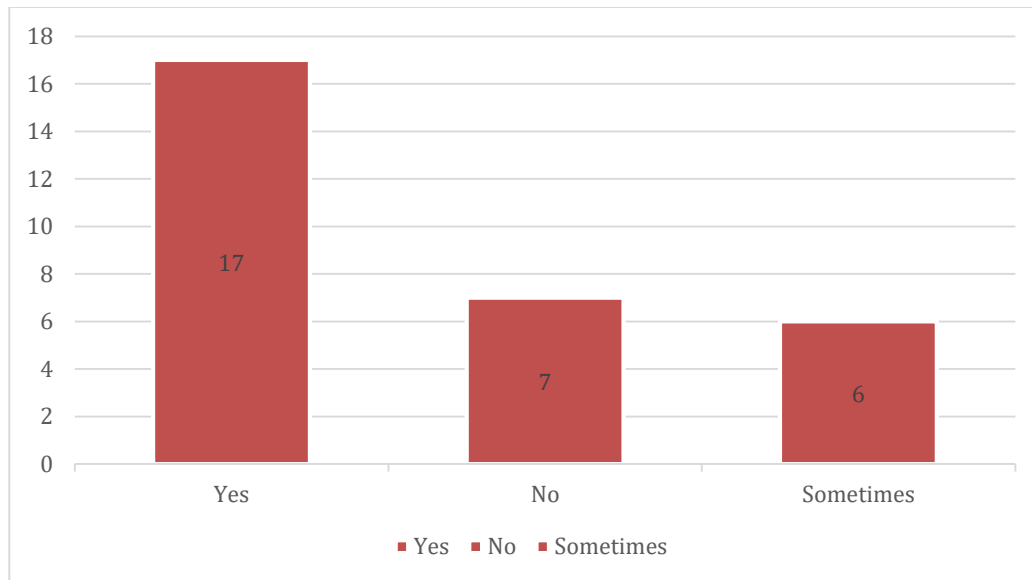


Question 6: Does ASOS.com provide you with exclusive discounts and personalized offers when you shop frequently?

- a) Yes: 17 participants
- b) No: 7 participants
- c) Sometimes: 6 participants

A majority, (57%) verify that they acquire personalized offers, indicates that ASOS's relationship advertising and marketing techniques are effective for more than half of its customers. However, 43% (joining "No" and "Sometimes" responses) imply inconsistency in receiving personalized reductions, suggesting the capacity to improve personalization efforts.

The frequent use of customized offers through ASOS is regular with the findings of research that highlight personalization as an important, driver of customer pride and loyalty (Pappas et al., 2017). This strategy not simplest encourages repeat purchases, however, also enhances the overall client experience by making buyers feel treasured.



Question 7: According to you, which among the following is the best technology used by ASOS.com to enhance your customer service experience?

- a) Chatbots: 6 participants
- b) AI technology: 9 participants
- c) Augmented Reality: 11 participants
- d) Big-data analytics: 4 participants

Augmented Reality (37%) was identified as the most impactful technology by participants, indicating its potential role in improving the customer experience. AI technology (30%) also received significant recognition, suggesting that these advanced technologies play a crucial role in improving customer satisfaction.

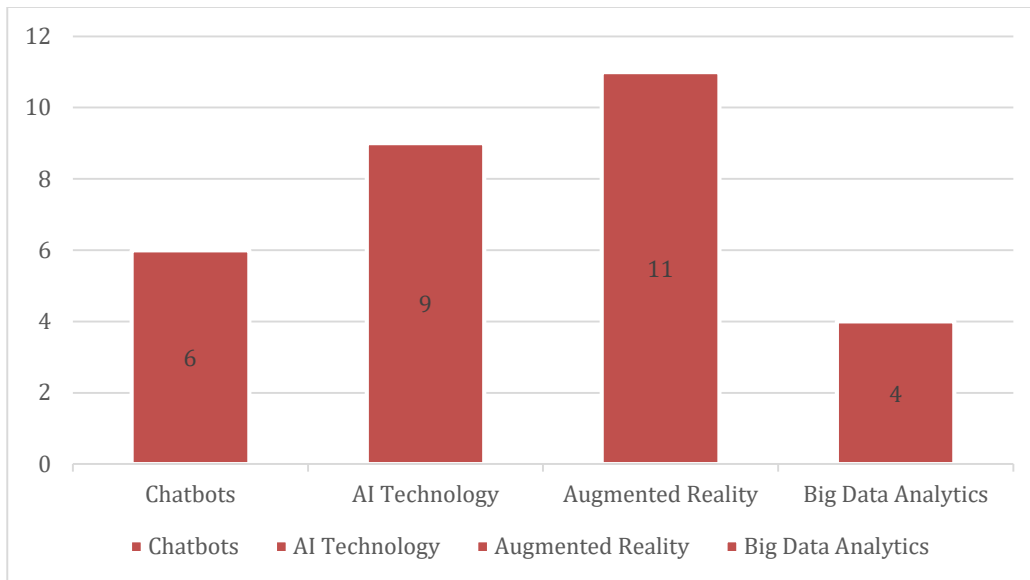
The partiality for AI generation and chatbots demonstrates that clients appreciate revolutionary answers that offer comfort and quick help. The integration of those technology in e-trade has been shown to improve purchaser satisfaction and performance, as mentioned via Chui et al. (2016).

With the rapid adoption of digital systems, ASOS has embraced technological advancements which include Artificial Intelligence (AI) and Augmented Reality (AR) to enhance its customer

revel in. AI-powered chatbots offer actual-time customer service, decreasing response instances and enhancing user satisfaction (Huang and Rust, 2018). ASOS additionally utilizes machine learning algorithms for personalized recommendations, growing user engagement and driving conversion rate (Agrawal et al., 2020). Furthermore, its AR-enabled strive-on features give clients a greater immersive purchasing joy, lowering the uncertainty of online purchases and increasing buyer's assurance.

These digital advancements allow ASOS to cater to a vast demographic, which include tech-savvy millennials and Gen Z, who demand seamless and interactive shopping. As e-trade opposition intensifies, these improvements offer ASOS with an aggressive gain, differentiating it from other fashion retailers. The use of AI and AR isn't just about providing new generation however about basically reshaping how clients engage with the brand, thus impacting long-time loyalty and retention.

AI is a powerful tool that ASOS has utilized. AI-powered advice algorithms track customer browsing and purchase behaviour to offer personalized product suggestions. Research shows that corporations that invest in personalization through AI see higher conversion rates and extended consumer satisfaction (Mazurek, 2014). ASOS's integration of these technologies, especially in their app, allows improve consumer engagement and streamline the decision-making process. Comparatively, competitors like Nike have also invested in similar AR and AI technologies, however ASOS's recognition on consumer experience guarantees that these innovations are tailor-made to the particular needs of online fashion consumers, giving them an advantage inside the notably competitive e-commerce market.



Question 8: Does ASOS.com give you real-time updates about order status, delivery time, etc.?

- a) Yes: 21 participants (70%)
- b) No: 6 participants (20%)
- c) Maybe: 3 participants (10%)

The majority of participants (70%) established that they receive real-time updates, suggesting that ASOS.com has an effective monitoring and communication system. However, the 30% who spoke back "No" or "Maybe" advocate inconsistencies in this facet of service, which may be addressed for advanced consumer satisfaction.

Real-time updates are critical in building believe and transparency with customers, which can drastically impact the standard shopping experience (Bauer et al., 2006). The potential to track orders enhances consumer assurance, that's probably why a majority of respondents respect this selection.

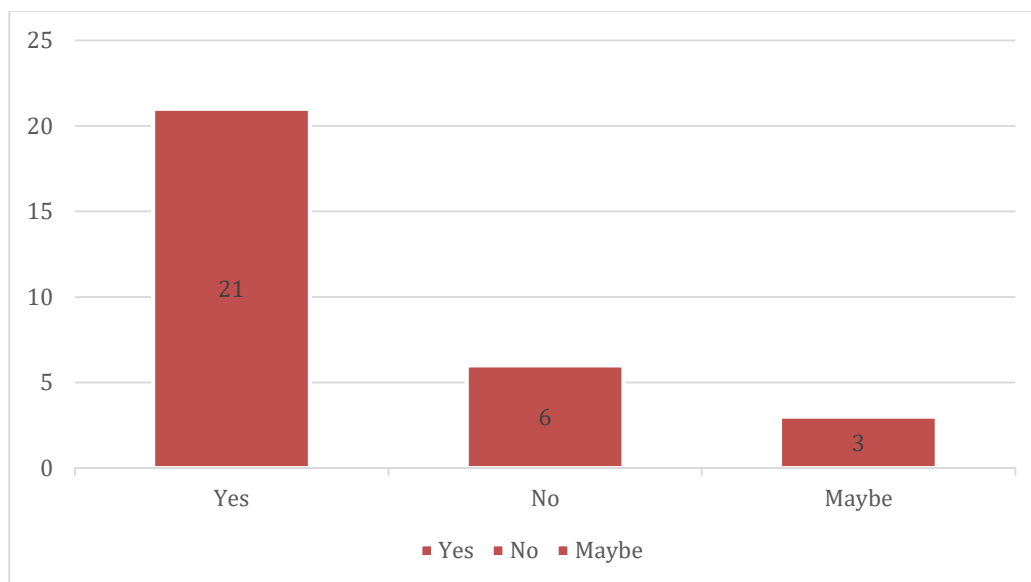
The implications of powerful real-time conversation make bigger beyond instant patron delight. When customers feel well-versed about their orders, they're much more likely to trust the brand undoubtedly, contributing to a sense of loyalty and trust. This aligns with the findings of Gefen

and Straub (2004), who mentioned that faith in an online store considerably affects buying intentions.

Moreover, real-time updates serve a twin cause, they now not only maintain customers informed but additionally act as a proactive customer support strategy. By looking forward to capability issues regarding delivery times and proactively communicating updates, ASOS can ease client anxiety. For instance, if a postpone happens, informing clients right away can mitigate frustration, as they're more likely to appreciate transparency in place of being left in the darkish (Kuo et al., 2017).

Additionally, the effectiveness of the real-time updates can be in addition improve by way of leveraging customer preferences for communication networks. Some clients may additionally opt for notifications through email, whilst others would possibly want SMS updates or app notifications. By providing a choice of communicate strategies, ASOS can cater to numerous customer desires, thereby enhancing the general purchasing experience (Bennett and Rundle-Thiele, 2005).

Lastly, thinking about the growing significance of social media, ASOS may additionally gain from integrating social media channels into their system. Platforms like Twitter and Instagram can be used to disseminate vital order statistics, enhancing engagement and supplying clients with instant access to updates (Malthouse et al., 2013).



Question 9: Would you recommend others to shop from ASOS.com?

Scale: Rated from 1 (least likely) to 10 (most likely).

Mean Response: 6.4

With a mean rating of 6.4, clients are probable to propose ASOS, indicating general delight, however, also suggesting areas of improvement to reinforce consumer advocacy further. The excessive likelihood of suggestions among respondents' factors to good customer reviews, which align with the idea of Net Promoter Score (NPS) as a key indicator of purchaser loyalty and brand advocacy (Reichheld, 2003). This demonstrates that ASOS's efforts in keeping a customer-centric technique are yielding favorable results.

Conclusion

The data analysis exhibits that ASOS has a reasonably strong relationship marketing approach, as indicated by current consumer loyalty and the chance of recommendation. Most consumers are happy with the product range and pricing, however components along with personalized gives and customer support have room for development. Technologies like Augmented Reality and AI play a crucial function in improving purchaser experience. Addressing the diagnosed regions for

improvement may want to extensively enhance the general customer satisfaction and solidify ASOS's position as a desired online retailer.

The comprehensive analysis of every question affords actionable insights, indicating that relationship marketing has a measurable impact on shopping behaviour among ASOS customers. Implementing improvements primarily based on these findings can assist ASOS foster even stronger relationships with its customers, improving their loyalty and general shopping experience.

CHAPTER 5

Conclusion & Recommendations

The study aimed to discover the effect of advertising on customers' shopping behaviour, with a focal point on ASOS PLC, a leading online style store in the UK. Marketing techniques have emerged as an essential determinant in shaping customer decision-making, in particular in the especially aggressive e-commerce segment. This research has investigated how numerous marketing factors consisting of virtual campaigns, promotions, influencer advertising, and customized recommendations, have an effect on consumer conduct at different phases of their purchasing journey.

One of the key findings of this study is ASOS's powerful use of virtual advertising and marketing strategies that has had a profound impact on purchaser behaviour, specifically among more youthful demographics who shape the majority of its consumer base. The company's social-media presence, personalized classified ads, and collaborations with fashion influencers have extensively surge the brand's visibility and engagement. As a result, ASOS has been able to maintain a robust connection with its consumers, having better chances of brand loyalty and customer retention.

The study also identified that customized advertising and the usage of data-driven insights have performed an essential function in influencing shopping decisions. ASOS leverages client data to tailor product references and offers primarily based on individual partialities and surfing history, which improves the customers' experience. This customized approach has been found to increase the probability of repeat purchases, as customer's feel more involved and valued by the brand.

Additionally, the research analyzed that ASOS's pricing techniques and frequent promotional campaigns have had a direct effect on customers' buying conduct. Flash sales, bargain codes, and free shipping offers have successfully incentivized purchasers to make purchases, in particular all through key purchasing stages like Black Friday and vacation seasons. These promotions create

a sense of urgency, encouraging impulse shopping for, and fostering a notion of worth amongst consumers.

However, the research also highlighted some tough situations confronted by means of ASOS in its marketing techniques. While influencer marketing has been successful, there is a growing problem among purchasers about the authenticity of endorsements, which may additionally negatively have an effect on the brand's trust ultimately. Moreover, the quick-fashion enterprise model, which ASOS operates within, has faced growing scrutiny over its environmental impact, which could have an impact on the purchasing selections of environmentally conscious customers.

In summary, the study demonstrates that marketing is an effective tool that immediately shapes customer behaviour, and ASOS has been highly successful in utilizing diverse advertising techniques to power engagement and sales. However, the brand has to stay adaptable to converting consumer options, in particular regarding ethical and sustainability issues, to make long-time period success.

Recommendations

Based at the findings of this research, numerous recommendations have been made for ASOS to similarly enhance its marketing techniques and deal with emerging challenges:

1. **Firming Legitimacy in Influencer Marketing:** While influencer marketing has been effective for ASOS, there may be a need to ensure that partnerships with influencers are appropriate and resonate with the target audience. Consumers have become more and more aware of paid promotions, and brands credibility is in danger, if influencer collaborations seem deceitful. ASOS must cognizance on partnering with influencers whose values align with that of the brand, and who truly connect with the product and endorse it honestly instead just for monetary benefit. Micro-influencers, who regularly have a niche and constant followings, might be a treasured addition to the company's marketing mix.

2. **Addressing Sustainability Concerns:** As the fashion industry faces growing stress to address environmental concerns, ASOS ought to adapt its marketing strategies to mirror sustainability tasks more prominently. Consumers, specifically younger generations, are more and more looking for brands that align with their values, and ASOS have to capitalize in this by highlighting green practices, which includes sustainable sourcing, recycling applications, and moral work practices. Incorporating sustainability messaging into digital advertising campaigns and product descriptions could help attract to a more conscious customer base and foster brand loyalty.
3. **Escalating Customisation Efforts:** Personalization has been a key factor in driving purchaser engagement for ASOS, but there is additional scope to improve this experience. ASOS ought to leverage progressive artificial intelligence (AI) and machine learning knowledge of algorithms to refine its personalized product recommendations in addition. By integrating extra cultured data analytics, the corporation can foresee consumer preferences with extra accuracy, providing personalized experiences that mirror individual tastes and buying behaviour. This ought to include customized advertising and marketing emails, curated product lists, and custom designed landing pages.
4. **Expanding Content Marketing:** To keep its competitive edge, ASOS should explore diversifying its content advertising and marketing strategies past conventional product classified ads. They may want to consist of developing more interactive content, such as styling tutorials, style recommendation blogs, or in the back of-the-scenes motion pictures that show off the creative techniques going on behind the brand. Offering treasured, non-promotional content can enhance purchaser engagement and function ASOS as an unbeatable leader in the fashion business. Additionally, creating user-generated content campaigns where customers share their personal ASOS clothing can encourage natural advertising and community constructing.
5. **Augmenting Mobile Experience:** With a big portion of ASOS's purchaser base buying through mobile devices, it's far more important for the brand to optimize the mobile experience similarly. This consists of ensuring that the ASOS app and cell website are user-friendly, speedy, and effective. Features like seamless checkout strategies, cellular-exclusive of a kind

promotions, and push notifications for flash sales or new arrivals can augment the mobile purchasing experience and inspire repeat purchases. Mobile-friendly advertising and marketing campaigns, consisting of targeted ads and SMS advertising, have to also be prioritized.

6. **Mounting World-wide Reach through Local Marketing:** While ASOS has a robust presence inside the UK and numerous global markets, there may be potential to similarly expand its global reach. To do so, ASOS has to spend money on localized marketing techniques that cater to unique cultural and local preferences. This may include producing region-based advertising campaigns, making localized product lines, and adjusting the website interface to reflect different languages and currencies. Expanding into rising markets with high growth ability ought to open new revenue streams and solidify ASOS's position as an international fashion leader.
7. **Addressing the Fast-Fashion Disparagement:** The fast-fashion industry, while being profitable, faces complaint for its environmental effect and unsustainable production practices. ASOS need to cope with those concerns proactively through adopting more sustainable manufacturing strategies and communicating those efforts evidently to customers. Introducing a committed line of sustainable clothing or providing repair and recycling offerings may want to help mitigate a number of negative perceptions surrounding fast fashion. ASOS may also gain from collaborating in industry-wide initiatives geared toward reducing the environmental footprint of the fashion segment.
8. **Nurturing Customer Loyalty through Rewards Programs:** To construct long-term purchaser loyalty, ASOS should not forget imposing a more thoughtful rewards application. While the organization offers occasional reductions, a point-based loyalty program may want to incentivize repeat purchases and reinforce customer relationships. Offering special paybacks to unswerving customers, such as access to new collections or members-only reductions, would inspire customers to return and save more often. Loyalty applications additionally offer worthy data on purchaser behaviour, that can further tell personalization efforts.

In conclusion, ASOS has correctly harnessed the energy of advertising to steer customer buying behaviour, leveraging virtual systems, customized advertising and marketing, and influencer collaborations to remain aggressive in the rapid-paced fashion industry. However, to keep thriving in an evolving marketplace, the brand should deal with emerging demanding situations together with sustainability concerns, the need for authenticity in advertising and marketing, and changing consumer expectations. By enforcing the recommendations outlined in this chapter, ASOS can improve its advertising and marketing techniques, foster more consumer loyalty, and function itself as a forward-thinking, responsible fashion brand in the years yet to come.

The study has proven that advertising performs a pivotal function in shaping purchaser behaviour, and as virtual advertising and marketing continues to evolve, ASOS will want to stay forward of trends and continuously innovate to satisfy the ever-changing demands of its customers.

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Appendices

Appendix 1:

[Participant response consent form](#)