DISSERTATION

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Research Title: The Influence of Digital Marketing Strategies on Consumer Buying Behavior: "A Comprehensive Analysis of Marks and Spencer's Retail in the UK".

ABSTRACT

This dissertation researches how digital marketing techniques impact consumer decision-making while purchasing, especially on the UK retail operations of Marks & Spencer. The study examines how different types of digital advertising including social media, email marketing, search engines, and influencer content, alter consumer engagement and decision-making. The study incorporates a review of the literature, theoretical analysis, and primary research including a survey of 50 participants. In accordance with study findings, social media is the most beneficial platform for brand interaction and product discovery, while email and search engines are less effective. The RACE framework and the Consumer Decision Journey model are employed in the study to determine how digital strategies change consumer choice across various touch-points. Further, key specific recommendations are presented based on the survey results to enhance Marks & Spencer's digital engagement. These consist of strengthening personalised service, promoting video and review-based content, and figuring out the maximal use of neglected digital channels to encourage purchasing intent and brand loyalty.

Acknowledgment

Master's Degrees by Examination and Dissertation
Declaration Form.

I, [AditkumarArvindsingh Rajput], 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: AditkumarArvindsingh Rajput …………………........................

Date:……09/06/2025…………………………........................

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Chapter 1: Introduction

1.1. Chapter Introduction

In this chapter, the major focus will be on giving a brief introduction and background of this dissertation. In this section, we will also cover the research background, which will give deep knowledge about the research topic. However, we will also provide the rationale of this study to give the reason behind this topic for the research. The aim, objectives, and research questions will be illustrated in this chapter. Lastly, the structure will be provided in this chapter for this dissertation.

1.2. Research background

The article (Antczak 2024) mentioned that the way citizens make decisions regarding which products they should purchase has dramatically changed because of digital marketing. A Google investigation gathered data that about 80% of shoppers research goods online by using search engines and social media before their purchasing decision. In the current digital era, tremendous development in digital marketing has impacted how big or small organisations try to connect with their target consumers by influencing their decision-making while purchasing any product or service via various online digital platforms. To improve consumer engagement and increase sales, Marks and Spencer's, a well-recognised brand in the UK, has employed digital marketing tactics such as email marketing, social media advertising, and particular advertisements to attract more consumers. The company improvises its marketing strategies, ensures it maintains a competitive advantage in the retail sector, and uses a wide range of methods that affect consumer behaviour.

1.3. Company Background

The widely recognized British worldwide retailer Marks and Spencer's (M&S), having its headquarters situated in London, was founded by Michael Marks and Thomas Spencer in Leeds in 1884 as a small market stall. The company concentrates on food, home, and clothing as well as cosmetics. However, with time, it has expanded since it started and become one of the most prominent retailers in the UK, with around 1,330 stores worldwide and approximately 852 stores, especially in the UK **(Marks & Spencer).** According to Smith, the company has about 66,000 employees globally. Marks and Spencer has numerous options available for its consumers, such as clothing, cosmetics, household products, and a wide range of groceries in the food sector. In the 2024 financial year, the company generated it's highest-ever revenue year, which was around 13 billion British pounds. Relatively, compared to the previous year, in 2024 the revenue increased by almost one billion pounds. The main source of revenue comes from the people of the UK, which was around 12 billion British pounds. The rapid growth has also been seen in online platforms and digital platforms, currently major consumers for M&S, through its websites and shopping apps **(Marks & Spencer 2024).**

1.4. Problem Statement

In 2025, the UK retail sector is going to shift radically owing to the complex relationship amongst development in consumer behaviors, technological advances, and the economic condition. As revealed by the continually closure of stores and the increased financial distress in the retail sector, retailers are dealing with establishing operating costs that are harming profit margins and putting at risk the existence

of physical stores (Coface 2025).The business is always battling with escalating operational expenditures, evolving consumer opinions, and greater competition from both online and offline channels, while UK retailers such as Marks and Spencer have been aggressively applying digital marketing techniques. In this uncertain retail environment, it is vital to fully understand how digital marketing initiatives mostly impacts consumer decision making while purchasing and whether these strategies are appropriate to raise engagement, grow loyalty, and encourage future success for reputed retailer like M&S.

1.5. Research Aim

The main of this research is "To examine how digital marketing strategies used by Marks and Spencer influence consumer buying behaviour in the UK." This study will also provide the relationship between digital marketing strategies and consumer buying behaviour and how it affects people's decision-making ability.

1.6. Rationale of the study

The United Kingdom is one of the largest base consumer markets in the retail sector, and Marks and Spencer's (M&S) is one of the prominent fashion brands in the country, using digital marketing as a strength element of its main strategy to remain ahead in the fashion industry. This research aims to explore and understand the influence of Marks and Spencer's digital marketing strategies on consumer buying behaviour. However, after analysis of consumer buying behaviour and digital marketing, this study will provide useful recommendations for maximizing M&S's digital marketing strategies, which will help them connect with more consumers and stay competitive in the retail sector. Furthermore, to examine the effectiveness of the strategies also needs an in-depth study on different stages of the buying process in decision making.

1.7. Research Objectives

There are various research objectives that will be carried out throughout the research.

- To analyze what kind of digital marketing strategies are employed by Marks and Spencer in the UK.
- To investigate the opportunities and challenges for Marks and Spencer implementing digital marketing in the retail sector.
- To evaluate how different digital marketing strategies influence consumer buying behavior.

1.8. Research Questions

There are some specific research questions that help to understand the aim of the research and also provide the right direction in order to present this research project more accurately.

- What are the current digital marketing strategies Marks and Spencer have adopted in the retail industry?
- What are the main challenges and opportunities that are available for Marks and Spencer in the retail industry after employing digital market strategies?
- What is the influence of digital marketing on consumer buying behaviour?

1.9. Research Hypothesis

H1: Digital marketing strategies have a positive impact on consumer buying behaviour

H2: Consumer engagement with digital platforms direct positively affects their purchasing decisions

1.10. Structure of dissertation

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                        │  Dissertation Structure │
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Chapter 1: Introduction	Chapter 2: Literature Review	Chapter 3: Research Methodology

Chapter 4: Results	Chapter 5: Discussion

Chapter 6: Conclusion and Recommendation
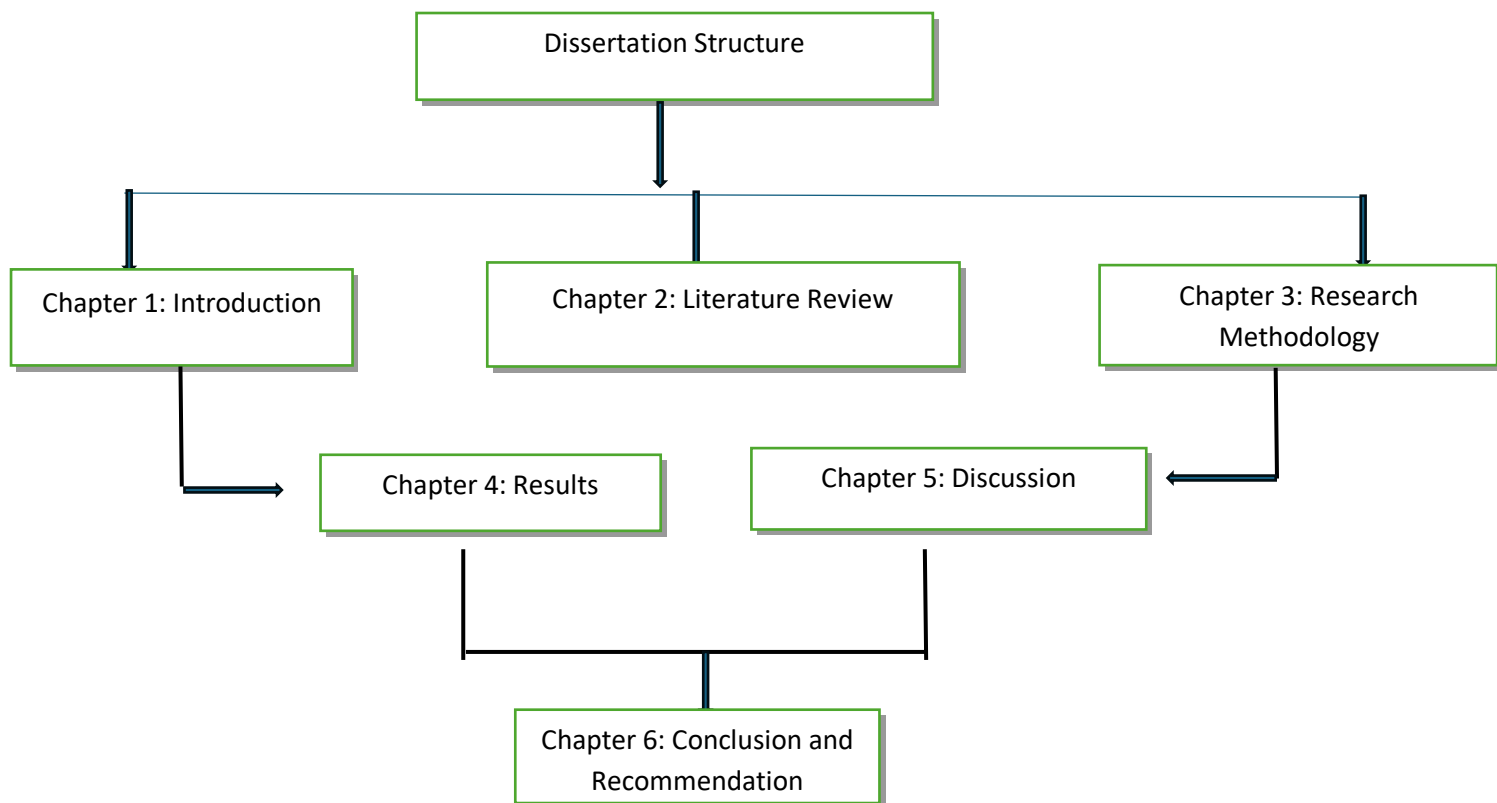
Figure 1 Source: Self-Created

In this dissertation research study, the focus is on how the digital marketing strategies of Marks and Spencer create an impact on consumer buying behaviour. This study is classified into six different stages to provide a clear and wide perspective of the research process. The first chapter **(Chapter 1: Introduction)** depicts the overall context of the research introduction and also gives a brief background of the company and highlights the research aim, objectives, questions, rationale of the study, and hypothesis. Later, **(Chapter 2: Literature Review)** gives an in-depth critical analysis of the selected title objectives and research questions and also illustrates the critical and comparative analysis between the selected theories to give a wider picture for understanding the literature review. **(Chapter 3: Methodology)** focuses on the types of strategies or methods that have been taken out in the ongoing research and what kind of method has been used while collecting the data. However, **(Chapter 4: Results)** is carried out about understanding and analyzing the data we will get from each individual through the survey and based on this in **(Chapter 5: Discussion),** we will discuss the responses and channelize the data we got from the participants about our research aim. At the end of **(Chapter 6: Conclusion and Recommendation),** it provides the best and most suitable recommendation for the company throughout this entire research.

CHAPTER 2: LITERATURE REVIEW

2.1 Chapter introduction

In this chapter of the literature review, the focus will be on providing an in-depth review of the selected research title which is "The Influence of Digital Marketing Strategies on consumer buying behaviour". In this chapter, we will do a critical review of digital marketing and consumer buying behaviour by looking at different author's perspectives which is like the research topic area. In the chapter; we will also provide a critical and comparative analysis of the related theories and models with the research topic. Later, we will also address the research objectives and questions related to this research area and for a better understanding of behind selecting the title.

2.1.1 Definition of Digital Marketing

1. According to **(Barone** (**2024),** digital marketing is the act of advertising and marketing goods and services using various websites, apps, mobile devices, social media, search engines, and other online resources. However, digital marketing is frequently considered as an additional way of helping companies to connect with consumers and better understand them, and it involves many of the same concepts as traditional marketing. **(Barone (2024)** also depicts that there are also some disadvantages of digital marketing as well. The internet started to become common in the 1990s as digital marketing started to rise in momentum. **(Frutos (2020)** illustrates that digital marketing essentially promotes sales and brand visibility and acknowledgement; however, it can be employed in a number of digital advertising techniques. As mentioned before, the concept of digital marketing is evolving, and the sectors are constantly developing. Moreover, the platforms and tools for digital marketing have been continuing to grow in recent years. In the research, **(Mailchimp 2021)** indicates that online promotional initiatives that appear on a computer, phone, tablet, or various devices are usually referred to as digital marketing. Online videos and advertisements, search engine marketing, and promoted social media ads are the types of modern digital marketing. However, digital marketing is occasionally compared to traditional marketing tactics such as direct mail, billboards, and magazine ads.

2.1.2. Critical Review of Digital Marketing Definition

The definition from **Barone (2024)** shows the many parallels between traditional and digital marketing and supports the employing of different digital channels for marketing. Also highlighted is the wider history of the development of digital marketing in the 1990s. **(Barone 2024)** In addition, the definition might have been more expanded as it focuses on specific digital marketing channels like email marketing, content marketing, and SEO. Moreover, it also mentioned the disadvantages but not in depth. Although the definition is an excellent place to begin, it could have been beneficial if it contained more details about the various strategies and challenges related to digital marketing. On the other side, **(Frutos's 2020)** definition says the idea highlights the constantly evolving nature of digital marketing and addresses its promotional and visibility elements. It also raises your attention to the wide variety of digital marketing techniques that are currently available. Thus, the definition lacks clarification about the various digital platforms or tools that have been used; subsequently, it is slightly uncertain. Lastly, according to **(Mailchimp (2021),** this definition provides particular uses of numerous kinds of digital marketing, such as social media promotions, internet videos, and search engine marketing. Furthermore, it presents the distinction between digital and classical marketing techniques. However, by prioritising promotional efforts over general strategic components like brand engagement or customer relationship management.

2.1.2. Definitions of Consumer Buying Behaviour

From the view of **(Hill (2022)**, a consumer's buying patterns are a reflection of their attitudes, beliefs, desires, and preferences about how they conduct themselves in the market when choosing goods or services. In order to acquire a great awareness of consumers, this lesson investigates the variables that impact their purchasing patterns and attitudes as well as how these decisions can be best understood. On the other side **(Sydorenko 2022)** argues that the decisions and behaviours people take when purchasing goods or services for themselves or their respective communities' consumption are known by the term buyer behaviour. It is identical with the term "consumer buying behaviour," which, in unusual business, often refers to individual customers. He also depicts that any marketing process is driven by consumer habits. For companies seeking to enhance their business model and increase their consumer base, the primary obstacle is to understand why and how people desire to purchase this or that product and why they are committed to a particular brand. **(Srivastava (2024)** shed light on the new way of buying patterns of consumers, as the steps that people take before purchasing a good or service, either online or offline, are often referred to as consumer buying behaviour. This process might include scrolling over the results of searches, communication on social media, or numerous other actions. Businesses are helped by understanding this process because it allows them to communicate better and align their marketing activities with those that have been successful in the past.

2.1.3 Critical Review of Consumer Buying Behaviour Definitions

According to **(Hill 2022)** consumer buying behaviour definition shows that attitudes, beliefs, desires and preferences impact the buying pattern of consumers. It illustrates the significance it is for understanding these variables with the goal to understand consumer behaviour. However, by paying attention to the external variables like social culture, and economic that made impact on consumer buying habits, the definition could be more enhanced. On the other side **(Sydorenko 2022)** believes that the critical nature of consumer buying pattern driving both individual as well as group consumption, placing it more in line with the a broader view of buyer habits. It also underscores the value it is to learn about consumer thinking to be able to market successfully to consumer. Furthermore, **(Srivastava 2024)** highlights in his definition that the modern characteristics of consumer buying behaviour, including online and offline interaction such as search results and social media meeting. It demonstrates how essential it is to be aware of these processes in order to market efficiently. The definition also depicts the drawbacks such as without identifying the post-purchase behaviour of consumer and the wider psychological and social factors affecting audience preferences.

2.2. RESEARCH OBJECTIVES

2.2.1. To analyze the kind of digital marketing strategies are employed by Marks and Spencer in the UK.

Marks and Spencer is a well-established retailer in the UK and also has a presence globally with a good reputation. A digital-first campaign was recently designed by M&S's Clothing & Home Marketing team to draw attention and share with consumers the must-have wardrobe essentials for the season ahead in each category of women's, men's, kids', home, and beauty. Must-Haves will be released with a high-impact execution employing several platforms, like digital out-of-home and national press. Nathan Ansell, the marketing director at M&S, depicts that the company is trying new marketing ways in order to engage with consumers, and the digital focus with "Must-Have" is the conclusion of customer insights, cross-brand

collaboration, and new innovative approaches. It is carried out across a highly targeted range of digital channels and is the most digital campaign to date. However, M&S is also trying new ways to attract existing consumers. The digital channels are being utilized by M&S's marketing team to help the clothing and home company achieve its objectives of growing its customer base share amongst parents who work and turning one-third of sales online. M&S takes advantage of Google inventory advertising so that customers can easily find what is in a local store while they are nearby, and TV advertising will only be done through video on demand services, making it possible for more effective customer targeting. As an effect of M&S's success as one of the first stores to accept shoppable Instagram, the team will continue to expand this channel through the various marketing campaigns, highlighting must-have products on the highly anticipated platform, such as the must-have filled coats and satin blouse **(M&S 2018)**. According to **(Global Data 2022)**, data-led innovation has been a key element of Marks and Spencer's digital transformation plan. In 2023, M&S was expected to spend $337.9 million yearly on ICT. In trying to reach out to young adult audiences, Marks & Spencer is speeding up its future growth plan via a accelerated pace of change in digital, data, and technology. It also plans to spend more time on social media and intelligent technology. As reported by M&S, the business is currently putting as much of its amount in TikTok and YouTube content as it does in television commercials, with social media spending growing by 79% yearly. The company also looking for to utilize the full access of AI with all digital media in order to gather new consumer segment. However, M&S attracts an around 17,000 consumers through its online shopping channel and collected about £14m in revenue since they started **(Mills 2024)**.

2.2.2 To investigate the opportunities and challenges for Marks and Spencer implementing digital marketing in the retail sector.

Opportunities: In his blog article, **(Ramirez (2024)** investigated in-depth the opportunities and challenges for Marks and Spencer in the retail sector. He identified that the growing need for ethically sourced and sustainable products is one of the opportunities that Marks & Spencer could take advantage of to accelerate future growth and achieve great heights in terms of success. As consumers grow more mindful of their impact on the environment, they are becoming more engaged in purchasing products from companies that adhere to their values. Through broadening its reputation for quality to include sustainability, Marks & Spencer could attract eco-conscious consumers and gain a competitive edge in the market. Furthermore, the companies could also invest in digital marketing strategies and enhance their online presence in the market. Acquiring potential consumers and boosting revenue through online channels is being rendered possible with the increasing popularity of e-commerce. Another opportunity for M&S is that they can increase their audience by creating brand awareness campaigns and can also enhance their online platforms and digital advertisements to attract more new consumers.

Challenges: On the other side, there are lots of challenges present for M&S in the market, which **(Ramirez (2024)** illustrates with the help of SWOT analysis, and the first threat for the company is the intense rivalry in the retail industry, which is one of the major threats. Retailers from all lines, including conventional to giants of the internet like Amazon, compete with Marks & Spencer. The company feels the pressure to continually come up with new innovative ideas and set itself apart from the rivals in order to stay relevant in the market. Another challenge for M&S is the uncertainty and volatility present in the global economy. Consumer buying behaviour might be impacted by economic downturns and might result in an overall decrease in the demand for luxury items like clothing and home products. Additionally, limitations on trade and currency fluctuations could have an impact on profitability and the cost of acquiring goods. In the end, Marks & Spencer faces threats through changing consumer preferences and decision-making patterns.

Traditional retail shops may find it tough to attract consumers and maintain sales as numerous individuals seek shopping from online platforms. In order to stay in the market for a long period, Marks & Spencer must adjust its methods to meet the continuously changing demands and interests of its target market.

2.2.3. To evaluate how different digital marketing strategies influence consumer buying behavior.

In the modern world, any business's success in the fast-paced digital world of today is determined by its capacity to truly understand consumer behaviour. The development of digital marketing has significantly altered consumer behaviour in the process of transforming how businesses engage with their target market. In his article **(Global 2024)**, he will investigate how consumer's attitudes towards digital marketing have changed and look at several ways that digital marketing has influenced consumer behaviour.

- **Increased Research:** The value of internet research in influencing consumers' choices is increasing because of digital marketing. Currently, prior to making a financial decision, consumers actively search for information about products and services online. In view of this, it is important for companies to give appropriate information on their digital platforms.
- **Importance of Reviews:** Consumer trust and decision-making now depend extensively on online reviews about goods and services. While unpleasant reviews or comments can take away potential consumers, positive comments or ratings may boost credibility. Online reviews should be actively tracked and promoted by companies.
- **Optimising for mobile:** In this, a lot of people their primary point of contact with the digital world, is their personal devices, such as Smartphone's or tablets. In order to reach this audience, ensure that your marketing materials and website are suitable. However, it is important to have responsive website design, rapid loading, and accessible mobile navigation.
- **Embracing Video Content:** It is one of the vital ways that influence consumer decision-making, as the use of video content in digital marketing has expanded tremendously. Videos that successfully represent your message may attract and maintain the attention of your consumers. Invest in appealing stories, outstanding video production, and engaging visuals. Companies should promote videos on their websites and social media platforms to maximise their impact on search engine rankings and audience behaviour.

According to **(Global 2024),** these are the several elements that play a vital role in consumer buying behaviour. However, it is essential for companies to capitalise on the opportunities that are present, and they need to identify the ways that influence consumer buying behaviour.

2.3. RESEARCH HYPOTHESIS

2.3.1. Digital marketing have a positive impact on consumer buying behavior

Digital marketing strategies play a vital role on consumer decision-making journey. In his analysis **(Zainullah Khan 2024)** highlights the major positive influence of digital marketing on consumers.

- **Higher Access to Information:** Consumers have much easier access to information regarding products and services ever than before. Digital marketing techniques including social media, search engine, and content marketing empower people to acquire extensive product details, reviews, comparison, and customer feedback.
- **Improvement in shopping habits**: Digital marketing has led to an unexpected turnaround in shopping behaviour because of the improvement of e-commerce. In some sectors, traditional brick-

and-mortar retail has been falling as consumers are acquiring more shopping online rather than in stores. The process of going from discovery to purchase further eased because of digital marketing initiatives.

- **Customization and personalization**: Digital marketing has permitted highly specialized audience interactions. Companies can enhance the value of marketing with particular audiences through applying data analytics to target audiences with personalized offers, product advice, and advertising. In addition to better engagement this tailoring might contribute to raise brand loyalty.

- **Influence of social Proof:** Social media influencers and user-generated content strongly influence audience buying choices. Decision about purchase is often impacted by peer and influencers endorsements that provide a social proof. Traditional marketing indicates that due to its reliability and stability, this kind of content might be improved more.

- **Brand Loyalty and Community building**: Digital marketing provides brands an opportunity to build communities around their products and services, and this makes consumers sense that they matter. Cultivating brand loyalty can be helped by interactive platforms, loyalty programs, and engaging content.

2.3.2. Consumer engagement with digital platforms positively influences purchasing decisions.

In the modern era, consumers are getting more close with digital platforms for positive feedback, reviews, and complaints. However, people do not prefer the standard method to get in touch with businesses for their enquiries; it's become a hurdle for them to reach out through business email accounts. Nowadays, companies are targeting long-term client fulfilment, and for that they are constantly enhancing their social media interaction strategy. The large number of consumers now predicting that social media is a great platform to connect with businesses and brands with convenience. The way people are engaging with brands will continue to evolve with social media improvement. In her article, **(Kimberlee Meier (2024)** indicates how consumers are engaging with digital platforms. There are two-way conversations and touch-points that occur between consumers and brands, and customers are often referred to as social media interactions. Hence, below are the engagement levels that will define how people are interacting with their interested brands.

- **They Follow Brand Account**: The first way to become part of their interested brand network involves hitting the follow button of the brand's account on digital platforms. Whether they are committed consumers or are thinking about a first purchase, almost all your followers are at a certain point of the marketing funnel. It is also indicated that around 68% of people are following their preferred brands on digital media handles to stay updated about the new products or services. While about 46% of consumers want to grab the exclusive offers and deals. The brand videos and content that affect positively their purchasing habits by seeing short videos of brand deals and some influencers content **(Kimberlee Meier (2024)**.

- **They like brand posts:** As the index indicates, about 79% of digital platform analysts frequently track engagement levels of people and measures, for example, likes, shares, and comments on brand posts that consumers put about the products or services. Consumers are expressing themselves on social media about the company's products to make regular interactions with brands, and because of that, companies can identify what kind of goods or services consumers are demanding and want to buy **(Kimberlee Meier (2024)**.

- **They Make Direct Purchases**: According to **(Statista 2025),** the social commerce segment of the e-commerce market was predicted to experience an ongoing rise in user penetration of 0.8% globally

between 2024 and 2029. However, people see their favourite brand products by browsing several social media, and consumers are nowadays buying products or services through brand social media channels, and that's made a direct positive impact on their purchasing behaviour.

2.4. Literature Gap

The presented literature review includes an extensive starting point for evaluating how customers shop and digital marketing techniques, especially regarding Marks and Spencer. A thorough review of the key ideas is mentioned below, along with a summary of gaps that have been discovered and which can shape this dissertation. **(Barone 2024)** discusses how digital marketing has advanced since the 1900s despite getting identical to traditional marketing. Though he realises limitations, concerns involving algorithmic bias, data privacy, and ethical problems have never been fully investigated. Further, **Frutos (2020)** identifies how digital marketing increases brand awareness but seems confused regarding the particular platforms or approaches used in digital marketing. The definition from **Hill (2022)** concentrates on the fact that people's decisions are shaped through attitudes, beliefs, and preferences. While on the other hand, he did not give attention to post-purchase actions, like consumer retention, loyalty, or returns. According to **M&S (2018)**, in relation to Marks and Spencer's digital marketing strategies, they employed some exceptional and unique techniques, including social media posts and Google inventory campaigns, but though a few studies have investigated whether these approaches bring about long-term retention of clients or only immediate boosts in sales. Furthermore, sustainability has been identified as an option by **Ramirez (2024)**, although how M&S's digital ads explain eco-friendly approaches in line with consumer preference has never been addressed. The framework which **Chaffey (2023)** introduced focuses more on the benefits of the RACE model for digital marketing but failed to address the limitations of the framework in detail. Overcoming these gaps through cross-cultural comparisons and mono-method research might assist researchers in better clarifying the way digital marketing affects consumer buying in the current retail industry.

2.5. THEORIES FOR DIGITAL MARKETING

2.5.1. RACE FRAMEWORK

The research of **(Chaffey 2023)** explains that many businesses were using digital marketing without a strategic plan, so in 2010 he decided to bring the model that can help companies to make accurate marketing strategies and then he introduced RACE planning model for creating and managing a digital strategy. The RACE marketing planning framework seeks to provide companies a simple structure to develop an Omni-Channel communications or digital marketing approach which tackles the hurdles of interacting with online consumers with the goal to improve conversion to online or offline buying decision. In the below diagram of RACE model, the goal indicated the flows around the conventional promotional funnel.

Fig 2 Source: https://www.davechaffey.com/digital-marketing-glossary/race-marketing-planning-model/
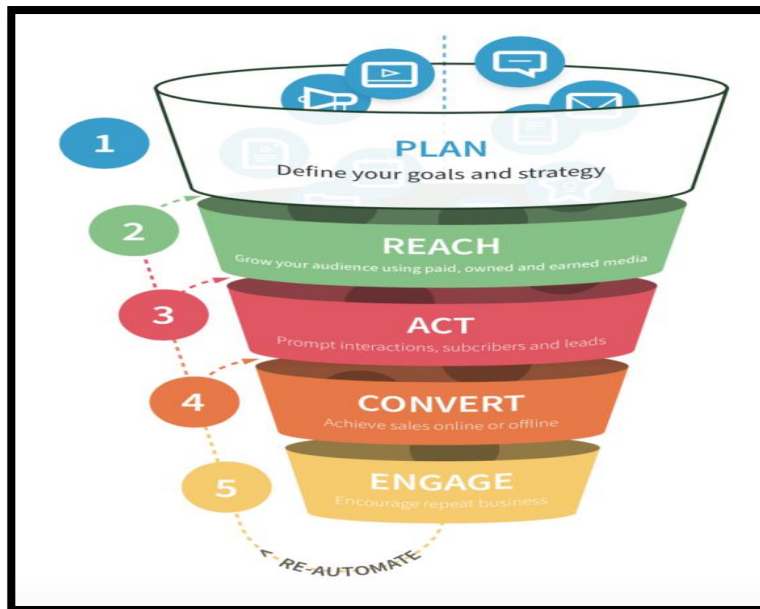
The Four digital marketing activities that together make up RACE have the aim for assisting brands in connecting with their consumers during all phase of the customer lifecycle. The initial phase of the plan, the overall integrated digital strategy, setting objectives, governance, and allocation of resources for digital transformation has been developed.

1. REACH: The aim of the reach is to boost the access and awareness of the brand's products and services on other websites and in offline media. The following will improve traffic by redirecting consumers to several digital presences, which could include your main website, micro-sites or social media pages. Utilising different owned, promoted, and earned media touch points, it includes improving reach over time to create multiple involvements **(Chaffey 2023)**.

2. ACT: The abbreviated term for interact is act. The time when **(Chaffey 2023)** developed the RACE model was referred to as RICE, but later on, it became more dynamic; the people he interacted with and spoke to used the name RACE. The main objective of Act for a lot of companies is to develop online leads that can be later developed through the path to purchase. It includes convincing site visitors or potential clients to move on to the next phase of their consumer journey once they initially look at your web page or social media presence.

3. CONVERT: Since RACE is a multichannel or Omni-channel marketing technique framework, the aim of this stage is to simply convert to sale, either through offline or online channels. It involves getting your audience to finish the essential next stage that transforms them into paying consumers, whether the payment is done offline or online **(Chaffey 2023).**

4. ENGAGE: Focusing on long-term customer engagement and communications, this technique seeks to boost customer lifetime value while building long-term connections with first-time consumers to encourage repeat company and client loyalty via email, social media, and direct interactions. Further, repeat actions involving repeat sales and social media content sharing may be used to evaluate **(Chaffey 2023)**.

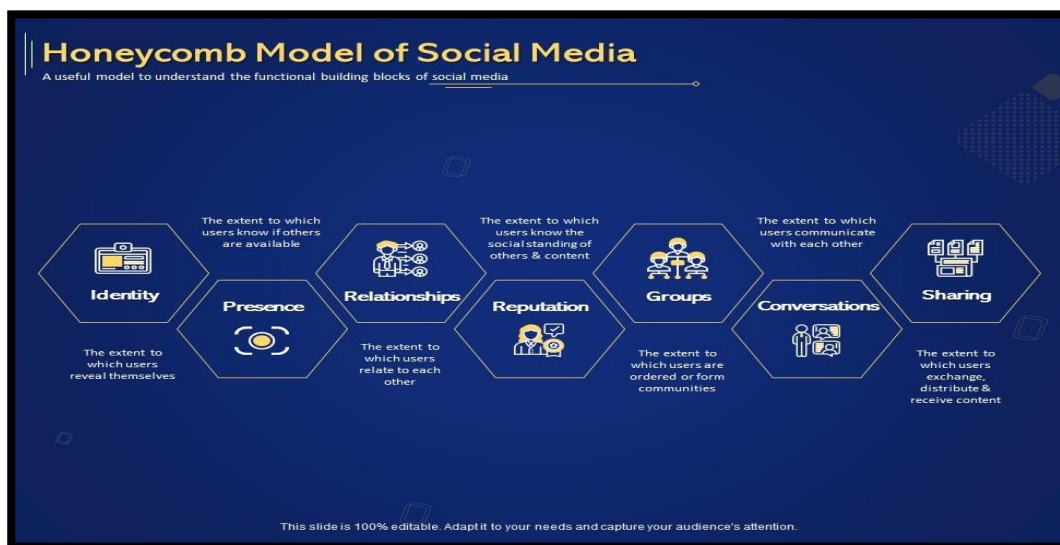## 2.5.1.1. ADVANTAGES AND DISADVANTAGES OF RACE MODEL
ADVANTAGES

- **Customer Centric Approach**: The model concentrates on understanding and satisfying consumer requirement at each stage of the marketing funnel, the RACE model allows businesses to customize their marketing strategies to meet specific consumer preferences, enhance customer satisfaction and consumer loyalty **(Pharma 2024).**
- **Data-Driven Decision**: The next benefit of this model is that emphasis on data-driven decision-making. Companies could assess the achievement of their marketing initiatives and make properly informed improvements to improve audience by tracking key performance indicators (KPI) at each level of the consumer journey **(Pharma 2024).**
- **Structured and Actionable Strategy**: The model encouragers you to create goals which are easier to track and allows you organize your digital marketing strategy as compact tasks. Through this streamlined structure indentifying your strategy's benefits and drawbacks is straightforward, allows you to quickly make changes and improve you're the whole strategy **(Olaoshebikan 2023).**
- **Improved ROI and Sales:** The next benefit of the RACE framework is the Convert stages made especially to convert leads into paying consumers, that has been a direct affect on sales and business growth. However, building people loyalty is the primary aim of the engage stage, which might end in greater repeat companies and lifetime value for customers **(Kumar 2024).**
- **Enhanced Brand Awareness and Recognition:** The valuable benefit is that gaining exposure and popularity through an assortment of digital channels is the primary objective of the initial stage of the RACE framework. Although, during every stage businesses can improve brand acceptance and strengthen their brand identify by communicating a consistent marketing efforts **(Mostofi 2024).**

DISADVANTAGES

- **Managing Multiple Stages**: There are a few major downsides of the RACE model. Sometimes it might be challenging to handle various consumer journey stages simultaneously, which may lead to serious issues for companies in resource allocation. Additionally, the framework concentrating more on digital channels could cause you to leave out more opportunities to interact with consumer's offline **(Silverback Strategies 2024**).
- **Reliance on Digital Channels:** The RACE model's reliance on digital channels is another limitation of the framework. Although digital marketing is essential in the modern digital age, organizations that want to utilize online platforms might miss out on opportunities to interact with potential consumer's offline **(Pharma 2024).**
- **Time-Consuming Implementation**: Another drawback of this framework is that it requires extensive preparation and so much effort for executions, which may need a considerable amount of time. Given its complex nature, this model might not be suitable for businesses that need instant results **(Mostofi 2024).**
- **Data Management Challenges:** This model offers another challenge for companies that effective data management systems are essential to support the model's focus on data-driven decision-making. It might be a challenge for smaller organizations or those without complex analytics abilities to track and assess KPIs throughout all levels **(Grigoryan 2024).**

2.5.2. THE HONEYCOMB MODEL

(Slater 2021) in his article explains the importance of the honeycomb model. This model was introduced by Jan Keitzmann, Kristopher Hermkens, and Ian McCarthy in Canada. The social media honeycomb model gives marketers a valuable solid base. Nowadays, social media marketing is an essential element of digital marketing. The ROI that companies can achieve by advertising their product or services on social media channels has been significantly increased by the rise in usage of this site during the last few years. However, it's crucial to maintain the fact that using a personal profile on social media is not identical to managing a brand's image. Subsequently can't be possible for you to post each and everything at all times. To achieve the objectives of your business, you must require a plan, a calendar, and a marketing strategy. The honeycomb model's principle is that companies can select the seven crucial building components that seem most vital to their operational activities. The seven elements such as Identity, presence, relationships, reputation, groups, conversations, and sharing are indicated in the below diagram.

Fig 3 Source: https://www.slidegeeks.com/introduction-to-digital-marketing-models-honeycomb-model-of-social-media-ppt-model-designs-download-pdf

1. Identity: The phrase that refers to data privacy security or how people are acknowledge on social media channels. As you continue through the customer base, this limit fluctuates and is affected by a variety of parameters, such as age, occupation, sex, status in society (Slater 2021).

2. Presence: A brand may prove significantly affected by a user's insight between the other's users and their awareness of another person. Influence is generated via a variety of factors, involving the context, the relationships between two users, and along with how valuable each other's data is to the brand (Slater 2021).

3. Relationships: In social media marketing, relationships build a multi-layered network, whether or not a brand is at the foundation level. One user might influence another's brand preference through the variety of interests people share in common as well as their willingness to find out much more about engaging with and influencing each other (Slater 2021).

4. Reputation: Addressing brand digital marketing, reputation may refer to numerous things. A brand's reputation reflects its status, and its users, including themselves, are viewed in different settings and situations. It highlights three crucial points. The online reputation of a brand on social media may appear both positive and negative (Slater 2021).

5. Groups: The regulations and processes have been referred to as groups. A large number of social media channels, if not all of them, also offer the capacity to build groups. Some communities are either more or less explicit. Members of the team might or might not have the same status. It is crucial to set rules and norms for monitoring members' activity when groups are formed surrounding a brand (Slater 2021).

6. Conversations: Conversations may act as simultaneously a stimulus for engagement and the starting point of relationships. A brand might interact in exchange for one or more of its consumers. Additionally, it could happen between two or more users. While the latter could disclose the reputation of the brand, the former develops the personality and tone of the business customer service (Slater 2021).

7. Sharing: Sharing and managing important information is another significant feature which nearly all social media websites provide, along with conversations. According to the type of content presented and the algorithm employed by the social media channels, companies controlling their presence on these channels must maximize the content they offer (Slater 2021).

2.5.2.1. ADVANTAGES AND DISADVANTAGES OF HONEYCOMB MODEL

ADVANTAGES

- **Comprehensive framework:** The model have so much beneficial elements which provides immense support to business in order to improve its social media marketing with the help of core parts of model such as Presence, Reputation, Relationships, Groups, Conversations, and Sharing **(Slater 2021)**.
- **Strategic planning:** The second benefit of this framework that it provide advantage to the marketers to effectively organize and measure their social media initiatives through operating as a checklist for essential strategic components. This ensures that all vital component of a social media strategy is properly taken under effect **(Target Internet 2025).**
- **Improved audience understanding:** The method enables more effective communication through providing marketers an in-depth knowledge about their target audience and their engagement expectations to improve its business strategy **(Gaganjot 2019)**.
- **Structured analysis:** Companies may employ this strategy to investigate audience habit, their unique social media movement, and the broader social media ecosystem in which they engage. However, comprehensive strategy can originate through thoughtful discussions about the social ecosystem and a brand's position within it which are triggered by each block of the honeycomb **(Target Internet 2025).**

DISADVANTAGES

- The honeycomb framework's classification of media functions into distinct groups, covering information, entertainment, personal identity, and integration, tends to oversimplify them. The numerous and diverse ways human beings connect with media and the impact it has on both individuals and society could be addressed by this technique **(Livingstone 2005)**.
- In addition, the design could prove less capable of adaptation to rapidly developing media ecosystems and audience preferences simply because of their limited flexibility. Misunderstanding or gaps in analysis might arise through new media and communication channels which have difficulty fitting into the framework's established categories **(Hermes 2013)**.

- The design of honeycomb misrepresentation of individual elements, paying attention to the various manners by which social interactions with others and personal traits promote media use. This concentrate might allow it to fail to consider structural variables and broader societal impact on media consumption **(Hjarvard 2013)**.

2.5.3. COMPARATIVE ANALYSIS BETWEEN RACE AND HONEYCOMB MODEL

The RAC E and Honeycomb models are both framework driving marketing strategies, even though they fulfill various tasks and operate in different domains. In the below the comparative analysis discussed by giving similarities and differences between both framework.

SIMILARITIES

- **Emphasis on consumer interaction:** The RACE model was introduced by Dr Dave Chaffey, and on the other hand, Jan Keitzmann developed the honeycomb model to understand social media strategy. However, both the RACE and Honeycomb models understand that consumer engagement is essential to boosting brand awareness, particularly within the fashion industry. The RACE framework's stages enable businesses to enhance their ability to engage with their consumers **(Chaffey & Chadwick 2019).** Similarly, the Honeycomb framework combines social media components to bolster consumer obligations and eventually boost brand visibility.

- **Importance of Social Media**: Both models highlight the important nature of social media. The RACE framework strategically uses social media to interact and connect with audiences at different steps of the marketing process **(Chaffey & Chadwick 2019).**The Honeycomb framework additionally utilises concentrated social media features that help brands with communicating with their intended consumers, establishing interactions, and distributing content **(Kietzmann et al. 2011).**

- **Content Development:** Both frameworks encourage the development of engaging content. The RACE framework permits businesses to build relevant content that connects to their audience of choice, thereby boosting involvement and conversions **(Chaffey & Chadwick 2019)**. Similarly, the Honeycomb framework promotes the importance of sharing content and building a brand story **(Kietzmann et al. 2011).**

- **Data Analysis**: In both digital marketing frameworks, highlight the value of obtaining information for assessing how efficient digital advertising approaches are. The RACE framework advocates that performance be regularly tracked and improved at each stage using relevant metrics **(Chaffey & Chadwick 2019)**. In a similar manner, the Honeycomb framework reveals that an awareness of how customers interact on social media might improve marketing techniques **(Kietzmann et al. 2011).**

DIFFERENCES

- **Differences in Purpose:** The RACE framework struggles to develop a sequential process that betters consumer engagement and conversions by concentrating on the customer journey (Chaffey 2020). In contrast, the Honeycomb framework emphasises the different elements of social media, such as identities, conversations, and relationships, with the goal of more fully comprehending consumer interaction and observations **(Kaplan & Haenlein 2010).**

- **Evaluation and Quantification:** The RACE model values measurable advantages at each element of the marketing funnel. Metrics including website traffic (Reach), engagement rates (Act), conversion rates (Convert), and customer retention (Engage) permit brands to examine their approaches in real time and enhance performance (Chaffey 2020). Alternatively, the Honeycomb model concentrates on qualitative measurement involving sentiment analysis, community involvement

levels, and brand mentions. These data points illustrate how people perceive and connect with brands on social media, demonstrating the importance of brand image and social influence **(Kaplan & Haenlein 2010).**

- **Application in Digital Marketing Strategies:** The RACE model is very crucial for fashion brands, as they can employ this model to develop targeted advertising techniques for each step of the customer journey. As an illustration, social media ads to increase its reach, interactive content to drive website visits, and retargeting ads to convert visitors into customers. Loyalty strategies can further promote engagement (Chaffey 2020). On the other side, the Honeycomb model encourages brands to concentrate on interaction quality rather than particular levels of the consumer journey. Brands can develop their identity and reputation by delivering informative material that motivates consumer dialogue and sharing, such as social media campaigns **(Kaplan & Haenlein 2010).**

In conclusion, while both frameworks push themselves to boost brand awareness, they target different aspects of digital marketing. The RACE framework is excellent for established advertisement aimed at important phases of the customer knowledge; however, the Honeycomb framework excels in encouraging community-driven brand loyalty.

2.6. THEORIES FOR Consumer Buying Behaviors

2.6.1. McKinsey's Consumer Decision Journey Framework

In his research **(Kashiv 2024**), he explains the consumer preference journey model, which McKinsey introduced in 2009. The ideal concept behind this model was to represents the constantly shifting consumer buying behaviour in combination with development in technology. It was a traditional marketing funnel idea that which represents the consumer decision-making process while gathering things or services. However, this method is divided into four different steps: consideration, evaluation, purchase, and post-purchase experience. Later, with the growth in digital platforms and channels only minor modifications have been noticed in the CDJ framework.

Fig 4 source: https://blog.bmtmicro.com/consumer-decision-journey/
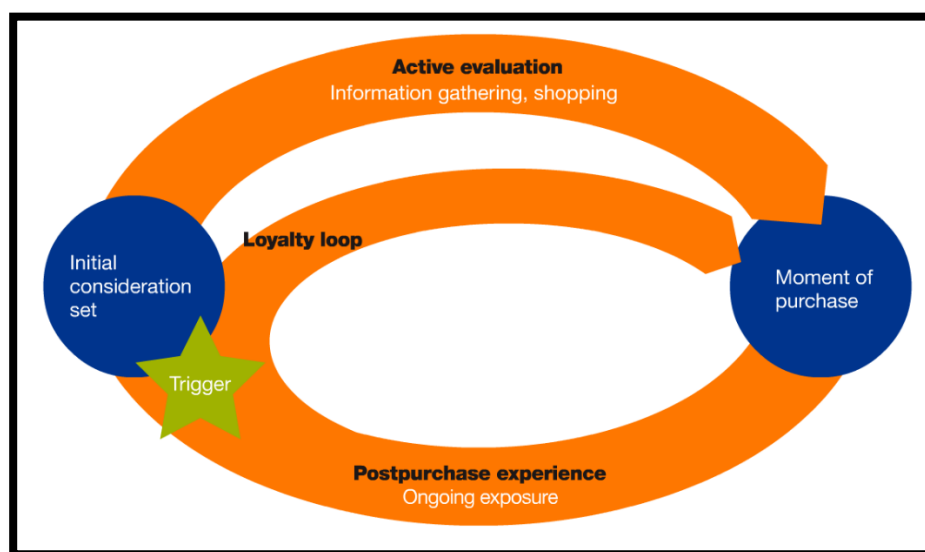
In his report **(Brameld 2024)** illustrates that the consumer decision journey (CDJ), introduced by Mckinsey & Company, is an established model for understanding how customer interact with products and services. Framework like these enables growth marketers in effectively as well as authentically planning out the

buyer expertise, whether which are looking at sales or marketing funnel. They are useful tools for the following reasons:

- Establish unique product, marketing, and sales team
- Avoid Scattergun techniques, uncover leaks, and acquire a better an improved comprehension about the customer's knowledge.
- Evaluate risks, provide across ideas regarding content, and explore using just getting sales techniques.
- Align activities with the customer's perspective instead of only your company's.

Stages of Consumer Decision Journey:

1. Initial Consideration: This stage where a consumer identifies a need or interest and starts thinking about potential solutions **(Brameld 2024).**

2. Active Evaluation: A consumer examines options, determines products, and seeks suggestions and comment **(Brameld 2024)**.

3. Closure: They make a final decision and accomplish the purchase, selecting one product higher than the others **(Brameld 2024)**.

4. Post-Purchase Experience: Post buying, the consumer examines their all aspects satisfaction and may stay loyal or switch later **(Brameld 2024).**

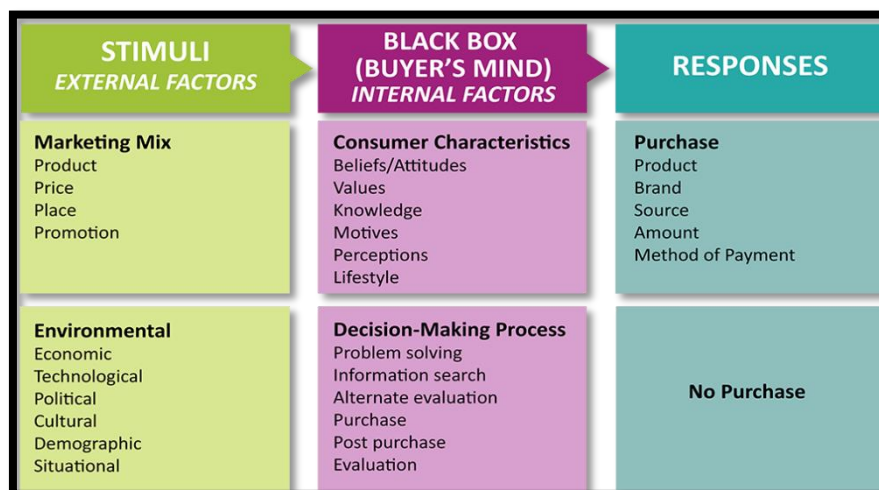## 2.6.1.1. ADVANTAGES AND DISADVANTAGES
ADVANTAGES

- **Reflects Nonlinear Consumer Behaviour:** McKinsey's CDJ model highlights the nonlinear and iterative nature of consumer decision-making compared to standard linear strategies. It emphasises that consumers may engage with several touch-points and revisit stages throughout their journey. This flexibility allows marketers to quickly adjust to evolving consumer needs and opinions **(Kashiv 2024)**.
- **Emphasises Post-Purchase Experience**: Another benefit of this model is that the model specialises in dealing with the post-purchase experience. Brands can foster long-term relationships with clients and drive loyalty and advocacy by improving every aspect of the customer journey, including post-buying engagements **(Kashiv 2024)**.
- **Holistic Approach:** The CDJ includes a comprehensive framework covering all stages of the consumer preference journey, from initial consideration to post-purchase evaluation. This holistic approach enables marketers to effectively examine consumer habits and identify opportunities for interaction at every stage. This allows for enhanced planning and execution for advertising initiatives **(Kashiv 2024)**.
- **Adaptability to Different Industries:** McKinsey's CDJ can be applied to many different industries, markets, and groups of consumers. The framework is adaptable to fit particular businesses goals and audience segments. Marketers might utilise this adaptability to comprehend more about consumers' particular demands and preferences **(Kashiv 2024)**.

DISADVANTAGES

- **Oversimplification of Complexities**: McKinsey's CDJ is a crucial framework for understanding consumer habits, though it may oversimplify complex decision-making processes. Consumer purchasing behaviour is influenced by several components, including psychological, cultural, and social factors, which may not always clash with the model's stages **(Kashiv 2024)**.
- **Linear Representation**: Despite embracing the cyclical nature of consumer decision-making, McKinsey's CDJ is often shown as linear progression through stages. Modern consumer journeys are typically dynamic and iterative, with consumers shifting between stages and interacting with multiple touch points at the exact moment **(Kashiv 2024)**.
- **Limited Consideration of Emotional Factors**: The CDJ relies on awareness, assessments, and purchases, although it might not include emotional and psychological components encouraging consumer buying decisions. Since emotions affect purchasing decisions and brand perceptions, the model might not tackle the problems effectively **(Kashiv 2024)**.
- **Data and Management Challenges**: Implementing McKinsey's CDJ entails accurate data collection, analysis, and measurement to accurately monitor and track consumer interactions and patterns. Obtaining and calculating consumer engagement across several touch-points can be difficult, especially with digital and fragmented consumers **(Kashiv 2024)**.

2.6.2. BLACK BOX MODEL FOR CONSUMER BEHAVIOUR

In his article **(Prakhar Gajendrakar 2025)**, he explains that the entire process of how a consumer decides what to buy in the market can be described under the black box model of consumer behaviour. It involves taking into account, assessing, contrasting, and determining where to invest. The model was designed at Cambridge University's Centre for Market Studies by Professor Geoffrey Jones, and it was later modified by Rodney Hitchin, an Australian researcher. The model implies that a consumer is sensible, a critical thinker, and a problem solver and that their conduct is influenced through expertise and a reward. Consumers relate to products based on their individual opinions, values, desires, and other existing experiences, which can be taken to be internal stimuli, adhering to the consumer black box model. Considering this model enables one to look at how external indications enter the consumer's face and how they respond to that outcome. A brand image, expression, recommendation, particular advertisement, or promotional arrangements are some illustrations of these stimuli.

STIMULI EXTERNAL FACTORS	BLACK BOX (BUYER'S MIND) INTERNAL FACTORS	RESPONSES
Marketing Mix Product Price Place Promotion	**Consumer Characteristics** Beliefs/Attitudes Values Knowledge Motives Perceptions Lifestyle	**Purchase** Product Brand Source Amount Method of Payment
Environmental Economic Technological Political Cultural Demographic Situational	**Decision-Making Process** Problem solving Information search Alternate evaluation Purchase Post purchase Evaluation	**No Purchase**

1. STIMULI FACTORS

As per the above figure, the marketing mix and other market environment factors are instance of external stimuli that consumer respond to. The marketing mix also referred as the four Ps, a set of stimuli that the company design and build, all while the environment stimuli are offered by the political, cultural, and economic situations of a society. The marketers are able to assess the relationship between marketing stimuli and consumer response with the help of this model. The black box applies to the internal component determining consumer preferences. These incorporate the consumer properties, notably their motivations, values, beliefs, lifestyle, so on. The black box also contains the decision-making process, in which consumer understand they have a concern they need to solve and thought about the way buying something might assist. A consumer black box generates selections based on internal standard whenever they respond to external stimuli, determining whether or not to proceed with a purchase **(Lumen 2019).**

2. BLACK BOX

Buyer's Black Box it refers to the framework which defines the consumer as a problem-solver and thinker who attentively examines and reacts to internal as well as external factors when making the decisions about purchase. The second part employs the consumer's behavior and attributes to determine the problem. However, the decision-making process, the buyer looking for information in the hope to find the solution to his or her problems. Once the information has been investigated, the buyer could choose another path to buy the products. Post-purchase, every product requires to be reviewed to find any issues **(N Kavitha, Saran & G. Phani Ram 2023)**.

3. RESPONSES

After thoroughly considering each and every component, factor, and stimulus in the context of their decision-making, the consumer ultimately interacts at this stage. Depending on their needs, attitudes, preferences, and specific product requirements, various purchasers might get various responses **(Prakhar Gajendrakar 2025)**. It can happen to observe a consumer's attitude to a particular item before or after they purchase it. However, it is important for the seller to provide their reaction while selling a particular product to be able to achieve feedback on it. Further, it results in the fact that if the consumer replies unfavorably, the alternatives must be provided to fix the problem brought up, and if the response is positive, it supports the business to build the faith of the buyers. The buyer's black box model has been completed once the response has been successfully identified **(N Kavitha, Saran & G. Phani Ram 2023)**.

2.6.2.1. ADVANTAGES AND DISADVANTAGES
ADVANTAGES

- It illustrates the process that a consumer undergoes when making judgments **(Prakhar Gajendrakar 2025)**.
- The model enables to detect trends, patterns, and insights which match to the mindset of a buyer **(Prakhar Gajendrakar 2025).**
- It emphasizes on the person using it as a thinker and problem solver **(Prakhar Gajendrakar 2025)**.
- The idea of influence provides companies to recognize the manner of how multiple variables affect a consumer in the market place **(Prakhar Gajendrakar 2025)**.

- The model adopts an inference that one variable applies to every buyer and that one issue is similar to everyone. This shows that individual differences are have not been taken under account **(Prakhar Gajendrakar 2025)**.
- It is depends on the concept that consumer are sensible. They usually have no idea, yet, why they originally bought the products **(Prakhar Gajendrakar 2025)**.
- This is an oversimplified model. Their absence of complication outcomes on a linear stimulus-response and limits the prospect of multiple levels **(Prakhar Gajendrakar 2025)**.
- For a marketer, a consumer's misunderstanding of their black box offers both a danger and an opportunity **(Prakhar Gajendrakar 2025)**.

2.6.3. COMPARTIVE ANALYSIS OF MCKINSEY'S AND BLACK BOX MODEL

SIMILARITIES

The purpose of both the Black Box Model and the McKinsey Consumer Decision Journey (CDJ) framework is to provide insight into the way buyers evaluate they want to purchase. Each framework understands that a combination of internal and external variables determine behavior among consumers. In this regard, the Black Box model points out how internal processes such as motivation, values, and beliefs interact with external stimuli like the marketing mix and environmental factors to shape consumer responses **(Prakhar Gajendrakar 2025)**. On the other side, the CDJ framework takes into account the worth of several touch-points and the iterative nature of decision-making. The value of the post-purchase segment is also recognized by both models, considering into thought how consumer fulfillment and feedback may influence future decisions and loyalty **(Kashiv 2024).**
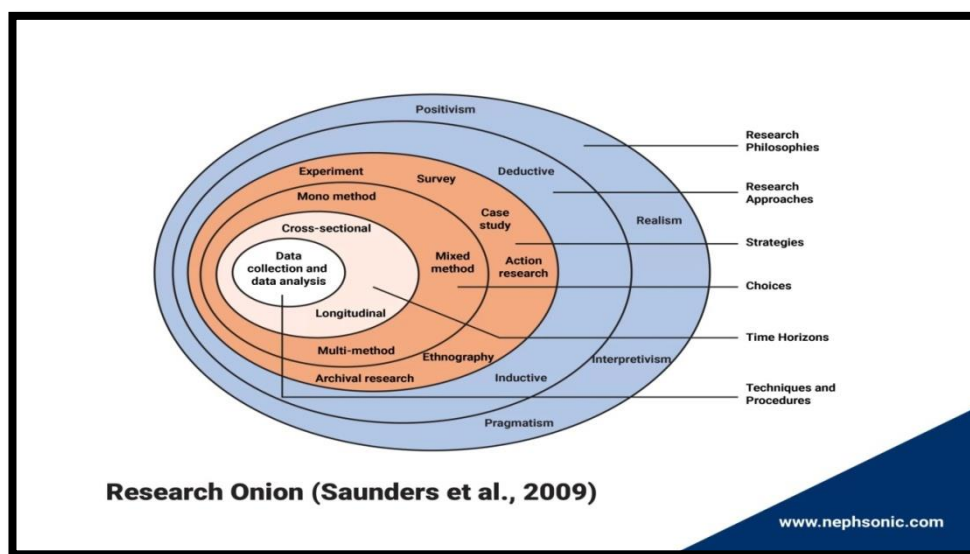
DIFFERENCES

Their structure and focus have been the areas where they contrast dramatically. There are four distinct, observable stages of McKinsey's CDJ model: initial consideration, active evaluation, closure and post-purchase experience. It enables marketers to have an extensive, step-by-step representation of consumer wisdom, allowing businesses to discover engagement opportunities at all phases **(Brameld 2024)**. The Black Box model, on the opposite side, depends on the premise that the consumer's decision-making process involves mainly internal and, as the title signifies, "black box" factors. It defines the actual decision-making process that can only be derived from inputs (stimuli) and outputs (responses), paying attention to the relationship between external stimuli and the consumer's internal cognitive processes **(Prakhar Gajendrakar 2025)**.

The other difference is that the Black Box model has been criticised for oversimplifying and expanding behaviour among customers, often overlooking individual differences and emotional variables, and thinking of consumers as sensible, problem-solving thinkers. The CDJ model is more explicit about the nonlinear and cyclical morality of current consumer journeys and understands the need for willingness across different companies and audiences; nevertheless, it can additionally oversimplify complex habits **(Kashiv 2024).** As a result, McKinsey's CDJ offers a structured, stage-based approach that fits practical problems in marketing applications, while the Black box model offers a more universal, stimulus-response perspective organised on cognitive processes. Both frameworks seek to explain consumer buying habits by including internal and external influences.

Chapter 3: RESEARCH METHODOLOGY

Chapter 3.1.INTRODUCTION

In this chapter three, we will examine each and every stage of research methodology with the help of research onion model to highlights the every element of the model. The Saunders Research onion, designed by Saunders et al. in 2007, outlines the stages which are involved in constructing a project for research. In order word, the layers within an onion offer an expanded overview of the stages that comprise in a research study. It proposes an insightful straightforward method to creating research methods. In the words of Saunders et al., one needs to shift from the exterior layer of the inner layer for employing a research onion. Each layer of the onion, when observed from the outside, signifies s more detailed step in the research process **(Saunders et al,. 2007)**. The essential phase must be accomplished a goal; this is right for research. In the onion model there are six crucial elements which help to investigate the study in detailed **(Thesismind 2019)**.

Fig 6 Source: https://nephsonic.com/understanding-the-research-onion-by-saunders-et-al-2016-a-comprehensive-guide-for-writing-an-effective-research-methodology-chapter/

3.2. POSITIVISM RESEARCH PHILOSOPHY

As defined by **(Bryman 2012),** a research philosophy represents a set of beliefs regarding the nature of the reality during the study. It is the ultimate definition of what an understanding is. In addition, various research philosophies could possess various thoughts regarding the aim of the project and the more efficient approaches to attain objectives **(Goddard & Melville 2004)**. The kind of knowledge being investigated in the research attempt determines the choice of research philosophy, although these can sometimes be different. There are four different types of philosophies, such as positivism, realism, interpretivism, and pragmatism.

Positivism: As a philosophy, positivism emphasises the theory that only "factual" truth obtained through measurement and observation should be trusted properly. The researcher's primary task in positive research is to collect data and examine it accurately. Simply put, this is in a different way; the researchers undertake the study objectively and separate her from her personal beliefs. Research findings in these types of studies are usually visible and quantifiable. In addition, quantifiable observations that are obtained in statistical evaluation represent an essential component of positivism. For numerous years, it

has influenced research in the domain of businesses and management. In the opinion of a few, positivism is aligned with the empiricist hypothesis that argues that knowledge comes from human experience. In accordance with this ontological, atomistic viewpoint, the world is formed of numerous unique, observable situations and elements that interact in an anticipated, regular, and observable pattern **(Dudovskiy 2019)**. The positivist approach is useful to explain the causes and effects of various instances. However, it is especially effective for quantitative research, where the researchers utilised tactics like surveys in order to gather the data in a systematic way **(Tshitadi 2024)**.

3.3. RESEARCH APPROACHES

The second layer of the research onion includes two terms, which are deductive and inductive. The previous layer of the onion has an effect on this one, so it is crucial to grasp the research aim and rules. The deductive approach can be regarded as especially well suited to the positivist approach, which enables the developing of hypotheses. However, the inductive method, in comparison to the deductive approach, enables you to create an individual theory rather than implementing one which actually appears.

Deductive: The deductive approach builds the hypothesis on already available theory and then establishes a research technique to test it. The deductive method is particularly specially suited to the positivist approach, which enables the developing of hypotheses and statistical testing of expected outcomes at a suitable amount of probability. However, a deductive tactic might also be utilised with qualitative research methods; moreover, the expectations generated by previous studies are established differently than through hypothesis testing. The method includes interviews or questionnaires that produce an understanding of observations, enabling you to examine different perspectives from people **(Thesismind 2019).**

3.4. RESEARCH STRATEGIES

The research strategy explains how the researcher anticipates concluding the research project. The strategy may adopt a range of paperwork, involving experimental research, action research, case study research, interviews, surveys, and a systematic literature review.

Survey: The survey strategy of the research onion is frequently connected with the deductive approach. It is one of the strongest and most affordable research techniques. This method enables you to gather rich and reliable information. Surveys are usually used in quantitative research plans and require gathering an accurate representation of the population. The survey method is mostly used for discovering contributing variables among numerous pieces of information. It promotes the acquisition of tremendous quantities of data, which will be used to address the research questions **(Thesismind 2019)**.

3.5. RESEARCH METHOD CHOICE

This is the fourth layer of the research onion; it is also known as research choice. This layer specifies whether it should be done to combine quantitative and qualitative approaches or to use only one methodology. According to Saunders et al., the research onion involves three outside choices: mono-, mixed-, and multi-method research **(Thesismind 2019)**.

Mono-Quantitative Method: Mono-Quantitative data are pieces of information that can be counted and usually obtained by surveys from a large number of randomly selected respondents. Secondary data, such as census data and government statistics, along with healthcare system regulations, are commonly employed in quantitative research. Quantitative data is evaluated using methods of statistics. Quantitative techniques are best suited to addressing what, when, and who requests, instead of how and why **(University of Copenhagen 2021)**.

3.5.1. ADVANTAGES AND DISADVANTAGES OF MONO-QUANTITATIVE METHOD

ADVANTAGES

- One of the core advantages of quantitative research is its accuracy and validity. The data collected is numerical; thereby, it is less prone to errors and biases. This means that quantitative research discoveries are more trustworthy and easily imitated **(Zorgle 2023).**
- Another advantage of quantitative research is being able to extrapolate outcomes to a large sample or populations. This is because quantitative research methods commonly use a larger sample size, enabling better forecasts about the population during the project **(Zorgle 2023)**.
- Quantitative research might also have the potential for making hypotheses and determining problems. This is because it enables researchers to test hypotheses and establish causal connections between variables **(Zorgle 2023)**.

DISADVANTAGES

- One of the key limitations of quantitative research is its superficiality and restricted range. Quantitative research has the goal of collecting numerical data, thus making it more efficient to examine complex problems in depth **(Zorgle 2023)**.
- Quantitative research is exposed to several biases, which may damage the validity of the research findings. Structural bias is a common problem in this method. The design of the research the venture may lead to prejudicial effects **(Zorgle 2023)**.
- Quantitative research can be pricey, specifically if large sample sizes are essential. In addition, the expenses of collecting data, analysing it, and interpreting it could prove expensive. These high costs may render it challenging to start quantitative research in specific small-scale enquiries **(Zorgle 2023)**.

3.6. RESEARCH TIME HORIZON

According to **(Alamgeer (2023)**, the time horizon in the research onion, or the timeframe relevant to the examination, describes the period all through which the researcher participates in exploring the population. Since the outcome, the researcher elects the time horizon according to the research objectives and type of investigation. The researcher may be interested in analysing the population at a particular point in time or all through a period. Depending on the time frame spectrum, there are two types of research: longitudinal and cross-sectional research. Cross-sectional research indicates an investigation in which a researcher desires to study samples at a specific time. In contrast, longitudinal research explores samples throughout time. On the other hand, in longitudinal research, the researcher obtains data from sample samples on multiple occasions. Since an outcome, the aim of a longitudinal approach entails looking at the way mindset, habits, techniques, or objects enhance over time. Importantly, the scope and

time range of longitudinal research aren't restricted to just one instance. Whereas the project investigates samples at various time points. The longitudinal analysis depends upon time-series data.

3.7. TYPES OF INVESTIGATION

3.7.1. PRIMARY DATA COLLECTION

The first strategy of data gathering is primary data collection, which includes obtaining original data directly from the sources or through direct interaction with respondents. This technique permits scholars to acquire firsthand data essential to their research objectives. Primary data might be obtained through a number of methods, such as surveys and questionnaires, interviews, observations, experiments, targeted groups. Furthermore, in this project survey method has been employed with the aim of collecting accurate data from the participants. The data will be collecting from 50 individual participants from different backgrounds such as students and employees from the Marks and Spencer's in order to provide balance overview **(Jain 2025)**.

3.7.1.1. ADVANTAGES AND DISADVANTAGES OF PRIMARY RESEARCH

- The method is suitable for the gathering of data of objectives.
- Primary research technique is keep up to date and more effectively suited to the specific events or region.
- Another benefit of this strategy is the information is always staying confidential and safe.
- The major drawback is that it could be a time-consuming exercise.
- This research method also can be cost-effective.
- More resources, human as well as material, may be essential **(Anpar Research 2020)**.

3.7.2. SECONDARY DATA COLLECTION

The second data-obtaining technique is secondary data collection, which involves using information already collected for a purpose that differs from the original information. Researchers investigate and interpret this data to gather essential information. Secondary data can originate from different sources, such as published sources, which refer to books, journals, magazines, newspapers and credible reports. The data is also gathered from online databases where the data is available online in a broader range. The secondary data also includes data published by individuals, companies, or communities on public platforms, websites, and social media **(Jain 2025)**.

3.7.2.1. ADVANTAGES AND DISADVANTAGES OF SECONDARY RESEARCH

- Ability to gather things straight away.
- In this research method the majority of the secondary resources are free.
- Secondary research provides helps to guide any extra investigation that may be performed.
- The limitation of this research is applicable to the subject of study at hand.
- Lack of accuracy due to the intent, nature, and approaches applied to gather the data may be undesirable for your particular circumstance.
- Research may be out of date, this indicates trends, and thoughts, technology, and the market climate have changes since the research was carried out **(Anpar Research 2020)**.

3.8. DEFINITION OF SAMPLING

Sampling is a statistical approach for immediately assessing enormous data sets by selecting a representative subset. Rather than assessing the whole dataset, sampling investigates a certain group so for that researchers can reach conclusion about a broader population. This makes it possible trained decision-making without lengthy data collection **(Tuovila 2020)**.

3.8.1. SAMPLE SIZE

In this research, the aim is to include 50 participants, consisting of employees from Marks and Spencer and students from the University of Wales Trinity Saint David, London campus. To provide more accurate representation from both points of view, students as well as staff members from the retail sector.

3.8.2. SAMPLE TYPE

In the words of **(Bisht (2023)**, sample type indicates the intentional selection of an individual or a selected group of people from a broader population with the objective of extracting statistical findings and projecting the characteristics of the entire sample. There are multiple sampling methods that might provide accurate information based on people's age, gender, income, education, and geographic region. However, the chosen group of people will be of both genders and vary in age from 20 to 45. For a more accurate survey, the target will be living in London, and the selected students are heading to the University of Wales Trinity Saint David.

3.8.3. SAMPLING METHOD

According to **(Bisht 2023)**, sampling method or sampling techniques in research are statistical methods for selecting a sample which is common of the all people with the goal to investigate its characteristics. Sampling methods provide helpful tools for academia, enabling them to collect meaningful data and execute studies to discover unique features of people. There are two different types of sampling method which are generally employ which are probability sampling and non-probability sampling. In this research the major focus is on probability sampling and in this sampling there are also some various types such as random sampling, cluster sampling, systematic random sampling, and stratified sampling. The research focuses much more on random sampling because this method allows each individual a fair chance of being chosen, and each selection is independent of the others. However, it is also known as the method of chance selection.

3.8.3.1. ADVANTAGES AND DISADVANTAGES OF RANDOM SAMPLING
ADVANTAGES

- **Lack of Bias:** The use of simple random sampling avoids any evidence of bias or should. Because the individual facts that compose the subset of the greater group are selected at random, each individual in the entire population set has the same probability of being chosen **(Horton 2024)**.
- **Simplicity**: As the name implies, generating a simple random sample can be far simpler than other strategies. Using this approach demands no particular skills and may deliver a fairly reliable result. This differs with different sampling techniques, like stratified random sampling **(Horton 2024)**.
- **Less Knowledge Required:** We have already demonstrated that simple random sampling is an incredibly easy sampling technique to employ. Still, there's another, similar benefit: it involves little to no unique knowledge **(Horton 2024)**.

DISADVANTAGES

- **Difficulty Accessing:** An accurate statistical measure of a large population can only be accessible by simple random sampling when an exhaustive list of every person to be investigated has been provided, considering a list of university students or a group of employees of an individual company **(Horton 2024)**.
- **Time Consuming:** When every member of a broader population is not accessible, individuals attempting to do simple random sampling must depend on other sources. A smaller category list, if publicly available, can be implemented to recreate a full list of a wider population; yet this method takes time **(Horton 2024)**.
- **Cost:** In addition to the time involved to collect information from different sources, the whole process may cost a business or individual an enormous sum of income. Getting an overall list of population or smaller groups from a third-party data distributor might demand payment each time data is distributed **(Horton 2024)**.

3.9. DATA COLLECTION

According to **(Jain 2025)**, data collection is the process of acquiring and analyzing information or data from several sources for the purpose to address research problems, answer questions, measure outcomes, and forecast trends and possibility. It is an integral phase in every type of research, analyzing, and decision-making, which includes studies performed in the social science, business, and healthcare. However, during collecting information, researchers must identify the data varieties, sources, and strategies used. Thus, data collection has been divided into two different categories such as primary and secondary data collection method. In the survey there are total 50 participants going to give their valuable responses and Google form has been utilized to conduct the survey. The questioner contains 12 closed ended questions which include different types of patterns such as multiple choice, rating scale, Likert Scale, and Yes or No questions types. The analysis of the data will be carried out with the help of Microsoft excel.

3.10. DATA ANALYSIS

According to **(Bhatia (2017)**, data analysis is the process of evaluating raw data to address insights. Data analysis is meant to render cluttered data easier to comprehend, understood, conclusive, and effective for decision-making. Data analysis begins with the question, "What is to be measured?" Addressing these questions enables scholars to determine the key objective for the analysis. Data analysis has the potential to deal with business obstacles while offering new opportunities. To optimise your return on investment, consider enquiries which fit with what you are thinking. However, by understanding the vision about the research, the next phase is to obtain appropriate information for analysis. This method includes figuring out the target audience while establishing a method to get information from respondents. In this research the analysis will be carried out with the help of Microsoft Excel in order to extract the data and visualise the various kinds of charts and graphs to show the responses from participants.

3.11. ETHICAL CONSIDERTATION

From the blog of **(Laoudai 2024)**, maintaining ethical guidelines is important for primary research because that helps to safeguard the study's integrity and verify that participants experience respectful and kind attention. Participants must first need to give full informed authorisation that demands an extensive

explanation about the research goals, circumstances, and anticipated risks and benefits. Participants are required to be conscious of their right to withdraw from the study at any point without suffering any consequences. Coercion of any form, whether through authority, pressure, or benefits, is unethical and affects the integrity of the research. In addition, it is essential for maintaining a participant's privacy. Researchers should ensure that participant's identities are kept confidential in published results and that data is retained securely. Participants should have the alternative to be completely unidentified if they wish, and they should be fully knowledgeable about how their information will be managed and conducted.

CHAPTER 4: RESULTS

4.1. Chapter Introduction: This chapter depicts the outcomes from the primary research that was performed to find what method audiences frequently discover Marks & Spencer's products are discussed in this chapter. The goals of the survey aimed to find out the most prevalent methods that people engage the brand and to develop a greater awareness of how successfully Marks and Spencer's various marketing and promotional strategies performed. One of the primary subjects in the survey, which comprised combined multiple-choice and open-ended questions, examined respondents to explain how they frequently engage with the brand's products. In this survey, around 50 responses have been gathered to understand the consumer behaviour while shopping from M&S.
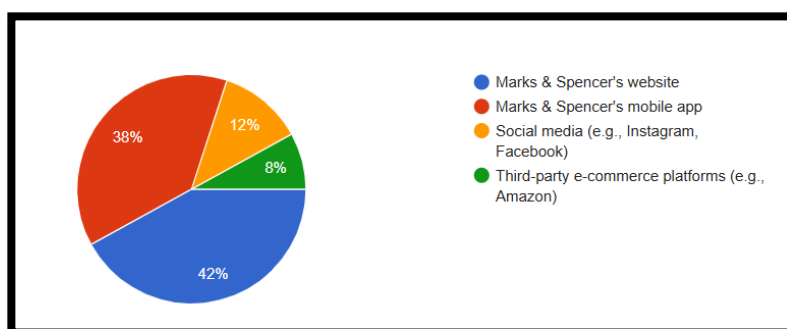
4.2. Survey Analysis

1. How do you usually come across Marks & Spencer's products?
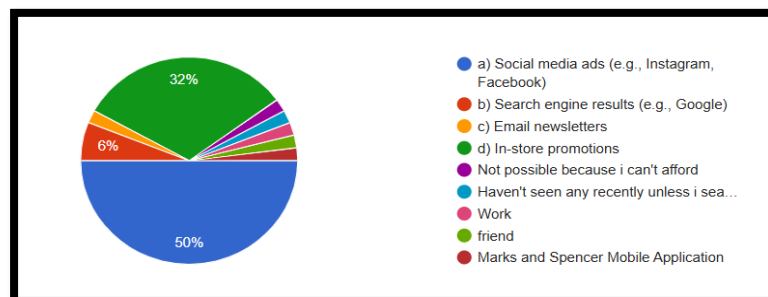
Analysis: In accordance with the findings of the survey, approximately 50% of those who responded indicated that social media platforms like Facebook and Instagram are their top source for knowledge on Marks and Spencer's products. This reflects that brand's extensive internet presence and the strength of specialised branding. While 32% of participants addressed that, in-store promotions were the second topmost preferred touch point, demonstrating the enduring significance of personal shopping experiences. Nevertheless, only 6% of participants identify products through search engines, implying that passive rather than active searching on the web provides the greatest amount of exposure. Word-of-mouth, the mobile app, and email newsletters essentially had little impact, revealing all of them remained insufficiently utilised or poor marketing methods. Overall, the analysis indicates that whenever it comes to identifying Marks & Spencer products, consumers obviously prefer social and in-store interactions. These data reflect the worth of Omni-channel methods.

2. Which digital platform do you prefer for interacting with Marks & Spencer?

Analysis: The above pie chart demonstrates the outcomes from the survey, which indicates that the vast majority of respondents prefer dealing with Marks & Spencer's across the company's online platforms.

Among the people polled, 42% picked the official websites, whereas 38% selected the mobile app. This effectiveness of M&S's investment in its digital infrastructure has been shown in this strong preference for owned channels, which likewise reflects that clients value the branded, direct experience these platforms enable. On the opposing side, only 12% of respondents replied their bodies prefer to be active on social media platforms, including Facebook and Instagram. While the first pie chart depicts that around 50% prefer to engage with the brand through social media. This indicates that the brand is having strong digital platforms between the consumers. Further, about 8% of participants prefer third-party e-commerce platforms like Amazon, displaying an obvious desire for communicating with the brand immediately rather than through mediators.

3. On a scale of 1 to 5, how effective do you find Marks & Spencer's digital ads in capturing your attention?
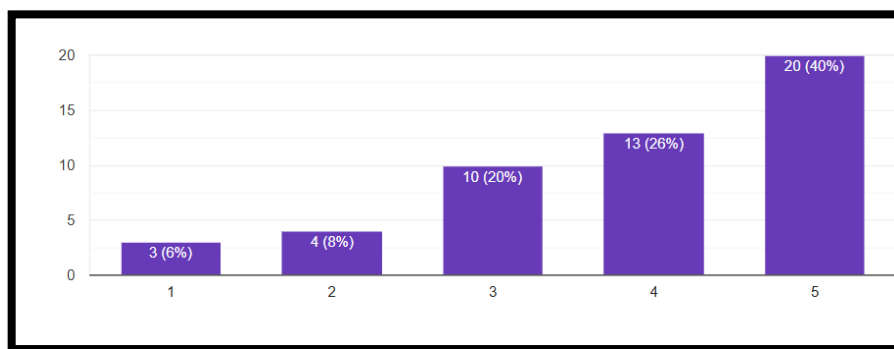
Analysis: The outcome indicates that, Marks & Spencer's online advertisements frequently perform in attracting the spectators' observation. The overwhelming majority of respondents, around 66% awarded the marketing materials an overall score of 4 out of 5, reflecting that the ads received a favorable response and that the brand's advertising methods seemed effective in general. Minimal dissatisfaction was indicated in the response of 14% of the participants that scored the marketing techniques an inadequate score of 1 or 2. Whereas, 20% of people believes that the marketing methods acceptable and they rated as neutral score of 3, and they feel it is not particularly significant for this category. Overall, the data depicts that despite Marks & Spencer's digital advertisement are working effective, there is scope for enhancement in content imagination, emotional appeal, and uniqueness with the goal to further engage the neutral and perhaps dissatisfied audience segments.

4. What type of digital content influences your decision to purchase Marks & Spencer products the most?
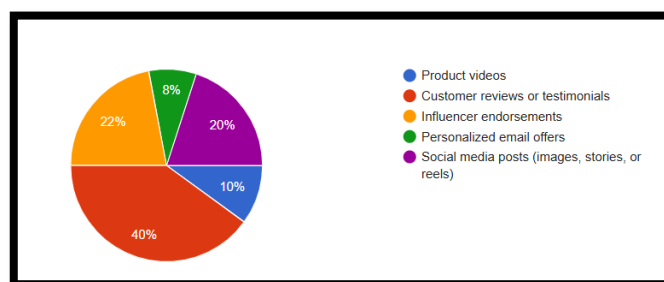

Analysis: From the survey results, 40% of the respondents preferred customer reviews and testimonials as the digital evidence grouping that has the most impact on their decision regarding purchasing Marks & Spencer's products. In that around 20% of audiences have been shaped through social media posts, which consist of visuals, narratives, and video content. Further, exhibiting an impact on around 22% of the

audience, were influencer endorsements. On the flip side, 10% of people get pulled in via product videos, and only 8% of respondents embrace targeted email offers. However, with all factors taken into account, the outcomes indicate authentic customer opinions and noteworthy social media activities to be the primary impact on Marks & Spencer consumer buying choices. Furthermore, to make decisions about strategies to enhance the performance of product videos and modified marketing campaigns.

According to the survey, 66% of the people who took part believe highly of Marks & Spencer's online advertisements, whereas, a fewer of them are uncertain or less concerned. Purchases are particularly impacted by customer reviews (40%) and social media and influencer content. Focussing greater value for authentic input and captivating digital materials could boost attention and conversion significantly more.

5. Do digital discounts or promotions offered by Marks & Spencer encourage you to make a purchase?
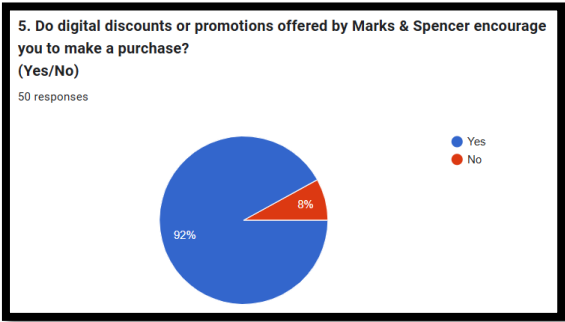
Analysis: The above figure illustrates Marks & Spencer's digital discounts and promotions possess an enormous effect on the purchases of consumers. A tremendous 92% of participants responded "Yes", signalling that such types of offers profoundly impact their preferences when making purchases. While about 8% of people replied "No", showing that an extremely minor amount of the audience continues to remain ignored by advertising methods. The data collected presents it as clearly apparent how critical discounts and special promotions play an important role in driving up sales, and it provides a beneficial edge to the brand to keep enhancing the special offers in order to maintain the consumer engagement rate.

The comparison with the previous question shows that the most essential digital content encouraging Marks & Spencer purchases is customer reviews, which is 40%, followed by social media content at around 20% and influencer endorsements at 22%. Additionally, 92% of the audience claimed that digital discounts and promotions are a great incentive, prompting people to make a purchase.

6. **When researching Marks & Spencer products online, which factors influence your decision the most?**
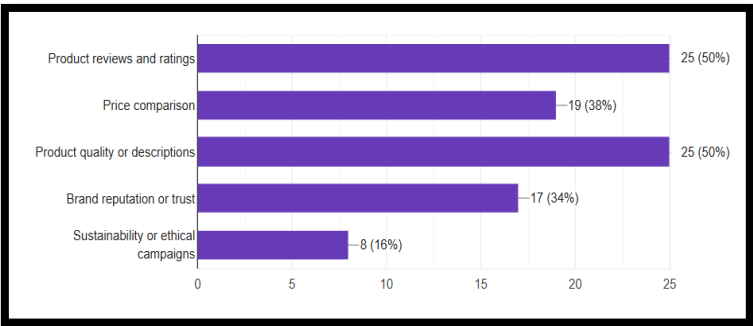
Analysis: According to the responses, 50% of participants claimed that product reviews and ratings, together with product quality, have the most impact on their decisions when they are exploring the M&S products while shopping. This emphasises the value of reviews from other people, and accurate product details are crucial for shaping buyers' choices. 38% of people showed that price comparison remained a significant consideration, implying that although competitive pricing continues to be crucial, it is demoted to variables related directly to the goods. While, on the other side, about 34% of respondents picked brand reputation or trust, demonstrating that despite brand image being essential, most consumers isn't entirely dependent on it. Furthermore, approximately 16% of those who answered have been influenced by ecological or ethical campaigns. This reveals that, although their continued existence, ethical issues are currently having less of an influence on purchasing decisions compared to more immediate product attributes and feedback.

7. How often do you visit Marks & Spencer's digital platforms (website, app, and social media) before making a purchase?
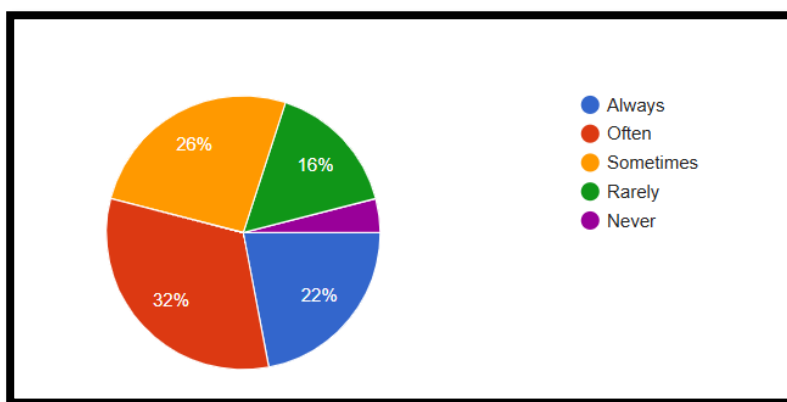
Analysis: The poll result illustrates a significant amount of those polled communicate with Marks & Spencer via the website ahead of finishing a purchase. Additionally, 22% of participants indicate they "always" visit the website, app, or social media channels, opposed to 32% of people who mentioned them "often" do so. This implies that more than 50% of the consumers commonly apply digital touch-points throughout their process of buying. Moreover, 26% of participants stated they "sometimes" use these platforms, reflecting that a significant amount of the people interact in digital endeavours at a low level. Around 16% of the public "rarely" use these websites, yet minorities "never" do. Considering that many respondents engage in online research and contribution in their shopping process, the data typically suggest that Marks & Spencer's digital presence makes an important influence on buyer behaviour.

8. **Have you ever left an online review or shared your experience with Marks & Spencer on social media?**
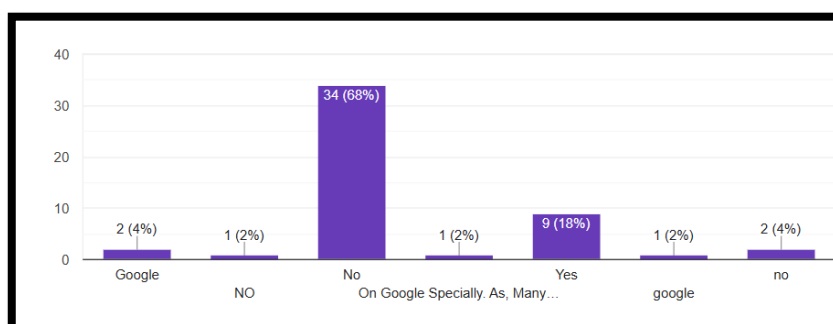
Analysis: The outcome of the survey illustrates that the majority of individuals, around 68%, have never published a social media review or expressed their encounters with Marks & Spencer online. However, about 18% of participants claimed they wrote about their experiences, whereas a few named Google as well as relevant places. It also indicates that despite consumer ratings and reviews making a major influence on buying choices, a large proportion of customers do not actively offer products. This affords Marks & Spencer a chance to stimulate broader online feedback and interaction with clients.

Comparing with the previous analysis, it is seen that the two most crucial methods of digital content for Marks & Spencer are social media content, which is 20%, and customer reviews, about 40%. Further, 92% of the surveyed confessed that their decisions get motivated to make purchases because of digital discounts and promotions. On the other side, around 68% of consumers never addressed their purchasing experience on social media. This indicates that Marks & Spencer intend to make up the gap in customer interactions.

9. **How likely are you to recommend Marks & Spencer to others based on your experience with their digital marketing?**
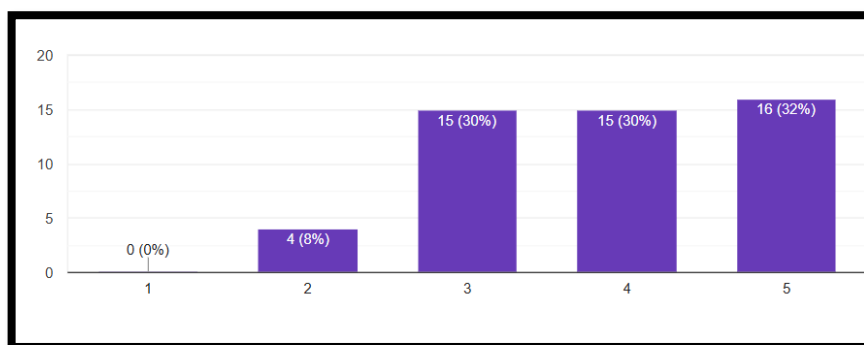
Analysis: According to the response from people, cultivating support for customers is an enormous achievement for Marks & Spencer's digital marketing methods. However, strong delight and trust were shown among the remarkable 62% of respondents that provided the brand a Likert scale score of 4 or 5. In addition, 30% rated their experiences with a neutral rating of 3, signifying that despite their satisfaction being suitable, they might need further improvement. Further, almost 8% of participants ranked their likelihood at 2, and unexpectedly, none gave the lowest allowable score of 1. This broadly positive viewpoint reveals that the large portion of Marks & Spencer's audience replies strongly to their digital marketing initiatives, particularly stimulating brand promotion and loyalty.

10. **Which of the following factors would make you stop engaging with Marks & Spencer's digital marketing?**
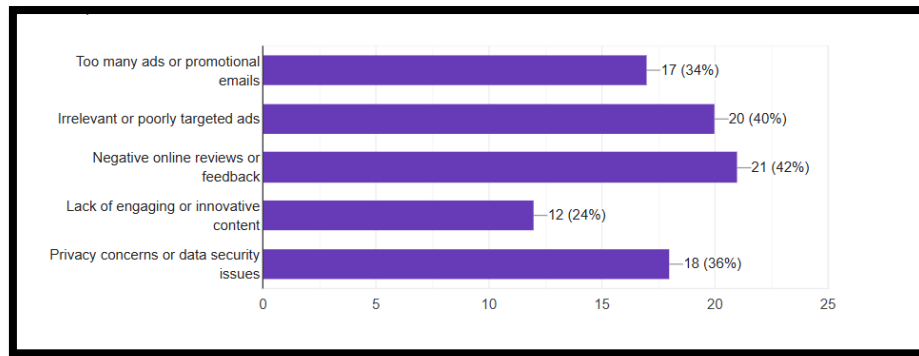
Analysis: In accordance with the survey findings, 42% of participants identified negative online reviews or feedback as the primary explanation for why they would stop communicating with Marks & Spencer's digital marketing. This displays the way reviews from others and public viewpoints have an important effect on how consumers interact. Considering 40% of respondents citing irrelevant or poorly targeted campaigns as their reason for their separation, this topic is the second most crucial compared to the others, emphasising the value of relevant and specific marketing content. 36% of respondents agreed that privacy or data security concerns seemed vital, showing that many customers attach great importance to trust regarding handling their information. However, 34% of participants would be walked away with excessive ads or promotional emails, implying that marketing volume and frequency ought to be careful. At last, about 24% of those polled answered "lack of engaging or innovative content", showing that despite content quality being major, it is not as important as the other challenges.

4.3. Linking Hypothesis with Survey Results

4.3.1. Digital marketing strategies have a positive impact on consumer buying behavior.

Survey results support the hypothesis that digital marketing strategies positively influence consumer buying behaviour. In one instance, 66% of participants rated Marks & Spencer's digital ads as highly effective, whereas 92% confirmed that digital discounts and promotions encouraged them to make a purchase. Moreover, Question 4 depicts that 40% of respondents believed customer reviews most influential, supporting the vitality of strategic digital content on consumer decisions.

4.3.2. Consumer engagement with digital platforms direct positively affects their purchasing decisions.

The second hypothesis, that contends that people engagement with digital platforms positively influences purchasing decisions, is aligns with the findings of questions 7 and 8. In question 7, more than 50% of respondents claimed that they frequently visit M&S's digital platforms before making a purchase, reflecting remaining dedication. Question 8 reveals that 68% have not spoken about their experiences online, reflecting a shortage of active engagement but also recognizing the benefits of digital communication. These questions depict that digital marketing and platforms engagement plays a crucial part in shaping M&S customer purchasing behavior.

CHAPTER 5: FINDINGS AND DISCUSSION

5.1. Chapter Introduction

The primary outcomes of the research will be addressed in this chapter, and this is based on an analysis of the survey outcomes from the respondents, a literature review, and the theoretical framework relating to the targeted objective. It demonstrates patterns and observations on how consumers engage with Marks & Spencer's products and argues about the way those findings fulfil the research's aims. This chapter delivers a critical discussion that leads to practical implications and creates the basis for the final conclusion through combining primary data with previous studies.

5.2. Chapter Findings and Discussions

5.2.1. To analyze the kind of digital marketing strategies are employed by Marks and Spencer in the UK.

In the UK, Marks & Spencer's has adopted a marketing strategy that primarily encourages digital channels. The company employed digital out-of-home advertising, the national newspaper, social media, and online channels to launch initiatives like the "Must-Have" campaign **(M&S 2018).** In addition, M&S has implemented shoppable Instagram posts to enable direct consumer purchases and renewed its efforts to take advantage of Google Inventory Ads for local search marketing. As per the report of **(Global Data (2022)**, M&S has initiated major investments in data-led innovation and will be allocating a significant portion of its resources to social media platforms, among them YouTube and TikTok, implying a 79% annual rise in social media marketing expenses. The business's adoption of AI to diversify its online sales of goods and target new consumer segments also indicates the importance of digital marketing **(Mills 2024)**.

M&S's digital marketing techniques adhere to alignment with theories of digital marketing such as the Honeycomb and RACE models. In keeping with **(Chaffey's 2023)** RACE models, M&S encourages Reach through Google search approaches and social media ads, Act through shoppable and interactive content on Instagram and various other platforms, Convert by simplifying their e-commerce experience for immediate revenue, and Engage through social media activities which promote loyalty. Similar to this, M&S's digital presence indicates the Honeycomb model originated by Kietzmann et al. **(Slater 2021)**, particularly with regard to the creation of a strong identity and presence on digital platforms, the nurture of consumer relationships and reputation through influencer marketing and customer reviews, and the marketing of sharing through social media content strategies.

In accordance with the survey's outcomes, around 66% of those who took part consider M&S's digital promotions to have been profitable, and this complements RACE's Reach and Act stages of developments. In contrast to the Honeycomb model's preference for reputation and conversations, customer reviews represent 40% among the most influential content classifications. Strong conversion and engagement efforts are reinforced by the knowledge that 62% of participants are willing to put forward M&S and 92% have been impacted by digital platforms. However, it is identified that about 68% of people never shared their shopping experience with M&S.

5.2.2. To investigate the opportunities and challenges for Marks and Spencer implementing digital marketing in the retail sector.

In accordance with the research, Marks & Spencer faces both thrilling ability and deadly obstacles while implementing digital marketing in the UK retail sector. On the possibility side, raised consumer interest in ethical and sustainable ecological goods creates a strategic advantage that M&S might build on through value-based branding and digital marketing **(Ramirez 2024).** However, e-commerce expansions also allow M&S to widen its reach through superior online visibility, targeted digital ads, and data-driven tailoring. In contrast, M&S faces troubles such as intense competition from major online retailers such as Amazon, as well as economic uncertainty, which could influence consumer spending on premium retail products **(Ramirez 2024).** In addition, as consumer expectations transform to digital-first experiences, M&S must continually innovate and alter its methods to remain competitive in a saturated digital market.

The four fundamental frameworks can be employed to effectively analyse M&S's major opportunities and concerns in digital marketing. The RACE model **(Chaffey 2023)** enables M&S to broaden reach, convert visitors from the internet into sales, and sustain interaction with those who are essential for doing well in a digital-first retail environment. The Honeycomb model **(Slater 2021)** underlines social media as a device to establish trust and relationships, enabling M&S to regulate brand reputation and customer relations. The Consumer Decision Journey **(Kashiv 2024)** underlines the value of influencing consumers at all stages of their decision-making, in particular following the purchase. Finally, the Black Box Model **(Gajendrakar 2025)** addresses the impact of digital stimuli on internal consumer responses, reinforcing the worth of targeted, emotionally resonant content. These frameworks work together to enable M&S to address evolving client demands and competitive pressures.

The survey results reinforce these findings. Notably, 92% of respondents claimed digital discounts and promotions influence their buying choices, reflecting important backing for making investments in targeted digital services. Moreover, while 66% of respondents believed digital ads were effective, 68% claimed that they failed to publish reviews online, demonstrating a missed opportunity for M&S to encourage user-generated content and build engagement. Further, 62% were likely to propose M&S based on the online experience, reflecting brand advocacy. These findings depict the urgency of optimising digital touch-points to confirm expanding consumer expectations and support M&S's long-term retail success.

5.2.3. To evaluate how different digital marketing strategies influence consumer buying behavior.

The consequences of digital marketing methods on consumer spending habits have grown more apparent as businesses consist of data-driven, socially conscious, and tailored content on several platforms. Marks & Spencer's utilising a variety of techniques to reach out to adept-at-technology consumers, which includes shoppable Instagram posts, video-on-demand advertising, Google inventory ads, and AI-powered customisation **(Mills 2024).** The process in which shoppers explore products, formulate preferences, and choose what they should purchase is directly affected by these techniques. As **(Global 2024)** expressed, that consumer habit has evolved around higher-quality and straightforward grabbing experiences thanks to the development of mobile-optimised performance, video content and online reviews.

In this research, the current frameworks supply excellent backing towards M&S's digital marketing approaches' usefulness. M&S relies on social media and search ads to reach audiences, interactive content to engage them, and e-commerce and loyalty schemes to convert and retain consumers, proven by Chaffey

(2023) through the RACE model. This has been backed by the Honeycomb model **(Slater 2021),** which emphasises crucial social engagement features like sharing, reputation, and conversation, all of which are encouraged by influencer content and buyer feedback. According to **(Kashiv 2024),** the CDJ reflects how M&S employs review and video content to improve decision-making at every stage. In addition, the Black Box idea **(Gajendrakar 2025)** focuses on how consumer buying habits are shaped by emotional responses to digital supplies.

In accordance with the survey outcome, M&S's digital marketing techniques create a huge effect on consumer buying habits. The RACE model indicated that about 66% of respondents stated that online ads performed effectively and around 92% proved promotions had an impact on their purchases. The relevance of reputation in both the Honeycomb and CDJ models appears in customer reviews, which have been chosen as the most influential by 40%. However, there's scope for enhancing engagement and sharing methods, while 68% of respondents never expressed their experiences through online reviews, and the scope and concerns drive M&S for both short- and long-term strategies.

5.3. RESEARCH HYPOTHESIS

5.3.1. Digital marketing have a positive impact on consumer buying behavior

In both theory and survey findings, the hypothesis that digital marketing affects consumer purchasing choices favourably is solidly proven. The models showcase how digital techniques promote engagement, trust, and conversion, incorporating the Honeycomb and RACE models. However, the Black Box Model **(Gajendrakar 2025)** and the Consumer Decision Journey **(Kashiv 2024)** bring additional insight regarding how digital stimuli and content shape decisions. These models match up with the survey outcomes, and about 40% of respondents rely on customer reviews, while 66% consider M&S's digital ads seem effective, and 92% of people suggested that digital promotions modify their purchases. These results verify the hypothesis and reveal how digital marketing makes an enormous influence on how consumers respond as they make choices within their buying journey.

5.3.2. Consumer engagement with digital platforms positively influences purchasing decisions.

The theory and survey data both strongly support the hypothesis of how consumer interaction with digital platforms influences decision regarding purchases. Brand perception and behavior are significantly affected via interaction through identity, relationships, and sharing, notably evidenced by the Honeycomb model. The RACE model additionally points out how engaging with consumers on social media through content at the Act and Engage stages outcomes in conversion and loyalty. **(Meier 2024)** argues that buyers increasingly prefer brand interaction on social media platforms progressively more, having a direct effect on their buying choices. However, as per survey 68% of people follow brand on social media to remain up ahead on deals and evolves, whereas 66% of participants considered M&S's a digital ad particularly engaging. The hypothesis is consequently backed with both theoretical frameworks a d empirical proof.

5.4. LIMITATAIONS OF PRIMARY RESEARCH

The main portion of the research performed structured surveys in a mono-method quantitative approach, which proved beneficial although it had plenty of downsides. In part due to the limited responses by participants and lack of ability to discover unforeseen themes, this method of inquiry diminished the potential to dive deeper with insights. In addition to the extremely small sample size, the outcome's ability to generalise had declined, and the statistical reliability had likely possibly been damaged. Moreover, the study appeared exposed to response bias because of its dependency on self-reported data that might have culminated in participants presenting misleading or socially suitable responses. The analysis's interpretive depth was hampered by a shortage of qualitative data, and this restricted the gathering of essential contextual and psychological variables that affect performance. The study's context-specific focus, such as an individual group or location, further limits its wider relevance. Overall, the research's competence to fully explain and validate sophisticated consumer habits and definitions was restricted by the dearth of methodological triangulation and qualitative responses.

Chapter 6: CONCLUSION

6.1. Chapter Introduction

In this final chapter look into the influence of M&S's digital marketing on consumer buying behaviour by addressing the research objectives, and summarise the findings from survey. In this chapter it brings focus on the research restrictions, and provides recommendations for further investigation in the domains of consumer buying behaviour and digital marketing strategies.

6.2. Linking with Objectives

6.2.1. Linking with objective 1: To analyze the kind of digital marketing strategies are employed by Marks and Spencer in the UK.

In accordance with the analysis, one of the primary digital marketing techniques employed by Marks & Spencer in the UK is social media advertising. This is similar to the investigation presented in the literature review, which indicates the rising importance of social media websites like Facebook and Instagram for retailers who are intending for greater brand exposure and engagement **(Chaffey & Ellis-Chadwick 2019)**. This is further backed by the survey results that demonstrate that over 50% of people came across the brand through social media. This is in tune with trendy content marketing methods and exhibits how to make effective use of targeted digital advertising. However, the survey's results of the modest amount of consumer involvement with mobile applications, email marketing, and search engines demonstrate that these tools are either badly implemented or underutilised. Overall, it presents that M&S gives much more attention to strengthening its online presence through broadening digital marketing strategies to capture more consumers.

6.2.2. Linking with objective 2: To investigate the opportunities and challenges for Marks and Spencer implementing digital marketing in the retail sector.

The analysis of the literature reveals an array of noteworthy advantages for digital marketing in the retail sector, particularly for reputable brands like Marks & Spencer. These include superior data-driven tailoring, less expensive targeted advertising, and extended consumer reach through social media **(Ryan 2016).** This is validated by survey outcomes that reveal about 50% of respondents identified the brand on social media, providing a major potential for making use of digital mediums for engagement and visibility. Nevertheless, there are also definite concerns. Potential shortcomings in Marks & Spencer's wider digital integration have been reflected through the survey's low engagement on email marketing, search engines, and mobile apps. The literature also informs audiences regarding problems including data privacy, digital fatigue, and the rapid progress of technology **(Kotler et al., 2021)**. As these findings show, digital marketing offers an abundance of potential for M&S, although its success relies on internal capability gaps, deploying resources on customisation, and preserving consistency across all digital touch points.

6.2.3. Linking with objective 3: To evaluate how different digital marketing strategies influence consumer buying behavior.

The third main aim of this research study indicates that digital marketing techniques have an immense impact on consumer buying decisions. By raising involvement and trust, literature review underlines that social media, online reviews, mobile access, and video content influences consumer purchase decision. This is backed by survey response from people that approximately 50% of those who polled discovered

Marks & Spencer products through social media ads, illustrating the viability of influencer are driven and visually captivating product. On the other hand, lack of involvement with search engine marketing and email shows that these channels are less beneficial. Further, outlining how digital campaign bring consumer from awareness to purchase are models like as the Consumer Decision Journey and RACE model.

6.3. RECOMMENDATION

The following essential recommendations are being carried forth by Marks & Spencer's with the aim to enhance the success rate of their digital marketing techniques and more successfully have an effect on the buying choice of their consumers in context with the finding and analysis.

1. Reinforce Social Media Advertising: In accordance with gathered outcomes from people, about 50% purchase M&S commodities via social media; they should persist in investing resources in influencer engagement and fantastic visual content, particularly across Facebook, Instagram, and TikTok. In keeping with the RACE model (Reach and Act stages) and CDJ framework, focusing the spotlight on interactive formats such as narratives, reels, and live sessions will boost engagement and conversion.

2. Enlarge Personalisation through Email and App Channels: A majority of these platforms and the low survey response percentage reveal that email marketing materials need to evolve into more tailored and app user interfaces must be made better. However, implementing artificial intelligence loyalty schemes, suited promotions, and product recommendations may modify the buying habits of consumers and encourage consumer engagement.

3. Address Underutilised Search and Web Traffic: The aim behind the second objective is about the opportunities and challenges for M&S, as they should upgrade their SEO efforts along with making more effective use of Google Shopping promotions, as only 6% of consumers find products using search engines as per the survey outcome. Discoverability and organic reach could be elevated with increased merchandise listings, structured data, and content marketing.

4. Embrace Sustainability in Digital Messaging: Growing consumer interest in ethical products creates an opportunity, as the literature has demonstrated. In an attempt to entice professionally mindful consumers, M&S might incorporate sustainability-focused stories into its digital marketing techniques and emphasise eco-friendly activities.

Since social media became the most influential channel in the conduct of surveys and literature, the main point is to raise the volume of individualised and interactive substance on those platforms. By strengthening the performance of digital approaches, overcoming engagement concerns, and displaying tangible impact on people alternatives. Thus, enhancing its digital channels will pay off in long-term brand-consumer relationships.

6.4. SCOPE FOR FURTHER RESEARCH

Given this study delivers critical knowledge regarding how digital marketing methods promote consumer buying choices in the UK retail marketplace, there are nevertheless a variety of areas that demand further investigation. To begin with, this research generalization to the wider industry of retail is hindered by its particular attention on Marks & Spencer's. In order to uncover industry-wide trends and competitive differences, future research could extend the scope by analyzing the digital marketing strategies across various UK retail corporations **(Kietzmann et al., 2011).**

In addition, the survey implemented a cross-sectional technique, allowing a window in time of consumer perceptions. The changing pattern in how consumers interact with digital marketing over time, in particular the responses towards rapidly emerging platform algorithms and technology can potentially be evaluated with the guidance for a longitudinal study **(Chaffey 2023).**

Exploring the way emerging innovations involving Chabot marketing, augmented reality and artificial intelligence alter people's experiences and acquire intent is another promising domain. In similarity to the literature, M&S continues to integrate AI progressively into its digital strategy **(Mills 2024)**. Nevertheless, further study must be conducted for estimating the efficacy these innovations are in reaching expected audience classifications. Later research may look into how artificial intelligence, especially when used in the form of customized suggestions and predictive analytics, benefits real-time purchasing decisions. There is a window for further inquiry if Marks & Spencer's growing investment in AI technologies boosts consumer happiness, loyalty, or basket size **(Mills 2024)**.

In the end, additional research might provide insight on the way interaction towards internet marketing fluctuates among demographics. In this regard, certain research made no distinction between age groups or levels of digital proficiency, in spite of considering social media promotions to be extremely successful. Retail marketers might uncover more specific insight through exploring how several generations employ apps, TikTok, Instagram, and various digital platforms **(Srivastava 2024)**.

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8. APPENDIX

8.1. Survey Questioner Form

Survey on the Influence of Digital Marketing on Consumer Buying Behavior   ", focusing on Marks & Spencer (M&S).

B *I* U̲ 🔗 T̶

Dear Participants,
Thank you for taking the time to complete this survey. I am conducting research as part of my dissertation on **"The Influence of Digital Marketing on Consumer Buying Behavior,"** with a focus on Marks & Spencer.
I would really appreciate your time and valuable feedback for this research

Age *

○ 20-24

○ 25-29

○ 30-35

○ 35+

Gender *

Short-answer text

1. How do you usually come across Marks & Spencer's products? *

○ a) Social media ads (e.g., Instagram, Facebook)

○ b) Search engine results (e.g., Google)

○ c) Email newsletters

○ d) In-store promotions

○ Other...

2. Which digital platform do you prefer for interacting with Marks & Spencer? *

○ Marks & Spencer's website

○ Marks & Spencer's mobile app

○ Social media (e.g., Instagram, Facebook)

○ Third-party e-commerce platforms (e.g., Amazon)

3. On a scale of 1 to 5, how effective do you find Marks & Spencer's digital ads in capturing your attention? *

	1	2	3	4	5	
1 = Not effective at all	○	○	○	○	○	5 = Very effective

4. What type of digital content influences your decision to purchase Marks & Spencer products the most? *

○ Product videos

○ Customer reviews or testimonials

○ Influencer endorsements

○ Personalized email offers

○ Social media posts (images, stories, or reels)

5. Do digital discounts or promotions offered by Marks & Spencer encourage you to make a purchase?
(Yes/No) *

○ Yes

○ No

6. **When researching Marks & Spencer products online, which factors influence** *
your decision the most?
(Multiple Choice – Select up to 2)

- [ ] Product reviews and ratings
- [ ] Price comparison
- [ ] Product quality or descriptions
- [ ] Brand reputation or trust
- [ ] Sustainability or ethical campaigns

7. How often do you visit Marks & Spencer's digital platforms (website, app, *
social media) before making a purchase?

- ( ) Always
- ( ) Often
- ( ) Sometimes
- ( ) Rarely
- ( ) Never

Have you ever left an online review or shared your experience with Marks & *
Spencer on social media?
(Yes/No)
If Yes: Please specify the platform: _____

Your answer

9. **How likely are you to recommend Marks & Spencer to others based on your** *
experience with their digital marketing?
(Likert Scale)

	1	2	3	4	5	
Not likely at all	( )	( )	( )	( )	( )	Very likely

10- Which of the following factors would make you stop engaging with Marks & *
Spencer's digital marketing?
(Multiple Choice – Select up to 2)

☐ Too many ads or promotional emails

☐ Irrelevant or poorly targeted ads

☐ Negative online reviews or feedback

☐ Lack of engaging or innovative content

☐ Privacy concerns or data security issues

Submit   Clear form

Survey Form Link:

https://docs.google.com/forms/d/e/1FAIpQLSceWdhlO1jqdLbesIWfB4nInNmiDKjodpRbg
riJsTogORfdYQ/viewform?usp=header

8.2. Survey Filled Form

8.2.1. Participant 1

1. How do you usually come across Marks & Spencer's products? *

🔘 a) Social media ads (e.g., Instagram, Facebook)

⚪ b) Search engine results (e.g., Google)

⚪ c) Email newsletters

⚪ d) In-store promotions

⚪ Other: _____

2. Which digital platform do you prefer for interacting with Marks & Spencer? *

⚪ Marks & Spencer's website

🔘 Marks & Spencer's mobile app

⚪ Social media (e.g., Instagram, Facebook)

⚪ Third-party e-commerce platforms (e.g., Amazon)

3. On a scale of 1 to 5, how effective do you find Marks & Spencer's digital ads in capturing your attention? *

	1	2	3	4	5	
1 = Not effective at all	○	○	○	◉	○	5 = Very effective

4. What type of digital content influences your decision to purchase Marks & Spencer products the most? *

○ Product videos

○ Customer reviews or testimonials

◉ Influencer endorsements

○ Personalized email offers

○ Social media posts (images, stories, or reels)

5. Do digital discounts or promotions offered by Marks & Spencer encourage you to make a purchase?
(Yes/No) *

◉ Yes

○ No

6. When researching Marks & Spencer products online, which factors influence your decision the most? *
(Multiple Choice – Select up to 2)

☑ Product reviews and ratings

☐ Price comparison

☑ Product quality or descriptions

☐ Brand reputation or trust

☐ Sustainability or ethical campaigns

7. How often do you visit Marks & Spencer's digital platforms (website, app, social media) before making a purchase? *

○ Always
● Often
○ Sometimes
○ Rarely
○ Never

Have you ever left an online review or shared your experience with Marks & Spencer on social media? *
(Yes/No)
If Yes: Please specify the platform: _____

No

9. **How likely are you to recommend Marks & Spencer to others based on your experience with their digital marketing?** *
(Likert Scale)

	1	2	3	4	5	
Not likely at all	○	○	○	●	○	Very likely

10- **Which of the following factors would make you stop engaging with Marks & Spencer's digital marketing?** *
(Multiple Choice — Select up to 2)

☐ Too many ads or promotional emails
☑ Irrelevant or poorly targeted ads
☐ Negative online reviews or feedback
☑ Lack of engaging or innovative content
☐ Privacy concerns or data security issues

8.2.2. Participant 2

1. How do you usually come across Marks & Spencer's products? *

(●) a) Social media ads (e.g., Instagram, Facebook)

(○) b) Search engine results (e.g., Google)

(○) c) Email newsletters

(○) d) In-store promotions

(○) Other:

2. Which digital platform do you prefer for interacting with Marks & Spencer? *

(○) Marks & Spencer's website

(●) Marks & Spencer's mobile app

(○) Social media (e.g., Instagram, Facebook)

(○) Third-party e-commerce platforms (e.g., Amazon)

3. On a scale of 1 to 5, how effective do you find Marks & Spencer's digital ads in capturing your attention? *

	1	2	3	4	5	
1 = Not effective at all	○	○	○	●	○	5 = Very effective

4. What type of digital content influences your decision to purchase Marks & Spencer products the most? *

(○) Product videos

(●) Customer reviews or testimonials

(○) Influencer endorsements

(○) Personalized email offers

(○) Social media posts (images, stories, or reels)

5. Do digital discounts or promotions offered by Marks & Spencer encourage you to make a purchase?
(Yes/No)   *

- ◉ Yes
- ○ No

6. When researching Marks & Spencer products online, which factors influence your decision the most?   *
(Multiple Choice – Select up to 2)

- ☐ Product reviews and ratings
- ☑ Price comparison
- ☑ Product quality or descriptions
- ☐ Brand reputation or trust
- ☐ Sustainability or ethical campaigns

7. How often do you visit Marks & Spencer's digital platforms (website, app, social media) before making a purchase?   *

- ○ Always
- ○ Often
- ◉ Sometimes
- ○ Rarely
- ○ Never

Have you ever left an online review or shared your experience with Marks & Spencer on social media?   *
(Yes/No)
If Yes: Please specify the platform: _____

No

9. How likely are you to recommend Marks & Spencer to others based on your experience with their digital marketing?   *
(Likert Scale)

	1	2	3	4	5	
Not likely at all	○	○	○	◉	○	Very likely

10- Which of the following factors would make you stop engaging with Marks & Spencer's digital marketing?   *
(Multiple Choice – Select up to 2)

- ☐ Too many ads or promotional emails
- ☐ Irrelevant or poorly targeted ads
- ☑ Negative online reviews or feedback
- ☑ Lack of engaging or innovative content
- ☐ Privacy concerns or data security issues

8.2.3. Participant 3

1. How do you usually come across Marks & Spencer's products? *

- ● a) Social media ads (e.g., Instagram, Facebook)
- ○ b) Search engine results (e.g., Google)
- ○ c) Email newsletters
- ○ d) In-store promotions
- ○ Other: _____

2. Which digital platform do you prefer for interacting with Marks & Spencer? *

- ○ Marks & Spencer's website
- ● Marks & Spencer's mobile app
- ○ Social media (e.g., Instagram, Facebook)
- ○ Third-party e-commerce platforms (e.g., Amazon)

3. On a scale of 1 to 5, how effective do you find Marks & Spencer's digital ads in capturing your attention? *

	1	2	3	4	5	
1 = Not effective at all	○	○	○	●	○	5 = Very effective

4. What type of digital content influences your decision to purchase Marks & Spencer products the most? *

- ○ Product videos
- ● Customer reviews or testimonials
- ○ Influencer endorsements
- ○ Personalized email offers
- ○ Social media posts (images, stories, or reels)

5. Do digital discounts or promotions offered by Marks & Spencer encourage you to make a purchase?
(Yes/No) *

- ◉ Yes
- ○ No

6. When researching Marks & Spencer products online, which factors influence your decision the most? *
(Multiple Choice – Select up to 2)

- ☑ Product reviews and ratings
- ☐ Price comparison
- ☐ Product quality or descriptions
- ☐ Brand reputation or trust
- ☐ Sustainability or ethical campaigns

7. How often do you visit Marks & Spencer's digital platforms (website, app, social media) before making a purchase? *

- ○ Always
- ○ Often
- ◉ Sometimes
- ○ Rarely
- ○ Never

Have you ever left an online review or shared your experience with Marks & Spencer on social media? *
(Yes/No)
If Yes: Please specify the platform: _____

No

9. How likely are you to recommend Marks & Spencer to others based on your experience with their digital marketing? *
(Likert Scale)

	1	2	3	4	5	
Not likely at all	○	○	○	◉	○	Very likely

10- Which of the following factors would make you stop engaging with Marks & Spencer's digital marketing? *
(Multiple Choice – Select up to 2)

- ☐ Too many ads or promotional emails
- ☑ Irrelevant or poorly targeted ads
- ☑ Negative online reviews or feedback
- ☐ Lack of engaging or innovative content
- ☐ Privacy concerns or data security issues

8.2.4. Participant 4

1. How do you usually come across Marks & Spencer's products? *

- ( ) a) Social media ads (e.g., Instagram, Facebook)
- ( ) b) Search engine results (e.g., Google)
- ( ) c) Email newsletters
- (●) d) In-store promotions
- ( ) Other: _____

2. Which digital platform do you prefer for interacting with Marks & Spencer? *

- (●) Marks & Spencer's website
- ( ) Marks & Spencer's mobile app
- ( ) Social media (e.g., Instagram, Facebook)
- ( ) Third-party e-commerce platforms (e.g., Amazon)

3. On a scale of 1 to 5, how effective do you find Marks & Spencer's digital ads in capturing your attention? *

	1	2	3	4	5	
1 = Not effective at all	( )	(●)	( )	( )	( )	5 = Very effective

4. What type of digital content influences your decision to purchase Marks & Spencer products the most? *

- ( ) Product videos
- (●) Customer reviews or testimonials
- ( ) Influencer endorsements
- ( ) Personalized email offers
- ( ) Social media posts (images, stories, or reels)

5. Do digital discounts or promotions offered by Marks & Spencer encourage you to make a purchase?
(Yes/No) *

- (●) Yes
- ( ) No

6. When researching Marks & Spencer products online, which factors influence your decision the most?
(Multiple Choice – Select up to 2) *

- [✓] Product reviews and ratings
- [✓] Price comparison
- [✓] Product quality or descriptions
- [ ] Brand reputation or trust
- [ ] Sustainability or ethical campaigns

7. How often do you visit Marks & Spencer's digital platforms (website, app, social media) before making a purchase?

○ Always

○ Often

◉ Sometimes

○ Rarely

○ Never

Have you ever left an online review or shared your experience with Marks & Spencer on social media?
(Yes/No)
If Yes: Please specify the platform: _____

No

9. **How likely are you to recommend Marks & Spencer to others based on your experience with their digital marketing?**   *
(Likert Scale)

	1	2	3	4	5	
Not likely at all	○	○	◉	○	○	Very likely

10- **Which of the following factors would make you stop engaging with Marks & Spencer's digital marketing?**   *
(Multiple Choice – Select up to 2)

☐ Too many ads or promotional emails

☑ Irrelevant or poorly targeted ads

☐ Negative online reviews or feedback

☑ Lack of engaging or innovative content

☑ Privacy concerns or data security issues

8.2.5. Participant 5

1. How do you usually come across Marks & Spencer's products? *

- ● a) Social media ads (e.g., Instagram, Facebook)
- ○ b) Search engine results (e.g., Google)
- ○ c) Email newsletters
- ○ d) In-store promotions
- ○ Other: _____

2. Which digital platform do you prefer for interacting with Marks & Spencer? *

- ● Marks & Spencer's website
- ○ Marks & Spencer's mobile app
- ○ Social media (e.g., Instagram, Facebook)
- ○ Third-party e-commerce platforms (e.g., Amazon)

3. On a scale of 1 to 5, how effective do you find Marks & Spencer's digital ads in capturing your attention? *

	1	2	3	4	5	
1 = Not effective at all	○	○	●	○	○	5 = Very effective

4. What type of digital content influences your decision to purchase Marks & Spencer products the most? *

- ● Product videos
- ○ Customer reviews or testimonials
- ○ Influencer endorsements
- ○ Personalized email offers
- ○ Social media posts (images, stories, or reels)

5. Do digital discounts or promotions offered by Marks & Spencer encourage you to make a purchase?
(Yes/No)

- ⦿ Yes
- ○ No

6. When researching Marks & Spencer products online, which factors influence your decision the most?
(Multiple Choice – Select up to 2)

- ☑ Product reviews and ratings
- ☐ Price comparison
- ☑ Product quality or descriptions
- ☑ Brand reputation or trust
- ☐ Sustainability or ethical campaigns

7. How often do you visit Marks & Spencer's digital platforms (website, app, social media) before making a purchase? *

- ○ Always
- ⦿ Often
- ○ Sometimes
- ○ Rarely
- ○ Never

Have you ever left an online review or shared your experience with Marks & Spencer on social media? *
(Yes/No)
If Yes: Please specify the platform: _____

No

9. How likely are you to recommend Marks & Spencer to others based on your experience with their digital marketing? *
(Likert Scale)

	1	2	3	4	5	
Not likely at all	○	○	⦿	○	○	Very likely

10- Which of the following factors would make you stop engaging with Marks & Spencer's digital marketing? *
(Multiple Choice – Select up to 2)

- ☑ Too many ads or promotional emails
- ☐ Irrelevant or poorly targeted ads
- ☑ Negative online reviews or feedback
- ☐ Lack of engaging or innovative content
- ☐ Privacy concerns or data security issues