



DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies-TC

**Topic: Influence of digital marketing on Consumer
Behaviour**

(Aurea Clothing Pvt Ltd.)

By:

Bhavik Jain

**A report submitted in partial fulfillment of
PGDM Programme 2022-2024**



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Under the Guidance of

Mr. Apoorv Gupta

**Company Guide
Vice President**

Prof. Gaurav Sarin

**Faculty Guide
Delhi School of Business**



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DECLARATION

I hereby declare that this project report “**Influence of digital marketing on Consumer Behaviour**” at **Aurea Clothing Pvt Ltd.** is my own work, to the best of my knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of any other institute, except where due acknowledge has been made in the text.

Signature:

Name: **Bhavik Jain**

Roll no: **202210020**

Year: **2022-24**

Date: **24/06/2023**



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CERTIFICATE FROM COMPANY GUIDE

This is to certify that **Bhavik Jain** with Enrollment No. **202210020**, a student of PGDM from Delhi School of Business- VIPS TC has done his summer training at '**Aurea Clothing Pvt Ltd.**', Gandhi Nagar from **24th April 2023 to 24th June 2023**.

The project work entitled "**Influence of digital marketing on Consumer Behaviour**" embodies the original work done by **Bhavik Jain** during his summer project training period.

Apoorv Gupta

Signature

Name: Mr. Apoorv Gupta



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CERTIFICATE FROM FACULTY GUIDE

This is to certify that work entitled “**Influence of digital marketing on Consumer Behaviour**” is a piece of work done by **Bhavik Jain** under my guidance and supervision for the partial fulfillment of degree of PGDM at Delhi School of Business – VIPS TC.

To the best of my knowledge and belief this study embodies the work of the candidate. This requirement of the rules and regulations relating to the summer internship of the institute, is up-to the standard both in respect of content and language for being referred to the examiner.

Signature

Name: **Prof. Gaurav Sarin**

Designation: **Prof. Delhi School of Business**

Date:

AUREA CLOTHING PVT. LTD.

IX/725, GANDHI NAGAR, 1ST FLOOR DELHI - 110031

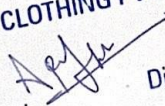
CERTIFICATE OF INTERNSHIP

THIS CERTIFICATE GOES TO

BHAVIK JAIN

In appreciation of his successful efforts as a Sales and Digital Marketing intern at Aurea Clothing from 24th April to 24th June 2023.

During his tenure with us, we found Mr. Bhavik Jain sincere and result oriented.

Regards,
For AUREA CLOTHING PVT. LTD.

Apoorv Gupta
Director

CONTACT: +919315314274

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Chapter – 1

Introduction

1.1 INTRODUCTION

(a) Meaning of Concepts are as follows:

• Marketing

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

• Marketing Strategy

Marketing strategy can be defined as “the total sum of the integration of Segmentation, Targeting, Differentiation, and positioning strategies designed to create, communicate, and deliver an offer to a target market.

It refers to a business’s overall game plan for reaching prospective consumers and turning them into customers of the products or services the business provides. A marketing strategy contains the company’s value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

To formulate a decent market strategy, it is important to define how you want to position the product/service in the market to achieve positioning among customers and fulfil customer and organization loyalty.

Choosing suitable marketing strategies for the company will bring great advantages such as:

- Increased sales
- Creating sustainable growth for the company
- Meeting the demand and expectations of the customer
- Building the brand image in the consumer’s mind
- Evolution in consumer purchasing pattern of a product.

What is Digital Marketing?

Digital marketing is any type of marketing that a company does online on the digital modes. Such as such as paid social media ads, email marketing, and PPC advertising, social media marketing, SEO etc. Tweets, instagram posts, igtv videos, website ads, all are forms of advertisements by some or the other brand. Digital Marketing is wildly popular these days because of the advancement in technological environment and more presence of people on the social media.

As the world becomes more digital, the way we market also evolves. Not only is digital marketing more cost effective than traditional marketing, but also has a more global reach. Traditional marketing still has relevance in marketing of the businesses but according to reports, social selling is also a major revenue driver.

Benefits of Digital Marketing

Low Cost

Hefty marketing and advertising costs is one of the major financial burdens the companies must bear. But this issue has been resolved by the online marketing. While for big businesses doling out billions and millions might not be an issue, it's certainly a nightmare for small businesses. But marketing on digital platforms is a more affordable alternative and provides results as well.

Easy to Measure

To evaluate the veracity of a campaign via traditional methods takes weeks or even months, but the results in through digital methods can be ascertained instantly and can be tracked constantly. You can instantly know how a digital campaign is performing. Email marketing softwares allow users to track the performance of the emails, how many were delivered, how many were read, their conversion rates etc.

Return on Investment

Digital marketing offers a measurable return on the investments. Email marketing, running online campaigns, blogging cost little as compared to traditional methods but offer great returns.

(b) Rationale for choosing the topic under study

The rationale for choosing the topic of studying Aurea Clothing in the fashion and apparel industry stems from the dynamic nature of the sector and the unique positioning of the brand. In an era marked by evolving consumer preferences and a heightened awareness of sustainability, Aurea Clothing's commitment to individual expression, quality, affordability, and eco-friendly practices presents an intriguing case for analysis. The study aims to delve into the strategies employed by Aurea Clothing to navigate the competitive landscape, balancing the pursuit of style with responsible business practices. Additionally, the examination of consumer trends and the brand's global market presence provides valuable insights into the broader shifts within the fashion industry. By studying Aurea Clothing, the research endeavors to contribute to a deeper understanding of how companies can successfully position themselves in a highly competitive market, meeting the demands of modern consumers while embracing ethical and sustainable practices. This research holds significance for academics, industry practitioners, and policymakers seeking to comprehend the dynamics shaping the contemporary fashion landscape and the strategic choices made by brands to thrive in such a dynamic environment.

1.2 OBJECTIVE OF STUDY

1. To study the perception of consumer at Aurea Clothing
2. To analyse the customer purchasing pattern.
3. To find out the effectiveness of digital marketing and creation of awareness.

1.3 SCOPE OF THE STUDY

As a student Post Graduate Diploma in Management (PGDM) every student must conduct a practical orientation in any organization for fulfilling the requirements of the 2 months Internship Program. The main purpose of the program is to introduce the students to the real corporate world. Therefore, to carry out market survey of customer perception about Aurea Clothing. For this purpose, the geographical area selected is Delhi/NCR region.

Primary data is collected through a structured questionnaire. The questionnaire was filled by different people who like clothes, and they were given full liberty to fill up this questionnaire. The sample size was 50 respondents from Delhi NCR region.

The questionnaire is prepared based on: -

- Multiple-choice questions
- Dichotomous questions
- Likert scale questions

Secondary data was collected through books, annual reports, previous reports, magazines, and literature available on internet regarding the topic of study.

1.4 COMPANY PROFILE

Name of the company: Aurea Clothing

Address: IX/725, Gandhi Nagar, 1st floor, Delhi- 110031

Telephone no: +91 9315314274.

E-mail: sales@aureaclothing.com

1.4.1 Description of the Company

Aurea Clothing is a private company incorporated on 07 July 2019. It is classified as non-government company, and it is registered at registrar of companies.

1.4.2 Company's Vision and Mission

Regardless of whether you're running a small one-person operation or a large corporation, having a company mission and vision help to provide employees with a purpose. The mission and vision of an organization are integral to the company's strategy because they are used to define future goals and operational tactics. While mission and vision are terms that are often interchanged, they refer to two separate aspects of the company.

○ Vision

At Aurea Clothing, we envision a world where fashion is a powerful expression of individuality and confidence. Our dream is to inspire men and women to embrace their unique style, empowering them to feel their best every day.

○ Mission

"At Aurea Clothing, we are on a mission to provide high-quality, stylish clothing for both men and women. We strive to create a diverse range of fashion choices that cater to different tastes, body types, and occasions. Through a commitment to quality, affordability, and sustainability, we aim to make Aurea Clothing the go-to destination for individuals seeking to express their authenticity through fashionable and accessible attire. Our mission is to redefine the way people experience and engage with fashion, fostering self-expression and confidence in every wardrobe we touch."

1.4.4 Product Range of the Company

Men's and Women's Apparel:

Everyday wear: Casual and comfortable clothing suitable for daily activities.

Business attire: Stylish and professional outfits for work and formal occasions.

Activewear: Functional and trendy sportswear for fitness and active lifestyles.

Diverse Styles and Trends:

Trendy fashion: Keeping up with the latest trends to appeal to fashion-conscious individuals.

Classic styles: Timeless pieces that provide a sense of sophistication and versatility.

1.4.5 Size of organization

Aurea Clothing is start-up, incorporated 08 July 2019, annual turnover of 25 lakhs.

1.5 Industry Profile

Aurea Clothing operates in the fashion and apparel industry. The industry profile for Aurea Clothing would encompass various aspects related to the business environment and market dynamics.

Sector:

Fashion and Apparel

Global reach with the potential for both online and retail presence.

Highly competitive with a mix of established brands, emerging designers, and fast-fashion retailers.

Consumer Trends

Growing demand for clothing that allows individuals to express their unique styles and personalities. Increasing consumer awareness and preference for sustainable and eco-friendly fashion choices. The industry is moving towards inclusivity with a focus on diverse sizing and representation.

Positioning

Positioning Aurea Clothing as a brand that offers high-quality and stylish clothing for both men and women. Balancing quality with affordability to attract a wide range of customers.

Sustainability. Highlighting the brand's commitment to sustainable and eco-friendly practices.

Distribution Channels

E-commerce platform for global reach and accessibility.

Gandhi Nagar is location for a more personalized shopping experience for customers.

Marketing and Branding:

Leveraging social media, and online marketing to reach and engage the target audience.

Building a positive brand image centred around individuality, confidence, and sustainability.

Challenges and Opportunities:

To cope up with rapidly changing fashion trends. Opportunities for growth by expanding into new markets and demographics. Utilizing technology for innovative marketing strategies and efficient operations.

Chapter-2

Literature Review

MARKETING

The meaning and discipline of marketing has changed and evolved in the past 100 years (Brunswick 2014). Marketing has grown into a process that strives to satisfy human needs and wants (Hartley 1983). Over past 100 years, marketing has changed and evolved under the influence of many marketing environmental factors.

Brief Chronology of the definitions of Marketing

1910-20

To the producer, it is the way his product is disposed of, often with his cooperation, through the various trade channels. (Johnson, Falkner, Greendlinger, & Hurd, 1918, p. 19)

1920-30

The term covers the complex group of services involved in the distribution of the merchandise from producer to consumer, excluding only such functions which involve the alterations in the form of the commodity. (Duncan, 1920, pp. 1-2)

1930-40

Marketing was limited to selling by means of distribution of such ideas that would arouse the desire for the goods and cultivate willingness on the part of the consumer so that they make efforts to pay the price and secure the goods for them.

In addition to personal salesmanship and advertising, it comprised research, forecasting, planning and other developmental activities. Back then, marketing had a lot to do with creation of place and time utilities.

Then the scope of marketing broadened out, and in addition to the tangible physical activities of distribution, it reached back to product manufacture as well. (Collins, 1930, pp. 19-20)

1940-50

In this time, marketing was more concerned with the flow of goods and services from the production to consumption. Marketing is the business of buying and selling and includes all those activities that support such process. (Converse & Huegy, 1946, pp. 2-3)

Marketing was considered an economic process by which goods and services were exchanged and their prices determined. The word process included all the activities having a definite purpose.

1950-60

The term Marketing was used to mean the creation of time, place, and possession utilities. The transportation and handling of goods from the place of production to the place of consumption. (Converse, Hugely, & Mitchell, 1952, p. 2). There were no significant developments in the understanding and perceptions about marketing.

1960-70

In this time, the concept of customer satisfaction was also introduced. Now marketing was more about the performance of the business activities that direct the flow of goods and services from the producer to the user, to best satisfy the consumers and accomplish the firm's objectives. (McCarthy, 1960, p. 33)

1970-80

According to Gist, 1971 Marketing was defined as the purposeful management of the products and services, the prices, and the promotional and distribution activities of a business organization, according to the preferences of some market or other market segments and in the manner calculated to achieve the objectives of the business. (Gist, 1971, pp. 11-12)

Marketing is a set of activities necessary and incidental to bringing about exchange relationships in our economic system. (Holloway & Hancock, 1973, p. 10)

The focus of marketing was more on the satisfaction of both the parties, for the satisfaction of the human needs and wants. These activities were undertaken by businesses, profit, or non-profit organizations.

1980-Present

Marketing has seen an evolution over a century and now has a broadened scope in terms of what kind of business activities are to be included in the marketing and is no more limited to mere selling and transportation of goods and services, or the transfer of ownership.

Marketing may be viewed as the product planning, pricing, promotion, distribution and servicing of goods and services needed and desired by the consumers. (Udell & Laczniak, 1981, p. 5)

Now the focus was more on matching the market offering to the needs and wants of the customers, keeping in mind what was already available in terms of products, price etc.

2.1 DIGITAL MARKETING

The practice of promoting products and services in an innovative way, using primarily database-driven distribution channels to reach consumers and customers in a timely, relevant, personal, and cost-effective manner is known in the theory and practice as digital marketing. (Wsi, 2013)

Digital marketing is a blanket term for the targeted, measurable, and interactive marketing of goods and services using digital technologies to reach and convert the leads into customers and preserve them. The main objective is to promote brands, shape preference and boost sales through different digital marketing techniques.

There are alternative terms for Digital marketing like online marketing, web marketing, internet marketing. The fundamental concept in digital marketing is based on the Inbound marketing approach or generally it's called customer centric approach.

Inbound Marketing

Inbound marketing means promotion of products or services using content marketing, social media marketing, search engine optimization or branding etc. It includes all the activities using blogs, posts, videos, podcasts, eBooks, SEO, social media, at various stages to serve the interest of the customers. The purpose of inbound marketing is drawing the attention of the customers, generating leads, increasing the public appearance online, on social media etc. and creating attractive content. (Halligan, 2009)

Success of Digital Marketing

The best indicator of its' success is that the results, the Return on Investment is measurable, in terms of reach, traffic, lead generation, referrals, click through, conversion rates. Every data is available, and hence there is more precision in the strategies, elimination the element of vagueness.

Categorizing Key Performance Indicators according to the goals of a business: -

General Performance: Traffic, leads, reach.

Channel based: Website, blogs, social media, search engines.

Source based: Direct traffic, organic search, referrals, emails, PPC.

Campaign base: Lead generation, click through, conversions, conversion rates (Safko, 2009)

Advantages of Digital Marketing

Cost Efficiency: It's not always possible for small businesses and startups to bear the hefty costs of billboards or advertisements on sources like TV or newspapers, but marketing still needs to be done to create awareness. That's when the digital marketing comes into picture.

Interactivity: There's increased interaction between the corporate and the consumers. Through digital marketing, 2-way communication became possible, which wasn't possible on TV advertisements or other sources of traditional marketing.

Infinite audience: Almost the whole globe becomes your audience when you digitally market your product. All you must do is tailor the campaign to reach the local net.

Rich content: The content offered is varied, rich, and diverse, is permanently available and can be updated whenever required.

Easily measurable: The impact of the campaigns can be tracked and measured and alterations in the strategies can be made accordingly.

Customization: Offers and programs can be altered and customized according to the personalized needs of the consumer.

Disadvantages of Digital Marketing

Copyrights: Since the online content can be copied, it's quite difficult to get every content a copyright or a trademark. And most of the times such acts go unnoticed and unreported because of the time-consuming process.

Difficulties: Slow internet connections, large or complex websites, not so user-friendly interfaces etc. which can get the customer bored and eventually switch.

Payment: Even today many people don't trust the digital modes of payments because of the numerous scams that take place, hacking, information leaks, online harassment etc. (Safko, 2009)

Chapter-3

Research Methodology

3.1 Methodology

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions - it is, therefore, not the same thing as a method. Instead, it offers the theoretical underpinning for understanding which method, set of methods, or so called “best practices” can be applied to specific case, for example, to calculate a specific result.

3.2 Research

Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining, and predicting phenomenon are called research methodology. It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research.

3.3 Research Design

A research design is a systematic plan to study a scientific problem. The design of a study defines the study type (descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research question, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. Research designs are categorized broadly into two categories exploratory research design and conclusive research design. Conclusive research design is further divided into descriptive and causal/ experimental research design. The suitability of a research design for specific research depends on nature of the problem, method of data collection and analysis. **The details of types of research designs are as follows:**

Exploratory Research Design

Exploratory research is when the researcher is seeking insights into the general nature of the problem and possible decision alternatives for which he uses highly flexible, unstructured, and qualitative methods. Exploratory research design is characterized by flexibility to gain insights and develop hypotheses. It does not follow a planned questionnaire or sampling. It is based on literature

survey, experimental survey, and analysis of selected cases. Unstructured interviews are used to offer respondents a great deal of freedom. No research project is purely and solely based on this design. It is used as complementary design to descriptive design and causal design.

Conclusive Research Design

Conclusive research design, as the name implies, is applied to generate findings that are practically useful in reaching conclusions or decision-making. In this type of studies research objectives and data requirements need to be clearly defined. Findings of conclusive studies usually have specific uses. Conclusive research design provides a way to verify and quantify findings of exploratory studies. It usually involves application of quantitative methods of data collection and data analysis. Moreover, conclusive studies tend to be deductive in nature and research objectives in these types of studies are achieved by testing hypotheses. Conclusive research design is further categorized into descriptive research design and Causal or Experimental Research Design.

Descriptive Research Design

Descriptive research design is typically concerned with describing problem and its solution. It is more specific and purposive study. Before rigorous attempts are made for descriptive study, the well-defined problem must be on hand. Descriptive study rests on one or more hypotheses. Descriptive research requires clear specification of who, why, what, when, where, and how of the research. Descriptive design is directed to answer these problems.

Causal or Experimental Research Design

Causal research design deals with determining cause and effect relationship. It is typically in form of experiment. In causal research design, attempt is made to measure impact of manipulation on independent variables (like price, products, advertising and selling efforts or marketing strategies in general) on dependent variables (like sales volume, profits, and brand image and brand loyalty). It has more practical value in resolving marketing problems. Test marketing is the most suitable example of experimental marketing in which the independent variable like price, product, promotional efforts, etc., are manipulated (changed) to measure its impact on the dependent variables, such as sales, profits, brand loyalty, competitive strengths product differentiation and so on.

The research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. Types of Research Design:

- **Exploratory Research** – The main purpose of such studies is that of formulating a problem for more precise investigation or of developing the working hypotheses from an operational point of view.

- **Descriptive Research** – Those studies which are concerned with describing the characteristics of a particular individual, or of a group.

□ **Hypothesis Testing Research** – They are those where the researchers test the hypotheses of casual relationships between variables.

3.4 Research Objectives

The objectives of the study are as follows: -

- To study the perception of consumer at Aurea Clothing
- To analyse the customer purchasing pattern.
- To find out the effectiveness of digital marketing and creation of awareness.

3.5 TYPES OF RESEARCH DATA

Data may be grouped into four main types based on methods for collection: observational, experimental, simulation, and derived. The type of research data you collect may affect the way you manage that data. For example, data that is hard or impossible to replace (e.g. the recording of an event at a specific time and place) requires extra backup procedures to reduce the risk of data loss. Or, if you will need to combine data points from different sources, you will need to follow best practices to prevent data corruption.

1. **Observational data-** Observational data are captured through observation of a behavior or activity. It is collected using methods such as human observation, open-ended surveys, or the use of an instrument or sensor to monitor and record information -- such as the use of sensors to observe noise levels at the Mpls/St Paul airport. Because observational data are captured in real time, it would be very difficult or impossible to recreate if lost.
2. **Experimental data-** Experimental data are collected through active intervention by the researcher to produce and measure change or to create difference when a variable is altered. Experimental data typically allows the researcher to determine a causal relationship and is typically projectable to a larger population. This type of data is often reproducible, but it often can be expensive to do so.
3. **Simulation data-** Simulation data are generated by imitating the operation of a real-world process or system over time using computer test models. For example, to predict weather conditions, economic models, chemical reactions, or seismic activity. This method is used to try to determine what would, or could, happen under certain conditions. The test model used is often as, or even more, important than the data generated from the simulation.
4. **Derived data-** Derived data involves using existing data points, often from different data sources, to create new data through some sort of transformation, such as an arithmetic formula or

aggregation. For example, combining area and population data from the Twin Cities metro area to create population density data. While this type of data can usually be replaced if lost, it may be very time-consuming (and possibly expensive) to do so.

3.6 RESEARCH METHODS

Market research is a fundamental aspect of ensuring any new business start-up hits the ground running; connecting with its target market and providing a worthwhile alternative to competitors or even filling a much-needed gap in the market.

1. Quantitative Surveys- It is Regarded as one of the more common business research methods, a survey allows you to gather vast amounts of data in a very short space of time and at a comparatively low cost. A quantitative survey should always be used over a qualitative survey when you need to identify a numerical output that helps to answer your research question. For example, if you are looking to determine the size of your potential market, you may look to quickly survey 1,000 consumers or professionals in your field. If you know there are 50,000 consumers or professionals that would potentially be interested in your product(s) or service(s) you can simply multiply the amount of positive survey responses by 50 to identify the size of your market.

2. Focus Groups- A more refined approach to business research, focus groups usually consist of small clusters of people that fit the profile of your target market. Within these focus groups, you can facilitate a discussion around your product or service, taking full advantage of the depth that interviews afford. Focus group insights can prove invaluable; it humanizes your business proposition, to enable you to understand how people feel about your product and identify potential trends and opportunities through discussion alone.

3. Qualitative research interviews- One-to-one interviews are like focus groups as they include open-ended, unstructured questions that give the interviewee the freedom to express themselves. It's a great opportunity to get a deeper understanding of a user's point of view regarding a product, service, or company. An interview allows you to ask follow-up questions to delve deeper, but this brings with it its own hazards too. A careless interviewer can potentially bias interviewee answers by asking leading questions that don't subsequently provide a true reflection of a user's opinion.

4. Qualitative case studies- Case studies provide fledgling start-ups with an even more comprehensive understanding of how an individual interacts with a product or service. It gives you a more complete picture of their satisfaction, usage and attitudes towards a specific product, service, or industry in appropriate context.

It's an insightful means of refining your business proposition, using target customers to create something that's meaningful and adds value to your product or service, setting you apart from competitors.

3.7 RESEARCH USED

The type of research used in this project is descriptive. The descriptive Research is used to Collect data and find out the cause-and-effect relationship.

The Research instrument used in this project is Questionnaire The main Advantage of this method is that subjective bias is eliminated if observation is done Accurately.

3.8 Data Collection

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc. The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

Regardless of the field of study or preference for defining data (quantitative, qualitative), accurate data collection is essential to maintaining the integrity of research. Both the selection of appropriate data collection instruments (existing, modified, or newly developed) and clearly delineated instructions for their correct use reduce the likelihood of errors occurring. A formal data collection process is necessary as it ensures that data gathered are both defined and accurate and that subsequent decisions based on arguments embodied in the findings are valid. The process provides both a baseline from which to measure and in certain cases a target on what to improve.

TYPES OF DATA COLLECTION:

1. Primary Data

2. Secondary Data

Primary Data:

Primary data is data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources.

My main source for the primary data for the project was structured questionnaires which I got filled by the existing customers with the help of google forms. It includes various categories of questions such as dichotomous questions, Likert scale questions, multiple choice questions. The

questionnaire was filled by existing customers of EL' Bueno. The sample size was 100 respondents from Delhi NCR region only. The sampling technique that I have used is simple random sampling technique.

Questionnaire

The first step of primary data collection is to design a survey instrument (or questionnaire). It is important to remember that drafting a questionnaire from scratch can be a time-consuming process, so the research team should try to use existing resources as far as possible. While developing the questionnaire, keep the following things in mind:

Plan: The research team should start with a clear understanding of the theory of change for the project. List key outcomes of interest, and the main variables that can be used to measure these outcomes. A good starting point for this is the pre-analysis plan.

Modules: Divide the questionnaire into individual modules, each with a group of questions that are related to one aspect of the survey. Unless the context of the study is entirely new, perform a literature review of existing well-tested and reliable surveys to prepare the general structure of the questionnaire. One example of a resource for past studies and questionnaires is the World Bank Micro-Data Library.

Measurement challenges: Often, research teams face challenges in measuring certain outcomes, for instance, abstract concepts (like empowerment), or socially sensitive topics that people do not wish to talk about (like drug abuse). In such cases, try to use indicators that are easy to identify, or build a level of comfort with respondents before moving to the sensitive topics.

Translation: Translating the questionnaire is a very important step. The research team must hire only professional translators to translate the questionnaire into all local languages that are spoken in the study location.

Secondary Data:

Secondary data is data gathered from studies, surveys, or experiments that have been run by other people or for another research.

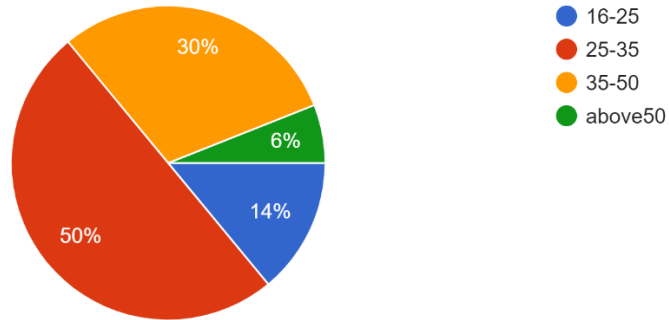
An intensive literature survey was required to acquire relevant knowledge. Relevant literature like published and unpublished thesis, books, reports etc. have been reviewed with a view to increase the knowledge and regarding the issue. Above all the storehouse of knowledge, "the internet" will also be a big part of the literature review. This methodology also describes the way data is collected, analyzed, and interpreted. The integral part was to identify and collect data; they were classified, analyzed, interpreted, and presented in a systematic manner to find the vital points.

Chapter-4
Data Analysis and
Interpretation

1.Age

Age

50 responses



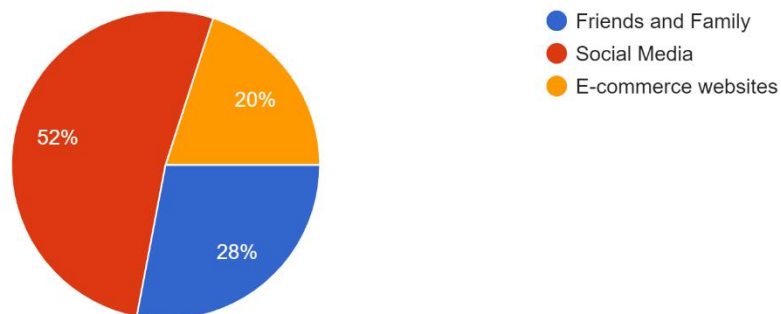
Inference:

The above graph shows that we have 14% customers from the age group of 16-25, 50% customers from the age group of 25-35, 30% customers from the age group of 35-50 and rest 6% of the customers are from the 50 above age group.

2. How did you come to know about Aurea Clothing?

How did you know about Aurea clothing?

50 responses

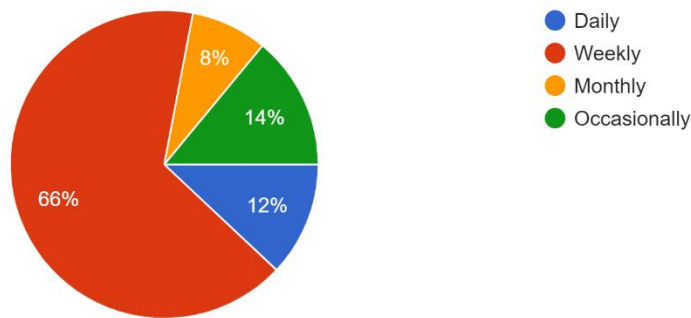


Inference:

The above graph shows that from what source people come to know about this brand. 28% of the people came to know about us through word of mouth, 52% through social media, and remaining 20% through Ecommerce.

3.How often you use Aurea Clothing?

How often you use Aurea Clothing?
50 responses

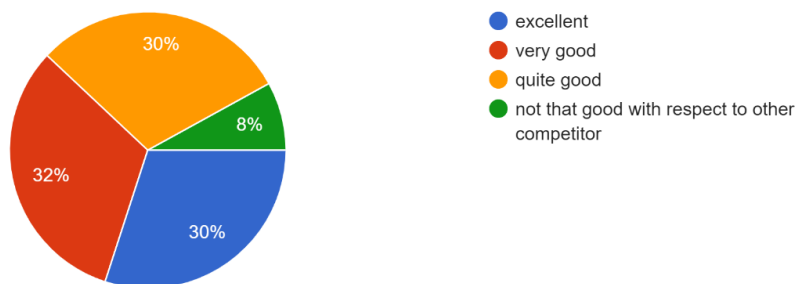


Inference:

The above graph shows the Aurea Clothing website visited by people. 12% of the customers visit website on daily basis, 66% of the customers visit on weekly basis, 8% of the customers visit monthly and remaining 14% customers visit occasionally.

4. What do you think Aurea Clothing stand in front of the other competitor?

What do you think Aurea Clothing stand in front of the other competitor
50 responses

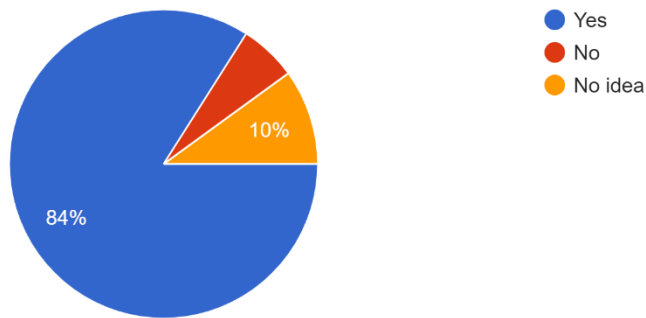


Inference:

The above graph depicts that 30% customers thinks that Aurea Clothing is excellent, 32% customers thinks that Aurea Clothing is very good, 30% customers that Aurea Clothing is quite good, but remaining 8% thinks that Aurea Clothing is not that good with respect to the other brands.

5. Do you think Aurea Clothing fits in a good brand image?

Do you think Aurea Clothing fits in a good brand image?
50 responses



Inference:

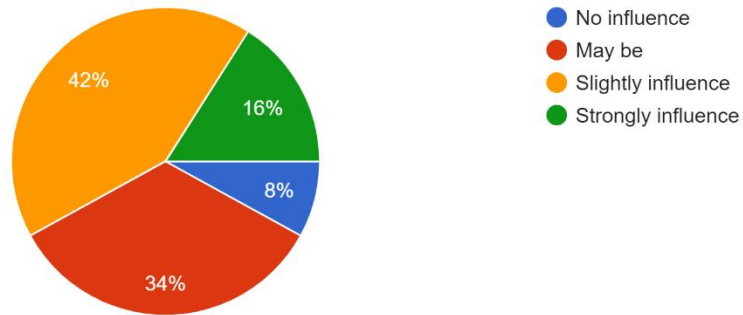
The above graph depicts that how many customers thinks that Aurea Clothing is a good brand. 84% of our customers thinks that this a good brand, 6% customers do not find it as a good brand. But 10% of our customers have no idea about this.

6. To what extent following promotions influence you to use Aurea Clothing?

(1- No influence, 2- May be, 3- slightly influence, 4- Strongly influence)

To what extent following promotions influence you to use Aurea Clothing?

50 responses



Inference:

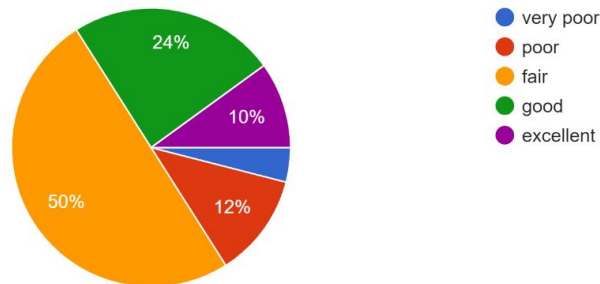
The above graph depicts that more than 34% of our customers are highly influenced through social media promotions, whereas Festive discounts and Discounts coupons have not influenced many customers. But, almost 42% of our customers do not need any influence as they love our products.

7. How would you rate Aurea Clothing on the following attributes?

(1- Very poor, 2- Poor, 3- Fair, 4- Good, 5- Excellent)

How would you rate Aurea Clothing on the following attributes?

50 responses



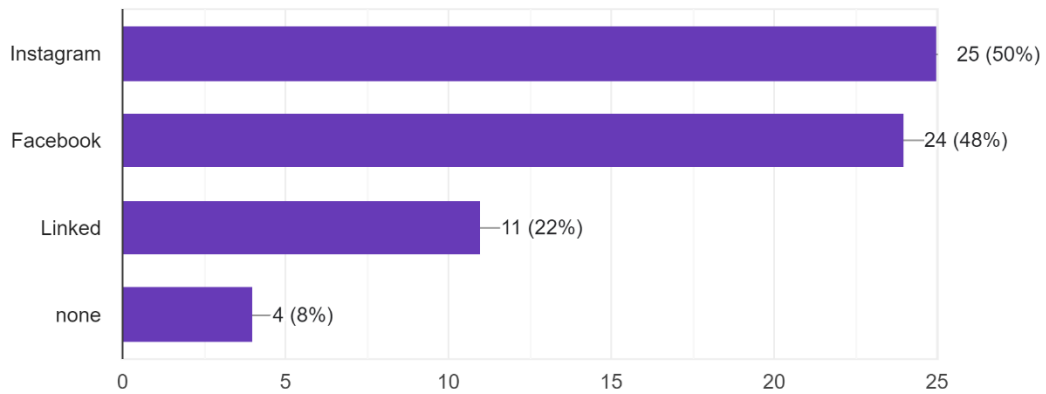
Inference:

The above graph depicts that we are fair or good on factors such as service and quality of products. But some of the customers were not satisfied with the sales promotion and our price range.

8. On which of the following platforms you are aware about Aurea Clothing?

On which of the following platforms you are aware about Aurea Clothing presence?

50 responses



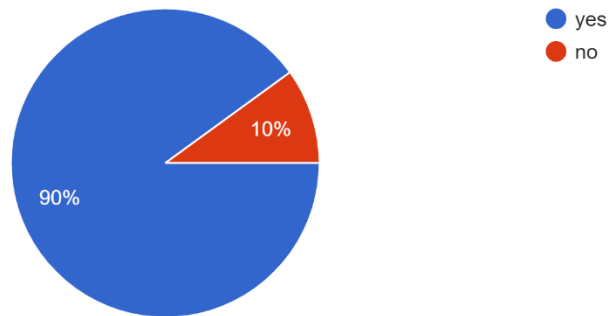
Inference:

The above graph depicts that 50% of customers are aware about our presence on Instagram, 48% of customers are aware about Facebook, 22% of customers are aware about Linked. But there are 8% customers who unaware about our presence on these platforms.

9. Would you recommend Aurea Clothing to other people?

Would you recommend Aurea Clothing to other people?

50 responses



Inference:

The above graph depicts that 90% of our customers would love to recommend and promote our brand to other people. But there are 10% customers who are not willing to recommend our brand.

Chapter – 5

Findings

5.1 Findings

- 1.** It was found that our 50% consumers lie under the age group of 25-35 and 14% of consumers lies under the age group of 16-25.
- 2.** It was found that our customer reach through social media and word of mouth is quite good.
- 3.** It is clearly visible now that 52% of the people came to know about us through social media and 28% through friends and family.
- 4.** 12% of our customers, visit our website on daily basis, which is quite good, and 66% of the customers, visit our website on weekly basis.
- 5.** It was found that, according to many of our customers Aurea Clothing owns a very significant place with respect to the various other brands in the market.
- 6.** It was found that, Aurea Clothing fits in a good brand image according to only 84% consumers and 10% consumers have no idea about this.
- 7.** It was found that social media promotions have strongly influenced most of the customers to visit our website and buy products.
- 8.** From the survey festive discounts and discount coupons have not influenced much our customers to buy the products.
- 9.** It was found that many of the customers do not require any kind of influence to purchase our products, which means they are completely satisfied with price and quality.
- 10.** It was found that Aurea Clothing is just satisfactory with respect to sales promotion and value for money.
- 11.** According to the survey, it was found that most of our customers are just only aware about our presence on Instagram and Facebook.
- 12.** It was found that very less people are aware about our presence on linked.
- 13.** It was found that we have 90% happy and satisfied customers who would love to further recommend Aurea Clothing to other people.
- 14.** It was also found out that, there are 9% customers who are somehow not satisfied with Aurea Clothing therefore, they are not willing to recommend Aurea Clothing to other people.

Chapter – 6

Conclusion and

Suggestions

6.1 Conclusion

The present study has been conducted to know the consumer perception, to analyse the customer purchasing pattern, enhancing customer experience, and formulating marketing strategies for AUREA CLOTHING. And promote products on multiple channels, including social media, online ad campaigns, word of mouth initiatives.

Research shows that they have customers from all the age groups having different occupation status. Customer from age group of 25-35 are their major consumers.

The company is trying their best to satisfy their consumers with respect to quality, so that they all the customers can have an excellent experience. Large percentage of customers are also aware about their presence on various platforms, also more than 83% are willing to recommend this brand to other people as well. Most of the consumers are well satisfied with the company's products and perceive a very good image of the firm.

But on the other hand, there are some customers who are not satisfied with the discount coupons, festive discounts, and price range. Also, small percentage of consumers also thinks that Aurea Clothing is not a good brand image. But according to more than 84% of the customers Aurea Clothing fits perfectly in the good brand image.

Therefore, they should work upon their promotional schemes such as discounts coupons, festive discounts, and its price range to enhance customer experience. Although they have customers of all age groups but with the help of different marketing strategies and launching various other products, they can still attract a wide range of customers above 35 years.

Research shows that customers are majorly aware about their Instagram and Facebooks handles only. Therefore, they should also work upon their advertising strategies to promote Linked and presence on various E-commerce websites.

6.2 Suggestions

- They should improve their marketing strategies so that they can attract customers of all age groups instead of a specific age group.
- The company should also promote their presence on E-commerce websites so that customers also get aware about that.
- They should work upon discount coupons and festive discounts as they are not influencing customers to purchase their products.
- As customers are not satisfied with respect to value for money. Therefore, they should alter their pricing strategy.

- They should also improve their sales promotional techniques.
- They should also make their customers aware about their presence on Linked and other E-commerce website.
- They should also give some offers to the customers who are not willing to spend much on a product.

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Appendices

QUESTIONNAIRE

Social Media Marketing

This questionnaire is intended for existing customers of Aurea Clothing. It is meant purely for the purpose of completion of summer internship project, which is a part of curriculum of Guru Govind Singh Indraprastha University.

○ Name

○ Email address.

○ Age

- 16-25 25-35 35-50
- Above 50

○ How did you come to know about AUREA CLOTHING?

- Friends or family of social media E-commerce website

○ How often you use Aurea Clothing?

- Daily Weekly Monthly
- Occasionally

○ Where do you think AUREA CLOTHING stand in front of another competitor?

- Excellent very good. quite good not that good with respect to another competitor.

Do you think Aurea Clothing fits in a good brand image?

- Yes
- no
- no idea

To what extent following promotions influence you to use Aurea Clothing?

(1. No influence, 2- May be, 3- slightly influence, 4- Strongly influence)

1 2 3 4

| | | | | | | |
|--|---|--|--|--|--|-----------------------|
| <input type="radio"/> Social media promotion | <input type="radio"/> Festive discounts | | | | | <input type="radio"/> |
| Discount coupons | | | | | | |
| <input type="radio"/> Your love for “Aurea Clothing” | | | | | | |
| | | | | | | |

How would you rate AUREA CLOTHING on the following attributes?

(1. Very poor, 2- Poor, 3- Fair, 4- Good, 5- Excellent)

On which of the following platforms you are aware about Aurea Clothing?

- Instagram
- Facebook
- Linked
- None

Would you recommend AUREA CLOTHING to other people?

- Yes
- No

