

Assessment Cover Sheet

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Introduction

This report analyses the marketing strategies used by ASOS, a top UK online fashion retailer. ASOS serves over 200 markets and is recognised for its successful use of technology and strong support of various fashion styles.

Thesis Statement: This analysis critically explores how ASOS leverages digital innovation and ethical branding to maintain a competitive edge, evaluating effectiveness through academic and practical lenses.



Figure 1: ASOS Logo

Source: (Dirgantini et al., 2025)

The first part of the report describes how marketing supports ASOS, discussing its effect on setting the company's targets and learning about its customers. Next, it analyses the marketing environment and data collection methods and considers how ASOS segments, spots, and positions its brands and products (Fakhry and Nasr, 2023). After looking at consumer behaviour, the marketing mix is put into practice, followed by a discussion of an example campaign. Towards the end, recommendations are suggested to improve marketing results and engage customers at ASOS.

Role and Function of Marketing (LO1)

Marketing's Role in Achieving Organisational Objectives

Marketing helps ASOS achieve its goal of being the leading worldwide shopping spot for people in their 20s. It plays a vital role in achieving strategic objectives like rising revenues, building brand loyalty, attracting more customers, and growing in the market

(Fares et al., 2023). ASOS uses marketing to attract more customers and stay ahead as a fashion leader by running special promotions, applying new digital methods, and telling its brand story (Gullbing and Kristensen, 2023). Specifically, marketing activities focus on key indicators for ASOS, including boosting the value of each customer over time, encouraging them to stay and cutting down on customers walking away before finishing their purchase.

Marketing can guide product development by identifying what customers currently prefer. This data shapes ASOS's range of products, prices, and brand identity, helping the company stay ahead in the crowded industry (Handono et al., 2024). Digital services such as SEO, work on social media platforms, and email campaigns help ASOS connect globally, helping its growth further afield.

Influences on Consumer Behaviour

ASOS's marketing strategy is based on a clear comprehension of customer behaviour, which is influenced by psychological, social, and cultural factors.

- **Psychological factors:** ASOS focuses on how consumers see themselves and choose to show their unique style. Its suggestions and collection highlights allow people to select natural styles, making the brand more meaningful (Hvass, 2022).
- **Social factors:** Friends and online groups greatly influence people's fashion choices. The company partners with influencers and uses user-created content to make itself more trustworthy and relatable (Lim et al., 2023). Partnering with micro-influencers on TikTok and Instagram shows younger people that many others are interested in the product.
- **Cultural factors:** ASOS highlights diversity by featuring people of various ethnic backgrounds, sizes, and gender identities. Campaigns like "Here for You" accept and support progressive cultural values, helping the brand retain loyal, socially conscious customers (Mao et al., 2025).

Examples from ASOS

By introducing AR in its app, ASOS lets customers see how outfits would appear on them, making it easier to decide and reducing the number of returns. Influencers also participate

in the “ASOS Insider” programme by creating looks that can be bought by customers with similar preferences. They highlight how marketing at ASOS links with the customer journey and the company’s overall achievements (Naim, 2023).

Marketing Environment and Information Collection (LO2)

Micro and Macro Marketing Environment

ASOS is guided by marketing decisions influenced by both micro and macro factors. The microenvironment consists of customers, competitors, suppliers, and intermediaries. Its website and mobile application allow Customers to shop smoothly with ASOS (Ratchford et al., 2022). To keep up with Boohoo, Zara, and H&M, both online and on the high street, ASOS always needs to find new ways to improve. Meeting the fast demands of consumers in fashion primarily depends on reliable suppliers, so ASOS makes ethical sourcing and supply chain efficiency very important (Sheoran and Kumar, 2022).



Figure 2: PESTLE framework (Marketing Environment)

Source: (Singhal et al., 2023)

The marketing strategy of ASOS is strongly guided by factors in the macro environment, which is considered with the PESTLE framework. Political issues cover changes to trade through Brexit and the related changes in logistics and customs fees. Inflation and their expenses influence how much people spend on clothes (Xia, 2023). People from Gen Z

are leading in wanting more diversity, paying attention to mental health and choosing ethical products. ASOS's choices grow due to the latest advancements in AI, personalisation and data use (Zhang, 2022). When collecting customer data, GDPR helps guide the process and use of that information. Environmental matters drive changes in the fashion industry, so ASOS highlights "Responsible Edit" styles on its site.

Primary and Secondary Information Collection

ASOS relies on both kinds of research to keep customers in mind. E-commerce companies collect primary data using surveys, asking customers for opinions, reviewing messages from live chats and noticing behaviours on their website and app. Using A/B testing, practitioners check how different layouts and promotions perform (Zhao et al., 2022). On social media, people's reactions to content help to adjust the tone and messages of a campaign.

Analysts collect secondary data by analysing industry reports, monitoring competitors, and examining product returns and the company's best-selling categories. ASOS uses Google Analytics and CRM systems to learn about customer behaviour and effectively aim its campaigns (Dirgantini and Haryono, 2025).

Application to ASOS

With both data types working together, ASOS tracks trends, measures its marketing results and guesses what consumers want. By acting quickly on essential insights, ASOS can keep up with market trends and customer demands, maintaining its success online.

Segmentation, Targeting, and Positioning (LO3)

Market Segmentation at ASOS

Using demographic, psychographic, behavioural and geographic segmentation, ASOS aims to meet the expectations of all its customers. The brand mainly focuses on people aged 20 to 30, such as students and young workers. It matters that the site has separate sections for men and women (Fakhry and Nasr, 2023). The majority in this age group choose products that are both affordable and easy to find online, making ASOS's special approach successful.

ASOS uses psychographic segmentation, targeting shoppers who pay attention to style, use digital channels and care about being ethical. Many want clothes that help them express who they are and actively look for fashion items that are popular right now (Fares et al., 2023). This approach appeals strongly to Gen Z and millennial values, as they are more likely to support brands that demonstrate inclusivity, transparency, and environmental awareness.

Online behaviour, which includes looking at how often people buy, what they choose to buy, and whether they pay attention to promotions, is part of behavioural segmentation. The retailer uses the data to send out personalised emails and recommend products that suit the user's preferences (Gullbing and Kristensen, 2023). Even though ASOS is headquartered in the UK, it offers its online store to customers in more than 200 markets and adjusts how it prices and delivers goods to each place. Since many young customers like convenience and personal options, using data to market helps keep them loyal by improving their shopping experience.

Targeting Strategy

ASOS utilises segmentation by creating messages specific to its primary customer groups. It separates messaging depending on the audience, giving UNiDAYS deals to students, highlighting content from influencers on Instagram and focusing on eco-friendly shopping for people who care about sustainability. Customers who love technology tend to use the app, letting them find offers that aren't available online through push notifications (Handono et al., 2024).

An example of a targeted marketing campaign is ASOS's "Back to Uni" event for students in September, which combines their products, student offers, and items for the new season. Similarly, using behavioural data, ASOS sends personalised emails based on people's purchases and what they look at.

Positioning Strategy

The brand sets itself up as modern, welcoming, and innovative by providing easy-to-get fashion for today's youth. Travel companies must compete based on their brand image, how they fit into a traveller's lifestyle, and smooth digital services (Hvass, 2022). Fashion

brands are now turning away from the old elitist ways by stressing diversity, positive body image, and authenticity.

The company's positioning is presented equally on the website, app, and social networks. The brand's focus on sustainability and its "Fashion with Integrity" programme make its values more critical (Lim et al., 2023). Using STP, ASOS succeeds in holding onto and attracting loyal shoppers in a crowded online clothing market.

ONLINE ASSIGNMENTS

Application of the Marketing Mix (LO4)



Figure 3: Marketing Mix 4Ps

Source: (Mao et al., 2025)

Product

ASOS offers a wide selection of fashion and beauty products for style-savvy users aged 20 to 30. The company has over 850 brands in its range, along with its ASOS DESIGN, ASOS EDITION, and COLLUSION collections. The brand stands out by choosing designs that align with the latest trends, including everyone's, and using environmentally friendly materials (Naim, 2023). There's a "Responsible Edit" for customers who like ethical clothing and are ecologically mindful. AR and custom product picks help shoppers and add to ASOS's creative image.

Price

ASOS chooses a competitive strategy to attract its main customers—those who want the latest fashion at an affordable price. By regularly using discounts, student offers, and in-season promotions, the company achieves affordable pricing and a reputation for good quality. Sales use price tricks (e.g., £19.99 rather than £20) and offer two or more products in a bundle to increase a shopper's buying quantity (Ratchford et al., 2022). The new ASOS Premier Delivery plan for yearly membership and next-day delivery improves the brand's value and encourages customers to stick with the company.

Place

Most of ASOS's sales are handled on its e-commerce website, which is available on desktop computers and mobile devices. The site supports multiple markets, so shoppers can use their currency, choose the language they want, and select local delivery. ASOS has a global network that delivers to over 200 countries, and its central warehouses are in the UK, the EU, and the USA. Fast shipping and easy returns are significant for fashion e-commerce, and this global distribution model makes that possible (Sheoran and Kumar, 2022).

Promotion

Digital marketing, including ads on social networks, forming alliances with influencers, Emails and search engine optimisation, drives the company's promotion strategy. They represent the most popular, relevant and demanded topics by people (Singhal et al., 2023). Another example is the brand's cooperation with TikTok influencers to attract youth and gain trending content (Xia, 2023). Newsletters are sent often, and special sales and content based on users' past browsing keep them connected. ASOS's promotional approach is friendly, inviting all types of customers and reflecting the aspirations of the brand's target shoppers (Zhang, 2022).

Customer Relationship Alignment

ASOS's marketing strategy matches all parts to create lasting bonds with digitally oriented customers. Delivering on-trend, responsible, straightforward fashion options keeps customers loyal and confident in a harsh online retail industry.

Assessment of a Marketing Campaign

The ASOS campaign “ASOS x TikTok #AySauceChallenge” aimed at boosting the brand’s relationship with Gen Z. Users were taught to produce and share videos using their favourite outfits accompanied by a specific sound and label on the Internet (Zhao et al., 2022). The campaign used famous creators and TikTok users, which helped it quickly become popular on the platform.

To critically evaluate this campaign, a SWOT analysis is used to identify its internal strengths and weaknesses, as well as the external opportunities and threats.

SWOT Analysis

Strengths	Weaknesses
High engagement through user-generated content, especially among Gen Z.	Limited ability to track ROI due to TikTok’s restricted analytics.
Low-cost marketing using TikTok’s viral nature.	Risk of brand dilution if off-brand content goes viral under the hashtag.
Fast content spread using influencers and trending audio.	
Opportunities	Threats
Growth of TikTok as a fashion discovery platform.	Fast-changing digital trends may shorten campaign relevance.

Potential for cross-channel integration with app purchases or email offers.	Dependency on TikTok's algorithm and platform changes may reduce effectiveness.
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Recommendations for Improvement

To help more future marketing campaigns succeed, ASOS should better match its brand awareness efforts with results like higher sales and retaining more customers. Even though hashtag campaigns bring more people to TikTok, making it easy to purchase right within the platform would increase sales without leaving the app.

ASOS has the opportunity to use data-driven personalisation more. The company can provide items users want and need by combining data about users' browsing habits and social network trends. Additionally, ASOS could design special campaigns to describe the environmental benefits of buying from "Responsible Edit," which would be important for those who care about ethical products (Fares et al., 2023).

In addition, using virtual fitting rooms or digital avatars could give ASOS an edge in online fashion, minimise returns, and increase customer engagement.

Conclusion

This report has examined ASOS's marketing efforts, emphasising how segmentation, Targeting, positioning, and the marketing mix help the brand compete effectively in online fashion. ASOS uses marketing to meet its primary goals by adjusting efforts based on what consumers do and new environmental trends through digital methods. Analysis pointed out that ASOS uses social media, mainly TikTok, to attract young customers and is steadily adopting greener and more inclusive operations. Nevertheless, there is potential to boost personalised experiences, add transactions to social sites, and address sustainability more clearly. ASOS's flexibility, innovative ideas, and customer focus will determine its success as the market becomes more crowded and aware of its values.

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