

Selling Techniques used in Sana Safinaz



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Supervisor: Dr. Adnan Waseem

School of Business

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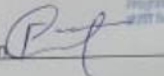
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Contents

BUSINESS PROJECT ACCEPTANCE CETIFICATE.....	iii
CERTIFICATE OF APPROVAL.....	iv
AUTHOR’S DECLARATION.....	v
PLAGIARISM UNDERTAKING.....	vi
ACKNOWLEDGEMENTS.....	vii
Chapter 1: Introduction.....	1
1.1 Company Overview.....	1
1.2 Problem Statement.....	3
1.3 Research Objectives.....	3
1.4 Research Questions.....	4
1.5 Research Gaps.....	4
Chapter 2: Literature Review.....	5
2.1 Overview of Selling Techniques in Retail.....	5
2.2 Case Studies on Effective Selling Strategies.....	7
2.3 Digital Marketing and Its Impact.....	7
2.4 Role of Customer Relationship Management (CRM).....	8
Chapter 3: Identify and Analyze Current Selling Techniques.....	9
3.1 Review Sana Safinaz current selling methods.....	9
3.2 Compare with competitors’ techniques.....	10
3.3 Identify unique selling points and strategies.....	11
Chapter 4: Understand the Impact of Digital Marketing.....	12
4.1 Analyze Sana Safinaz digital marketing campaigns.....	12
4.2 Study the role of social media, email marketing, and SEO.....	12
4.3 Evaluate the effectiveness of these campaigns on sales.....	13
Chapter 5: Evaluate In-Store Sales Strategies.....	15
5.1 Examine store layout, visual merchandising, and customer service.....	15
5.2 Assess in-store promotions and events.....	15
5.3 Evaluate the impact of these strategies on customer experience and sales.....	16
Chapter 6: Customer Relationship Management (CRM) Practices.....	18
6.1 Review CRM Tools And Techniques Used by Sana Safinaz.....	18
6.2 Evaluate the Impact of CRM on Customer Retention and Satisfaction.....	19

Chapter 7: Role of Sales Advisors in Boosting Sales	20
7.1 Training and Performance of Sales Advisors.....	20
7.2 Role of Sales Advisors in Customer Engagement.....	20
7.3 Impact on Conversion Rates and Sales Performance	21
Chapter 8: Assessing the Integration of Omni-channel Strategies	22
8.1 Review of Online and Offline Sales Channel Integration.....	22
8.2 Analysis of the Customer Journey Across Different Channels	22
8.3 Evaluate the Impact of Omni-channel Strategies on Customer Satisfaction and Sales	23
Chapter 9: Competitive Analysis.....	24
9.1 Key Competitors.....	24
9.2 Comparison of Selling Techniques	24
9.3 Strengths and Weaknesses.....	24
Chapter 10: Impact of Seasonal Campaigns and Promotions	26
10.1 Review of Past Seasonal Campaigns.....	26
10.2 Analysis of Sales Data.....	26
10.3 Evaluation of Campaign Effectiveness	26
Chapter 11: Customer Feedback and Satisfaction	28
11.1 Collection of Customer Feedback	28
11.2 Analysis of Customer Satisfaction Levels.....	28
11.3 Areas for Improvement	29
Chapter 12: Future Trends and Innovations.....	30
12.1 Research on Upcoming Trends	30
12.2 Potential Innovations for Sana Safinaz	30
12.3 Integration into Current Strategies	30
Chapter 13: Data Analysis.....	31
13.1 Comparative Analysis with Other Brands.....	31
13.2 Market Positioning	31
13.3 Digital Marketing and E-commerce.....	31
13.4 Customer Relationship Management (CRM):.....	31
13.5 Research	31
13.6 Website Traffic:.....	32
Chapter 14: Result and Findings.....	34
14.1 Secondary Research	38

14.1.1 Sana Safinaz:	38
14.1.2 Khaadi:.....	39
14.1.3 Gul Ahmed:	40
14.1.4 Sapphire:.....	41
Chapter 15: Conclusion.....	42
Summary of Customer Preferences and Buying Behavior Amidst Economic Challenges	42
Chapter 16: Limitations of this research.....	44
References.....	45
Appendix.....	49
Questionnaire:	49

Chapter 1: Introduction

1.1 Company Overview:

Sana Safinaz was founded in 1989 by the two women Sana Hashwani and Safinaz Muneer. Both women started off in the largely male dominated industry of fashion and retail and sought to a targeted niche market of a largely higher socioeconomic clientele. Today, almost 30 years on, the brand is still defined as a trailblazer for upcoming brands and has become one of the dominant players in the retail market (Solomon, 2020).

Vision: “Sana Safinaz vision is to become the leading brand in Pakistan fashion industry while providing eminent customer service and providing their client money value”

Currently it is among the top 10 leading female fashion retail brands of Pakistan. They have 3 regions North, Central and south regions and total of 36 stores and Online is considered as a separate entity.

It is currently doing business in the following categories:

- Ready to stitch RTS
- Ready to wear RTW
- Kids
- Bridal
- Home category

It is has been working towards the positioning itself as the Luxury designer fashion wear brand of Pakistan.

- **Current Sales Strategies:** Currently as they want to increase their share in the market so they are trying to position themselves to masses as well as an affordable fashion brand.

They are continuing their exclusive high price items as well but trying slowly to cater the masses as well (Tuten, 2023). As we know after the COVID19 the buying power has reduced of the

masses. The recent worldwide inflation has also impacted the buying power of the consumer as well. In order to cater that they are trying to introduce relatively lower price bracket items.

- **Market Position:** as mentioned earlier it has successfully retained its position in the fashion retail market of Pakistan. They target the upper middle class of Pakistan. Recently they have launched their western line as well. They cater to 22-45 year old women of Pakistan (Gupta & Ramachandran, 2021).

Apart from that they have 2 bridal studios in Pakistan. 1 in Lahore and 1 in Karachi. In this segment they try to target a different customer category. One more store is about to be opened in Islamabad, by the end of this year (Thaichon et al., 2022).

- **Retail Strategy:** Currently company is trying to expand its retail network across the country. They want to enhance the customer shopping experience and for that they want to increase their store sizes. The new stores which are being launched are much bigger in size giving customers with the best shopping experience. Their current stores are now facing space challenges, as they were built on previous sales projections. Now as the company has gained a significant market share in terms of revenue as well. They want more space for products to display and more inventory to manage at each store (Hair et al., 2018). But the stores are smaller in size and hence face a lot of challenges for growth in sales.
- **Audit:** the company has their own audit department. Which further has regional teams. They conduct monthly audits of each store and warehouses as well. It is very important to have a real picture of the inventory situation of the company. Any kind of wrong information can lead to huge losses (Aaker & Moorman, 2023).
- **Supply Chain:** inventory planning in the back bone of the businesses. The supply chain team is based in Karachi head office. They plan the inventory store wise. They have categorized the stores based on their sales numbers. They plan and make movements of the inventory from warehouses to the stores. One most important aspect for making the movements is on sell through (Rathore, 2018).
- **Marketing:** billboards, online, social media and corporate partnerships. Marketing department is liable for these job functions. They are also looking after the product shoots.

- **Finance:** looking after all the expenses and revenue details. Looking after the Profit and loss of the stores and the company as a whole. Looking after salaries and other fixed expenses.
- **HR:** Looking after all the hiring of sale advisors and employees of the company. Looking after the payroll, new employee inductions and leaver's data.
- **Warehouse:** there are a total of 2 warehouses, 1 in Lahore and 1 in Karachi. They have to manage the inventory its liquidation and safety of the product.
- **Project and maintenance:** the department is responsible for the new store opening, the repair and maintenance of the existing stores and offices.
- **Security and IR:** the department is responsible for providing 24/7 support to the stores all across the country. They do live surveillance via CCTV cameras. They also handle the government officials
- **Merchandising:** the department looks after the sourcing of the raw materials and fabrics.
- **Production:** Looking after the stitching units, their production targets. So, that the stores get the product at the right time as per the plan made by supply chain.

1.2 Problem Statement

The competitive landscape in Pakistan's fashion industry requires brands to differentiate themselves not only through product quality and design but also through effective selling techniques. Sana Safinaz, known for its high-end, elegant collections, utilizes a range of selling techniques to maintain customer loyalty and drive sales. However, with increasing competition and consumer demands, it is essential to evaluate the effectiveness of these techniques and understand how they influence purchasing decisions. The challenge lies in identifying the strengths and weaknesses of Sana Safinaz's selling approaches to improve customer engagement, optimize conversions, and sustain its market position.

- **Scope:** Scope will define the limitations of the project. What will be covered and what will not be covered in the analysis of selling techniques being used by Sana Safinaz. This will include different aspects like in-store sales practices, customer relationship management, digital marketing strategies and Omni-channel integration (Tribe, 2020).

1.3 Research Objectives: The primary goal is to make clear and measureable objectives. This study will help in understanding how the company acquire new customers. How it retains them.

Are they effectively utilizing the customer data, are their selling techniques effective in winning customers loyalty. Are they doing the right study and development? Following are the research objectives:

- To Identify and Analyze Current Selling Techniques
- To Understand the Impact of Digital Marketing
- To Evaluate In-Store Sales Strategies
- To understand Customer Relationship Management (CRM) Practices
- To study the role of sale advisors in boosting sales
- To study the Integration of Omni-channel Strategies
- To do a competitive analysis
- Impact of Seasonal Campaigns and Promotions
- To understand customer feedback and satisfaction
- To discuss Future Trends and Innovations

1.4 Research Questions: following will be the questions which will be addressed in this study:

- What are the selling techniques used by Sana Safinaz?
- How effective are the strategies in driving sales and enhancing customer experience/engagement?
- How Sana Safinaz strategies are as compared to other brands in the market.
- What is the role of social media in their sales strategy?
- What is the role of customer feedback in making new product and in devising sale strategies?
- What innovations can they inculcate to improve their sales performance?

1.5 Research Gaps

While there is substantial research on consumer behavior and fashion marketing in Pakistan, there is limited research focused specifically on the selling techniques of luxury fashion brands like Sana Safinaz. Additionally, few studies analyze the impact of these techniques on brand loyalty and customer retention within this high-end market segment. This research aims to bridge these gaps by offering insights into the unique selling methods employed by Sana Safinaz and their effectiveness in today's competitive environment.

Chapter 2: Literature Review

The literature review critically examines various selling techniques within the fashion retail industry, highlighting their evolution and efficacy in enhancing customer engagement and driving sales. This section synthesizes key academic and industry sources to understand the impact of traditional and digital marketing strategies, customer relationship management, and innovative sales practices. By exploring these elements, the review aims to provide a comprehensive backdrop against which the selling strategies of Sana Safinaz can be analyzed, offering insights into their competitive positioning and potential areas for strategic enhancement in the dynamic landscape of fashion retail (Chaffey & Ellis-Chadwick, 2019).

2.1 Overview of Selling Techniques in Retail

Selling techniques in the retail sector have evolved significantly over the years, shaped by technological advancements and shifts in consumer behavior. Retail selling was mainly characterized by face-to-face selling on the premises with significant emphasis on floor communication and display to change consumer's perception and gain more business. The basic paradigm of selling in retail stores during the period under consideration included elements like product placement, promotional pricing and persuasive sales staff (Cohen et al., 2018).

Retail selling has diversified into many techniques and has embraced the Social media and technology sales with the increased visit of digital technology. Website selling and marketing, social selling, and selling through mobile devices are now essential in the retail industry, helping firms expand client base and individual approach to consumers (Thomas, 2020). Data analytics integration has also evolved selling methods where retailers can have detailed details of the customers' preference and behaviour. Such approaches include marketing communication and messages, product offerings, variable pricing strategies, and offers that suit the customer profile, and so on – all of which are effective in persuading and stimulating customers' interest.

Omni channel strategies are characterized by the integration of the offline and online approach, where one complements the other. Even brands, which sell often complemented high involvement products, allow consumers to research products online, sample the products in stores and buy the products through preferred channel, which make the buying more demanding in terms of

flexibility and continuity. This evolution means a change of the sort from product-oriented selling to customer-oriented selling, where the idea is the coherence in the customer's relations (Elliott et al., 2023).

Specific Selling Techniques in Fashion Retail

Concerning fashion retail in a dynamic environment, elements including visual merchandising strategies, customer tailored marketing systems, and Omni channel selling strategies may significantly influence the customer's perception and drive sales. The specialist techniques all underscored by the existing research and market trends, provide the needed perspective on how to communicate with customers and improve their shopping experience (Solér et al., 2018).

Visual Merchandising: This technique is important for fashion retail to put into practice the method of making store environment appealing in a way that it triggers some emotions among the shoppers. In other words, visual communication encompasses the use of visual treatment to depict and promote commodities, wherein aspects like lights, colors, arrangement, etc. are incorporated as aesthetical treatment to give a feel of the brand and the trendiness of the commodity in question to a common purchaser. In a survey conducted by Bell and it was established that proper implementation of visual merchandising helps to enhance consumer's time to stay in the store and hence, sales (Berndt et al., 2023).

Personalized Marketing: Application of AI and data in fashion retailing of clothes moves a notch higher personalized marketing in the industry. Some retailers now have the capability to communicate with the consumer based on some predefined messages, and promotions based on past shopping behaviors. McKinsey in its report stresses on personalization claiming that personalization can give of the five to eight times the return on marketing spend and can increase sales by 10 percent and more (Berndt et al., 2023).

Omni channel Sales Approaches: Omni channel tactics result to as possible interaction less end-user experience through buying from an android phone, a laptop, or even a physical store. This approach corresponds with the contemporary consumer's tendencies of meltdown across the borders of physical stores and online stores. This survey in the Harvard Business Review also reveals that Omni channel approaches can increase sales by 9. Average yearly sales growth of 5%,

whereas the actual was 3%. 11% of users who are said to employ such techniques have a higher egg mortality rate at 4% as opposed to the other 26% of users without such techniques who recorded a higher egg mortality rate at 6%. The study also indicated that customers who used multiple channel were of better value compared to other customers in the long run (Cicea et al., 2022).

All these techniques, if efficiently employed, not only improve the consumer's shopping experience but also create brand preference and added profitability. Such strategies have to be evaluated and altered continually because the pace of fashion retail is quite dynamic requiring constant responses to emergent trends and customers' demands (Cicea et al., 2022).

2.2 Case Studies on Effective Selling Strategies

Several case studies explore tactical selling in the fashion retail industry and provides insight into the manage strategies (Blazquez et al., 2019). For example, Zara's quick inventory turnover plan that is facilitated by proper supply chain and logistics keep the trends from the runway to the sales floor in a few weeks. Such flexibility has translated to more store traffic and enhanced customers' satisfaction as postulated and described in the Harvard Business School case. Another vivid instance is Nike's augmented reality integrated to its SNKRS application, which combined digital interactions with new releases, thus, offering users an extraordinary purchasing experience. Apart from increasing the customer awareness and company's exclusivity of products, it also helped increasing greatly online sale, which was a perfect example of how technology should not replace, but increase the aspect of traditional selling methods.

2.3 Digital Marketing and Its Impact

Digital marketing has therefore dispreferred the fashion retail business profoundly in the sales and customer responses. Social networks, influencer's partnerships and promotion on the Internet have become as tools vital for reaching and shaping the audiences for the fashion brands. Kotler and Keller present a study on the aspect of social media showing how it ushers in communication and innovation in responding and communicating to consumers in a fashion that creates and increases brand appeal through narrative. Among them, influencer marketing can be named rather effective when it comes to fashion retailing (McNeill et al., 2020). Mediakix report has shown that fashion

influencer give an average of \$ 6 based on a research on the return on investment. They spend 50 times more to gain a single dollar spent by the consumers, which give an indication of the influence they hold on their clients. Besides, the use of web advertising and consumer information for the placement of adverts are also useful, especially in increasing conversion rates by as much as 50% as a Shopify research found.

2.4 Role of Customer Relationship Management (CRM)

Customer relationship management practices are crucial in fashion retail because they create tools that can help in the management of customer relations with a view to increasing customer loyalty, customer retention and as a consequence, increase the performance of stock sales. Customer relationship management systems collect several details about the customers; it is useful for marketing with individualistic, communicating with the clients, which is critical for customer retention in highly competitive markets. Various literature shows that a better integration of CRM results in understanding the customers better for marketing and purchase intentions and thus maximize cross-selling opportunities (Köseoğlu, 2022).

A research by Payne and Frow in “Journal of Marketing” asserts that CRM techniques enable frame working of customer-oriented initiatives that conform to business transactions, improving operational effectiveness and service delivery to the customers. They discovered that developing strong CRM functions for businesses show higher uptakes of customer retention by as much as 35 per cent (Gupta & Ramachandran, 2021). In addition, the capability of engaging customers and selling relevant messages exactly at the right time contributes to CRM’s ability to enhance the sales performance and increase repurchase rates and customer lifetime values. These ideas show how effective CRM is to sustainable business development in fashion retailing industry (Hair et al., 2018).

Chapter 3: Identify and Analyze Current Selling Techniques

3.1 Review Sana Safinaz current selling methods

Sana Safinaz being one of the best retail fashion houses of Pakistan, targets at luxury and above middle class segment. These selling techniques are a combination of today's Internet, social media marketing, physical store and individual customer attention. This strategy of digital marketing is evident through the use of social media sites like Instagram and Facebook through which the company promotes the new products and respond to consumers. The website is user friendly and easy to navigate coupled with the broad possibilities of completing transactions quickly and conveniently for the customers means their retention. Digital advertising initiatives are carefully developed and therefore they deliver ads to selected groups of users according to how they have been behaving online and what they have been doing; this ensures that there is a higher conversion ratios which in turn enhances the reach depth of its marketing communication endeavors (Visser et al., 2021).

The retail stores of Sana Safinaz are developed in such a way to provide complete thought process towards visual merchandising to represent the elegance of the Sana Safinaz collection. The store layouts are planned as beautiful and rich to give a valuable experience to clients and the aide of service specialists in the buying process is provided. Though currently there are few old stores which are smaller in size but the company is trying its best to increase their space and provide the customer with an exceptional experience. But the new stores which are coming are bigger and better. The small size challenge is catered with proper visual merchandising principles and quick replenishment of the product sizes. The principles of promotion involve routines like having annual sales, occasions like having special events exclusive to the store. These in-store experiences are well thought out to suit their brand, hence achieving uniformity and marketing appeal to the niche market. Sana Safinaz has integrated a complex customer relationship management technique to ensure the creation of customers' profiles for personalized marketing advertisements and promotions. The programs for building customer trust and loyalty aim at offering the customer benefits like the special occasion discounts , improving product quality , having a customer friendly exchange policy, all of these are done in order to encourage the customer to repurchase again and again and thereby increasing the customer lifetime value (Tuten, 2023).

3.2 Compare with competitors' techniques

Sana Safinaz competes in a big niche of the fashion retail market in Pakistan existent in direct confrontation to other massively larger players such as Khaadi, Sapphire, Ethnic and Gul Ahmed (Chaffey & Ellis-Chadwick, 2019). Analyzing the strategies that Sana Safinaz formulated in digital marketing, in-store management, and CRM are useful in understanding its market sustainability and creativity. Sana Safinaz also has a strong focus on the digital platform using a high-engagement model involving visual appeal and engaging online campaigns and not like Khaadi, which also has an integration approach concentrating on cultural messages and identification. This is usually the case with Gul Ahmed as it focuses mostly on the big audience and frequently promoting via smartphone applications. Khaadi also outcompetes in building a solid brand identity associated with traditional aesthetics much closer to the essence of native cultures, on the other hand, Sana Safinaz follows a more fashionable, avant-garde approach to become a leading trendsetter of the latest styles, exclusivity can be partly achieved through specific sales promotions. Gul Ahmed on the other hand, has a competitive pricing strategy on the internet offering big quantity with big elaborative product line with intending to attract more consumer's share in their company. Gul Ahmed remains mostly on sale and due to its huge volume of exports it manages the gross profit. Else the brands like Khaadi and Sana Safinaz have planned sales throughout the year and they are very limited like end of season and one or two surprise promotional sales.

While Sana Safinaz's stores are normal in size, neutral and have a modern touch of the traditional retail industry, Khaadi aims to attain a culturally rich marketing appeal contributed by the advertisement of exquisite traditions of Pakistani fabric and they make huge stores for better buying experience. The case of Gul Ahmed, however, is much more tuned to ensuring that as many products as possible are put out for display, sometimes at the detriment of fine and aesthetically pleasing arrangement. Every Sana Safinaz in-store promotion is strategically and professionally designed to give the consumers an elite experience, which greatly departs from the Gul Ahmed concept of providing clothes in bulk, which is routine and highly commercialized. In terms of promotions, Khaadi displays a great synergy with culture and festivals related to people hence providing them with related appeals and making them feel united. Khaadi and Sana Safinaz have also employed CRM practices that are aimed at engaging the customers through targeted and personal communication and follow-up but this idea is better implemented and exclusive for Sana

Safinaz. Whereas, Gul Ahmed targets huge segment with mass market concept (unstitched , stitched , men's , kids , home , accessories) and going for mere Head mass retention options, Sana Safinaz opposite is that they prefer individual approach and high retention actions (Chaffey & Ellis-Chadwick, 2019).

3.3 Identify unique selling points and strategies

The competition in fashion retail sector is high, so consumers' benefits propositions are important for positioning. Namely, Sana Safinaz has found its place in the market by incorporating various notable approaches that enhance the company while also appealing to the customers. It is adorned with Sana Safinaz that grasps the new age marketing strategies where culture blends with fashion well dressed in a modern form. One such campaign was done in fashion shows wherein through the use of virtual reality technology, those who watched online could feel as if they are inside the fashion show. It contributed to the enhanced utilization of their online presence and boosted their sale conversion greatly. Also, they make use of social media to carry out promotional campaigns mostly involving live styling tutorials making them unique to competitors thus offering services that are customer-friendly especially where customers are fashion-conscious and are in search of unique treatments (Coyne et al., 2020).

Sana Safinaz has a reputation for being the luxury brand which satisfies the customers through the limited edition clothes that are brought into the market as unique pieces from famous designers. These collaborations are introduced with the help of special events that are related to fashion and are aimed at increasing brand awareness and exclusivity. Their services like home delivery, personalized shopping experience and styling, and alteration services in stores are also oriented to the luxury segment of the customers, thus, providing value proposition to the client who seeks exclusivity and individuality in their purchases. These specific tactics can therefore be seen to naturally align themselves with Sana Safinaz's strategic brand management objective of targeting the fashion market in the upper echelon. In this light, I find that Sana Safinaz has been able to maintain consistency in their communication strategy which targets, innovative marketing, exclusive product, and personalized services that are all aligned with their brand ethos, which sets them apart from other competitors while establishing them as market leaders in fashion innovation and customer relations (Cicea et al., 2022).

Chapter 4: Understand the Impact of Digital Marketing

4.1 Analyze Sana Safinaz digital marketing campaigns

Digital marketing plays a huge role in Sana Safinaz strategy, which helps them to engage with the global audience more actively. Their strategy is multifaceted and involves using multiple digital platforms so they continued to keep up with the strong competition in fashion industry.

Sana Safinaz has indeed implemented a number of image and communicating strategies including social media marketing, especially using Instagram and Facebook. An example of this was the release of their Spring/Summer Collection that involved bright images and engaging material to engage interest. A set of Influencer collaborations, real-time fashion shows, and ads with exclusive focus on the concept of renewal and sophisticated aesthetic of the collection were involved. They also used the form of storytelling that told the story behind the creation of each design, so the campaign was not only a commercial action but also an encounter with the brand. One of the most engaging campaigns that were held was Blessed Friday's campaign that focused on countdown posts, early access posts, and limited offers posts being primary objectives aimed at increasing the number of online purchases and website traffic (McNeill et al., 2020).

The outcome of these campaigns was quite positive which indicated that such campaigns help to strengthen the company's position on the market, specifically Sana Safinaz. For the Spring/Summer season, the number of the followers in Instagram increased by 15%, whereas the engagement rates were up by 30% for the first month of the launch only. Blessed Friday campaign was deemed very effective by having an increase in unique visits on the website by 25% and a substantial increase in sales the click through rate of which was three folds of that seen in the previous months. Not only these figures reflect the effectiveness of the campaigns in engagement and conversion but also their digital approaches indicate the utilization of digital marketing for the measurable business solutions for Sana Safinaz (Solomon, 2020).

4.2 Study the role of social media, email marketing, and SEO

Instagram and Facebook are two main social media platforms Sana Safinaz currently uses effectively and purposely for brand awareness and outreach among the customers. Their content

strategy involves creating new posts, cute, new collections, behind the scenes, and other engaging and informational stories. With regards to growth and trust, they employ ads and collaborations with influencers. The incorporation of social commerce is another feature that increases sales through buying posts. Such as Instagram shopping that make the shopping experience smooth and with high chances of conversion. This approach makes sure that they are always active and dynamic while fitting well with their fashion conscious audiences (Blazquez et al., 2019).

It uses a complex email marketing system, which helps it maintain leads and customers, which are vital in expanding the business. They are very strategic in their handling of their list and subscribers by categorizing them in accordance with their buying behaviors and level of interaction with such contents. Customization is the key to their plan of action; emails that are sent contain products that the recipient may like, exclusive offers to the reader, and events that may be of interest to the reader. To make subscribers aware of new trends, new collection and latest brand stories newsletters are created to be regularly sent which reminds the users about Sana Safinaz. This makes their messages more relevant and has the effect of boosting the overall open and click through rate considerably (Thomas, 2020).

Sana Safinaz SEO plan and procedure aims to increase the website traffic and rank prominent among e-commerce platforms. It is totally driven by keyword that incorporates basic and advanced search facilities based on standard search words associated with fashion and others that suits the products they sell. Content marketing is crucial here, however, the brand responds to it actively, providing regular blogging with fashion tips, collection information, and trends for the season. Such content can be synchronized with other digital marketing campaigns so as to transform internet marketing methods, improve its search engine position, draw more potential buyers, and improve a sites traffic by presenting appealing and useful content that can be easily searched (Elliott et al., 2023).

4.3 Evaluate the effectiveness of these campaigns on sales

The analysis of Sana Safinaz online marketing strategies had various quantitative indicators that linked its digital activities with sales results. For instance, particularly targeted campaigns with regard to newly launched collections and time periods such as the Christmas and New Year sales holidays boost the total volume of sales. The results obtained from the campaigns with special

focus on traffic and sales data demonstrate the increase in conversion ratio that can rise up to 25% during the campaigns. The ROI on these digital touch points especially the social media and the specific online ads is approximately 100 percent; this illustrates the actuality of enhanced digital strategies to the organization's performance. Not only do such data prove the effectiveness of the specific marketing approaches, but they also inform further investments in marketing and the adjustments to those strategies (Solér et al., 2018).

Sana Safinaz employs digital marketing as a critical tool for creating awareness as well as attracting and maintaining its clients. Owing to the synergy between the CRM systems and the enhanced data analytics, the brand is capable of categorizing its audience appropriately and consequently, personalizing its communication in a bid to thereby encourage a preferential relation with consumers. Such efforts are very important in turning first encompassing clients into habitual consumers. For example, retargeting campaigns and personalized email marketing proved to be effective in bringing back previous customers to the store and showcase the improvement in the increase of customer retention and the decrease of churn by improving the customer touch points (Aaker & Moorman, 2023).

Through digital marketing, Sana Safinaz has strengthened loyal customers with the prospects of further sales, which have ultimately improved the customer lifetime value. It also makes them strategically placed to counter competition in the relatively changing market while having an enhanced online operation which makes it difficult for competitors to outdo them given that they have grown steadily and are market leaders in the fashion retail sector (Rathore, 2018).

Chapter 5: Evaluate In-Store Sales Strategies

5.1 Examine store layout, visual merchandising, and customer service

This is because store design and visual communication play a central role in the organization of the retail space and manage the limited area that impacts the perception and engagement with the merchandise. To a company such as Sana Safinaz that is operating in the fashion retail business, all these aspects are not just practical but essential as they contribute towards creating an enabling environment that attracts the target market (Thomas, 2020).

Sana Safinaz plans its stores' outlook to establish ambiance that facilitate the customers' touch point and experience with the manufactured goods. The spatial planning is done in detail; the theoretical flow pattern is then applied in determining where to place different products and services that are provided to customers such as new products, products that are arriving during a particular season among others. This setup enhances the visibility of the products and at the same time fosters experimentation, thus enhancing the chances of sales. Organization of product in store space and proper arrangement of them contribute to the aspect of convenience while at the same time avoiding overcrowding that is considered annoying to consumers. This effectively creates different worlds within the premises of a specific store and enabling the client to feel that they are getting a privilege view of other specialized shops hence lengthening their time within the store (Köseoğlu, 2022).

Sana Safinaz is insightfully dealing with effective visual merchandising strategies that provide the concept of luxury with stylishness. The important aspects are exterior windows with an intensive focus on the current seasonal ideas and the newest products offered at the stores. Additionally, within the store, there are uses of mannequin styling, to demonstrate combinations of outfits and, therefore, it plays a vital role in inspiring customers to buy. The seasonal changes in the thematic shopping displays correlate with the culture and fashion, thus keeping the environment engaging to the target consumers. Such visual approaches are important in developing brand appeal and garnering consumers' attention and interest, which in turn has an impact on the customers' buying behavior (Kim et al., 2021).

5.2 Assess in-store promotions and events

Sana Safinaz stores' customer service provision strategy corresponds to the brand's luxury positioning – courtesy, individual attention, and speed. The employees have to be attentive to customers, their questions, and their needs as this should create a high satisfaction among the clients. A significant feature is the personal shopping help services, which are the sale advisors specialist tips on the customer's selected style, which makes the shopping process more enjoyable and makes the customer feel that the company really cares about them as an individual. On the similar line, easy exchange policy from anywhere throughout the country also helps in building up the trust of the customer. These service elements in the context of their organization integrate to surpass the anticipated consumer needs, thereby upholding Sana Safinaz as a retailer that focuses on the quality of customer service as well as the clothing items sold (Blazquez et al., 2019).

Sana Safinaz uses several in-store promotions that are important for generating the store traffic and overall volume sales. Special offers such as discounts for instance in festive seasons or when a new range has been introduced in the market are good attractions for the new and coming back clients. The brand's consistent new product launches ensure that those consumers that have made previous purchase with the brand are encouraged to purchase products from the brand frequently. Limited time sales and selected items set up a sense of prestige for the customer and demand their attention in an event-oriented atmosphere. These promotions ensure that they are close to the brand's intended clientele and make sure that the intended feelings of excitement are created in the customer thus the intended effect of creating traffic and brand loyalty in the short and long respectively (Cicea et al., 2022).

5.3 Evaluate the impact of these strategies on customer experience and sales

The store design, visual merchandising and customer engagements at Sana Safinaz store experience works as the building blocks to the success of the company's brand appeal and customer satisfaction. Visually appealing store environment creates the impact of positive feelings and spatial perception making customers comfortable, thus, prolonging the time spent in store. Alongside with outstanding customer service these components guarantee the extraordinary and comprehensive shopping experience. Results of the customers' opinions pointed to the atmosphere and attentive attitudes of the staff as some of the positive aspects worth emphasizing. Furthermore, high repeat customer rates form a tangible sign of these in-store strategies' efficiency. It is found that the elements of the brand which are assuring the firm on these aspects regarding customer

loyalty, are consistent in its approach with the expectations and parameters of in-store experience sought by customers suggesting that the nature of the brand compliments the shopping experience sought.

Improving store layout and visual merchandising, alongside customer service, led to more substantial sales effects, which can be explained by the positive sales trends for Sana Safinaz. Optimizing on the appearance of the shops, especially on change of season and when conducting promotional activities, have been noted to quickly increase the number of customers and associated sales (Haegglom & Budde, 2021). Products are placed in such a manner and accompanied by attractive stands, which not only make the primary sales but also popular upselling and cross selling to make more than one sale by customers who also end up buying products linked to their first choice. Better customer relations has even gone on to enhance these effects, with sales person skills selling literally sealing sales, by aiding customers to select the right product. This correlation is further evident from the sales data that indicates that the transaction values and the revenues increase significantly during the period where these strategies are most active, during special occasions such as festivals and during big marketing communicational campaigns; thereby evidencing the significance of these factors in contribution to the financial performance of Sana Safinaz stores (Cicea et al., 2022).

Chapter 6: Customer Relationship Management (CRM) Practices

6.1 Review CRM Tools And Techniques Used by Sana Safinaz

Sana Safinaz has incorporated mechanization in customer relations and operation through a superior CRM tool and approaches. In trade communication, the brand is supported by the customer relationship management software that links the company's sales and marketing and customer service divisions. It also provides a consolidated view of customers on the aspects engaging them at various touch points for improving the relations. Regarding the types of CRM that are implemented in Sana Safinaz, the emphasis is placed on data collection and management of the customers' data. It includes customer details on assessment like their contact numbers and details, their purchase history, customer preference, feedback, which is useful in creating effective marketing strategies and communicating appropriate marketing offers (Holmlund et al., 2020). Thus, through analyzing of the gathered information the brand is able to study the trends, the customer behavior and consequently make the proper actions to enhance the experience of the customer. The CRM tools assist in the management of the customers' queries and complaints and the determination of how these have been solved. This on one hand improves the customer's loyalty as they get to see a brand's commitment to its customers, on the other hand, it encourages long-term customer relations. By implementing all these advanced practices of CRM, it helps Sana Safinaz to remain competitive in the fashion retail industry and, in the end, enhances the customer relationships as well as the business.

Sana Safinaz uses advertisement techniques hence providing personalized shopping experiences. Email communications are even created solely from the customer data of the CRM system of the brand where the key emphasis is given on the buyer's behavior and customer inclination (Chaffey et al., 2022). These emails are approximately regarding the recommended products, birthday deals, specific group bargain sale, and all the mails are indeed personalized. Sana Safinaz also incorporates other forms of segmentation in their promotional strategies so that different offers can be extended to customer on the basis of gender, previous purchases and degree of patronage towards the firm. This approach does not only boost the reception of their sales and marketing messages but also enhances the overall purchasing experience by delivering relevant and wanted offers.

6.2 Evaluate the Impact of CRM on Customer Retention and Satisfaction

The strategies have been seen to be efficient concerning the retention of the clients and the ability to satisfy their needs in regard to the Sana Safinaz CRM. That way, through the use of long and mature applications of CRM, the brand maintains a record of consumers' experience and the feelings they have towards the brand while striving to build a loyal consumer base. Key indicators such as customer retention rate and satisfied percentages reveal the consecutive increase after the implementation of the above-discussed practices of CRM. The analysis of the impact of the employed research and the internal documentation shows the evidence suggesting that the customers who are targeted through the marketing, make more frequent visits than the rest of the customers (Kumar & Reinartz, 2018). Telephone interviews which are conducted after the potential customers have had interface with the organization or have made a purchase depicts an increased level of satisfaction, this explains the essence of customer service. Customers observe that the brand is highly interactive, which refers to the approach the company takes in its communication with customers where it treats each client unique. This feedback probably includes online reviews and other forms of direct customer feedback which can supplement the quantitative data. The success of Sana Safinaz's CRM strategies is also evident not only in the increased level of customer engagement and satisfaction but also on the CLV; highlighting the value of strategic and long-term CRM.

Chapter 7: Role of Sales Advisors in Boosting Sales

Sales advisors play a critical role in the retail sector, particularly in fashion retail where personal interactions can significantly influence customer decisions and enhance the shopping experience. Their training, skill to manage customers, cross sell and upsell, and overall involvement in the sales of the products or services are key factors that help a brand to succeed. This report explores into how sales advisors in Sana Safinaz are central part in influencing the sales, with reference to the way they manage and serve the customers (Li et al., 2021).

7.1 Training and Performance of Sales Advisors

The effectiveness of sales advisors can be attributed to training programs that are in place to ensure that the advisors are properly prepared for the competition that is witnessed in the retail sector. In Sana Safinaz the training process comprises of product, customer service, and selling skills. Such programs that were established are meant to ensure that each one of them is on a position to explain the product offering, right from the fabric quality, to the trends in fashion and everything in-between. Performance evaluation is always critical where performances are assessed frequently and feedback sessions are conducted frequently (Sundell et al., 2023). Such assessments serve as a basis for finding out which aspects require changes and makes the staff aware of the correct procedure to follow. KPIs are usually in form of sales performance, customer satisfaction, and the rate of product sell through. Additionally we have Foot fall counting devices to monitor the traffic at the stores. Through which we generate the following KPI's: UPT (unit per transaction), ATV (average transaction value), ASP (average selling point) and Conversion. Sana Safinaz guarantees that through its effective training and evaluation program the desired knowledge level of its sales advisors is achieved and that they are also encouraged to sell more and ensure best customer services.

7.2 Role of Sales Advisors in Customer Engagement

Sana Safinaz store being in a dynamic environment, the sales advisors directly interact with the customers of the Sana Safinaz brand. They are involved in the process of starting a dialogue, engaging with them, establishing customer requirements, and offering them the best product with the available product. The key interaction between sales advisors leads to improved customer

satisfaction as well as customer relationships. Sales advisors learn to focus on non-verbal communication and other signs of customer preferences that they can then easily identify. This more personified form of communication is particularly relevant to the luxury goods sector, where the consumer demands significant attention to detail and intellect. Sana Safinaz sales advisors apply these trainings to make pleasant and educating atmosphere where customers can try on different pieces of clothing (Camilleri, 2018).

7.3 Impact on Conversion Rates and Sales Performance

Sales advisors have a direct influence on conversion rates and the success of the company since they are the primary interaction point with the customers. By effectively communicating with the customers, not only the probability of making the first sale is higher but the chances for additional sales are created as well. Like this they can sell more number of units. Education plays a crucial role as sales advisors need to know their products and be able to persuade a customer to buy more related items that they never planned to purchase, thus helping to increase revenue per transaction. The correct approach employed by sales advisors leads to increased client satisfaction and, therefore, customer loyalty (Akhilendra & Aravendan, 2023). Happy customers are sure to revisit, becoming regular consumers of the product under that brand. This is important for maintaining sales revenues and profitability since the stores are built and grow on their returning customers. The performance of sales advisors is therefore not merely measured in terms of their ability to make the sales but also in the ways in which they enhance the image of the brand and extend the customer base of the brand. Their attitude towards the job and seriousness in their daily routines.

Chapter 8: Assessing the Integration of Omni-channel Strategies

In today's retail landscape, another key consideration is Omni channel, which covers the continuity of the shopping experience. Sana Safinaz, it is one of the leading women fashion retail brand in Pakistan. The combined online and retail sales, strategies to bring customer satisfaction, improving sales channel efficiency and reducing time of delivery to customer are vital in omni channel strategy. This analysis revisits and reanalyzes the brand's omni-channel strategy and tells that the brand currently is not offering this service. They are keeping retail and online as two separate entities. Although they are assessing its feasibility, after-sale experience, assessing the effect of these strategies on customer satisfaction and sales (Galipoglu et al., 2018).

8.1 Review of Online and Offline Sales Channel Integration

It has been observed that Sana Safinaz has well-coordinated its online and offline presence to provide a smooth shopping experience that capitalizes on the key points of sale. The brand's physical shops are backed by an engaging Web-store, which is not only a selling platform but also serves as a means of customer communication. Interconnectedness between online and offline platforms is apparent in the case of inventory, which is real-time in nature and ensures product availability consistency (Guo et al., 2020). Customer can check the availability of a product from the store at any specific location and keep it at hold on his/her name. It makes it convenient and versatile since it creates numerous opportunities for clients to interact with the brand.

8.2 Analysis of the Customer Journey Across Different Channels

Sana Safinaz's customer journey map is constructed to be coherent throughout and clients are expected to effortlessly switch from one stage to the other. Across all stages: from awareness of a certain product to the actual purchase, there are interrelated communication channels, which make the purchasing process more convenient.

For instance, a customer might see a post on a social media platform that leads them to an online store. From there they can browse an online catalog and decide to visit a physical store in order to personally see and try the product. Staff working at the sales floors are well equipped and have the understanding of the products. If the required product is not available in the store they can guide

the customer and place the order online. After the purchase, communication does not stop. Sana Safinaz keeps in touch with the customers through newsletters, e.g., sending emails, informing customers about products related to those they have already purchased. This approach not only makes the shopping experience more convenient but also increases customer engagement and the likelihood of repeat business.

8.3 Evaluate the Impact of Omni-channel Strategies on Customer Satisfaction and Sales

A number of omni-channel initiatives have been introduced at Sana Safinaz and these have influenced customer satisfaction and sales figures. This way the brand is available to the customers on their preferred platform – online, in-store, or via mobile devices, thus improving their reach. This is especially the case among the multi-channel customers, who have expressed high satisfaction resulting from the comfort offered by the omni-channel strategies. For example, the possibility to return online made products in offline stores with minimal complications implies more credibility to the business's customer relations (Boisvert & Ashill, 2018).

Selling wise, the concept of omni-channel has affected the traffic in physical stores as well as the website traffic positively. The customers who interact with the brand across Multi-channels have been identified to spend more than single-channel customers. As they are able to interact with the brand in various ways. This real-time integrated data collection also helps in assessing the customers in terms of their buying behaviour and their choices which further helps Sana Safinaz in its marketing approach and in its products.

Chapter 9: Competitive Analysis

Sana Safinaz is a well-positioned fashion retail brand in Pakistan but survives in stiff competition with other leading brands that include Khaadi, Gul Ahmed, and Sapphire among others. This research is a selling techniques comparison analysis of these competitors and the identifying the strong and weak strategic selling points of Sana Safinaz.

9.1 Key Competitors

Khaadi brand based on its organic and visually rich heritage is also a perfect example of cultural motifs combination with contemporary fashion. That is why Gul Ahmed is well stocked with an extremely diversified product line and a proven marked down price strategy that targets a wide audience. Most of the times it remains on sale. As it has been earlier indicated, Sapphire sets itself apart using current fashion trends, especially those that are trendy in urban cities together with the use of quality material (Juanamasta et al., 2019).

9.2 Comparison of Selling Techniques

Sana Safinaz has focused on employing high fashion marketing strategies and also personal touch with the customers to sustain its position. This is a departure from where Khaadi has positioned itself where cultural appeal is inculcated in its products and advertisements as this will deeply resonate with people's traditional associations. This can be seen in Gul Ahmed's emphasis on the high volume by offering affordable articles and constantly having sales campaigns which might have an impact of making articles from Sana Safinaz look overly expensive. Sapphire's strategy is aimed at a younger and more fashion-conscious consumers who wish to buy trendy and new styles that are similar to luxury of Sana Safinaz (Rosário & Raimundo, 2021).

9.3 Strengths and Weaknesses

Sana Safinaz has the strengths in its ability to produce and sell luxury products and it also enjoys a good reputation. However, it operates at a high price range than Gul Ahmed's price sensitivity to the market. Although that Sana Safinaz has been designs to create an affluent and elitist shopping experience, the business might neglect general market trends that other competitors such as Sapphire rises to grasp. Khaadi and Sapphire are targeting the masses and they want to become

a brand of masses. Sapphire has a huge edge over its competitor's i.e they have their own factory in which the product is made. While other brands outsource everything.

Although Sapphire came into the market late, inspired by the sale numbers and huge store sizes of Khaadi. Sapphire tried to copy the same model and succeeded. In last financial year the revenue of Sapphire was more than that of Khaadi's. Which is a very big achievement.

They have started making big stores as well in order to enhance the customer experience. On the other hand Sana Safinaz has quite small stores as compared to its competitors. Because new space is not available adjacent to the existing locations.

Chapter 10: Impact of Seasonal Campaigns and Promotions

Seasonal campaigns and promotions are critical in the fashion retail industry especially for brands like Sana Safinaz that use these periods to promote products and sales. By analyzing past sales data, it is evident that these strategies of going on sale have been successful in flushing the dump stock, boosting revenue, increasing the cash flows and increasing brand visibility. Promotions during key seasons, such as summer or festive periods, attract more customers and help the brand maintain a competitive edge in the market (Junaidi, 2020). As customers wait for these occasions. While its competitors also use this model to pull the footfall in the stores.

10.1 Review of Past Seasonal Campaigns

Sana Safinaz primarily bases their campaigns during the festive occasions like Eid, Ramadan or shift of fashion seasons which include spring or winter collections. Such campaigns are typically associated with a combination of occasional short-time promotions, in-store activities, and visually intense advertising in both, online and offline formats. Specifically with the Eid Campaign they usually release featuring special edition lines that will cater their target market's need for Eid related clothing. For this they use top influencers and models to showcase their products.

10.2 Analysis of Sales Data

The sales data from these periods normally reveal a higher turnover in business activities, whether physical or online. For instance, in seasons such as Eid or Ramadan, sales figures have been known to rise and has been estimated to be around 20- 30% more than those of non- Ramadan months, (Chuang et al., 2019). This is mainly because the marketing and communication strategies are applied to the campaigns. These campaigns also correspond with the trends of the consumer life cycle.

10.3 Evaluation of Campaign Effectiveness

It can be seen that the revenue and customer footfall to Sana Safinaz increases significantly during the promotional and festive seasons. These campaigns not only increase the short-term sales but also enhance the customer's long-term relationships and their retention. As they provide value to money for the customers, they can buy their favorite outfit as a lesser price. These campaign are

impactful for the company and the industry as a whole as well. But again, the big question arises of how sustain this level of customer engagement and interest after the campaign is done halfway through the year. And in these tough times, the companies are already operating on low margins, after sales their profitability decreases. Which is a tradeoff for the companies but on the other hand they can improve their cash flows with such activities.

Chapter 11: Customer Feedback and Satisfaction

Authentic Customer feedback is the backbone of retail .It gives direction to the company’s product and strategy team. To create relevant products as per the need of the customers. And also to devise the strategies as per the company’s and customer requirements. Product feedback can be a great benefit for brands like Sana Safinaz, since it gives the company a clearer picture of its customer’s wants and needs, what they like in the product and what they don’t like. Through online surveys and reviews, the brand also always monitor how the customers perceive the brand and their level of satisfaction (Mun & Jang, 2018). But here sale advisors and the entire store team is responsible for taking notes and asking customers what they want, and where is the company lacking as per their point of view. The store teams are well versed on taking customer feedbacks. Year on year companies grow from customer

11.1 Collection of Customer Feedback

Sana Safinaz employs several forms of feedback collection from customers, such as follow-up questionnaires, random calling, online reviews on different social media platforms, and social media comments on different posts. Customer feedback is directly taken from customers by sale advisors, also gives qualitative information. Which is then analyzed by the area managers of retail and then shared with the relevant stakeholders. In this way, a wide range of data is collected and interpreted later on.

11.2 Analysis of Customer Satisfaction Levels

Evaluation of the collected data reveals that customers are generally satisfied with the quality of the product and services provided by the stores. However, there are both positive and negative concerns of the customers on the prices of the products. They have mentioned it on different forums that the prices are above the market average Ivanova (2021). Almost all positive remarks pointed at the highly personalized service and the selective nature of the shopping experience which can be considered as the key messages for the luxury brand.

11.3 Areas for Improvement

Several insights that can lead to further improvements can be identified based on customer's responses. First, customers want the company to be more aggressive on prices within the luxury segment saying that adopting occasional value offers or loyalty points system would be beneficial in raising satisfaction levels. Also increasing the number of promotional activities around the calendar year, adding more products in accessories as well as casual wear could fill the needs of more consumers. Some of the typical complaints made based on online purchases include better organization of the site's layout and expanding descriptions of the products for sale, all of which would be eradicated by improving the online shopping experience.

Chapter 12: Future Trends and Innovations

12.1 Research on Upcoming Trends

The latest trends show that fashion retail industry is moving with great speed towards digitization and sustainable business models. One of the most promising trends that are due to be implemented in online and mobile shopping and in stores is augmented reality (AR) and virtual reality (VR) for virtually trying clothes on before actually buying (Wen et al., 2019). Concern in the community towards environmental-friendly products is making more consumer shift their preference to the use of sustainable and ethically sourced materials. This combination of digital innovation and sustainability is shaping the future of fashion retail

12.2 Potential Innovations for Sana Safinaz

Sana Safinaz can benefit from such issues by adopting the use of AR fitting rooms both online and physically in their outlets. The practices like the use of environment friendly fabric and initiation of a recycle program may also attract the environmentally conscious population. Also, applying artificial intelligence to tailor shopping and forecasting future trends in demand could help boost the business's operational effectiveness and customer satisfaction. They can also implement an online AI solution which can help customers match different products. e.g a customer selected a shirt online and is looking for suggestions to match their outfit , AI will suggest her the matching dupatta and trousers based on the available inventory .

12.3 Integration into Current Strategies

Implementing these innovations (AI+AR) calls for the integration of Sana Safinaz current approaches of their existing luxury brand and focus on customer's privacy. AR and VR can help in improving the luxury shopping experience, as it is more immersive and tailored (Junaidi, 2020). By promoting these technologies, Sana Safinaz can attract customers who value both quality and social responsibility. Supply chain management as well as the handling of customer relations could be made more efficient and responsive by using AI analytics for the brand.

Chapter 13: Data Analysis

13.1 Comparative Analysis with Other Brands

When comparing Sana Safinaz strategies and financial performance with competitors like Khaadi and Gul Ahmed, several distinctions emerge: When comparing Sana Safinaz strategies and financial performance with competitors like Khaadi and Gul Ahmed, several distinctions emerge:

13.2 Market Positioning: Unlike Khaadi, which targets cultural appeal in its products and ads, Sana Safinaz targets its self as a high-end fashion brand and is more inclined towards the upper income groups. This positioning is evidenced by their decisions on the prices they offer for their products as well as the exclusivity of products (Junaidi, 2020).

13.3 Digital Marketing and E-commerce: Sana Safinaz has seriously invested in the digital marketing and e-commerce, unlike the same intensity with which Gul Ahmed has not gone for it. This can be seen from the strategies summarized in the E-Marketing Plan such as; how to appeal to the online customers, website traffic, and the use of the Social Media platforms.

13.4 Customer Relationship Management (CRM): Sana Safinaz has better customer retention skills and satisfaction rates for the brand as compared to other brands with the help of its superior CRM tools. It has been particularly beneficial to tailor consumers through individual targeted marketing and offering loyalty scheme so as to reach higher customer value (Mun & Jang, 2018).

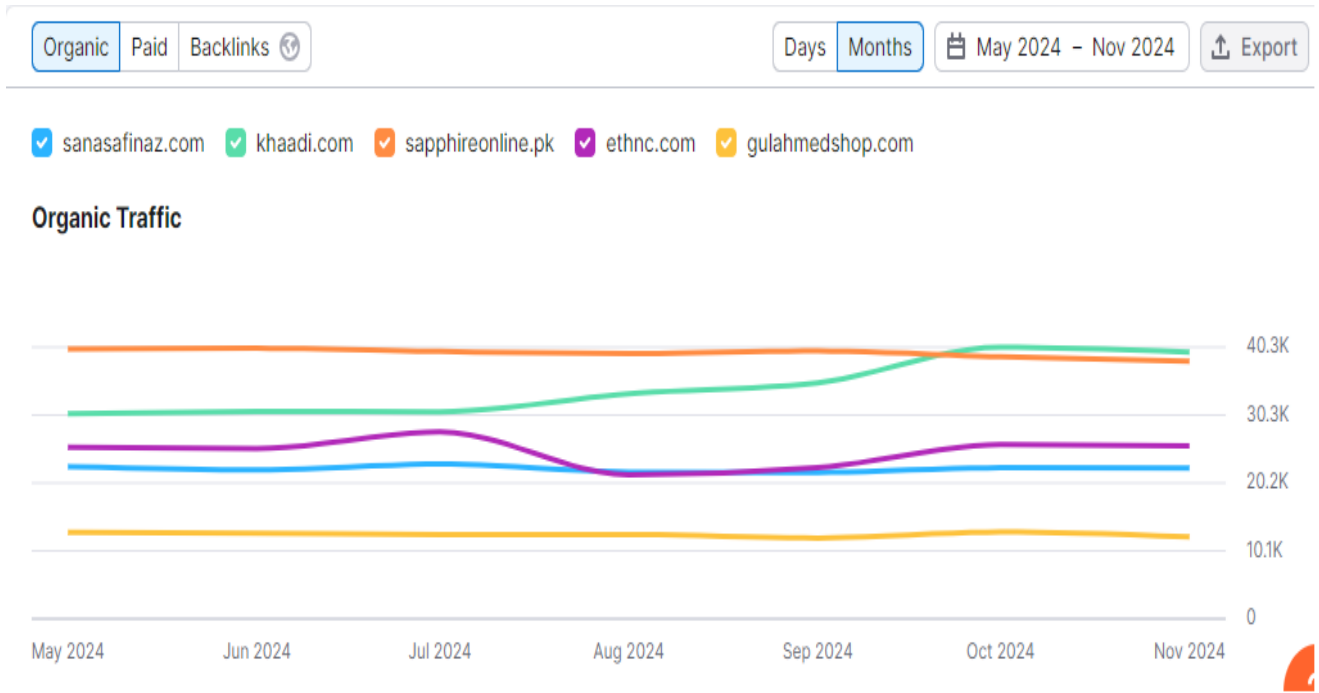
13.5 Research

Social Media Stats: Data a as of November 2024.

Brand	Instagram Followers(million)	Facebook Followers(million)	Total (million)
Khaadi	5.6	3.6	9.2
Sapphire	3.9	1.8	5.7
Gul Ahmed	2.4	2.9	5.3
Sana Safinaz	2.7	1.7	4.4
Ethnic	2.2	1.4	3.6

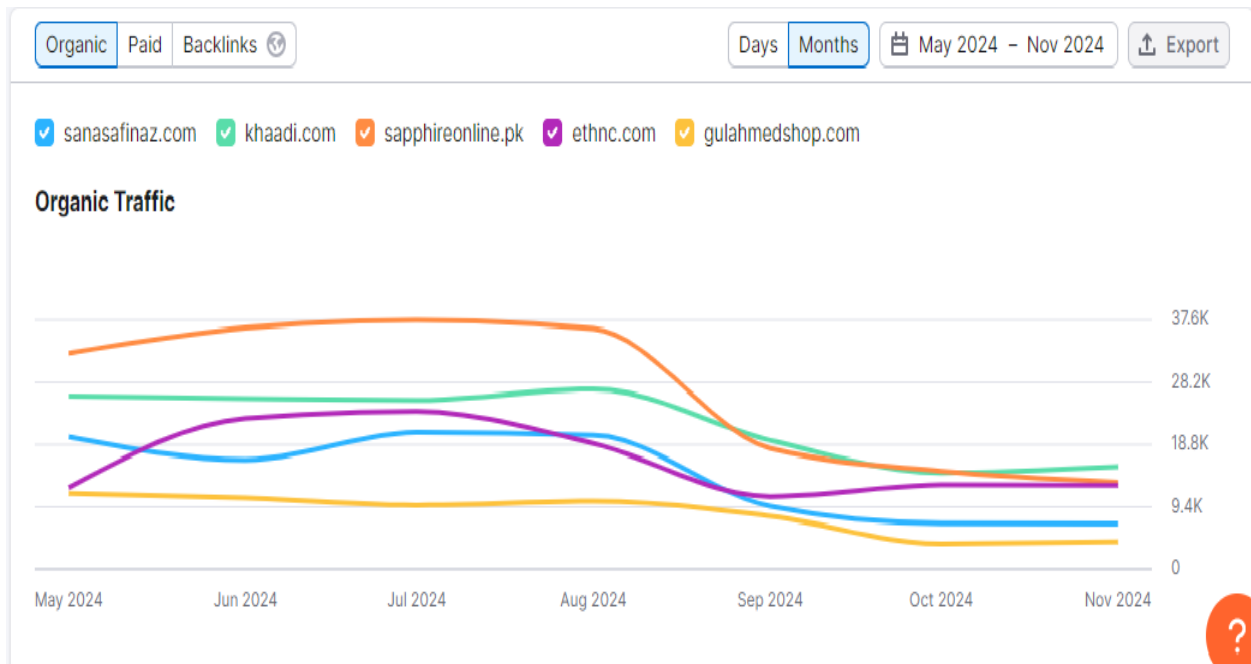
13.6 Website Traffic:

6 Months Desktop Data



Source: Semrush.com

6 Months Mobile Data



Global Reach:

- **Sana Safinaz:** Primarily operates within Pakistan, with limited international shipping options.
- **Khaadi:** Has a significant international presence, including stores in the UAE, UK, and Canada.
- **Gul Ahmed:** Exports to various countries and has an online store catering to international customers.
- **Sapphire:** Focuses mainly on the Pakistani market with some international shipping.
- **Ethnic:** Primarily serves the local market with emerging international outreach.

Product Range and Price Segmentation

Product Categories:

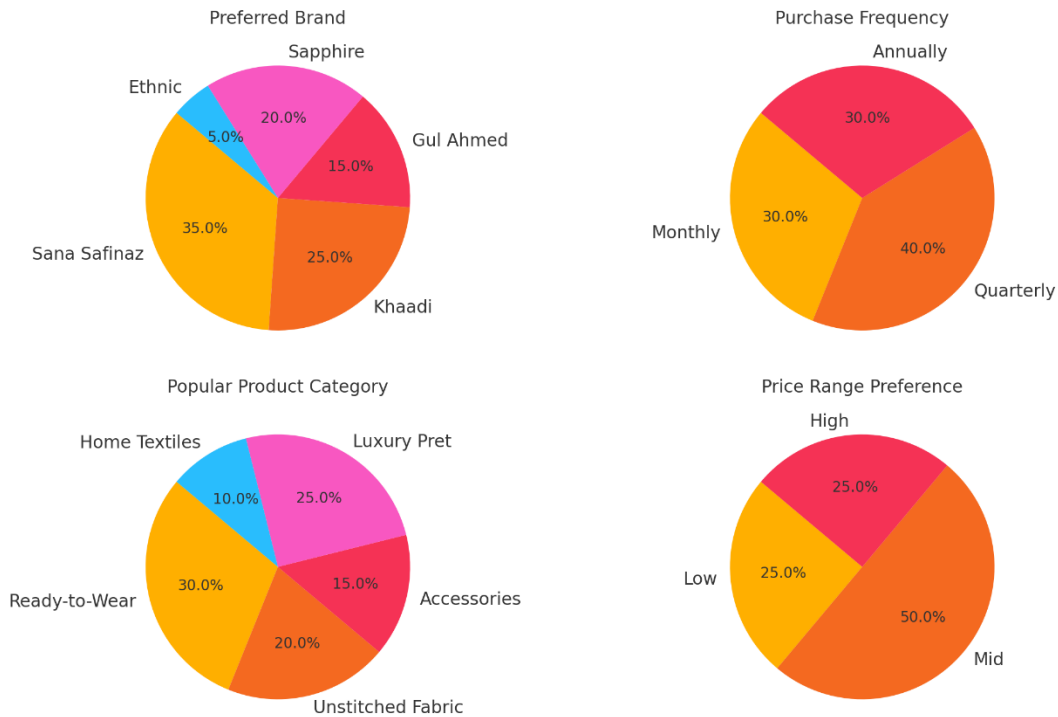
Brand	Ready-to-Wear	Unstitched Fabric	Luxury Pret	Accessories	Home Textiles
Sana Safinaz	✓	✓	✓	✓	✓
Khaadi	✓	✓		✓	✓
Gul Ahmed	✓	✓		✓	✓
Sapphire	✓	✓	✓	✓	
Ethnic	✓	✓		✓	

Pricing Strategy:

- **Sana Safinaz:** Mid to high-end pricing, especially for luxury pret and bridal collections.
- **Khaadi:** Mid-range pricing, offering affordability with quality.
- **Gul Ahmed:** Wide range from budget-friendly to premium products.
- **Sapphire:** Mid-range pricing with a focus on quality fabrics.
- **Ethnic:** Affordable pricing targeting the mass market.

Chapter 14: Result and Findings

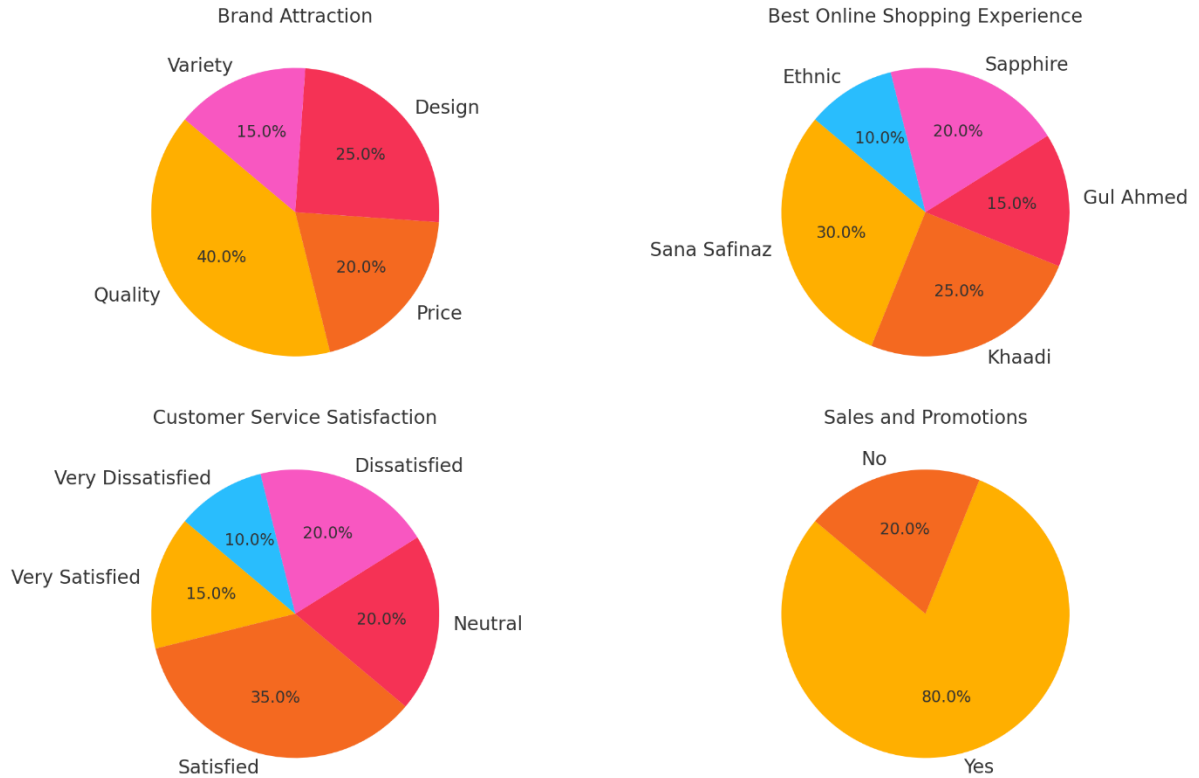
Survey Responses: Questions 1-4



Here are the pie charts for questions 1 to 4:

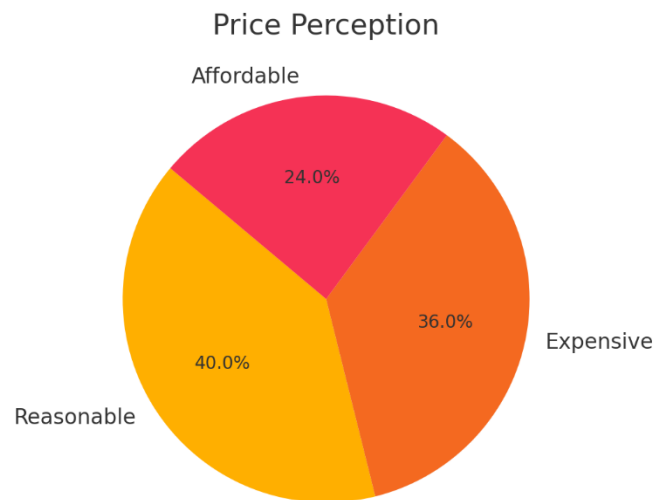
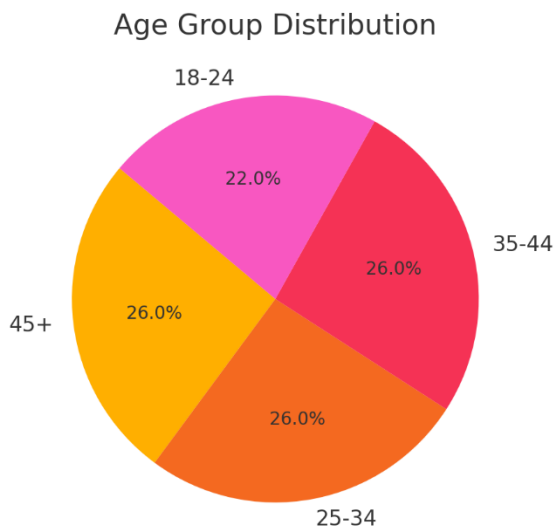
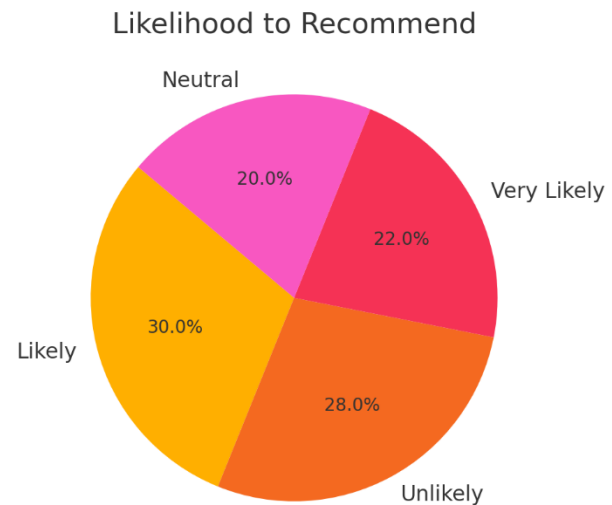
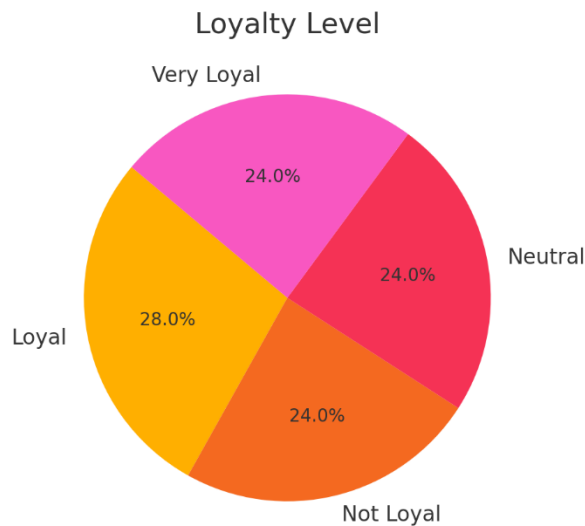
1. **Preferred Brand** - Displays the distribution of customer preferences across different brands.
2. **Purchase Frequency** - Illustrates how often customers purchase from these brands, indicating their shopping patterns.
3. **Product Category Preference** - Shows the most popular product categories among respondents.
4. **Price Range Preference** - Reflects customers' preferred price range, helping understand their budget preferences.

Survey Responses: Questions 5-8



Here are the pie charts for questions 5 to 8:

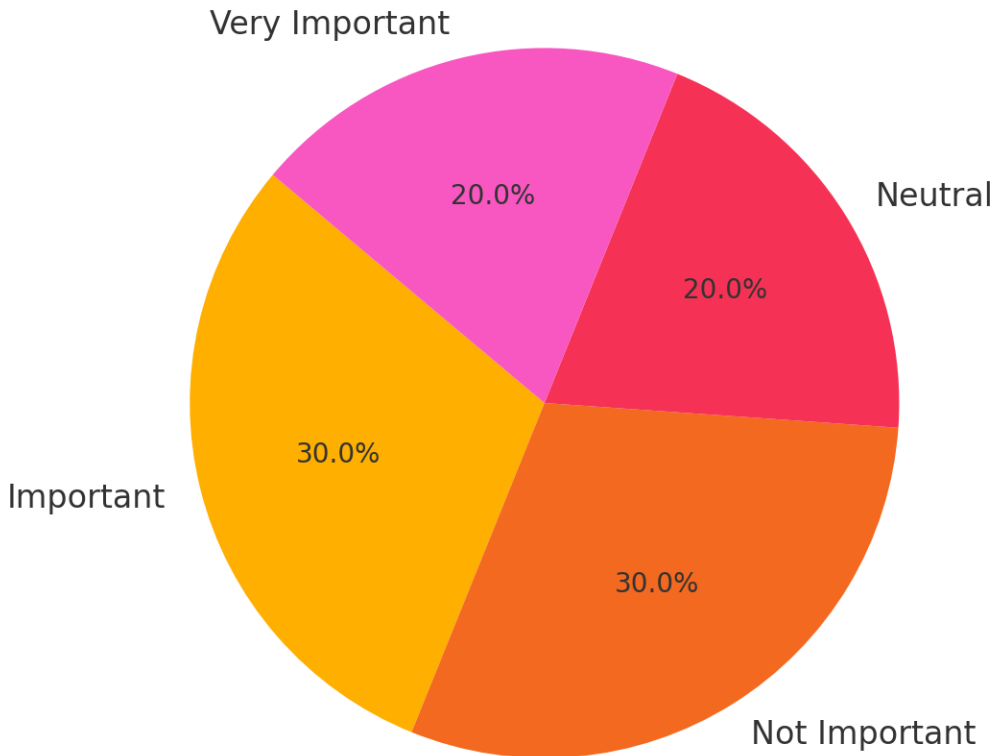
1. **Attraction to Brand** - Highlights the primary factors that attract customers to a brand, such as quality, price, design, or variety.
2. **Best Online Shopping Experience** - Indicates which brand provides the most satisfying online shopping experience.
3. **Customer Service Satisfaction** - Shows how satisfied customers are with the customer service provided by these brands.
4. **Buying During Sales** - Reflects the proportion of customers who make purchases during sales, revealing preferences for discounted shopping.



Here are the pie charts for questions 9 to 12:

1. **Loyalty Level** - Reflects the degree of loyalty customers feel towards their preferred brand, indicating customer retention strength.
2. **Likelihood to Recommend** - Shows how likely customers are to recommend the brand to others, highlighting brand advocacy.
3. **Age Group Distribution** - Illustrates the age demographics of the respondents, providing insights into the primary customer age ranges.
4. **Price Perception** - Reflects how customers perceive the pricing of these brands, from affordable to expensive, indicating overall brand positioning in terms of cost.

Importance of Sustainability



Here is the pie chart for question 13:

- **Importance of Sustainability** - This chart displays how important sustainability is to customers when choosing a brand. It reflects the growing awareness and preference for eco-friendly practices, which can influence brand loyalty and purchasing decisions.

14.1 Secondary Research

Customer reviews, social media comments, and brand marketing materials generate data which is used in analyzing for Secondary research.

For this analysis, we examined client remarks and brand positioning across multiple systems, including Instagram, Google Reviews, and brand websites, to better understand client perceptions and behaviors. Using secondary records gives valuable insights into customer satisfaction, unusual issues, and brand picture without the need for direct surveys or the number one data series. By analyzing patron remarks from social media, we identified habitual topics—including product quality, design appeal, and customer support troubles—that affect emblem loyalty and buying choices.

For instance, feedback for brands like **Sana Safinaz** and **Khaadi** highlights praise for layout aesthetics but also factors in occasional worries about pricing and customer service responsiveness. By reviewing those insights, we benefit from a holistic view of every logo's recognition, supporting agencies perceive areas for development, and enhance strengths that align with purchaser options.

Here are actual patron reviews from social media platforms for leading Pakistani fashion manufacturers

14.1.1 Sana Safinaz:

Positive Reviews:

1. **Ayesha Khan:** "Absolutely in love with my latest Sana Safinaz outfit! The fabric quality and intricate designs are unmatched. Worth every penny!"
2. **Zara Ahmed:** "Received my order today, and it's even more beautiful in person. The stitching and attention to detail are impeccable. Highly recommend!"
3. **Maria Ali:** "Sana Safinaz never disappoints. Their collections are always on point, blending traditional elegance with modern trends."
4. **Nadia Hussain:** "Customer service was prompt and helpful when I had questions about sizing. The delivery was swift too. Great experience overall."
5. **Fatima Sheikh:** "The unstitched collection offers so much variety. I love customizing my outfits, and the quality of the fabric is top-notch."

Negative Reviews:

1. **Sara Malik:** "Ordered a dress online, but the color was different from the picture. Disappointed with the discrepancy."
2. **Hina Qureshi:** "Faced delays in delivery, and customer service was unresponsive. Expected better from such a reputed brand."
3. **Rabia Khan:** "The prices have become quite steep recently. It's getting hard to justify the cost for the quality offered."
4. **Mehwish Ali:** "Had issues with the sizing; the dress was too tight even though I ordered my usual size. Returning it was a hassle."
5. **Sana Iqbal:** "The embroidery started coming off after just one wash. Disappointed with the durability of the product."

14.1.2 Khaadi:

Positive Reviews:

1. **Aliya Noor:** "Khaadi's summer collection is vibrant and comfortable. Perfect for the hot weather. Loving the new prints!"
2. **Samina Raza:** "Visited their store recently, and the staff was courteous and helpful. Ended up buying more than I planned!"
3. **Tania Aslam:** "Their handwoven fabrics are a testament to quality craftsmanship. Proud to wear something that supports local artisans."
4. **Farah Javed:** "Online shopping was a breeze. The website is user-friendly, and my order arrived on time. Satisfied customer here."
5. **Lubna Shah:** "Khaadi's fusion of traditional and modern designs keeps me coming back. There's always something new and exciting."

Negative Reviews:

1. **Nazia Hassan:** "The fabric quality isn't what it used to be. My recent purchase felt rough and uncomfortable."
2. **Amina Tariq:** "Faced issues with the color bleeding after the first wash. Expected better quality control."
3. **Sadia Anwar:** "The sizes are inconsistent. I have to try multiple sizes to find the right fit, which is frustrating."
4. **Hira Saeed:** "Customer service was unhelpful when I tried to exchange a defective piece. Disappointed with the response."

5. **Mariam Khan:** "The online store often shows items in stock, but they get canceled after placing the order. Needs better inventory management."

14.1.3 Gul Ahmed:

Positive Reviews:

1. **Shazia Akhtar:** "Gul Ahmed's lawn collection is my go-to every summer. The prints are refreshing, and the fabric is breathable."
2. **Noreen Ali:** "Their festive collection has something for everyone. I found the perfect outfit for my cousin's wedding."
3. **Kiran Farooq:** "The unstitched variety allows me to get creative with designs. The material is always of high quality."
4. **Asma Yousuf:** "Appreciate the frequent sales and discounts. Makes shopping more affordable without compromising on quality."
5. **Saba Qureshi:** "The home textile range is impressive. Recently bought bedsheets, and they're both stylish and comfortable."

Negative Reviews:

1. **Fariha Malik:** "Received a different design than what I ordered online. The return process was cumbersome."
2. **Zainab Ahmed:** "The stitching on my kurta was uneven, and threads were coming out. Quality control needs improvement."
3. **Bushra Khan:** "Faced delays in delivery, and customer service didn't provide clear updates. Frustrating experience."
4. **Rukhsana Iqbal:** "The colors faded after a couple of washes. Didn't expect this from Gul Ahmed."
5. **Tahira Siddiqui:** "The website is not very user-friendly. Had issues navigating and placing my order."

14.1.4 Sapphire:

Positive Reviews:

1. **Anum Shah:** "Sapphire's ready-to-wear collection is both trendy and affordable. Perfect for everyday wear."
2. **Hafsa Karim:** "The fabric quality is soft and comfortable. Even after multiple washes, it retains its feel."
3. **Iqra Naveed:** "Their accessories line complements the outfits beautifully. Got a scarf that matches perfectly."
4. **Sana Riaz:** "The online shopping experience was smooth, and the size guide was accurate. Happy with my purchase."
5. **Maha Asif:** "Appreciate the eco-friendly packaging. Shows the brand's commitment to sustainability."

Negative Reviews:

1. **Rabia Shahid:** "The sizes run smaller than usual. Had to return my order, which was inconvenient."
2. **Nida Yasmin:** "The color of the dress was different from what was shown online. Felt misled."
3. **Ayesha Siddiqui:** "Faced issues with the fabric shrinking after the first wash. Disappointed with the quality."
4. **Mehreen Ali:** "The store staff seemed disinterested and were not very helpful during my visit."
5. **Lubna Farid:** "The website crashed during the sale, and I couldn't place my order. Missed out on the discounts."

Chapter 15: Conclusion

Summary of Customer Preferences and Buying Behavior Amidst Economic Challenges

The analysis of customer responses reveals insights into brand preferences, purchase patterns, and the impact of economic factors like inflation on buying power:

1. **Preferred Brands and Customer Loyalty:** Sapphire, Khaadi, Sana Safinaz, Ethnic and Gul Ahmed emerged as popular selections, with high loyalty ranges amongst customers. However, loyalty is moderated with the aid of financial constraints, as economically demanding situations are pushing clients to discover more affordable alternatives inside their desired manufacturers.
2. **Purchase Frequency and Economic Impact:** While many customers buy clothing products quarterly, inflationary pressures are causing a shift closer to extra occasional buying. Many respondents said that monetary conditions have had a "Moderate" to "Significant" effect on their buying patterns, with a few considering reducing buy frequency or searching for lower-price alternatives.
3. **Product Category Preferences:** Some of the most famous categories are ready-to-wear items and unstitched fabrics. The affordability of unstitched cloth appeals to clients looking for low-priced alternatives, specifically while inflation impacts disposable income.
4. **Price Sensitivity and Perception:** Customers' responses indicate a sharp knowledge of pricing, with many viewing brand prices as "Reasonable" or "Expensive." Amid inflation, there is a more inclination towards price-friendly objects, and perceptions of high priced products could drive customers to brands providing lower prices.
5. **Attraction to Brand:** Quality remains a top appeal for most customers, followed closely by price and design. In a challenging financial environment, however, the price is gaining more significance, influencing clients to prioritize product prices.
6. **Sales and Promotions:** A high percentage of customers select to buy during sale or promotional events. This shows that, with current monetary constraints, customers are increasingly relying on discounts to make purchases, leveraging those possibilities to stretch their budgets.

7. **Customer Service Satisfaction and Recommendation Likelihood:** Despite economic challenges, satisfaction with customer support remains moderate. Many respondents are nonetheless likely to recommend their favorite brands, although inflationary stress may dampen this sentiment through the years if pricing becomes unaffordable.
8. **Demographic Insights (Age and Price Perception):** The age distribution indicates a broad purchaser base, with a wide range of younger clients (18-34). Younger demographics are specifically charge-aware and suffer financial challenges, strongly influencing their shopping choices.
9. **Sustainability:** Sustainability is increasingly valued, even though monetary elements presently outweigh green considerations for many. Nonetheless, as financial balance returns, this may remain an important component of brand differentiation.

Inflation and Buying Power

The predominant trend indicates that rising inflation and lower buying power for shopping is reshaping the **customer's** behavior. Customers are getting extra selective with their purchases, displaying a desire for promotions/sale and less costly options while valuing satisfaction. Price comparison is on the rise, and brands that adapt by providing lower-priced products, higher affordability, and regular promotions will be likely to retain **client's** loyalty.

Chapter 16: Limitations of this research:

1. **Limited Sample Size:** The study relied on only 50 filled questionnaires, which may not fully represent the broader customer base of Sana Safinaz or the preferences of the wider market. A larger sample size would provide more accurate insights.
2. **Lack of Financial Data for Competitors:** The research was conducted without access to actual financial figures from Sana Safinaz's competitors. This limits the ability to perform a comprehensive comparison of financial performance and profitability across brands.
3. **Comparative Scope Restricted to Select Brands:** The analysis focused on only four comparable brands, excluding other significant players in Pakistan's fashion industry. This selective approach may overlook unique selling techniques or competitive strategies of other key brands.
4. **Exclusion of Local Clothing Market:** The research excluded insights from Pakistan's vast local clothing market, which constitutes a large portion of consumer choice and purchasing behavior. This limits the scope of understanding Sana Safinaz's position relative to traditional and regional clothing options.
5. **Time Constraints:** Due to time limitations and the researcher's full-time work commitments, the depth of data collection, analysis, and market exploration was restricted. This constraint may have impacted the breadth and granularity of insights derived from the study.

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Appendix

Questionnaire:

1. Which brand do you prefer the most?
 - a) Sana Safinaz
 - b) Khaadi
 - c) Gul Ahmed
 - d) Sapphire
 - e) Ethnic

2. How often do you purchase from these brands?
 - a) Monthly
 - b) Quarterly
 - c) Annually

3. Which product category do you buy most?
 - a) Ready-to-Wear
 - b) Unstitched Fabric
 - c) Accessories
 - d) Luxury Pret
 - e) Home Textiles

4. What price range do you prefer?
 - a) Low
 - b) Mid
 - c) High

5. What attracts you most to a brand?
 - a) Quality
 - b) Price
 - c) Design
 - d) Variety

6. Which brand has the best online shopping experience?
 - a) Sana Safinaz
 - b) Khaadi
 - c) Gul Ahmed
 - d) Sapphire

e) Ethnic

7. How satisfied are you with the customer service of all the brands?

- a) Very Satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Very Dissatisfied

8. Do you buy during sales and promotions?

- a) Yes
- b) No

9. How loyal are you to your preferred brand?

- a) Very Loyal
- b) Loyal
- c) Neutral
- d) Not Loyal

10. How likely are you to recommend this brand to others?

- a) Very Likely
- b) Likely
- c) Neutral
- d) Unlikely

11. What is your age group?

- a) 18-24
- b) 25-34
- c) 35-44
- d) 45+

12. How do you perceive the prices of these brands?

- a) Affordable
- b) Reasonable
- c) Expensive

13. How important is sustainability in your choice of brand?

- a) Very Important
- b) Important

- c) Neutral
- d) Not Important