

# A Study On Brand Engagement Of Ajio - Social Media Marketing In Hyderabad

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## ABSTRACT:

*Social media marketing has become a crucial tool for brands to engage with consumers, build brand loyalty, and drive sales. This study examines the impact of AJIO's social media marketing strategies on customer engagement in Hyderabad. The research explores various social media platforms used by AJIO, key engagement tactics, customer interactions, and the effectiveness of campaigns in influencing consumer behavior. Using a mix of qualitative and quantitative methods, including surveys and content analysis, the study identifies factors contributing to audience engagement and brand perception. Findings indicate that interactive content, influencer collaborations, and personalized promotions play a significant role in enhancing customer engagement. The study provides insights into optimizing social media strategies for e-commerce brands to improve brand recall and customer loyalty in a competitive digital landscape.*

## 1.1 INTRODUCTION

In today's digital age, social media has transformed the way brands interact with consumers. With the increasing use of platforms such as Instagram, Facebook, Twitter, and YouTube, businesses are leveraging social media marketing to enhance brand engagement, build customer loyalty, and drive sales. E-commerce brands, in particular, are utilizing these platforms to create personalized experiences, engage with customers in real time, and establish a strong brand presence.

## 1.2 NEED FOR THE STUDY

In the rapidly evolving digital marketplace, social media has become a powerful tool for brands to connect with consumers, build loyalty, and drive sales. With increasing internet penetration and smartphone usage in India, particularly in metropolitan cities like Hyderabad, social media marketing has gained significant importance for e-commerce brands.

AJIO, a key player in the Indian online fashion and lifestyle industry, relies heavily on digital marketing to engage customers and differentiate itself from competitors. However, the effectiveness of social media marketing in enhancing brand engagement and influencing consumer behavior remains a crucial area for research. Understanding how AJIO's social media strategies impact customer engagement in Hyderabad can provide valuable insights into consumer preferences, content effectiveness, and purchasing decisions.

## 1.3 OBJECTIVES OF THE STUDY

1. To examine AJIO's social media marketing strategies and their effectiveness in attracting and engaging customers.
2. To analyze consumer interaction patterns with AJIO's social media content, including likes, shares, comments, and brand mentions.
3. To assess the influence of AJIO's social media marketing on purchase decisions among consumers in Hyderabad.

### 1.5 SCOPE OF THE STUDY

This study focuses on analyzing the impact of AJIO's social media marketing strategies on brand engagement, with a specific emphasis on consumers in Hyderabad. The research aims to understand how AJIO leverages social media platforms such as Instagram, Facebook, Twitter, and YouTube to attract, engage, and retain customers.

### METHODOLOGY

This study adopts a structured research approach to analyze the impact of AJIO's social media marketing strategies on brand engagement in Hyderabad. The methodology includes research design, data collection methods, sampling techniques, and analytical tools used to derive meaningful insights.

- and graphs will be used to visually present key findings for better interpretation.

#### 5. Research Limitations

- The study is limited to respondents in Hyderabad and may not represent consumer behavior in other regions.
- The research relies on self-reported data, which may include biases or variations in responses.
- The sample size of 100 respondents provides insights but may not capture all possible perspectives on AJIO's social media strategies.

### 1.7 LIMITATIONS OF THE STUDY

1. Limited Geographical Scope: The study focuses only on Hyderabad, and the findings may not be generalizable to other cities or regions in India.
2. Sample Size Constraint: With only 100 respondents, the sample may not fully represent the diverse customer base of AJIO, limiting the accuracy of conclusions.
3. Self-Reported Data Bias: The study relies on survey responses, which may be influenced by personal biases, memory recall issues, or social desirability bias.
4. Dynamic Nature of Social Media: Social media trends change rapidly, and the effectiveness of marketing strategies can vary over time. The study captures insights at a specific period but may not reflect long-term trends.

### 2.2 REVIEW OF LITERATURE

1) **"AJIO's Digital Marketing Strategies"** (2020)

This study examines AJIO's approach to digital marketing, highlighting its use of online advertising, social media campaigns, influencer collaborations, email marketing, and content marketing to enhance brand exposure and customer engagement.

2) **"Social Media Brand Engagement: Dimensions, Drivers, and Consequences"** (2020)

This research provides a comprehensive examination of the dimensions, drivers, and consequences of social media brand engagement, offering insights into how brands can enhance their social media strategies to build brand equity.

3) **"How India Shops Online 2025"** (2024)

This report by Bain & Company analyzes the growth of India's e-retail market, noting that it has surged to approximately \$60 billion in gross merchandise value, with the world's second-largest online shopper base, highlighting the increasing importance of digital platforms for fashion retailers like AJIO.

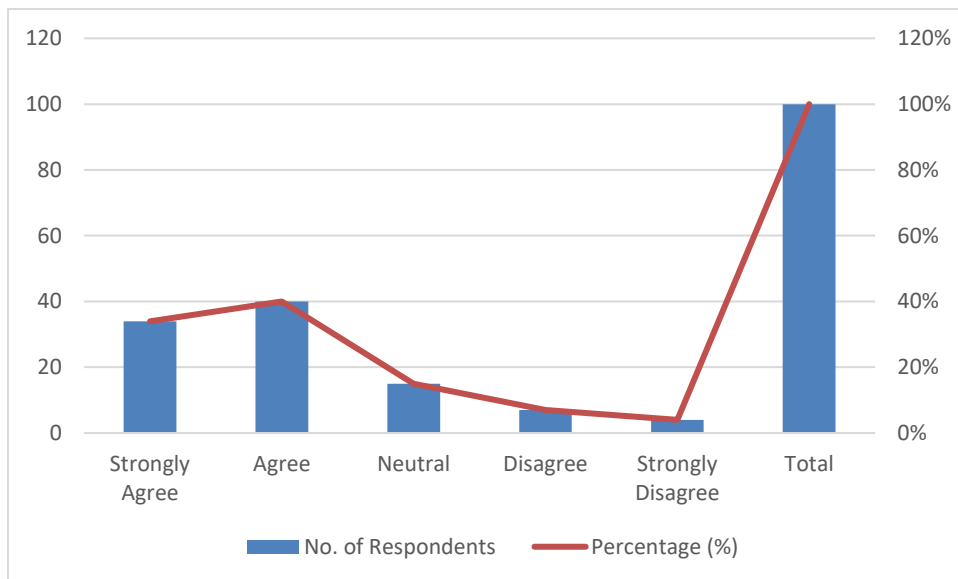
4) **"The Role of Influencer Marketing in Indian Fashion Retail in 2025"** (2024)

This article discusses how influencer marketing is set to drive India's fashion retail growth, projected to surpass \$125 billion by 2025, emphasizing the role of digital transformation and influencer collaborations in enhancing brand engagement.

## DATA ANALYSIS AND INTERPRETATION

### 4.1.12. AJIO's Posts Are Visually Appealing

Opinion	No. of Respondents	Percentage (%)
Strongly Agree	34	34%
Agree	40	40%
Neutral	15	15%
Disagree	7	7%
Strongly Disagree	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>



#### Interpretation:

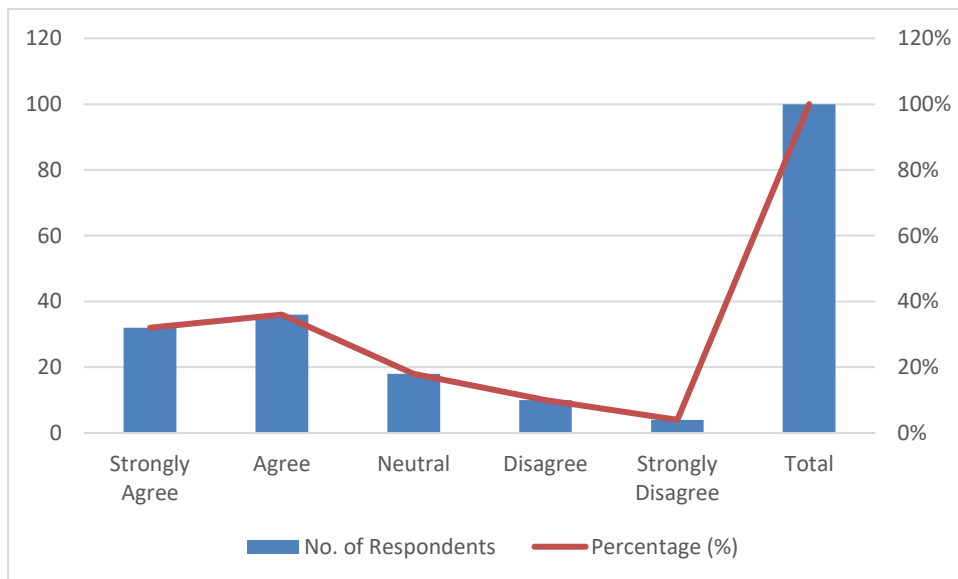
74% find AJIO's posts visually appealing, which plays a crucial role in user engagement and brand perception.

#### Inference:

74% of respondents (34% agree + 40% strongly agree) finding AJIO's posts visually appealing, it's clear that visual design plays a crucial role in user engagement and brand perception.

#### 4.1.13. Product Reviews/Feedback on Social Media Help Decision-Making

Opinion	No. of Respondents	Percentage (%)
Strongly Agree	32	32%
Agree	36	36%
Neutral	18	18%
Disagree	10	10%
Strongly Disagree	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>



#### Interpretation:

68% consider feedback and reviews on social media helpful in making purchase decisions.

#### Inference:

A strong 68% of respondents (32% strongly agree + 36% agree) rely on reviews and feedback before purchasing

### CORRELATION

Table 4.2.1: Showing Gender and Often you visit a AJIO

Correlations			
		Gender	Often you visit a AJIO
Gender	Pearson Correlation	1	0.177*
	Sig. (2-tailed)		0.045
	N	100	100
Often you visit a AJIO	Pearson Correlation	0.177*	1
	Sig. (2-tailed)	0.045	
	N	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

#### Interpretation:

Positive correlation between gender and how often individuals visit AJIO. Since the p-value (0.045) is less than the significance level (0.05), the result is statistically significant.

#### Inference:

The p-value is 0.045 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted.

Therefore, there is a relationship between gender and often you visit a AJIO.

Table 4.2.2: Showing Gender and Favourability

Correlations			
		Gender	What do you think of AJIO
Gender	Pearson Correlation	1	0.161*
	Sig. (2-tailed)		0.037
	N	100	100
What do you think of AJIO	Pearson Correlation	0.161*	1
	Sig. (2-tailed)	0.037	
	N	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

Positive correlation between gender and how favorable people feel about AJIO. The p-value (0.037) is less than 0.05, indicating statistical significance.

Inference:

The p-value is 0.037 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between gender and favourability .

Table 4.2.3: Showing Commute to AJIO and Often you visit a AJIO

Correlations			
		How do you Commute to AJIO	How often you visit a AJIO
How do you Commute to AJIO	Pearson Correlation	1	.205*
	Sig. (2-tailed)		0.024
	N	100	100
How often you visit a AJIO	Pearson Correlation	.205*	1
	Sig. (2-tailed)	0.024	
	N	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

Statistically significant positive correlation between how people commute to AJIO and how often they visit it. Since the p-value (0.024) is less than the significance level (0.05), the result is statistically significant.

Inference:

The p-value is 0.024 which is lesser than the alpha value (0.05), hence an alternate hypothesis (H1) is accepted. Therefore, there is a relationship between commuting to the AJIO and often you visit a AJIO.

### FINDINGS

1. AJIO has successfully positioned itself on social media, with **75%** of users discovering the brand through these platforms. **58%** prefer AJIO's presence over competitors, underscoring its strong **brand identity and appeal** in the digital space.
2. With **70%** of users following AJIO regularly and engaging with content, AJIO demonstrates **consistent and meaningful interaction**. Content focused on **offers (42%)**, **fashion trends (38%)**, and visually appealing posts (**74%**) drives significant attention and interaction.
3. Influencer marketing is highly effective, encouraging **66%** of users to consider purchases. Additionally, **65%** rate AJIO's campaigns as good or excellent, and **88%** are influenced by promotional offers—demonstrating that social campaigns drive both **trust and conversions**.
4. AJIO's social media presence facilitates **easy communication (65%)**, **high satisfaction (68%)**, and **efficient product discovery (73%)**. Reviews and targeted ads enhance relevance (**65%-68%**), while **60%** admit to impulse purchases, proving that **social touchpoints directly influence buying decisions**.

### 5.2 SUGGESTIONS

1. Since 66% of users are influenced by influencer promotions, AJIO should collaborate more with micro and macro influencers across fashion, lifestyle, and youth-centric niches to expand its reach.
2. With 88% of users influenced by social media-based offers, AJIO should introduce more time-bound, exclusive online deals and emphasize them in stories, reels, and highlights.
3. As 74% of users find AJIO's content visually appealing, the brand should further use aesthetic visuals, reels, and user-generated posts to maintain freshness and relatability.
4. Since the majority are attracted to "offers" and "fashion trends," AJIO should tailor its content calendar to prioritize these types of posts over less engaging content like celebrity promotions.
5. With 70% of respondents finding contests and offers attractive, interactive features like polls, quizzes, and giveaways should be regularly included to boost engagement.

### 5.3 CONCLUSION

The study highlights the growing importance and influence of social media marketing in building strong brand engagement, specifically in the context of AJIO. Based on the responses of 100 participants, it is evident that AJIO has successfully leveraged digital platforms like Instagram, Facebook, and YouTube to enhance its visibility, customer connection, and sales performance.

A significant number of users follow AJIO's social media accounts regularly, interact with content actively, and are positively influenced by its offers, influencer partnerships, and promotional posts. Visual appeal, ease of product discovery, and quick communication further contribute to an overall positive brand image in the minds of consumers.

Furthermore, the findings confirm that social media plays a critical role not just in marketing but also in customer decision-making, impulse buying, and trust-building. However, there is still room for improvement in responsiveness and tailoring content to meet user preferences more effectively.

In conclusion, AJIO's digital presence has become a key driver of its brand engagement strategy. By continuously improving its content quality, responsiveness, and promotional strategies on social media, AJIO can further solidify its position as a leading fashion e-commerce brand in India.

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