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A Study of Consumer Purchase Behavior Toward Areej's Online Marketing Channels: A Comparative Analysis of Brand-Owned Platforms and LAAM

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Executive Summary

This project examined the reason behind the fact that Areej, a Pakistani fashion brand is driving 75 percent of its sales over the Internet using the third-party marketplace LAAM; however, its own websites and social media platforms are only pushing 22 percent of sales. The main aim was to learn the consumer behavior in terms of purchase behavior across platforms and suggest ways of minimizing platform dependency.

The main source of information was a survey of 120 online fashion buyers and interviews with the management of Areej. It was found that 68% of consumers are more likely to use LAAM because they trust it more, have a more professional interface, obvious customer reviews, explicit return policies, and secure payment options. The SWOT root cause analysis and the Brand Resonance Model by Keller have demonstrated poor site usability, low trust indicators, poor social media strategy, and low digital advertising to be some of the weaknesses.

An online pilot (December 2025) established on the website (adding banners of returns, reviews), rearranging the social media (testimonials, live shopping, clear CTAs), trust signals (WhatsApp support), and focused advertising. Findings revealed a 9 percent decrease in bounce rate, 36-second gain in session length, add-to-cart rate actually rose to 4.1 percent, the number of return policy inquiries decreased by 37.5 percent, and the number of clicks on the web site through social media increased by nearly two times. Instagram followers grew from 118,000 to 119,000. A PKR 50,000 advertisement campaign had the 2.56 percentage of a click through rate and 47 direct sales.

An implementation strategy (3 phases in January-March 2026) and a technology investment strategy (PKR 1.65-2.0 million) were created. According to long-term forecasts, the LAAM dependency will be able to drop to 45, which will create PKR 10.8 million more profit per year and create a database of 20,000+ customers to create personalized marketing.

This project concludes that digital alignment, in terms of enhancing trust signals, user experience, and content, allows brands to decrease their reliance on the marketplace and attain a sustainable growth online. Minor, low investments can bring quantitative outcomes, yet it requires a long-term commitment.

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APPENDIX A

List of Abbreviations

The following abbreviations have been used in this study along with their meanings and brief descriptions.

Abbreviation	Full Form	Description
A/B Testing	Split Testing Method	A method of comparing two versions to identify which performs better.
API	Application Programming Interface	Set of rules allowing software systems to communicate.
CDP	Customer Data Platform	System that collects and unifies customer data.
CPC	Cost Per Click	Advertising cost charged for each click on an ad.
CRM	Customer Relationship Management	System used to manage customer interactions and relationships.
CSAT	Customer Satisfaction Score	A metric used to measure customer satisfaction levels.
CTR	Click-Through Rate	Percentage of users who click on a link or ad after seeing it.
CVR	Conversion Rate	Percentage of users who complete a desired action.
df	Degrees of Freedom	Statistical value used in hypothesis testing calculations.
E-Commerce	Electronic Commerce	Buying and selling of goods and services online.
KPI	Key Performance Indicator	Measurable value used to evaluate performance success.

Meta Ads Manager	Meta Advertising Management Platform	Tool used to create and manage Meta (Facebook/Instagram) ads.
ROI	Return on Investment	Measure of profitability from an investment.
SEO	Search Engine Optimization	Practice of improving website visibility on search engines.
SOM	Serviceable Obtainable Market	Portion of market a business can realistically capture.
SSL	Secure Sockets Layer	Security protocol for encrypted internet communication.
TAM	Total Addressable Market	Total market demand for a product or service.
TSM	Total Serviceable Market	Segment of TAM a business can serve.
UI	User Interface	Visual layout through which users interact with a system.
UX	User Experience	Overall experience of a user interacting with a product.
UI/UX	User Interface and User Experience	Combined design and experience of digital products.
X^2	Chi-Square Statistic	Statistical test used to analyze relationships between variables.
CTA	Call to Action	Prompt encouraging users to take a specific action.
Google Analytics	Google Web Analytics Tool	Tool used to track and analyze website traffic and user behavior.