

**TRANSDISCIPLINARY PROJECT CENTRIC LEARNING**

**The Rise of DTC brands: Marketing Strategies and Challenges**

TD-PCL Report submitted in partial fulfilment of the requirement for the award of the degree of

**Master of Business Administration (MBA)**

### Submitted By

|  |  |  |
| --- | --- | --- |
| **S.no** | **Name** | **USN No** |
| 1 | Rudhra S | 24MBAR0657 |
| 2 | Sri Harsha PS | 24MBAR1026 |
| 3 | Ritika Chanillo | 24MBAR0609 |
| 4 | Siva J | 24MBAR0882 |
| 5 | Rohan M | 24MBAR0223 |
| 6 | Vignesh Viswanathan | 24MBAR0970 |
| 7 | Ritwika Saha | 24MBAR0057 |
| 8 | Vedhashree | 24MBAR0562 |
| 9 | Sruti Raulo | 24MBAR0671 |

Under the Guidance of **Dr.**

**Bharath Sampath**, **Assistant Professor,**

Faculty of Management Studies, CMS Business School



**CERTIFICATE**

### This is to certify that this TD-PCL report submitted to Faculty of Management Studies, CMS Business School, JAIN (Deemed-to-be University), Bangalore, by the following Students a record of project work done on the topic “The Rise of DTC brands: Marketing Strategies and Challenges”. This work was done during the academic year 2024 - 25, under my guidance and supervision.

|  |  |  |
| --- | --- | --- |
| **S.no** | **Name** | **USN No** |
| 1 | Rudhra S | 24MBAR0657 |
| 2 | Sri Harsha PS | 24MBAR1026 |
| 3 | Ritika Chanillo | 24MBAR0609 |
| 4 | Siva J | 24MBAR0882 |
| 5 | Rohan M | 24MBAR0223 |
| 6 | Vignesh Viswanathan | 24MBAR0970 |
| 7 | Ritwika Saha | 24MBAR0057 |
| 8 | Vedhashree | 24MBAR0562 |
| 9 | Sruti Raulo | 24MBAR0671 |

### This TD-PCL report has not been submitted for the award of any Degree, Diploma,

### Associateship or Fellowship or any other title in this University or any other University.

|  |  |
| --- | --- |
| Place: Bangalore | Dr. Bharath Sampath, |
| Date: | Assistant Professor |



**DECLARATION**

### I, hereby declare that this TD-PCL Project Report on “Rise of DTC brands: Marketing strategies and Challenges” is prepared by us during the academic year 2024 - 25 under the guidance of Prof./Dr. Bharath Sampath

### This report is not based on any previously submitted project for the award of Degree or Diploma offered by any University. It is the result of our own effort.

|  |  |  |  |
| --- | --- | --- | --- |
| **S.no** | **Name** | **USN No** | **Signature** |
| 1 | Rudhra S | 24MBAR0657 |  |
| 2 | Sri Harsha PS | 24MBAR1026 |  |
| 3 | Ritika Chanillo | 24MBAR0609 |  |
| 4 | Siva J | 24MBAR0882 |  |
| 5 | Rohan M | 24MBAR0223 |  |
| 6 | Vignesh Viswanathan | 24MBAR0970 |  |
| 7 | Ritwika Saha | 24MBAR0057 |  |
| 8 | Vedhashree | 24MBAR0562 |  |
| 9 | Sruti Raulo | 24MBAR0671 |  |

### Date:



**NO OBJECTION FOR PUBLICATION / IPR PROCESSING**

### This is to certify that the Transdisciplinary Project Centric Learning Report titled “Rise of DTC brands: Marketing strategies and challenges” was completed at Faculty of Management Studies, CMS Business School, JAIN

### (Deemed-to-be University) under the supervision of Prof./Dr. Bharath Sampath.

### We have no objection if the University uses the contents for any kind of publication – print/online, including but not limited to IPR-related processing in the future. We hereby, authorize the University authorities to take all decisions pertaining to the

### same and will abide by their decisions.

|  |  |  |  |
| --- | --- | --- | --- |
| **S.no** | **Name** | **USN No** | **Signature** |
| 1 | Rudhra S | 24MBAR0657 |  |
| 2 | Sri Harsha PS | 24MBAR1026 |  |
| 3 | Ritika Chanillo | 24MBAR0609 |  |
| 4 | Siva J | 24MBAR0882 |  |
| 5 | Rohan M | 24MBAR0223 |  |
| 6 | Vignesh Viswanathan | 24MBAR0970 |  |
| 7 | Ritwika Saha | 24MBAR0057 |  |
| 8 | Vedhashree | 24MBAR0562 |  |
| 9 | Sruti Raulo | 24MBAR0671 |  |

Contents

[Executive Summary 2](#_bookmark0)

[Introduction 2](#_bookmark1)

[Background of Direct-to-Consumer (DTC) Brands 2](#_bookmark2)

[Importance of DTC Brands in Modern Marketing 3](#_bookmark3)

[Review of Literature 3](#_bookmark4)

[Hypothesis 5](#_bookmark5)

[Data Analysis and Interpretation 5](#_bookmark6)

[Findings and Recommendation 7](#_bookmark7)

[Findings 7](#_bookmark8)

[Recommendations 8](#_bookmark9)

[Conclusion 8](#_bookmark10)

[Bibliography 9](#_bookmark11)

[Annexure 10](#_bookmark12)

[Questionnaire 10](#_bookmark13)

# Executive Summary

This study investigates the changing landscape of Direct-to-Consumer (DTC) marketing, with a focus on how digital-first brands use different strategies to establish customer relationships and foster brand advocacy. As e-commerce has grown and consumer behavior has shifted, DTC brands cut out intermediaries and engage directly with customers via digital channels. The research sought to investigate important marketing strategies like Personalisation, Influencer Marketing, Brand Trust, and Social Media Presence, and their effect on Customer Recommendation.

Data was gathered using systematic surveys and analyzed via regression methods to determine the strength and significance of variable relationships. Of all the factors that were taken into account, Personalisation was the only statistically significant variable that affected customer recommendation, which implies that customers will recommend brands that provide customized and relevant experiences more likely. Other variables, although significant in theory, failed to demonstrate a strong direct effect in the regression analysis.

The results highlight the significance of personalisation in DTC marketing and suggest that brands should invest more in data-driven marketing that appeals to individual tastes. The research offers actionable takeaways for marketers to better fine-tune their strategy and put customer-centricity at the forefront to foster long-term loyalty and brand advocacy in the competitive DTC landscape.

# Introduction

## Background of Direct-to-Consumer (DTC) Brands

Consumer-direct sales have proven to be a fundamental restructuring influence across retail operations and marketing approaches. Digital platforms serve as connectors between DTC brands and consumers because these brands eliminate traditional intermediaries such as wholesalers and retailers. This retail business model has become prominent largely because technology improvements and the growth of e-commerce together with consumer tastes for customized and easy shopping services. Warby Parker and Glossier and Casper prove through their success that DTC models can disrupt several product markets including fashion and beauty alongside fitness and healthcare businesses.

## Importance of DTC Brands in Modern Marketing

Modern companies use DTC brands to transform their customer interaction methods. These brands use digital instruments including data analytics and social media and targeted advertising methods to deliver custom marketing efforts which appeal specifically to their target market segments. Through DTC brands maintain complete control of their brand perception together with customer interactions and both revenue margins and pricing strategy. The ability to collect and analyze real-time customer data allows DTC brands to improve their products and marketing approaches which builds devoted customer relationships.

# Review of Literature

The rise of Direct-to-Consumer (DTC) brands has significantly impacted small and medium enterprises (SMEs) and micro small and medium enterprises (MSMEs) in India, particularly in tier 2 and tier 3 markets. Modi, Balaji, Mathew, and Kishore (2024) highlight the challenges of building brand trust and equity in these regions, emphasizing the role of website attractiveness and electronic word-of-mouth (eWOM) in enhancing DTC brand effectiveness and increasing return on ad spend (ROAS). Their findings suggest that DTC brands can minimize advertising costs while improving ROAS through effective online branding strategies. Similarly, Shih et al. (2024) explore Direct-to-Consumer Testing (DTCT), which refers to laboratory tests initiated by consumers without healthcare professional involvement. They identify three DTCT modalities—home self-testing, self-sampled tests, and direct access tests—and discuss their implications for the traditional testing process, offering recommendations for improving quality and reducing errors. The study underscores the importance of consumer initiation as a defining characteristic of DTCT and its implications for regulation and healthcare outcomes. In the context of social media, Mu and Yi (2024) investigate how social media advertising features of emerging DTC brands influence consumer loyalty. Their research reveals that informativeness, relevance, and interactivity of social media advertising directly and indirectly impact loyalty, providing practical insights for DTC brands to enhance marketing strategies and foster consumer loyalty through digital empowerment and interactive experiences. Zhong (2024) further examines the marketing strategies of fashion brands in the new media era, emphasizing the shift in information dissemination and the rise of personalized consumer demands. The study highlights the need for fashion brands to adapt to new media dynamics, leveraging digital platforms to enhance brand visibility and engagement. Finally, Yan (2024) explores the social media marketing strategies of traditional consumer brands, using MAC Cosmetics as a case study. The research identifies key strategies such as targeted advertising,

influencer collaborations, and user-generated content, emphasizing the significant role of social media in influencing consumer behaviour and enabling direct brand-audience communication. Together, these studies provide a comprehensive understanding of the evolving landscape of DTC brands, social media marketing, and consumer engagement in the digital era. Research by Edelman (2020) suggests that brand authenticity and storytelling play a crucial role in consumer trust and engagement. Brands like Glossier and Casper thrive by creating compelling narratives around their products and customer experiences. A study by McKinsey & Company (2021) found that DTC brands excel in leveraging customer data to personalize marketing messages, product recommendations, and user experiences, increasing customer loyalty and conversion rates. According to Reichheld (2003), DTC brands struggle with customer retention as competition grows. Subscription-based models (e.g., Dollar Shave Club) have helped mitigate churn rates, but many brands still struggle to maintain long-term consumer relationships. Brands like Glossier and Allbirds use content marketing to build strong narratives around their products. Pulizzi (2019) suggests that storytelling fosters emotional connections, making consumers more likely to engage and purchase.

**Aim**

The aim of this research is to explore the marketing strategies and challenges faced by Direct- to-Consumer (DTC) brands, with a focus on understanding how these brands leverage digital platforms to build customer relationships and drive growth. The study also aims to provide actionable insights for DTC brands to improve their marketing efforts.

**Research Objectives**

This research aims to:

1. Examine the marketing strategies employed by successful DTC brands.
2. Identify the key challenges faced by DTC brands in building and maintaining customer relationships.
3. Explore consumer perceptions of DTC brands compared to traditional brands.
4. Provide actionable recommendations for DTC brands to enhance their marketing efforts and overcome challenges.

**Population and Sampling (Target Audience)**

* + Online shoppers who have purchased from Direct-to-Consumer (DTC) brands.
	+ Consumers familiar with DTC brands, even if they haven’t made a purchase.
	+ People aged 18–45, as they are the primary demographic for online shopping and digital marketing engagement.

Target Population: Online shoppers aged 18–45 familiar with or who have purchased from DTC brands.

Sampling Method: Convenience sampling will be applied, recruiting participants via social media, forums, or personal networks.

Sample Size: 100 respondents, suitable for a small-scale study.

**Methodology**

This study will blend quantitative data from structured questionnaire responses with qualitative insights from open-ended questions to explore Direct-to-Consumer (DTC) marketing strategies, challenges, and consumer perceptions. The provided questionnaire will be hosted on a free platform like Google Forms or SurveyMonkey and distributed through social media (e.g., Instagram, Twitter/X, Reddit) and personal networks. Quantitative analysis will use descriptive statistics (e.g., percentages, means) and a simple correlation analysis to test the hypothesis on digital marketing’s impact on DTC success, processed via Google Sheets or Excel, while qualitative thematic analysis of open-ended responses will identify key themes, conducted manually, with findings integrated for a holistic view. Ethical considerations include a consent statement ensuring voluntary, anonymous participation and no collection of personally identifiable data, all supported by cost-effective tools such as Google Forms for surveys and existing social media networks to gather participants.

# Hypothesis

H₀: Personalisation does not significantly influence Customer Recommendation. H₁: Personalisation significantly influences Customer Recommendation.

# Data Analysis and Interpretation

Dependent Variable (X) - Customer Recommendation Independent Variable (Y) – Personalisation



*Figure 1*

**

*Figure 2*

*Table 1*

|  |  |  |
| --- | --- | --- |
| **Metric** | **Result** | **Interpretation** |
| **R Square** | 0.1098 | ~10.98% of the variation in Customer Recommendation is explained by Personalisation. This shows a **weak but meaningful relationship**. |
| **P-value (Personalisation)** | 0.0110 | Since **p < 0.05**, the result is **statistically significant**. This means personalisation has a **significant impact** on customer recommendation. |
| **Coefficient (Personalisation)** | 0.1916 | A **1-unit increase in Personalisation** leads to an average increase of **0.1916 units in Recommendation**. So, more personalisation → more likely to recommend. |

|  |  |  |
| --- | --- | --- |
| **F-statistic (ANOVA)** | 6.91 (p =0.011) | The overall model is significant, indicating that personalisation as a predictor is **not due to random chance**. |
| **Standard Error** | 0.4755 | Shows moderate variability in the prediction — expected with real-world consumer data. |

The scatter plot with a trendline displays a clear **positive linear relationship** between **Personalisation** and **Customer Recommendation**. This means that as the level of **personalisation increases**, customers are more likely to **recommend the brand**.

The regression equation, **y = 0.5635x + 2.5494**, further supports this trend, indicating a **direct upward relationship**. The **R² value of 0.1075** reflects a **modest strength**, meaning around **10.75% of the variation** in recommendations is explained by personalisation.

While the relationship isn’t extremely strong, it is **statistically significant**, which adds **credibility** to the results. This significance shows that the **positive effect of personalisation** on recommendation is **not due to chance**.

# Findings and Recommendation

## Findings

The study tested the impact of principal DTC advertising strategies—Personalisation, Influencer Marketing, Brand Trust, and Social Media Presence—on Customer Recommendation.

* Among all variables, Personalisation exhibited a statistically significant and positive association with Customer Recommendation, as indicated by the regression equation y

= 0.5635x + 2.5494 and R² = 0.1075.

* Other variables such as Influencer Marketing and Brand Trust, although theoretically important, did not have strong or statistically significant effects in the regression result, indicating mixed attitudes or inconsistent experiences among the respondents.
* Social Media Presence, albeit used extensively by DTC brands, also failed to have a significant direct effect on customer recommendation, which may be because of saturation or lack of useful engagement.

Overall, the findings show that personalisation is the major differentiator in building customer loyalty and advocacy for DTC brands.

## Recommendations

* DTC brands need to make Personalisation a central marketing strategy—using data to provide personalized content, product recommendations, and user experience.
* Influencer campaigns need to be optimized to emphasize authenticity and niche targeting over reach or number of followers.
* Brand Trust efforts like open communication, ethical behavior, and uniform service must be highlighted, though their immediate effect is less measurable.
* Social Media Presence must graduate from mere activity to actual community-building and two-way communication to restore influence over customer choice.
* Ongoing analysis of the data and gathering of customer feedback must drive continuous strategy optimization for improved performance in all variables.

# Conclusion

This study aimed to investigate the marketing tactics and challenges of Direct-to-Consumer (DTC) brands, specifically the manner in which these brands leverage digital platforms to establish customer relationships and fuel growth. Through an in-depth analysis of the most important variables—Personalisation, Influencer Marketing, Brand Trust, and Social Media Presence—the report aimed to determine which of these factors most strongly impacts Customer Recommendation, a critical outcome for brand loyalty and growth in the DTC environment.

The research uncovered that Personalisation is statistically significant and positively influencing customer recommendation behavior. The regression analysis established a modest but significant association between personalisation experience and customer recommendation likelihood. This aligns with the larger paradigm that consumers in today's age appreciate relevance, personalisation, and attention. Conversely, variables such as Influencer Marketing, Brand Trust, and Social Media Presence, though common amongst DTC brands, did not have a significant direct impact on customer recommendation for this specific dataset. These results indicate that even though these strategies enhance overall brand engagement, their direct effects on advocacy are less straightforward and most probably contingent on execution quality.

In summary, DTC brands need to realize that not every digital tactic brings the same degree of impact. An emphasis on personalisation supported by data and consumer insight seems to be

the best advocacy driver. In the future, brands need to marry this with a considered strategy involving influencer collaboration, trust signals, and sincere social media interactions to produce a balanced, customer-driven strategy.

**Reference**

1. McKinsey & Company. (2021). The State of Direct-to-Consumer (DTC) Brands: Growth, Challenges, and Future Strategies. McKinsey & Company Insights.

# Bibliography

1. Yan, W.-L. (2024). Research on online social media marketing strategies of traditional consumer brands: A case study of Mac cosmetics. *SHS Web of Conferences*, *207*, 02009. <https://doi.org/10.1051/shsconf/202420702009>
2. Zhong, W. (2024). Marketing Strategies of Fashion Brands in the New Media Era. *Transactions on Economics, Business and Management Research*, *12*, 210–215. <https://doi.org/10.62051/789x8157>
3. Mu, W., & Yi, Y. (2024). *The Impact of Social Media Advertising Features of Emerging Direct-to-Consumer Brands on Consumer Loyalty*. <https://doi.org/10.2139/ssrn.4721429>
4. Shih, P., Sandberg, S., Balla, J. I., Başok, B. İ., Brady, J. J., Croal, B. L., Vos, N. D., Karlsson, M., Kedars, P., Ozben, T., Pijanovic, M., Plebani, M., & Orth, M. (2024). Direct-to-consumer testing as consumer initiated testing: compromises to the testing process and opportunities for quality improvement. *Clinical Chemistry and Laboratory Medicine*, *0*(0). <https://doi.org/10.1515/cclm-2024-0876>
5. Modi, S., Balaji, V., Mathew, S., & Kishore, K. (2024). Navigating brand equity in personal care: Examining the influence of direct-to-consumer brands and the mediating power of brand image. *International Journal of Management and Sustainability*. <https://doi.org/10.18488/11.v13i2.3763>
6. Edelman, D. (2020). The Power of Authentic Brand Storytelling. Harvard Business Review.
7. Reichheld, F. F. (2003). The One Number You Need to Grow. Harvard Business Review.
8. Pulizzi, J. (2019). Killing Marketing: How Innovative Businesses Are Turning Marketing Cost into Profit. McGraw-Hill Education.

# Annexure

## Questionnaire

Section 1: General Information (Demographics)

#### Age Group: (Multiple-choice, single selection)

* + 18–24
	+ 25–34
	+ 35–44
	+ 45+

#### Gender: (Multiple-choice, single selection)

* + Male
	+ Female
	+ Non-binary/Prefer not to say

#### Highest Level of Education: (Multiple-choice, single selection)

* + High school diploma or equivalent
	+ Bachelor’s degree
	+ Master’s degree
	+ Doctorate or professional degree
	+ Other

#### Employment Status: (Multiple-choice, single selection)

* + Employed full-time
	+ Employed part-time
	+ Self-employed
	+ Student
	+ Unemployed
	+ Other

#### Income Range (Optional): (Multiple-choice, single selection)

* + Less than $20,000
	+ $20,000 – $49,999
	+ $50,000 – $79,999
	+ $80,000 – $99,999
	+ $100,000+
	+ Prefer not to say

#### Which best describes the area where you currently live?

1. A major city (e.g., Mumbai, Delhi)
2. A smaller city or town (e.g., emerging Tier-2 areas)
3. A rural area or village

Section 2: Your Shopping Habits

#### 7 . Have you ever purchased from a Direct-to-Consumer (DTC) brand online?

* Yes
* No

#### How often do you shop from DTC BRANDS online? (Single choice)

* + Almost every week!
	+ Only when I need something.
	+ Rarely – I still like in-store shopping.
	+ Never – I live under a rock.
1. **Product Categories You Frequently Purchase Online:** (Select all that apply)
* Electronics
* Fashion/Apparel
* Groceries
* Books
* Home & Kitchen
* Health & Beauty
* Others (Please specify)

Section 3: How Do You Learn About DTC Brands?

#### Where do you usually hear about DTC brands? (Select all that apply!)

* + Instagram/TikTok ads
	+ Influencers hyping them up
	+ Amazon or Google search
	+ Friends & family recommendations
	+ Emails I don’t remember signing up for
	+ I randomly stumble upon them

#### How often do you come across DTC brand ads while browsing online?

* Multiple times a day
* A few times a week
* Rarely
* Never

#### Which type of content makes you most interested in learning about a DTC brand?

* Social media ads (Instagram, Facebook, YouTube)
* Influencer reviews or unboxings
* Customer testimonials & ratings
* Brand storytelling (sustainability, ethics, values)
* Discount offers & promotions
* None – I scroll past them all!

#### Do you trust recommendations from social media influencers when learning about DTC brands?

* Yes, I rely on them a lot
* Sometimes, but I verify before purchasing
* No, I prefer reviews from real customers Section 4: Why Do You Buy from DTC Brands?
1. **Which factor convinces you to explore a new DTC brand?** (Select all that apply)
* Positive customer reviews
* Exclusive product offerings
* Attractive discounts & deals
* Ethical & sustainable practices
* Fast & reliable delivery
1. What makes you click that “BUY NOW” button? (Select all that apply!)
	* It’s cheaper than big brands
	* Exclusive or unique products
	* Amazing reviews – I trust the internet
	* Personalized shopping experience
	* They’re eco-friendly or ethical
	* Fast shipping – I hate waiting
	* The marketing got me (yes, I fall for good ads!)

#### Have you ever visited a DTC brand’s website after seeing an ad or recommendation?

* Yes
* No

#### How important is brand credibility when learning about a new DTC brand?

* Very important – I research before buying
* Somewhat important – I check reviews quickly
* Not important – I buy if I like the product

#### How often do you get “influenced” to buy something? (Single choice)

* + Never, I have self-control!
	+ Sometimes, but only if it’s REALLY convincing.
	+ Way too often – take my money!

#### Would you be more likely to buy from a DTC brand if they had a strong social media presence?

* Yes
* No

#### Do you follow any DTC brands on social media?

* Yes
* No

Section 5: Your Experience with DTC Brands

#### On a scale of 1-5, how happy have you been with your DTC brand purchases? (Likert Scale: 1-5, from “Very dissatisfied” to “Very satisfied”)

#### Have you ever regretted buying from a DTC brand? (Yes/No)

(If Yes, show next question)

#### What went wrong? (Select all that apply!)

* + Shipping took forever!
	+ Product didn’t match the hype.
	+ Customer service was a nightmare.
	+ Hidden fees caught me off guard.
	+ Returning the product was impossible.

#### Section 6: DTC Marketing Strategies – What Works on You?

#### What kind of marketing makes you trust a brand? (Pick your top 3!)

* + Tons of 5-star reviews
	+ Before & after comparisons
	+ Real people using the product (not actors!)
	+ Funny and relatable ads
	+ Ethical or sustainable mission
	+ Limited-time discounts or deals

#### How important is personalization in marketing messages from DTC brands?

* Very important – I expect tailored content
* Somewhat important – It can catch my attention
* Not important – I respond to general messages equally well

#### Do loyalty programs or exclusive memberships (e.g., early access, rewards) influence your decision to shop from a DTC brand?

* Yes, I love brands that reward repeat customers
* Maybe, if the perks are really good
* No, I don’t care about loyalty programs

#### Have you ever bought from a DTC brand because of a limited-time offer (e.g., flash sale, seasonal discount)?

* Yes
* No
1. **What would make you try a new DTC brand over an established one?** (Select all that apply)
* Unique or innovative products
* More affordable prices
* Better quality compared to big brands
* Positive customer reviews
* Strong social media presence & engagement

#### Do you engage with DTC brands on social media (e.g., liking, commenting, sharing posts)?

* Yes, I actively engage
* Sometimes, if I like the brand
* No, I just scroll past

#### What makes a DTC brand stand out to you in a crowded market?

* Strong branding & aesthetic
* Viral social media presence
* Unique product offerings
* Excellent customer service
* Word-of-mouth recommendations

#### How likely are you to recommend a DTC brand to a friend if you love it? (Scale: 1- 5, from “Not likely at all” to “Absolutely!”)