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001

EXECUTIVE SUMMARY



Figure 2

Today's consumers are more conscious than ever about collecting and using their data. As the demand for transparency in digital spaces rises, particularly in fashion e-commerce, brands that do not adapt may face reputational damage and the potential for misuse.

This strategic marketing plan proposes a digital extension of the current Honey browser extension. It offers a solution to the critical issue of unethical data collection practices in the fashion industry. The idea is that when the 'Accept Terms and Conditions' prompt appears while consumers shop online, the extension will outline how the brand will use their data. This project responds to consumer concerns and demand for transparency in how their data is collected.

This extension will strategically benefit Honey as it will provide a competitive edge and help build consumer knowledge about data collection, which fosters consumer trust. This strategic marketing plan will outline the development of the concept, positioning and communications strategy. No new brand identity will be developed. Honey's internal design and branding teams will manage the creation and execution of the final visual identity, ensuring alignment with the core brand guidelines and values.

Honey Insight meets these ethical requirements and establishes Honey as an innovative leader in the browser extension industry. By providing users with transparency, Honey enhances brand trust and cultivates lasting commercial value through greater consumer involvement.



Figure 3

002

CONTEXT & OPPORTUNITY

market TRENDS

The final major project (FMP) revealed a significant critical issue in the fashion e-commerce sector: although brands increasingly utilise behavioural data for hyper-personalised marketing, consumers largely remain uninformed about what data is being collected, its purposes, and how they can safeguard themselves. “Modern business practices regarding the use and abuse of consumer data have created a divide between many companies and the individuals they serve” (Forbes, 2024). This situation leads to unwanted personalisation and undermines trust in the platforms and brands they engage with. The absence of transparency signifies an ethical deficiency and a growing strategic shortfall within the industry.

Nudge Theory



Brands are using the collected data to manipulate their sales. Brands can employ behavioural marketing tactics to understand their consumer's purchasing journeys. This helps them to understand where and when the employment of advertising will be the most commercially effective. This leads to a loss of consumer autonomy as they respond to the nudging tactics compelling them to purchase, using tactics grounded in behavioural frameworks such as the nudge theory. These tactics are typically embedded within the social proof, urgency methods and reciprocity principles. They drive consumers to make purchases beyond their rational thinking through innate impulses.

Simultaneously, the FMP highlighted the emergence of the 'conscious consumer,' a notable market trend. Today's consumers are becoming more ethically motivated, and there is an increasing market demand for transparency, control, and honesty—especially in digital experiences. This behavioural shift is evident as “47% of consumers try to purchase from brands that clearly outline how, where, and when their data is being used” (Qonsen, 2022). Brands that overlook this change risk estranging their most digitally engaged customers.

“47% of consumers try to purchase from brands that clearly outline how, where and when their data is being used”

(Qonsen, 2022)

This situation creates a strong strategic opportunity to bridge the divide by providing a value-focused, user-centred digital tool that empowers rather than exploits. The following proposal outlines how this market trend and ethical dilemma can be addressed.

target AUDIENCE

Primary and secondary markets will be used to categorize the audience for this strategic marketing plan. The primary audience for this adaptation will be digitally native generations, specifically Gen Z and Millennials, as they are the ones who are most concerned about the issue and online shopping. The secondary audience consists of all current Honey users who might not identify as digitally native but still use the platform for convenience and savings. This wider group may not prioritize privacy as much but can still gain from the increased transparency and control that 'Honey Insight' provides.

primary market

DEMOGRAPHIC

Individuals between 18 and 34 are proficient in digital technology, generally have a good education and regularly shop online. As reported by Mintel, “60% of Gen Z Teens, 56% of Gen Z Adults, and 58% of Millennials” (Mintel, 2024) primarily shop through online platforms. Many of this demographic are students or those in the early stages of their careers, which makes budget-friendly options like Honey particularly appealing.

TECHNOGRAPHIC

This audience has grown up within the digital landscape, making using digital tools second nature. Their proficiency in digital skills makes them more likely to engage with the new extension.

PSYCHOGRAPHIC

This demographic is “increasingly making purchasing decisions based on their ideological values and beliefs” (Mintel, 2024). They have created a zeitgeist for transparency, corporate responsibility and ethical corporate practices. This highlights their inclination towards brands that enable them to make knowledgeable digital decisions about personal privacy.

BEHAVIOURAL

Individuals between 18 and 34 are proficient in digital technology, generally have a good education, and regularly shop online. As reported by Mintel, “60% of Gen Z Teens, 56% of Gen Z Adults, and 58% of Millennials” (Mintel, 2024) primarily shop through online platforms. Many of this demographic are students or those in the early stages of their careers, which makes budget-friendly options like Honey particularly appealing.

secondary market

DEMOGRAPHIC

Honey’s broader user base encompasses individuals aged 35-65+, including working professionals, families, and older consumers. While digital proficiency varies within this group, a shared motivation is the pursuit of online savings. Mintel’s research indicated they are active: “62% of Gen X and 36% of baby boomers have made over half of their purchases online in the past year” (Mintel, 2024), highlighting a significant presence in the e-commerce landscape.

BEHAVIOURAL

Users in this demographic primarily use Honey for its core functionalities—securing discounts and enhancing convenience. They exhibit habitual usage patterns and may not explore additional features unless these are communicated. According to Mintel, “Gen X and Baby bombers are turning to e-commerce for their shopping needs” (Mintel, 2024), indicating a significant reliance on online platforms.

PSYCHOGRAPHIC

This demographic is characterised by practical approaches and values-based decisions. While engagement with data privacy concerns is not consistently high, there is rising recognition shaped by media attention and personal encounters. A report from Statista indicates that “74% of consumers aged 55 to 65 were concerned about data privacy when interacting with brands digitally” (Statista, 2024), highlighting the growing significance of transparency for this age group.

TECHNOGRAPHIC

This group is less familiar with technology than digital natives and might need additional support or confidence when encountering new features. They gain the most from straightforward, easy-to-understand explanations seamlessly fitting into their shopping journeys.

targeting

PRIMARY AUDIENCE

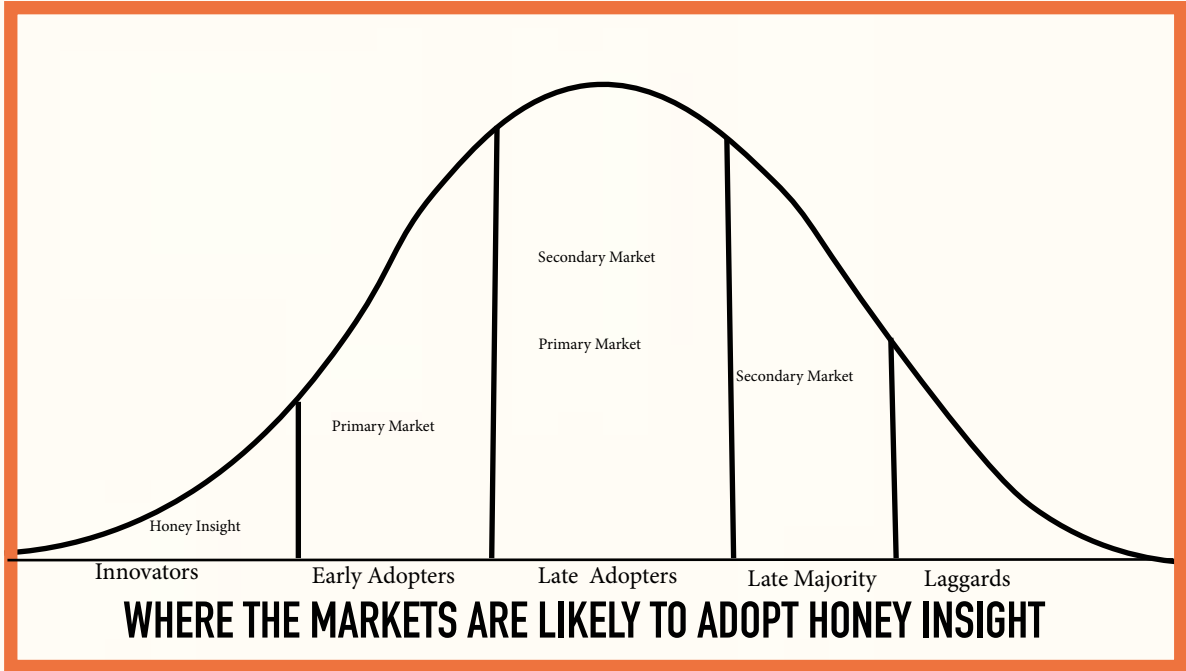
Digitally native consumers hold strategic significance as they comprise a highly engaged and forward-thinking demographic that actively looks for brands that reflect their ethical and technological beliefs. Their heightened concerns regarding data privacy make them the most inclined to be early adopters and advocates for Honey Insight. By focusing on this demographic, Honey can become a leader in digital transparency and ethical commerce. Because this demographic is community-based, their word-of-mouth endorsements can drive meaningful commercial growth for Honey Insight.

SECONDARY AUDIENCE

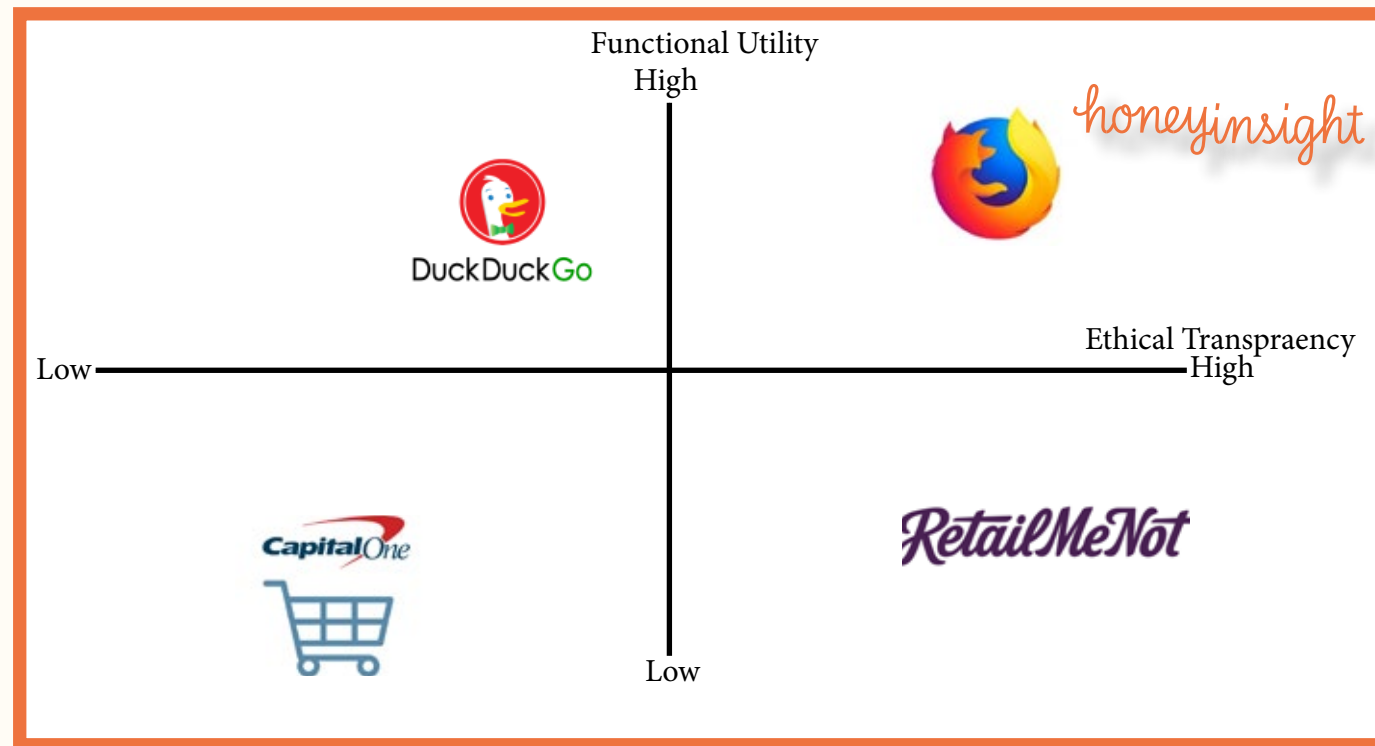
The wider Honey user demographic is vital strategically as it accounts for a significant part of the current audience and plays a crucial role in the platform’s expansion and ongoing success. Although they might not prioritise data ethics, this segment appreciates trust and ease of use, which Honey Insight offers frictionlessly. Targeting this audience strengthens Honey’s reputation as a mass-market tool and establishes that the extension is digitally inclusive. Nonetheless, generations that are not as digitally native might find themselves in the early majority category of the trend adoption curve, as they usually start embracing new technologies after they have been validated and socially accepted.

According to the technology adoption lifecycle, digital natives represent the innovators and early adopters’ groups—those most willing to trail new technology that aligns with their values. In contrast, older demographics tend to fall into the early and late majority, adopting once a feature has proven value. With this curve in mind, Honey Insight will be launched, leveraging early adopters to build trust and momentum before targeting wider market segments.

TREND ADOPTION CURVE



competitors



This positioning map was created to illustrate the competitive environment within the browser-based fashion e-commerce tool sector, utilising two key axes: functional utility and ethical transparency. These dimensions were chosen to capture the essential conflicts in contemporary consumer expectations—balancing effortless shopping convenience with an increasing awareness of digital ethics and data privacy concerns.

Competing services such as Capital One Shopping and RetailMeNot are primarily in the lower-right quadrant. They deliver high utility while failing to address escalating ethical issues, particularly those raised by the primary market, which is not only tech-savvy but also focused on alignment with its values. In contrast, tools like DuckDuckGo's browser extension and Mozilla's privacy add-ons are characterised by high transparency but lack integration into the shopping experience, diminishing their relevance in the fashion commerce domain.

Honey Insight is positioned as a user-centric extension that builds upon Honey's existing value proposition by introducing clarity into the online shopping experience. While Honey facilitates smart savings, Honey Insight takes it further by equipping users with straightforward, accessible information regarding how their data is gathered and utilised before their shopping experience. This establishes the feature as a functional tool and an ethical innovation that resonates with the growing consumer demand for control, privacy, and informed consent.

003 STRATEGIC CONCEPT

proposal

Following the findings from the final major project, this proposal presents 'Honey Insight'. This proposal focuses not on rebranding Honey but on expanding its functionality and ethical stance. Honey's internal design team will develop the final brand identity for this extension to ensure consistency with existing brand values, tone, and user interface. Strategically, this positions Honey as an innovator in innovative shopping solutions and ethical data handling. This ultimately provides a significant competitive edge in the modern digital landscape, which is increasingly demanding consumer transparency.

The planned feature will activate during critical digital interactions throughout the shopping process, particularly when users are asked to accept cookies or engage with consent mechanisms for tracking. Instead of allowing consumers to accept terms unknowingly, Honey Insight will clearly explain what data is being gathered and how it will be utilised and provide options to opt in or out of personalisation and targeted advertising. This enables consumers to make informed choices without interrupting their shopping experience.

The extension will be called 'Honey Insight' to communicate to consumers that it aims to educate them on the collection and use of their data by the brands they interact with,

providing them with 'insight'. The promotional campaign will emphasise empowerment and convenience, featuring taglines like "Shopping Smarter Begins with Insight." The messaging will emphasise that this is not a brand-new offering but an improvement that aligns with Honey's goal of making online shopping more straightforward and better.

Although Honey Insight aims to enhance data collection without interference, its initiatives create a subtle yet significant strategic dilemma. By raising user awareness about tracking practices, the tool might affect consumer attitudes and behaviours—potentially making them less receptive to personalised marketing or more cautious in their interactions with brands. This raises broader ethical questions for Honey and its retail partners: Does increased transparency compromise commercial influence? The proposal presents Honey Insight as a proactive, value-oriented improvement to the consumer journey, particularly since it responds to consumer demands and expectations regarding digital ethics while maintaining partner performance.

To bridge the tone gap, Honey Insight will implement a multi-layered communication strategy—preserving Honey's approachable and straightforward style while incorporating clarity and gravity when addressing data privacy. This will be accomplished through consistent visuals, clear messaging, and optional "learn more" links for users seeking additional information without interrupting the shopping experience.

honeyinsight

objectives

1

INCREASE CONSUMER TRUST

The objective is to strengthen consumer trust in Honey by enhancing transparency around data usage. The success of this will be measured through a 15% improvement in Net Promoter Score (NPS), tracked through email feedback loops. This will be achievable because of the brands partnership with PayPal fosters consumer trust, which facilitating faster acceptance of privacy-tools. This initiative is designed to align with consumer expectations, enhance satisfaction and build brand reputation. The target is to achieve this outcome within six months of the Honey Insight launch.

2

PROMOTE ETHICAL DATA AWARENESS

The objective is to inform users about the data being collected and its usage by online fashion retailers. The success of this will be measured through a 25% engagement rate with pop-up notifications monitored through click-through rates. This will be achieved through the effortless integration of education tools at the point of data collection in Honey Insight. This initiative is designed to enhance the digital literacy of consumers in response to their privacy concerns, and to position the brand as ethically responsible. The target is to achieve this outcome within three months of the launch.

3

DRIVE FEATURE ADOPTION

The objective is to track the number of consumers who incorporate the Honey Insight extension into the existing Honey account. The success of this will be measured through the attainment of 50,000 users of Honey Insight. This will be monitored through tracking the click-through rate from emails to existing users to see how many users select 'enable' Honey Insight. This initiative is designed to understand the response to Honey Insight. The target is to achieve this outcome within six months of the launch.

The current Net Promoter Score for Honey Insight is 60. A 15% improvement is set to achieve a score of 69 within the next six months. Engagement rate targets are also based on Honey's current email subscriber response rate of 18%, with a goal of reaching a 25% response rate following the launch.

Each goal directly contributes to the primary strategy of building consumer trust, improving digital literacy, and strengthening Honey's ethical brand image.

Honey's internal analytics and product development teams will monitor all metrics monthly through integrated dashboards and survey tools incorporated into the email feedback loops and app interfaces.

Additional key performance indicators, such as retention rates and cost-per-acquisition (CPA), will be used to assess Honey Insight's long-term return on investment (ROI).

004 BRAND FRAMEWORK



Figure 4

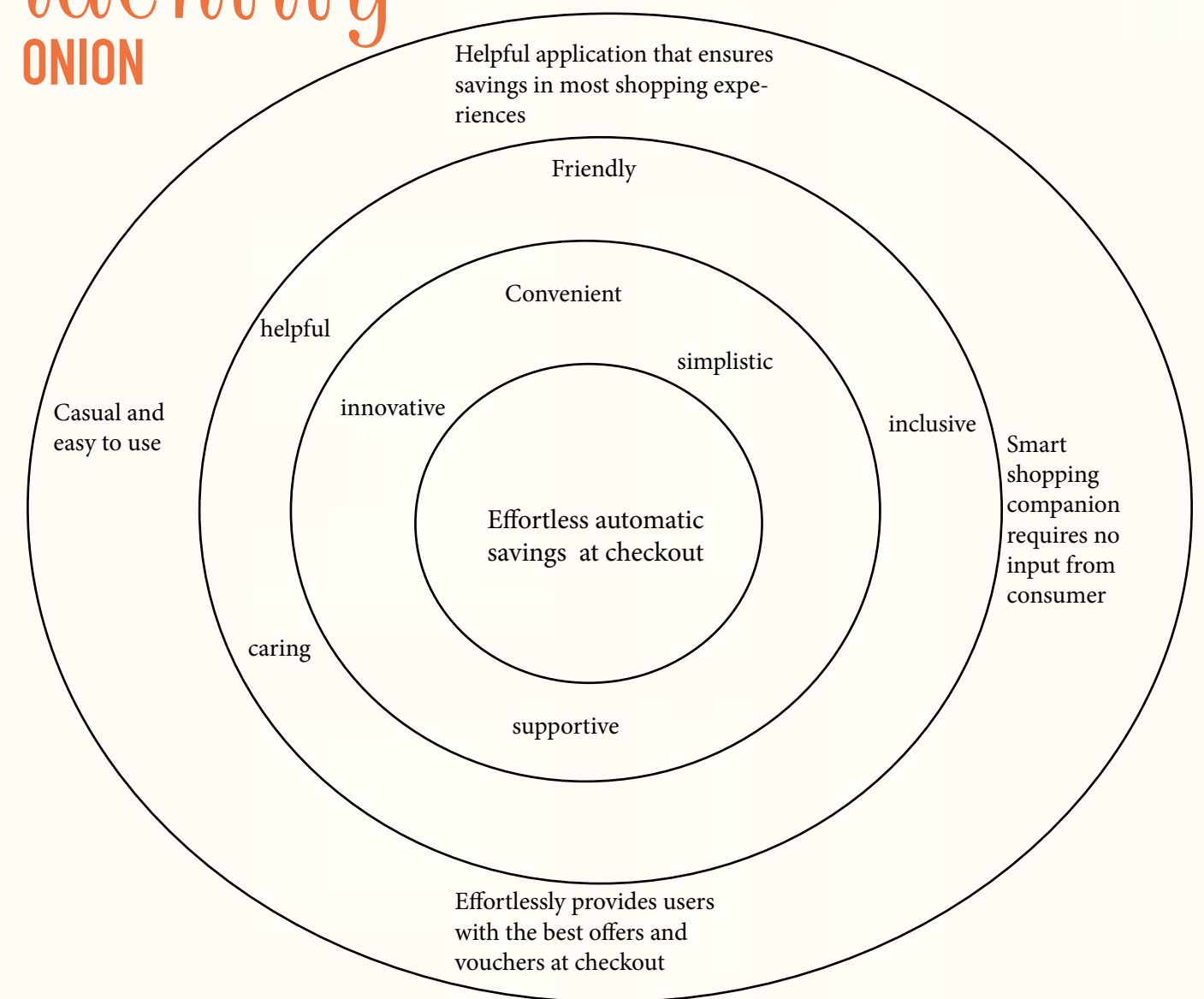
“Honey is a browser extension and app founded in November 2012 by Ryan Hudson and George Ruan. After a bug tester leaked the tool to Reddit, it went viral and had almost a million organic users by March 2014. PayPal then acquired Honey for about \$4 Billion in 2020” (Smith, 2024). This acquisition significantly accelerated Honey’s growth by broadening its accessibility through PayPal’s extensive user network, allowing for more seamless integration into the online checkout process. It also boosted Honey’s reputation within the e-commerce sector, aiding in establishing partnerships with leading retailers and drawing in new customers. Today, Honey partners with most online retailers in the fashion, beauty, technology, travel, and lifestyle e-commerce industries.

The brand aims to help “simplify online saving through automation” (News Desk, 2024). Honey is designed to be a user-centric experience that simplifies the shopping experience since it requires minimal user input. Honey is more than simple automated discounts for consumers — it brings users the joy of easily saving, fostering empowerment. Honey’s process is simple: download and add to the browser. Once added, it monitors online behaviour and suggests the best available discounts to help users save money when shopping. Its core identity is rooted in simplicity and smart shopping.



This consumer-first initiative has built a trusted consumer base of “over 17 million users” (Forlini, 2025). Honey’s key appeal stems from features like coupon finder and seamless checkout integration. Honey has further established a reward scheme named ‘Honey Gold’, which incentivises consumers to apply coupons to earn points for gift card rewards. Despite its bright shopping promise, Honey lacks transparency in its stance on digital ethics, data transparency, and consumer privacy, highlighting the opportunity for brand growth through this proposal.

brand identity ONION



WHY HONEY

for this proposal?

The brand Honey has been chosen for the ethical extension due to its existing functionality and identity. This can be explained through several critical reasons:

Trust and Established User Base

Honey already has “over 17 million users” (Forlini, 2025), showing its establishment and trusted digital footprint. Honey’s core user base skews toward digital natives (Gen Z and Millennials) as these are the consumer groups that shop the most often online. These are the generations most concerned about data privacy issues, which makes Honey a strategically aligned platform for ethical intervention. Its presence within the purchasing journey allows for the seamless integration of transparency features, targeting a vulnerable demographic with education and ethical tools when they are most exposed to data collection.

Cultural and Behavioural Fit

Its presence within the purchasing journey allows for the seamless integration of transparency features. Honey is part of natural shopping behaviour, so this extension will provide a low-friction opportunity. Consumers will not have to be introduced to a new brand or download a new browser extension.

Brand Synergy with Transparency

Although Honey is currently seen as a practical tool, it holds the strategic potential to develop into a value-driven brand that helps users save money and safeguards their digital rights. This aligns with larger trends in mindful consumption, privacy advocacy, and digital empowerment, particularly in the fashion sector

Scalability and Strategic Leverage

As a PayPal component, Honey benefits from a wide range of resources and distribution channels. This guarantees that any viable extension idea can be expanded across various markets and possibly incorporated into wider fintech and e-commerce frameworks, significantly increasing its strategic importance.

Relevance to Fashion Marketing

Honey’s presence on numerous fashion retail websites enhances its influence in the fashion-tech landscape. Its capability to educate users on how these retailers collect their data fills an essential ethical void in modern fashion marketing strategies—turning Honey into more than just a tool but a means of empowering consumers.

A significant factor to consider in this proposal is the possible disconnect between Honey’s current brand identity and the suggested ethical extension. Honey has developed a brand image based on convenience, automation, and cost savings, characterised by a light, approachable, and transactional tone. The launch of Honey Insight introduces a more value-oriented and ethically responsible aspect, which could signal a perceptual change for existing users. From a branding perspective, this raises concerns about misalignment—specifically, whether a brand known for deal-centric interactions can authentically take on the role of a champion for data transparency and ethical online conduct. To address this potential misalignment, this proposal frames itself as a natural progression for Honey as a user-centric brand. The success of the alignment of Honey Insight will depend on how it is positioned and experienced. The launch will aim to resonate with Honey’s existing brand values, convenience, and user orientation interface. This approach will facilitate a seamless transition instead of a disorienting one.



Figure 5

IMPLEMENTATION PLAN

005

timeline

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Email A/B Test Send						
A/B Testing Live						
Collect A/B Feedback						
Coming Soon Launch						
Early Members Sign Up Email						
Website Announcement						
Media Launch						
Honey Insight Live						
Post-Launch Feedback						

planning & TIME MANAGEMENT

The implementation will include cross-departmental teams: design and development for Honey Insight, legal for ensuring compliance with GDPR/CCPA (data regulation laws), and marketing for user education and external communications. The internal responsibility will be assigned to the Honey Product Innovation Team.

If A/B testing shows confusion, low engagement, or negative sentiment, fallback messaging with clearer visuals and fewer interaction steps will be implemented. A revised launch strategy will focus on enhancing user guidance and clarity.

Key risk factors include technical integration issues, lack of engagement during beta testing, or resistance from retail partners. A mitigation review checkpoint is incorporated into each monthly project sprint.

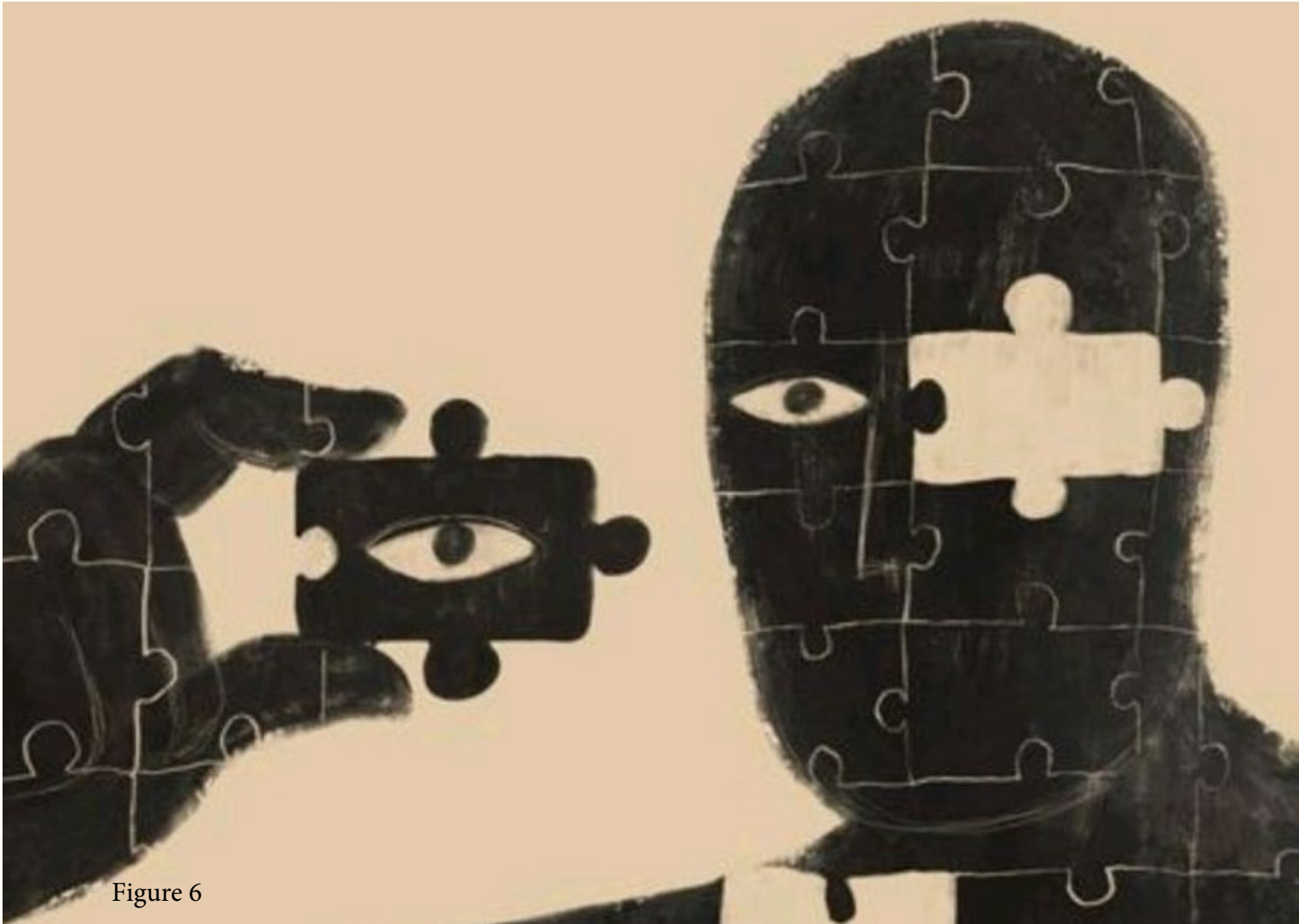
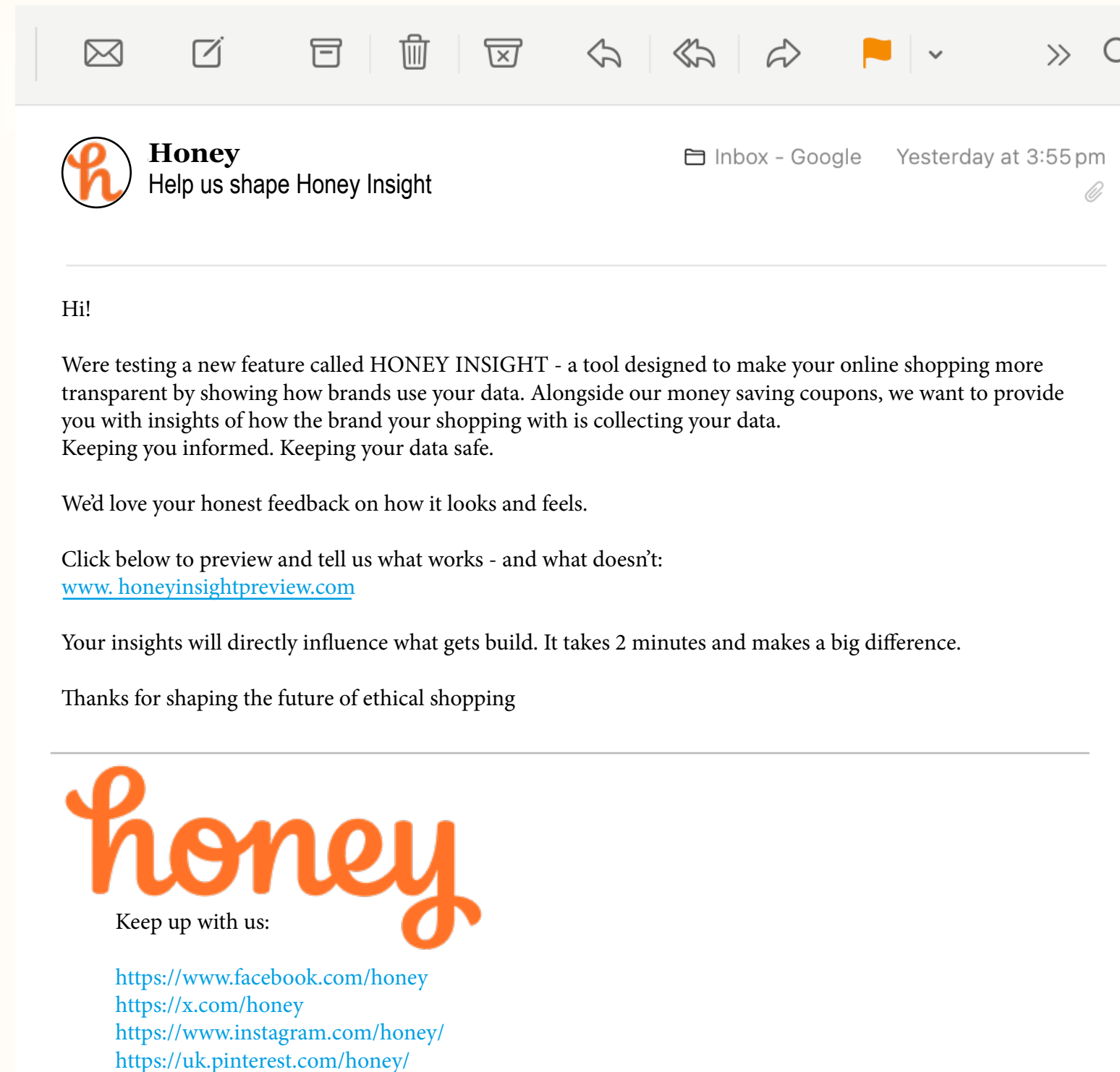
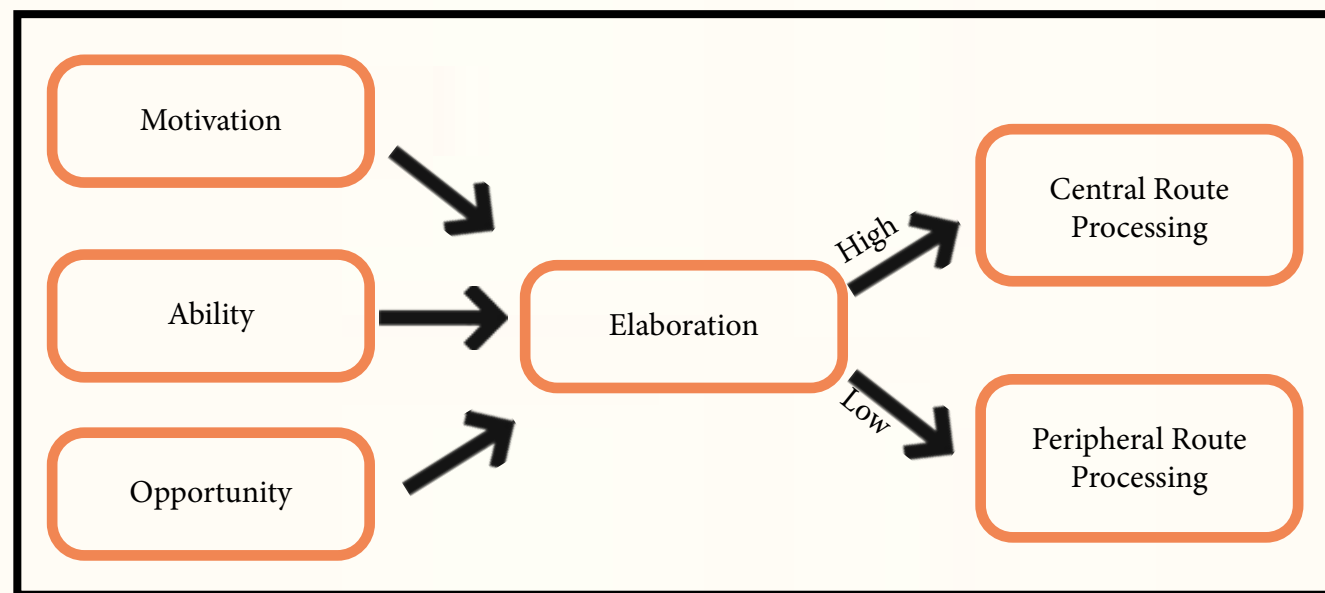


Figure 6

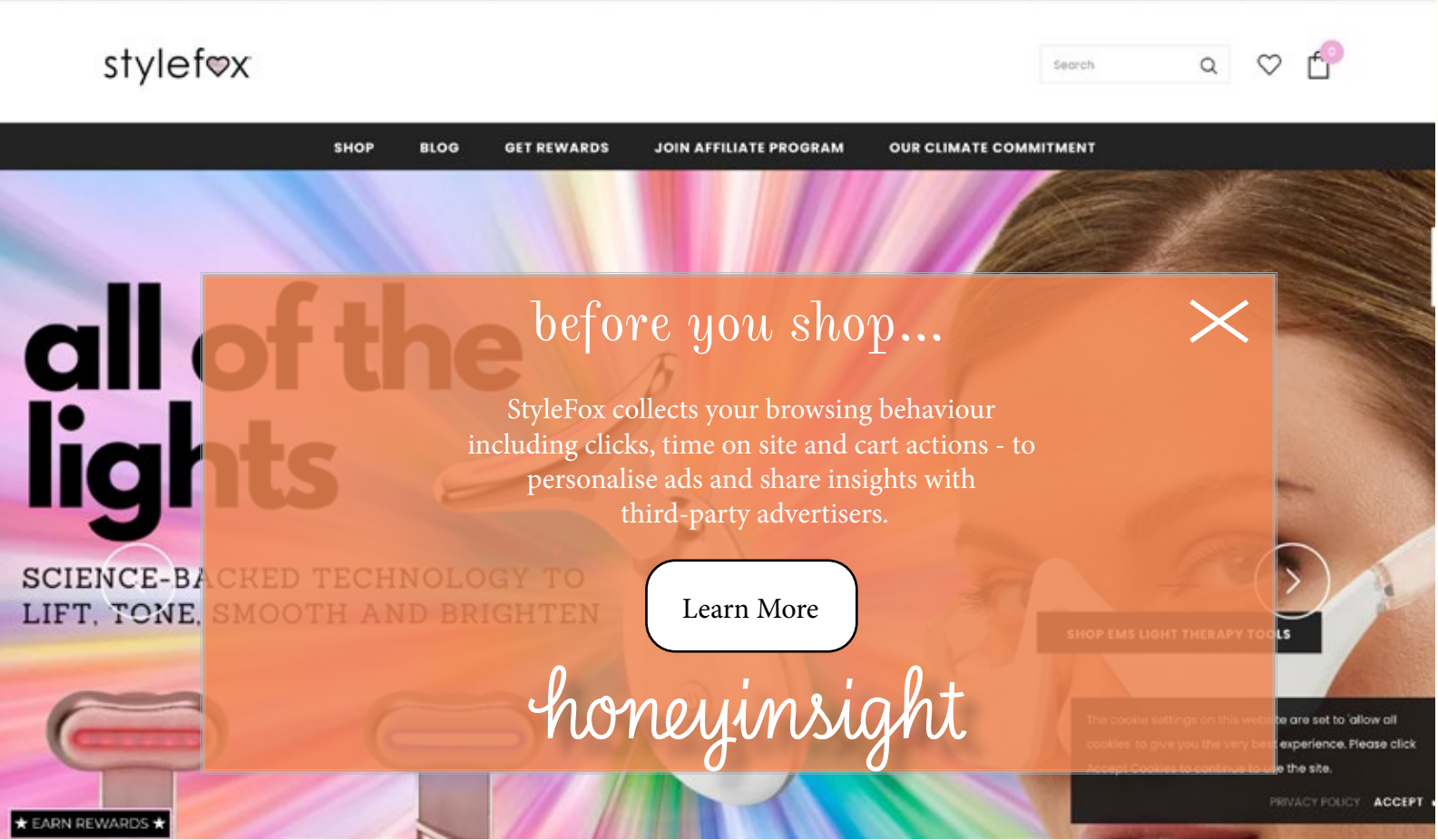
email a/b TEST SEND

Using the theoretical foundation of the Elaboration Likelihood Model (ELM), the following mock-ups aim to enhance consumer interaction with messages about data transparency. The ELM suggests two pathways for processing information: the central route, which involves careful and intentional evaluation of the message content, and the peripheral route, where people depend on surface-level cues when their motivation or capacity to analyse the information is limited. Since online shoppers typically desire a swift, uninterrupted experience, consumers are expected to engage mainly with Honey Insight pop-ups through the peripheral route. The mock-up designs focus on simplicity, clarity, and emotionally appealing visual cues to convey essential information without overwhelming the audience. This strategy ensures that transparency messages are understandable and convincing, boosting user trust while preserving a seamless shopping experience.

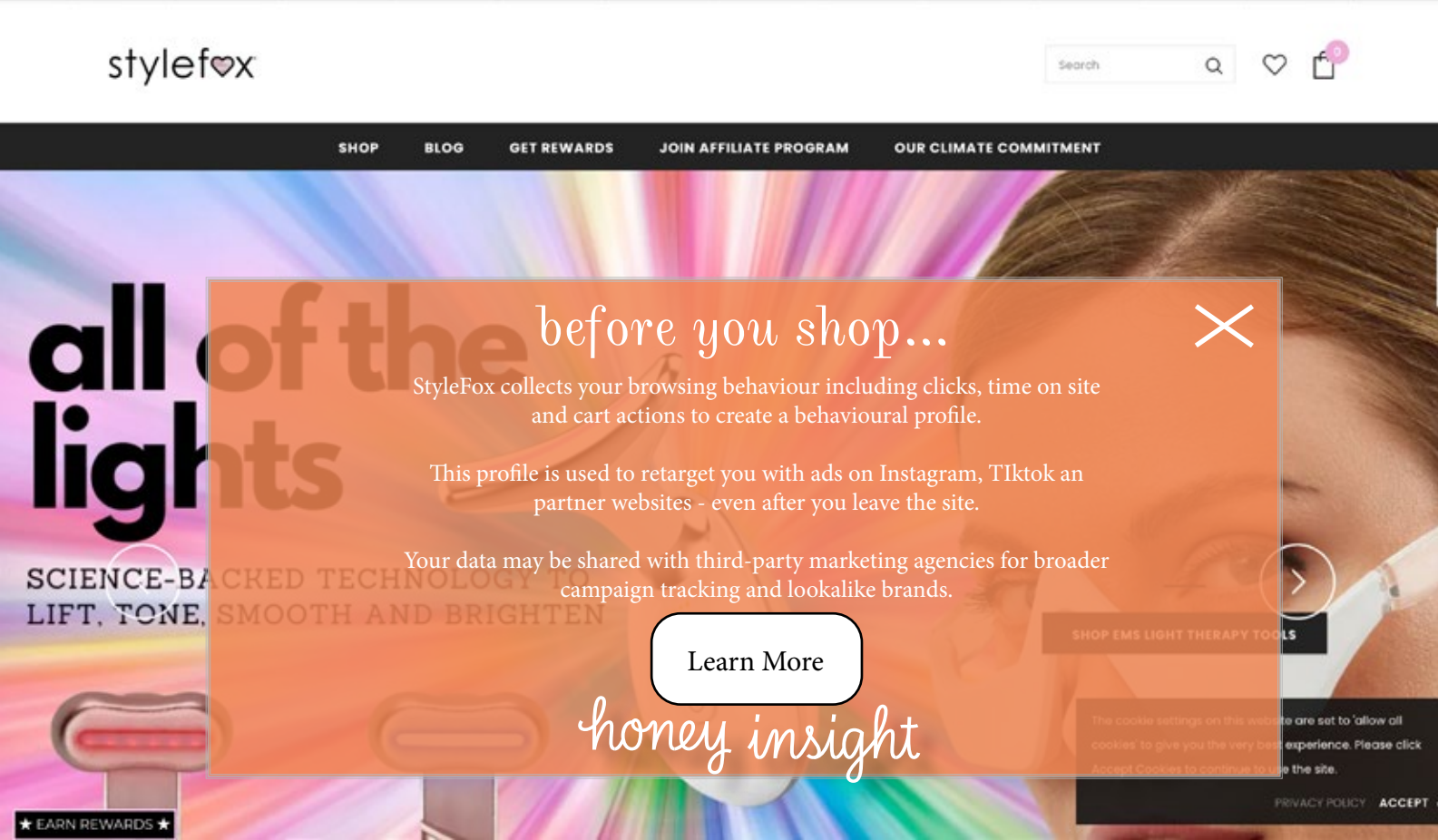


A/B TESTING OPTIONS

VERSION A MINIMALIST



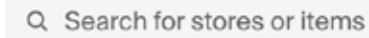
VERSION B INFORMATIVE



The two A/B testing prototypes were created to assess how consumers respond to transparency messaging under varying levels of cognitive engagement. Version A features a brief, visually streamlined message communicating data usage in a single phrase. This version targets users likely to process information superficially, which is consistent with the Elaboration Likelihood Model (ELM). It emphasizes speed, emotional clarity, and minimal interference – making it appropriate for quick online shoppers who might overlook complex details.

On the other hand, Version B presents short bullet points that provide more specific information about the data being collected, its intended use, and the brand's practices regarding third-party sharing. This version aims at users with a greater interest or concern for digital ethics, facilitating a more profound understanding through a central processing approach. Conducting tests on both versions enables Honey Insight to identify which format balances usability and transparency – ensuring that transparency efforts do not hinder the shopping experience.

However, strategically, Honey Insight will use the format that is preferred through the A/B testing. As mentioned previously in this strategic marketing plan, consumers are likely to be online shopping through the peripherally, making version A more compatible.



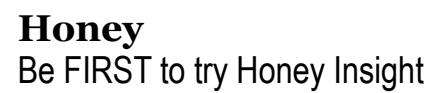
Honey Insight is coming.
Smart shopping, transparent data.

Be the FIRST to try it!

[RESERVE MY SPOT](#)

- Team Honey

[Browse our store directory](#) →



📁 Inbox - Google Yesterday at 3:55 pm

Hi!

Something new is coming to Honey - and you're invited to try it first.

Honey Insight will show you how brands use your data - at the moment it matters. No heavy reading. Just clear, simple insight while you shop.

Sign up NOW for:

- Early access
- A sneak peek
- Exclusive perks for first users

RESERVE MY SPOT

We can't wait to hear what you think.

- Team Honey

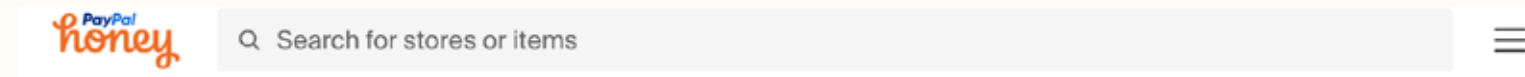
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IT'S HERE

honeyinsight

Honey Insight is LIVE

Online savings meets data clarity.

We've launched Honey Insight!!!
A new tool how your data is used, when it's used, as you shop. [Learn more](#)

Stay empowered. Stay informed. Stay in control.

[TRY IT NOW](#)

Thank you for inspiring us to be better.

- Team Honey

See stores with more deals

Browse our store directory →



post-launch FEEDBACK

evaluation IMPACT & FUTURE

006

strengths

- Honey benefits from a well-established reputation and a robust, trusted consumer base, which provides a strong foundation for launching Honey Insight.
- Its smooth integration within the current browser system ensures minimal user disruption, acting as an advantage as consumers can easily adopt the extension.
- As a pioneer in the transparency-driven digital shopping space, Honey Insight stands out as an innovator with no direct competitors.
- This proposal will enhance Honey's credibility as a consumer-oriented platform, reinforcing its fundamental brand principles.
- Honey Insight plays an educational role by informing consumers about their data usage, thereby boosting digital literacy.
- The extension responds to rising consumer concerns regarding data privacy and transparency, aligning with cultural shifts in digital ethics.
- Honey's existing partnerships with major fashion and lifestyle brands create an established network for implementing the tool.

threats

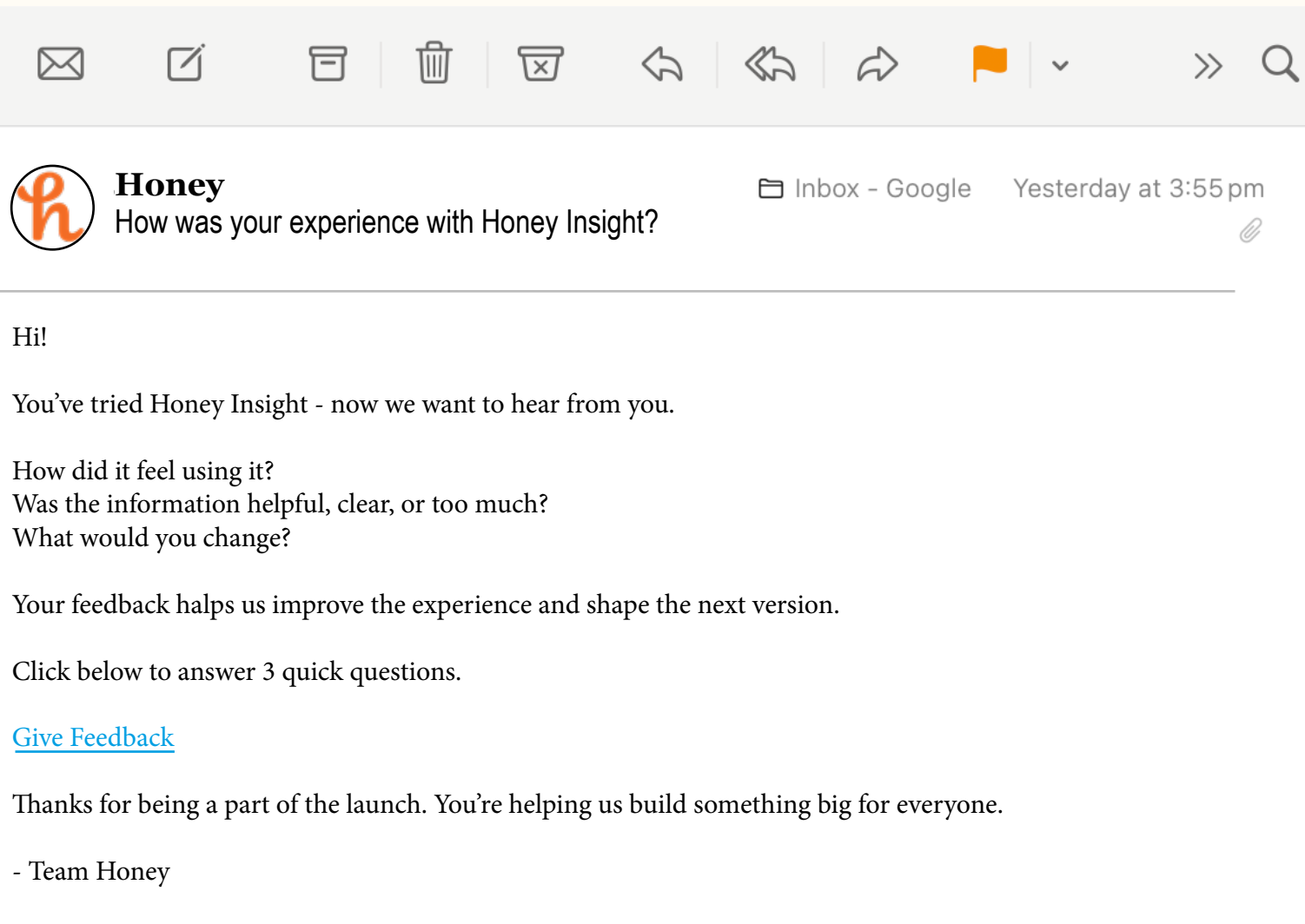
- Retail partners might oppose the initiative, particularly if they are involved in unethical data practices, which could expose them to negative scrutiny.
- Misunderstandings or oversimplifications of data practices by consumers might result in legal challenges from impacted retailers.
- Larger, more well-equipped competitors (like Google) could imitate the concept, diminishing Honey's advantage as an innovator.
- Although Honey Insight increases users' awareness, it could also diminish the effectiveness of personalised marketing or undermine retailer trust if transparency causes consumers to hesitate before making a purchase. Finding the right balance between consumer empowerment and retail performance will be an important focus for learning after the launch.

weaknesses

- Honey is not typically viewed as an ethical or activist brand, which could create a gap between the initiative and user expectations, leading to initial scepticism among users.
- The shift towards digital ethics might seem at odds with Honey's established brand image.
- Honey Insight can inform users that it cannot change third-party data practices, which may restrict its perceived effectiveness.
- Heightened consumer awareness of unethical data practices could strain relationships with retail partners and affect purchasing decisions.
- There is a risk of strained relationships with retail partners if consumer awareness of unethical data practices deters them from purchasing.
- By increasing the visibility of data collection practices, Honey Insight could unintentionally lead consumers to examine brand behaviour more closely, potentially affecting their buying choices or views on the brand. While the tool does not stop data collection, the heightened awareness it promotes may strain brand-consumer relationships if brands engage in unethical data practices.

opportunities

- Honey Insight can provide value to brand partners by improving their corporate social responsibility (CSR) reputation and nurturing long-term relationships.
- This initiative aligns with the broader data privacy movement, positioning Honey as a forward-thinking leader in the e-commerce sector.
- It creates an opportunity to expand Honey's brand attractiveness, drawing in ethically conscious and digitally savvy new consumers.
- As the first significant digital shopping tool to tackle transparency on this scale, Honey Insight presents considerable potential for public relations and media coverage, which may enhance brand visibility and usage.
- Honey increases transparency while preserving retail partnerships by educating consumers on collecting their data. This careful strategy may establish Honey as a connector between consumer empowerment and commercial success, serving as a significant differentiator in the changing landscape of digital ethics.



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performance MEASUREMENT

A range of key metrics and approaches will be used to assess Honey Insight's effectiveness and user engagement, satisfaction, and overall performance. Honey's internal team will monitor its effectiveness. However, the evaluation methods are outlined below to ensure transparency and provide a clear framework for assessing performance.

Firstly, email response rates will be carefully tracked. The email campaign's effectiveness will be determined by monitoring how many users open the email and click the link to incorporate Honey Insights into their current Honey extension. This metric will provide an understanding of the features' initial attraction, with a strong conversion rate suggesting significant user interest.

Feedback will be solicited by sending emails one week after users enrol to gain deeper insights into user feelings. These emails will ask about the features' functionality, user-friendliness, and overall value, helping to understand areas of improvement and strength.

Besides email responses and feedback, engagement with pop-up notifications will be assessed. This metric will evaluate how many users interact with the pop-up during their online shopping sessions, particularly those who either leave the site or continue after understanding data collection practices. High engagement levels indicate that users are thoughtfully considering the data privacy options offered by Honey Insight, suggesting the features' utility and relevance.

Qualitative feedback should evaluate consumer feelings regarding the emotional effects of enhanced data awareness. Although empowerment is the goal, increased awareness may lead to distrust or decision fatigue, highlighting important ethical issues regarding how and when information is communicated.



Figure 7

To assess the long-term uptake of Honey Insight, user retention and continued engagement will be analysed over a three-month timeframe. This will involve tracking sign-ups, monthly active users and retention rates. These thorough measurement techniques will provide valuable insights into Honey Insight's performance, highlighting success and potential improvement areas.

The qualitative evaluation will involve a feedback form distributed one week after activation to gauge user understanding, emotional responses (trust versus confusion), and the perceived value of the transparency tool. Open-text feedback will be categorised by theme.

To evaluate brand perception, Honey will monitor shifts in trust-related brand sentiment through post-launch surveys, Net Sentiment scores on social media platforms, and reviews that mention privacy, ethics, or transparency.

Long-term key performance indicators (KPIs) will include user retention of Honey Insight at 30 days and 90 days, feature re-engagement (returning users reactivating Insight), and the average number of transparency prompts each user interacts with over three months.

risk and MITIGATION STRATEGIES

● Retailer Pushback

Risk: Retail partners might oppose enhanced transparency if it exposes questionable or unethical data collection practices.
Mitigation: Position Honey Insight as a chance for corporate social responsibility, assisting brands in establishing enduring trust. Initiate pilot projects with ethically forward-thinking retailers to showcase success.

● Brand Image Misalignment

Risk: Honey is recognised for its promotions rather than its ethical practices. This transition could lead to confusion among users.
Mitigation: Gradually incorporate educational content through newsletters and blogs within the extension to establish a connection between the brand and ethical values.

● Feature Misinterpretation

Risk: Users might falsely perceive Honey Insight as offering complete protection against unethical data utilisation.
Mitigation: Provide explicit disclaimers and create a resource centre that clarifies the tool's capabilities and limitations.

● Technical Integration Challenges

Risk: Deploying Honey Insight across all retail platforms could lead to issues with compatibility or consistency.
Mitigation: Begin with a small-scale launch and collect feedback before expanding. Collaborate with Honey's internal development team to ensure alignment in the UI and maintain functional stability.

future

After the initial launch, Honey Insight could develop further features like a personal data dashboard, enabling users to monitor how frequently they opt in or out and which brands they trust most. Creating a 'trusted by honey' badge is possible, providing ethical brands with a visual accolade and fostering greater commercial motivation for transparency.



Figure 8

FIGURES

Figure 1

aaronweiss. "Aaron Weiss Photography." Tumblr, 6 Oct. 2014, aaronweiss.tumblr.com/post/99320142233/blindnyc-blind-consumerism-in-nyc-created-by.

Figure 2

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