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1. Introduction

Customer satisfaction (CSAT) is a metric for gauging how well a company's goods, services, and general customer experience live up to expectations. Demonstrating how well goods or services are received by customers, it represents the health of a firm. In the case of the fashion industry, customer satisfaction can be considered as a measurement for identifying how well a c product and service of a company can meet the expectations of the company. On the other hand knowledge and loyalty can be regarded as crucial tools for meeting the actual needs of the customers specifically within the fashion industry in which the dynamics are prone to change every single day. Based on this, the customer satisfaction strategies of Primark have been analyzed in the current study and the strategies to increase brand awareness of the organization have been demonstrated. Primark is an Irish international fashion brand. The current study has analyzed key marketing activities, and issues in marketing and provided appropriate strategies to improve customer satisfaction.

2. Background of the company

Primark established in 1969, is an Irish multinational fast fashion organization that is mainly headquartered in Dublin, Laster the company expands its business to become an international retailer with overall seventy thousand employees operating in 14 different countries across the world. The mission of the organization is to offer products at a cheap price that indicates they have been built on the foundation of “Everyday affordability for all” (Al, 2019). The company has stores in Europe and the United States (Akter, 2016). The company offers a diverse range of products including clothing for babies and children menswear, womenswear, homeware, accessories, beauty products as well as various accessories, and confectionery. The company has been selling its makeup products by the year 2014 and started seeking vegan snacks in 2018. In competition with the organization H&M and Zara, the company has contributed to the contemporary fast fashion trend. In 2002, the company established its Wellness collection for bringing sustainability that involves 80 different ecologically conscious products. In the Thai context, all the products have been made of sustainable organic as well as recycled materials. The initiative can be regarded as its commitment to becoming more responsible for its footprints.

3. Key marketing activities

The core marketing strategy and the marketing activities of the organization can be described using the “Marketing Mix Framework” that includes 4ps i.e. Product, place, and price promotion. The marketing strategy of the organization helps the company to place itself within a competitive market and achieve its goals and objectives of the business (Alruthia, 2020). The marketing strategies of the organization according to the framework are detailed below

Primary product strategy

The company is regarded as one of the main retailers which possess multi-brand products, The company offers a range of products including kidswear, menswear, womenswear, accessories, makeup products, and footwear, The emphasis, in this context, is dependent on the products, floor space located in the marketing (Eisenberg, 2019). It has a wide offering in the marketing mix product portfolio include home accessories, tech and beauty products, Clothing products for all, The company has certain brands like Cedarwood, pia, Atmosphere

Primary Pricing strategy

The quality of products Primark is of lower quality in comparison with its competitors. The core competence of the organization is based on its on-trend products with less pricing. The company manufactures trendy products with the most popular sizes and utilizes economies of scale to pull the prices down for the end users. For example, the dynamic pricing strategy of Amazon has enabled Primark to price their products as per the buying patterns and behaviors of the online visitors. This has further helped the organization to bring online buyers and enhance its annual revenue.

Primark Place and Distribution strategy

The company positions itself as a brand for tweens in order to adapt to the current trends of the market. The target group of the company is between 16 to 30 years of age and operates in hides of stores in Liverpool, Manchester, Belfast, New Castle, Oxford Street (Freng Svendsen et al., 2019). Other than this the company has a powerful product distribution strategy with more than 300 stores all over Europe. The company uses its economies of Scale to sell its products at a considerably lower cost.

Advertising and Promotion strategy of the organization

The company does not possess any specific marketing strategy for promotion and advertising. The company mainly depends on word-of-mouth marketing. The main reason behind this is the lack of

skilled workers, and digital marketers as well as budget constraints (Jones, Temperley and Lima, 2019). On the other hand, the dearth of flexibility by the management to implement any kind of change within the promotional strategy can be another reason for the organization.

4. Issues faced by the organization

Issues related to changing business environment

After the pandemic era, the environment for operating businesses has changed. Due to the current threats imposed by climate change, business practices all over the world have changed. In that context, from natural resources to supply chains, energy sources logistics as well as customer demographic and behaviors, business is required to adapt or to be left behind. Similarly, in the case of the fashion industry, organizations are shifting from fast fashion to sustainable fashion. In this context, the organization needs to modify its operations in reaction to stakeholder expectations, greater competition, technological advancements, and other times of pressure (Maldynova, 2018). The company is currently facing problems related to managing its stakeholders and making advancements in technology. The possible reason behind this is the lack of management at hierarchy levels. That is why the company has issues related to managing its online presence in competition with other companies like H&M and Zara.

The continual rise of digitalization

As mentioned above, the company does not use any specific type of promotional advertising strategy and solely depends on the word of mouth. One of the major weaknesses of Primark is the 100% reliance on the physical shops and the issues in adapting to the mix of stores. In 2023 the company tested e-commerce. In 2013 via ASOS and decided to stop selling their product online (Morgan et al., 2018). The main reason behind this is that the competitors have embraced sales in an online mode as a critical element for the strategy. This has further helped the organizations to mitigate the decline in sales during the pandemic period. For instance, the company Inditex has reported a around 50% increase in online sales in the last quarter whereas a 95% decrease in the month of April. Other than this, H&M has enhanced their sales by around 36% in the online mode within the months of March and May. While the company Inditex has unveiled their investments of around €2,7 billion within its proprietary IT platform, the company Primark does not have any specific digital transformation strategy that is as powerful as these two companies (Morgan et al., 2018).

Issues in customer experiences

In 2020, as reported by (), the budget fashion chain Primary has been seen to embrace multichannel retailing by performing a trial of a click-and-collect event. However, there are certain confusions that can fail and disadvantage customer experiences. After years of thinking of multichannel retailing, high street chain Primark is trialing a click-and-collect service within the UK. with some of the 2000 clothing and products of lifestyle some of the products have been estimated to be exclusive and “Click and Collect Customers ' The move can help them make a significant strategy shift, with Primark having only implemented a website in 2022. This focus on online marketing can backfire (Timiyo, 2018). Bastow focuses that the retail environment being challenging as well as having to work harder than before to keep the stores open as well as run the stores. However, an efficient management is required for the new “click-and-collect service”

5. Creation of innovative marketing strategies

From the issues identified above, it can be demonstrated that the company is mainly facing issues related to a lack of consistency among the offline stores, poor customer service in the stores, inadequate online presence, and no particular strategy to be digitally competitive. In order to mitigate these issues, the company requires to implement innovative and thoughtful marketing strategies to increase customer satisfaction and enhance brand awareness. The strategies include the following

Recognition of the demographic niche

One of the main errors that the company performs in their unspecified customer population. The brand needs to establish a clear picture of the demographic throughout the marketing as well as product offerings. Other than this, the company needs to emphasize on being more focused on people in their 20s and 30s. Prioritizing the implementation of a community of the demographic and being consistent with that is crucial (Varadarajan, 2019). Creating a customer persona before beginning the marketing strategy can be regarded as another strategy for marketing

Leveraging online presence

The main issue of the company is that the company has not yet explored various factors of online presence and is certainly not competitive with its competitors in terms of an online presence. In order to boost sales in online stores (Al, 2019). The organization can take a few strategies. With the potential new customers visiting the website, the company can enable shopping as a guest option and encourage them to shop again. Other than this, reduction of the delivery costs can also be a great initiative for engaging new customers in this post-pandemic era. Customers are more

likely to shop with the companies when there are discounted or free delivery options. The company needs to clearly indicate the return policies and shipping regulations. Reflecting honesty and transparency can make the customer appreciate the efforts and feel informed. This can ultimately lead to less customer inquiry.

Collaborations with fashion bloggers and influencers

The present influencer marketing is growing exponentially and there is no lack of fashion-focused content creators to collaborate with. Considering the huge competitiveness of the fashion industry, it is important for the organization to reach out to the targeted audience in every possible way (Alruthia, 2020). Collaborating with the right influencers that fit with the style of the organization and demographic can help Primark to gain adequate attention.

Highlighting the ethical approaches

With an increase in the ethically sourced as well as manufactured products and implementation of environmentally friendly practices within the industry, highlighting the ethical approaches attract many customers and make them choose the brand over other competitors. In this context, the company needs to follow an ethical approach for making the marketing strategies innovative and attractive to the customers. Other than this, the brand interacts with the customers by maintaining a specific cause, charity or organization that can also influence the customers and make them appreciate their efforts.

6. Strategies for raising brand awareness

Powerful brand awareness, as well as recognition of brands, indicates that the brand is at the top of the mind when customers think of the category of products that the organization sells. In order to improve brand awareness Primark can take certain steps and these steps

Brand values

Brand values help in defining what a brand looks and sounds like and define an organization as a brand. That is why it is important for the company to have a clear set of brand values and this is the most crucial element of building a recognizable brand. In order to achieve this the organization is required to make sure that the brand values align with the target audience. According to the comments of Akter (2016), 58% of the customers look for brands that are based on their values and beliefs while 60% of the employees use values as well as beliefs values to determine their employer.

Telling brand story

Creating a story for the brand aligning with the mission and vision of the organization is crucial for raising brand awareness. Brand storytelling helps to create a picture of the brands within the customer's minds. The brand story is required to the narrative of the brand as well as how they got that way (Bravo, 2008). Primark can use a conglomeration of the mission and vision statement of the organization. In this case, using narrative to showcase the brand story for instance customer experiences or making milestones facilitates the brand awareness of the organization. A unique brand stay can further help in creating a unique place in the market and provide Primark with a competitive edge.

Creating a brand value beyond the product

A major way for building long-term awareness for the brand needs to create values beyond the product. In this context, it is critical to think about the ways to educate, inform and entertain the existing as well as the potential customers. For instance, the company Patagonia generates films that fit with the story and values of the brand. The products that they sell appear in the films however, there is no such hard sell. Thus, the value slides within the films. Similarly, Primark has to find out the products or the service in which they specialize and have specialized expertise (Akter, 2016). Then the company should share the specific knowledge by using any kind of podcast, blog, YouTube Channel as well as newsletter

Generating shareable contents

Creating content that makes the followers share the content is also crucial (Alruthia, 2020). This can be aligned with the idea of putting value in the generated content other than always trying to sell products. The company needs to try adding a call to practice that can help the organization share resources. Implementing efficient social media practices and being consistent and posting at the right time can help the company to reach the minds of the customers.

7. Managing and evaluating the customer journey

Primark has chosen customer experience improvement solutions provider InMoment as the Customer experience partner. The company has planned to use the InMoment platform in order to improve its customer experience, trust as well as loyalty, and retain customers by getting better insights into the behavior of the customers. The store intends to use InMoment's infrastructure to enhance consumer trust, acquisition, and experience by learning more about how customers behave. In order to understand its consumers' preferences, Primark will be able to listen in real-time to what they are saying and gauge their tone of voice. As a result, the business will be able to

take action faster in the near future to improve the client experience. Philip Clarke, manager of data analysis and analytics at Primark, said: "InMoment was the perfect fit for us. We needed a firm with a solid understanding of customer experience in the retail industry. Through the agreement, Primark is able to swiftly grasp local variations and hasten its entry into new markets (Alruthia, 2020). The company reported that fourth-quarter revenues had been below expectations earlier this month, with foot traffic being impacted by increases in COVID-19 restrictions. Additionally, Primark recently unveiled a sustainable development strategy that calls for cutting down on fashion waste, halving carbon emissions throughout its value chain, and improving supplier living standards. By 2030, the shop plans to create all of its apparel from recycled materials or other environmentally friendly sources. Over the next year, all of its entry-level t-shirts for men, women, and kids will switch to being made with cotton that is sourced responsibly. The customer journey Map has been provided in this below picture that shows the positive and negative sides of the customer journey map and how they can impact the company.

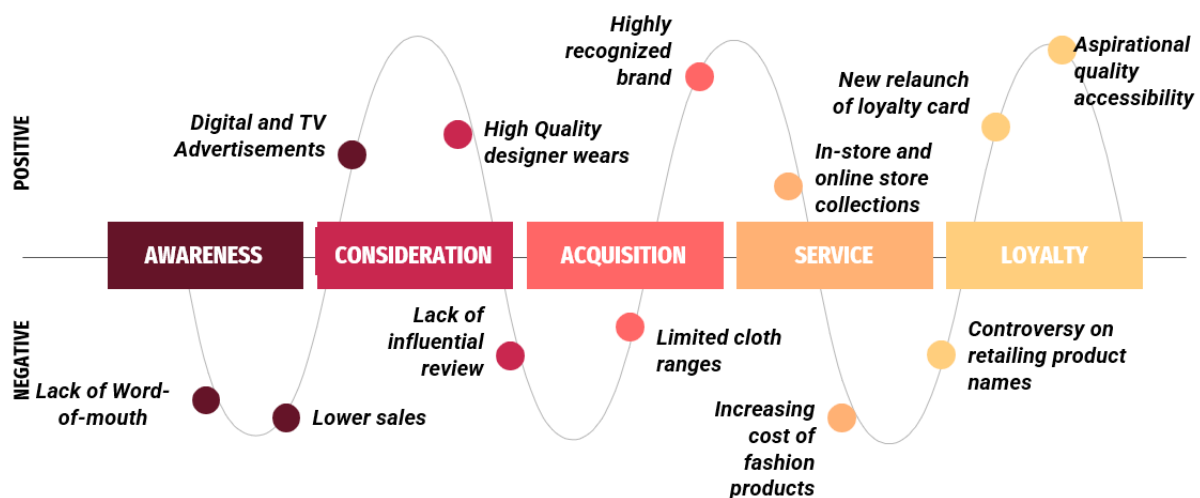


Figure 1: Customer Journey Map

In order to further enhance the customer, experience the company can implement the following strategies

Building the foundation

Businesses must consolidate their key systems and streamline procedures to succeed in today's digitally competitive market. The most critical and initial steps of the company include starting a

one-system approach and fixing siloed systems. By removing data duplication and segmentation and offering factual information, the company can create efficiencies and chances to enhance client satisfaction (Alruthia, 2020).

Maximizing innovation and engagement

Using the e-commerce and POS systems to create unique customer acquisition and retention experiences while employing the single source of consumer, order, and inventory data conveying the individualized interactions and marketing initiatives through a central digital communications hub that are focused on relevance and value across the customer life cycle. These initiatives should be intended to motivate customers while also providing a wish to advance at every touchpoint.

Driving the market disruptions

Limitations of technology should be used to digitally revolutionize your company and industry. The operations of the company can be more efficient, and a never-ending cycle of maintaining dates. From there, the company can acquire the flexibility and scalability needed to expand your company. Resources utilized by the company to manage numerous systems with complex integrations may now be redirected to continuously enhance the consumer experience.

8. Application of Omnichannel marketing theory

The term "omnichannel marketing" describes a company's presence across several channels. Along with distribution marketing like brick-and-mortar retail stores or company events, these channels can also include websites, email, apps, and social media. With the help of the omnichannel marketing strategy, business owners can put their consumers at the center of their operations. In order to successfully move prospects through the sales funnel, brands employ a variety of platforms and targeted content (Eisenberg, 2019). The plan calls for giving customers a consistent and smooth experience. An omnichannel approach accordingly many customer-facing sales and communication channels, combining their own strengths to provide a convenient, dependable, cogent, and all-encompassing user experience.

There are five main dimensions that organizations can emphasize in delivering an extreme omnichannel experience. This can be demonstrated by the given figure



Figure 2: Five dimensions to focus on while implementing the omnichannel approach

(Source: Freng Svendsen et al., 2019)

In order to implement and develop an efficient omnichannel strategy it is important for the organization to take the below steps

- Understanding the customers
- Streamlining the experiences across the channels
- Leveraging the unique expertise
- Engaging with experienced partners as well as
- Defining the metrics for success

9. Conclusion and recommendations

The history of Primark demonstrates how the company developed into a global brand. Customers from several nations can shop at this fashion retailer. This study has examined the company's past and the marketing techniques that helped fuel its development. Primark's enormous selection of affordable, trendy clothing contributes to its ongoing growth. From the analysis, it can be concluded that despite having a wide range of products the company needs to improve its online

marketing strategies to gain a competitive advantage. Furthermore, the recommendations that can be given to the company include

- The cacophony in marketing, particularly online, is a problem. Companies don't actually conduct the necessary research to identify who they are, what their message is, who needs to hear it, and how to spread it because there are so many organizations saying the same thing. Thus, it is crucial to work with taking the audience in mind (Freng Svendsen et al., 2019)
- It is important for the organization to align all the insights of the customers. In this context, a team is needed that can interact with those who work with the customer's infrastructure as well as the marketing machine and the product team. The company needs to be capable of putting together a true, overall view. The company can comprehend the complete spectrum of customers' curiosity (Maldynova, 2018).
- Other than this it is important for the company to establish its marketing metrics. In this case, the company needs to establish around 2-4 metrics that can guide them throughout its marketing efforts. Without implementing the benchmarks, the marketing team does not have anything to take collectively or individually. The company needs to get creative when it comes to establishing the major marketing metrics.
- Emphasizing the ROI for the campaign is also essential for the organization. In this case, it is important to pay attention to ROI and user retention. The company can be able to determine which campaigns are effective and give those higher priorities by measuring the return of each effort.

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