



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Dynamic Pricing in the Digital Age: Analysing its Influence on Customer Trust and Loyalty - A Case Study of Primark in the UK Clothing Retail Sector

Student Name: Meetkumar Jayeshbhai Patel

Student Number: 2210109

Subject Code: LCMB7020

Lecturer: Dr Jia Miao

Course: MBA General Management

Term: 3

Acknowledgement

I wish to extend my heartfelt appreciation to my esteemed advisor, Dr. Jia Miao, for his consistent mentorship, perceptive evaluations, and assistance, which have been indispensable during the entire process of completing my dissertation. The mentoring I received from Dr. Miao has been invaluable in shaping the course of this research, for which I am extremely grateful for his guidance and encouragement.

My profound gratitude also goes out to my parents for their unwavering support, tolerance, and confidence in my capabilities. Their steadfast assistance has served as a cornerstone of morale, and I am extremely appreciative of their affection and motivation.

Sincere appreciation to my friends for their inspiration and camaraderie throughout difficult circumstances. Their inspiration has been instrumental in elevating the quality of this academic pursuit, which has been a more gratifying and pleasurable experience.

I also wish to express my sincere appreciation and recognition to the academicians and educators whose scholarly contributions have served as the bedrock for my scholarly trajectory. Their expertise and perceptive observations have played a pivotal role in influencing my comprehension of the topic.

I would also like to extend my sincere appreciation to all respondents who took the time to engage in the survey and provide significant insights and data that have facilitated the execution of this research. Your participation has been invaluable, and I am profoundly grateful for your time and input in this research endeavour.

Finally, I would like to extend my sincere appreciation to all individuals who contributed, whether directly or indirectly, to the culmination of this dissertation. The combined assistance provided by you all has been crucial, and I express my gratitude for the cooperative atmosphere that has enhanced this scholarly endeavour.

Declaration



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

Master's Degrees by Examination and Dissertation

Declaration Form.

1. This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signed: Meetkumar Jayeshbhai Patel

Date: 06/02/2024

2. This dissertation is being submitted in partial fulfilment of the requirements for the degree of Master in Business Administration.

Signed: Meetkumar Jayeshbhai Patel

Date: 06/02/2024

3. This dissertation is the result of my own independent work/investigation, except where otherwise stated.

Other sources are acknowledged by footnotes giving explicit references.

A bibliography is appended.

Signed candidate: Meetkumar Jayeshbhai Patel

Date: 06/02/2024

4. I hereby give consent for my dissertation, if accepted, to be available for photocopying, inter- library loan, and for deposit in the University's digital repository

Signed (candidate): Meetkumar Jayeshbhai Patel

Date: 06/02/2024

Supervisor's Declaration.

I am satisfied that this work is the result of the student's own efforts.

Signed: Dr. Jia Miao

Date: 06/02/2024

E-Thesis Deposit Agreement

Details of the Work

I would like to deposit the following item in the digital repository maintained by the University, and/or in any other repository authorized for use by the University:

Title: *Dynamic Pricing in the Digital Age: Analysing its Influence on Customer Trust and Loyalty - A Case Study of Primark in the UK Clothing Retail Sector*

This item is a product of my own research endeavours and is covered by the agreement below in which the item is referred to as “the Work”. It is identical in content to that deposited in the Learning Resources Centre, subject to point 4 below.

I agree that the University of Wales: Trinity Saint David may electronically store, copy or translate the Work to any approved medium or format for the purpose of future preservation and accessibility. The University is not under any obligation to reproduce or display the Work in the same formats or resolutions in which it was originally deposited.

UWTSD Digital Repository

I understand that work deposited in the digital repository will be accessible to a wide variety of people and institutions, including automated agents and search engines via the World Wide Web.

I understand that once the Work is deposited, the item and its metadata may be incorporated into public access catalogues or services, such as national databases of electronic theses.

I agree as follows:

1. That I am the author or have the authority of the author/s to make this agreement and do hereby give the University of Wales: Trinity Saint David the right to make available the Work in the way described above.
2. That the electronic copy of the Work deposited in the digital repository and covered by this agreement, is identical in content to the paper copy of the Work.
3. That I have exercised reasonable care to ensure that the Work is original, and to the best of my knowledge, does not breach any laws including those relating to defamation, libel and copyright.
4. That I have, in instances where the intellectual property of other authors or copyright holders is included in the Work, gained explicit permission for the inclusion of that material in the Work, and in the electronic form of the Work as accessed through the open access digital repository, or that I have identified and removed that material for which adequate permission has not been obtained and which will be inaccessible via the digital repository
5. That University of Wales: Trinity Saint David does not hold any obligation to take legal action on behalf of the Depositor, or other rights holders, in the event of a breach of intellectual property rights, or any other right, in the material deposited.
6. That I undertake to indemnify the University of Wales: Trinity Saint David against all actions, suits, proceedings, claims, demands and costs occasioned by the University in consequence of any breach of this agreement

Signature: Meetkumar Jayeshbhai Patel

Date: 06/02/2024

Abstract

This dissertation examines the dynamic pricing strategies implemented by Primark, a major participant in the clothing retail industry in the United Kingdom, and their influence on consumer loyalty and trust. By utilising comprehensive survey data obtained from a varied sample of participants, this study illuminates the intricate connections that exist among pricing strategies, consumer conduct, and brand loyalty. The analysis commences by examining the correlation between Primark's pricing strategy and customer commitment. The findings indicate that a considerable percentage of participants hold a favourable perception of dynamic pricing, which in turn enhances their allegiance to the brand. The research ascertains critical determinants that impact commitment, encompassing perceived value, transparency, and promotional effectiveness.

The research demonstrates a significant association between knowledge of dynamic pricing and active involvement in loyalty programmes. This suggests that Primark may be able to capitalise on this relationship by incorporating dynamic pricing as a supplementary component to increase consumer engagement. Gaining an understanding of consumer inclinations concerning communication, visibility, and transparency in relation to price adjustments furnishes Primark with practical suggestions for honing its strategies. The results indicate that Primark's dynamic pricing is regarded as valuable by the majority of consumers, as approximately half of the respondents held the opinion that it is superior to fixed pricing models. Preserving this favourable perception is of utmost importance for Primark, necessitating a more profound comprehension of the components that contribute to perceived worth. Based on the findings of the data analysis, the study culminates in a comprehensive set of recommendations for Primark, encompassing communication strategies, pricing tactics, and consumer engagement, among others. The purpose of these suggestions is to assist Primark in refining its dynamic pricing strategy to cultivate consumer confidence and allegiance within the fiercely competitive clothing retail industry in the United Kingdom.

Table of Contents

Acknowledgement	1
Declaration.....	2
E-Thesis Deposit Agreement	3
Abstract	4
1. Introduction.....	7
1.1 Background and Context	7
1.2 Research Gap	8
1.3 Research Questions and Objectives.....	9
1.4 Significance of the Study	9
1.5 Structure of the Dissertation	10
2. Literature Review.....	12
2.1 Consumer Loyalty and Trust in the Retail Industry	12
2.1.1 Evolution of Consumer Loyalty and Trust.....	12
2.1.2 Impact of the Digital Era on Retail Dynamics	13
2.1.3 Reassessment of Conventional Models in Consumer Loyalty and Trust.....	14
2.2 Dynamic Pricing Tactics in the Clothing Retail Sector	16
2.2.1 Transition from Static to Dynamic Pricing Models	16
2.2.2 Market Forces and Consumer Behaviour in the Clothing Sector	17
2.3 Consumer Attitudes towards Dynamic Pricing	18
2.3.1 Technology's Influence on Consumer Expectations	18
2.3.2 Revaluation of Consumer Loyalty in the Digital Era.....	19
2.4 Interplay Between Dynamic Pricing, Trust, and Loyalty.....	20
2.4.1 Understanding the Complex Connections	20
2.4.2 Examining Specific Tactics Employed by Clothing Retailers	21
2.4.3 Wider Consumer Behaviour Patterns	23
2.5 Conceptual Models and Frameworks	24
2.5.1 Kano Model.....	24
2.5.2 Price Sensitivity Meter (PSM).....	25
2.5.3 Technology Acceptance Model (TAM)	26
2.5.4 Relationship Marketing Theory	28
2.5.5 Customer Lifetime Value (CLV).....	29
3. Methodology	31
3.1 Research Onion	31
3.1.1 Research Philosophy	32
3.1.2 Research Approach	33

3.1.3 Research Strategy.....	34
3.1.4 Time Horizon	34
3.1.5 Data Collection Methods	35
3.1.5 Data Analysis Techniques.....	36
3.2 Ethical Considerations.....	36
4. Data Analysis	37
5. Discussion of Findings	67
6. Recommendations	71
7. Conclusion	72
References	75
Appendices.....	85
Survey Questionnaire	85
Ethics Form	96

1. Introduction

1.1 Background and Context

Consumer expectations, market dynamics, and pricing strategies have all undergone quantum leaps with the advent of the digital age in the retail industry. The transition from static to dynamic pricing models represents a significant turning point, fundamentally altering the approaches implemented by prominent apparel retailers such as Primark in the United Kingdom. The convergence of technological advancements, evolving consumer preferences, and the rapid expansion of electronic commerce platforms have presented retailers with a complex network of obstacles and prospects (Памазанов et al., 2021, 74). Hence it is vital to grasp the details of dynamic pricing within this framework. The significant market share held by Primark in this industry provides a compelling motivation for examining the effects of dynamic pricing on consumer confidence and allegiance. This could serve as a miniature of the more extensive transformations occurring in the retail sector, where businesses must contend with the challenge of maintaining long-lasting customer relationships while simultaneously implementing competitive pricing strategies.

The significance of examining the impacts of dynamic pricing on consumer perceptions, trust, and loyalty grows as Primark persists in this industry. In addition to facilitating a more agile response to market demands, the incorporation of technology into pricing strategies has prompted a revaluation of consumer expectations (Victor et al., 2019, 70). The transformation to digital has led to a reassessment of the conventional models concerning consumer loyalty and trust. It is critical to comprehend the way Primark, along with other prominent clothing retailers, utilises dynamic pricing amidst these transformations. Moreover, the ramifications exceed the specific tactics employed by Primark and provide valuable perspectives on wider consumer behaviour patterns.

A comprehensive examination of Primark's dynamic pricing strategy in the UK clothing retail industry reveals the complex interplay between market forces, consumer behaviour, and the ever-changing retail environment. In the face of a progressively saturated market, gaining a competitive advantage requires a comprehensive knowledge of the ways in which pricing strategies impact consumer confidence and allegiance. The technological integrations, strategic decisions, and consumer

preference adjustments implemented by Primark demonstrate the details inherent in this industry. This type of analysis not only provides Primark with valued understandings, but also imparts a fundamental understanding that is relevant to numerous clothing retailers as they navigate the digital era. This dissertation functions as a compilation of revelations that make substantial contributions to the understanding of consumer psychology, market tactics, and the dynamic nature of trust and loyalty within the context of pricing, in the UK clothing retail.

1.2 Research Gap

The retail clothing industry in the United Kingdom, has undergone an extraordinary transformation characterised by the implementation of dynamic pricing strategies. Extensive scholarly inquiry has been devoted to pricing strategies and consumer behaviour (Ahmetoglu, Furnham and Fagan, 2014, 1; Ali and Anwar, 2021, 3) however, there is a significant knowledge vacuum regarding the precise effects of dynamic pricing on customer trust and loyalty, which are foundational tenets. The extant body of literature primarily addresses the economic ramifications and technical implementation of dynamic pricing, frequently neglecting the intricate connections that exist between these strategies and the establishment of trust or the maintenance of enduring loyalty.

Although the existing research is enlightening, it often skirts around the direct consequences of dynamic pricing on the development of trust and long-lasting loyalty. A dearth of exhaustive analyses exists regarding the correlation between the implementation of dynamic pricing strategies and the subsequent impact on consumer trust and loyalty, specifically in the grocery retail industry. Although these studies recognise the impact of price changes on consumer behaviour, the relationship between these behaviours and the development or decline of trust, and consequently, the effect on long-term loyalty, is still largely unexplored.

Furthermore, the emphasis on the technological dimensions of dynamic pricing marginalises the crucial investigation into its psychological and relational consequences to some extent. Although the influence of technology on pricing strategies is recognised, the existing body of literature lacks specific details regarding the impact of dynamic pricing on consumer perceptions, trust-building, and the

subsequent development of long-lasting loyalty. The discrepancy pertains not only to comprehending consumer reactions to alterations in price, but also, and of greater significance, to distinguishing how these tactics influence the fundamental basis of trust, which is an indispensable component in forging and sustaining long-lasting customer allegiance.

1.3 Research Questions and Objectives

Research Questions

1. How does dynamic pricing impact customer trust and loyalty in the UK clothing retail sector, specifically in the context of Primark?
2. What are the key factors that influence customer perceptions of fairness and transparency in Primark's dynamic pricing strategies?
3. How can Primark optimize its dynamic pricing strategies to enhance customer trust and loyalty while maintaining competitiveness in the UK clothing retail sector?
4. What lessons can other clothing retailers in the UK and beyond learn from Primark's dynamic pricing initiatives in terms of customer trust and loyalty?

Research Objectives

1. To assess the influence of dynamic pricing strategies employed by Primark on customer trust and loyalty within the UK clothing retail sector.
2. To identify and analyse the determinants that shape customer perceptions of fairness and transparency in Primark's dynamic pricing.
3. To provide strategic recommendations for Primark based on the findings of this research.
4. To extract lessons and best practices from Primark's experiences with dynamic pricing and its impact on customer trust and loyalty.

1.4 Significance of the Study

This research is of great importance in the field of retail studies, as it focuses on the complex effects of dynamic pricing on consumer trust and loyalty, with a particular emphasis on the clothing retail sector in the United Kingdom. Considering the dynamic

nature of the retail industry and its adoption of sophisticated pricing tactics, it becomes ever more critical to comprehend the complex correlation between these tactics and how customers perceive trust and loyalty. This research aims to examine the various dimensions through which dynamic pricing affects consumer behaviour, trust dynamics, and the development of long-lasting loyalty, using Primark as a case study.

The understanding of the impact that dynamic pricing has on consumer trust and loyalty is of great importance for academic research and business practises alike. From an academic standpoint, this research enhances the understanding of the complex psychological factors that underlie consumer reactions to dynamic pricing mechanisms. This study aims to shed light on the complexities surrounding consumers' perceptions, adaptations, and prospective development of long-lasting relationships with retailers during the development of pricing strategies.

In practise, this research has the potential to furnish retail decision-makers and strategists with invaluable insights. Through the revelation of the effects that dynamic pricing has on consumer loyalty and trust, retailers, including industry titans such as Primark, are presented with a chance to reassess and refine their approaches. It is not only expected that the results of this study will support these retailers in improving short-term sales, but also that they will establish a solid foundation for cultivating long-lasting consumer confidence and allegiance.

Moreover, this research makes a valuable contribution to the continuous dialogue surrounding sustainable and ethical business practises in the retail industry. Through an examination of the effects that dynamic pricing has on consumer loyalty and trust, this study sparks conversations regarding the ethical limits and the necessity for consumer-centric pricing strategies. Understanding these complex influences is of utmost importance when formulating policies and guidelines that aim to achieve a harmonious equilibrium between competitive pricing and the maintenance of customer confidence and enduring allegiance.

1.5 Structure of the Dissertation

- Chapter 2: Establishes the fundamental basis by examining the complex dimensions of consumer loyalty and trust within the retail industry. This study

investigates the effects of the digital era on the retail industry, analyses dynamic pricing tactics within the clothing sector of the United Kingdom, assesses consumer attitudes towards dynamic pricing, and investigates the complex interplay between dynamic pricing, trust, and loyalty. This analysis thoroughly examines the applicability of various conceptual models and frameworks, such as the Kano Model, Price Sensitivity Metre (PSM), Technology Acceptance Model (TAM), Relationship Marketing Theory, and Customer Lifetime Value (CLV), within the given context.

- Chapter 3: Employs the research onion paradigm to guide the reader through the research process. The selected research philosophy, approach, strategy, and time horizon are subject to thorough examination. In addition, the paper explores the complexities of the chosen data collection and analysis methodologies. The examination of ethical considerations that inform the research framework is comprehensive.
- Chapter 4: Employs a dual methodology to examine qualitative and quantitative data. The document provides a detailed explanation of the procedures utilised during data collection and examines in depth the analytical methods employed to decipher and interpret the obtained data.
- Chapter 5: Provides an overview of the research findings and significant results, representing the culmination of the investigation. The document reveals the result of the exhaustive analysis and provides a comprehensive summary of the data discoveries.
- Chapter 6: Serves as a comprehensive summary of the principal discoveries made during the dissertation. The text underscores the advancements achieved in the current body of knowledge and suggests possible directions for further investigation, encapsulating the holistic comprehension and discernment acquired during the research.

2. Literature Review

2.1 Consumer Loyalty and Trust in the Retail Industry

2.1.1 Evolution of Consumer Loyalty and Trust

It is imperative to understand the progression of consumer loyalty and trust in order to acquire a deeper understanding of the intricate dynamics that influence consumer behaviour within the retail sector. The work published by Reichheld (2003, 53) makes a substantial contribution to this comprehension. The authors of the study propose the Net Promoter Score (NPS) as a quantitative indicator of consumer loyalty in their investigation of the subject. The research highlights the criticality of cultivating robust customer relationships from a strategic standpoint. It proposes that devoted customers will not only make additional purchases but also serve as advocates who have a positive impact on others. This seminal piece of literature establishes the framework for acknowledging customer loyalty as a valuable resource that transcends mere transactional exchanges, carrying significant ramifications for the sustained prosperity of an enterprise.

The research conducted by Powers and Reagan (2007, 51) contributes to the discourse by examining the complex and varied aspects of trust within buyer-seller relationships. The researchers distinguish between cognitive and affective aspects of trust in their investigation, emphasising the significance of communication, competence, and benevolence in the establishment and maintenance of trust. The differentiation is of utmost importance because it provides a structure for understanding the diverse components that contribute to the development of trust. It underscores the notion that trust encompasses not only a logical determination but also an intricate emotional bond. Within a contemporary framework, the Relationship Marketing Theory proposed by Morgan and Hunt (1994, 44) provides an all-encompassing analysis of the progression of consumer trust and loyalty. The theory places significant emphasis on the cultivation of enduring relationships between purchasers and vendors, acknowledging trust as an essential foundational element. By shifting our focus from transactional to relational interactions, this theoretical framework establishes a foundation for investigating the development of consumer loyalty in a more comprehensive fashion.

As the world transitions to the digital age, the study by Oliveira et al. (2017, 46) investigates the function of trust in e-commerce is especially pertinent. The research conducted examines the complexities and potential advantages that arise from online transactions, with a particular focus on the pivotal significance of trust in shaping consumer conduct. This study is relevant to our discourse as it illuminates the changing characteristics of trust in relation to technological progress, thereby establishing a foundation for comprehending present-day consumer attitudes and behaviours. Moreover, the investigation conducted by Li et al. (2011, 35) enhances our understanding by shedding light on the significance of trust within e-service environments. This study investigates the correlation between consumer satisfaction in online transactions and trust, with a particular focus on the significance of trust-building mechanisms within the digital environment. Given the current e-commerce-dominated retail environment, their findings are of the utmost importance in comprehending the evolution and operation of trust in digital domains, which in turn affect consumer behaviours and perceptions.

2.1.2 Impact of the Digital Era on Retail Dynamics

The retail industry has undergone profound changes because of the digital era's inception, which have profoundly altered the interplay between market competition, consumer behaviour, and business operations. The effects of these technological developments on the dynamics of the retail industry have been the topic of extensive research and academic discussion. A study by Reinartz, Wiegand and Imschloß (2019, 54) sheds light on the significant transformations that the digital age has caused within the retail industry. The research conducted by the authors emphasises the influence of information technology on the preferences, decisions, and buying behaviours of consumers. The research underscores the profound impact that digital technologies have when it comes to granting users access to an abundance of information, thereby enabling them to make decisions that are better informed. This observation is essential for comprehending the ways in which the digital age has transformed the conventional retail paradigm and increased consumer expectations.

Furthermore, Auttri et al. (2023, 5) conducted research that explores the consequences of digital technologies on customer loyalty and engagement. The significance of digital channels, including mobile applications and online platforms, in

enabling tailored engagements between retailers and customers is emphasised in their research. According to the study, the implementation of personalised interactions has the potential to bolster consumer engagement, ultimately resulting in heightened loyalty. This viewpoint is significant for comprehending the ways in which the digital age not only transforms the shopping habits of consumers but also impacts the characteristics of their interactions with retailers. Similarly, Pozzi (2013, 52) examines the implications of e-commerce on conventional retail frameworks. The study underscores the profound impact that digital channels have had on the conventional brick-and-mortar retail paradigm, placing particular emphasis on the imperative for companies to adjust to the ever-changing environment. To comprehend how the digital age has compelled retailers to reevaluate their strategies, implement novel technologies, and innovate to remain competitive, it is vital to grasp this disruption.

Moreover, Brynjolfsson (2013, 10) introduced the notion of "omnichannel retailing," which provides insight into the amalgamation of brick-and-mortar and online retail channels. This study underscores the significance of establishing an integrated and cohesive purchasing experience that transcends both digital and physical platforms. Retailers who effectively manage the intricacies of omnichannel retailing are more aptly positioned to satisfy the demands of contemporary consumers, according to the study. Debunking this notion aids comprehension of how a comprehensive approach to retail strategies has become imperative in the digital age. Furthermore, Chaffey and Ellis-Chadwick (2019, 12) investigate the impact of digital marketing on the transformation of consumer interactions. The study inspects the approaches and methods utilised by retailers to exploit digital platforms for the purpose of promotion. Gaining insight into the ways in which digital marketing affects consumer behaviours and perceptions is essential for understanding the wider ramifications of the digital age on the dynamics of the retail industry.

2.1.3 Reassessment of Conventional Models in Consumer Loyalty and Trust

In light of the profound transformation brought about by the digital age, the retail industry must urgently reevaluate and modify traditional models that previously delineated consumer loyalty and confidence. Conventional frameworks have been subject to critical examination by scholars and researchers in order to determine how well these models withstand the opportunities and challenges posed by the ever-

changing dynamics of the modern retail environment. By introducing the Customer Equity framework, Rust and Zahorik (1993, 57) challenge conventional notions of consumer loyalty in their study. The research posits that customer loyalty transcends simple recurrent transactions and comprises the comprehensive value that a customer contributes to a company throughout their entire association. The redefinition holds considerable importance as it redirects attention from immediate transactions to enduring connections, thereby requiring a more comprehensive outlook when evaluating and fostering customer loyalty in the era of digitalization.

McKnight, Cummings and Chervany (1998, 42) offer a critical analysis of conventional trust models by proposing the notion of "swift trust" as it pertains to digital environments. Historically, trust has been perceived as an incremental and progressive development. On the contrary, this research argues that trust can be established rapidly through online interactions, which contradicts the conventional wisdom that establishing trust is invariably a laborious undertaking. This realisation is essential in order to comprehend how the digital age has expedited the process of establishing trust, necessitating a reevaluation of conventional models. Additionally, the revaluation of trust models is aided by Dellarocas (2003, 19), who introduces the notion of "reputation intermediaries" within the context of online marketplaces. Consumers, when confronted with the lack of personal interactions, depend on digital indicators of credibility, including ratings and reviews, according to the study. This phenomenon poses a challenge to conventional trust-building models that predominantly depend on interpersonal exchanges, underscoring the imperative for organisations to proactively oversee their digital personas.

In a different light, Payne and Frow (2005, 50) challenged the established models of consumer loyalty by proposing the notion of "customer co-creation." According to the research, consumers are no longer considered passive recipients of products and services; rather, they are engaged in an active process of value creation. The reassessment holds significant importance in the contemporary digital era, wherein technology-enabled consumers actively influence the products and services they purchase, thereby transforming the traditional unidirectional nature of loyalty into a cooperative alliance. Furthermore, an investigation conducted by Lemon and Verhoef (2016, 34) makes a valuable contribution to the revaluation of loyalty models through

the introduction of the "Customer Experience Management" framework. The foundation of this model is that cultivating a positive and comprehensive consumer experience is critical to establishing loyalty. In the contemporary digital landscape, where consumers engage with brands across various touchpoints, it is critical to comprehend and enhance these interactions to foster long-lasting loyalty.

2.2 Dynamic Pricing Tactics in the Clothing Retail Sector

2.2.1 Transition from Static to Dynamic Pricing Models

The retail industry has experienced a significant shift in pricing strategies over the years, from immutable models that adhere to traditional principles to dynamic pricing frameworks that are characteristic of the current digital era. Considerable scholarly inquiry has been devoted to this transformation to clarify the underlying causes, consequences, and outcomes that are linked to this change. The work by Chi, Ravichandran and Andrevski (2010, 16) offers essential perspectives on the details of dynamic pricing and the fundamental departure from static models. The study investigates the capacity of information technology to facilitate the acquisition and examination of up-to-date data by organisations concerning competitor pricing, consumer behaviour, and market trends. This capability enables retailers to dynamically adjust prices in response to fluctuations in demand, inventory levels, and competitive positioning, as highlighted in the study. This seminal work is crucial for comprehending the technological foundations that facilitate the transition from fixed to flexible pricing strategies.

Similarly, Chen et al. (2019, 15) examined the effects of dynamic pricing on market competition and consumer behaviour in their study. This study investigates the impact of dynamic pricing on consumer perceptions of fairness and analyses the competitive ramifications for companies that operate in markets where pricing structures are subject to change. The results of this research provide significant contributions to the understanding of the transition's complexities, underscoring the importance of taking into account market dynamics and consumer responses when implementing dynamic pricing models. Furthermore, Guizzardi et al. (2021, 25) investigated the potential of big data analytics to streamline the process of migrating to dynamic pricing. The research emphasises the manner in which the widespread adoption of data-driven

technologies empowers organisations to promptly examine extensive quantities of data, thereby refining pricing strategies to an unprecedented degree of precision. Understanding the technical aspects of the transition and the influence of advanced analytics on dynamic pricing models requires this perspective.

In addition, Alderighi et al. (2022, 2) examined the impact of dynamic pricing on consumer satisfaction and perceptions of value. This research investigates the way dynamic pricing strategies affect consumers' evaluation of the value proposition provided by retailers, and the subsequent effect this has on their overall satisfaction. A comprehensive understanding of these consumer-centric aspects is crucial in order to comprehend the wider ramifications of the transition and its effects on customer relationships. Similarly, Hu et al. (2015, 29) analysed the strategic factors that organisations consider when implementing dynamic pricing. This research examines the various determinants that impact the decision-making process of organisations as they confront the intricacies associated with the shift from static to dynamic pricing models.

2.2.2 Market Forces and Consumer Behaviour in the Clothing Sector

When considering dynamic pricing in the apparel industry, it is critical to examine market forces and consumer behaviour in order to comprehend the complex dynamics at play that determine pricing strategies and impact purchasing choices. An in-depth analysis is necessary to grasp the complexities of the relationship between market forces and consumer behaviour, which are the propelling forces behind dynamic pricing in this industry. The study conducted by Kopalle et al. (2023, 33) investigated the influence of market forces on dynamic pricing within the apparel industry. This study critically examines the impact of external variables, including fluctuations in the competitive landscape, economic conditions, and supply chain disruptions, on pricing determinations. It is essential to comprehend the adaptive nature of dynamic pricing strategies to fully grasp the pressures that market forces apply to retailers, including major participants in the apparel industry.

Furthermore, Shi and You (2023, 62) examined consumer behaviour with respect to dynamic pricing of apparel. This study examines the manner in which consumers react to fluctuations in price, promotional offers, and personalised recommendations in the

apparel industry. Through the examination of consumer behaviour, this research illuminates the determinants that impact buying choices, thereby assisting merchants in customising dynamic pricing tactics to correspond with consumer inclinations and anticipations. Moreover, an investigation conducted by Heim (2021, 28) explored the impact of social media on consumer behaviour and the subsequent ramifications for dynamic pricing within the apparel industry. The study investigates the influence of social media platforms on consumer purchasing decisions, fashion perceptions, and trend development. Retailers are compelled to incorporate insights derived from social media into dynamic pricing strategies due to the growing impact of digital interactions and online communities on consumer behaviour.

2.3 Consumer Attitudes towards Dynamic Pricing

2.3.1 Technology's Influence on Consumer Expectations

The profound impact of technology on consumer expectations has been a catalyst for significant change, particularly within the retail industry, where dynamic pricing tactics are gaining traction. Comprehending the ways in which technology influences and reshapes consumer expectations is critical for retailers aiming to synchronise their strategies with the ever-changing dynamics of the market. Martasari (2023, 41) investigated the impact of online technologies on the expectations of consumers. This research examines how e-commerce platforms, personalised recommendations, and streamlined digital transactions influence the expectations of consumers. Gaining a comprehensive understanding of the precise technological components that influence consumer expectations is vital for merchants who wish to adopt dynamic pricing. These expectations establish the foundation for the reception and acceptance of pricing strategies. Furthermore, an investigation conducted by Jiang and Stylos (2021, 31) examines the influence of mobile technology on retail-related consumer expectations. This study investigates the impact of the widespread use of smartphones and mobile applications on the inclination of consumers towards immediate gratification, personalised experiences, and real-time information. Considering this change in consumer demands, it is imperative that retailers, including those utilising dynamic pricing, seamlessly incorporate mobile technologies.

The impact of technology on the formation of consumer expectations concerning the level of trust that can be placed in e-commerce was investigated by Oliveira et al. (2017, 46). In order to cultivate consumer confidence, technological features such as secure payment gateways, encryption, and privacy protection are crucial, according to the study. Retailers that employ dynamic pricing must recognise the profound impact that technology has on consumer expectations regarding security and privacy in order to establish and sustain consumer trust. Moreover, an investigation conducted by Syam and Sharma (2018, 65) explored the impact that emergent technologies, including machine learning and artificial intelligence, have on the expectations of consumers. The study investigates the ways in which these technologies facilitate enhanced decision-making, personalised purchasing experiences, and anticipatory recommendations. By integrating these technologies, retailers can leverage dynamic pricing strategies to ensure that pricing decisions are in accordance with the unique expectations of each consumer.

2.3.2 Revaluation of Consumer Loyalty in the Digital Era

The emergence of the digital age has caused a reassessment of traditional consumer loyalty models, requiring a more nuanced comprehension of the complex interplay between technology and the intricacies of customer allegiance. With the increasing integration of technology into all facets of consumer existence, conventional understandings of loyalty have experienced a profound and radical transformation. Oliver's (1999, 47) research presents a paradigm shift in the conventional linear understanding of loyalty by introducing the notion of "relationship quality." According to the findings of the research, customer loyalty is intricately linked to the overall character of the consumer-brand relationship and is not merely transactional in nature. This reassessment assumes added significance in the digital age, wherein customers interact with brands across various interfaces, requiring a comprehensive comprehension of loyalty that extends beyond simple recurrent purchases.

Furthermore, Verhoef et al. (2009, 69) explored the influence of technology on the reassessment of customer loyalty. This research investigates the manner in which digital channels, such as social media and online platforms, facilitate the formation of complex consumer-brand relationships. According to the study, digital interactions facilitate a continuous and dynamic discourse, thereby transforming the conventional,

unidimensional perception of loyalty into a more fluid and interactive notion. Additionally, Smith (2008, 63) studies the influence of technology on how consumers perceive loyalty programmes. This research investigates the impact of digital loyalty programmes, which are frequently enabled via mobile applications, on customer loyalty and engagement. Gaining insight into the influence of technology on the efficacy of loyalty programmes is of the utmost importance for retailers aiming to utilise these programmes in conjunction with dynamic pricing strategies.

Also, Wirtz and Lovelock (2021, 71) conducted research that examines the influence of technology on the reassessment of customer loyalty within the service sector. The research places significant emphasis on the influence that digital interfaces, self-service technologies, and automated processes have on the formation of consumer expectations and loyalty perceptions. This viewpoint also applies to retailers who choose to adopt dynamic pricing, given that the digital components of this pricing strategy become essential elements of the consumer experience. Likewise, Giovanis and Melanthiou (2017, 21) conducted research that delves into the emotional dimensions of consumer loyalty in the digital age, in addition to transactional aspects. The research places significant emphasis on the influence of technology in cultivating emotional bonds between consumers and brands, thereby underscoring the criticality of emotional loyalty in addition to logical reasoning. Retailers utilising dynamic pricing must acknowledge the emotive dimensions of customer loyalty in order to foster long-lasting relationships in the face of a dynamic pricing environment.

2.4 Interplay Between Dynamic Pricing, Trust, and Loyalty

2.4.1 Understanding the Complex Connections

An understanding of the intricate interrelationships among dynamic pricing, trust, and loyalty is critical for unravelling the complex mechanisms that dictate consumer behaviour and retailer tactics in the ever-changing retail environment. An investigation conducted by Omarli (2023, 48) explored the fundamental relationships that exist between trust and dynamic pricing. This research investigation examines the impact of transparent and equitable dynamic pricing practices on the development of consumer-retailer trust. Comprehending this correlation is critical for retailers such as

Primark, given its impact on the level of consumer confidence in the brand and the perception of pricing equity.

Moreover, Garbarino and Lee (2003, 20) examined the function of loyalty as an intermediary in the connection between trust and dynamic pricing. This research examines the potential of positive experiences involving dynamic pricing to enhance consumer loyalty through the reinforcement of trust in the retailer. Gaining a comprehension of this mediated correlation grants retailers such as Primark valuable insights into the way in which establishing trust via dynamic pricing can trigger a series of consequential impacts on enduring customer loyalty. Also, an investigation conducted by Hanna, Lemon and Smith (2019, 26) explored the effects of communication tactics on the interrelationships among loyalty, trust, and dynamic pricing. This study examines the impact of transparent and effective communication regarding price adjustments on customer trust and, as a result, long-term customer loyalty. Aware of the communication dynamics is essential for retailers seeking to exploit the benefits of dynamic pricing while avoiding potential pitfalls.

2.4.2 Examining Specific Tactics Employed by Clothing Retailers

Yeoman, Wheatley and McMahon-Beattie (2016, 72) explored the domain of personalised pricing, which clothing retailers have adopted as an advanced strategy. This approach entails customising pricing frameworks according to distinct consumer profiles, which include personal preferences and purchase records. The implementation of personalised pricing in a strategic manner not only impacts immediate purchasing decisions but also aids in cultivating a customer-centric reputation. Retailers such as Primark must comprehend the ramifications of personalised pricing in order to foster long-term customer trust and loyalty, as well as to influence the perceived value and individualised experiences that accompany immediate sales. Simultaneously, Yılmaz (2019, 73) conducted an examination of the efficacy of time-limited promotions in the apparel retail industry. By implementing transient discounts and promotions, this strategy aims to generate excitement and induce a feeling of time sensitivity among customers. Nevertheless, due to the fluidity of pricing in this context, a thorough analysis of the possible compromises is necessary. Although these promotional activities may result in short-term revenue growth, retailers must evaluate their potential repercussions on enduring consumer

loyalty and confidence. It is imperative to achieve an optimal equilibrium in order to prevent potential negative consequences linked to changes in consumer perception and expectations.

In addition, the examination of dynamic bundling as a pricing strategy by Li, Hardesty and Craig (2018, 37) illuminates the complexities associated with product packaging and pricing combinations. The objective of this approach is to promote greater purchases through the provision of bundled items at appealing price points. Clothing retailers such as Primark must maintain a careful equilibrium to navigate the complexities of dynamic bundling. To optimise sales via bundled offerings, it is crucial to strike a balance between perceived value, impartiality, and maximum sales. This approach will foster consumer confidence and long-term allegiance. Within the realm of transparent pricing communication, merchants proactively influence consumer perceptions by means of proficiently communicating alterations to prices, as examined by Rothenberger (2015, 56). Transparency and clarity in communication are strategically employed mechanisms to alleviate potential adverse responses that may arise in relation to dynamic pricing. In an age when the way pricing adjustments are conveyed is intrinsically linked to consumer confidence, this strategy is especially crucial. It is critical for Primark and comparable retailers to implement transparent communication practices to promote comprehension, reduce doubt, and ultimately fortify the basis of consumer confidence.

The significance of customer retention strategies is emphasised further in Uncles, Dowling and Hammond (2003, 68) analysis of loyalty programmes as a particular tactic in the clothing retail industry. Loyalty programmes serve a dual purpose by influencing long-term loyalty and shaping perceptions of value through the provision of rewards for repeat consumers. Integrating loyalty programmes into the ever-changing pricing environment necessitates a strategic approach from retailers such as Primark. Establishing a harmonious coexistence between the advantages provided by loyalty programmes and the intricacies of dynamic pricing fosters customer loyalty in the face of a fiercely competitive retail landscape.

2.4.3 Wider Consumer Behaviour Patterns

An in-depth exploration of the wider range of consumer behaviour patterns provides clothing retailers with invaluable understandings, revealing the complex interplay between dynamic pricing and consumer decision-making. Tinne (2010, 67) conducted a study that examines the psychological aspects of impulse purchasing, which is a common form of consumer behaviour observed in the retail sector. Impulse purchasing is distinguished by its unpremeditated and impromptu nature, frequently incited by extrinsic stimuli or affective reactions. It is crucial for clothing retailers such as Primark to comprehend the intricacies of impulse buying. This is because dynamic pricing strategies can intersect with these buying patterns, which can impact not only the timing of purchases but also the perceived value and gratification derived from impromptu acquisitions.

Furthermore, Loureiro, Costa and Panchapakesan (2017, 40) explored the impact of social influence on clothing retail consumers' behaviour. Social influence, which is frequently facilitated by peer interactions and social media, can substantially affect consumer purchasing decisions. This research investigates the potential correlation between dynamic pricing strategies and social dynamics, as well as the ways in which retailers can benefit from social influence to improve the efficacy of their pricing models. This holds significant relevance for apparel retailers such as Primark, which function in a digital era where consumer decisions are heavily influenced by social connections. Also, Chater, Huck and Inderst (2010, 14) explored the influence of cognitive fallacies on retail sector consumer decision-making. Value perceptions and willingness to pay can be influenced by cognitive fallacies, including anchoring and framing effects. It is of the utmost importance for clothing retailers utilising dynamic pricing to comprehend how these biases operate, as such adjustments may elicit cognitive reactions that influence customer loyalty and trust. By acknowledging and managing these cognitive fallacies, the efficacy of dynamic pricing strategies can be improved.

Additionally, the phenomenon of showrooming, in which consumers visit physical locations to evaluate products prior to making online purchases, is investigated in a study by Gu and Tayi (2017, 24). The process of showrooming presents apparel retailers with an additional level of intricacy due to the need to incorporate offline and

online channels. Gaining insight into the correlation between dynamic pricing and showrooming behaviours enables retailers to customise strategies that address the desires and anticipations of showrooming customers, thereby enhancing the overall omnichannel retail experience.

2.5 Conceptual Models and Frameworks

2.5.1 Kano Model

The Kano Model, introduced by Professor Noriaki Kano in the 1980s, is a framework that categorizes customer preferences into five distinct categories: Basic Needs, Performance Needs, Excitement Needs, Indifferent Needs, and Reverse Needs (Mikulić and Prebežac, 2011, 43). By employing this framework, clothing retailers, including the titan of the industry Primark, can comprehend and assess consumer satisfaction and expectations in relation to dynamic pricing. Kano conducted research that establishes the fundamental principles of the Kano Model and its applicability to the evaluation of consumer satisfaction. The Basic Needs category comprises indispensable attributes that, upon being satisfied, are anticipated to satisfy the minimum demands of consumers. As part of its dynamic pricing strategy, Primark may implement pricing that is both transparent and consistent. Comprehending and attending to these fundamental requirements are critical in establishing customer confidence, as any deficiencies in these intrinsic facets may result in customer discontentment.

The Kano Model identifies performance needs as attributes that exhibit a direct correlation with customer satisfaction; as these needs are more effectively met, consumers experience a corresponding increase in satisfaction. This may entail personalised pricing options, promotions, or loyalty programmes within the domain of dynamic pricing. Mote, Kulkarni and Narkhede (2016, 45) conducted research that expands the relevance of the Kano Model to service sectors, placing particular emphasis on the significance of performance requirements in shaping customer loyalty and perceptions. Positive consumer experiences could be substantially enhanced if Primark strategically met and surpassed performance requirements in dynamic pricing. The third category, Excitement Needs, comprises components that, when available, have the potential to elicit consumer delight but, when lacking, do not

invariably result in discontentment. Depending on the context, this could entail novel pricing tactics or exclusive promotions.

The Kano Model classifies indifferent needs as characteristics that, when present, do not substantially contribute to satisfaction and, when absent, do not cause dissatisfaction. Within the context of dynamic pricing, these may comprise neutral components that are not highly prioritised by consumers. The recognition and comprehension of indifferent requirements are of the utmost importance in resource allocation and strategic decision-making. This enables retailers to concentrate on elements that truly influence customer satisfaction. The last category, known as Reverse Needs, comprises characteristics that, when they are present, generate discontentment but, when they are absent, induce contentment. Although this classification may not have a direct bearing on the benefits of dynamic pricing, it is critical to comprehend reverse requirements in order to prevent the implementation of strategies that may potentially sabotage customer relationships. The research conducted by Kano highlights the ever-evolving nature of consumer preferences, thereby emphasising the criticality of ongoing adjustments to evolving market conditions.

2.5.2 Price Sensitivity Meter (PSM)

The Price Sensitivity Meter (PSM) is a reliable instrument utilised to determine the degree to which consumers are sensitive to fluctuations in price levels and how they react to price changes. When considering pricing strategies, such as dynamic pricing in the apparel retail industry, the PSM provides valuable insights into the perceptions and responses of consumers towards price changes. The Price Sensitivity Metre was initially developed by Van Westendorp in 1976 as a method for assessing the propensity of consumers to pay across various price ranges (Ceylana, Koseb and Aydin, 2014, 11). The price thresholds (PSM) are typically determined by posing a series of price-related inquiries to respondents. This data enables retailers to ascertain the price range that optimises consumer acceptability while minimising resistance. By implementing the PSM, Primark can facilitate the establishment of ideal price points within its dynamic pricing framework, thereby increasing customer satisfaction and conformity with their expectations.

The PSM comprises four fundamental inquiries, with each query pertaining to a distinct facet of consumer pricing perception. The Point of Marginal Cheapness (PMC) denotes the threshold price at which a product is deemed excessively inexpensive in comparison to its quality, whereas the Point of Marginal Expensiveness (PME) indicates the threshold price at which a product is deemed excessively expensive to warrant consideration. The price at which consumers are indifferent between purchasing and not purchasing is referred to as the Indifference Price Point (IPP), while the Optimal Price Point (OPP) denotes the cost at which a product offers the greatest value for money. Furthermore, research conducted by Harmon, Unni and Anderson (2007, 27) as well as Salamandic, Alijošienė and Gudonavičienė (2014, 59) underscores the PSM's efficacy in discerning consumer preferences and its versatility across diverse industries. By integrating the PSM into their dynamic pricing strategies, Primark can enhance their ability to adjust prices in accordance with consumers' perceptions of affordability and value. By comprehending the thresholds beyond which prices become excessively affordable or prohibitively expensive, Primark is able to circumvent possible drawbacks and optimise its pricing strategies in accordance with consumer demands.

2.5.3 Technology Acceptance Model (TAM)

A theoretical framework, the Technology Acceptance Model (TAM) investigates the variables that impact consumers' acceptance and adoption of technology. When considering pricing strategies and retail dynamics, specifically dynamic pricing in the apparel retail industry, TAM provides significant contributions by shedding light on how customers perceive and adopt technological advancements. Davis's (1989, 18) introduced the Technology Acceptance Model, which asserts that users' attitudes and intentions towards adopting a new technology are significantly influenced by their perceptions of the technology's usability and utility. Applying the paradigm to comprehend the acceptance of diverse technologies in a variety of contexts, including retail, has been widespread. TAM plays a crucial role in the apparel retail industry by providing insights into the ways in which customers engage with dynamic pricing technologies and how these engagements influence their overall retail experiences. Bhatti (2007, 9) underscore the significance of perceived simplicity of use as a determinant of users' attitudes towards the adoption of technology. When clothing

retailers adopt dynamic pricing systems, it is critical for them to prioritise the development of user-friendly and navigable technology. This is especially true for Primark. The positive impact of a seamless and intuitive user interface on consumers' perceptions of dynamic pricing can increase the likelihood that they will adopt and utilise the technology.

In addition, the intention of users to implement technology is significantly influenced by perceived usefulness, as Davis (1989, 18) emphasises. When considering dynamic pricing, consumers are more inclined to adopt the technology if they are able to identify concrete advantages, including financial savings, customised offers, or improved purchasing experiences. By aligning dynamic pricing strategies with consumer-perceived valuable features, Primark can cultivate a favourable perception of the technology and, as a result, promote its uptake. As TAM2 expands upon the original framework, it integrates supplementary concepts including social influence and cognitive instrumental processes. These extensions are introduced by Taylor and Todd's (1995, 66) research, which emphasises the influence of personal beliefs and external factors on technology acceptance. Within the retail industry, social influence assumes a heightened significance since consumers' adoption of dynamic pricing technologies may be impacted by the perspectives and encounters of their peers. Social influence can be utilised by Primark to cultivate favourable perceptions and establish confidence through the implementation of dynamic pricing strategies.

Furthermore, Li, Hess and Valacich (2008, 38) presented the notion of trust as an essential determinant in the adoption of new technologies. Consumers are more inclined to embrace and accept dynamic pricing technology when they place confidence in the pricing strategies employed by the retailer and perceive that their interests are considered. Primark's ability to effectively execute dynamic pricing is contingent upon its capacity to foster and sustain consumer confidence, prioritise openness regarding pricing practices, and synchronise pricing determinations with customer anticipations. Also, the TAM offers an analytical framework to scrutinise the significance of perceived risk, as emphasised by Li and Huang (2009, 39). Consumers may potentially perceive risks associated with privacy, fairness, or uncertainty regarding price adjustments when considering dynamic pricing. To alleviate perceived

risks and bolster consumer confidence in the implementation of dynamic pricing technologies, Primark must attend to these concerns.

2.5.4 Relationship Marketing Theory

Relationship Marketing Theory (RMT) signifies a fundamental change in the field of marketing by placing significant emphasis on the construction and sustenance of enduring consumer relationships. In the retail industry, specifically in the dynamic pricing of apparel, Relationship Marketing Theory offers a strategic framework that facilitates the comprehension and development of long-lasting relationships with customers. Berry's (1983, 8) influential work established the foundation for Relationship Marketing Theory by advocating for a transformation in marketing from transactional to relational exchanges. According to RMT, the establishment of robust, trust-oriented connections with consumers results in increased customer loyalty, recurring transactions, and favourable word-of-mouth recommendations. Regarding clothing retail, an industry where customer loyalty and trust are of the utmost importance, the application of Relationship Marketing Theory is crucial for influencing strategic choices.

The research by Morgan and Hunt's (1994, 44) contributed to the expansion of the conceptual framework of relationship marketing by emphasising the significance of communication, trust, commitment, and satisfaction as fundamental components. Trust, an essential component of RMT, is especially pertinent for apparel retailers implementing dynamic pricing, such as Primark. Establishing and sustaining trust is of the utmost importance in order to allay potential concerns regarding price fluctuations and cultivate enduring customer loyalty. The notion of commitment, as defined by RMT, denotes the extent to which consumers are emotionally entangled in a brand association. A strong correlation exists between commitment and loyalty; therefore, Primark can foster enduring customer relationships by cultivating a sense of commitment via consistent and customer-centric operations, such as the implementation of dynamic pricing strategies.

An additional pivotal element within Relationship Marketing Theory is satisfaction, which is intricately connected to the satisfaction of customers' requirements and expectations. Gong and Yi (2018, 23) emphasised the importance of customer

satisfaction as a catalyst for customer loyalty. Primark places significant importance on ensuring that dynamic pricing is in accordance with customer expectations, preferences, and perceived value to cultivate satisfaction and, as a result, establish enduring loyalty. Also, according to Alrubaiee and Al-Nazer (2010, 4), effective communication is a critical factor in the success of relationship marketing. Effective communication fosters the growth of a solid relational bond, promotes transparency, and facilitates greater comprehension. Prioritising transparent communication regarding pricing strategies and modifications is critical for Primark in the realm of dynamic pricing. Maintaining transparent communication serves to reduce uncertainties and strengthens the retailer's dedication to ensuring customer fulfilment. Additionally, Sheth and Parvatiyar (1995, 61) contribute to the advancement of Relationship Marketing Theory through the introduction of the notion of Relationship Quality. Relationship quality comprises various aspects, including trust, commitment, and satisfaction, thereby offering a comprehensive assessment of the overall well-being of consumer connections. In order to evaluate and improve Relationship Quality via dynamic pricing strategies, Primark must possess an exhaustive comprehension of the interrelationships between these dimensions within the retail environment.

2.5.5 Customer Lifetime Value (CLV)

Customer Lifetime Value (CLV) is an essential marketing metric utilised to evaluate the overall value that a consumer is anticipated to contribute to a company over the course of their entire association. In the ever-changing pricing environment of the apparel retail industry, retailers such as Primark must comprehend and optimise CLV. The fundamental principle underlying CLV pertains to the enduring financial gain linked to the establishment and sustenance of customer connections. According to Jain and Singh (2002, 30), CLV considers the present and future value of consumers, considering variables including average transaction value, purchase frequency, and customer retention. When pricing strategies have a direct influence on consumer purchasing behaviour as in the case of dynamic pricing, such as in the case of Primark, maximising CLV becomes crucial to the long-term viability and prosperity of retail enterprises.

The fundamental components that contribute to CLV are intertwined with the implementation objectives and challenges of dynamic pricing. According to Damm and

Rodríguez–Monroy (2011, 17) and Li (2010, 36), a direct correlation has been established between financial performance and customer relationships. To optimise long-term profitability, dynamic pricing strategies for Primark should be in line with the objective of increasing CLV. This entails prioritising enduring customer relationships over immediate revenue growth. A crucial determinant of CLV, the frequency of customer purchases is profoundly affected by the degree to which dynamic pricing aligns with consumer preferences. It is crucial to maximise CLV, as Ballesteros, García and Serrano (2022, 7) remarked, by comprehending and adjusting to customer behaviours, such as reactions to dynamic pricing modifications. By responsively modifying prices to align with market demands and customer preferences, Primark can effectively incentivize recurring purchases and foster enduring customer relationships.

An additional element of CLV, average transaction value, is influenced by the perceived value that consumers obtain from their purchases. When implemented proficiently, dynamic pricing has the potential to augment perceived value through the synchronisation of prices with the unique preferences of individual customers and prevailing market conditions. According to researches by Sweeney and Soutar (2001, 64) and Chang and Wang (2011, 13), the perceived value has significant influence in consumer spending. Retailers such as Primark can positively impact CLV by optimising dynamic pricing to reflect value. Customer retention is another pivotal factor that significantly impacts CLV, as described Paul and Ramanan (2019, 49). By retaining existing customers with personalised and competitive pricing and by attracting new customers with strategic pricing offers, dynamic pricing serves a dual purpose in customer retention. In addition, Rust, Lemon and Zeithaml (2004, 58) introduced the notion of customer equity, which broadens the CLV framework by incorporating the entire customer base as a strategic asset. Primark can effectively manage customer equity in the context of dynamic pricing by customising pricing strategies for various segments, thereby optimising the aggregate value obtained from the entire customer portfolio.

3. Methodology

3.1 Research Onion

The Research Onion, a framework put forth by Saunders, Lewis and Thornhill (2009, 60), provides a thorough and methodical strategy for carrying out scientific investigations. Each component of this methodological framework contributes to the systematic and methodical advancement of research, beginning with the philosophical foundations and extending to the practical aspects of data acquisition and analysis. The fundamental layer of the Research Onion comprises philosophical assumptions. Practical philosophy, interpretivism, positivism, and realism are all prevalent philosophical paradigms. Philosophies influence the way in which scientists perceive reality and knowledge, thereby directing their decisions regarding data collection and research methods.

Advancing laterally, the subsequent stratum comprises the research methodology. This stratum centres on the comprehensive methodology employed to investigate the research inquiries. It encompasses a multitude of methodologies, including ethnography, experiments, surveys, and case studies. The research strategy selected is in accordance with the characteristics of the research issue, influencing the overarching trajectory and approach utilised in the investigation. The layer pertaining to the research approach describes the methods and techniques used for data collection. It includes various methodologies, including qualitative, quantitative, and blended approaches. Qualitative methods entail comprehensive investigation and comprehension of phenomena through the use of instruments such as observations and interviews. Conversely, quantitative approaches pertain to statistical analysis and numerical data, frequently implemented via surveys or experiments. By integrating aspects from both approaches, the mixed methods strategy provides a more holistic comprehension of the research issue.

The time horizon or research design constitutes the subsequent stratum in the Research Onion. This stratum places emphasis on the temporal dimension of the investigation, differentiating between longitudinal and cross-sectional studies. Cross-sectional investigations are performed at a specific moment in time, whereas longitudinal studies collect data over an extended duration, thereby facilitating the examination of patterns and developments. The following strata of the Research Onion comprise methodologies employed for the acquisition and examination of data. This

comprises approaches such as thematic analysis, content analysis, surveys, and observations, as well as content and statistical analysis. These strata are concerned with the pragmatic implementations of data collection and interpretation in accordance with the selected methodology and research strategy.

The coming sections will provide a comprehensive examination of each layer of the Research Onion, elucidating its significance and the methodologies that are linked to each layer within the framework of our study. By employing this methodological framework, which guarantees a systematic construction of the research process and incorporates each stratum to bolster the study's robustness, a structured approach is established.

3.1.1 Research Philosophy

The researcher's research philosophy comprises the essential convictions and presumptions that shape their viewpoint regarding knowledge, reality, and the essence of the world. Academic studies frequently incorporate the following primary research philosophies: pragmatism, interpretivism, realism, and interpretivism (Goldkuhl, 2012, 22). Predicated on the notion that the world is objective and amenable to empirical and quantifiable investigation, positivism is founded on this conviction. The approach prioritises the application of quantitative methodologies in order to ascertain causal connections, with the ultimate goal of producing results that can be generalised and reproduced. On the contrary, interpretivism acknowledges the inherently subjective quality of reality and places emphasis on comprehending social phenomena through the lens of the individuals concerned. It prioritises qualitative approaches that centre on the comprehension of social processes, meanings, and context. In a similar fashion, realism posits the existence of an external reality that is separate and apart from human perception. While recognising the presence of an objective reality, it also concedes to the impact of human interpretations and social constructions. In contrast, pragmatism suggests employing a combination of qualitative and quantitative approaches, placing emphasis on the practicality and applicability of the methods in order to efficiently tackle research inquiries.

The research philosophy selected for our investigation is interpretivism. The decision to pursue this course of action is justified by the complexity of our research issue,

which pertains to comprehending the interplay between consumer behaviour, trust, and loyalty within the retail industry. Interpretivism is congruent with the objective of investigating subjective experiences, perceptions, and meanings that are linked to consumer loyalty and trust. Quantitative methodologies are more effective in capturing these aspects. This philosophical standpoint facilitates a more profound examination of personal viewpoints and societal factors, both of which are crucial for deciphering the intricacies inherent in the retail industry. By employing quantitative research methods (e.g., surveys), interpretivism facilitates a holistic comprehension of the social and psychological dimensions encompassing customer trust and loyalty. This enables the investigation of intricate and situation-dependent elements that impact consumer behaviour, furnishing comprehensive understandings that are vital for our research.

3.1.2 Research Approach

The research approach serves as the fundamental strategy utilised to investigate the research questions and establishes the groundwork for the complete study. Deductive and inductive reasoning are prevalent approaches that each provide unique methodologies and avenues for inquiry (Azungah, 2018, 6). Deductive reasoning entails formulating a particularised hypotheses that are derived from a more comprehensive theoretical framework. It advances from a general principle or theory to observations or verification. This methodology generally employs quantitative techniques to assess the validity and generalizability of a theory. On the contrary, inductive reasoning commences by analysing observations or data to deduce more generalised conclusions or theories. It entails collecting and analysing data, frequently employing qualitative methods, to identify patterns, themes, or hypotheses. Inductive methods are especially beneficial when it comes to investigating novel domains or formulating hypotheses.

The methodology that has been chosen for our investigation is inductive reasoning. The justification for this decision is based on the investigative character of our research, which aims to examine the complex interplay between consumer loyalty and trust within the retail industry. Inductive reasoning is congruent with the objective of thoroughly investigating and comprehending these intricate phenomena; it facilitates the formation of theories or generalisations based on observations and quantitative

data. The inductive method is highly suitable for revealing the intricate and situation-dependent elements that impact consumer loyalty and trust.

3.1.3 Research Strategy

The research strategy functions as a comprehensive blueprint that delineates the methodology and approaches employed to tackle the research goals. Experimental research, surveys, case studies, ethnography, and mixed methods approaches are typical strategies. The research methodology employed in this study is a quantitative methods approach to thoroughly examine consumer trust and loyalty within the retail industry (Johnson and Onwuegbuzie, 2004, 32). The decision to employ a quantitative approach is justified by the complex and multifaceted characteristics of the research problem at hand. The concepts of customer loyalty and trust within retail settings are intricate and multifaceted phenomena that defy a singular, all-encompassing framework.

A survey is the principal data collection instrument utilised in this approach. The survey will comprise multiple-choice inquiries (MCQs), including Likert scale questions. The structured responses elicited by these quantitative inquiries facilitate the acquisition of numerical data. By employing this methodology, an exhaustive investigation of client viewpoints is guaranteed, and statistical evidence is incorporated to substantiate and authenticate the quantitative results.

3.1.4 Time Horizon

Research methodologies frequently utilise discrete time horizons, such as longitudinal and cross-sectional approaches, which provide distinct viewpoints and understandings of the research issue under investigation (Rindfleisch et al., 2008, 55). The cross-sectional method obtains information about a sample population at a single point in time, providing a snapshot of that population. The selection of a cross-sectional design for our research on customer trust and loyalty in the retail industry was driven by the imperative to acquire prompt understandings into the dominant customer behaviours, perceptions, and trends during a designated period. By employing this methodology, a thorough and precise examination of consumer dynamics is possible, providing an instantaneous depiction of prevailing patterns,

actions, and opinions. On the other hand, longitudinal investigations entail the gathering of data over a prolonged duration, thereby enabling the observation of progressions and alterations in variables throughout time. Although longitudinal studies offer a comprehensive comprehension of the evolution and transformation of phenomena, they were not selected for our research. In general, longitudinal studies require a greater investment of time, resources, and an extended research period.

The selected time horizon for our research on consumer loyalty and trust is primarily cross-sectional. This methodology is consistent with the characteristics of our research issue, which is to obtain a momentary depiction of consumer attitudes, conduct, and allegiance during a designated period. The utilisation of a cross-sectional design enables a thorough and targeted examination of customer dynamics within the retail industry during a single point in time, providing valuable insights into prevailing patterns, attitudes, and actions. The decision to employ a cross-sectional methodology is motivated by the urgent requirement to comprehend and assess the present condition of consumer loyalty and trust in the retail industry. By obtaining a real-time snapshot, this approach facilitates an in-depth analysis of consumer sentiments and behaviours at a particular moment in time. It provides valuable understandings into prevalent trends and patterns in consumer behaviours within the retail industry, is efficient and cost-effective, and operates at a low cost.

3.1.5 Data Collection Methods

The careful consideration and choice of suitable data collection methods are crucial to acquire valuable insights for research purposes. The research we are conducting, which examines customer loyalty and trust in the retail industry, will be gathered primarily through a Google Forms survey that is directed at the population of the United Kingdom. The survey predominantly comprises multiple-choice questions (MCQs), supplemented with Likert scale inquiries to collect quantitative data and open-ended questions. Utilising a Google Forms survey provides a streamlined and intuitive medium for gathering primary data. The digital format of the system facilitates distribution, response collection, and data compilation. The selection of this platform is consistent with the objective of reaching a wider demographic in the United Kingdom, thereby enabling the gathering of varied viewpoints concerning consumer loyalty and trust in the retail industry.

The key participants of our research are my colleagues and friends. We will randomly select approximately 25 people from them. They will be invited to participate in the survey through emails and other electronic communication methods. Their responses will then be collected and stored in the google form, for data analysing purposes.

3.1.5 Data Analysis Techniques

The survey data, which includes both quantitative and qualitative responses and was gathered via Google Forms, will be subjected to separate analytical techniques that are customised to the characteristics of the data. The quantitative data collected via Likert scale responses and multiple-choice questions (MCQs) will be subjected to statistical analysis. Descriptive statistics, bar charts and pie charts will be utilised in order to quantify and interpret the numerical data. Descriptive statistics provide valuable insights regarding response distributions and central tendencies, whereas correlation analysis investigates the associations between variables.

3.2 Ethical Considerations

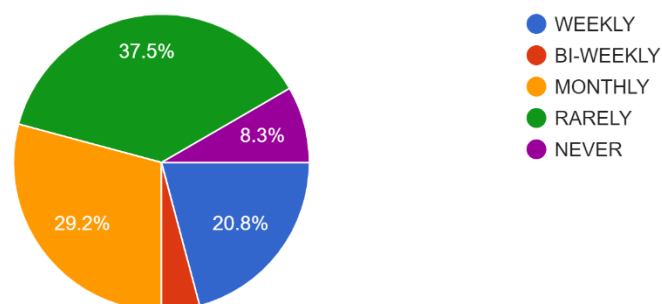
The design of the survey will prioritise the protection of participant anonymity. Complete confidentiality of responses will be ensured, with no collection of personally identifiable information. In addition, the data will be stored in a secure manner and will only be accessible to authorised personnel, ensuring that the identities of the participants remain protected throughout the entirety of the research endeavour. During the analysis phase, any identifiable information will be expeditiously eliminated, thereby reaffirming our dedication to upholding confidentiality. Also, all survey responses will be securely and permanently deleted following the completion of the dissertation. This procedure is essential for ensuring the confidentiality and integrity of the data provided by the participants, in accordance with rigorous ethical standards for managing data. Furthermore, the survey will initiate with a specific page designed to obtain participants' informed consent. During this phase, a thorough explanation of the research's objectives will be provided, with an emphasis on voluntary involvement, the ability to disengage from the study at any time, and the established protocols for secrecy. Before commencing the survey, participants will be afforded the opportunity to offer explicit assent, thereby guaranteeing that their involvement will be completely informed and voluntary.

Moreover, in adherence to the principle of voluntary participation, individuals will be granted the freedom to omit inquiries or discontinue their engagement with the survey at any point without incurring any commitment. This procedure guarantees that participants are at liberty to disclose information at their own ease and discretion, thereby emphasising the dedication to upholding the autonomy of the participants. Additionally, prior to starting the dissertation, a comprehensive ethics form will be filled out, which will delineate the ethical implications of the research. This document, which has received the supervisor's endorsement, guarantees compliance with ethical principles and safeguards the rights of participants. The signed form will be attached to the **Appendices**.

4. Data Analysis

1. How often do you shop for clothing at Primark?

24 responses



The examination of survey data pertaining to the frequency of clothing purchases at Primark unveils complex trends among its clientele, thereby furnishing valuable insights that can guide strategic judgements, specifically concerning the influence of dynamic pricing on customer confidence and allegiance within the clothing retail industry in the United Kingdom. To begin with, an examination of the substantial proportion of participants (20.8%) who indicated a regularity of weekly buying at Primark reveals that this group constitutes a vital and steadfast clientele for the merchant. The regular interaction observed may suggest that customers have a robust affinity towards the brand, perceiving Primark as a dependable destination for their

routine apparel requirements. Gaining insight into the intricacies of this collective can be crucial for customising dynamic pricing tactics that motivate sustained weekly attendance, possibly via the implementation of loyalty programmes, individualised discounts, or exclusive offerings.

The behaviour of the bi-weekly consumers, who make up approximately 5% of the respondents, is quite intriguing. This group exemplifies a harmonious equilibrium between consistent participation and a marginally reduced propensity for retail. An examination of the determinants that impact this bi-weekly frequency, including budgetary cycles and particular product launches, can yield significant knowledge for initiatives involving dynamic pricing. During periods of increased customer activity, implementing targeted promotions or discounts could potentially improve customer satisfaction and foster a greater propensity for predictable purchasing.

An estimated 30% of the participants are monthly consumers, who contribute an element of sporadic involvement. By comprehending the factors that incite these monthly visits, such as budgetary constraints, seasonal fluctuations, or special events, one can adopt a more sophisticated strategy towards dynamic pricing. By customising promotions and dynamically adjusting prices in accordance with these distinct factors, a more individualised purchasing experience can be generated, which may inspire greater loyalty among this particular customer segment.

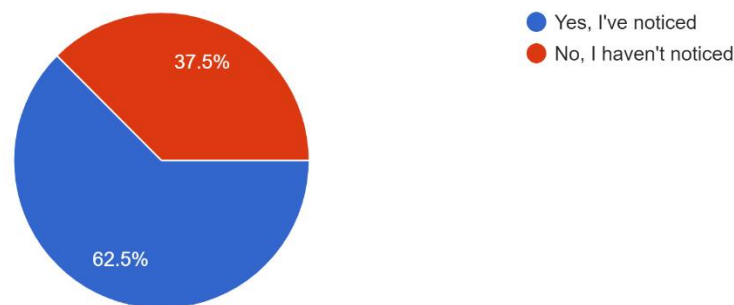
The 37% of respondents who indicated purchasing uncommon items from Primark provide a foundation for further investigation. Determining the causes for this sporadic involvement—be they discontentment with the products being offered, a predilection for alternative brands, or external influences—could provide valuable insights for developing focused interventions. Implementing dynamic pricing strategies that target the particular concerns of this segment could potentially stimulate renewed interest and promote increased frequency of interactions.

Furthermore, a more thorough analysis is warranted of the 8.3% of respondents who indicated that they have never made a purchase at Primark. Gaining an understanding of the underlying reasons for this exclusion may provide valuable insights into the obstacles that hinder the interaction of these individuals with the brand. Using dynamic pricing initiatives to address concerns regarding product quality, brand perception, or

particular preferences could potentially facilitate the expansion of the company's customer base.

2. Have you noticed that prices for clothing at Primark change during your shopping visits?

24 responses



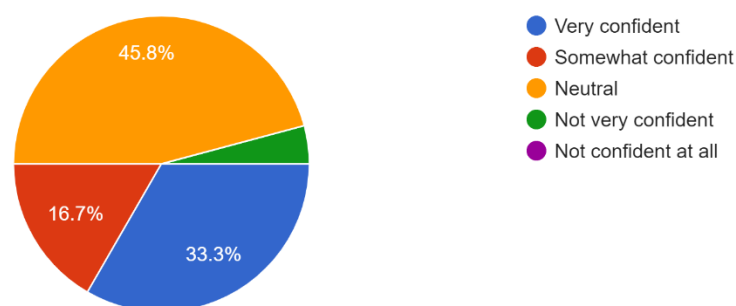
The examination of customer responses to the inquiry concerning their knowledge of price adjustments while visiting Primark offers valuable insights into how patrons perceive the retailer's implementation of dynamic pricing strategies. A significant proportion of respondents (approximately 63%) acknowledged observing price adjustments while purchasing at Primark. The development of this cognizance can be ascribed to various elements, such as conscientiousness regarding prices, regular patronage, or Primark's strategic utilisation of conspicuous and influential dynamic pricing mechanisms. Gaining insight into the attributes and inclinations of this demographic is vital in order to assess the efficacy of existing dynamic pricing tactics and investigate potential areas for enhancement.

However, a significant proportion of participants (approximately 37%) indicated that they did not observe any alterations in prices while making purchases at Primark. This particular segment offers a compelling prospect for further investigation. This observation may indicate that the present dynamic pricing tactics implemented by Primark are not as noticeable or influential as they were intended to be. Alternatively, it could suggest that specific consumers are not cognizant of the fact that prices fluctuate. Undertaking additional research to ascertain the underlying causes of this deficiency in knowledge is critical in order to enhance and potentially reposition dynamic pricing strategies in a way that attracts a wider range of customers.

It would be advantageous for individuals who have observed fluctuations in prices to further explore their perceptions and responses. It is critical to ascertain whether these modifications have a positive or negative impact on consumer trust and loyalty. Favourable perceptions could suggest that dynamic pricing is in accordance with the desires and anticipations of customers, which could potentially result in heightened levels of contentment and subsequent transactions. However, adverse opinions may highlight aspects of the dynamic pricing strategy that necessitate improvement in order to guarantee that it improves the customer experience rather than detracts from it.

3. How confident are you in the accuracy of Primark's clothing prices?

24 responses



An examination of the responses to the inquiry concerning the level of trust respondents have in the precision of Primark's apparel prices provides insight into how the survey participants perceive the dependability of the retailer's pricing data. A considerable proportion of participants (approximately 34%) indicated a strong degree of assurance regarding the precision of Primark's apparel pricing, with several iterations of "Very confident" being chosen. The aforementioned favourable perception indicates that a considerable proportion of the clientele considers Primark to be reliable in regards to disclosing prices. A strong conviction in the precision of pricing information has the potential to enhance customer confidence and cultivate a perception of dependability during their transactions.

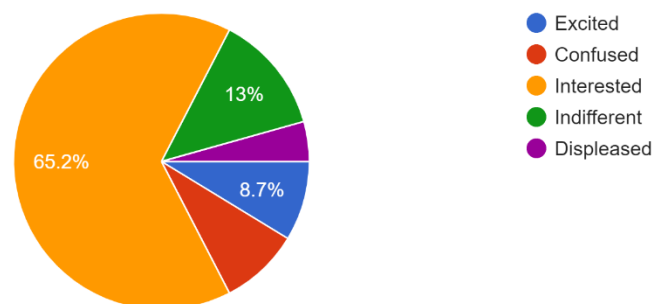
In contrast, a considerable proportion of respondents (approximately 62%) expressed a moderate degree of assurance by choosing options like "Somewhat confident" or "Neutral." This demographic consists of customers who may possess certain doubts or reservations concerning the precision of the apparel prices offered by Primark. It is imperative to comprehend the determinants that impact this moderate degree of

assurance in order to pinpoint potential areas for enhancement and guarantee that customers maintain a coherent and unambiguous comprehension of pricing frameworks.

It is noteworthy that a small proportion of participants (approximately 3%) conveyed a lack of trust in the precision of Primark's apparel prices, as indicated by their responses of "Neutral" or "Not very confident." This collective exhibit possible apprehensions or doubts concerning the integrity and transparency of pricing data. It is critical to examine the underlying causes of this lack of confidence in order to rectify any inconsistencies and foster increased confidence in the precision of pricing information.

4. How does the idea of clothing prices changing at Primark make you feel?

23 responses



An examination of the reactions to the inquiry concerning the affective states evoked by the notion of apparel price adjustments at Primark yields valuable knowledge concerning the sentiments and perspectives of customers concerning the retailer's implementation of dynamic pricing tactics. A significant proportion of participants (approximately 66%) indicated favourable sentiments, such as "Informed" or "Enthusused," when considering the prospect of apparel price adjustments at Primark. This finding indicates that a considerable proportion of the clientele is open to the notion of dynamic pricing, perceiving it as a captivating and potentially lucrative element of their retail encounter. Gaining insight into the precise components that elicit interest or enthusiasm can guide the refinement of dynamic pricing tactics in order to more precisely correspond with the expectations and preferences of customers.

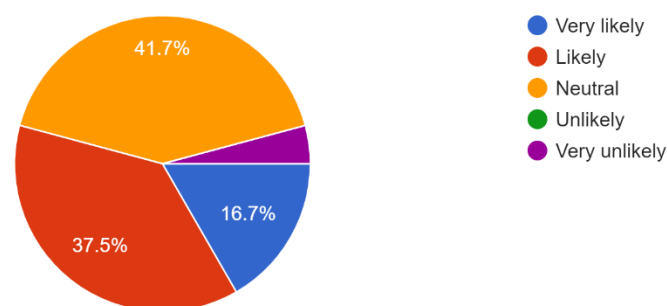
A minority of the participants (approximately 13%) expressed a neutral stance by employing phrases such as "Indifferent." This segment comprises consumers whose

emotional responses to the concept of price adjustments may not be particularly intense. Conducting an inquiry into the factors contributing to this neutrality is beneficial in determining whether dynamic pricing could be improved to increase customer engagement among this demographic.

It is noteworthy that a small proportion of participants (approximately 10%) conveyed negative sentiments, including "Confused" and "Displeased," in relation to the notion of altering apparel prices at Primark. This subset implies that certain individuals might perceive dynamic pricing strategies as perplexing or disagreeable. It is critical to analyse the underlying causes of these negative sentiments in order to identify potential challenges and improve the implementation or communication of dynamic pricing in a way that minimises negative impacts on customer satisfaction.

5. If you find a similar product at a lower price after purchasing at Primark, how likely are you to explore other clothing retailers?

24 responses



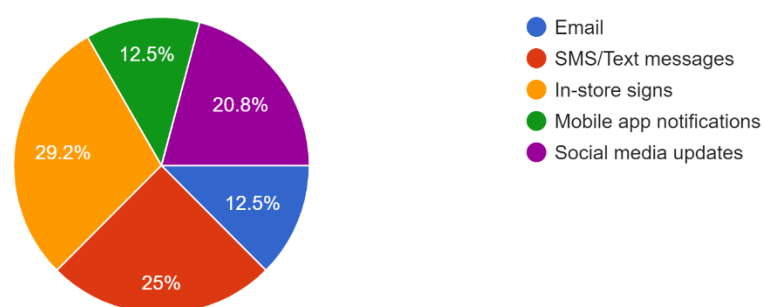
An examination of the responses to the inquiry concerning the probability of patrons of clothing retailers other than Primark investigating the availability of an identical item at a reduced cost subsequent to making a purchase at the latter establishment offers valuable insights into the dynamics of customer behaviour and brand loyalty as influenced by competitive pricing. Around 54% of the participants indicated a strong propensity to investigate alternative apparel retailers, as indicated by their use of qualifying words like "Likely" or "Very likely." This indicates that a considerable proportion of consumers are price-conscious and are prepared to investigate alternative choices in the event that they discover an equivalent product priced lower elsewhere. Gaining insight into the determinants that impact this propensity, including the impact of external sales and promotions and the perception of value for money, is

of the utmost importance for Primark in order to preserve and augment customer loyalty.

Conversely, a considerable portion (approximately 42%) adopted a more ambivalent position, implying that they might or might not investigate alternative clothing retailers in the event that a comparable product becomes available at a reduced cost. An examination of the underlying rationales for this impartiality may yield significant knowledge regarding the elements that either strengthen consumer allegiance to a particular brand or permit them to contemplate alternative choices.

A small proportion of the participants (approximately 17%) indicated a minimal propensity to investigate alternative clothing retailers, employing phrases such as "Very unlikely." This demographic consists of customers who are relatively unaffected by reduced prices offered by rival retailers, which may suggest a significant allegiance to the Primark brand. An examination of the attributes exhibited by this devoted clientele may reveal pivotal components that foster brand allegiance, such as favourable purchasing experiences, distinctive product offerings, or perceived excellence.

6. Which way of communication would you prefer to learn about Primark's pricing changes?
24 responses



An examination of the responses to the inquiry concerning the preferred channels of communication for receiving updates on Primark's pricing modifications yields valuable knowledge regarding the most efficient and favoured methods of transmitting dynamic pricing information to clientele. Approximately 12 percent of the respondents indicate a preference for mobile application notifications. This finding suggests a significant preference for accessing up-to-date information via mobile applications.

The channel's surge in popularity can be ascribed to its promptness, availability, and tailored content, which effectively corresponds with the current inclinations of consumers for immediate information.

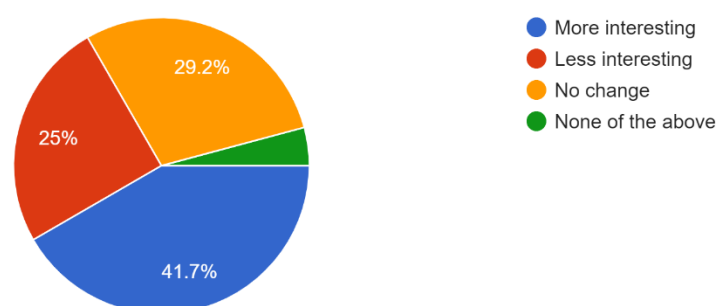
SMS and text messages were also identified as preferred channels of communication, with approximately 25% of the participants indicating a preference for this method. This finding indicates that a significant proportion of clientele places importance on clear and concise correspondence, valuing the straightforwardness and simplicity of text messages as a means of transmitting information regarding price adjustments.

Although selected by a significant proportion (approximately 30%) of the participants, in-store signage represents a more conventional mode of communication. This inclination could potentially indicate the ongoing significance of tangible signage within the retail setting, specifically for patrons who prefer to acquire information in person. Enhancing the efficacy of in-store placards could be accomplished by incorporating visually appealing and unambiguous displays that highlight alterations in pricing.

A minority of the participants (approximately 12% and 20%, respectively) also alluded to updates via email and social media. Although these channels may not be as prevalent as SMS or mobile app notifications, they continue to serve as a means of conveying updates regarding pricing. Potentially increasing the efficacy of email and social media updates by customising them to be succinct, visually captivating, and pertinent to the intended audience is a possibility.

7. Do you think the idea of prices changing for clothes at Primark makes your shopping experience more interesting or less interesting?

24 responses



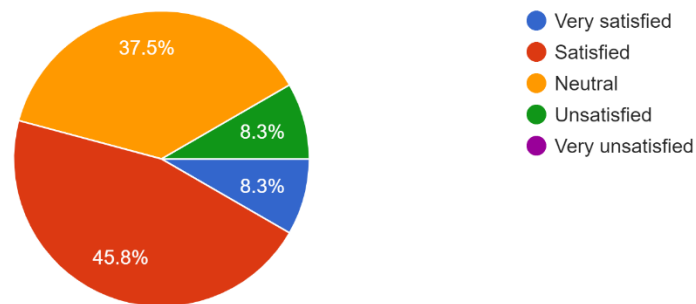
An examination of the feedback received regarding the perceived effect of price fluctuations on the shopping experience at Primark yields valuable insights regarding the manner in which dynamic pricing affects consumer interest and engagement. A significant proportion of participants (approximately 41%) indicated that the concept of price fluctuations for apparel at Primark enhances the allure of their purchasing experience. The positive sentiment expressed indicates that a considerable proportion of customers find the dynamic pricing strategy to be intriguing, which may introduce a sense of novelty or excitement to their purchasing experiences. Gaining insight into the components of dynamic pricing that contribute to this increased attention is vital in order to enhance and maintain a favourable influence on the overall purchasing experience.

On the other hand, a considerable proportion of respondents (approximately 30%) expressed that the fluctuating prices did not have a substantial influence, providing explanations such as "No change" or "None of the above." This cohort might regard dynamic pricing as an inconsequential aspect of their purchasing encounter, suggesting that additional determinants, including but not limited to product assortment, customer support, and store atmosphere, exert a greater influence on their comprehensive evaluation.

A minority of participants (approximately 25%) indicated that the notion of price fluctuations diminishes the appeal of their purchasing experience. Although comprising a minority, this group represents a possible obstacle or cause for apprehension with respect to the integration of dynamic pricing at Primark. It is imperative to conduct an inquiry into the factors contributing to this perception in order to identify potential areas for enhancement and guarantee that dynamic pricing initiatives contribute to the overall purchasing experience rather than diminish it.

8. How satisfied are you with the information you receive about Primark's pricing changes?

24 responses



An examination of the feedback obtained concerning the level of contentment with the information received concerning the price adjustments implemented by Primark yields valuable insights into the retailer's communication tactics as they pertain to the transmission of dynamic pricing details to its clientele. A considerable percentage of participants (approximately 45%) expressed contentment with the level of information they obtain regarding price adjustments at Primark. The aforementioned favourable sentiment indicates that a significant portion of customers perceive the communication channels utilised by Primark to disseminate dynamic pricing updates as informative and satisfactory. Gaining insight into the precise factors that contribute to this contentment, including but not limited to lucidity, timeliness, and accessibility, is critical in bolstering efficacious communication methodologies.

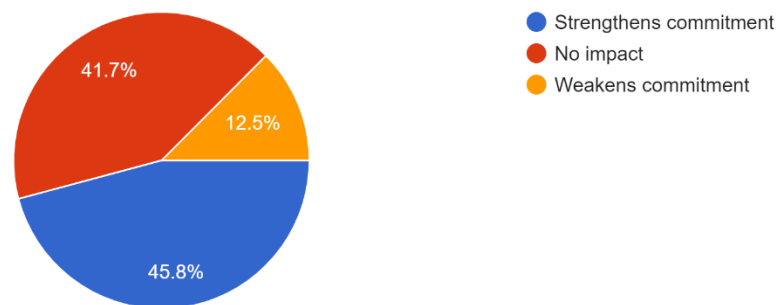
A minority, albeit significant, proportion (approximately 37%) adopted a neutral position, signifying that they are not overly content nor discontented with the details presented regarding alterations in prices. This segment provides Primark with a potential avenue to further investigate consumer expectations and preferences, which may reveal areas where communication could be improved in order to elicit a more favourable reaction.

Nevertheless, a significant proportion of participants (approximately 8%) conveyed their discontentment with the information that was provided, employing phrases like "Unsatisfied." It is imperative to acknowledge and rectify the concerns and underlying causes of this discontent in order to enhance communication tactics and guarantee that customers are sufficiently informed and involved with dynamic pricing initiatives.

Possible domains for enhancement could encompass the lucidity of communications, the selection of channels of communication, or the regularity of updates.

9. How does Primark's approach to pricing affect your commitment as a customer?

24 responses



By conducting an analysis of the responses to the inquiry regarding the correlation between Primark's pricing strategy and customer commitment, valuable insights can be gained regarding the effects of dynamic pricing tactics on customer loyalty and devotion to the brand. The terms "Strengthens commitment" and "considerable majority of respondents (approximately 45%) agreed that Primark's pricing strategy has a positive effect. This finding indicates that a considerable proportion of Primark's clientele regards dynamic pricing as a favourable element that impacts their loyalty to the brand. Gaining insight into the components of dynamic pricing that enhance commitment, including perceived value, transparency, and promotion efficacy, is imperative in order to optimise approaches that fortify customer loyalty.

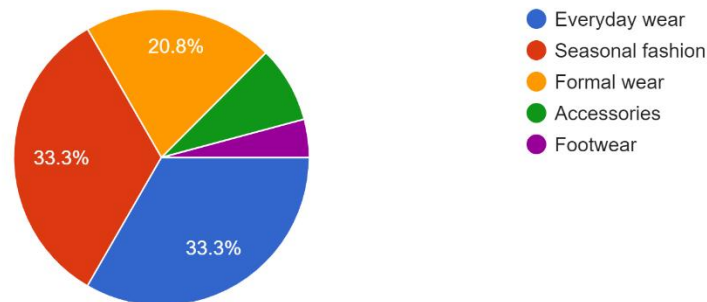
A significant proportion of respondents (approximately 41%) indicated that Primark's pricing strategy does not exert a substantial influence on their level of commitment, employing the phrase "No impact." Adopting this impartial position grants Primark the chance to further explore customer preferences and expectations, which may reveal opportunities to refine the pricing strategy in a manner that more closely corresponds with customer requirements, without compromising loyalty.

Conversely, a small proportion of participants (approximately 12%) expressed that the pricing strategy employed by Primark undermines their loyalty as clientele. It is of the utmost importance to comprehend the causes of this adverse effect in order to

effectively resolve concerns and optimise pricing strategies in a way that appeals to a wider range of customers.

10. Which type of clothing do you think is most affected by Primark's pricing strategy?

24 responses



The examination of survey responses pertaining to the category of apparel that is most impacted by Primark's pricing strategy unveils intricate viewpoints on the part of the respondents. A significant proportion of the participants, accounting for around 33%, identified "Everyday wear" as the category that Primark's dynamic pricing had the greatest impact on. This signifies a widely held conviction that the pricing strategy employed by the retailer has a substantial influence on both the price and availability of basic apparel items. The significance of this category highlights the necessity of considering pricing dynamics for frequently purchased and essential items, which reflect the practical and budget-oriented inclinations of customers when selecting their everyday wardrobes.

Furthermore, apart from ordinary wear, approximately 33% of the participants identified the "Seasonal fashion" category as significant, attributing Primark's pricing strategy to this sector. This finding indicates that the participants are aware of the retailer's calculated modifications to prices in response to seasonal patterns and consumer demand. The correlation between the impact on seasonal fashion and the retail industry's implementation of customised pricing strategies to correspond with consumer demands and preferences at particular periods of the year demonstrates an awareness of the ways in which dynamic pricing can affect consumer purchasing behaviour in light of shifting fashion trends and seasons.

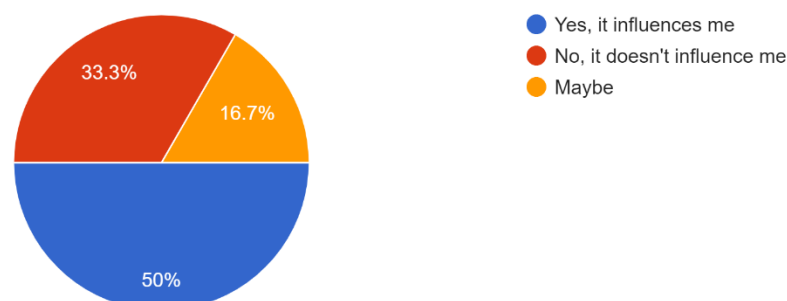
Moreover, approximately 20% of the participants identified "Formal wear" as a sector impacted by the pricing strategy implemented by Primark. This finding suggests that a significant portion of the population considers dynamic pricing to affect the cost and availability of formal attire beyond casual and seasonal garments. The acknowledgment of pricing dynamics in the realm of formal wear underscores the wide array of garments influenced by Primark's approach, which accommodates various client requirements and events.

The category of "footwear" was referenced by around 5% of the participants, underscoring the significance of pricing tactics in shaping the pricing and availability of shoes and associated merchandise at Primark. It is imperative to comprehend the intricacies of pricing in the footwear sector, given that shoes frequently comprise a substantial proportion of consumers' broader selections of apparel and fashion.

Finally, a relatively small proportion of participants, approximately 8%, held the opinion that Primark's pricing strategy has a negligible effect on "Accessories." Although this segment constitutes a lesser percentage, it offers significant insight into the expectations and preferences of customers with regard to the pricing of accessories. The observation that accessories appear to have a minimal influence may suggest particular characteristics of this category, such as infrequent price changes or the perception that accessories occupy a subordinate position in Primark's pricing strategy as a whole.

11. Does knowing that clothing prices might change at Primark influence your decision when shopping?

24 responses



An analysis of the responses to the inquiry regarding the impact of being aware that clothing prices at Primark are subject to change on the purchasing decision-making

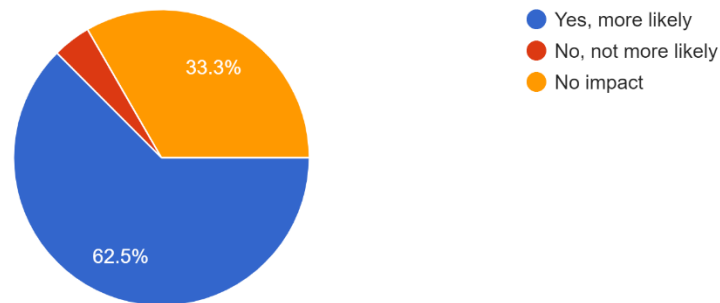
process yields valuable insights into the ways in which dynamic pricing influences consumer behaviour. A substantial proportion of participants, comprising approximately 50% of the sample, stated that knowledge regarding prospective price adjustments at Primark has a substantial impact on their purchasing decisions. This implies that a significant proportion of clientele is cognizant of the retailer's dynamic pricing strategy, and this understanding significantly influences their buying choices. Gaining a comprehensive understanding of the distinct mechanisms by which dynamic pricing impacts these clientele—be it through heightened price sensitivity, strategic timing of purchases, or increased focus on promotions—is vital for Primark to optimise its dynamic pricing strategy in order to accommodate these preferences.

In contrast, approximately 33 percent of respondents indicated that awareness of prospective price fluctuations has no bearing on their purchasing decisions. This segment comprises customers who are potentially unaffected by dynamic pricing considerations and instead base their buying choices on personal preferences, immediate requirements, product quality, or other relevant factors. An examination of the attributes and inclinations of this cohort may yield valuable knowledge regarding the variety of customer reactions to dynamic pricing tactics, thereby enabling Primark to customise its strategy to appeal to a more extensive clientele.

An approximate minority of respondents (16%) adopted a neutral position, expressing ambiguity through the use of phrases such as "Maybe." Examining the underlying factors contributing to this uncertainty is beneficial for Primark, as it could shed light on aspects of the dynamic pricing information that could benefit from refinement or clarification in order to furnish consumers with a more knowledgeable and assured retail encounter.

12. Are you more likely to participate in Primark's loyalty programs if you know prices can change based on different factors?

24 responses



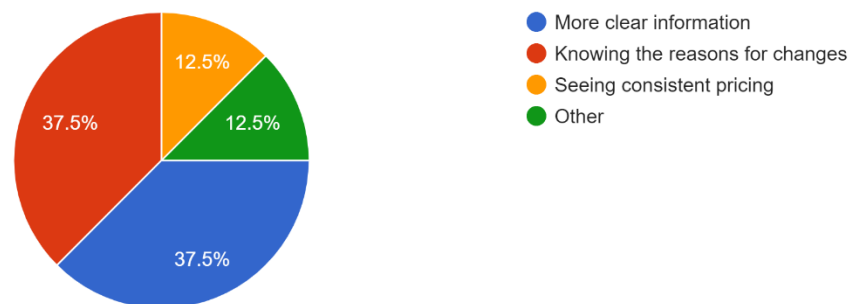
An analysis of the responses to the inquiry concerning the probability of engaging in Primark's loyalty programmes in consideration of the understanding that prices are subject to change due to various factors yields valuable insights into the relationship between customer engagement with loyalty initiatives and dynamic pricing awareness. A positive correlation was found between respondents' awareness of dynamic pricing (price fluctuations influenced by various factors) and their inclination to engage in Primark's loyalty programmes (approximately 62%). This finding indicates that a considerable proportion of consumers perceive loyalty programmes favourably when coupled with dynamic pricing. They may anticipate supplementary advantages, exclusive price reductions, or customised offers as compensation for their ongoing participation. It is imperative for Primark to comprehend the underlying incentives that propel this tendency so that they can develop and advertise loyalty initiatives that align with customer demands amidst the ever-changing pricing environment.

In contrast, approximately 33 percent of respondents stated that their propensity to participate in loyalty programmes is not influenced by their understanding of dynamic pricing. This particular segment comprises consumers who might not attribute an immediate connection between the allure of loyalty programmes and dynamic pricing. An examination of the determinants that impact this impartial position may yield significant knowledge regarding domains in which the collaboration between dynamic pricing communication and loyalty programme promotion can be enhanced to encourage more active involvement from customers.

A minority, albeit significant, 3%, conveyed ambiguity through answers such as "No impact" or "No, not more likely." It is critical for Primark to analyse the underlying causes of this ambivalence, as doing so could unveil particular domains in which the promotion or communication of loyalty programmes, in tandem with dynamic pricing, could be enhanced to bolster customer engagement and interest.

13. What would make you trust Primark's pricing changes more?

24 responses



An analysis of the feedback received regarding the determinants that bolster confidence in Primark's fluctuating prices offers significant knowledge regarding the components that patrons deem indispensable for establishing trust in the establishment's adaptive pricing tactics. A sentiment that is widely expressed by around 37% of the respondents is the need for "More clearly defined information." This implies that a considerable proportion of clientele places importance on openness and desires comprehensive and understandable data concerning the modifications in Primark's prices. Effective and transparent communication is crucial for cultivating trust among customers, as it guarantees that they are adequately informed regarding the intricacies of pricing and can proceed with purchases with assurance.

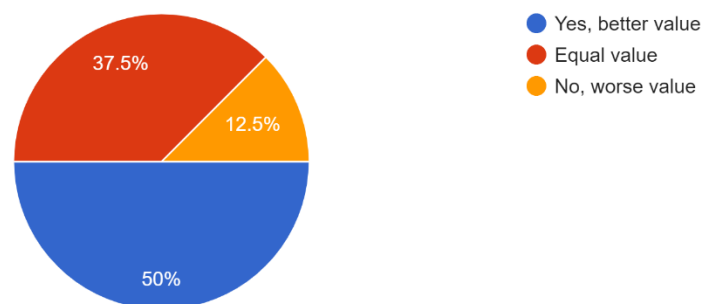
"Being informed of the rationales behind modifications" surfaced as an additional prominent determinant, as reported by approximately 37% of the participants. This finding suggests that consumers highly regard the ability to comprehend the justification for price modifications. Offering comprehensive analysis of the determinants that impact price fluctuations, encompassing market trends, seasonal demands, and additional pertinent factors, can foster a customer base that is better informed and more confident in the business.

A notable albeit marginally lower proportion of participants, estimated at around 12%, brought up "observing consistent pricing." The maintenance of consistent pricing is considered a critical component in establishing trust, suggesting that clients favour an environment with stable and predictable prices. Consistency with customer expectations and the avoidance of any perception of capriciousness or irregularity are fundamental in upholding confidence in Primark's dynamic pricing strategy.

Approximately 12% of the participants identified "Other" factors as contributing elements that would enhance trust. Further analysis of the precise components comprising this classification can yield supplementary understandings of distinct factors that may differ among clientele, enabling Primark to customise its approaches in order to tackle a wide range of trust-establishing determinants.

14. Do you believe Primark's way of pricing provides you with better value for money compared to fixed pricing models?

24 responses



An examination of customer feedback regarding the perceived value for money offered by Primark's dynamic pricing in comparison to fixed pricing models provides valuable insights into the manner in which customers evaluate the advantages and disadvantages of the retailer's pricing approach. A significant proportion of participants, comprising around 50% of the sample, indicated that they perceive Primark's pricing strategy as offering superior value for money in comparison to preset pricing models. The aforementioned favourable sentiment indicates that a considerable proportion of clientele regards dynamic pricing as beneficial, potentially valuing the opportunity for reduced prices, special offers, and customised pricing contingent upon a multitude of variables. It is imperative for the retailer to comprehend

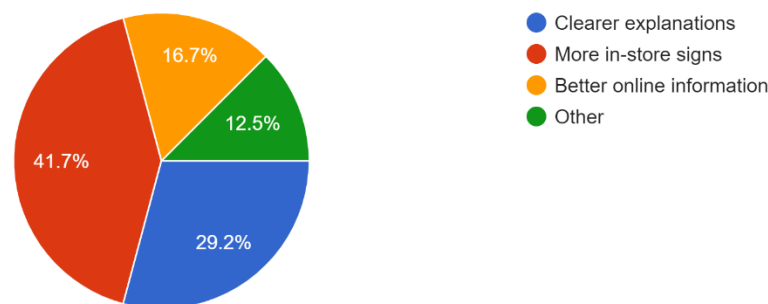
the precise elements of Primark's dynamic pricing that contribute to this perceived superior value in order to maintain and convey these benefits to its clientele.

Conversely, approximately 37% of the participants expressed the view that Primark's pricing structure offers commensurate value for money. This segment implies that consumers hold a more impartial position, perceiving the dynamic pricing model as not notably more favourable nor unfavourable in comparison to fixed pricing. Investigating the factors contributing to this ambivalent perception may yield valuable insights regarding potential refinements to Primark's communication strategies or dynamic pricing implementation, with the aim of optimising customer satisfaction.

A minority, yet significant, proportion of respondents (around 12 percent) held the view that Primark's pricing structure offers inferior value for money in comparison to preset pricing models. Gaining insight into the apprehensions and rationales underlying this perception is of the utmost importance for Primark, as it enables the company to rectify any potential disadvantages or misunderstandings linked to dynamic pricing and maintain a compelling value proposition that appeals to a wide range of customers.

15. What could Primark do to make you feel more comfortable with the idea of prices changing?

24 responses



By conducting an analysis of the responses to the inquiry regarding potential measures Primark could implement to foster customer acceptance and comprehension of dynamic pricing, significant insights can be gained regarding the precise actions that customers consider would augment their comfort level and awareness of the concept. Approximately 41% of the respondents consistently and significantly expressed the desire for "More in-store signs." This implies that a considerable proportion of clientele places importance on conspicuous and

transparent communication within the brick-and-mortar establishment. Enhancing the visibility of in-store signage can effectively communicate price adjustments to patrons, thereby promoting transparency and cultivating a more pleasant purchasing environment. The manifest efficacy of in-store signs in communicating pricing information can be enhanced by optimising their placement, design, and content, thereby aiding in the resolution of customer inquiries.

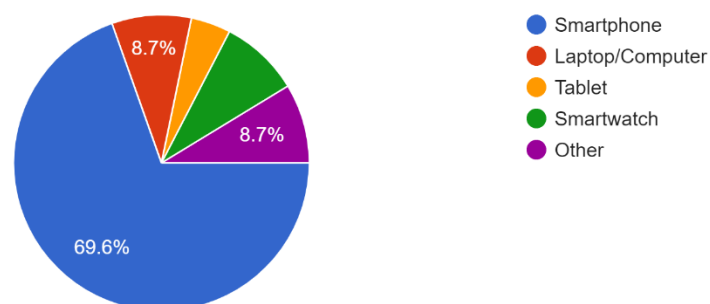
"Clearer explanations" were also identified as a significant factor, with approximately 30% of the respondents citing it. This suggests that consumers prefer comprehensive and easily understandable explanations for the rationales behind adjustments to prices. Facilitating comprehension and establishing trust among customers can be achieved by employing methods such as in-store signage, online platforms, or customer communications that offer explicit and transparent explanations.

Around sixteen percent of the participants identified "Better online information" as a measure that could augment their acceptance of price fluctuations. This underscores the significance of guaranteeing that online platforms furnish comprehensive and easily comprehensible information regarding dynamic pricing, in order to accommodate consumers who may interact with Primark via digital channels.

Approximately 12% of the participants identified "Other" factors as potential contributors to the heightened level of comfort. By delving into the precise components that comprise this classification, further understanding can be gained regarding distinct factors that may differ among clientele. This would enable Primark to customise its approaches in order to cater to a wide range of comfort-improving considerations.

16. What device do you primarily use for online clothing shopping at Primark?

23 responses



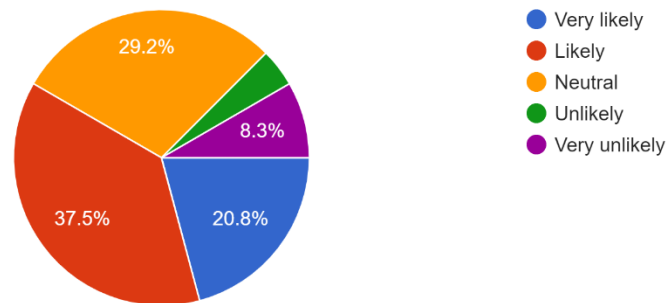
By conducting an analysis of the responses to the inquiry regarding the predominant device utilised for online clothing purchasing at Primark, valuable insights can be gained regarding the digital platforms that are preferred by the respondents. A significant majority of participants, comprising around 69% of the sample, predominantly utilise their smartphones to engage in online clothing purchasing at Primark. The prevalence of smartphones as the preferred device signifies the extensive integration of mobile technology into electronic commerce operations, highlighting the ease of use and availability that smartphones provide for consumers conducting online purchases. The significance of optimising Primark's online platform for mobile responsiveness is underscored by the widespread usage of smartphones, which guarantees a smooth and user-friendly experience for the majority of the brand's online customers.

Approximately 8% of the respondents indicated that they purchase for clothing online via laptop or computer. This represents a minority who, in their opinion, benefit from the potentially enhanced functionalities and larger screens that conventional computers provide. Although smartphones remain the prevailing device type, it is crucial for Primark to recognise the preferences of this demographic and guarantee that its website remains compatible with and functional on laptops and computers in order to accommodate a wide range of customers.

An approximate 8% subset of the participants selected "Other" devices, which implies the possibility of a range of uncommon platforms being utilised, including smartwatches or other internet-enabled devices. Gaining knowledge about the precise devices that fall under this classification can offer Primark valuable insights into developing trends or specialised consumer inclinations, enabling the company to adjust its online presence correspondingly.

17. How likely are you to explore Primark's online platform for pricing changes on third-party seller products?

24 responses



By examining the responses to the inquiry regarding the probability of customers investigating Primark's online platform to learn about price adjustments on products from third-party sellers, valuable insights can be gained regarding the level of interest and involvement of customers in dynamic pricing strategies that are implemented for externally sold items. A significant proportion of participants, comprising around 57% of the total, indicated a favourable disposition towards investigating Primark's online platform for modifications to the prices of products from third-party sellers. The frequent usage of the terms "Very likely" and "Likely" suggests that a considerable proportion of customers are concerned with remaining updated on price fluctuations pertaining to products sold by external vendors. The aforementioned favourable tendency indicates that customers value visibility and transparency regarding price adjustments for a wider selection of products accessible via Primark's online platform, extending beyond the retailer's own merchandise.

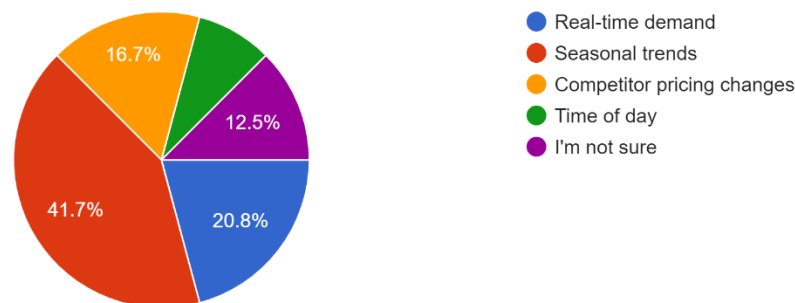
Around 29% of the participants adopted an impartial position, indicating that a portion of the clientele is neither overly incentivized nor opposed to investigating price adjustments on products from third-party vendors. Gaining insight into the rationales underlying this impartial reply may reveal potential avenues for enhancing or elucidating the manner in which updates regarding the pricing of external products are conveyed or displayed on the digital platform.

A minority of respondents, approximately 8%, rated the probability of utilising Primark's online platform to monitor price fluctuations on products sold by third-party vendors as "Very unlikely" or "Unlikely." Primark must investigate the underlying causes of this

hesitancy in order to resolve any potential barriers or concerns that may exist among this customer segment and to ensure that its online platform accommodates a wide variety of preferences and expectations.

18. Which factor do you think influences Primark's decision to change prices for clothes?

24 responses



By conducting an analysis of the responses to the inquiry concerning the perceived determinants that impact Primark's price fluctuations for apparel, valuable insights can be gained concerning customers' comprehension and perceptions of the intricacies that may motivate price changes within the retail setting. Approximately 41% of the respondents held the belief that "Seasonal trends" have a substantial impact on Primark's determination to adjust clothing prices. This is consistent with the norm in the retail industry, where price adjustments are frequently made to mirror the fluctuating demand linked to distinct seasons and fashion trends. The acknowledgement of seasonal patterns as a fundamental determinant suggests that consumers are cognizant of the consequences that fluctuating seasons have on pricing dynamics.

Around 20% of the participants identified "Real-time demand" as a determinant impacting the pricing strategies of Primark. This implies a recognition that dynamic pricing strategies might react promptly to changes in consumer demand. The integration of real-time demand considerations with dynamic pricing strategies enables retailers to optimise prices in accordance with consumer preferences and behaviour, thereby fostering a more customer-oriented and responsive approach.

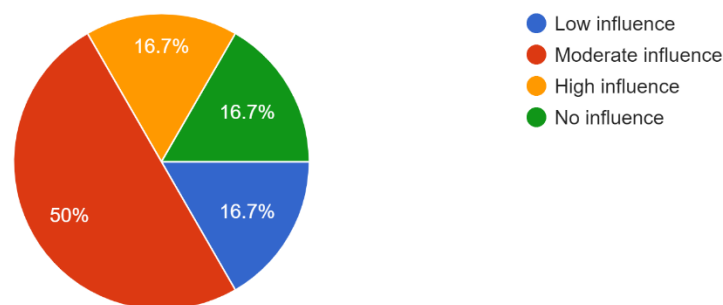
Approximately sixteen percent of respondents cited " changes in competitor pricing." This finding suggests that a proportion of Primark's clientele holds the belief that the

retailer's pricing strategies are impacted by those of its rivals operating within the retail industry. Recognising the competitive environment and adapting pricing to industry standards can be a calculated manoeuvre for merchants seeking to maintain a competitive edge.

A minority, approximately 12%, conveyed uncertainty through the use of phrases such as "I'm not sure." An examination of the factors contributing to this ambiguity may unveil domains in which Primark's transparency or communication concerning pricing strategies may require further elucidation for its clientele.

19. How much does the predictability of Primark's pricing influence your willingness to make a clothing purchase?

24 responses



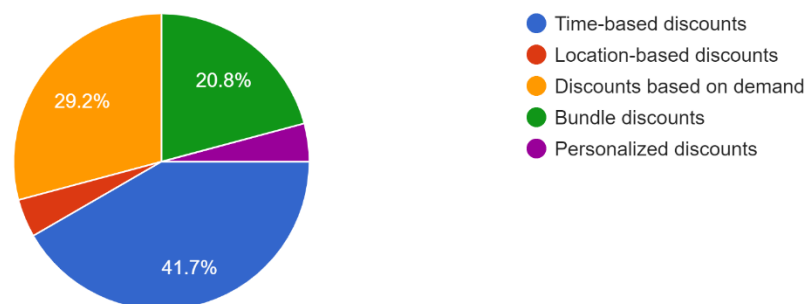
An examination of the responses to the inquiry concerning the impact of Primark's pricing predictability on customers' inclination to purchase apparel yields valuable insights regarding the significance of price predictability in shaping consumer choices. A substantial proportion of participants, comprising around 50%, expressed that the level of predictability associated with Primark's pricing significantly impacts their inclination to purchase apparel, albeit to a moderate degree. This finding indicates that a considerable proportion of consumers place importance on a degree of pricing predictability, potentially valuing consistency and stability in the process of deciding on apparel purchases. Gaining insight into the precise elements of predictability that patrons place importance on, such as the consistency of pricing patterns, the openness of communication regarding price adjustments, or the frequency of price modifications, can assist Primark in honing its dynamic pricing approach to more effectively correspond with customer demands.

Slightly less than thirty percent of respondents (approximately thirty percent) indicated that the predictability of Primark's apparel prices influences them to make a purchase. An investigation into the determinants that contribute to this lack of interest or diminished impact may yield knowledge regarding aspects of Primark's dynamic pricing strategy that require refinement in order to align with the inclinations and anticipations of this particular customer demographic.

A minority, yet significant proportion, specifically 16%, expressed that the reliability of Primark's pricing significantly impacts their inclination to purchase apparel. This demographic, which places a premium on predictability, might be especially receptive to consistent pricing information, transparent pricing policies, and timely clarification regarding the rationale behind price fluctuations.

20. What kind of price changes at Primark would you find most appealing when shopping for clothing?

24 responses



By conducting an analysis of the responses to the inquiry concerning the most desirable types of price adjustments that Primark customers would experience while purchasing apparel, valuable insights can be gained concerning the preferences and expectations of customers with regard to dynamic pricing strategies. A prevailing and consistent inclination among the participants, comprising around 41% of the sample, is towards "time-based discounts." This finding indicates that a considerable proportion of consumers are extremely interested in time-sensitive promotions or discounts. This may encompass offerings of reductions during designated periods, days, or seasons, targeting consumers who place importance on strategic and opportunistic timing when making their purchasing choices. By capitalising on this

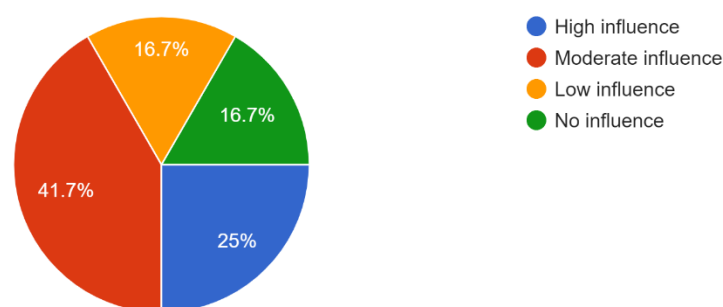
understanding, Primark can develop and execute time-sensitive markdown tactics that correspond to customer inclinations and augment the allure of dynamic pricing.

The fact that approximately 20% of the respondents mentioned "bundle discounts" suggests that a considerable proportion finds the notion of bundled offers appealing. Bundle discounts entail the consolidation of several items into one for a discounted total price, which may incentivize customers to buy complementary products in conjunction. The effective implementation and communication of bundle discount opportunities have the potential to positively impact the average transaction value and the perceived value among consumers.

Approximately 30% of the participants made reference to "demand-driven discounts." This implies that certain clientele value pricing strategies that adapt to the ever-changing dynamics of demand, potentially incorporating dynamic modifications influenced by factors such as inventory levels, product popularity, or other demand-related considerations. By integrating demand-based pricing mechanisms, Primark can effectively address the preferences of this particular market segment and improve the pertinence and agility of its dynamic pricing strategy.

21. How does the visibility of information about pricing changes influence your decision-making process while shopping at Primark?

24 responses



By conducting an analysis of the responses to the inquiry concerning the impact of pricing change visibility on the purchasing decision process at Primark, valuable insights can be gained concerning the criticality of transparent communication with respect to dynamic pricing. A significant proportion of participants, encompassing around 41%, stated that the accessibility of information regarding price adjustments has a minimum of a moderate impact on their purchasing decisions when visiting

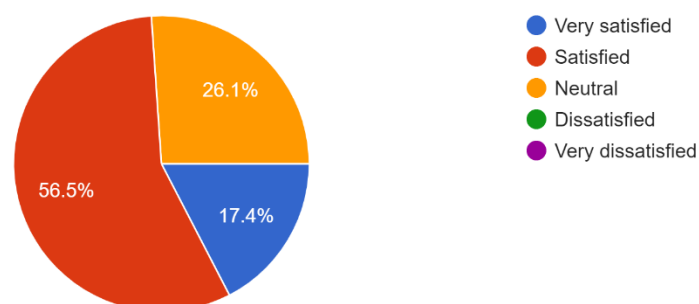
Primark. This finding indicates that a considerable proportion of clientele places importance on the availability and clarity of information concerning modifications to prices. It is probable that effective communication concerning price adjustments fosters heightened confidence, well-informed judgement, and an overall favourable consumer experience. Gaining insight into the precise elements of information visibility that consumers deem influential can assist Primark in enhancing its communication tactics to more effectively satisfy customer demands.

Around 31% of participants indicated a minimal or negligible impact, suggesting that a subset of consumers is not significantly influenced by the prominence of information regarding price adjustments when engaging in purchasing activities. An examination of the factors contributing to this diminished level of influence can yield valuable insights regarding potential areas in which Primark should enhance its communication strategies in order to more effectively align with the preferences and expectations of this particular customer segment.

A significant proportion, approximately 25%, of respondents stated that the visibility of pricing change information significantly impacts their purchasing decisions at Primark. This cohort, which places a greater emphasis on visibility, most likely considers precise and comprehensive information crucial when navigating dynamic pricing scenarios. By ascertaining the precise elements that contribute to this considerable impact, Primark can improve its visibility and communication strategies in order to better serve this consumer segment.

22. How satisfied are you with Primark's efforts to explain the benefits of pricing changes to customers?

23 responses

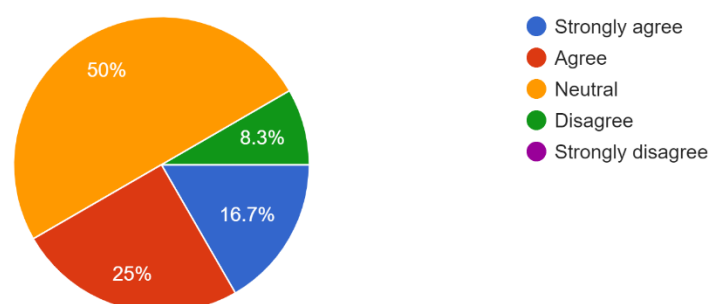


An examination of the feedback received in response to the inquiry concerning customers' contentment with Primark's endeavours to elucidate the advantages of price adjustments yields valuable insights into the retailer's communication tactics pertaining to dynamic pricing. A significant proportion of participants, comprising around 73% of the sample, conveyed contentment with Primark's endeavours to elucidate the advantages of price adjustments to its clientele. The frequent selection of the terms "Satisfied" and "Very satisfied" suggests that a considerable portion of the audience values the retailer's efforts in communicating this matter. The positive sentiment expressed implies that Primark has effectively communicated to a significant fraction of its clientele the benefits and value propositions linked to its dynamic pricing strategy.

Around 26% of the participants adopted an aneutral position, indicating that a portion of the clientele is neither overly content nor discontent with Primark's endeavours to elucidate the advantages of price adjustments. An analysis of the factors contributing to this neutral response may yield valuable insights regarding potential areas in which Primark could enhance or refine its communication strategies in order to establish a more resonant connection with this particular customer segment.

23. In your opinion, does Primark's approach to pricing align with your expectations for fair and ethical business practices?

24 responses



By conducting an examination of the feedback received regarding the extent to which Primark's pricing strategy corresponds with ethical and equitable business standards, valuable insights can be gained regarding customers' perceptions of the ethical implications linked to the pricing strategy of the retailer. The responses provide a wide array of viewpoints, with no singular sentiment predominating. Around 50% of the

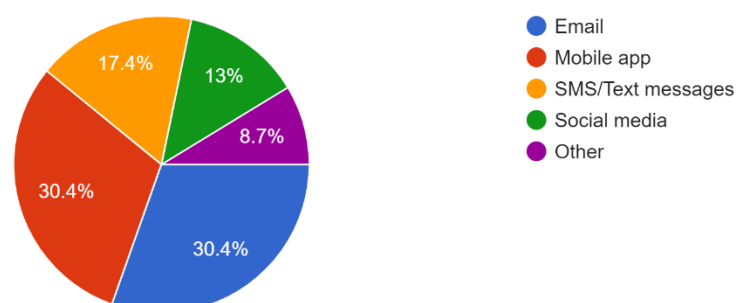
participants conveyed an apathetic position, signifying that a substantial portion neither unequivocally supports nor opposes the claim that Primark's pricing strategy is consistent with anticipated standards of ethical and just business conduct. The aforementioned impartial reply implies that consumers might hold diverse viewpoints or harbour uncertainty regarding the ethical implications linked to Primark's pricing strategy.

Approximately 41% of the participants expressed agreement, clicking "Agree" or "Strongly agree," regarding the extent to which Primark's pricing strategy corresponds with anticipated standards of fairness and integrity in business. This finding indicates that a significant proportion of Primark's clientele considers the company's pricing strategy to be ethically justified and consistent with their ideals regarding ethical business practices. Favourable sentiments within this particular domain have the potential to foster confidence and allegiance among consumers who place a premium on ethical deliberations when making purchases.

Around 8% of the participants conveyed dissent by selecting "Strongly disagree" or "Disagree," signifying that a minority holds the view that Primark's pricing strategy fails to correspond with anticipated standards of fairness and integrity in commercial operations. Gaining an understanding of the precise concerns or elements that contribute to this dissenting viewpoint is of the utmost importance for Primark in order to effectively resolve any potential ethical concerns and guarantee that its pricing strategy appeals to a wider range of customers.

24. Which platform do you prefer for receiving information about pricing changes from Primark?

23 responses



By conducting an analysis of the responses to the inquiry regarding the preferred platform for receiving updates regarding price adjustments from Primark, valuable insights can be gained regarding the communication channels that are most effective and convenient for customers. A preference expressed by around 30% of the respondents is for the option labelled "Email." These findings indicate that a considerable proportion of Primark's clientele prefers to be notified of price adjustments via email. Customers have convenient access to information via email, which provides a direct and personalised channel of communication. Improving email communication strategies, including the incorporation of visually appealing and lucid content, has the potential to augment the efficacy of Primark's dynamic pricing communication.

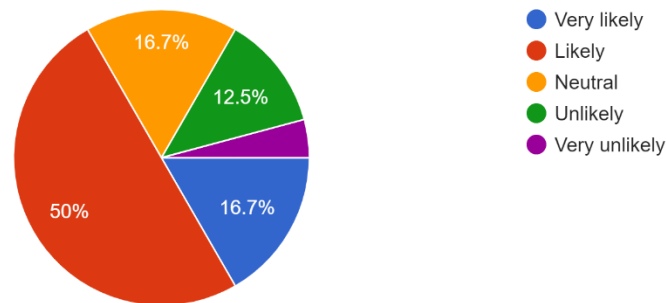
Around 30% of the participants indicated that they had a predilection for the term "Mobile application." This finding suggests that a significant proportion of consumers place a high value on being notified of price changes via Primark's mobile application. This underscores the criticality of utilising the application as a primary means of communication. By optimising the mobile application's features and user experience, including the provision of timely and pertinent notifications, it is possible to better cater to the preferences of this particular consumer segment.

Social media and SMS/text messages were mentioned by approximately 30% of respondents. Although constituting a lesser proportion, these inclinations underscore the wide range of communication channel preferences that consumers exhibit. By optimising the utilisation of SMS/Text messages and social media platforms to disseminate information regarding price adjustments, businesses can accommodate the preferences of these specific demographics and enhance their overall communication strategy by being more comprehensive and inclusive.

Approximately 8% of the respondents indicated "Other" preferences. An examination of the distinct platforms that fall under this classification can yield valuable knowledge regarding nascent or specialised communication channels that might appeal to particular customer segments.

25. How likely are you to recommend Primark to friends and family based on your experience with pricing changes?

24 responses



An examination of the responses to the inquiry concerning the probability of endorsing Primark to acquaintances and relatives on account of the encounter with price adjustments yields valuable knowledge regarding the influence of dynamic pricing on customer contentment and advocacy. The responses reveal a prevailing positive sentiment, as around 66% of the participants indicated their propensity to recommend Primark. The frequent selection of the terms "Likely" and "Very likely" suggests that a considerable proportion of patrons are inclined to recommend Primark to their acquaintances and relatives on the grounds of their experience with price adjustments. The observed positive likelihood of recommendation indicates that, on the whole, consumers perceive the price adjustments executed by Primark as tolerable and potentially advantageous to their retail experience.

Around 16% of the participants adopted an impartial position, indicating that a portion of the clientele is neither hesitant nor disinclined to endorse Primark on the basis of their encounters with price adjustments. An examination of the rationales underlying this impartial reply may yield valuable insights regarding aspects of Primark's pricing or communication strategies that require further elucidation or improvement in order to bolster the persuasiveness of their advocacy.

A marginal yet significant proportion, approximately 18%, expressed a perception of the probability of endorsing Primark as "Unlikely" or "Very unlikely." Gaining insight into the factors contributing to this hesitancy is of paramount importance for Primark as it enables the company to effectively resolve any potential obstacles or concerns that might be present among this particular customer segment. This will guarantee

that the overall pricing adjustment experience is consistent with customer expectations and values.

5. Discussion of Findings

By conducting a comprehensive analysis of our survey responses, we are able to acquire significant knowledge regarding the impact of dynamic pricing strategies implemented by Primark on customer loyalty and trust. An essential element examined in this research is the correlation that exists between the pricing strategy of Primark and the level of consumer commitment. A noteworthy finding arises from the survey results, suggesting that a considerable proportion of Primark's customers, estimated at around 45%, hold the opinion that the retailer's pricing strategy positively impacts customer loyalty. This discovery emphasises the significance of comprehending the components of dynamic pricing, such as perceived value, transparency, and promotion efficacy, that increase commitment.

Furthermore, the examination explores the determinants that contribute to a significant percentage of participants (approximately 41%) believing that Primark's pricing strategy does not have a substantial impact on their degree of dedication. By adopting this impartial position, Primark gains a chance to enhance its pricing strategy in accordance with customer inclinations while maintaining their loyalty. An approximate 12% minority voice their discontent, underscoring the criticality for Primark to identify the root causes of this detrimental consequence in order to efficiently optimise pricing strategies.

The effects of dynamic pricing on particular categories of apparel are examined in greater detail. According to the survey results, around 33 percent of respondents identify "Everyday wear" as the category that is most significantly impacted by Primark's dynamic pricing. This underscores the notion that pricing dynamics have a substantial impact on fundamental apparel items, thereby emphasising the need for Primark to deliberate on pricing strategies for frequently acquired and vital products. The investigation additionally provides valuable information regarding the effects on "Seasonal fashion" and "Formal wear," suggesting that customers are cognizant of Primark's strategic adjustments made in accordance with consumer demand and seasonal trends. This showcases an awareness of the ways in which consumer buying

patterns can be impacted by dynamic pricing strategies, particularly as fashion trends and seasons evolve.

Beyond the examination of particular categories, the analysis encompasses the recognition of price modifications and their effect on the process of making purchasing decisions. Around fifty percent of the participants recognise that being informed about impending price adjustments at Primark significantly influences their buying choices. The increased sensitivity to price indicates that a considerable proportion of customers are aware of the retailer's fluctuating pricing strategy and that their purchasing decisions are significantly impacted by this knowledge. Conversely, a proportion of respondents (approximately 33%) are unaffected by the knowledge of impending price fluctuations; this represents a customer segment whose purchasing decisions are not influenced by dynamic pricing considerations.

The study also extensively examines the critical aspect of the correlation between customer engagement with loyalty programmes and dynamic pricing awareness. A positive correlation is observed, whereby around 62% of the participants hold a more favourable perception of loyalty programmes in conjunction with dynamic pricing. This observation implies that consumers may expect further benefits, such as personalised offers or exclusive price reductions, in exchange for their continued engagement. Nevertheless, approximately 33% of the participants assert that their inclination to engage in loyalty programmes remains unaffected by their comprehension of dynamic pricing. This finding presents a potential avenue for Primark to strengthen the synergy between the promotion of loyalty programmes and the communication of dynamic pricing.

A substantial portion of the analysis is also devoted to identifying the factors that enhance trust in the volatile pricing practices of Primark. Around 37% of the respondents highlight the necessity for "More clearly defined information" in order to foster trust. This underscores the significance of transparency and comprehensive data pertaining to pricing adjustments at Primark. Further, 37% of the participants consider it essential to be apprised of the justifications for any modifications that are made. This discovery indicates that customers place a significant value on the capacity to understand the rationale behind pricing adjustments; thus, it underscores the criticality of transparency in the communication approach of Primark.

Customers also consider the perceived value for money that Primark's dynamic pricing provides when assessing the brand. Approximately fifty percent of respondents believe that Primark's pricing strategy provides greater value for money than fixed pricing models. The positive sentiment expressed suggests that a significant portion of the customer base places importance on the ability to receive discounted prices, exclusive promotions, and personalised pricing. Conversely, an approximate 37% of the participants adopt a more ambivalent perspective, perceiving the dynamic pricing model as neither significantly advantageous nor disadvantageous. The ambiguous nature of this perception provides Primark with a chance to enhance customer contentment through the refinement of its communication strategies or implementation of dynamic pricing.

In order to enhance consumer understanding and acceptance of dynamic pricing, our research also investigates potential strategies that Primark might adopt. Around 41% of the respondents indicate a preference for "More in-store signs," underscoring the criticality of clear and visible communication within the physical establishment. Furthermore, improved online information and more lucid explanations are recognised as crucial elements, underscoring the necessity for thorough and readily comprehensible explanations regarding price adjustments on both physical retail locations and the internet. The devices utilised and the preferable platforms for purchasing clothing online are another set of essential elements of the analysis. A substantial majority, approximately 69%, primarily employ their smartphones when making online apparel purchases at Primark. The aforementioned frequency highlights the imperative for Primark to enhance the mobile responsiveness of its online platform in order to guarantee a seamless and intuitive experience for the majority of its online clientele. Primark must comprehend the varying inclinations of its clientele, including the 8% who utilise laptops or computers, in order to guarantee functionality and compatibility across a variety of devices.

The findings of our investigation regarding the likelihood that consumers will examine Primark's online platform to verify price adjustments on products sold by third-party vendors indicate that around 57% of respondents hold a positive attitude towards conducting such inquiries. This highlights the significance of offering transparency and visibility concerning price changes for a more extensive range of products available on Primark's online platform. It is imperative for Primark to comprehend the

justifications that underpin the scepticism voiced by around 8% of participants and the impartial stance adopted by around 29% in order to address potential obstacles or concerns and guarantee that its online platform caters to a diverse range of preferences.

The analysis also examines the perceived factors that influence Primark's price fluctuations and the resultant effect on customers' propensity to buy apparel. Uncertainty, seasonal trends, real-time demand fluctuations, and alterations in competitor pricing all contribute to the variety of customer perspectives concerning price changes. The research reveals that around fifty percent of respondents are significantly influenced by the degree of predictability pertaining to Primark's pricing structure. This underscores the criticality of stability and consistency in the pricing procedure.

Furthermore, the probability of recommending Primark to friends and family members as a result of the experience with price adjustments constitutes a critical component of this evaluation. Around 66% of the participants indicate a willingness to recommend Primark, underscoring the favourable probability that customers will consider the pricing adjustments implemented by the retailer as acceptable and potentially beneficial to their overall shopping experience. Gaining insight into the determinants that account for the neutral position held by approximately 16% of the participants and the hesitancy expressed by approximately 18% is of paramount importance for Primark in order to efficiently address potential barriers or apprehensions and guarantee that the pricing adjustment process as a whole is consistent with the expectations and values of its clientele.

In conclusion, our survey responses provide priceless knowledge regarding the influence of dynamic pricing on customer confidence and allegiance within the apparel retail industry in the United Kingdom, with Primark serving as a case study. The results emphasise the complex and varied characteristics of customer expectations, preferences, and perceptions. As a result, Primark must modify its communication strategies and dynamic pricing strategies in order to correspond more effectively with the ever-changing and varied customer landscape.

6. Recommendations

According to the findings of our data analysis and survey responses, Primark could incorporate the subsequent operational recommendations:

- **Augment Transparency and Communication:** According to the data, around 37% of the respondents underscore the importance of "More clearly defined information" in order to foster trust. Additionally, 37% consider it critical to be apprised of the justifications for pricing adjustments. As a consequence of these discoveries, Primark ought to prioritise the improvement of transparency and communication pertaining to its dynamic pricing strategy. Potential strategies for improvement may encompass enhanced in-store signage, expanded online content, and proactive communication regarding the rationales behind price fluctuations. By enhancing customers' comprehension of the intricacies that influence price fluctuations, Primark can cultivate confidence and nurture a favourable perception of its pricing methodology.
- **Enhance Mobile Application Experience:** A significant majority of respondents (approximately 69%) utilise smartphones as their primary device for online apparel shopping at Primark. In light of this, Primark ought to give precedence to the optimisation of its mobile application experience in order to guarantee a seamless and intuitive interface. These elements consist of easy navigation, aesthetically pleasing material, and prompt notifications concerning modifications to prices. In light of the widespread adoption of mobile devices by consumers, an enhanced mobile application has the potential to elevate the online purchasing experience and foster greater customer engagement through the implementation of dynamic pricing strategies.
- **Tailor Dynamic Pricing for Everyday Wear:** The findings reveal that approximately 33% of respondents classify "Everyday wear" as the category that is most significantly impacted by dynamic pricing implemented by Primark. Recognising this perception among customers, Primark ought to strategically customise its dynamic pricing strategies to suit the needs of everyday wear items. This may entail the execution of targeted promotional campaigns, time-limited price reductions, or promotional bundles for frequently purchased and essential products. Through the strategic alignment of dynamic pricing with customer expectations pertaining to everyday wear, Primark has the potential

to bolster customer loyalty and augment the perceived value for money within a category that exerts a substantial impact on their overall retail experience.

- **Diversify Communication Channels:** The platforms that respondents prefer to use to receive updates on price adjustments from Primark differ significantly. Approximately 30% of the respondents indicate a preference for email, 30% indicate a preference for the mobile application, and an additional 30% mention social media and SMS/text messages. In light of this diversity, it is recommended that Primark implement a multi-channel communication strategy. This entails maximising the clarity and visual appeal of email correspondence, improving the functionality of the mobile application to ensure prompt notifications, and utilising social media platforms and SMS/text messages to distribute information pertaining to pricing modifications. Primark can ensure effective and inclusive communication by catering to the preferences of various consumer segments through the diversification of communication channels.

7. Conclusion

The thorough examination of our survey responses provides significant knowledge regarding the complex correlation between Primark's dynamic pricing approach and customer confidence, allegiance, and general contentment in the apparel retail industry of the United Kingdom. The results of this study provide valuable insights into the intricate viewpoints of Primark's varied clientele, thereby illuminating the effects of dynamic pricing on various facets of the retailer-customer dynamic. A considerable percentage of participants, estimated to be around 45%, hold a favourable perception of Primark's dynamic pricing strategy, attributing it to the enhancement of consumer loyalty. This discovery highlights the importance of dynamic pricing as a positive factor that impacts consumer loyalty. It emphasises the necessity for Primark to comprehend and optimise the elements that strengthen commitment, including perceived value, transparency, and the effectiveness of promotions.

We also found that "Everyday wear" is the classification most significantly affected by Primark's dynamic pricing, as reported by approximately 33% of the participants. This observation underscores the imperative for Primark to strategically customise dynamic pricing for casual attire by implementing focused promotions and discounts that align with customer inclinations towards indispensable and frequently acquired products.

Also, Around 50% of the participants possess a high level of awareness regarding Primark's dynamic pricing strategy; this finding suggests that their purchasing decisions are substantially impacted by their understanding of price adjustments. The correlation between loyalty programmes and dynamic pricing awareness is apparent, as approximately 62% of respondents exhibited a greater propensity to participate in loyalty programmes when dynamic pricing was implemented. To leverage this correlation, Primark may consider implementing additional benefits and exclusive discounts to augment consumer engagement.

Our analysis also shows that establishing trust is of the utmost importance, as indicated by 37% of the respondents who desired "More clearly defined information" and the same percentage who emphasised the significance of being informed regarding the justifications for price adjustments. Prioritising transparency and effective communication would enable Primark to effectively resolve these concerns, thereby instilling customers with a sense of confidence and sufficient information regarding the pricing dynamics. A majority of the participants (half) also hold the perception that Primark's dynamic pricing provides enhanced value for money in comparison to fixed pricing models. In order to uphold and communicate the advantages of dynamic pricing, Primark must comprehend the factors that contribute to this perception. Additionally, the company must address the apprehensions of the 37% who hold the view that the pricing structure provides proportionate value.

Moreover, the importance of utilising a variety of communication channels is underscored by the fact that 69% of the participants conducted online purchases via their handsets. By diversifying communication channels (e.g., email, social media, and SMS/text messages) and optimising the mobile application experience, businesses can effectively disseminate information pertaining to price adjustments in accordance with consumer preferences. Approximately 41% of the participants hold the belief that Primark's pricing strategy is consistent with ethical standards. Conversely, 50% assume an apathetic stance, suggesting a range of perspectives or uncertainty concerning the ethical ramifications. In order to ensure that its pricing strategy is well received by a broader customer base and has the potential to impact consumer advocacy, Primark ought to contemplate solutions to these issues.

In summary, the results offer Primark guidance on how to effectively manoeuvre through the ever-changing pricing environment, with an emphasis on the value of customer-centric tactics, transparent communication, and category-specific approaches. The knowledge acquired from this analysis is crucial for guiding Primark's forthcoming efforts to enhance customer confidence, allegiance, and contentment within the continuously changing retail industry.

References

1. Ahmetoglu, G., Furnham, A. and Fagan, P. (2014) 'Pricing practices: A critical review of their effects on consumer perceptions and behaviour,' *Journal of Retailing and Consumer Services*, 21(5), pp. 696–707.
<https://doi.org/10.1016/j.jretconser.2014.04.013>.
2. Alderighi, M. et al. (2022) 'Consumer perception of price fairness and dynamic pricing: Evidence from Booking.com,' *Journal of Business Research*, 145, pp. 769–783. <https://doi.org/10.1016/j.jbusres.2022.03.017>.
3. Ali, B.J. and Anwar, G. (2021) 'Marketing Strategy: Pricing strategies and its influence on consumer purchasing decision,' *International Journal of Rural Development, Environment and Health Research*, 5(2), pp. 26–39.
<https://doi.org/10.22161/ijreh.5.2.4>.
4. Alrubaiee, L. and Al-Nazer, N. (2010) 'Investigate the impact of relationship marketing orientation on customer loyalty: the customer's perspective,' *International Journal of Marketing Studies*, 2(1).
<https://doi.org/10.5539/ijms.v2n1p155>.
5. Auttri, B. et al. (2023) 'Digital Transformation in Customer Relationship Management: Enhancing Engagement and Loyalty,' *European Economic Letters*, 13(3). <https://doi.org/10.52783/eel.v13i3.410>.
6. Azungah, T. (2018) 'Qualitative research: deductive and inductive approaches to data analysis,' *Qualitative Research Journal*, 18(4), pp. 383–400.
<https://doi.org/10.1108/qrij-d-18-00035>.
7. Ballesteros, P.T., García, M.N. and Serrano, L.G. (2022) 'The wheel of dynamic pricing: Towards open pricing and one to one pricing in hotel revenue management,' *International Journal of Hospitality Management*, 102, p. 103184. <https://doi.org/10.1016/j.ijhm.2022.103184>.
8. Berry, L.L., Shostack, G.L. and Upah, G.D. (1983) *Emerging perspectives on services marketing*, American Marketing Association eBooks.
<http://ci.nii.ac.jp/ncid/BA10445517>.

9. Bhatti, T. (2007) 'Exploring Factors Influencing the Adoption of Mobile Commerce,' *The Journal of Internet Banking and Commerce*, 12(3), pp. 1–13.
<https://www.icommercecentral.com/open-access/exploring-factors-influencing-the-adoption-of-mobile-commerce.pdf>.
10. Brynjolfsson, E. (2013) *Competing in the age of omnichannel retailing*.
11. Ceylana, H.H., Koseb, B. and Aydin, M. (2014) 'Value based Pricing: A Research on Service Sector Using Van Westendorp Price Sensitivity Scale,' *Procedia - Social and Behavioral Sciences*, 148, pp. 1–6.
<https://doi.org/10.1016/j.sbspro.2014.07.013>.
12. Chaffey, D. and Ellis-Chadwick, F. (2019) *Digital marketing: Strategy, Implementation & Practice*. Pearson UK.
13. Chang, H.H. and Wang, H.W. (2011) 'The moderating effect of customer perceived value on online shopping behaviour,' *Online Information Review*, 35(3), pp. 333–359. <https://doi.org/10.1108/14684521111151414>.
14. Chater, N., Huck, S. and Inderst, R. (2010) Consumer decision-making in retail investment services: A behavioural economics perspective. *Report to the European Commission/SANCO*.
15. Chen, K. *et al.* (2019) 'Dynamic pricing in the presence of reference price effect and consumer strategic behaviour,' *International Journal of Production Research*, 58(2), pp. 546–561.
<https://doi.org/10.1080/00207543.2019.1598592>.
16. Chi, L., Ravichandran, T. and Andreovski, G. (2010) 'Information technology, network structure, and competitive action,' *Information Systems Research*, 21(3), pp. 543–570. <https://doi.org/10.1287/isre.1100.0296>.
17. Damm, R. and Rodríguez–Monroy, C. (2011) 'A review of the customer lifetime value as a customer profitability measure in the context of customer relationship management,' *Intangible Capital*, 7(2).
<https://doi.org/10.3926/ic.2011.v7n2.p261-279>.

18. Davis, F.D. (1989) 'Perceived usefulness, perceived ease of use, and user acceptance of information technology,' *Management Information Systems Quarterly*, 13(3), p. 319. <https://doi.org/10.2307/249008>.
19. Dellarocas, C. (2003) 'The Digitization of Word of Mouth: Promise and challenges of online feedback mechanisms,' *Management Science*, 49(10), pp. 1407–1424. <https://doi.org/10.1287/mnsc.49.10.1407.17308>.
20. Garbarino, E. and Lee, O.F. (2003) 'Dynamic pricing in internet retail: Effects on consumer trust,' *Psychology & Marketing*, 20(6), pp. 495–513. <https://doi.org/10.1002/mar.10084>.
21. Giovanis, Apostolos N. and Melanthiou, Y. (2017) 'Retailer loyalty in the online context: The influence of transactional and relational experiences assessment,' *Journal of Customer Behaviour*, 16(1), pp. 35–59. <https://doi.org/10.1362/147539217x14909732699471>.
22. Goldkuhl, G. (2012) 'Pragmatism vs interpretivism in qualitative information systems research,' *European Journal of Information Systems*, 21(2), pp. 135–146. <https://doi.org/10.1057/ejis.2011.54>.
23. Gong, T. and Yi, Y. (2018) 'The effect of service quality on customer satisfaction, loyalty, and happiness in five Asian countries,' *Psychology & Marketing*, 35(6), pp. 427–442. <https://doi.org/10.1002/mar.21096>.
24. Gu, Z. and Tayi, G.K. (2017) 'Consumer Pseudo-Showrooming and Omni-Channel placement strategies,' *Management Information Systems Quarterly*, 41(2), pp. 583–606. <https://doi.org/10.25300/misq/2017/41.2.11>.
25. Guizzardi, A. et al. (2021) 'Big data from dynamic pricing: A smart approach to tourism demand forecasting,' *International Journal of Forecasting*, 37(3), pp. 1049–1060. <https://doi.org/10.1016/j.ijforecast.2020.11.006>.
26. Hanna, R., Lemon, K.N. and Smith, G.E. (2019) 'Is transparency a good thing? How online price transparency and variability can benefit firms and influence consumer decision making,' *Business Horizons*, 62(2), pp. 227–236. <https://doi.org/10.1016/j.bushor.2018.11.006>.

27. Harmon, R.R., Unni, R. and Anderson, T.R. (2007) 'Price Sensitivity Measurement and New Product Pricing: A Cognitive Response Approach,' *PICMET '07 - 2007 Portland International Conference on Management of Engineering & Technology* [Preprint].
<https://doi.org/10.1109/picmet.2007.4349523>.
28. Heim, N. (2021) 'Dynamic pricing for hedonic and utilitarian purchases : the impact of magnitude of price difference and price level on perceived price fairness,' *ZHAW Digitalcollection* [Preprint]. <https://doi.org/10.21256/zhaw-24650>.
29. Hu, Z. et al. (2015) 'Review of dynamic pricing programs in the U.S. and Europe: Status quo and policy recommendations,' *Renewable & Sustainable Energy Reviews*, 42, pp. 743–751. <https://doi.org/10.1016/j.rser.2014.10.078>.
30. Jain, D.C. and Singh, S. (2002) 'Customer lifetime value research in marketing: A review and future directions,' *Journal of Interactive Marketing*, 16(2), pp. 34–46. <https://doi.org/10.1002/dir.10032>.
31. Jiang, Y. and Stylos, N. (2021) 'Triggers of consumers' enhanced digital engagement and the role of digital technologies in transforming the retail ecosystem during COVID-19 pandemic,' *Technological Forecasting and Social Change*, 172, p. 121029.
<https://doi.org/10.1016/j.techfore.2021.121029>.
32. Johnson, R.B. and Onwuegbuzie, A.J. (2004) 'Mixed Methods research: a research paradigm whose time has come,' *Educational Researcher*, 33(7), pp. 14–26. <https://doi.org/10.3102/0013189x033007014>.
33. Kopalle, P.K. et al. (2023) 'Dynamic pricing: Definition, implications for managers, and future research directions,' *Journal of Retailing* [Preprint].
<https://doi.org/10.1016/j.jretai.2023.11.003>.
34. Lemon, K.N. and Verhoef, P.C. (2016) 'Understanding customer experience throughout the customer journey,' *Journal of Marketing*, 80(6), pp. 69–96.
<https://doi.org/10.1509/jm.15.0420>.

35. Li, F. et al. (2011) 'A holistic framework for trust in online transactions,' *International Journal of Management Reviews*, 14(1), pp. 85–103.
<https://doi.org/10.1111/j.1468-2370.2011.00311.x>.
36. Li, Q. (2010) 'Exploring the relationship between Customer-Related Measures and shareholder value,' *Social Behavior and Personality*, 38(5), pp. 647–656.
<https://doi.org/10.2224/sbp.2010.38.5.647>.
37. Li, W., Hardesty, D.M. and Craig, A. (2018) 'The impact of dynamic bundling on price fairness perceptions,' *Journal of Retailing and Consumer Services*, 40, pp. 204–212. <https://doi.org/10.1016/j.jretconser.2017.10.011>.
38. Li, X., Hess, T.F. and Valacich, J.S. (2008) 'Why do we trust new technology? A study of initial trust formation with organizational information systems,' *Journal of Strategic Information Systems*, 17(1), pp. 39–71.
<https://doi.org/10.1016/j.jsis.2008.01.001>.
39. Li, Y. and Huang, J. (2009) 'Applying theory of perceived risk and technology acceptance model in the online shopping channel,' *World Academy of Science, Engineering and Technology, International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 3(5), pp. 505–511. <https://publications.waset.org/15733/pdf>.
40. Loureiro, S.M.C., Costa, I. and Panchapakesan, P. (2017) 'A passion for fashion,' *International Journal of Retail & Distribution Management*, 45(5), pp. 468–484. <https://doi.org/10.1108/ijrdm-11-2016-0202>.
41. Martasari, G.W. (2023) 'Impact of Industrial Technology 4.0 in improving service quality and customer Experience on E-Commerce Platforms: Literature review,' *International Journal of Social Service and Research*, 3(6), pp. 1427–1435. <https://doi.org/10.46799/ijssr.v3i6.407>.
42. McKnight, D.H., Cummings, L.L. and Chervany, N.L. (1998) 'Initial trust formation in new organizational relationships,' *Academy of Management Review*, 23(3), pp. 473–490. <https://doi.org/10.5465/amr.1998.926622>.

43. Mikulić, J. and Prebežac, D. (2011) 'A critical review of techniques for classifying quality attributes in the Kano model,' *Managing Service Quality*, 21(1), pp. 46–66. <https://doi.org/10.1108/09604521111100243>.
44. Morgan, R.M. and Hunt, S.D. (1994) 'The Commitment-Trust theory of relationship Marketing,' *Journal of Marketing*, 58(3), p. 20. <https://doi.org/10.2307/1252308>.
45. Mote, S., Kulkarni, V. and Narkhede, B.E. (2016) 'Kano Model application in new service development and Customer satisfaction,' *IOSR Journal of Business and Management*, 18(08), pp. 10–14. <https://doi.org/10.9790/487x-1808011014>.
46. Oliveira, T. et al. (2017) 'Modelling and testing consumer trust dimensions in e-commerce,' *Computers in Human Behavior*, 71, pp. 153–164. <https://doi.org/10.1016/j.chb.2017.01.050>.
47. Oliver, R.L. (1999) 'Whence consumer loyalty?,' *Journal of Marketing*, 63, p. 33. <https://doi.org/10.2307/1252099>.
48. Omarli, S. (2023) Dynamic Pricing Strategy, Impacts of Fair Pricing Perception on Consumer Reaction. https://phd.lib.uni-corvinus.hu/1313/1/Omarli_Sevinj_den.pdf?trk=public_post_comment-text
49. Paul, L. and Ramanan, T.R. (2019) 'An RFM and CLV analysis for customer retention and customer relationship management of a logistics firm,' *International Journal of Applied Management Science*, 11(4), p. 333. <https://doi.org/10.1504/ijams.2019.103713>.
50. Payne, A. and Frow, P. (2005) 'A strategic framework for customer relationship management,' *Journal of Marketing*, 69(4), pp. 167–176. <https://doi.org/10.1509/jmkg.2005.69.4.167>.
51. Powers, T.L. and Reagan, W.R. (2007) 'Factors influencing successful buyer–seller relationships,' *Journal of Business Research*, 60(12), pp. 1234–1242. <https://doi.org/10.1016/j.jbusres.2007.04.008>.

52. Pozzi, A. (2013) 'The effect of Internet distribution on brick-and-mortar sales,' *The RAND Journal of Economics*, 44(3), pp. 569–583.
<https://doi.org/10.1111/1756-2171.12031>.
53. Reichheld, F.F. (2003) The one number you need to grow. *Harvard business review*, 81(12), pp.46-55.
54. Reinartz, W., Wiegand, N. and Imschloß, M. (2019) 'The impact of digital transformation on the retailing value chain,' *International Journal of Research in Marketing*, 36(3), pp. 350–366.
<https://doi.org/10.1016/j.ijresmar.2018.12.002>.
55. Rindfleisch, A. *et al.* (2008) 'Cross-Sectional versus Longitudinal Survey Research: Concepts, Findings, and Guidelines,' *Journal of Marketing Research*, 45(3), pp. 261–279. <https://doi.org/10.1509/jmkr.45.3.261>.
56. Rothenberger, S. (2015) *Fairness through transparency: The influence of price transparency on consumer perceptions of price fairness* (pp. 1-32). Univ. Libre de Bruxelles, Solvay Brussels School of Economics and Management, Centre Emile Bernheim.
57. Rust, R.T. and Zahorik, A.J. (1993) 'Customer satisfaction, customer retention, and market share,' *Journal of Retailing*, 69(2), pp. 193–215.
[https://doi.org/10.1016/0022-4359\(93\)90003-2](https://doi.org/10.1016/0022-4359(93)90003-2).
58. Rust, R.T., Lemon, K.N. and Zeithaml, V.A. (2004) 'Return on Marketing: Using customer equity to focus marketing strategy,' *Journal of Marketing*, 68(1), pp. 109–127. <https://doi.org/10.1509/jmkg.68.1.109.24030>.
59. Salamandic, E., Alijošienė, S. and Gudonavičienė, R. (2014) 'Price sensitivity measurement depending on brand awareness: a case of Ziede brand,' *Procedia - Social and Behavioral Sciences*, 156, pp. 473–478.
<https://doi.org/10.1016/j.sbspro.2014.11.224>.
60. Saunders, M., Lewis, P. and Thornhill, A. (2009) *Research methods for business students*. Pearson Education.

61. Sheth, J.N. and Parvatiyar, A. (1995) 'The evolution of relationship marketing,' *International Business Review*, 4(4), pp. 397–418.
[https://doi.org/10.1016/0969-5931\(95\)00018-6](https://doi.org/10.1016/0969-5931(95)00018-6).
62. Shi, R. and You, C. (2023) 'Dynamic pricing and investment for fashion products under reference effect,' *International Transactions in Operational Research* [Preprint]. <https://doi.org/10.1111/itor.13269>.
63. Smith, A.D. (2008) 'Customer loyalty card programmes and its interaction with support technology in the retail industry,' *International Journal of Management and Enterprise Development* [Preprint].
<https://doi.org/10.1504/ijmed.2008.016971>.
64. Sweeney, J. and Soutar, G.N. (2001) 'Consumer perceived value: The development of a multiple item scale,' *Journal of Retailing*, 77(2), pp. 203–220. [https://doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0).
65. Syam, N. and Sharma, A. (2018) 'Waiting for a sales renaissance in the fourth industrial revolution: Machine learning and artificial intelligence in sales research and practice,' *Industrial Marketing Management*, 69, pp. 135–146.
<https://doi.org/10.1016/j.indmarman.2017.12.019>.
66. Taylor, S. and Todd, P. (1995) 'Understanding information Technology Usage: A test of Competing models,' *Information Systems Research*, 6(2), pp. 144–176. <https://doi.org/10.1287/isre.6.2.144>.
67. Tinne, W.S. (2010) 'Impulse Purchasing: A Literature Overview,' *ASA University Review*, 4(2), pp. 65–73.
<http://www.asaub.edu.bd/data/asaubreview/v4n2sl7.pdf>.
68. Uncles, M., Dowling, G.R. and Hammond, K. (2003) 'Customer loyalty and customer loyalty programs,' *Journal of Consumer Marketing*, 20(4), pp. 294–316. <https://doi.org/10.1108/07363760310483676>.
69. Verhoef, P.C. et al. (2009) 'Customer Experience Creation: determinants, dynamics and management strategies,' *Journal of Retailing*, 85(1), pp. 31–41.
<https://doi.org/10.1016/j.jretai.2008.11.001>.

70. Victor, V. et al. (2019) 'Pricing strategies in the era of digitalisation and the perceived shift in consumer behaviour of youth in Poland,' *Journal of International Studies*, 12(3), pp. 74–91. <https://doi.org/10.14254/2071-8330.2019/12-3/7>.
71. Wirtz, J. and Lovelock, C. (2021) *Services Marketing: People, Technology, Strategy (Ninth Edition)*. World Scientific.
72. Yeoman, I., Wheatley, C. and McMahon-Beattie, U. (2016) 'Trends in retail pricing: A consumer perspective,' *Journal of Revenue and Pricing Management*, 16(2), pp. 174–200. <https://doi.org/10.1057/rpm.2016.35>.
73. Yılmaz, C. (2019) *Exploring the effects of time limit and discount size on sales promotion effectiveness: the roles of brand equity and perceived luxuriousness*. <https://hdl.handle.net/11511/45392>.
74. Рамазанов, И.А. et al. (2021) 'Retail Transformation under the Influence of Digitalisation and Technology Development in the Context of Globalisation,' *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), p. 49. <https://doi.org/10.3390/joitmc7010049>.

Duration

of the Survey: The

survey is estimated to take approximately 5 minutes to complete. Your time commitment is greatly appreciated.

Contact

Information: If

you have any questions or concerns about the study, please feel free to contact me.

By

continuing with the survey, you indicate your understanding of the information provided above and your voluntary agreement to participate in this research.

Thank

you for your valuable contribution.

Sincerely,

Meetkumar

* Indicates required question

Untitled Section

PRIMARK®

1. Name *

2. Email *

Appendices

Survey Questionnaire

2/11/24, 7:58 PM

Dynamic Pricing in the Digital Age: Analysing its Influence on Customer Trust and Loyalty - A Case Study of Primark in the UK...

Dynamic Pricing in the Digital Age: Analysing its Influence on Customer Trust and Loyalty - A Case Study of Primark in the UK Clothing Retail Sector

Dear
Participant,

You

are invited to participate in a research study titled "Dynamic Pricing in the Digital Age: Analysing its Influence on Customer Trust and Loyalty - A Case Study of Primark in the UK Clothing Retail Sector." This research is being conducted by Meetkumar, a student of UWTSD, as part of the dissertation.

Purpose

of the Study:

The purpose of this study is to examine the impact of dynamic pricing on customer trust and loyalty within the context of the UK clothing retail sector, using Primark as a case study.

Voluntary

Participation:

Your participation in this study is entirely voluntary. You have the right to withdraw from the survey at any time, and you may choose not to answer specific questions that you find uncomfortable or do not wish to respond to.

Anonymity

and Confidentiality:

Your responses will be treated with the utmost confidentiality. No personally identifiable information will be collected, ensuring that your participation remains anonymous. Your data will be stored securely and will only be accessible to me and my supervisor. Data will be retained for the duration of the dissertation and will be deleted upon its completion.

Duration**of the Survey:** The

survey is estimated to take approximately 5 minutes to complete. Your time commitment is greatly appreciated.

Contact**Information:** If

you have any questions or concerns about the study, please feel free to contact me.

By

continuing with the survey, you indicate your understanding of the information provided above and your voluntary agreement to participate in this research.

Thank

you for your valuable contribution.

Sincerely,

Meetkumar

* Indicates required question

Untitled Section

PRIMARK®

1. Name *

2. Email *

Survey Questions

3. 1. How often do you shop for clothing at Primark?

Mark only one oval.

- ☐ WEEKLY
☐ BI-WEEKLY
☐ MONTHLY
☐ RARELY
☐ NEVER

4. 2. Have you noticed that prices for clothing at Primark change during your shopping visits?

Mark only one oval.

- ☐ Yes, I've noticed
☐ No, I haven't noticed

5. 3. How confident are you in the accuracy of Primark's clothing prices?

Mark only one oval.

- ☐ Very confident
☐ Somewhat confident
☐ Neutral
☐ Not very confident
☐ Not confident at all

6. 4. How does the idea of clothing prices changing at Primark make you feel?

Mark only one oval.

- ☐ Excited
☐ Confused
☐ Interested
☐ Indifferent
☐ Displeased

7. 5. If you find a similar product at a lower price after purchasing at Primark, how likely are you to explore other clothing retailers?

Mark only one oval.

- ☐ Very likely
☐ Likely
☐ Neutral
☐ Unlikely
☐ Very unlikely

8. 6. Which way of communication would you prefer to learn about Primark's pricing changes?

Mark only one oval.

- ☐ Email
☐ SMS/Text messages
☐ In-store signs
☐ Mobile app notifications
☐ Social media updates

9. 7. Do you think the idea of prices changing for clothes at Primark makes your shopping experience more interesting or less interesting?

Mark only one oval.

- ☐ More interesting
☐ Less interesting
☐ No change
☐ None of the above

10. 8. How satisfied are you with the information you receive about Primark's pricing changes?

Mark only one oval.

- ☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Unsatisfied
☐ Very unsatisfied

11. 9. How does Primark's approach to pricing affect your commitment as a customer?

Mark only one oval.

- ☐ Strengthens commitment
☐ No impact
☐ Weakens commitment

12. 10. Which type of clothing do you think is most affected by Primark's pricing strategy?

Mark only one oval.

- ☐ Everyday wear
- ☐ Seasonal fashion
- ☐ Formal wear
- ☐ Accessories
- ☐ Footwear

13. 11. Does knowing that clothing prices might change at Primark influence your decision when shopping?

Mark only one oval.

- ☐ Yes, it influences me
- ☐ No, it doesn't influence me
- ☐ Maybe

14. 12. Are you more likely to participate in Primark's loyalty programs if you know prices can change based on different factors?

Mark only one oval.

- ☐ Yes, more likely
- ☐ No, not more likely
- ☐ No impact

15. 13. What would make you trust Primark's pricing changes more?

Mark only one oval.

- ☐ More clear information
- ☐ Knowing the reasons for changes
- ☐ Seeing consistent pricing
- ☐ Other

16. 14. Do you believe Primark's way of pricing provides you with better value for money compared to fixed pricing models?

Mark only one oval.

- ☐ Yes, better value
- ☐ Equal value
- ☐ No, worse value

17. 15. What could Primark do to make you feel more comfortable with the idea of prices changing?

Mark only one oval.

- ☐ Clearer explanations
- ☐ More in-store signs
- ☐ Better online information
- ☐ Other

18. 16. What device do you primarily use for online clothing shopping at Primark?

Mark only one oval.

- ☐ Smartphone
- ☐ Laptop/Computer
- ☐ Tablet
- ☐ Smartwatch
- ☐ Other

19. 17. How likely are you to explore Primark's online platform for pricing changes on third-party seller products?

Mark only one oval.

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

20. 18. Which factor do you think influences Primark's decision to change prices for clothes?

Mark only one oval.

- ☐ Real-time demand
- ☐ Seasonal trends
- ☐ Competitor pricing changes
- ☐ Time of day
- ☐ I'm not sure

21. 19. How much does the predictability of Primark's pricing influence your willingness to make a clothing purchase?

Mark only one oval.

- ☐ Low influence
- ☐ Moderate influence
- ☐ High influence
- ☐ No influence

22. 20. What kind of price changes at Primark would you find most appealing when shopping for clothing?

Mark only one oval.

- ☐ Time-based discounts
- ☐ Location-based discounts
- ☐ Discounts based on demand
- ☐ Bundle discounts
- ☐ Personalized discounts

23. 21. How does the visibility of information about pricing changes influence your decision-making process while shopping at Primark?

Mark only one oval.

- ☐ High influence
- ☐ Moderate influence
- ☐ Low influence
- ☐ No influence

24. 22. How satisfied are you with Primark's efforts to explain the benefits of pricing changes to customers?

Mark only one oval.

- ☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Dissatisfied
☐ Very dissatisfied

25. 23. In your opinion, does Primark's approach to pricing align with your expectations for fair and ethical business practices?

Mark only one oval.

- ☐ Strongly agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly disagree

26. 24. Which platform do you prefer for receiving information about pricing changes from Primark?

Mark only one oval.

- ☐ Email
☐ Mobile app
☐ SMS/Text messages
☐ Social media
☐ Other

27. 25. How likely are you to recommend Primark to friends and family based on your experience with pricing changes?

Mark only one oval.

- ☐ Very likely
☐ Likely
☐ Neutral
☐ Unlikely
☐ Very unlikely

28. 26. How does Primark's pricing changes impact your monthly clothing expenses?

Mark only one oval.

- ☐ Significantly reduces
☐ Moderately reduces
☐ Slightly reduces
☐ No reduction

29. 27. What source of information do you trust the most when validating Primark's pricing accuracy?

Mark only one oval.

- ☐ Primark's official website
☐ Customer reviews
☐ Social media
☐ Price comparison websites
☐ In-store price tags

30. 28. Do Primark's pricing changes positively or negatively impact its environmental sustainability efforts?

Mark only one oval.

- ☐ Positively
☐ No impact
☐ Negatively

31. 29. How important is real-time customer support when experiencing issues related to pricing changes during your shopping at Primark?

Mark only one oval.

- ☐ Very important
☐ Important
☐ Neutral
☐ Not important
☐ Very not important

32. 30. How does Primark's way of pricing add an element of excitement or unpredictability to your clothing shopping experience?

Mark only one oval.

- ☐ Adds excitement
☐ Neutral
☐ Adds unpredictability
☐ No impact on excitement

This content is neither created nor endorsed by Google.

Google Forms

Ethics Form



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

E2 FORM

APPLICATION FOR ETHICAL APPROVAL – MA level		
CAIS AM GYMERADWYAETH MOESEGOL – Lefel MA		
CEFNOGWYD / APPROVED	A GYFEIRIWDYD / REFERRED	NIS CEFNOGWYD/ NOT SUPPORTED
Mae'r ffurflen hon i'w llenwi gan bob myfyriwr MA cynnal ymchwil, prosiectau neu gynrychiadau. Dylai'r ffurflen hon gael ei chwblhau gan y myfyriwr mewn ymgynghoriad â thiwtor y modiwl. Rhaid i bob ffurflen gael ei ystyried gan y Pennaeth Ysgol/Cyfadrn / Gyfadrn. Rhaid i bob ffurflen gael ei gyflwyno i Fwrdd y Gyfadrn Moeseg. Bydd y ffurflen yn cael ei adrodd i'r Pwyllgor Moeseg y BrifYsgol/Cyfadrn os anarferol a / neu y tu allan arfer arferol.		This form is to be completed by all MA students conducting research, projects or productions. This form should be completed by the student in consultation with the module tutor. All forms must be considered by the Head of School/Faculty. All forms must be presented to the Faculty Ethics Board. The form is only to be reported to the University Ethics Committee if it is unusual and/or falls outside of normal practice.

ADRAN 1 – MANYLION MYFYRIWR

SECTION 1 - STUDENT DETAILS

Enw Llawn Full Name	Meekumar Jayeshbhai Patel		
Ysgol/Cyfadrn/ Cyfadrn School/Faculty	University of Wales Trinity Saint David, London Campus	Rhif Myfyriwr Student Number	2210109
Tiwtor y Modiwl/ Cydlynnydd Rhaglen Module Tutor/ Programme Co-ordinator	Dr Jia Miao	Enw'r Gradd Name of Degree	MBA General Management
Teitl dangosol yr Traethawd Hir:		Indicative Title of Dissertation:	
Dynamic Pricing in the Digital Age: Analysing its Influence on Customer Trust and Loyalty - A Case Study of Primark in the UK Clothing Retail Sector			

ADRAN 2 – GWEITHGAREDD YMCHWIL

SECTION 2 – RESEARCH ACTIVITY

Ydy'r prosiect yn cynnwys:	Does the project include:	Ydy / Yes	Nac ydy/No
Defnyddio holiadur neu offeryn ymchwil tebyg (atodwch gopi drafft)	Use of questionnaire or similar research instrument (attach draft copy)	✓	

Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test		✓
Cyfweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		✓
Dyddiaduron	Diaries		✓
Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge		✓
Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge		✓
Recordio fideo neu sain	Video or audio-taping		✓
Mynediad i wybodaeth personol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr	Access to personal or confidential information without the participants specific consent		✓
Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / tramgwydd corfforol, meddyliol neu emosiynol	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive		✓
Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch	Performance of any acts which may cause embarrassment or affect self-esteem		✓
Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon	Investigation of participants involved in illegal activities		✓
Gweithdrefnau lle defnyddir twyll	Procedures that involve deception		✓
Gweini unrhyw sylwedd, cyfrwng neu blasebo	Administration of any substance, agent or placebo		✓
Dull arall o gasglu data neu fformat cyflwyno (esboniwch)	Other method of data collection or presentation format (please explain)		✓

Os 'Na' wedi cael ei dicio ym mhob blwch, dylai'r ffurflen gael ei llofnodi gan Bennaeth yr Ysgol/Cyfadrn / Gyfadrn a'r canlyniad a adroddwyd i'r Pwyllgor Moeseg ar ddiwedd y semester.

Os 'Ydw' wedi cael ei dicio mewn un neu fwy o'r blychau, rhaid i'r myfyriwr gwblhau'r ffurflen hon a'i chyflwyno i diwtor y modiwl. Rhaid i'r ffurflen wedyn yn cael ei ystyried yn y Bwrdd Moeseg Gyfadrn cyn dechrau ar unrhyw waith ymchwil.

If 'No' has been ticked in each box, the form should be signed by the Head of School/Faculty/Faculty and the outcome reported to the Ethics Committee at the end of the semester.

If Yes has been ticked in one or more boxes, the student must complete this form and submit it to the module tutor. The form must then be considered at the Faculty Ethics Board prior to the start of any research.

Llofnodau

Os nad oes unrhyw faterion moesegol sylweddol, dylid ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr ac yna llofnodi gan Bennaeth yr Ysgol/Cyfadrn.

Signatures

If there are no significant ethical issues, this form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty.

Myfyriwr / Student	Dyddiad: / Date: 11/12/2023
Meetkumar Jayeshbhai Patel	
Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor	Dyddiad: / Date: 11/12/2023
Dr Jia Miao	
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date

ADRAN 3 – MANYLION Y PROSIECT / YMCHWIL / CYNHYRCHIAD		SECTION 3 – PROJECT / RESEARCH / PRODUCTION DETAILS
1.	Braslun o'r prosiect	Project outline
The objective of the research, "Dynamic Pricing in the Digital Age: Analysing its Influence on Customer Trust and Loyalty – A Case Study of Primark in the UK Clothing Retail Sector," is to examine the consequences of dynamic pricing tactics on customer loyalty and trust in the clothing retail industry in the United Kingdom, concentrating on the case of Primark.		
2.	Disgrifiad Rhowch fraslun cryno o'r prosiect, heb unrhyw jargon, ac yn cynnwys beth bydd angen i'r cyfranogwyr ei wneud. Esboniwch unrhyw dermau technegol neu derminoleg sy'n benodol i'r ddisgyblaeth (Uchafswm 300 o eiriau.)	Description Provide a brief outline, free from jargon, of the project including what participants will be required to do. Explain any technical terms or discipline specific terminology (Max 300 words.)
This research examines the complex details of dynamic pricing within the apparel retail industry in the United Kingdom, with a specific focus on the well-known retailer Primark. Following the advent of the digital age, during which market dynamics and consumer expectations have experienced significant changes, the transition from fixed to flexible pricing models signifies a critical moment for organisations. Through a critical analysis of Primark's dynamic pricing implementation, this project aims to not only offer important lessons for the organisation but also contribute scholarly viewpoints to the wider understanding of the complex relationship that exists between pricing strategies, consumer confidence, and long-lasting loyalty in the modern retail landscape.		
3.	Dulliau Arfaethedig: Rhowch fraslun o'r dulliau casglu data neu o natur yr amser mewn ymarferiadau (hyd at 500 o eiriau).	Proposed Methods: Outline how the data will be collected or the nature of rehearsal time (up to 500 words).
The research will utilise Google Forms to administer surveys in accordance with a quantitative design. The surveys will be crafted to collect valuable data regarding consumer opinions regarding Primark's dynamic pricing strategies and the subsequent effects on trust and loyalty. The statistical methods will be employed to analyse the quantitative data, which will subsequently be visually represented through the use of pie charts and bar charts to summarise significant findings.		
5.	Lledaenu Gwybodaeth / Cynulleidfa: Rhestrwch i bwy y rhoddir neu y dangosir copi o'r canlyniadau neu adroddiad / cyflwyniad terfynol.	Dissemination of Information / Audience: List to whom a copy of the results or final report / presentation will be given or shown.
The university		
6.	Lleoliad y Prosiect: Nodwch bob lleoliad lle y cesglir data neu y cynhelir ymarferiadau / cynhyrchiad.	Location of Project: Identify all locations where data will be collected or rehearsals/ production will take place.
United Kingdom		

7.	Cymeradwyaeth Arall: Oes angen cael cymeradwyaeth unrhyw sefydliad arall cyn cychwyn neu gwblhau'r prosiect? Os felly, gan bwy ac a ydy wedi'i sicrhau eisoes?	Other Approvals: Is there a requirement for approval from any other organisation / institution prior to starting or completing the project? If so, by whom and has it been obtained?
No		

ADRAN 4 – MANYLION CYFRANOGWYR / CYNULLEIDFA		SECTION 4 - PARTICIPANT / AUDIENCE DETAILS	
Pwy yw'r cyfranogwyr arfaethedig?	Who are the intended participants?	Ydw / Yes	Na / No
Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David	✓	
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	✓	
Plant a phobl ifanc dan oed	Children / legal minors		✓
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		✓
Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		✓
Aelod o unrhyw sefydliad lle mae'n bosibl bod angen i unigolyn arall hefyd gydsynio.	A member of any organisation where another individual may also need to give consent.		✓
Eraill: Nodwch: / Others: please identify:			

Nifer, Oed a Ffynhonnell y Cyfranogwyr		Participant / Audience Number and Age
Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Provide details of the demographics of the participants / audience.
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ number	Audience
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ group	Audience age
		40 (expected)
		18+

ADRAN 5 – RISGIAU YN PROSIECT	SECTION 5 – RISKS IN PROJECT
-------------------------------	------------------------------

Bydd y diffyg ateb cadarnhaol i bob un o'r cwestiynau hyn yn arwain at y gofyniad eglurhad a gallai arwain at oedi yn eich ymchwil. Dim neu Dim NID yn dderbyniol.	A lack of a positive answer to all of these questions may result in the requirement of further explanation and a delay in your research. None or Nil is not acceptable.
--	---

Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)		Potential Risk: (physical, psychological, legal, social or economic)	
A oes unrhyw risg bosibl i:		Is there any potential risk to:	Ydw / Na / Yes / No /
A	Cyfranogwyr?	Participants?	☒
B	Ymchwilydd?	Researcher?	☒
C	BrifYsgol/Cyfadrn?	University?	☒

2	Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?
NA		

3	Os ydych yn delio â phlant ac oedolion sy'n agored i niwed a ydych wedi gwneud cais am dystysgrif DRS?	If you are dealing with children and vulnerable adults have you applied for a DRS certificate?
NA		

ADRAN 6 – MONITRO, ADBORTH A CHYFRINACHEDD

SECTION 6 - MONITORING, FEEDBACK AND CONFIDENTIALITY

1.	Monitro: Os ydych yn sylwi ar unrhyw ymddygiad sy'n groes Cod y BrifYsgol/Cyfadrn Ymarfer, unrhyw ganllawiau a gyhoeddir gan y gymdeithas broffesiynol priodol neu weithred anghyfreithlon. Amlinellwch eich strategaeth adrodd.	Monitoring: Should you observe any behaviour that contravenes the University's Code of Practice, any guidelines published by the appropriate professional association or is illegal outline the strategy of your reporting action.
A wnewch chi roi gwybod am unrhyw ymddygiad sydd yn erbyn Cod Ymarfer y BrifYsgol/Cyfadrn neu sy'n anghyfreithlon?		Ydw / Yes / Na / No ☒
A ydych yn darparu adborth i'r cyfranogwyr?		Will feedback be provided to participants? ☒

A fyddwch yn dogfennu'r 'caniatâd i gymryd rhan yn y prosiect'	Will you be documenting the 'consent to participate in the project'	☒	
--	---	-------------------------------------	--

ADRAN 7 – STORIO, DIOGELWCH A MYNEDIAD I DDATA SECTION 7 - DATA ACCESS, STORAGE AND SECURITY

		Ydw / Yes	Na / No
1.	Ydych chi'n gyfrifol am storio a diogelwch y data eu casglu?	☒	
2.	Sut y bydd y data yn cael ei storio?		
Stored in Google forms			

3.	Mynediad i Ddata: Pwy fydd yn cael mynediad at y data? A oes unrhyw amodau i gael mynediad?	Data Access: Who will have access to the data? Are there any conditions to access?
Me and my tutor		

4.	Cyfrinachedd / Anhysbysrwydd: Rhestrwch y dulliau a fydd yn cael eu defnyddio i sicrhau cyfrinachedd ac anhysbysrwydd y cyfranogwyr.	Confidentiality / Anonymity: List the methods that will be used to ensure the confidentiality and anonymity of participants.
No personal questions will be asked		

ADRAN 7 – DATGANIAD

SECTION 7 - DECLARATION

Rhaid i'r adran hon gael ei chwblhau gan bob parti perthnasol cyn y gellir cyflwyno'r cais i'r Bwrdd Moeseg Gyfadran.	This section must be completed by all concerned parties before it can be submitted to the Faculty Ethics Board.
Datganiad Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac rwyf yn cydnabod f'ymrwymiadau innau a hawliau'r cyfranogwyr.	Declaration The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and acknowledge my obligations and the rights of the participants.

Llofnodau

Dylai'r ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr lofnodi ac yna gan Bennaeth yr Ysgol/Cyfadrn/

Signatures

This form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty

Myfyriwr / Student Meetkumar Jayeshbhai Patel	Dyddiad: / Date: 11/12/2023
Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor Dr Jia Miao	Dyddiad: / Date: 12/12/2023
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date
Rhaid i bob cais am ymchwil ar sail cyfweiliadau gynnwys y dogfennau canlynol:	All interview based research applications must provide the following pro-forma documents:
1. Ffurflen gydsynio ddrafft 2. Sampl o'r cwestiynau a ofynnir 3. Taflen wybodaeth am yr ymchwil sy'n esbonio'n glir ddiben y prosiect, y deilliannau disgwylledig a'r rheini y dangosir y canlyniadau iddynt.	1. A draft consent form 2. A sample of the questions that will be asked 3. An information sheet on the research that clearly explains what the project is, what the expected outcomes are and who the results will be shown to.

DYCHWELWCH I'R GYFADRAN MOESEG CYDLYNYDD
PLEASE RETURN TO THE FACULTY ETHICS CO-ORDINATOR

Cadeirydd y Pwyllgor Moseg Gyfadrn /Chair of the Faculty Ethics Committee

Dyddiad: / Date:

