



BA (Hons) Leadership and Management Skills in the Workplace

LCLM6005

**“The consequences of e-commerce on the
traditional retail performance of Primark,
UK”**

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Table of Contents

Reflection Essay through Gibbs Reflective Cycle	2
1. Description.....	2
2. Feelings.....	2
3. Evaluation	2
5. Conclusion	3
6. Action Plan.....	3
References	4

Reflection Essay through Gibbs Reflective Cycle

1. Description

The research was a mixed-methods study that examined the issue of e-commerce on the performance of the traditional stores of Primark in UK based on a review of secondary literature and a survey of 40 respondents. To conduct the research, there was a need to create a systematic method of the research, examine quantitative data and compare the outcomes with scholarly theories (Praveena et al., 2025). As a process, I faced several challenges of data collection, interpretation, and being objective which informed what I learnt and knew not just about academic research.

2. Feelings

At the first phase, I was motivated and disoriented. The issue of digital transformation in retail was appealing and topical yet I feared that I would have to be creative on the methodology and that academic rigour would be deficient. The limitation of using survey responses in a tight time frame did put me under further pressure since I was not sure that the participants would participate in the survey on a meaningful level. I have gained confidence as I went on since I have been able to view the links between the theories and data and the findings that are evolving (Praveena et al., 2025). The intellectual aspect of the analysis was a fulfilling experience as well, and I felt that I had achieved when the integrated discussion was completed.

3. Evaluation

The research had a number of positive points. The valuable information obtained during the survey matched the literature themes well, which corroborates the power of the mixed-methods design. The thematic analysis assisted in coming up with meaningful discussions and it helped in supporting the research objectives. Yet, there were aspects, which were difficult. The sample used in the study was small and convenience sampling might have caused some biases in the variety of answers (Praveena et al., 2025). It was also hard to balance the description of the results and critical analysis of the results. Irrespective of these constraints, the project enabled me to gain a better insight into the research processes and matters on the ground to the retailer such as Primark.

4. Analysis

Looking back at the project, I knew that a good planning and time management is very valuable. Employment of the accepted conceptualization like TAM and TRA enhanced the deductive method and enhanced the quality of the analysis. The survey procedure informed me about the importance of using clear questions to prevent bias and misinterpretation (Praveena et al., 2025). I also got to know that secondary research is important in helping to put primary findings into context and support findings. These abilities will help in the further academic and professional research work.

5. Conclusion

On the whole, the study experience increased my analytical skills and provided me with a practical experience in performing mixed-method research. I realised that I could work on some aspects, such as increasing sample diversity and enhancing the quality of qualitative data.

6. Action Plan

I would prefer to incorporate interviews with surveys in the next projects in order to have deeper insights. I will also apply more powerful sampling methods and sharpen my data analysis abilities and be able to assure of higher validity and reliability.

References

Praveena, K.S., Juslin, F., Patil, C.M. and Bhargavi, K. (2025) 'Using Gibb's Reflective Model Approach for Enhancing Project-Based Learning Among Students Through Reflective Assessment', *Journal of Engineering Education Transformations*, pp.148-155.

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