

**CZECH UNIVERSITY OF LIFE  
SCIENCES**

**FACULTY OF BUSINESS AND MANAGEMENT**



**DIPLOMA WORK**

**MARKETING COMMUNICATION AS AN  
EFFECTIVE WAY FOR END USERS**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## DIPLOMA THESIS ASSIGNMENT

Bc. Anika Sharma

Business Administration

Thesis title

**Marketing Communication**

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### **Objectives of thesis**

The aim of the thesis is to recommend improvements of the marketing communication of the selected firm, based on the new trends.

### **Methodology**

Diploma thesis consists of two parts theoretical and empirical. Theoretical part will focus on the marketing communication and modern trends in this area. Empirical part will present the selected firm and its current communication mix. Recommendations for improvement will be based on the analysis of existing means of communication and own research.

**The proposed extent of the thesis**

60-80 p.

**Keywords**

marketing, marketing communication, communication mix

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**Recommended information sources**

- KOTLER, P. – ARMSTRONG, G. – OPRESNIK, M O. *Principles of marketing*. 2021. ISBN 978-1-292-34113-2.
- KOTLER, P. – KARTAJAYA, H. – SETIAWAN, I. *Marketing 5.0 : technology for humanity*. Hoboken, New Jersey: John Wiley & Sons, 2021. ISBN 978-1-119-66851-0.
- SCOTT, D M. *The new rules of marketing & PR : how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly*. Hoboken: Wiley, 2020. ISBN 978-1-119-65154-3.
- TUTEN, T L. *Advertising 2.0 : social media marketing in a web 2.0 world*. London: Praeger, 2015. ISBN 978-0313352966.
- TUTEN, T L. *Principles of marketing for a digital age*. Los Angeles: Sage, 2020. ISBN 978-1526423344.
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## ***Honest declaration***

I declare that my diploma thesis "Marketing communication PRIMARK, as" I am worked out independently under management leader diplomas work and with by using professionally literature and next informational resources, which they are cited in work and listed in the list of sources used at the end of the work. As the author of the said diploma work, I further declare that I have not violated copyright in connection with its creation third parties persons.

IN Prague day March 31 2023



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# Marketing Communication Strategy

## PRIMARK

### **Abstract**

This thesis proposes a new marketing strategy for Primark's online application in Prague. The study aims to identify the target audience, analyze the competition, develop a value proposition, create a marketing plan, and test and refine the strategy based on customer feedback and data. The target audience is identified based on their demographics, interests, and behaviors. The competition analysis focuses on the strengths and weaknesses of the online applications of other fashion retailers in Prague. The value proposition is developed based on the needs and interests of the target audience and the gaps in the market that Primark can leverage. The marketing plan includes the channels and messaging that will be used to promote the online application, as well as the budget for marketing and promotion. The strategy is tested and refined based on customer feedback and data to improve the application and better meet the needs of the target audience. The proposed marketing strategy for Primark's online application in Prague has the potential to enhance the shopping experience for customers and improve the brand's reach and engagement in the Czech Republic.

Quantitative Research will be used to collect the data for the company and a questionnaire will be structured form which will be filled out by the potential customers for Primark secondary data will be collected from the website and internal sources of the company.

### **Key Words-**

Marketing Strategy, Marketing Communications, Online Application, E- Commerce, Reviews, Customer Experience, Customer Engagement, Promotions.

# Strategie marketingové komunikace

## PRIMARK

### Abstrakt

Tato diplomová práce navrhuje novou marketingovou strategii pro online aplikaci Primark v Praze. Cílem studie je identifikovat cílovou skupinu, analyzovat konkurenci, vytvořit hodnotovou nabídku, vytvořit marketingový plán a otestovat a zdokonalit strategii na základě zpětné vazby a dat od zákazníků. Cílová skupina je identifikována na základě jejich demografických údajů, zájmů a chování. Analýza konkurence se zaměřuje na silné a slabé stránky online aplikací ostatních pražských prodejců módy. Hodnotová nabídka je vypracována na základě potřeb a zájmů cílové skupiny a mezer na trhu, které může společnost Primark využít. Marketingový plán zahrnuje kanály a sdělení, která budou použita k propagaci online aplikace, a také rozpočet na marketing a propagaci. Strategie je testována a zdokonalována na základě zpětné vazby od zákazníků a údajů s cílem zlepšit aplikaci a lépe uspokojit potřeby cílové skupiny. Navržená marketingová strategie pro online aplikaci Primark v Praze má potenciál zlepšit zážitek zákazníků z nakupování a zlepšit dosah a zapojení značky v České republice.

Ke sběru dat pro společnost bude použit kvantitativní výzkum a strukturovaný dotazník, který budou vyplňovat potenciální zákazníci pro společnost Primark sekundární data budou získána z webových stránek a interních zdrojů společnosti.

Klíčová slova-

Marketingová strategie, marketingová komunikace, online aplikace, elektronický obchod, recenze, zkušenosti zákazníků, zapojení zákazníků, propagační akce.

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## **Objective And Methodology For The Thesis.**

### **Aim for the thesis**

The goal of this thesis is to offer a new marketing strategy for Primark's online application in Prague that will improve the shopping experience for consumers, boost the brand's reach and engagement, and strengthen Primark's competitiveness in the retail market of the Czech Republic.

### **Methodology**

The thesis has been divided into two parts. First part is for the theoretical knowledge, where will be discussing about the marketing strategies and will be defining the marketing strategies, marketing communication, marketing mix, marketing communication. All the concepts will be in detailed formed and will be working in accordance with the company.

### **Structure of Thesis**

Thesis is organized as follows: introduction, theoretical section, empirical section, and conclusions. The introduction summarizes the why I have chosen the thesis in details and after that a preliminary literature evaluation based on which the research's goal and research questions were developed.

The final section of the thesis reviewed the study findings and summarized the replies to the research questions. Furthermore, limits and future research directions are discussed.

### **Theoretical Framework**

This study's theoretical framework is supported by marketing strategy theory and the technology adoption model (Kotler, P., & Armstrong, G. (2017). To create a marketing plan for the launch of an online store, it is required to understand the customer adoption process of new information technologies, in this case an online store, for which the Technology acceptance model (TAM) will be employed (Davis, F. D. (1989). This thesis will try to understand the consumer behavior and their response towards the opening of online applications of their brand Primark which is more likely their go to place.

### **Research Questions.**

The world of e-commerce has grown rapidly and has become a trend in many industries.

Many businesses that have adopted an online store in addition to a physical store, however, are unable to get their clients online. The goal of this study is to develop a marketing plan for communicating the opening of an online application for Primark. This research should assist any company in a specific industry that is targeting distinct clients, such as other businesses and end users, in developing their own marketing communication strategy for starting an online store.

The research questions are intended to guide in the achievement of the thesis's goal, which is the development of a marketing plan and a more in-depth study of the customers.

We can research questions that perceived utility, perceived usability, perceived benefits, and positive qualities all favorably influence customers' intention to adopt the online shop in the context of online retailers in the fashion business. Hence, we put up the following theories:

Research 1: how does Customers' perceived usefulness of an online store positively influences their intention to adopt it.

Research 2: how does Customers' perceived ease of use of an online store positively influences their intention to adopt it.

Research 3: how can Customers' perceived benefits of an online store positively influence their intention to adopt it.

Research 4: how can Customers' perception of positive attributes of an online store positively influences their intention to adopt it.

### **Practical Part**

Practical Part for Primark will be designed to achieve the goal for the thesis which is to conclude whether making an online application app for the Primark will be profitable or will be in the interest of the consumers. First, we will learn about the current situation of the Primark and its current approach using the marketing tools and data available with us and then the next part will be dedicated presentation for my own quantitative research, which will be based in the form of online questionnaire investigation. Questionnaire was made using the Google Forms. The questionnaire was filled up by the 261 participants from the period from 1st March to 22nd March 2023. The questionnaire was strictly for the residents of Prague as my thesis only focuses on the demographic in Prague. The questionnaire contained 15 questions out of which 4 were related to demographic of the respondents and rest were related to understand the customer behavior regarding their acceptance for the Primark and in their response towards making an online application.

In my thesis the ultimate goal is to create an online application for Primark as we know currently there is the only a one website for Primark, but it does not allow consumers to actually buy products online. My market is sustained to Prague, and I will do research about the residents in Prague whether they are actually interested in Online applications for Primark which enables them to buy products online as the same price as stores on the condition of paying delivery charges will be affordable. The range for the delivery of product was also mentioned in the questionnaire if they are willing to pay that much. This would be another milestone in the Primark, and it is still in growing phase. The questionnaire will be evaluated using the quantitative approach and conducting hypothesis.

## **Introduction**

In today's digital age, e-commerce has become a significant part of the retail industry. Many fashion retailers have developed online applications to expand their reach and offer more personalized shopping experiences to their customers. Primark, a leading fast fashion retailer, has yet to introduce an online application in Prague, despite having a strong physical presence in the city. Therefore, this thesis proposes a new marketing strategy for Primark's online application in Prague.

The goal of this thesis is to identify the target audience, study the competition, construct a value proposition, develop a marketing plan, and test and enhance the strategy using customer feedback and data. To assist the creation and assessment of the marketing strategy, theoretical frameworks and empirical research are employed. The theoretical portion of the thesis comprises an examination of important literature on e-commerce, online apps, and fashion shop marketing tactics. The empirical portion of the thesis entails a survey of Primark's consumers in Prague to gather insights into their buying patterns and preferences, as well as a review of other fashion stores' online apps in Prague.

The significance of this thesis lies in the potential impact of the proposed marketing strategy on Primark's business in Prague. By introducing an online application, Primark can expand its reach and engage with its customers in new ways, thereby improving its brand image and competitiveness in the Czech Republic's retail market. The thesis is organized into several chapters, with each chapter focusing on a specific aspect of the marketing strategy. I'll start by conducting a review of the literature on e-commerce, online programs, and marketing tactics for clothing companies. I will then move on to undertaking empirical research, which entails conducting surveys and data analysis. After that, I'll discuss the findings of the empirical research, which will reveal information about the intended market and clients. I will develop a value proposition and marketing strategy based on these results for Primark's online application in Prague. Finally, I'll talk about how the suggested marketing plan might affect consumers and point out potential topics for additional study.



## 1. Theoretical Part

The theoretical framework serves as the foundation for research and aids in the comprehension of the study topic and strategy (Babbie, 2016). The emphasis of this research is on building a marketing plan for starting an internet business. To do this, the theoretical framework is founded on two major theories: marketing strategy theory, E-commerce theory, and technology Acceptance modal theory.

Marketing strategy theory is a well-established framework that gives a set of recommendations for creating efficient marketing strategies that correspond with company goals, finding market possibilities, and comprehending consumer wants and behavior (Kotler & Keller, 2016).

E-commerce, often known as electronic commerce, is the purchase and sale of products and services through the internet (Turban, Lee, King, & Chung, 2008). It has grown in importance as a route for merchants to contact customers, with global e-commerce sales expected to reach \$4.9 trillion by 2021 (Statista, 2021), and I will go into more depth about this later.

The technology adoption model, on the other hand, is a theoretical framework that describes how people embrace new technologies based on a variety of criteria such as perceived utility, perceived ease of use, and external factors such as social influence and conducive conditions (Rogers, 2003).

The researchers chose the widely known Technology Acceptance Model (TAM) to explain user acceptance of new technologies based on the major drivers of perceived utility and perceived ease of use for this study (Davis, 1989).

In summary, the theoretical framework for this study is based on marketing strategy theory and the technology adoption model, specifically the TAM, in order to gain a better understanding of customer adoption of online stores and to develop an effective marketing strategy for launching an online store.

According to the study's analysis of customer-company interactions, customers' propensity to use an online store is influenced by its perceived usefulness and perceived ease of use (Davis, 1989). It is also acknowledged that a company's marketing message may affect customers' opinions (Kotler & Keller, 2016). In addition to examining additional aspects that the company's communication may utilize to promote the adoption of new online stores, the goal of this thesis is to ascertain how perceived utility and perceived ease of use affect consumers' acceptance of new online shops.

### 1.1 Marketing strategy

Marketing strategy refers to a comprehensive plan of action that is designed to guide an organization's marketing activities and achieve its marketing objectives (Kotler et al., 2022). It involves identifying target customers, understanding their needs and preferences, developing products and services that meet those needs, setting prices that are competitive and profitable, promoting products and services effectively, and

distributing them through appropriate channels (Kotler et al., 2022). The purpose of marketing strategy is to create long-term relationships with customers, increase sales and profits, and achieve sustainable competitive advantage in the marketplace.

Hofer and Schendel (1987) and Walker et al. (2006) took a different approach to defining marketing strategy by describing it as the allocation of resources towards marketing to achieve a company's overall objectives. In a more specific sense, Cravens (2000) and Slater and Olson (2001) define marketing strategy as the decisions and actions taken to meet customer expectations by determining target segments and positioning. Similarly, Kotler and Keller (2012) view marketing strategy as setting target markets and value propositions based on prior analysis of opportunities. Slater and Olson (2001) add that decisions on segmentation, targeting, and positioning are developed based on the marketing mix, the 4Ps, which are product, price, place, and promotion. Varadarajan (2010) combined these definitions and developed a comprehensive definition stating that marketing strategy is a set of decisions concerning targeted segments, marketing activities, budget allocation, and the operation of these activities, leading to the formulation of products or services that deliver value to customers in exchange for payment.

The definition presented above provides a broad perspective on marketing strategy, serving as a guide for a company's marketing activities. However, Crawford and Di Benedetto (2010) offer a more specific definition, focusing on the launch of a new product. Their definition separates the decisions into two categories: strategic and tactical launch decisions. Strategic decisions involve the overall direction of the product, based on segmentation, targeting, and positioning. Tactical decisions are related to the marketing mix and the implementation tactics of the strategy. The following sections will provide a more detailed analysis of these marketing strategy components.

## **1.2 Marketing Strategy for Fashion Retailers**

Marketing strategies for fashion retailers can differ depending on the retailer's target audience, competitive environment, and brand image. However, there are several effective marketing strategies that fashion retailers can consider, such as social media marketing, influencer marketing, email marketing, personalization, and offline events. (According to Kaur and Gupta (2021))

Fashion businesses now depend heavily on social media marketing to connect with their target demographic. Businesses may communicate with customers using sites like Instagram, Facebook, and Twitter while showcasing their items and providing style advice. Another successful strategy is influencer marketing, in which merchants work with social media influencers to promote their goods and raise brand recognition. (Gupta, V., & Garg, P., 2019)

By segmenting clients based on their interests and past purchases and offering targeted recommendations and incentives, email marketing may help fashion shops keep their customers informed about new goods, deals, and events. Customers want personalized recommendations, incentives, and information based on their interests and behavior, which is why personalization is becoming more and more important in the fashion sector.

Business may offer individualized shopping experiences by utilizing data analytics and AI-powered solutions. (Smith, M.,2019)

Hosting offline events like fashion shows, pop-up shops, and in-store events can help fashion retailers build brand awareness and engage with customers in a more personalized way. These events can offer exclusive promotions, showcase products, and create unforgettable experiences that customers will remember and share with others.

In conclusion, fashion retailers should adapt their marketing strategies to remain competitive in the industry. By utilizing the latest marketing technologies and emphasizing personalization, engagement, and brand building, fashion retailers can improve customer loyalty, drive sales, and maintain their edge in the market. (Chong, E., 2020).

### **1.2.1 Segmentation**

According to Kotler et al. (1999) and Paley (2000), segmentation is a marketing tool used to divide a large and diverse market of customers into smaller groups, or segments, based on specific characteristics shared by the members of each segment. By analyzing these segments, companies can target their marketing strategies towards specific segments or groups of customers that they believe will benefit most from their product or service. This allows companies to provide more tailored offerings and improve communication efficiency, rather than attempting to target every customer with a single product.

Lancaster and Reynolds (2002) suggest that the need for segmentation is driven by various factors such as increasing competition, more informed and educated customers, and persistent changes in demand. By defining and understanding the needs and perceptions of different customer segments, companies can provide better products or services that meet the specific needs of their customers.

The segments can be identified based on several variables, including geography, demography, psychography, and behavior (Dibb and Simkin, 2013; Kotler et al., 1999; Paley, 2000). This approach helps companies to effectively target their marketing efforts, and in turn, increase their chances of success in the market.

### **1.2.2 Targeting**

To develop a consistent marketing strategy, the next step is to make targeting decisions, which builds upon the previously defined segmentation (Kotler et al., 1999; Lancaster and Reynolds, 2002). After grouping customers into segments, it is important for the company to decide which segments they should focus on satisfying.

Kotler et al. (1999) suggest that when selecting a segment to focus on, the company must consider two key aspects: segment attractiveness and company fit. The decision on segment attractiveness is based on analyzing financial attributes such as size, growth,

buying power, competitors, and suppliers. These aspects must be taken into consideration to determine the overall profitability of the segments.

On the other hand, company fit also needs to be evaluated before selecting a segment to target. As suggested by Kotler et al. (1999) and Dibb and Simkin (2013), companies need to consider their objectives, resources, and the possible effects on macro-environmental aspects such as politics or the environment. Only after precise evaluation of these aspects can the company select the segments they will focus on in their marketing strategy.

### **1.2.3 Positioning**

After defining segmentation and targeting, the last element of strategic decision-making is positioning. According to Kotler and Keller (2012), positioning is a company's attempt to create a distinctive offering and image that shapes customers' perception of the brand. Hawkins and Mothersbaugh (2010) also relate the concept of brand image to positioning, which they define as a set of decisions aimed at eliciting a desired feeling about the brand in the targeted customers.

Positioning is important because it helps to differentiate the company from competitors operating in the same field, and is achieved through the marketing mix that creates the desired perception. To evaluate the positioning of competitors and select the company's own positioning, a recommended tool is the perceptual map (Hawkins and Mothersbaugh, 2010; Kotler and Keller, 2012). This involves illustrating the market situation and customers' perceptions displayed on different dimensions. By analyzing these perceptions and customer inclinations, blind spots can be identified and new positioning opportunities can be found (Dibb and Simkin, 2013; Kotler and Keller, 2012).

### **1.2.4 Launch Strategy**

According to Andersson et al. (2006), Hultink et al. (1997), and Urban and Hauser (1993), introducing a new product or service to the market through a launch strategy is a costly and risky endeavor because there is only one opportunity to make it successful. Developing a launch strategy for innovative products, such as e-commerce, requires strategic and tactical decision-making, much like creating a marketing strategy. Despite this, the current academic literature lacks research on the launch strategy of internet content, including online stores. As such, this section focuses on the launch strategy of innovative products in the industry under study, with insights from corporate blogs discussing the launch strategy of relevant internet-related channels.

According to Higgins and Shanklin (n.d.), Lee and Colarelli O'Connor (2003), and Rogers (2003), the launch of innovative products is often met with resistance from customers due to fear of new technology and the uncertainty it brings, as well as the learning required to use it. The launch strategy can be analyzed from two perspectives, namely the newness of the product to the company and the impact of product newness on consumer behavior. The behavior of consumers is greatly influenced by their perception of the novelty of the product, the expected learning curve, and their willingness to adopt it. If consumers perceive the technology as difficult to adopt, it is

essential for the company to develop a communication strategy that translates the uncertainties into benefits, as suggested by Lee and Colarelli O'Connor (2003).

According to Lee and Colarelli O'Connor (2003), preannouncement and advertising are two crucial instruments to take into account when developing a launch plan since they both have a significant effect on how well the new product performs. Preannouncement is the process of disclosing details about a product before to its official introduction. This tactic is especially successful since it can lessen the perceived risk that consumers have when dealing with unproven technology and their capabilities. According to Lee and Colarelli O'Connor and Eliashberg and Robertson (1988), an instructional message that explains how the product functions and walks users through the change may also be a part of the preannouncement plan (2003).

Kao and Decou (2003) suggest that the adoption of a new purchase channel, such as an online store, requires trust between the seller and buyer to encourage e-commerce transactions. As such, demonstrating trust should be the primary marketing objective when starting a new e-commerce venture. If the online store has an international presence, the authors recommend translating the website into relevant languages and ensuring that the content is culturally sensitive and neutral, so as not to offend any parties involved.

Kao and Decou (2003) note that the innovation trait of target customers is an important factor to consider when developing a launch strategy, as it influences the approach to communication. The strategy should take into account the abilities of the target audience, and if they are unfamiliar with the new channel, adjust the launch strategy accordingly to address their concerns with the technology. Additionally, Lee and Colarelli O'Connor (2003) emphasize the importance of customers' ability to understand functional language in the launch strategy. When customers lack the necessary knowledge, an emotional approach may be more effective. The functional approach, which is typically used to launch products or services that are perceived as difficult to adopt, can decrease market performance. Conversely, an emotional approach may have the opposite effect, particularly if there is a need for extensive learning and change in customers' behavior. Therefore, the launch strategy should primarily focus on customers and the communication of the benefits that the technology brings to them.

As mentioned earlier, scholarly literature is deficient in research on launch strategies for websites and e-commerce. Nonetheless, various companies have created checklists or guides to address this subject. Hubspot and Vanguard Technology (Vanguard Technology, n.d.) provide recommendations for website launch strategy, proposing the use of several marketing tools and channels to raise awareness of the launch. These tools include e-mail marketing, newsletters, newspaper articles, and social media to advertise the new website, highlighting its unique features. Additionally, utilizing the staff's e-mail signature to drive traffic to the new website is suggested. To guide the audience through the website, it is recommended to create a screen capture tour and a highlight video featuring the manager. Furthermore, including an article on the company's blog that explains the new features and addresses common questions about the website, as well as a press release in the launch campaign, is suggested.

Vanguard Technology (n.d.) suggests a specific timeline for the launch communication plan. The company should make an initial announcement two months ahead of the launch, using publications and e-mail newsletters. One month before the launch, the company should increase communication efforts, utilizing various channels such as e-mail, social media, publications, and the existing website. Two weeks before the launch, the customers should be informed of the launch date and a contingency plan in case of any issues, using the same communication channels. A week before the launch, a gentle reminder is sent out, and employee e-mail signatures are utilized during this period. On the launch day, there should be no communication activity, and the website should undergo testing in a live environment. A week after the launch, the company should announce a successful launch and share links to the online tour and Q&A section, along with any positive feedback received.

Allen and Fjermestad (2001) proposed an integrated framework for e-commerce launch strategy using the traditional marketing mix model, commonly referred to as the 4-Ps. The authors define the "product" in e-commerce strategy as the information provided by the company about its products or services offered in the online store. They suggest that the internet serves as a tool for information gathering, replacing the shop assistant in an offline store. The "place" of the transaction occurs on the internet without any limits, which is considered the most significant difference between online and offline shopping. The "price" is closely related to competition, which is exceptionally strong in the online environment, and can cause prices to fall to marginal costs. The "promotion" of e-commerce generates rich content that can be distributed to a vast potential audience, and data collected about customers can be used to personalize advertising and offers. Allen and Fjermestad (2001) stress the importance of branding, as shoppers initially seek out familiar companies. Thus, creating a brand image both online and offline is a crucial step in attracting current customers to the new channel.

### **1.3 Marketing Mix**

Jackson and Shaw (2009, p.86) explain that McCarthy's marketing mix is an established diagnostic tool that examines the four main components of a campaign to promote a product or service. It is important to examine each of the four Ps (product, price, promotion, and place) to ensure that they align with the customer's requirements and how Primark plans to meet their needs.

Products are the things that a business offers to its target market for purchase, including experiences, services, ideas, and objects. This may apply to both tangible items like furniture and intangibles like services like talking to a financial adviser. To satisfy the demands and wishes of the target market and acquire a competitive edge in the market, the product component of the marketing mix involves decision-making procedures about product features, packaging, branding, design, and quality, among other things (Kotler et al., 2021). According to Mintel (2014), Primark's stores are made to offer a wide range of items to a different range of customer personas within the same sector. . However, the company places a significant focus on women's wear by allocating more floor space, creating dedicated clothing lines, and displaying window advertisements to appeal to one of their primary customer bases: women. Primark's strategy of offering a broad range of products and frequently changing its product line may be a contributing factor to the

company's lack of online sales capabilities. However, this approach also helps distinguish Primark from its competitors (Retailweek, 2014).

The marketing mix includes price as one of its components (Kotler and Keller, 2016, p. 39). As a cost leader and one of the most affordable retailers, Primark places great emphasis on price in its marketing materials (McGoldrick, 2002, p. 142). This is evident from the company's website, where prices are prominently displayed alongside each advertised item. Based on the analysis so far, Primark's emphasis on low prices has contributed significantly to its success as a supermarket-style retailer, resulting in consistent profits for parent company Associated British Foods (Kapferer and Bastien, 2012, p. 221). The pricing factor may attract a large number of customers who appreciate the low prices and are satisfied with the disposable, short-term clothing options, which in turn may lead them to explore other products and areas within the store (Jackson and Shaw, 2009). Although this pricing strategy may help to attract customers, it is uncertain whether it can be sustained in the long term (Thompson and Martin, 2010).

Within marketing, the term "place" pertains to the various channels and techniques employed by a company to make its goods or services accessible to consumers. Place tactics involve determining the physical locations where items will be sold, the types of intermediaries utilized to transport and market them, and the methods through which they will be provided to customers, whether through e-commerce or physical storefronts. Continuing from the pricing strategies, there have been mixed opinions regarding Primark's collaborations with department stores like Selfridges in Birmingham (Jackson and Shaw, 2009, p. 97). Some have questioned whether Primark is a suitable fit for such a location and what benefits it brings to Selfridges.

Nevertheless, it is apparent that the advantages are reciprocal, as Selfridges can attract a segment of the market that may not have considered shopping there before (Jackson and Shaw, 2009, p. 97). According to Verdict (2013), the industry is concerned about the absence of Primark's online presence, which limits the company's ability to reach new markets in different locations, possibly worldwide. Despite this, the decision not to have a transactional website or app can be viewed as either foolish or strategic. By only having physical stores, customers are compelled to visit and are attracted by the store's product offerings and open floor layout, which enhances the overall "customer experience."

Promotion pertains to the assortment of strategies and techniques that a company employs to promote and convey information regarding their products or services to their intended audience, with the aim of enhancing sales and creating brand awareness (Kotler and Keller, 2016). Promotion can be accomplished through a range of methods, including advertising, personal selling, sales promotions, public relations, and direct marketing, among others. The choice of promotional mix components is reliant on several factors, such as the company's marketing objectives, target audience, budget, and the unique attributes of the product or service under promotion. Primark has mainly relied on its customer base to promote the store, which has been a viable strategy for established businesses in established markets. However, this approach can be challenging for new products or businesses in new locations. While it may initially seem financially sound to avoid marketing expenses, relying solely on word-of-mouth can become insufficient in the long run. Despite this, Primark has a significant online following, and its website

allows customers to share their experiences with the brand. Primark recognizes the importance of this "online relationship" and acknowledges that social media plays a crucial role in their marketing strategy (Retailweek, 2014).

## 1.4 Marketing Communications

Marketing communication, also known as promotion, is one of the components of the 4Ps marketing mix model introduced by McCarthy. According to Schultz (1991), it is important to have a common objective in marketing communication, which led to the concept of integrated marketing communication (IMC). IMC is defined as the process of creating persuasive material about a product or service that customers encounter, with the aim of influencing their purchasing behavior under one set objective. Conducting communication through separate channels without a common objective is less effective and more expensive. Effective communication tools are used to maintain customer loyalty.

Kotler et al. (1999) define communication as managing the customer journey, from pre-selling to post-consumption stages. A decade later, Kotler and Keller (2012) define marketing communication as a set of actions taken by a company to inform, persuade, and remind customers about its business. The company can drive communication either directly or indirectly. This contact is crucial for building a relationship with customers. Marketing communication can also educate customers on product use, production processes, or the company behind it, which is beneficial for them.

### 1.4.1 Marketing Communication Mix

The marketing communication mix is a collection of tools used for marketing communication. The conventional communication mix consisted of five promotional tools, namely advertising, sales promotion, personal selling, public relations, and direct marketing. As technology advances, new media platforms emerge, and this model is constantly evolving to adapt to these changes.

**Advertising:** According to Kotler et al. (1999), advertising is a paid method of reaching a large audience with low costs per exposure. It can be utilized to create a brand image or to generate quick sales. Although advertising is an effective tool, the cost of production and media space is typically high. Additionally, advertising is impersonal and does not allow for two-way communication, which can hinder relationship building.

**Sales Promotion:** To quickly generate sales and attract customers' attention, sales promotions are used as short-term incentives. This type of communication often provides customers with added value. However, it is not a suitable tool for brand building in the long run (De Pelsmacker et al., 2018).

**Events and experiences:** The use of events and experiences as a marketing tool allows for customers to engage with the product, service, or brand on a personal level. This tool aims to create awareness, build brand image, and boost sales. It is important for



sponsored events to be relevant to the business to ensure that attendees can make a connection (De Pelsmacker et al., 2018; Kotler and Keller, 2012; Sneath et al., 2006).

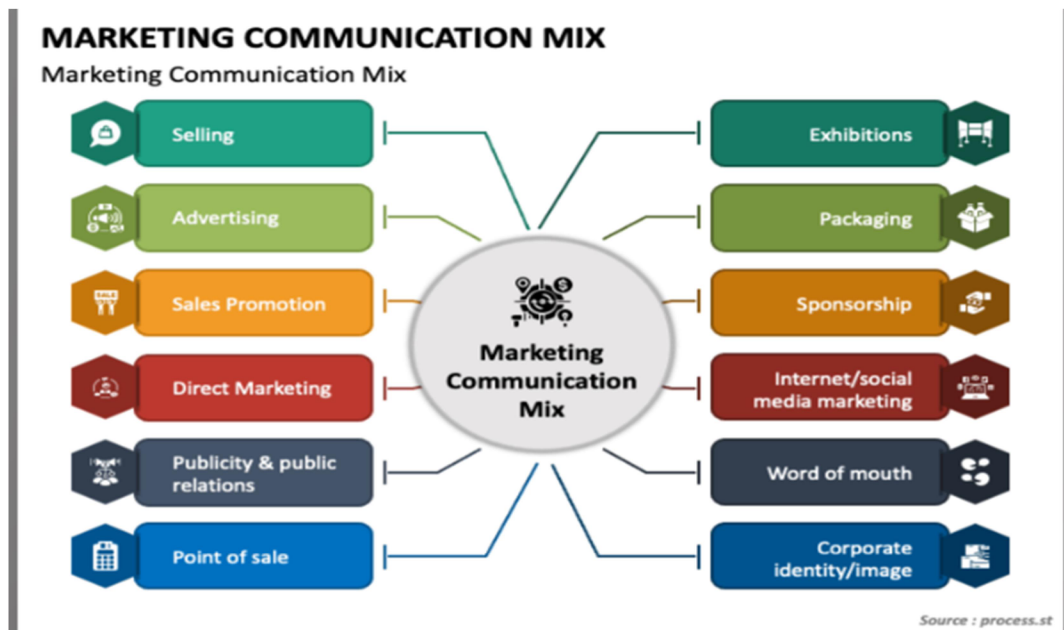
**Public Relations:** is a component of the communication mix that seeks to establish positive relationships with the public by utilizing third parties such as journalists. The main goal of PR is to achieve favorable publicity and develop a positive image. Compared to advertising, more people tend to trust PR, which makes it an effective channel for reaching audiences who are averse to advertising. In addition, PR is responsible for handling negative and unfavorable publicity that may arise (Armstrong and Kotler, 2009; De Pelsmacker et al., 2018).

**Direct marketing:** is a type of communication that is directed at a single client rather than a large audience and enables customized one-on-one connection (Armstrong and Kotler, 2009). It is distinguished by its immediateness and personalization, making it a useful tool for focusing on particular client groups. Direct marketing is also interactive, enabling a conversation between the business and the client. Interactive marketing is a brand-new component of the communication mix that has evolved with the rise of the internet and social media, according to Kotler and Keller (2012). To generate interaction, improve awareness, develop a desirable brand image, and boost sales, interactive marketing mostly leverages internet platforms.

**Word-of-mouth:** To create "buzz" about a product or brand among the public, word-of-mouth marketing involves individuals talking to their friends, family, colleagues, and acquaintances as the primary source of information. The purpose of word-of-mouth is to generate referrals from trustworthy sources based on their experiences with the product or brand (Kotler and Keller, 2012; Winer, 2009). Nowadays, social media has made it possible to spread word-of-mouth beyond geographic and social circles, allowing it to reach hundreds of people in a short amount of time (Mangold and Faulds, 2009).

**Personal Selling :** Armstrong and Kotler (2009) assert that personal selling is the most efficient method due to its ability to offer personal interaction and communication that enables salespersons to adapt to the needs of their customers. Furthermore, personal selling presents a distinctive chance for salespersons to establish a connection with their clients. This is a contrast to advertising, where clients can easily ignore the offer. In summary, according to Armstrong and Kotler (2009), personal selling is effective due to its personal touch, adaptability, and unique opportunity for relationship building.

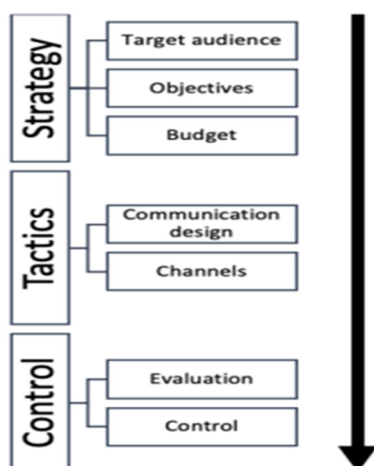
Figure 1. Marketing Communication Mix



Source: Process.st

### 1.4.2 Communication Strategy Development

In order to create a marketing communication strategy, it is necessary to adhere to a particular framework and envision the steps involved. The approach utilized in this thesis is based on models previously employed by De Pelsmacker et al. (2018) and Kotler and Keller (2012), which is illustrated in Figure 2 Communication Development Process



Source: Adapted from De Pelsmacker et al.(2018) and Kotler and Keller (2012)

The process of creating an effective marketing message may be broken down into three major phases: strategy, tactics, and control. To better understand their requirements and accomplish more effective communication, the target audience must first be identified. The second stage is to specify the communication strategy's goals. The goals are divided into three categories by De Pelsmacker et al. (2018): reach, process, and effectiveness goals. Reach requires selecting the appropriate client segments to target, process objectives guarantee communication efficacy, and effectiveness goals—the most crucial and supported by the first two categories—are the most crucial.

The three main aspects of a successful marketing communication plan are strategy, tactics, and control. Recognizing the target audience, understanding their requirements better, and establishing more effective communication are all part of the first step. Choosing the goals for the communication strategy is the next step. The goals are broken down into three categories, according to De Pelsmacker et al. (2018): reach, process, and effectiveness goals. The reach category focuses on choosing the correct client groups to target, the process category ensures the efficacy of the message, and the effectiveness category—backed by the other two categories—is the most crucial.

When it comes to the tactical aspect of marketing communication, two components are considered: communication design and communication channels. The design aspect involves three key considerations that answer the questions of what to say, how to say it, and who should say it. This includes determining the message strategy, defining the creative strategy, and characterizing the message source (Belch & Belch, 2021).

- To effectively reach potential customers, companies need to set a message strategy based on their understanding of the targeted customer segment and choose the right appeal. It is typical for companies to promote only one of their brand's benefits. De Pelsmacker et al. (2018) classify these benefits into two groups: unique selling position (USP) or emotional selling position (ESP). USP focuses on the brand's functional dominance, while ESP emphasizes the psychological connection to happiness.
- To transform the message into content or a specific communication, the creative strategy is used. According to Kotler and Keller (2012), there are two types of appeals that can be used in communication: informational and transformational. Companies that use the informational appeal create messages that provide basic information about the product and educate customers by being logical and giving them reasons to buy. On the other hand, transformational appeals use emotions, both negative and positive, to convey the message and adopt a more image-building approach.
- Kotler and Keller (2012) discuss the importance of message source in marketing communication, particularly the use of celebrities as brand spokespersons. By selecting the right message source, companies can effectively attract new customers.

To effectively execute the tactical strategy, it is crucial for the company to carefully select the appropriate communication channels that align with the preferences of their target audience and effectively deliver the desired message (De Pelsmacker et al., 2018).

The final step in developing a communication strategy is control, which is crucial because it allows for reflection and evaluation of the actions taken. This evaluation is based on data collected from the target audience, including brand awareness and customer engagement, as

well as the impact on market share, sales, and profits. (De Pelsmacker et al., 2018; Kotler and Keller, 2012).

### **1.4.3 Customer- Centric Communication**

According to Finne and Grönroos (2017), marketing communication is a one-way process of communication between a business and a consumer in which the business serves as the sender and the client serves as the receiver, with the sender controlling the conversation. However there is a growing need for businesses to concentrate on their consumers and include them in the communication processes as a result of the development of the internet and social media. The phrase "transition from an inside-out orientation to an outside-in orientation" is frequently used to describe this change in emphasis (Bruhn and Schnebelen, 2017; Finne and Grönroos, 2017). Inside-out orientation is characterized by a company-centered communication approach that sets clear and comprehensible goals, which is often considered as push communication because of its one-way content controlled by the company. On the other hand, outside-in orientation is customer-centered, where customers are involved in the communication process, which is two-way, and often generates content. This two-way communication facilitates feedback and helps in better understanding customers' needs, which can be incorporated into the company's subsequent communication (Bruhn and Schnebelen, 2017).

To effectively reach customers, it is important for companies to understand their needs, identify touchpoints throughout their consumer journey, and use this information to create valuable messages that resonate with them. Mick and Buhl (1992) refer to this customer-centric approach as the meaning-based model, in which the processes are driven by open sources that may be hidden or outside of the company's control. Finne and Grönroos (2017) describe this perspective as the customer-dominant logic, where the customer and their entire ecosystem are placed at the forefront of the marketing and business strategy. Customers evaluate and create value, and companies should create a path, or at least a part of it, to customers' value creation by communicating content that they are interested in through the channels they use. To develop messages that customers perceive as valuable and contribute to value creation, companies should utilize all available resources to obtain meaningful information about their customers (Finne and Grönroos, 2017).

According to Bruhn and Schnebelen (2017), implementing a new customer-centric approach in integrated marketing communication can pose several challenges for companies. Firstly, customers' involvement in content and communication creation can result in a loss of control for the company. This is especially true for new types of media that are difficult to control. Secondly, companies are expected to create relevant and valuable content for their communication, which can be time-consuming. This challenge is referred to as content marketing, which is attractive to customers. The third challenge is customized conversations with customers aimed at satisfying their needs and establishing long-term relationships. Lastly, the fourth challenge is managing multiple stakeholders and creating an individual approach for each one.

## 1.5 E-Commerce

E-commerce, which refers to the buying and selling of goods and services over the internet (Turban, Lee, King, & Chung, 2008), has become a crucial channel for retailers to reach customers. Global e-commerce sales are projected to reach \$4.9 trillion by 2021 (Statista, 2021). E-commerce can be categorized into various types, including B2B (business-to-business), B2C (business-to-consumer), and C2C (consumer-to-consumer) (Turban et al., 2008). E-commerce offers numerous benefits, such as enhanced reach, cost savings, and convenience for customers (Rahman & Haque, 2020), and has transformed the way businesses operate by enabling them to expand their customer base and lower transaction costs (Turban et al., 2008). However, e-commerce also poses a number of challenges, such as cybersecurity threats and logistical issues (Rahman & Haque, 2020).

Initially, the introduction of e-commerce by brick and mortar companies was not intended to serve new and distant customers, but rather to complement the services provided to their existing customers (Adelaar et al., 2004; Teece et al., 1997). However, by being able to serve a wider geographical market, regardless of the location of the store, companies can attract new customers and generate a new stream of revenue (Steinfield et al., 2002).

Adelaar et al. (2004), the combination of purchasing channels enhances the value that customers receive by influencing important attributes such as service quality, product attributes, and price. Service quality is improved by the ability to shop at any time of the day and access product information through the internet, while still being able to interact with people and receive immediate service in the offline store. Additionally, the internet provides a more personalized approach to product quality by allowing for customization. Lastly, the combination of offline and online channels can lead to cost efficiencies and reduced prices, positively influencing the customer value (Adelaar et al., 2004; Steinfield et al., 2002).

Schoenbachler and Gordon (2002) state that customers who choose to shop online prioritize finding a trustworthy online store that is secure and reliable in terms of technical aspects, regularly updates online content, and offers reasonable delivery times. Click and mortar companies often possess these attributes since they already have an established brand and customer trust. This provides click and mortar companies with a competitive advantage when they launch an online purchase channel.

Loewe and Bonchek (1999) suggest that customers who actively use the internet have significant power since they are well-informed about products and services and can easily compare prices between competitors. Additionally, customers expect to have access to real-time inventory information as well as shipping and delivery times. To attract customers to their online channels, companies must listen to their requirements and adjust their communication strategies accordingly. Adopting a customer-centric approach allows companies to focus on their customers' purchase journeys and interactions with the company (ibit). According to Schoenbachler and Gordon (2002), a customer-centric approach allows customers to choose their preferred purchase channel without being forced to adopt one that they are not comfortable with. Understanding

customer behavior can help companies identify shopping preferences and services, and adjust their advertisements accordingly.

According to Ahuja et al. (2003), Engel (1995), and Kotler and Keller (2012), customers go through three stages during their purchasing journey: pre-purchase, purchase, and post-purchase. With the emergence of click and mortar stores, customers tend to switch between channels at different stages of their journey. The migration from one channel to another is dependent on the complexity of the product or service being purchased and the buyer's experience with that particular industry.

The pre-purchase stage is when customers gather information and research the available products or services. The internet has a relative advantage in this stage because the information is organized, efficient, effective, and easily accessible (Cook and Coupey, 1998). Therefore, this stage tends to favor the online channel, particularly for customers with prior experience using the internet (Frambach et al., 2007).

- The stage of purchase is the point when the ultimate decision is taken. For customers making a complex purchase, Xia and Sudharshan (2002) argue that they tend to seek advice and are not comfortable evaluating options on their own. Consequently, these customers often visit offline stores to obtain the necessary advice from experienced sales representatives (Cook and Coupey, 1998). Therefore, the offline channel tends to be more commonly used in the purchase stage.
- The phase after purchase involves building a connection with the customer by providing repair services, handling claims, or facilitating repurchases. During this phase, communication is tailored to the customer's preferences. Although it is not a critical stage for decision-making, customers who are accustomed to using the internet often turn to the online channel for post-purchase interactions, which can save time and costs for the company (Hoffman and Novak, 1996).

In considering whether to shop online, offline, or via a combination of the two channels, customers take into account transaction costs across all stages of their purchasing journey. The lower the costs, the higher the likelihood of choosing a particular channel. Among these costs, scholars have focused the most on the impact of time and transportation costs on the choice of shopping channel (Chintagunta et al., 2012). In addition, Betancourt (2005) has identified a number of other costs, such as opportunity cost of time, transportation, psychic, adjustment, and search costs, which are associated with visiting an offline store. The group of costs has been expanded to include delivery costs and waiting costs resulting from the use of the online channel (Smith and Brynjolfsson, 2001).

## **1.6 Online Application**

Online applications are a relatively new type of e-commerce that differ from traditional websites in a number of ways. Unlike conventional e-commerce websites, which require the use of a web browser, online applications are downloaded to a user's mobile device and can be accessed directly from their home screen. Online applications offer a variety of advantages over traditional e-commerce websites, including faster load times,

improved performance, and the ability to deliver more personalized experiences to customers (Chaffey et al., 2019).

One of the primary benefits of online applications is their ability to enhance the customer experience by providing a more seamless and intuitive shopping experience. By leveraging the unique capabilities of mobile devices, such as GPS location, push notifications, and camera functionality, online applications can provide customers with a highly customized experience that is tailored to their individual preferences and needs.

Online apps may raise consumer engagement and enhance sales in addition to enhancing the customer experience. Online apps may generate a feeling of urgency and excitement about a brand or product by giving users quick access to product details, reviews, and discounts. Over time, this may result in a rise in client loyalty and repeat business (Chaffey et al., 2019).

Overall, online applications are a promising and innovative form of e-commerce that can help businesses to improve the customer experience, drive more engagement, and generate more sales. By capitalizing on the unique features of mobile devices and providing customers with a highly personalized experience, online applications have the potential to revolutionize the way that customers engage with brands and make purchases online.

## **1.7 Customer Online Behaviour**

The study of customer behavior has been a popular research topic for many years. With the rise of the internet as a sales channel, researchers have turned their attention to understanding the differences between online and offline shopping behavior. This new phenomenon has led to two distinct research approaches: one focused on the customer's behavior, and the other focused on the technology used in the shopping process.

Novak et al. (2000) examine the shopping experience from a consumer-oriented perspective, measuring aspects such as ease of ordering, contacting the company, cancelling orders, making payments, returns, and delivery time. These factors contribute to the overall experience and define the complexity of use. Davis (1986) also studied ease of use, which is included in the technology-oriented approach. Another consumer-related aspect studied is motivation, particularly enjoyment of website interaction, such as easy navigation or convenience (Childers et al., 2001). The authors note that developing only the technical side of a website may not be successful in an environment where customers are driven by hedonic motivation.

The orientation towards online shopping, also known as shopping lifestyle, includes factors that influence customers' purchase decisions, such as the level of search and evaluation conducted. Researchers have identified seven types of shopping orientation that can impact the intention to shop online: recreation, novelty, impulse, quality, brand, price, and convenience (Gehrt et al., 2007; Jayawardhena et al., 2007). Gehrt et al. (2007) found that the impact of shopping orientation on online shopping intention is significant.

On the contrary, some studies suggest that the shopping orientation does not have a significant impact on the intentions of online shoppers, such as the research conducted by Jayawardhena et al. (2007) and Brown et al. (2003). Jayawardhena et al. (2007)

discovered that previous experience with online shopping and gender differences were more influential factors. Brown et al. (2003) highlighted the importance of the product type and demographic characteristics on online purchase intention. Additionally, perceived risk and security can affect online shopping intentions, and Bhatnagar and Ghose (2004) found that different demographic segments have varying reactions to these factors, emphasizing the need for companies to identify and educate targeted segments accordingly.

## **1.8 Customer Journey Map**

A customer journey map is a graphic depiction of the numerous steps and interactions a customer has with a business, from their initial contact through their final purchase and even beyond (Cugelman, Thelwall, & Dawes, 2008). With the objective of bettering the consumer experience. At each stage of the customer journey, these maps often include touchpoints, emotions, pain areas, and interaction possibilities (Cugelman et al., 2008).

By examining this data, businesses may create strategies to enhance the customer experience, foster stronger relationships with customers, and ultimately increase customer satisfaction and loyalty (Cugelman et al., 2008). Customer journey maps are therefore crucial for creating a customer-centric approach in business operations and marketing campaigns. These maps may also help companies anticipate client needs and proactively solve any possible issues, enhancing the relationship between the two parties.

In conclusion, customer journey maps are essential for giving organizations a visual picture of the customer experience that enables them to understand the viewpoints of their clients, spot opportunities for development, and predict client demands. By a customer-centric approach in corporate operations and marketing initiatives, this may boost customer happiness and loyalty.

### **1.8.1 Online Customer Journey Map**

Online customer journey maps are depictions of the many steps and interactions a customer has with an organization's online platforms, such as its websites and social media channels. These maps assist businesses in better comprehending the online consumer experience and identifying areas for improvement (Ahmed et al., 2020). Similar to conventional customer journey maps, they often show the touchpoints, emotions, pain areas, and possibilities for involvement at each stage of the customer journey.

Companies may create strategies to improve the online customer experience by studying the online customer journey, such as optimizing their website or producing more interesting social media content. Online customer journey maps include information on how customers use online platforms and what they anticipate, which may help with future product development or marketing initiatives. Moreover, they allow organizations to comprehend consumer preferences and adjust their marketing efforts accordingly (Gao et al., 2018).

Online customer journey maps are a useful tool for companies to develop a customer-centric strategy for their online operations and marketing initiatives. They offer data-driven insights into customers' online experiences, which businesses may use to improve



customer satisfaction and forge closer bonds with their clients (Mok et al., 2020). Companies may enhance their online platforms and optimize the customer experience by adopting online customer journey maps, which will boost customer happiness and loyalty.

Figure 3: Online Journey map



Source: Venngage

## 1.9 Theory of Reasoned Action

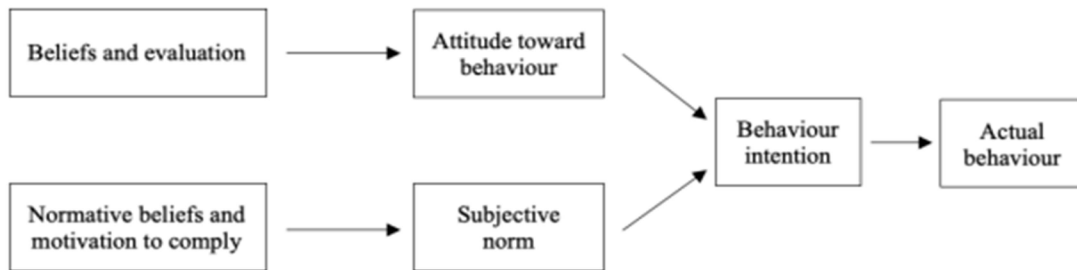
Theoretical foundations for consumer behavior have been established through research in the field of social psychology. Fishbein and Ajzen (1975) developed the Theory of Reasoned Actions (TRA), which is widely used to study consumer intentions in various domains, including the use of information systems. TRA is a well-established and successful model that is applicable to any sphere.

According to TRA, behavior is a complex concept that is determined by the behavioral intention generated from the consumer's beliefs. Behavioral intention is a positive or negative feeling about achieving the desired behavior. The relationship between behavioral intention and actual behavior is characterized by three conditions: the stability of intention over time, the degree of correspondence between intention and behavior, and the extent to which intention is controlled by the individual. The intention is also affected by two factors: attitude and subjective norm. The consumer's attitude is defined as the strong belief in the consequences of acting a certain way multiplied by the evaluation of those consequences. The subjective norm is the perception of what others close to the consumer think they should or should not do.

To apply TRA, it is necessary to determine the valid beliefs relevant to the studied behavior because the model is very general. TRA has been applied in various fields and has been used to understand consumer intentions for different technologies and services. (ibit) Researchers who have used the TRA framework in technology acceptance studies have found it useful

because it distinguishes between external factors that influence behavior, such as attitudes and subjective norms, which affect behavior indirectly (Davis et al., 1989).

Figure 4: Theory of reasoned actions

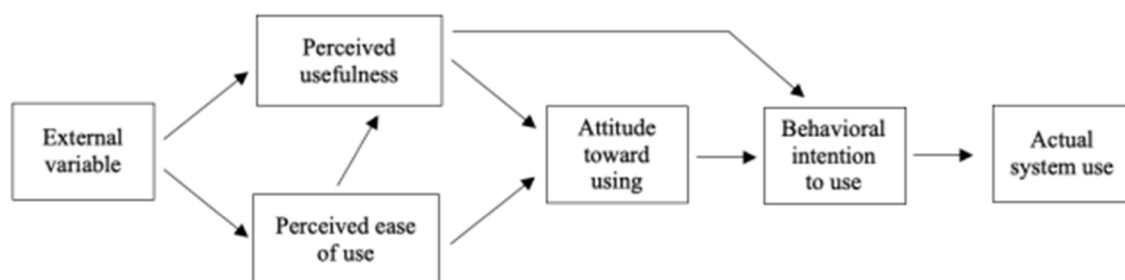


Source: Adopted from Fishbein and Ajzen (1975)

### 1.9.1 Technology Acceptance Model

The Technology Acceptance Model (TAM) was created by modifying the TRA framework to apply to the adoption of information technologies by individuals (Davis et al., 1989). Davis (1986) developed a model that seeks to explain why individuals adopt technology and is based on the theory of reasoned action. It is designed to not only predict behavior but also explain it. This approach involves studying how external factors affect beliefs, attitudes, and intentions. A diagram of the TAM is available in Figure 5.

Figure 5: Technology Acceptance Model



Source: Adopted from Davis (1986)

In contrast to TRA, Davis (1986) excludes subjective norm from the technology acceptance studies, as it is difficult to interpret and recognize its effects. TAM focuses solely on the attitude towards behavior and how it determines behavioral intention and actual behavior. TAM examines two beliefs, perceived usefulness and perceived ease of use, which are statistically distinct (Davis et al., 1989; Hauser and Shugan, 1980), and these beliefs have been defined in chapter 1.5. The perceived usefulness is particularly important as it influences both the attitude and intention of users. According to Davis (1986), people who believe that technology improves job performance tend to form the intention to use it, regardless of their feelings. Usefulness also influences the attitude and is affected by the

perceived ease of use and external variables. Davis et al. (1989) suggest that external factors influencing usefulness can be educational programs or feedback. The perceived ease of use also affects usefulness, as once a technology is easier to use, it becomes more useful (Venkatesh and Davis, 2000).

TAM is a widely recognized model for determining technology acceptance in various fields and contexts, including banking services (Lee, 2009; Pikkarainen et al., 2004; Yusuf Dauda and Lee, 2015), e-shops (Ha and Stoel, 2009), online games (Hsu and Lu, 2004), and social media (Siamagka et al., 2015). Perceived usefulness plays a critical role in determining the actual usage of new technology, whereas ease of use does not consistently show such results in its influence among studies (Venkatesh and Davis, 2000).

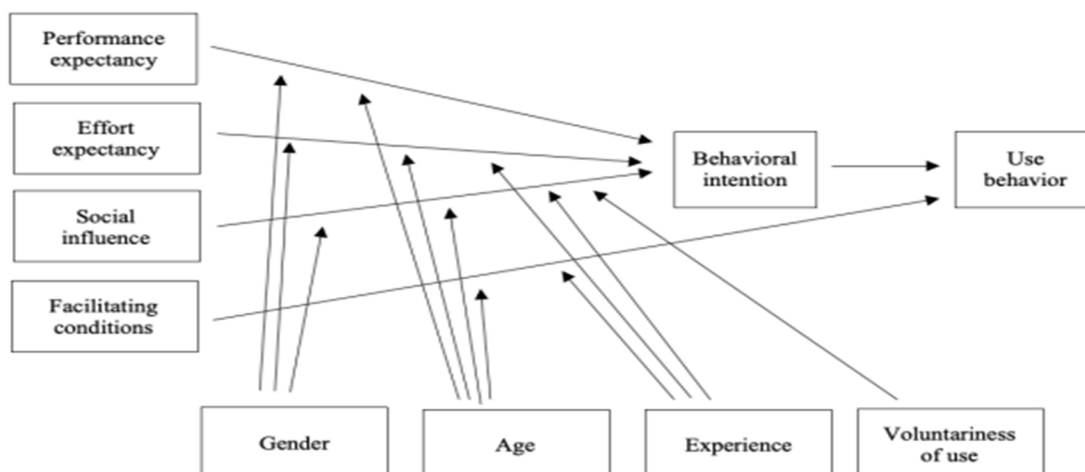
### 1.9.2 Unified Theory of acceptance and use of technology

The Unified Theory of Acceptance and Use of Technology (UTAUT), created by Venkatesh et al. in 2003, is a theoretical framework designed to explain the elements influencing people's adoption and usage of information technology. To give a thorough knowledge of technology adoption, it merges eight earlier technology acceptance models.

According to UTAUT, there are four main factors that determine the acceptance and use of technology, namely performance expectancy, effort expectancy, social influence, and facilitating conditions. Performance expectancy evaluates how much an individual thinks that using technology will improve their performance, while effort expectancy measures how easy they perceive the technology to use. Social influence refers to the extent to which an individual believes that important people in their life think they should use the technology, while facilitating conditions assess the resources and support available for using the technology that an individual perceives.

Apart from the four determinants, the UTAUT model considers various moderating factors, such as gender, age, experience, and voluntariness of use, which can either strengthen or weaken the association between the key determinants and technology acceptance. UTAUT has been extensively used in research studies and demonstrated effectiveness in predicting technology acceptance and use in diverse contexts, including healthcare (Holden et al., 2012), education (Al-Qeisi et al., 2015), and e-commerce (Gao et al., 2010).

Figure 6: Unified Theory of Acceptance



Source: Adopted from Venkatesh et al. (2003)

**Conclusion on the basis of theory:**

Based on the theoretical framework presented earlier, it can be concluded that creating an online application for Primark in Prague has the potential to enhance the customer experience, increase engagement, and drive sales. By leveraging the key determinants of technology acceptance and use, such as performance expectancy, effort expectancy, social influence, and facilitating conditions, Primark can develop an online application that is intuitive, user-friendly, and personalized to meet the needs and preferences of its target customers.

Furthermore, by incorporating effective marketing strategies such as social media marketing, influencer marketing, email marketing, personalization, and offline events, Primark can drive awareness, engagement, and loyalty among its target audience. These strategies can help Primark to create a seamless omnichannel experience for its customers, where they can seamlessly switch between the online and offline shopping experiences.

Overall, by adopting a customer-centric approach and leveraging the latest marketing technologies, Primark can create a competitive advantage in the fashion retail market in Prague. The success of Primark's online application will depend on the effectiveness of its marketing strategies and its ability to provide a personalized and seamless experience to its customers.

## 2. Hypothesis

This chapter's theory section will be briefly summarized, and relationship hypotheses for the variables under study will be derived based on prior scholarly investigations. The TAM serves as the foundation for the theoretical framework, which is then expanded by two additional concrete factors—perceived benefits and positive attributes—that have an impact on the adoption of new technologies, in this example, the use of online stores by consumers in the fashion business.

According to the Technology Acceptance Model (TAM), people's attitudes and intentions toward using a technology are influenced by how beneficial and simple they believe it to be (Davis, 1989). Perceived usefulness refers to a person's expectation that a technology will improve their performance, whereas perceived usability refers to how easily they anticipate using the technology (Davis, 1989).

Perceived advantages and favorable qualities, in addition to TAM, have been found to have an impact on technology adoption (Chen & Barnes, 2007). The advantages that people believe they will obtain from utilizing technology, such as ease, cost savings, and time savings, are referred to as perceived benefits (Chen & Barnes, 2007). Positive traits are those aspects of technology that are advantageous, such as its design, dependability, and security (Chen & Barnes, 2007).

We can hypothesize that perceived utility, perceived usability, perceived benefits, and positive qualities all favorably influence customers' intention to adopt the online shop in the context of online retailers in the fashion business. Hence, we put up the following theories:

Hypothesis 1: Customers' perceived usefulness of an online store positively influences their intention to adopt it.

Hypothesis 2: Customers' perceived ease of use of an online store positively influences their intention to adopt it.

Hypothesis 3: Customers' perceived benefits of an online store positively influence their intention to adopt it.

Hypothesis 4: Customers' perception of positive attributes of an online store positively influences their intention to adopt it.

According to these theories, people are more likely to use an online retailer in the fashion business if they believe it is beneficial, simple to use, useful, and has other favorable qualities. We can learn more about what influences consumers' adoption of online businesses in the fashion industry by testing these theories.

### **3. Methodology**

The methodology chapter plays a critical role in any research study as it outlines the procedures and techniques used to collect and analyze data. In this regard, the chapter begins by introducing the research setting and the firm under investigation, providing readers with a clear understanding of the study's context. Subsequently, the research design, data collection, and analysis techniques used are elaborated on in greater detail to ensure transparency and reproducibility of the findings. Finally, the chapter concludes by discussing the study's reliability and validity, which provides insight into the accuracy and consistency of the results. Overall, the methodology chapter is crucial in establishing the credibility and trustworthiness of any research study.

#### **3.1 Primark's Overview**

Primark, also known as Penneys, is a renowned retail company that was founded in Ireland. The company first opened its doors on Mary Street in Dublin's city center in 1969 and has since become a household name across Europe and the United States. The company employs over 68,000 people across 11 countries, offering quality and fashionable clothing at reasonable prices (ABF, 2016, p. 3).

Despite negative publicity surrounding the working conditions in countries such as Bangladesh where its clothes are produced, Primark has experienced consistent growth in market share and profits since its inception (ABF, 2016, p. 3). According to the 2022 Annual Report and Accounts of Associated British Foods (ABF), the company's retail division generated approximately 7.7 billion British pounds in global revenue in that year, a significant increase over the previous year, which was adversely impacted by the COVID-19 pandemic. Sales rose by over 40% in 2022 after experiencing a 24% decline in 2020.

Primark's value-oriented approach has made it a leader in the market, providing customers with cutting-edge clothing at unbeatable prices compared to its competitors (Ross and Harradine, 2010). Value clothing lines are becoming increasingly popular, and the crisis in the UK has demonstrated that such business models can thrive in challenging economic times (Mohsin, 2009). The affordability of Primark's products enables customers to make purchasing decisions without feeling guilty and unconsciously, thanks to the concept of value-costed goods in retail.

Primark has recently announced Primark Cares, a comprehensive environmental program. The program seeks to enhance the lives of individuals working in the Primark supply chain as well as cut down on fashion waste and carbon emissions across its entire value chain. The business promises to change how its clothing is produced while keeping its prices low so that everyone may shop more responsibly. The firm expands to its fourteenth market with the inauguration of a new location in Prague, Czech Republic.

So now Primark, also known as Penneys, has established its name across the world by providing quality and fashionable clothing at reasonable prices. The company's consistent growth in market share and profits is a testament to its success despite negative press regarding working conditions in countries such as Bangladesh. The

company's value-oriented approach has enabled it to become a market leader, providing customers with cutting-edge clothing at unbeatable prices compared to its competitors.

The company's commitment to sustainability through initiatives such as Primark Cares and the opening of new stores in different markets shows that it is poised for long-term success.

### **3.2 Situational Analysis for Primark**

Kourdi (2011) suggests that the marketing and financial departments of businesses are the main drivers of success. This is also true for Primark, which focuses on the marketing strategies that identify consumer needs and respond to them with relevant products in a fast-paced and fashion-conscious world. To achieve its long-term goals, Primark has introduced new products and expanded its clothing lines under the motto "look good, pay less" (ABF, 2016).

In contrast to other retail giants, Primark invests very little in marketing and relies on its customers to spread the word about its products (ABF, 2016). This approach has worked well, with customers making use of their "big bags" to take advantage of the "big savings" offered in-store to promote the brand (Mohsin, 2009). Despite not having an online transactional website, Primark's sales growth has not been affected, as customers continue to flock to its physical stores (Arvaniti, 2010). However, this approach raises questions about whether sales could increase further, perhaps even exponentially, with the establishment of an additional website. As Arvaniti (2010) notes, technology has played a strategic role in gaining a competitive advantage in the market, and this is something that Primark may want to consider in the future.

Primark sets itself apart from other retail behemoths in part because to its affordable rates. The business is dedicated to providing clients with value for their money, which has enabled it to become an industry leader (Ross and Harradine, 2010). Value apparel lines from Primark have gained popularity as buyers seek for methods to save money without losing style, especially during economic downturns (Mohsin, 2009). Primark has succeeded in establishing a devoted following of repeat customers by providing high-quality, inexpensive apparel.

Another key factor in Primark's success is its sustainability efforts. The company has unveiled a comprehensive sustainability plan, known as Primark Cares, which aims to reduce fashion waste, halve carbon emissions throughout its value chain, and enhance the lives of those who produce Primark goods. Through this initiative, Primark hopes to change the way its clothing is produced while maintaining its competitive prices, allowing everyone to shop more sustainably. The company has also expanded its reach by opening new stores in new markets, with the recent addition of a store in Prague, the Czech Republic, bringing the total number of markets to 14.

In conclusion, Primark's success can be attributed to a combination of factors, including its focus on marketing strategies that respond to consumer needs, its commitment to low

prices and value for money, its sustainability efforts, and its expansion into new markets. While questions remain about whether an online transactional website would further boost sales, Primark's physical stores continue to attract customers thanks to the company's dedication to providing quality, affordable fashion.

### **3.2.1 SWOT Analysis**

#### **STRENGTHS**

Primark, a leading fast fashion retailer, has a range of strengths that have helped it establish its position in the market. Firstly, its brand image is strong, and customers associate it with affordable and trendy clothing. Secondly, Primark's low prices and fast fashion approach enable it to respond quickly to changing consumer preferences and remain competitive. Thirdly, the company offers a wide range of products that caters to a broad customer base. Lastly, Primark has an efficient supply chain and distribution network that allows it to manage costs and maintain high levels of product availability.

#### **WEAKNESSES**

However, Primark also faces a few weaknesses that could impact its long-term success. One such weakness is its limited e-commerce presence, which means that it is not fully tapping into the potential of online retail. Additionally, the company relies heavily on third-party suppliers, which could impact its ability to control product quality and pricing. Furthermore, Primark's focus on low prices may come at the expense of product quality, which could negatively impact its brand reputation in the long run.

#### **OPPORTUNITIES**

Despite these weaknesses, Primark has several opportunities that it could explore to strengthen its position in the market. For example, it could expand into new markets, both domestically and internationally. Introducing e-commerce capabilities would also enable Primark to reach a wider customer base and potentially increase sales. Additionally, collaboration with sustainable fashion initiatives could appeal to consumers who are increasingly concerned about environmental and ethical issues. Finally, diversifying its product portfolio could allow Primark to expand into new product categories and attract new customers like Investing in sustainable products such as organic cotton clothing or eco-friendly packaging. This would enable the brand to appeal to environmentally conscious consumers and differentiate itself from its competitors.

#### **THREATS**

Lastly, Primark faces several threats that could impact its future success. Firstly, the fast fashion market is highly competitive, with many rival companies vying for market share. Additionally, economic downturns could impact consumer spending and negatively impact sales. Changes in consumer preferences and behaviors could also affect Primark's ability to remain relevant in the market. Supply chain disruptions could impact product



availability and pricing. Lastly, negative publicity and brand image could result from various factors such as unethical practices, safety concerns, or legal issues.

Last but not least, Primark's launch into the Czech Republic market gives the corporation a chance to broaden its worldwide reach and attract a sizable client base. The country's stable political and economic climate, along with a burgeoning middle class, provide an advantageous market for Primark to build its brand. To flourish in the market, the business must, however, cater to regional tastes and preferences, abide by regional rules governing employment, and set itself apart from already-established rivals. Sustainable business practices may also provide an organization a competitive edge and appeal to environmentally aware customers.

Table 1- SWOT Analysis

<b>STRENGTH</b>	<b>OPPORTUNITIES</b>
<ul style="list-style-type: none"> <li>- Strong brand image</li> <li>- low prices</li> <li>- fast fashion</li> <li>- wide range of products</li> <li>- strong supply chain and distribution network</li> </ul>	<ul style="list-style-type: none"> <li>- Expansion into new markets</li> <li>- introduction of e-commerce</li> <li>- collaboration with sustainable fashion initiatives</li> <li>- Diversification of product portfolio like investing in sustainable products</li> </ul>
<b>WEAKNESS</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>- Limited e-commerce presence</li> <li>- reliance on third-party suppliers</li> <li>- limited product differentiation</li> <li>- focus on low prices may impact product quality</li> </ul>	<ul style="list-style-type: none"> <li>- Intense competition,</li> <li>- economic downturns</li> <li>- changes in consumer preferences and behaviors</li> <li>- supply chain disruptions</li> </ul>

Source: Author

### 3.3 The Primark Strategy

Primark has implemented a strategy that is centered around providing trendy and affordable fast fashion to its target customers while also placing an emphasis on sustainability and ethical practices. The company's aim is to attract budget-conscious consumers who are interested in keeping up with fashion trends without having to break the bank. This strategy is captured by Primark's tagline "Amazing Fashion, Amazing Prices," which emphasizes the company's commitment to offering high-quality fashion at a reasonable price (Euromonitor International, 2021).

Primark has also made significant efforts to ensure that its products and processes are sustainable and ethical. One of the company's flagship initiatives is the Sustainable Cotton Programme, which aims to improve the environmental impact of cotton farming practices. The program seeks to achieve this by working with cotton farmers to reduce the use of harmful pesticides and promote sustainable farming practices (Primark, 2022). Another aspect of Primark's sustainability efforts is its commitment to sourcing 100%

sustainable cotton by 2025. This is a significant milestone that underscores the company's commitment to sustainability and the environment (Euromonitor International, 2021).

Primark has also taken steps to reduce its carbon footprint and eliminate single-use plastics from its operations. For instance, the company has switched to more energy-efficient lighting and heating systems in its stores and distribution centers. Additionally, Primark has committed to using more sustainable materials in its packaging and reducing the amount of plastic used in its products (Primark, 2022). These efforts demonstrate Primark's commitment to reducing its environmental impact and becoming a more sustainable company.

Furthermore, Primark has also made a commitment to ensuring that fair labor practices are upheld throughout its supply chain. The company's ethical approach includes a strong emphasis on ensuring that workers are treated fairly and are paid a living wage. Primark works closely with suppliers to ensure that labor standards are met, and regularly audits its supply chain to ensure compliance with its ethical policies (Euromonitor International, 2021).

Primark's expansion strategy includes increasing its physical and digital presence, which has been accelerated by the COVID-19 pandemic. The company has opened new stores in various locations, including Italy, Poland, and the United States. Furthermore, Primark has also increased its online presence by partnering with ASOS, Zalando, and Amazon to sell its products online (Mintel, 2021). This strategy has enabled Primark to reach a wider customer base and compete more effectively with other fast fashion retailers.

In conclusion, Primark's strategy is geared towards offering trendy and affordable fast fashion while prioritizing sustainability and ethical practices. The company's Sustainable Cotton Programme, commitment to sourcing 100% sustainable cotton by 2025, and efforts to reduce its carbon footprint and eliminate single-use plastics demonstrate its commitment to sustainability. Furthermore, Primark's ethical approach to labor practices and supplier relationships helps to maintain a strong brand image. Finally, Primark's expansion strategy, which includes increasing its physical and digital presence, ensures that the company remains competitive in the fast fashion market.

### **3.3.1 Target Market and Segmentation for Primark**

It is important to note that Primark's target market and segmentation are not fixed and may change over time due to various factors such as economic conditions, cultural trends, and consumer preferences. For instance, the COVID-19 pandemic has had a significant impact on consumer behavior, with many customers prioritizing comfort and practicality over fashion trends (Mintel, 2021). As a result, Primark may need to adjust its strategy to cater to changing consumer needs and preferences.

Primark's target market and segmentation are primarily focused on price-sensitive consumers who are looking for trendy and affordable fashion. This is in line with the company's brand image of providing "Amazing Fashion, Amazing Prices" (Mintel,

2021). Primark's strategy of offering fast fashion at low prices appeals to younger consumers who are more likely to prioritize affordability over other factors such as quality and durability (WGSN, 2021).

Primark's target market and segmentation are primarily focused on price-sensitive consumers who are looking for trendy and affordable fashion. This is in line with the company's brand image of providing "Amazing Fashion, Amazing Prices" (Intel, 2021). Primark's strategy of offering fast fashion at low prices appeals to younger consumers who are more likely to prioritize affordability over other factors such as quality and durability (WGSN, 2021).

Primark offers to a wide range of customers that includes men, women, and children in terms of segmentation. The business sells a diverse range of things, including apparel, accessories, and home decor, to customers with diverse needs and interests. Furthermore, the organization targets high-traffic urban and suburban regions, such as retail malls and city centers (Euromonitor International, 2021).

Psychographically, Primark's customers are likely to value affordability and trendiness, as well as sustainability and ethical practices. The company has implemented various initiatives to appeal to customers who are concerned about the environment and social responsibility. For instance, Primark's Sustainable Cotton Programme and commitment to using 100% sustainably sourced cotton by 2025 are designed to attract customers who are environmentally conscious (Primark, 2021). The company has also emphasized fair labor practices throughout its supply chain, which may appeal to socially responsible consumers (Euromonitor International, 2021).

A recent example of successful market segmentation and targeting is the beauty line of products launched by Primark. "In a global beauty market worth over £290bn, Primark's PS beauty is firmly making its mark" (ABF, 2016). This successful example means the company can cash in on their successful integration and implementation of their strategy pertaining to profit on the 16-30-year-old customer.

Therefore, the 'perfect' customer to walk into a Primark store can be drawn up from a mixture of psychographic and behavioural attributes such as:

- Income levels – Primark follows cost leadership. As mentioned previously in this report, due to the price factor, customers would be less prone to think about their decisions to purchase- these could be described as on-the-spot, guilt-free impulse purchases (if based on price alone).
- Fashion savvy - availability of fashionable items in just a six-week turn around means that the customer can have catwalk styled clothing at their fingertips as soon as they are revealed
- The supermarket of the retail world- Offering such a wide variety of products, the customer is likely to walk around the store, psychologically making subconscious decisions as the store 'shows' them what they may need/want
- Millennial generation (Howe and Strauss, 2007) – aged 16-24

- Tech savvy – grown up with technology and being able to access everything they need at the click of a button- though Primark do not offer online purchasing, they do offer up-to-date fashion lines and homeware.

- Fitness / Beauty enthusiasts- new ranges open more consumer segments

- Primania- Primark has a strong social media following encouraged by the option to 'upload' Primark inspired looks using Primark clothes on their website under the sub-brand of Primania.

- Not concerned about the impact or not conscious of 'disposable fashion'

The range of products on offer at Primark cater for different segments. This requires constant research as the interests and types of consumers are forever changing. Research conducted by Pitta and Gurau (2012) place Generation Y as the most eligible and core customer segment of Primark, though, as this generation grows older, a new segment with different needs will need to be catered for.

In conclusion, Primark's target market and segmentation are focused on price-sensitive consumers who value affordability and trendiness, with a broad customer base that includes men, women, and children. The company's strategy of offering fast fashion at low prices has been successful in appealing to younger consumers who prioritize affordability over other factors. Additionally, the company's initiatives in sustainability and ethical practices are designed to appeal to environmentally and socially conscious consumers. However, it is important to note that Primark's strategy may evolve over time in response to changing consumer preferences and market conditions.

### **3.3.2 Competitive Positioning and Advantage**

In addition to the factors mentioned above, Primark's marketing strategy is also a critical component of its success. Primark's marketing efforts are primarily focused on in-store displays, Product Display, and promotions. The company's decision not to have an e-commerce website or app is often cited as a key component of its marketing strategy. This approach is intended to differentiate Primark from other retailers by offering customers a unique shopping experience that cannot be replicated online (Mintel, 2021).

Primark's marketing strategy is also characterized by a focus on visual merchandising, which plays an essential role in attracting customers and creating a sense of excitement in its stores. The company's open-plan store design, which features wide aisles and spacious fitting rooms, allows customers to move freely through the store and easily browse products. Additionally, Primark's use of bold and eye-catching graphics and signage creates a sense of energy and excitement, further enhancing the shopping experience (Mintel, 2021).

Primark's marketing strategy also includes partnerships with other retailers, such as Selfridges in Birmingham, as mentioned earlier. This partnership allows Primark to reach a new segment of customers who may not have previously considered shopping at

the store. Similarly, collaborations with fashion influencers and celebrities have helped to increase the brand's visibility and attract new customers.

Despite its popularity, Primark nevertheless faces difficulties in the retail sector. Primark has suffered a great deal as a result of the COVID-19 outbreak, which has forced the firm to close its stores for several months and resulted in a sharp drop in sales. Due to the hazards connected with in-store buying, more consumers now choose to purchase online, which has hastened the trend towards e-commerce. With the recent explosive rise of e-commerce, this move has caused several industry experts to wonder if Primark's choice to not allow online shopping was the right one.

To address these challenges, Primark has taken several steps to adapt its business model. For example, the company has launched a Click and Collect service, which allows customers to purchase products online and pick them up in-store. Additionally, Primark has expanded its presence on social media, including Instagram and TikTok, to reach younger consumers and stay up-to-date with the latest trends.

Another key challenge for Primark is its dependence on the UK and European markets, which accounted for 94% of the company's sales in 2020 (Euromonitor International, 2021). This dependence makes Primark vulnerable to economic downturns and changes in consumer behavior in these regions. To address this challenge, the company has announced plans to expand into new markets, including the United States. However, entering new markets can be challenging, particularly in light of the cultural differences and unique shopping habits of consumers in different regions.

In conclusion, there are a number of aspects that contribute to Primark's success in the retail sector, including its low-cost strategy, fast fashion business model, effective supply chain management, and dedication to sustainability and ethical business practices. The company's marketing plan, which mostly focuses on in-store promotions and displays, has also been crucial to its success. Notwithstanding its difficulties, such as the COVID-19 pandemic's effects and its reliance on the UK and European markets, Primark must continue to put an emphasis on innovation and adaptability if it is to preserve its competitive edge and remain relevant in the continually changing retail environment.

### **3.4 Marketing Mix of Primark**

As I already discussed about the Marketing Mix earlier in the theory Section, here I will be discussing about the Primark's Marketing Mix methodology.

#### **3.4.1 Price**

As a low-cost leader and one of the most affordable retailers in the market, price is undoubtedly a key element of Primark's marketing strategy. The company emphasizes its affordability by prominently displaying the price of each item on its website (Annual report 2021). While this report has analyzed several factors to determine that Primark's pricing strategy, in conjunction with its supermarket-like approach, has been successful, it is worth noting that its parent company Associated British Foods has consistently reported profits.

To maintain its low prices, Primark relies on minimizing design efforts and using lower quality materials during the conception and manufacturing processes (Annual report 2021). Although this approach appeals to customers seeking disposable clothing at affordable prices, the long-term sustainability of this strategy is uncertain, especially in the ever-changing fashion industry.

However, Primark has also introduced an "exclusive" range of clothing at higher prices, which may attract customers seeking high-quality products and diversify the company's customer base (Intel, 2021). It is worth exploring the impact of this range on Primark's overall marketing mix.

While price is a critical aspect of Primark's marketing mix, it is important for the company to consider other elements, such as product quality, design, and customer experience, to maintain its competitive edge in the future. As the market evolves, Primark may need to adapt its strategy to meet changing consumer preferences and expectations.

In conclusion, Since that low pricing is one of Primark's key competitive advantages, the firm should pursue this strategy. To make sure that its price is both competitive and appealing to its target market, the firm should study the local market and competition pricing.

### **3.4.2 Place**

Primark's strategy of offering a wide range of products in its physical stores is aimed at appealing to different personalities within the same consumer segment, with a particular emphasis on women's wear. In fact, the company dedicates significant floor space, clothing lines, and window advertisements to women's wear, as it represents one of their biggest customer segments. Additionally, Primark offers a range of brand assets across all departments and a new "exclusive" range that has been very successful in increasing sales due to the psychological impact on the perceived value of these items. Such a diverse range of products and the nature of the product turnover could be one reason why Primark does not offer online purchases.

The decision not to offer online purchases may also be driven by the company's focus on providing a unique shopping experience that cannot be replicated online. Primark's open-plan floor design and enticing product displays can attract customers and create a sense of excitement that online shopping cannot provide. Moreover, the company's decision to invest in physical stores allows for a stronger brand identity and differentiation from competitors. This strategy has been successful, as evidenced by the company's strong performance in the retail market.

While some critics argue that Primark's lack of an online presence is a missed opportunity to expand into new markets and generate more revenue, the company's decision to focus on physical stores has worked well for them. Primark has been able to establish a strong presence in the retail market by offering affordable products with visually appealing in-store experiences. However, expanding into new channels like e-commerce could open up new revenue streams for Primark.

Moreover, Primark's strategy of partnering with other retailers has also been successful. By teaming up with department stores like Selfridges, Primark has been able to expose itself to a new segment of the market that may have previously overlooked it. These partnerships also provide an opportunity for Primark to showcase its brand and product range to a wider audience.

Expanding into new markets can be a challenging endeavor due to differences in shopping habits and culture. While Primark has enjoyed success in Spain, it remains to be seen if the company can replicate this success in other markets, such as the United States. Moreover, entering new markets would require a significant investment to establish the necessary systems.

In conclusion, Primark's strategy of focusing on physical stores and partnering with other retailers has been successful, and the lack of an online presence has not hindered its performance in the retail market. However, to sustain and grow its customer base, Primark may need to invest in marketing and improve the quality of its stores. Additionally, expanding its online presence could open up new revenue streams and allow Primark to reach new markets. By doing so, the company can continue to provide a unique customer experience while also increasing its revenue streams.

Primark should concentrate on offering its target population fashionable goods that are both current and reasonably priced. The business can provide a variety of things, such as apparel, footwear, accessories, and home goods. To cater to the local market, Primark can also offer products that are unique to the Czech Republic.

### **3.4.3 Promotion**

Primark's reliance on word of mouth marketing has been successful in established markets, but the company may need to reconsider its approach when expanding into new markets, such as the United States. The company's lack of investment in traditional marketing may have contributed to its struggles in the American market, as relying solely on word of mouth becomes increasingly difficult when introducing new products or expanding into new territories.

Despite its lack of a transactional website, Primark has a strong online presence and enjoys a significant following on social media. The company recognizes the importance of social media in promoting its brand and utilizes its website primarily for promotional purposes. However, there is a noticeable disparity in the quality of stores across the UK, with flagship stores like Tottenham Court Road providing customers with more visually stimulating experiences than smaller stores in other locations. While it may be challenging for Primark to maintain consistent store quality while keeping prices low, it is worth considering whether improving store design and aesthetics could attract more customers and contribute to the company's long-term success.

Although partnerships with other retailers and physical stores have been successful for Primark, the company may need to expand its online presence to reach new markets and compete with other retailers. Additionally, investing in traditional marketing and improving store quality could help Primark sustain and grow its customer base.

Ultimately, Primark's success in the future will depend on its ability to adapt to changing market trends and consumer preferences while maintaining its commitment to affordability and accessibility.

Primark may employ a variety of marketing strategies, including advertising, social media, and influencer marketing, to draw in customers. The business can work with regional influencers to market its name and goods. It may interact with its target market and promote its products via social media channels.

### **3.4.4 Product**

Primark's approach of providing a wide range of products within its stores can be seen as a form of market segmentation that aims to appeal to different personalities and tastes within the same consumer segment. In this case, the emphasis on women's wear is particularly important, as it represents one of the biggest customer segments for the company (Mintel, 2014). The company's approach of dedicating significant floor space, clothing lines, and window advertisements to women's wear highlights its focus on this particular segment.

Primark's introduction of an "exclusive" range has also been successful in increasing sales, as customers perceive these items as being of higher value due to their limited availability and higher price point (Wood, 2013). By offering a diverse range of products and exclusive ranges, Primark is able to appeal to a wide range of customers with different budgets and preferences, making it a popular destination for shoppers of all ages and backgrounds.

Although Primark does not offer online purchases, its stores' sheer volume of products and the fast turnaround of its stock make it difficult to replicate the shopping experience online. Instead, the company focuses on providing an affordable and visually appealing shopping experience in its physical stores, which has helped it establish a strong brand identity in the retail market. This approach has also helped Primark to differentiate itself from competitors, as it is one of the few retailers that does not offer online purchases.

Despite the advantages of Primark's strategy, the company may need to consider expanding its online presence in the future, as online shopping continues to grow in popularity. However, for now, Primark's focus on providing an in-store shopping experience that is both affordable and visually appealing has been successful in appealing to its target market and establishing a strong brand identity in the retail market.

In order to reach its target market, Primark should concentrate on offering fashionable goods at reasonable prices. The business can provide a variety of things, such as apparel, footwear, accessories, and home goods. Primark has the ability to provide items that are exclusive to the Czech Republic in order to serve the local market.

Primark should use a marketing mix approach that prioritizes offering chic and reasonably priced goods that cater to the distinct demands and tastes of the local market if it wants to be successful in Prague, Czech Republic. To achieve optimum efficacy and profitability, this entails a combination of product, pricing, marketing, and location tactics that are adjusted to the local culture, economics, and customer behavior.



### 3.5 Marketing Research Data Analysis

In this chapter, the survey data of 261 Prague residents are analyzed using a variety of statistical techniques and metrics. Descriptive analysis is used in the initial step of the analysis to give a general summary of the respondents' backgrounds, including frequent responses and response variability. The association between various behaviors is investigated via cross tabulation.

The survey results from 261 participants highlighted the significant gender imbalance in the sample, with the majority being female. This could be attributed to lower interest in the fashion industry among men and the survey's focus on long-term customers who were predominantly female. Furthermore, the survey shed light on the age factor, indicating that the majority of female customers shopping at Primark fell between the age group of 26-32. These findings provide valuable insights into the demographics of Primark's customer base and can assist in tailoring marketing strategies to better target the brand's desired audience.

Table 2 for Gender Identity

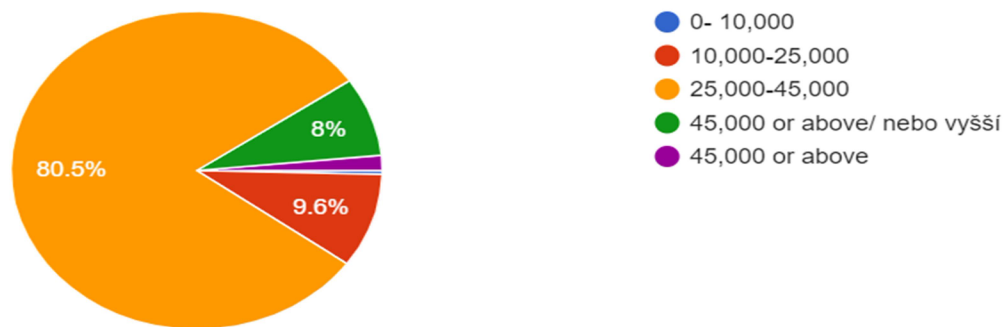
	Gender Identity		
	Men Count	Others Count	Women Count
Age	0	0	0
18-25	10	0	78
26-32	9	2	140
33-40	2	1	17
40 or above	0	1	1

Source: Author

#### Income Analysis of the Participants:

The income distribution of the survey participants provides valuable insights into their purchasing power and preferences, which are crucial for Primark's marketing strategy. With a large proportion of participants earning between CZK 25000-45000, Primark's focus on affordable prices aligns well with their target audience. The statistical breakdown indicates that a vast majority of respondents fall within this income bracket, while only a tiny fraction earns less than CZK 10000 (0.4%). Additionally, a sizeable proportion (9.6%) falls in the CZK 10000-25000 income range, suggesting that Primark can still cater to customers with moderate purchasing power. While only a small percentage (9.5%) of participants earn more than CZK 45000, it does not necessarily rule out Primark as an option for them. Overall, the income distribution analysis demonstrates the potential market for Primark in the survey sample and the importance of targeting a specific income bracket to maximize sales. The below pie chart shows the distribution of income of the participants.

**Chart 1: Income Analysis**



Source: Author

**Table 3: Customer’s Behavior towards shopping**

Mode of Buy	Social Media Posts Entice			
	Weekly	Monthly	Rarely	Never
Depends	12	28	15	2
Offline	2	4	3	0
Online	40	143	12	0

Source: Author

The survey results demonstrate that social media campaigns can significantly affect consumer behavior given the growing relevance of social media in marketing. It is interesting that 20.6% of participants were persuaded to make weekly fashion purchases. This suggests that consistent and interesting social media posting may motivate users to make more purchases. Primark must thus develop successful social media strategies to draw customers and advertise its goods.

According to the survey's results, there is a significant preference towards online shopping among consumers for fashion items. As evidenced by the responses of 74.7% of participants, customers prefer to make their purchases via the internet, showcasing the rise of e-commerce in recent times. The findings further indicate that a mere 3.4% of respondents expressed a preference for offline purchases, indicating that traditional physical stores may not be the primary choice for most customers. Given these trends, it appears that Primark could greatly benefit from developing an online platform to cater to its customers' preferences (Smith, 2021).

The data from the survey suggests that there are several advantages to developing an online platform for Primark. With a significant percentage of customers preferring online shopping, an e-commerce website or online application would provide convenience and accessibility to customers. Additionally, online platforms offer a broader reach and can target a larger audience, allowing Primark to tap into new markets and increase their customer base. Moreover, an online platform can also provide valuable data insights into customer behavior,

preferences, and purchasing patterns, which can help Primark enhance their marketing strategies and improve the customer experience.

In conclusion, the survey results indicate that developing an online application or e-commerce website can be beneficial for Primark, considering the high percentage of customers who prefer to shop online. The survey data also highlights the importance of effective social media campaigns to promote products and drive sales. By leveraging the advantages of an online platform, Primark can enhance the customer experience, increase their reach, and boost sales.

**Table:4 Social Media Posts**

	Social Media Posts Entice			
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Weekly	54	20.7	20.7	100
Monthly	175	67	67	67
Rarely	30	11.5	11.5	79.3
Never	2	0.8	0.8	67.8
Total	261	100	100	

Source: Author

**Table 5: Mode of Buy**

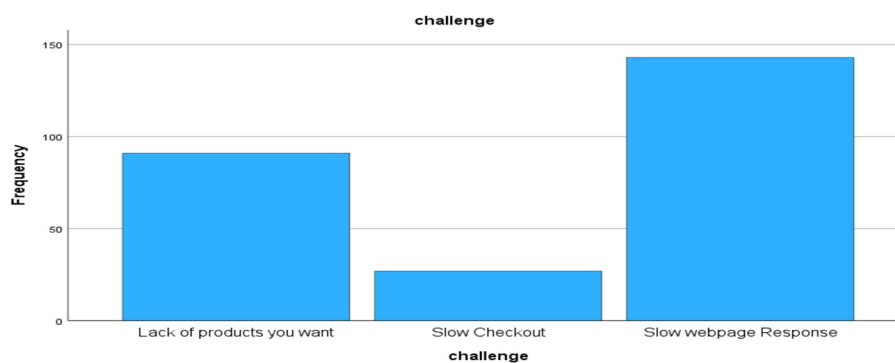
	Mode of Buy			
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Depends	57	21.8	21.8	21.8
Offline	9	3.4	3.4	25.3
Online	261	100	100	

Source: Author

**Challenges:**

To get the clearer picture, the participants were asked what where the main challenges they faced while shopping online and in that they responded the following Chart.

Chart 2: Challenges faced by Participants



Source: Author

I calculated the weighted mean as follows:

$$\text{Mean} = (271 + 912 + 143*3) / (27 + 91 + 143) = 2.54$$

Therefore, the mean response is 2.54.

To calculate the standard deviation, I used the following formula:

$$\text{SD} = \sqrt{(\sum(x_i - \text{mean})^2 / (n - 1))}$$

where  $x_i$  is the value of each response, mean is the mean response I just calculated, and n is the total number of responses.

Plugging in the values, I got:

$$\text{SD} = \sqrt{((27-2.54)^2 + (91-2.54)^2 + (143-2.54)^2) / (261-1)} = 0.68$$

Therefore, the standard deviation of the responses is 0.68.

The mean of 2.54 indicates that the most significant challenge faced by online fashion shoppers is the lack of desired products, followed by slow webpage response and slow checkout, respectively.

The standard deviation of 0.68 indicates that the responses were relatively consistent and close to the mean, suggesting that the sample was representative and that the results are reliable. However, it is important to note that the sample size of 261 may not be representative of the entire customer base of Primark or the broader population.

Overall, by analysing the mean and standard deviation of the responses, Primark can identify the most common challenges faced by online fashion shoppers and prioritize addressing them in their online platform. By doing so, they can improve the user experience, increase customer satisfaction, and ultimately drive sales.

## Current usage of online Applications

The participants were asked about how many online application they were using currently and the response I got from them is in the table

Table 6 Applications used

	Applications				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	3	1.1	1.1	1.1
	1	8	3.1	3.1	4.2
	2	38	14.6	14.6	18.8
	3	28	10.7	10.7	29.5
	4	65	24.9	24.9	54.4
	5	89	34.1	34.1	88.5
	6	21	8	8	96.6
	7	4	1.5	1.5	98.1

	8	3	1.1	1.1	99.2
	9	2	0.8	0.8	100
	<b>Total</b>	<b>261</b>	<b>100</b>	<b>100</b>	

Source: Author

According to the statistics, out of the 261 participants, all of them provided valid responses regarding the number of applications they use to buy fashion.

Table 7: Statistical Analysis for Applications

<b>Statistics</b>		
Applications		
N	Valid	261
	Missing	0
Mean		4.10
Std. Deviation		1.525
Skewness		-
		0.177
Std. Error of Skewness		0.151
Kurtosis		0.478
Std. Error of Kurtosis		0.300
Minimum		0
Maximum		0

Source: Author

The data are fairly dispersed, with some participants utilizing more applications than others, as indicated by the standard deviation of 1.525. This implies that there can be various client groups depending on how many different applications they use to purchase clothing. With the help of this data, Primark may divide its client base into several groups and design its online platform to cater to each group's unique requirements and preferences. For customers who want to use fewer applications, companies might offer a more simplified checkout procedure, and for those who use a variety of applications, they might offer a greater selection of products.

The negative skewness of -0.117 implies that the data is slightly skewed to the left, indicating that more participants reported using a lower number of applications to buy fashion products. This information can help Primark understand the distribution of their customer base and target their efforts towards customers who use fewer applications. For example, they could provide discounts or promotions to customers who only use Primark's online platform to incentivize them to continue using it.

The positive kurtosis of 0.478 indicates that the distribution of the number of applications used is relatively flat, with a moderate degree of outliers. This means that there are some participants who use a significantly higher number of applications than the majority of the sample. Primark can use this information to identify and target these outliers as potential

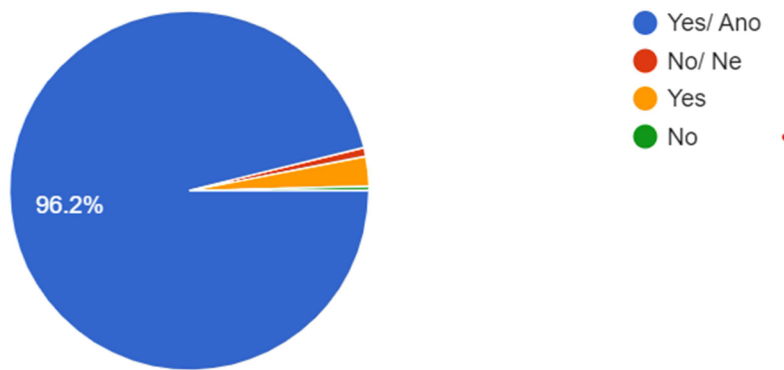
high-value customers. For example, they could offer exclusive products or discounts to customers who use a high number of applications as a way to attract and retain them.

In general, a review of the number of applications consumers use to purchase fashion items can offer useful information for Primark to enhance its online platform and maintain market competition. Primark may raise customer happiness, draw in more customers, and ultimately boost revenue by comprehending the distribution of their customer base and focusing their efforts on particular areas.

### Brand Awareness

To draw more conclusion, participants were then asked if they know about Primark or if they are currently shopping from the Primark and responses were positive in the respect shown in Pie chart below:

Chart 3: Brand Awareness



Source: Author

**Table 8 Statistical Analysis for Brand**

Statistics		
Shopping from Primark		
N	Valid	261
	Missing	0
Mean		0.99
Std. Deviation		0.089
Skewness		12.272
Std. Error of Skewness		0.151
Kurtosis		150.068
Std. Error of Kurtosis		0.301
Minimum		0
Maximum		1

Source: Author

According to these numbers, 258 out of 261 participants have shopped at Primark, with only 3 responses claiming they haven't. The median of 1 verifies that the majority of respondents have "yes" responses, while the mean of 0.992 suggests that almost all participants have shopped at Primark. The responses appear to be closely clustered around the mean, according to the standard deviation of 0.089, demonstrating a high degree of agreement among the respondents.

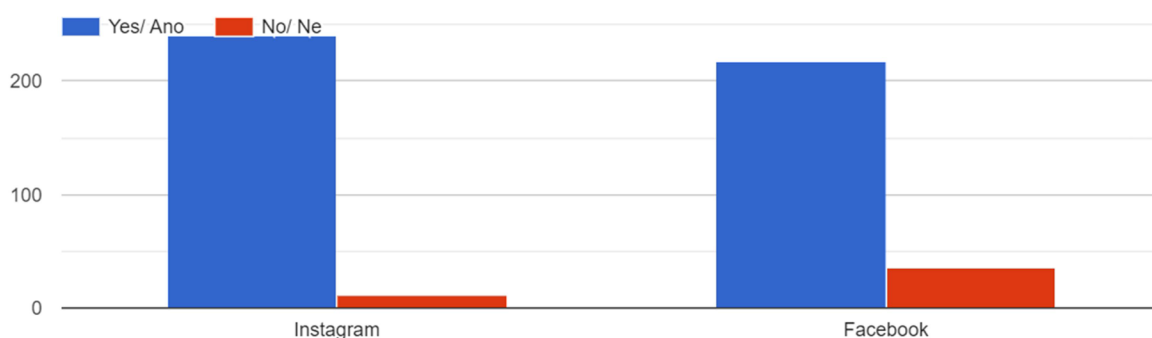
With the majority of respondents choosing "yes," the distribution of responses is strongly skewed to the left, as indicated by the skewness of -12.272. Since the skewness is so large, it is likely that the distribution is very asymmetrical. The distribution is very strongly peaked, as seen by the kurtosis of 150.068, and a sizable portion of the responses are grouped around the mean. The high kurtosis indicates that there are a lot of outliers in the distribution.

The two alternatives offered in the question are consistent with the lowest and maximum responses of 0 and 1, respectively. According to the data, the majority of respondents have selected "yes" as their response. For Primark, this information can be helpful in determining how well-known their brand is among survey respondents and their potential clientele.

### **Brand's Presences on Social Media:**

Understanding the social media presence of their company and the number of clients who follow them on websites like Facebook and Instagram is crucial for Primark. With the use of this data, Primark can assess the success of their social media marketing initiatives and spot any potential weaknesses. Furthermore, having a sizable social media following can raise brand awareness and draw new users to the online application. Due to the potential impact on the success of their online application, this question was essential in establishing the level of participation and interest clients have in Primark's social media presence. So the Primark social presence can be seen the below mentioned graph which was filled by the participants of my research.

Chart 4: Social media presence



Source: Author

The information available suggests that Primark is well-represented on social media sites like Facebook and Instagram.

The majority of participants are aware of Primark's Facebook presence and are interested in connecting with the brand's content, as evidenced by the fact that 217 of the total participants follow Primark on Facebook and only 26 do not. Similar to Twitter, Primark has a strong presence on Instagram as well, with 214 followers and only 12 non-followers.

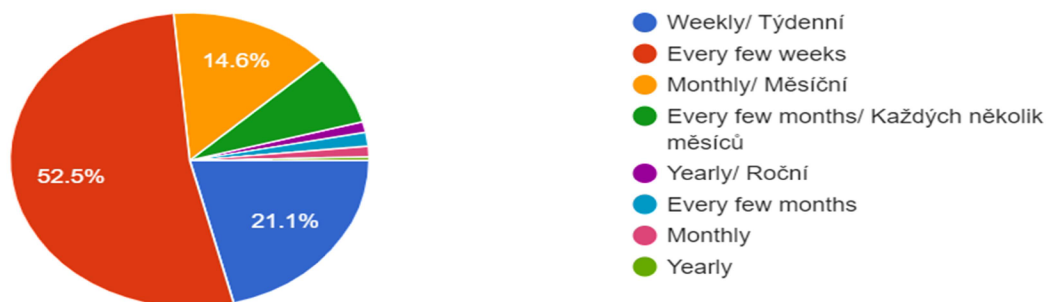
Primark can increase brand recognition among a larger audience by being active on social media. This can result in more people visiting their website and eventually leading to an uptick in sales. Because customers feel linked to the business and are more likely to visit their website again for subsequent purchases, social media involvement with the audience also contributes to the development of a devoted client base.

A community of customers who can share their experiences, criticisms, and recommendations is another potential presented by Primark's large following on Facebook and Instagram. This community can assist to improve the brand's credibility and reputation. Therefore, it is important for Primark to continue focusing on building a strong presence on social media platforms and engaging with their audience effectively to reap the benefits of these platforms.

### Analysis of Customer Buying Behavior and Preferences towards Primark Products and Delivery Options

To analyse the buying behaviour of customers, it is essential to understand their purchasing frequency and opinions on a particular brand or store. In this case, participants were asked two questions: how often they buy from Primark and their opinion on Primark. The results are mentioned below in the picture from the Google forms.

Chart 5: Customer buying Behavior



Source- Author

Table 9: Customer buying behaviour

Statistics		
How Often		
N	Valid	261
	Missing	0
Mean		1.96
Std. Deviation		0.960



Skewness	0.129
Std. Error of Skewness	0.151
Kurtosis	0.566
Std. Error of Kurtosis	0.299
Minimum	0
Maximum	5

Source: Author

The average number of times participants made a Primark purchase was 1.96, which is closest to the answer "Every few weeks." The most typical response is "Every few weeks," as the median is 2, which also correlates to that response. The standard deviation of 0.96 indicates that there is some variety in the participants' frequency of shopping.

The data is slightly skewed to the left, according to the skewness of -0.129, albeit the skewness's magnitude is modest. The negative skewness indicates that higher frequencies have more shoppers than lower frequencies.

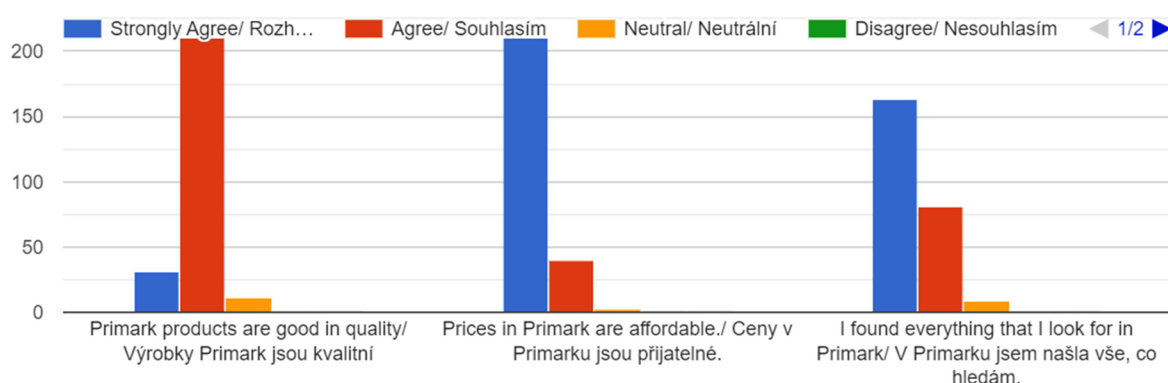
The kurtosis of -0.566 suggests that the distribution is slightly flatter than a normal distribution, although not to a significant degree. The standard error of kurtosis is 0.299, indicating that the estimate of kurtosis is relatively precise.

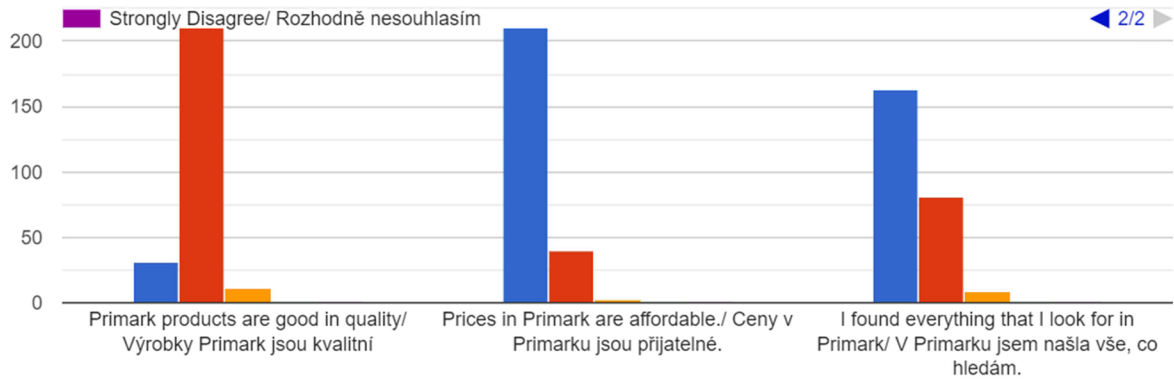
Overall, this information can be useful for Primark to understand the shopping habits of its customers and potentially tailor its marketing and promotional efforts accordingly. For example, if the majority of customers shop at Primark every few weeks, Primark could consider offering promotions or new products every few weeks to encourage customers to continue shopping with them. The information can also be useful for forecasting sales and inventory management.

### Now talking about opinion

The participants were asked for their feedbacks and the analysis for the same is mentioned below:

Chart 6: Feedbacks





Source: Author

Table: 10 Statistical Analyses for Feedbacks

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Good in quality	261	1	5	4.28	0.758	-1.147	0.151	1.371	0.299
Affordable	261	1	5	4.87	0.388	-3.008	0.151	11.064	0.299
Find everything	261	1	5	4.37	0.771	-0.726	0.151	0.332	0.299
Valid N (listwise)	261								

Source: Author

The findings show that participants have largely favorable perceptions about Primark. The "Affordable" category had the highest mean score, which shows that the majority of participants firmly believe that Primark has reasonable prices. Since the results in this category are heavily weighted against the negative, many participants strongly concur with

this assertion. The replies to the "Excellent in Quality" category are more moderately adversely skewed, but they still have a high mean score. Although the "Found Everything" category had a slightly lower mean score, the participants' overall attitudes are still positive.

The "Affordable" category's kurtosis values are very leptokurtic, which means the data contains a lot of outliers. This can be because the majority of individuals strongly agreed with the statement, whilst only a tiny minority of participants strongly opposed. The distribution is more normal in the other two categories, which have lower kurtosis values.

Overall, these findings indicate that participants have a favorable opinion of Primark in terms of pricing and quality, and the vast majority of participants believe they can get what they need at Primark.

## **Customer's spending**

It is significant to note that the data on participant opinions and shopping habits presented in the preceding sections can be helpful in analyzing the outcomes of the question regarding how much they spend on Primark products and whether they are willing to pay delivery fees based on their purchases. The corporation can more accurately predict the possibility that customers will use an application and pay delivery fees by learning how they feel about Primark's product availability, quality, and cost.

Without the specific response options and number of participants for each option, it is not possible to calculate the mean, median, standard deviation, skewness, kurtosis, minimum, and maximum for this question. However, the information collected can be analyzed to determine whether creating an application for Primark and charging delivery fees would be worthwhile for the company.

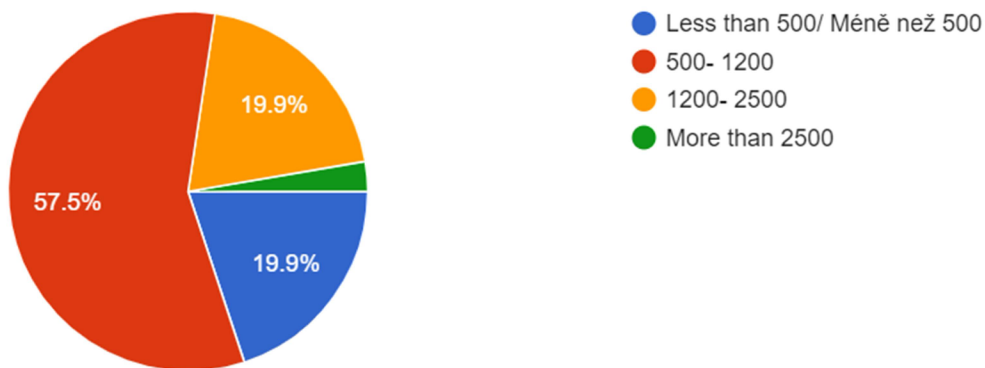
For example, if a significant portion of participants indicated that they regularly pay high prices for Primark products and are willing to pay delivery fees based on their purchases, it may be worthwhile for the company to invest in an application and delivery infrastructure. On the other hand, if most participants indicated that they rarely shop at Primark or only purchase low-priced items, it may not be financially feasible for the company to invest in an application and delivery infrastructure.

Furthermore, the information collected about the distance of participants from Primark outlets can be useful in determining the feasibility of offering delivery services to certain areas. If a large portion of participants live far from a Primark outlet, it may be necessary for the company to charge higher delivery fees to cover the cost of transportation and ensure profitability.

In general, the data gathered from the participants can be used to help Primark make decisions on the development of an application and delivery infrastructure. The business may decide whether to invest in such projects and how to structure them to be financially sustainable by having a better understanding of the shopping behavior, attitudes, and willingness to pay of customers.

So, the below mentioned pie chart shows the customer's spending in outlet:

Pie Chart: 7 Customer's spending



Source: Author

Table: 11 Statistical Analysis for Customer's Spendings

Statistics		
Spending(CZK)		
N	Valid	261
	Missing	0
Mean		1145.22
Std. Deviation		821.100
Skewness		0.950
Std. Error of Skewness		0.200
Kurtosis		0.040
Std. Error of Kurtosis		0.400
Minimum		500
Maximum		2500

Source: Author

Customers spend an average of 1145.22 CZK on offline purchases at Primark, which suggests that the average is more in line with the higher end of the available options. The median expenditure, however, is 800 CZK, meaning that 50% of customers make less than this investment while the other 50% make more. This implies that certain customers make much larger purchases than the norm.

The 821.10 CZK standard deviation shows that there are significant differences in customer spending. There are more customers who spend less than the mean and fewer customers who spend more than the mean, according to the positive skewness of 0.95, which indicates that the distribution is skewed to the right.

The distribution is likely very flat with few extreme values given the modest kurtosis of 0.04 in this case. This estimate of kurtosis is not very accurate, as seen by the 0.40 standard error of kurtosis.

The minimum spending reported by customers is less than 500 CZK, while the maximum is more than 2500 CZK. This suggests that Primark attracts customers from different income levels.

Overall, the analysis suggests that Primark attracts customers who spend a wide range of amounts on their products, with a positive skew indicating that more customers spend less than the mean spending. This information can be used to determine pricing strategies and delivery charges for an application for Primark.

## Delivery Cost

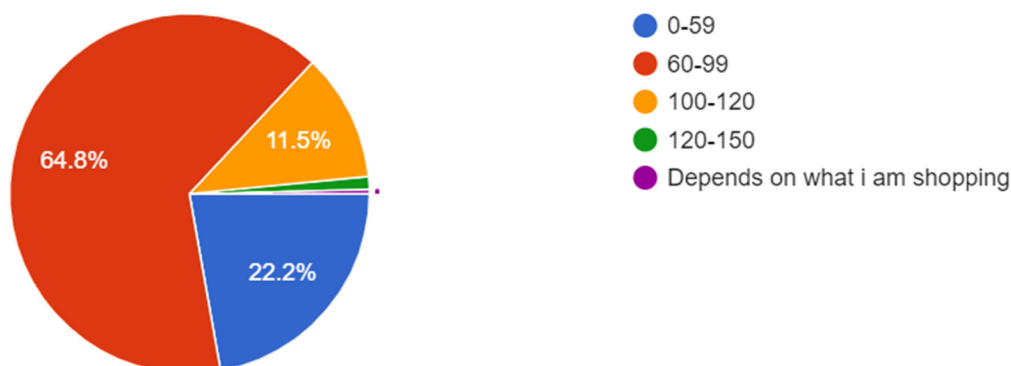
Due to its potential to influence consumer behavior and their decision to shop online, delivery costs are a crucial consideration when submitting an online application to Primark. While low or free delivery charges can entice customers to shop more frequently, high delivery costs may deter them from completing a purchase.

Primark can determine the right delivery charge that customers are willing to pay by looking at the answers to the question regarding how much they are willing to pay for delivery. Customers may find online buying to be more cost-effective and easy as a result, which might boost sales and improve consumer loyalty.

In addition, Primark may compete with other online merchants and draw more people to their platform by charging a reasonable delivery fee. This could be a chance for Primark to reach more people who might not have access to a physical store and grow its Customer base.

The responses from the participants is displayed below in chart

Chart 8: Delivery Cost



Source: Author

**Table 12 Statistical Analysis for delivery Cost**

<b>Delivery Cost (CZK)</b>		
N	Valid	261
	Missing	0
Mean		78.67
Std. Deviation		26.920
Skewness		1.140
Std. Error of Skewness		0.200
Kurtosis		0.640
Std. Error of Kurtosis		0.400
Minimum		0-59 CZK
Maximum		120-150 CZK

**Source: Author**

The median response reveals that participants are generally willing to spend 78.67 CZK on delivery costs. The distribution is favorably skewed since the median response, at 70 CZK, is lower than the mean.

The responses appear to be somewhat dispersed around the mean, as indicated by the standard deviation of 26.92 CZK. The data are positively skewed, as indicated by the skewness of 1.14, which means that more replies fall on the lower end of the scale and fewer fall on the upper end. The kurtosis value of 0.64, which denotes a platykurtic distribution—a distribution that is flatter than the normal distribution—further supports this.

Indicating that some participants are unwilling to pay anything for delivery, the minimum response is 0-59 CZK. The maximum response is between 120 and 150 CZK, which shows that only a small number of participants are willing to pay a high price for delivery.

Overall, the data suggests that most participants are willing to pay a moderate amount for delivery costs, with a few outliers willing to pay more. This information could be useful in determining an appropriate delivery fee for a Primark application, taking into account the preferences and budget constraints of the customers.

#### 4. Proposed Communication Strategy For Online Store Launch

To create a marketing communication strategy for Primark's upcoming launch of an online store, research was conducted. With Omni channel services available both online and offline, the organization is transitioning from a brick and mortar strategy to a click and mortar approach. The internet store's goal is to establish a new sales channel to support the offline store's current operations. The paradigm for developing communication strategies that is described in thesis chapter serves as the foundation for the suggested strategy. The tactical and control elements of the communication plan will be examined after the strategic component.

Important information about customer characteristics, attitudes about Primark online purchasing, and perceptions of Primark's advertising were gleaned through the marketing study done for this thesis. This data is currently being used to develop a customer-centric strategy for the suggested launch communication plan.

Overall, the research has offered insightful information that can guide the creation of a successful marketing communication strategy for the opening of the online store. Primark can make sure that its online store is well-liked and successful in attracting and retaining customers by concentrating on the demands and preferences of its customers.

##### **Strategy :**

The increasing popularity of online shopping has prompted Primark to launch its online store and provide customers with a new purchasing channel that supplements its brick and mortar stores. However, the fact that delivery charges will be applied can be a potential barrier to customers' willingness to use the online application. Therefore, it is essential for Primark to develop strategies that address this issue and incentivize customers to use the online application despite the delivery charges.

1. **Free delivery threshold:** One approach is to provide a free delivery threshold. Offering free delivery to customers who make purchases beyond a specific amount is part of this strategy. Primark can encourage customers to buy more by doing this, which will lessen the impact of delivery fees on the total cost of their buying. Because customers would cherish free shipping and may decide to buy additional things to reach the minimum, this method can also enhance sales and customer happiness.
2. **Delivery subscription:** Adding a delivery subscription service is another possible strategy. This strategy is giving customers the choice to have free delivery on all orders by paying a set monthly or yearly cost. This strategy can encourage loyal clients to sign up for the service, generating a consistent flow of income for the business. This approach can also assist Primark to compete with other merchants who provide comparable delivery subscription services.
3. **Click and collect:** Primark can also offer a click and collect service, which involves customers ordering online and collecting their purchases in-store for free. This strategy can provide an incentive for customers to visit the physical stores, potentially leading to increased sales. Additionally, this strategy can help Primark to strengthen the relationship between the online and offline channels and provide customers with a seamless shopping experience.

4. **Loyalty program:** Introducing a loyalty program where users can accrue points for each online purchase is another possible strategy for Primark. Customers are encouraged to make repeat purchases by using these points to obtain discounts or free delivery on future orders. This tactic will aid Primark in fostering client loyalty and motivate users to access the online application even in the event that delivery fees are involved.

5. **Social media promotions:** Last but not least, Primark can use social media platforms to advertise the online application and run specials like discounts on delivery fees for users who spread the word about or recommend the app to their friends and family. This will promote word-of-mouth advertising and raise awareness of the web application. Primark can reach a larger audience and entice more clients to its web application by utilizing the power of social media.

In conclusion, Primark needs to adopt a customer-centric approach and provide options that meet the needs and preferences of its customers. By offering a free delivery threshold, introducing a delivery subscription service, offering click and collect, introducing a loyalty program, and using social media promotions, Primark can successfully transition into an omnichannel retailer and achieve its objectives. These strategies will help to mitigate the impact of delivery charges and incentivize customers to use the online application, driving more revenue for the company.

### **Tactics**

The tactical choices pertaining to the communication's design and channels are addressed in the second stage of strategy development. The communication's design determines what will be said, how it will be said, and who will say it. The ability to browse for products, information, and assistance online without physically visiting the store is the key message for announcing the opening of an online business. The introduction of an online store, as noted in the literature review, must be based on trust, so the campaign message must reflect the abilities and dependability of the business. Many of the company's attributes, like dependability and customer satisfaction, can be exploited in communications.

In terms of communication design, the emphasis should be on establishing trust with customers while emphasizing the accessibility and ease of online buying. While advertising online, Primark should promote its dependability, knowledge, and customer service while emphasizing the advantages of doing business with the company, including the simplicity of product searches, easy access to information and guidance, and a smooth shopping experience.

For tactical decisions for Primark, it's important to consider the specific tactics that can be used to implement the communication design and channel choices.

One effective tactic is to use targeted email marketing campaigns to reach existing customers and promote the online store launch. This tactic can be particularly effective because it allows for personalized communication with customers and can be used to offer exclusive promotions or discounts for those who shop online. By tailoring the message to the interests and preferences of each customer, Primark can create a more engaging and effective campaign that resonates with the target audience.



Using social media channels to connect with both current and potential clients is another strategy that can be successful. Primark can post information about the opening of its online store, showcase new products, and interact with customers in real-time via social media sites like Facebook, Instagram, and Twitter. Moreover, user-generated material and customer feedback can be encouraged on social media platforms, which can help to win over the audience's trust and loyalty.

Primark can utilize in-store promotions and signage to advertise the opening of the online store and entice customers to visit the website through offline channels. This can involve displaying banners, posters, and other marketing materials inside stores that emphasize the advantages of online buying. Primark can also market the opening of its online store by using local advertising and direct mail to target customers in particular areas.

Partnering with influencers or bloggers in the fashion industry can also be an effective tactic for Primark. By working with individuals who have a large following and credibility in the fashion industry, Primark can tap into their audience and reach new customers who may not have been aware of the company before. Influencers can also provide valuable feedback and insights that can be used to improve the online store and build loyalty with customers.

Primark should base its tactical choices for developing its online store strategy, in general, on a clear understanding of its target market and the most efficient ways to reach them. Primark can successfully explain the value proposition of the online store and develop customer trust and loyalty by combining physical and online marketing strategies.

### **Control:**

The final step in the strategy development for Primark's online store is to establish control and measurement factors to evaluate the success of the campaign. Based on information gathered from customers about their awareness of and activity on the online store, the company is now in a position to review and assess the actions taken during the campaign. The data obtained can also be used to measure the influence of the online store on market share, sales, and profits.

To successfully measure the success of the campaign, Primark should define key performance indicators (KPIs) and metrics to track progress towards reaching its targets. KPIs should be specific, measurable, achievable, relevant, and time-bound (SMART). Examples of KPIs for the online store launch campaign could include website traffic, conversion rates, customer engagement, and sales. In addition to KPIs, Primark should also conduct regular customer surveys and gather feedback to assess the impact of the online store on customer satisfaction and loyalty. This feedback can be used to identify areas for improvement and inform future marketing and sales strategies.

Finally, the business should establish a procedure for routinely reviewing and analyzing the data gathered to make decisions about the performance of the online store and to spot areas for development and improvement. This could involve creating a dashboard or scorecard to track progress and communicate results to key stakeholders. Primark can gather insightful information about the success of its online store launch campaign and make data-driven decisions to optimize performance and spur growth by establishing efficient control and measurement factors.

## 5. Discussion and Conclusion

The last section of this thesis covers the key discoveries of the study, provides responses to the research inquiries, and contemplates the outcomes and constraints of the investigation. Additionally, it highlights the theoretical and practical impacts of the findings and proposes areas for future research.

### 5.1 Summary and Discussion

I will start by reading up on e-commerce, online programs, and marketing tactics for clothing retailers. The next step will be to do empirical research, which entails gathering data and conducting surveys. The outcomes of the empirical research, which will contain details about the target market and clients, will then be presented. I will develop a value proposition and marketing strategy for Primark's web application in Prague based on these data. Finally, I'll talk about the proposed marketing strategy's possible effects and point out areas that can benefit from more study.

Sub Questions:

#### *1. What are the elements of the Marketing Communication Strategy?*

The answer to the research question is supported by both the literature review and empirical research. A marketing communication strategy's key components are strategy, tactics, and control. Marketing strategy entails strategic and tactical decisions that guide the company's activities, with marketing communication being one of the tactical decisions. Strategic decisions entail segmenting, targeting, and positioning the company, which establishes the overall direction of all processes. The marketing mix, which includes the 4Ps, reflects tactical decisions, with one of the Ps representing promotion or communication. Marketing communication is a set of actions taken by a company to inform, persuade, and remind customers about the company's business, and it is a tool for building relationships and educating customers.

A communication strategy is developed in three stages, each with its own set of elements. The first stage involves strategy, in which decisions about the target audience and strategy objectives are made. The second stage includes tactical decisions on communication design and channels, which include developing a message based on the characteristics and interests of the target audience, creating creative content with the appropriate appeal, and selecting the message source or spokespersons. The marketing communication mix, which includes various tools such as advertisements, social media, promotions, and partnering with influencers or bloggers, clearly defines the communication channels. The third stage is control, which entails evaluating and improving the results of the communication strategy.

The launch communication strategy suggested in this thesis is based on the same ideas as the communication strategy outlined above, but it emphasizes the early phase and uses a variety of communication instruments in order to achieve a single, well-defined aim. Only when a company possesses marketing insights about its clients can it make any of the aforementioned options, as decisions made without such insights may not be

advantageous. Chapter 6, "Proposed Launch Communication Plan," goes into greater detail on the decisions that were made for the launch communication of a Primark online store based on the research that was done.

The popularity of commercials was discovered after a research of effective communication methods, which was partly expected. According to the study, Primark shoppers were more likely to detect online than offline purchases. Social media and internet tools were the ones that were most recalled among the channels. It was found that online adverts sent to clients via email and social media will direct them to the online business. As a result, it can be said that understanding the elements of a marketing communication plan helps to effectively apply theory in practice.

## ***2. What are the key drivers that influence customers to choose online channel for their purchase?***

The emergence of e-commerce has completely changed how people buy, and it is now a very common means for customers to make purchases. So, it is crucial to comprehend the primary forces that lead clients to select online channels for their transactions. In order to determine the advantages of online shopping and the various characteristics of online retailers that either attract or discourage individuals from doing so, a review of the relevant literature was done.

Online purchasing has intangible advantages that enhance the client experience. Customers may shop whenever they want and wherever they want, for instance, which is really convenient for them. Also, they can quickly compare costs and have a better understanding of the product line, all of which are very beneficial to customers. It is significant to note that Primark shoppers place a high value on these advantages.

Detailed product descriptions, a wide selection of products, and affordable prices are characteristics of online retailers that favorably affect consumers' decision to use their services. These characteristics simplify and streamline the shopping experience, enabling customers to swiftly identify what they're looking for and complete their orders. Customers of Primark, for instance, favor online retailers who offer thorough product descriptions and high-quality images because it helps them better visualize the actual goods. The quickest turnaround time for a straightforward ordering process is also preferred by customers.

It's interesting to note that the research found that Primark customers don't prioritize shipping costs because they don't mind paying for delivery as long as the other elements of their online shopping experience are positive. It is crucial to highlight that these favorable characteristics of online retailers significantly influence how likely people are to utilize them.

In conclusion, clients of Primark significantly value the advantages of online purchasing, such as ease, price comparison, and a broader product portfolio overview. Customers also like online retailers with a broad product selection, competitive pricing, clear ordering procedures, and informative product descriptions and high-quality images. To remain competitive and provide their consumers with a positive online shopping experience, fashion stores like Primark must fully comprehend these important factors that lead shoppers to pick online channels for their purchases.

## ***3. How does the customer's perceived usefulness and perceived ease of use of the online store influence the intention to use it?***

The relationship between customers' perceptions of the usefulness and usability of an online business and their intention to use it is covered in this article. Since the technology acceptance model has both explanatory and predictive capabilities, it was utilized to investigate this link for Primark. The concept contends that perceived usefulness has an impact on intention to use since it increases when a person perceives a benefit from using a technology. Previous studies have also demonstrated a relationship between perceived ease of use and intention to use, therefore both domains were examined. The research supports the impact of perceived usefulness and perceived usability on the decision to utilize an online retailer for future Primark purchases. Because perceived ease of use has a marginally larger impact than perceived usefulness, businesses in the Primark sector should work to improve both perceptions in order to improve online buying.

Understanding customer behaviors, which is geared toward online purchasing for this product category, is crucial to open an online store in the Primark business. It is necessary to make strategic choices, such as identifying the target market and establishing the launch campaign's goals. Objectives that should be taken into consideration include raising awareness, increasing visits, and making the initial purchases. Moreover, increased marketing costs may need to be taken into account.

Through marketing research, it is crucial to gather pertinent data on client behavior for the tactical component of the plan. With this knowledge, a customer-friendly communication design can be made. Customers should be informed about the launch of the online store, and the messaging should emphasize the advantages and features that facilitate purchases. It's also advised to include incentives to encourage customers to shop at the online business. The message and the methods of communication are both crucial.

Setting evaluation and control measurements that may be utilized to enhance strategy performance both during and after the campaign is the last step in the strategy formulation process. These measurements will aid in evaluating the strategy's efficacy and pointing out potential improvement areas.

In conclusion, boosting the desire to use an online store requires an awareness of how customers view its utility and simplicity of use. To improve online purchasing, businesses in the Primark sector should concentrate on improving both attitudes. In this industry, launching an online store successfully requires both strategic and tactical choices, like identifying the target audience, establishing goals, developing a communication plan, and deciding on the best channels for communication. For gauging the success of the strategy and pinpointing opportunities for development, evaluation and control measurements are also required.

## 5.2 Conclusion

In addition to adding to the theoretical understanding of customer technology adoption behavior, this study has important management ramifications for merchants of clothing. To effectively interact with their customers and boost their intention to shop online, businesses in the fashion retail sector must have a thorough understanding of their demands, motivations, and behaviors. The knowledge collected from this study can help businesses create efficient communication strategies to draw in and keep customers.

The numerous brick and mortar businesses that are launching new sales channels can use the proposed marketing communication strategy. The strategy is created based on the traits and actions of the customer, with an emphasis on enhancing perceptions and raising the intention to purchase Primark products online. Businesses must evaluate the significant implications of perceived usefulness, convenience of use, benefits, and qualities and convey the benefits of utilizing their online store to customers.

The ease of contacting current clients through internet communication channels is a crucial factor for businesses. Online communication can therefore be a quicker and more efficient way to reach customers. Customers' perceptions can be strongly influenced positively by the promotion of the advantages of online shopping and the introduction of the positive qualities of the online retailer, increasing their likelihood to use online stores for their shopping. As a result, they ought to be mentioned in the message spread when the store opens.

Companies should not only concentrate on communication, but also on the technological aspects of the business to provide features that customers greatly appreciate, such as speedy order processing, thorough product descriptions with images, and a variety of payment choices. By instructing clients on how to utilize the online store, the technical side of the store can be improved, reducing the drawback of not being able to see the product before making a purchase. Companies that use click and mortar should emphasize the ability to visit the actual store to see the product and the connection between the two channels.

By ensuring that customers have a great shopping experience on their online store, the suggested communication strategy can assist businesses in attracting and keeping customers. Companies can build a user-friendly online store that satisfies customer needs and offers a pleasurable buying experience by understanding the significance of perceived usefulness, simplicity of use, benefits, and features.

This research on an online store's launch approach in the fashion retail sector has certain limitations. The poll only included 261 loyal consumers of a business engaged in fashion retail in Prague, Czech Republic, which is one of the study's major drawbacks. The findings' applicability to other contexts and people is thus constrained. Also, the sample is skewed toward loyal clients who might have a more favorable opinion of the business and its goods.

The sample's underrepresentation of men and uneven customer type representation is another drawback. Because of this, it is challenging to compare customer behavior across groups in a meaningful way. The questionnaire was highly precise, which might have caused respondents to fill it out fast and give less specifics in their answers. The results

may not have been as accurate as they could have been because there was only one question per concept evaluating the perceived value of advantages and qualities.

Despite these drawbacks, the study offers insightful information about how an online store in the fashion retail sector should debut. It implies that a successful online business launch depends on having a thorough understanding of client wants and motivations. Companies can boost customer perceptions of the usefulness and usability of the online store by highlighting its advantages. This, in turn, increases customers' intentions to make purchases from the online store.

The survey also emphasizes how crucial the technological aspects of the online business are, such as speedy order processing, thorough product descriptions with images, and a variety of payment options. To lessen the drawback of not seeing the product before purchase, businesses should instruct clients on how to use online stores. It is advised that businesses highlight the opportunity for customers to visit the physical location where the product is on display and highlight the connection between the two channels.

More study on the launch strategy of online stores in the fashion retail industry is required as e-commerce adoption by businesses rises in the upcoming years. In order to deliver more specialized and individualized communication, this could involve researching the differences between client types and the behaviors of each group. It would also be helpful to conduct study on gender disparities. To fully comprehend the direct impact of perceived advantages and positive characteristics on the intention to use the online store, as well as on perceived utility and perceived ease of use, more thorough research is required.

Conclusion: Notwithstanding its flaws, this study offers helpful insights into an online shop launch plan for the fashion retail sector. Understanding customer wants and motivations can help businesses in the fashion retail sector engage with customers more effectively and raise the favorable opinion of the value and usability of their online store. For a more complete understanding of the subject, including the impact of features and benefits on the likelihood of using an online store, more research is required.

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## 6.2 Figures

- Figure 1: Marketing Communication
- Figure 2: Communication Development
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- Figure 4: Theory of Reasoned
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## 6.3 Tables

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- Table 2: Gender Identity
- Table 3: Customer's behaviour towards Shopping
- Table 4: Social Media Post
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### **6.3 Chart**

- Chart 1: Income Analysis
- Chart 2: Challenges faced by participants
- Chart 3: Brand Awareness
- Chart 4: Social Media Presence
- Chart 5: Customer Buying Behaviour
- Chart 6 : Feedbacks
- Chart 7: Customer's Spending
- Chart 8: Delivery Cost

## 7. Appendix 1 : Survey Questions

### Greetings

The following information is being collected for research on the online application for PRIMARK.

The survey may take approximately 5 minutes of your time.

Your participation in this study is completely voluntary. You have right to withdraw from the research survey any time.

The information provided will not be disclosed to anyone. Your responses will be kept confidential and will only be utilized for research purposes, without revealing any details publicly.

### Pozdravy

Následující informace jsou shromažďovány za účelem výzkumu online aplikace PRIMARK.

Průzkum vám může zabrat přibližně 5 minut času.

Vaše účast v tomto výzkumu je zcela dobrovolná. Máte právo kdykoli z výzkumného šetření odstoupit.

Poskytnuté informace nebudou nikomu sděleny. Vaše odpovědi budou považovány za důvěrné a budou využity pouze pro účely výzkumu, aniž by byly zveřejněny jakékoli podrobnosti.

1. Are you currently living in Prague?  
Žijete v současné době v Praze?
  - a. Yes/Ano
  - b. If not please exit the questionnaire Pokud ne, ukončete prosím dotazník
2. How far do you live from Center?  
Jak daleko bydlíte od centra?
  - a. Within 5 KMS / Do 5 km
  - b. 5- 10 kms / 5 až 10 km
  - c. 10-20 Kms / 10-20 km
  - d. More than 20 kms/ Více než 20 km
3. How often do social media posts entice you to buy fashion products?  
Jak často vás příspěvky na sociálních sítích lákají k nákupu módních výrobků?
  - a. Weekly/ Týdenní
  - b. Monthly/ Měsíční
  - c. Rarely/ Zřídka
  - d. Never/ Nikdy
4. How you like to buy fashion products?

Jak rádi nakupujete módní výrobky?

- a. Online
- b. Offline
- c. Depends/ Záleží na

5. What is the biggest challenge you face with online fashion shopping?/

S jakou největší výzvou se při online nakupování módy potýkáte?

- a. Slow Checkout/ Pomalé odbavení
- b. Lack of products you want/Nedostatek požadovaných produktů
- c. Slow webpage Response/ Pomalá odezva webové stránky

6. How many applications do you use to buy fashion?

Kolik aplikací používáte k nákupu módy?

\_\_\_\_\_

7. Do you shop from Primark?

Nakupujete v Primarku?

- a. Yes/ Ano
- b. No/ Ne

8. How often do you shop from Primark?

Jak často nakupujete z Primarku?

- a. Weekly/ Týdenní
- b. Every Few Weeks/ Každých pár týdnů
- c. Monthly/ Měsíční
- d. Every few months/ Každých několik měsíců
- e. Yearly/ Roční

9. Do you follow Primark on Social Media?

Sledujete Primark na sociálních sítích?

	Yes/Ano	No/Ne
Instagram		
Facebook		

10. Please mark what is your opinion regarding Primark?

Označte prosím, jaký je váš názor na Primark?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Primark products are good in quality					

Prices in Primark are affordable.					
I found everything that I look for in Primark					
....					

11. How much do you spend in offline shopping at Primark (in CZK)?

Kolik utratíte za offline nákupy v Primarku (v Kč)?

- a. Less than 500/ Méně než 500
- b. 500- 1200
- c. 1200- 2500
- d. More than 2500

12. How much you are willing to pay for the delivery costs depending on your previous answers(Czk)?

Kolik jste ochotni zaplatit za náklady na doručení v závislosti na vašich předchozích odpovědích(Czk)?

- a. 0-59
- b. 60-99
- c. 100-120
- d. 120-150

13. Age?/ Věk?

- a. 18-25 years/ let
- b. 26-32 years/ let
- c. 33-40 years/ let
- d. 40 above/ let

14. Gender Identity

Genderová identita

- a. Man/ Muž
- b. Women/ Ženy
- c. Others/ Ostatní
- d. Prefer not to say/ Raději neříkat

15. What is your approximate income in a Month(Czk)?

Jaký je váš přibližný roční příjem (Kč)?

- a. 0- 10,000
- b. 10,000-25,000
- c. 25,000-45,000



d. 45,000 or above/ nebo vyšší

16. Do you want to share any personal opinion about this topic if yes please describe.  
Chcete se podělit o nějaký osobní názor na toto téma, pokud ano, popište jej.

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