

## **Retailing and Pricing**

### **Core Research Track #11:**

#### **Retailing and Pricing**

##### **Definition:**

Retailing and Pricing research study how firms create value through store formats, channels, technology-enabled services, and pricing strategies that influence consumer behavior and competitive dynamics. They explore retail innovation, omnichannel models, loyalty programs, and value perception, fairness, and dynamic pricing to drive profitability, brand equity, and customer relationships.

### **Sub-Research Track #11.1:**

#### **Retailing**

##### **Definition (short):**

Retailing studies how retailers create and deliver value by managing assortments, pricing, formats, channels, customer experiences, and technology-enabled services. It explores retail strategy, consumer behavior, innovation, and digital transformation, including omnichannel models, private labels, loyalty programs, and the future of physical and platform-based retail.

##### **Definition (long):**

Retailing in marketing research is the study of the strategies, operations, consumer interactions, and market dynamics involved in selling goods and services directly to end consumers.

The domain examines how retailers create and deliver value by managing assortments, pricing, store formats, channels, customer experiences, and technology-enabled services, as well as how retail structures evolve in response to competition, digital transformation, and changing consumer behavior.

- Retailing research integrates consumer behavior, strategy, technology, and analytics to explain:
- Retail formats and positioning (e.g., brick-and-mortar, e-commerce, omnichannel, platforms).
- Merchandising and category management.
- Pricing and promotions.
- Customer experience design (store atmospherics, service encounters, loyalty programs).
- Retail innovation and technology adoption (AI, AR/VR, self-service, mobile apps).
- Strategic issues such as private labels, partnerships, and competitive response.

It also addresses macro trends such as sustainability, supply chain disruptions, platform retailing, and the future of physical stores in a digital age.

## **Sub-Research Track #11.2:**

### **Pricing**

#### **Definition (short):**

Pricing research examines how prices are set, communicated, and perceived, and how pricing strategies shape consumer behavior, competitive dynamics, and firm performance. It integrates economics, behavioral decision making, analytics, and strategy to study value perception, fairness, dynamic and personalized pricing, and their effects on profitability, brand equity, and customer relationships.

#### **Definition (long):**

Pricing in marketing research is the systematic study of how prices are set, communicated, and perceived in the marketplace and how pricing strategies influence firm performance, consumer behavior, and competitive dynamics.

This domain integrates economic theory, behavioral decision making, data analytics, and strategic marketing to understand:

- how firms determine optimal prices and promotions under competition and demand uncertainty,
- how consumers perceive value, fairness, and deal attractiveness,
- and how pricing affects long-term outcomes such as profitability, brand equity, and customer relationships.

Pricing research spans quantitative modeling (e.g., demand estimation, dynamic pricing), behavioral pricing (psychological reactions to prices), and strategic pricing (competitive response, price framing, bundling, freemium models). Increasingly, it also addresses digital transformation, algorithmic pricing, personalization, and ethical considerations.