

# Exploring The Combined Effect of Product Availability, Pricing, and Promotion on Female Consumer Retention

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## Abstract

The article explores the effect that promotional activities, pricing strategies, and the availability of products have on the retention of female consumers as a rather understudied area of customer loyalty literature. The study identifies the significance of comprehending the variables that influence long-term buyer involvement in female buyers since they constitute a large proportion of the global purchasing power. A literature review was carried out, and those studies that were published were systematically reviewed with the help of industry-based analysis in the form of reports and case studies in order to determine the impact of these strategies on consumer behavior. The results show that a clear pricing strategy, a stable supply of the product, and individual promotion programs are major targets of customer satisfaction and retention. The work is unique in that it brings out the lack of women-center retention strategies in the current scholarly literature. It defines the importance of retailers to provide smooth and personalized shopping experiences because the inability to do it can lead to losses of money and reputation. Practically, the study can be considered to support the claim that companies must embrace the use of analytical information and adaptable advertising methods to enhance the loyalty of female customers.

## Keywords

Female Consumers, Customer Retention, Product Availability, Psychological Pricing, Promotions, Loyalty Strategies.

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## Introduction: The Power Trio Behind Consumer Loyalty

In the modern competitive retail atmosphere, it is the responsibility of the brands to strategically maximize on product availability, pricing and marketing campaigns to draw and maintain the focus of the female consumers. This group of consumers makes up about \$35 trillion in global expenditure, which is about 50 per cent of all purchases made globally (McCormickfona, 2025). In the US alone, women control about 85 per cent of the household purchasing, whereas around the world they control almost 80 per cent of the total purchasing power (Melnyk & van Osselaer, 2012). Even though the prominent role of women in influencing the patterns of consumption has been thoroughly discussed, the previous studies have mostly focused on the variables of availability, pricing, and promotion in isolation (Capitaloneshopping, 2025). This article takes a unique direction in examining how the two factors interact and the impact of both factors on consumer retention among women as well as the two factors in tandem within integrated strategies to create long-term loyalty, which would enhance existing literature that is being divided into separate studies.

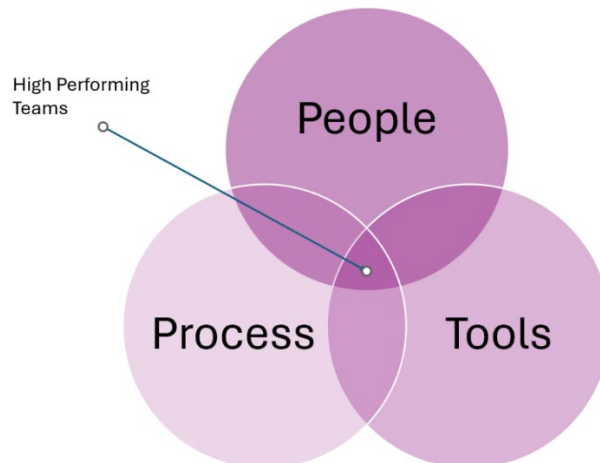


Figure 1: The Power Trio: People, Process, and Tools  
Source: Authors

## Overview: The Significance of Product Availability, Pricing, and Promotions

1. *Product Availability*: Uninterrupted and high-quality access to merchandise is an important constituent of consumer satisfaction. Trust and loyalty will be more evident when the preferred items are easily found by the female consumer, and the chances of exploring alternatives will be minimal.
2. *Pricing Strategies*: Female consumers are among the consumers who show price sensitivity. It has been found that women tend to postpone purchases till the time of discounts and this tendency is common in the sphere of such goods as cars and household appliances. Therefore, the pricing strategies that are consistent with such perceptions can have a substantial impact on the buying behavior (Bakshi, 2012).

3. *Promotions*: Marketing campaigns that are well-designed can be useful, especially when attracting females. In addition to the instant sales upturn, the long-term customer retention can also be encouraged through strategies such as loyalty programs, individual offers, and exclusive deals (Melnik, Van Osselaer, & Bijmolt, 2009).

### **Purpose: Exploring the Interplay of These Elements**

In this article, the factors of product supply, pricing policies, and marketing campaigns are analyzed as they have a potential comprehensive impact on keeping female buyers. It assesses the personal effect of each element and its interplay, which gives some insights that can be tapped by the brands to better adjust to the taste of female consumers. The aim is to build long-lasting consumer loyalty and, when positioned strategically, provide an opportunity to create sustainable growth of the business.

### **Literature Review: Trust and Reliability through Availability**

#### **Importance of Stock Management**

Data-driven systems also enable the effective use of inventory management throughout, decreasing the stockout that may cause a 4% loss in potential sales through events of out-of-stock, which negatively impacts long-term customer retention (Ankomah, & Ofori, 2025). Through emerging technologies, including inventory-optimization algorithms, companies have managed to lower inventory levels in a year, which has produced huge amounts of financial benefit and improved the overall quality of service (Strmel, 2024).

#### **Impact on Consumer Trust**

Holding the best possible stock levels strengthens brand credibility and is a sign of responsiveness to the customer demands. Frequent stock-outs might make customers turn towards other stores and erode consumer confidence and encourage the fear of losing clientele down the line (Kumar & Ayodeji, 2021).

There is a positive correlation between frequent provision of products and consumer credibility and loyalty, as indicated by people. In its example, one of the online retail concepts is investigated on the premise that trust is a critical antecedent of the purchase intention (Handoyo, 2024). Equivalent evidence also suggests emerging markets will be dominated by perceived risk or quality of service, even where the availability of the product is demonstrated also a contextual tension.

#### **Case Study: Nike's Inventory Management**

In the domain of inventory forecasting, Nike has invested substantially in predictive analytics and advanced logistics systems, yielding advantages such as lowered inventory holding costs and enhanced customer satisfaction (Ankomah & Ofori, 2025). Within its flagship House of Innovation outlets, Nike employs digital technologies including mobile application integration, interactive customer touchpoints, and real-time inventory

visualization to facilitate omnichannel engagement and deliver personalized services (Strmel, 2024; Yi & Jeon, 2003).

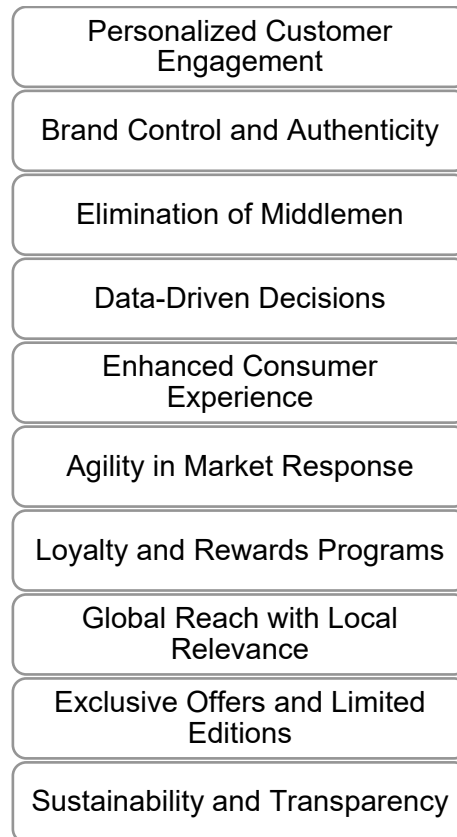


Figure 2: Direct-To-Consumer (DTC)  
Source: Authors

### Theoretical Foundations

The research is based on the three supplementary theories, which together provide the explanation of how product availability, price and promotion can be used to retain the female consumers.

In the Relationship Marketing Theory (RMT), it is important to establish long-term relationships based on trust, commitment, satisfaction, by additional positive emotional attachment and loyalty, when repeating the experiences and interactions is helpful (Morgan and Hunt, 1994). This trust is enhanced by the reliable availability of products, as the brand will be perceived as reliable.

Service-Dominant Logic (SDL) perceives value as a shared activity between companies and their customers created in the process of interaction instead of being carried in products (Vargo and Lusch, 2016). Clear value creation and promotions through competition pricing are collaborative value tools, which enable customers to appreciate fair play and value formation.

According to Customer Experience (CX) Theory, emotional, sensorial, and cognitive reactions to brand experiences will lead to satisfaction and retention (Lemon and Verhoef, 2016). One-to-one promotions and frequency contribute to the experience, increasing the affective associations of female consumers. Although such were the insights, much of the previous research has examined the aspects of pricing, promotions or availability individually, as opposed to a unified theoretical approach that examines their combination. This study completes that conceptual gap by combining RMT, SDL, and CX schools of thought in explaining consumer loyalty by females in a holistic manner.

## Perceived Value through Pricing

### Price Sensitivity: The Quest for Value

Women consistently demonstrate higher levels of price sensitivity compared to men across multiple product categories. Women were more sensitive to any price variation in shopping in a grocery store in 18 foreign countries compared to men (60% versus 50%). The same can also be observed on the apparel and footwear market, as forty-one per cent of women, as opposed to thirty per cent of men, experienced a strong desire to be price sensitive (Kineree Shah, 2023). In the cosmetics and beauty sector, women were almost three times more likely to exhibit a price-sensitive attitude than men (27% vs. 10%) (Muharam et al., 2021). This evidence explains why it is necessary to avoid using the differentiation strategy in prices but adopt the value-based model that is aligned with the expectations of purchasing and the behavior trends of the women consumers.

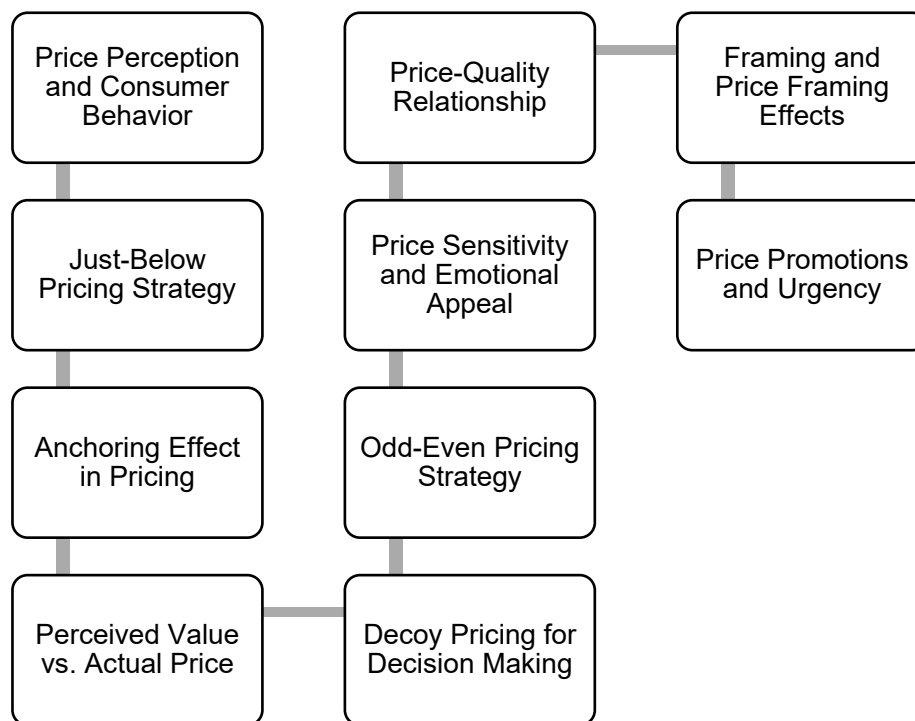


Figure 3: Psychological Pricing  
Source: Authors

## **Psychological Pricing: Leveraging Cognitive Biases**

The left-digit effect can be combined in charm pricing, in which price numbers end in .99 or .95, as they will be perceived, cognitively, as significantly less than rounded numbers, and increase the chances of purchase (Dominique-Ferreira et al., 2016). Furthermore, the mechanism of price anchoring, whereby a premium-priced alternative is positioned adjacent to a standard option, significantly affects consumer judgment, leading price-sensitive buyers to select what appears to be a more advantageous offer (Frohmann, 2023).

Results reveal that the price sensitivity of female consumers is usually high, and their awareness is also high. A survey of 18 markets showed 60 per cent of women to 50 per cent of men having price as one of the essential considerations (dos Santos, & Alves, 2024). Other studies point out that when women are strongly brand attached, the price sensitivity can decrease, but this is a contradiction that should be mentioned.

## **Dynamic Pricing: Adapting to Market Fluctuations**

Dynamic pricing, on the other hand, is a pricing strategy for adjusting prices dynamically to the changing demand, competition and market conditions. On the one hand, this approach facilitates brands to take full advantage of the revenue opportunities available, yet continue to compete (Arielle Feger, 2024). For instance, airlines and hotels usually use dynamic pricing by raising prices for high seasons and lowering prices for low seasons (Haws & Bearden, 2006). For example, algorithms are used by Amazon e-commerce platforms to adjust prices based on the buying power of competing providers and the buyer's demand in order not to lose the potential buyer (Kienzler, 2018).

## **Case Study: Zara's Pricing Strategy**

Zara exemplifies strategic pricing within the fast-fashion sector by positioning its products between affordability and premium appeal. The company employs region-specific, fabric-based, and product category-oriented pricing structures while maintaining brand equity through limited discounting, with only 3.1% of merchandise reduced, typically within a 40–50% range (Kumar et al., 2024; Luz et al., 2021). One of the finest examples of it is a brand such as Zara that demonstrates that consistent success in the retail sector can be predetermined by the coordination of the cost with its consumer perception and the dynamics of the market (Xia, Monroe, & Cox, 2004).

## **Methodology**

### **Research Design and Rationale**

Since the study is based on the synthesis of interdisciplinary knowledge of marketing, consumer psychology, and behavioral economics, an integrative instead of a systematic literature review approach was embraced in the study. In comparison to systematic reviews that are narrow and rigid in scope, an integrative approach provides the ability to integrate both conceptual and empirical evidence that will provide a holistic picture of how

product availability, pricing, and promotion are interdependent in relation to female consumer retention. The design is especially applicable to fresh and interdisciplinary issues in which theories need to be consolidated.

Table 1: Review Protocol

Component	Description
Databases Searched	Scopus, ScienceDirect, Emerald Insight, Taylor & Francis Online, Google Scholar
Keywords Used	“female consumer retention,” “product availability,” “pricing strategy,” “sales promotion,” “customer loyalty,” “integrated marketing,” “relationship marketing,” “customer experience”
Timeframe	2003–2025
Inclusion Criteria	Peer-reviewed journal articles, book chapters, and case studies addressing female consumer behavior, retention strategies, or integrated marketing variables.
Exclusion Criteria	Sources lacking gender-specific data, articles with insufficient methodological rigor, and non-English publications.
Number of Studies Analyzed	76 peer-reviewed articles and 12 industry case studies.
Screening Process	Titles and abstracts screened for relevance; full texts reviewed to confirm methodological soundness and thematic alignment.
Data Extraction Criteria	Author(s), year, methodology, context, key findings, and variables related to availability, pricing, and promotion.

Source: Authors

Table 2: Thematic Analysis Process

<b>Familiarization:</b> All selected studies were reviewed to identify recurring patterns in female consumer behavior.
<b>Coding:</b> Key variables (availability, pricing, promotion) were coded.
<b>Theme Derivation:</b> Codes were clustered into themes such as trust through availability, value perception through pricing, and emotional engagement through promotions
<b>Validation:</b> Coding reliability was verified through peer cross-checking by two independent reviewers to ensure consistency and minimize bias.
<b>Integration:</b> The final themes were synthesized into a conceptual mode the “Loyalty Synergy Triangle.”

Source: Authors

## **Limitations and Justification**

The secondary data is limited by the inability to form any causal connections between different phenomena, but it offers a more detailed context and can be viewed in many industries. The use of peer-reviewed and validated secondary sources makes it reliable and scholarly, rigorous and has a good basis, which will be essential to empirically validate in the future (Kumar & Praveenakumar, 2025).

## **Research Problem**

Although there has been a lot of research with respect to consumer behavior, less scholarly focus has been placed on an integrated model, which will analyze the role of product availability, pricing, and promotions in unison to determine their effects on female consumer retention. The proposed study will fill this gap with the help of an integrative literature review, which will be framed by Relationship Marketing, Service-Dominant Logic (SDL), and Customer Experience (CX) Theory to interpret the process of co-creation of value and loyalty by these three aspects.

## **Research Questions**

1. How do product availability, pricing, and promotional strategies collectively influence female consumer retention?
2. What theoretical mechanisms explain their synergistic effect?
3. How can integrated insights enhance long-term retention strategies?

## **Paper Structure**

Theoretical backgrounds and preceding literature are described in Section 2, the methodology is outlined in Part 3, thematic results are presented in Part 4, Part 5 is a discussion of theoretical and managerial implications, and contributions and future projections are provided at the conclusion, Part 6.

## **Findings: How These Elements Work Together**

As one of the main household decision-makers, women should be supported with a multi-faceted method of providing products, low prices, and promotions to ensure customer satisfaction, emotional involvement, and long-term loyalty (Melnyk and van Osselaer, 2012; Cardoso et al., 2022).

## **Integrated Strategy: Aligning Core Elements**

This harmonization of product availability, pricing, and promotions makes brand equity stronger, consumer dissonance weakened, and personalized and engaged (Gao et al., 2021; Dubey and Kumar, 2023).

## Empirical Interaction of Elements

1. **Availability + Pricing:** Regular supply of products will also alleviate frustration among consumers whereas competitive pricing of products will reinforce the notion of equity and fairness. Together, they combine lower switching costs and reduce the incentive to jump ships to the other side. (Manyanga et al., 2022).
2. **Pricing + Promotions:** No better than transparent reference pricing do discounts and loyalty incentives have the highest effectiveness possible. Psychological pricing (e.g. charm pricing, price anchoring) approaches add to the promotional value perception, without diminishing brand equity (Mittal, and Maity, 2022).
3. **Availability + Promotions:** Complementary strategies include strategic communication and targeted marketing of high-demand items, alongside maintaining sufficient inventory. Stockouts occurring during promotional activities generate consumer dissatisfaction and long-term distrust, thereby negating the intended impact of the promotion (So, Yang, & Li, 2025).

The Service-Dominant Logic (SDL) perspective emphasizes that value is co-created with consumers through the dynamic interaction of these factors (So, Yang, & Li, 2025).

## Practical and Theoretical Underpinnings: Relationship Marketing

Relationship Marketing theory hypothesizes that the foundation of loyalty is the relationship that is based on the continuum of interactions of trust as opposed to a one-time exchange. To make the theory more engaging, this paper will prove that fairness in pricing, stable product supply, and tailor-made promotions are still the necessary contents of female consumer retention, which is also a part of Service-Dominant Logic (SDL) as value co-creation. Contradictions appear -female consumers do not always become more price-sensitive and reactive to relational trust and emotional value. The Loyalty Synergy Triangle offers enhanced Relationship Marketing Theory and Customer Experience (CX) Theory, connecting emotions with operational consistency. This can be achieved in management by enhancing emotional attachment, which can be found in integrating pricing and availability strategies to create lasting and trust-based relationships rather than those caused by transactional loyalty (Manyanga et al., 2022).

## Case Study: Sephora's Integrated Loyalty Program

The Beauty Insider program at Sephora exemplifies how product availability, pricing, and promotional strategies can be integrated into a comprehensive ecosystem. Sephora enhances convenience for its predominantly female clientele by ensuring consistent access to high-demand products, maintaining competitive and transparent pricing, and offering personalized promotions such as early access, birthday rewards, and tailored recommendations (NastasoIU & Vandenbosch, 2019). Empirical evidence further demonstrates that Beauty Insider members exhibit higher expenditure levels compared to non-members, both during promotional and non-promotional periods (Manyanga et al., 2022; Mittal, and Maity, 2022).

## Discussion: Emotional Engagement through Promotions

One of the marketing mix components that can considerably impact consumer behavior is promotions, in this case, that is with female consumers. Although this is done through promotions, when done in a good manner, this will not only result in immediate sales but also repeat purchases and long-term loyalty. The issue is, promotional offers have to be taken cautiously by the brands and should position them in the process of adding value to a brand, not extracting it.

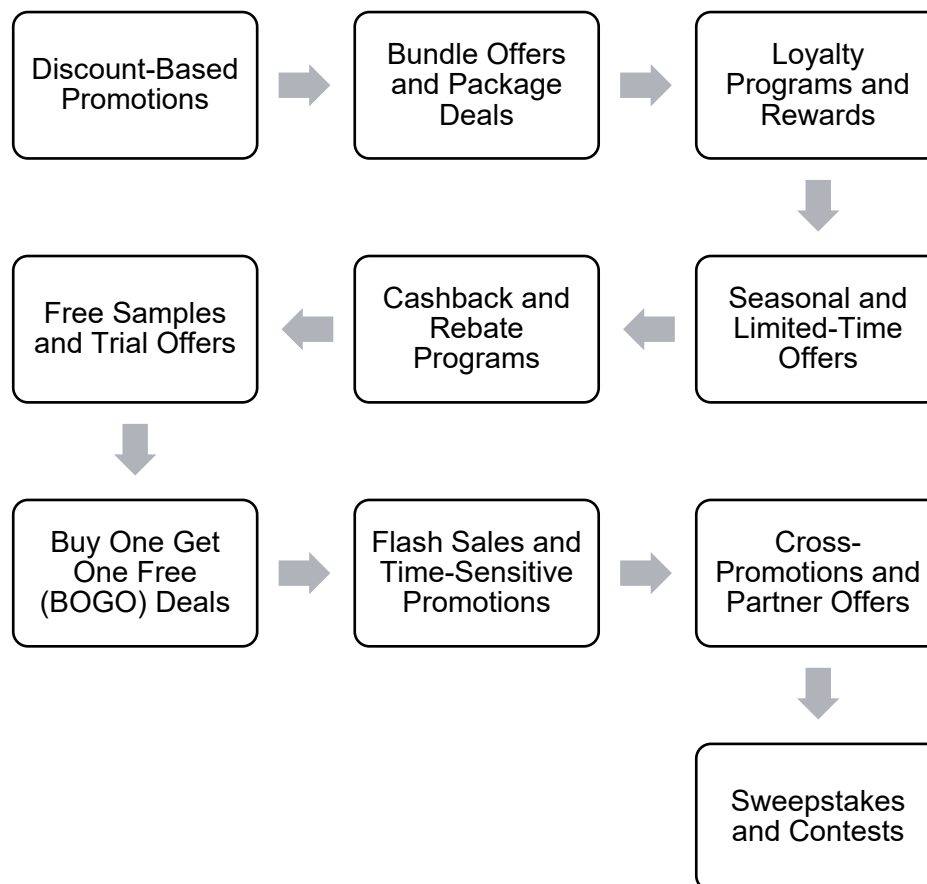


Figure 4: Types of Promotions

Source: Authors

## Types of Promotions

The most common forms of promotional tactics are price discounts (e.g., flash sales or temporary discounts), product bundling (e.g., collection of skincare professional and sales items like cleansers, toners, and moisturizers), customer loyalty programs (e.g., reward points or exclusive benefits), and inter-seasonal campaigns (e.g., Black Friday or promotions related to holidays) (Arielle Feger, 2024). Discounts give a sense of urgency, and this can successfully drive traffic to both the online and physical stores (Claro, et al., 2021). Consider, as an example, a 50% off flash sale that encourages customers to

undertake impulse purchases when they think that they are being offered good value for the money (Hardesty & Bearden, 2003).

A common promotional tactic is the bundle deal. The buyers are offered the chance to purchase similar products in small bundles at a reduced cost when compared to the individual costs. As people can see, this kind of tactic works awesomely for the product categories like beauty, health, and apparel, where the customers might be drawn to try out an extra item. Another instance is the beauty brands that have their products at very discounted prices, whenever they offer bundled products, a skincare set, consisting of a cleanser, toner and moisturizer (Claro, et al., 2021).

Additionally, repeat purchases are promoted by a loyalty program. One of these programs hands out points to the customers for every purchase, which they can exchange in return for discounts, free products or exclusive services. Creating a continuous relationship with the brand does not only have to be for one-time purchases, but there are also programs like Sephora's Beauty Insider or Starbucks Rewards that encourage them (Kwok & Uncles, 2005). Finally, seasonal offers are offers that specify a time of the year, e.g. Black Friday, Christmas and Summer sales.

The promotions that personalize and pay rewards for repeated behaviour seem to enhance the emotional attachment and loyalty. However, the evidence also cautions against the excessive application of discounts as it will lead to losing brand value and deal-seeking instead of retention (Bravo, & Pina, 2025).

### **Effectiveness of Promotions**

Bundled product offerings tend to enhance average order value, as consumers perceive increased utility and value when purchasing complementary items together. Loyalty schemes have demonstrated considerable effectiveness, with evidence indicating that approximately 73% of American consumers regard such programs as integral to their overall brand commitment (Bryan Wassel, 2025). Discounts immediately encourage customers to buy products that they might not be interested in buying at full price. In this case, the offers are limited, such as flash sales and end-of-season discounts, which create a sense of urgency and generate quick conversions. According to a Kwok & Uncles, (2005), discounts are the most important aspect of consumers' purchases when shopping during sales events such as Black Friday.

Higher average order value can be induced by bundle deals. This leads to sales as customers tend to believe they are buying something extra at a discounted rate. In the case of fashion, a bundle deal would mean offering customers the offer of buying both shoes and a bag as a bundle, as opposed to one item alone (Venkataraman & Petersen, 2022).

A loyalty program is especially good at holding onto customers. They aim to reward repeat purchases as it will compel customers to keep purchasing from the brand. Also, these programs create a feeling of community and exclusivity as the customers feel appreciated

for being able to reach higher rewards tiers. Bond Brand Loyalty's study shows that 77 per cent of consumers are 'more likely to continue to do business with a brand that has a loyalty program (Wei et al., 2021).

### **Risks of Over-Reliance on Promotions**

Brands should limit their display of promotions to boost sales and lead to loyalty, while being careful about becoming too attached to them. The first would be possible brand erosion. If customers cannot see with their own eyes that it is on sale, they may start to question the real value of the products they are buying and start to think of the brand's products as lower quality (Hardesty & Bearden, 2003). This happens for brands that frequently give out discounts, and consumers may start expecting discounts for a brand they deem as 'premium.'

Another risk is to put people at risk of attracting deal seekers instead of loyal customers. Discounts may lead to short-term sales, but they also bring in consumers that are only interested in getting the best deal in place of a long-term relationship with the brand. A higher level of risk to retain these customers for a long time is that once the discounts end, they are less likely to remain loyal to this brand, and they may switch to other brands offering similar promotions (Wei et al., 2021).

### **Case Study: Target's "Circle" Loyalty Program**

The newly introduced Circle loyalty framework, comprising Circle (free), Card (5% discount), and 360 (subscription-based) tiers, has reportedly attracted over 100 million members, positioning it as one of the largest complimentary loyalty programs within the retail sector. By 2024, it was reported that Circle members showed spending rate that was about three times more than nonmembers; those using Circle credit or debit card spending was about six times higher and those subscribing to Circle 360 made up to eight times higher spending and shopping activity six times more (Bryan Wassel, 2025; Hinterhuber, Kienzler, and Liozu, 2021).

### **Conclusion: Crafting a Retention-Focused Strategy**

The theoretical contribution of this research is the combination of product availability, pricing and promotion into one model to effectively retain females as the promoters of consumer products. It provides an integrated blueprint strategy of maintaining loyalty by maintaining availability, value-based pricing and personalized promotion. Previous research Methodologically reflects the usefulness of an integrative review in cross-domain synthesizing. The given Loyalty Synergy Triangle may be empirically tested in future studies, which will rely on exploring the AI-based personalization and cross-cultural comparisons of female consumers to prove that the triangular model applies to the aforementioned context. These observations enhance the knowledge regarding the development of these long-run, trust-based, consumer relationships in joint operational and experiential variables.

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