

Debenhams to deal with eroding market share, they are increasing the amount of exclusive merchandise they offer and expanding the use of their multi-channel presence (Levy, *et al.*, 2014).

3.3 Pricing

Customers are likely to leave a store empty handed due to the fact everything is too expensive (Sanders, 2017). Debenhams previous CEO Michael Sharp said 'A number of changes would help to turnaround profits at Debenhams and improve its business' (Fashion United, 2014).

Being a cheap supplier is an effective way to attract new customers however, value is often related to price. Debenhams need to look at their competitors pricing before considering changing their own as it can damage the brand value of the company.

Debenhams can use psychological pricing, for example, setting the price of a coat that is £70 as £69 as a customer considers it cheaper and is more willing to buy. Debenhams always have a sale on or different offers, whereas their competitors only tend to have end of season sales.

3.4 Promotional methods

Retailers use a variety of demand stimulation tools to motivate customers to purchase (Dunne *et al.*, 2008), the purpose of promotion is to reach targeted consumers and persuade them to buy. Consumer spending within Debenhams shown a drop-in footfall of 3% from 2017 to 2018 which was the third consecutive annual fall (Elliot, 2019), so Debenhams use the different promotional methods whether it being, advertising, sales promotion, personal selling or publicity. The use of magazine ads, media, TV adverts, billboards, emails and the internet has become increasingly popular in order to show off products.

Direct marketing can target customers through computer technology, which enables companies to record data, with given permission, this helps when it comes personalised ads (Cox, *et al.*, 2004) However, after a profit decline in 2014, Debenhams began to cut down on its promotional offers and started to strengthen its product range (Kollewe, *et al.*, 2018).

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