













ORIGINAL

Shaping Consumer Satisfaction with Pricing amidst the Digital Transformation of Economic Relations

Cómo configurar la satisfacción del consumidor con los precios en medio de la transformación digital de las relaciones económicas

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ABSTRACT

Introduction: in the current digitalisation of economic relations, companies' pricing policies are becoming increasingly transparent and personalised, which affects consumer price satisfaction. The importance of the study lies in the fact that digital technologies are significantly changing consumer behaviour, promoting new approaches to customer interaction through online channels.

Objective: the study aims to study the mechanisms of the formation of consumer price satisfaction in the digital environment and identify the factors that influence it.

Method: the study uses the methods of analysis and synthesis of scientific sources, comparative analysis of approaches to pricing policy, and the method of consumer survey to collect primary data.

Results: the results show the importance of price transparency (83,56 %) and personalisation of offers (68,25 %) to increase customer satisfaction in digital environments. The survey showed that most respondents (92,07 %) prefer companies that offer online price comparisons and individual offers.

Conclusions: the study's practical significance lies in recommendations for enterprises to implement digital tools to improve their pricing strategy and increase customer satisfaction. It has been found that consumers expect not only price transparency but also frequent promotions and discounts in the digital environment, which allows companies to plan their pricing policies more effectively.

Keywords: Risks; Challenges; Price Satisfaction; Digital Technologies; Price Transparency; Personalisation; Consumer Behaviour; Online Commerce.

RESUMEN

Introducción: en la actual digitalización de las relaciones económicas, las políticas de precios de las empresas son cada vez más transparentes y personalizadas, lo que afecta a la satisfacción del consumidor con los precios. La importancia del estudio radica en que las tecnologías digitales están cambiando significativamente el comportamiento del consumidor, promoviendo nuevos enfoques de interacción con el cliente a través de canales online.

Objetivo: el estudio tiene como objetivo estudiar los mecanismos de formación de la satisfacción del

consumidor con los precios en el entorno digital e identificar los factores que influyen en ella.

Método: el estudio utiliza los métodos de análisis y síntesis de fuentes científicas, análisis comparativo de los enfoques de la política de precios y el método de encuesta a los consumidores para recopilar datos primarios.

Resultados: los resultados muestran la importancia de la transparencia de precios (83,56 %) y la personalización de las ofertas (68,25 %) para aumentar la satisfacción del cliente en entornos digitales. La encuesta mostró que la mayoría de los encuestados (92,07 %) prefieren las empresas que ofrecen comparaciones de precios en línea y ofertas personalizadas.

Conclusiones: la importancia práctica del estudio radica en las recomendaciones para que las empresas implementen herramientas digitales para mejorar su estrategia de precios y aumentar la satisfacción del cliente. Se ha constatado que los consumidores esperan no sólo transparencia en los precios, sino también promociones y descuentos frecuentes en el entorno digital, lo que permite a las empresas planificar sus políticas de precios con mayor eficacia.

Palabras clave: Riesgos; Retos; Satisfacción de Precios; Tecnologías Digitales; Transparencia de Precios; Personalización; Comportamiento del Consumidor; Comercio en Línea.

INTRODUCTION

Today's digitalized economic environment highlights the importance of having any effective pricing policy. The interplay of digital technologies between producers and consumers has profoundly impacted to price transparency, how offers should be personalized, and how available information is regarding goods and services. At the same time, the issue of fair pricing and the success of pricing strategies to rapid changes of consumer behavior on the advent of the global digitalization, is becoming an increasingly essential task. One of the key problems is to maintain price fairness and price offer flexibility despite the fast-growing online shopping, which causes consumer requirements to change. It is also worth noting that digital tools enable buyers to easily compare prices, and in an instant obtain information related to discounts and promotions, therefore greatly raising their expectations concerning transparency and personalization of pricing policies. This makes companies continuously monitor consumer needs, and being responsive to changing market realities still holds true. The research problem relates to how to effectively leverage the potential capabilities of digital technologies to form retail price satisfaction based on customers new demands and expectations on transparency and fairness in pricing policy.

The aim of the research is to reveal how consumer satisfaction with prices is shaped in the era of digitalized interaction and to identify the elements that influence how consumers perceive pricing strategies in the digital landscape.

Literature review

Research shows that close connection between digitalisation and bringing customer happiness has been established by scholars such as Dastane⁽¹⁾, Vasic and Aityassine⁽²⁾. The study also shows that digital marketing affects how consumers behave and keep satisfied while shopping and creates better experiences using digital tools to manage relationships with customers. Proskurnina et al.⁽³⁾ study on consumer behavior on digital technologies, implemented in the economies transformation in Ukraine also highlights it as one of the cases in which digital technologies became very important to improving the customer engagement. In this research, how businesses use technologies to fortify customer engagement to maximize benefits to the company was highlighted by Shpak et al.⁽⁴⁾ On the other hand Nemish et al.⁽⁵⁾ also highlighted the marketing trends that have been on an advance in promoting the production and service of a product or service through social media platforms. Additionally, Rădulescu and Solomons⁽⁶⁾ also investigate the effects of innovation on the instilling of higher institutions aspirations with the inclusion of digital education and marketing strategies. The use of digital marketing strategies and tools has been researched to be very impactful and serious in ensuring certain customers' satisfaction now in today's age and across businesses worldwide.

In this paper I report on the earlier work by Bielialov et al.⁽⁷⁾, Pantelieieva et al.⁽⁸⁾, who have studied the relationship between economic stability and impact of advancements in the digitalization space, as well as the cyber threats in the economic security space, they emphasised the role of digital technologies and how they add to the systems' resilience against potential threats⁽⁹⁾, In the financial sector, colleagues explore how corruption strategies within leveraging these can help them to integrate AI technologies to strengthen security measures and secure stability, as well play a part in digital transformation by protecting nations overall competitiveness plus, fighting online threats.

Marketing communications digitalised. Petrishyna et al.⁽¹⁰⁾ studies the status of the use of social media as

a channel of marketing communication within the current day. Al-Nawafah et al.⁽¹¹⁾ demonstrate that digital technologies enhance supply chain interactions in private hospitals in Jordan. Ivanova et al.⁽¹²⁾ use Artificial intelligence to improve customer experience in the marketing education. In a crisis, Khurday et al.⁽¹³⁾ examine the effect of marketing policy on consumer behaviour. Kupalova et al.⁽¹⁴⁾ believe that e-commerce became necessary for the COVID pandemic and considers that in trade it is necessary to provide digital solutions. Digitalisation in marketing communication is becoming more important, so are social media and artificial intelligence in marketing strategy, even more in times of crisis. The article “Marketing Communication during the Crisis: “Strategies for Customer Recovery and Retention” by Dligach et al.⁽¹⁵⁾ provides an understanding of customer recovery and retention strategies during crises and provides easily adjustable marketing tools.

Digital transformation and sustainable development. Based on their studies, Astaş and Petrescu⁽¹⁶⁾, Bezena et al.⁽¹⁷⁾, Sumets et al.⁽¹⁸⁾, among others, argue that the digital technology impact on sustainable development and quality of life, as well as on environmental risk management in the agricultural sector. Hurzhiy et al.⁽¹⁹⁾ investigate how digital economy affects behaviour of consumers and strategies of the marketplace conclusion, that companies should adjust their activity to digital transformation. Zerkal and Balabukha⁽²⁰⁾ explore the part played by digital marketing in developing organizations in the context of its military operations and the significance of digitalization for organization sustainability. Digital transformation stimulates sustainable development, raises quality of life and allows businesses to respond to the challenge of new circumstances.

METHOD

Scientific sources related to the formation of consumer price satisfaction in digitalisation were studied via analysis and synthesis. The analysis identified critical approaches to pricing policy, and the synthesis combined different research approaches, highlighting the main factors influencing satisfaction.

The comparative analysis compares the formation of pricing policies in digital and traditional distribution channels, revealing differences in customer satisfaction in the context of online and offline purchases.

The survey was conducted among consumers of digital platforms to collect data on price transparency expectations and satisfaction with pricing policies.

The data obtained from the survey is processed using statistical analysis. This helped identify the digital tools that have the most significant impact on forming a positive price perception among consumers.

A questionnaire was used to study digital technologies’ impact on consumer price satisfaction (Appendix A). The questionnaire consisted of several questions that allowed data collection for further statistical analysis. The survey was conducted online using Google Forms and through electronic questionnaires sent to respondents’ emails, as well as through social media (Facebook, Instagram) and review platforms (Trustpilot, Otvovik). The questionnaire had closed and open-ended questions, allowing us to obtain quantitative and qualitative data. The survey was conducted in May-August 2024 as part of a study of the impact of digital technologies on consumer price satisfaction. The study covered consumers of different ages and social groups who actively use digital technologies to purchase online (table 1).

Category	Description
Age	The study covered consumers aged 18 to 65.
Geography	The survey was conducted among consumers from different regions of Ukraine and European countries, mainly urban areas where digital shopping platforms are most active. Among the Ukrainian regions, the survey covered significant cities such as Kyiv, Kharkiv, Odesa, Lviv, and Dnipro, where online shopping via digital platforms is widespread. In Europe, respondents included residents of capitals and large cities such as Germany, Poland, and France. Popular online stores such as Rozetka.ua, Prom.ua, Amazon, Aliexpress, eBay, and other European trading platforms were leading platforms on which users made purchases.
Socio-economic status	Representatives of various socio-economic groups, including students, employees, and entrepreneurs.
Frequency of online purchases	Respondents are divided by the frequency of purchases: regular users and those who make purchases rarely.

The survey’s main goal was to assess consumer satisfaction with companies’ pricing policies on digital platforms and identify how price transparency, personalisation of offers, access to discounts, and other digital tools affect their behaviour. The survey included 327 respondents.

The selection of respondents was carried out randomly in the universities and business companies in five

above mentioned cities - 65 respondents in Kyiv, 65 respondents in Kharkiv, 65 respondents in Odesa, 66 respondents in Lviv, and 66 respondents in Dnipro. In the universities, we sampled respondents from among students, and in companies - among employees and high leadership staff.

In overall, the research is based on positivist paradigm a scientific approach that values rationalism, empirical knowledge, and standardized research methods.

RESULTS

The analysis of theoretical approaches to the study of consumer price satisfaction includes consideration of many factors, such as price perception, price fairness and price sensitivity. In the scientific literature, these aspects are widely studied in the digital economy and online commerce context.

Table 2 presents the difference between price satisfaction and price perception and the critical aspects of the study.

Aspect	Definition/Concept	Critical aspects of the study
Price satisfaction	The consumer's perception that the price of a product or service meets their expectations and values.	Vasic et al. ⁽²⁾ highlight the importance of transparency and price comparison for consumer satisfaction in online shopping.
Price perception	How consumers perceive the fairness and appropriateness of the price and its value.	Dastane ⁽¹⁾ notes that a consumer's perception of price fairness positively impacts their overall satisfaction and willingness to make repeat purchases.
Price fairness	The perception that the price is fair and reasonable for the value received.	Easy access to online price comparisons raises consumer expectations of fair pricing.
Price sensitivity	The extent to which changes in price influence consumers' purchasing decisions.	Aityassine ⁽²¹⁾ highlights that price sensitivity varies by product type, and digital tools increase the opportunities for personalised offers.

Source: created by the author based on Vasic et al.⁽²⁾, Dastane⁽¹⁾, Aityassine⁽²¹⁾

In the digital era, consumers benefit from increased price transparency and the ability to easily compare prices, which affects their satisfaction and perceptions of price fairness. In general, theoretical approaches to the study of consumer price satisfaction emphasise the importance of price perception, fairness and sensitivity, especially in the digitalisation of economic relations, where transparency and accessibility of price information increase the importance of these factors.

In general, theoretical approaches to studying consumer price satisfaction emphasise the importance of price perception, fairness and sensitivity, especially in digitalising economic relations. Here, the transparency and accessibility of price information reinforce the importance of these aspects. Digital technology has dramatically changed how consumers act and expect prices, including the proliferation of online shopping and digital resources for customer interactions.

1. Price transparency and accessibility of information sources ensure that consumers can quickly obtain price information across channels and suppliers, which improves their expectations of transparency and fairness in price policymaking. According to Vasic et al.⁽²⁾ the abundance of information, for comparing offers is increasingly becoming an aspect, in satisfying consumer price preferences.

2. Dynamic pricing can be used by companies to base their price offers on customer behaviour, preferences and history of buying data. This enables them to better meet customer needs in order to keep them loyal and hit customer expectation accurately⁽¹⁾. This gives rise to a greater likelihood of meeting customer needs more successfully and hence increasing loyalty by way of meeting their expectations⁽¹⁾. Price changes in the digital environment provide for real time prices, which serve to increase a consumer's perceived fairness of price.

3. Analysis of consumer behaviour in regards to digital marketing. Consumer behaviour is closely influenced by digital marketing and social media. According to Nemish et al.⁽⁵⁾, some critical factors are digital marketing tools, such as product promotion on social media, which change consumers' importance on goods and services. As established by the ability to influence price expectations through digital means, this is now a critical area for increasing customer satisfaction⁽²²⁾.

To determine the impact of digital technologies on changing consumer behaviour and price expectations, it is essential to consider the dynamics of these processes in different aspects of customer interaction and the use of digital tools. Table 3 provides examples of changes in consumer behaviour caused by digitalisation and relevant statistics, where available.

Table 3. Digital Technology’s Impact on Consumer Behaviour and Expectations

Impact aspect	An example of changing behaviour/ expectations	Statistics
Price transparency and access to information	Consumers expect instant access to price information via mobile devices and online platforms.	In 2022, about 60 % of all purchases began with an online search for informatio ⁽¹⁾ .
Price comparison	Consumers actively compare prices in real-time through mobile apps and websites before purchasing.	More than 75 % of US and European online shoppers use price comparison tools before purchasing ⁽²⁾ .
Individualisation of price offers	Expectation of personalised offers based on purchase history and preferences.	Personalised offers increase the likelihood of a purchase by 20 % ⁽⁵⁾ .
Price elasticity and discount expectations	Consumers are becoming more sensitive to discounts and expect frequent promotions in the digital environment.	About 80 % of consumers wait for sales and discounts before purchasing online ⁽²¹⁾ .
Instant reviews and ratings	Consumers evaluate the quality of goods and services based on reviews and ratings on digital platforms.	More than 90 % of customers pay attention to ratings and reviews when choosing goods and services ⁽¹⁾ .
Use of digital payments	Growth of non-cash payments and increase in the share of online transactions for convenience and security.	In 2023, online payments accounted for about 50 % of all retail transactions worldwide ⁽⁵⁾ .
Using social media for decision-making	Consumers actively use social media to find recommendations and solutions for purchasing goods and services.	Around 70 % of consumers admit that social media influences purchasing decisions ⁽¹³⁾ .
Digital marketing and social media promotion	Consumers expect personalised advertising messages and offers on social media based on their interests and actions.	More than 60 % of consumers say they tend to trust ads based on their social media behaviour ⁽⁵⁾ .

Source: created by the author based on Vasic et al.⁽²⁾, Dastane⁽¹⁾, Aityassine⁽²¹⁾, Nemish et al.⁽⁵⁾, Proskurnina et al.⁽³⁾, Petrishyna et al.⁽¹⁰⁾

Digital technologies have changed the shopping process and raised consumer expectations for personalisation and price transparency. Figure 1 shows the dynamics of digital technologies’ impact on consumer behaviour and price satisfaction.

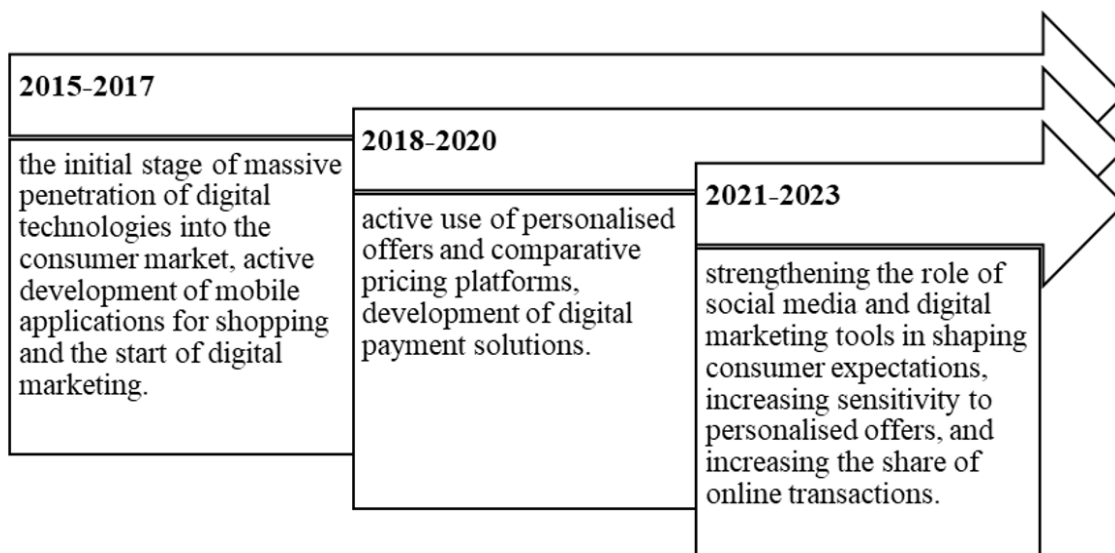


Figure 1. Dynamics of Digital Technology’s Impact on Consumer Behaviour and Price Satisfaction

The sample in our empirical research (a methodology is described above) included people who regularly use online shopping platforms and those who use digital technologies sporadically (figure 2).

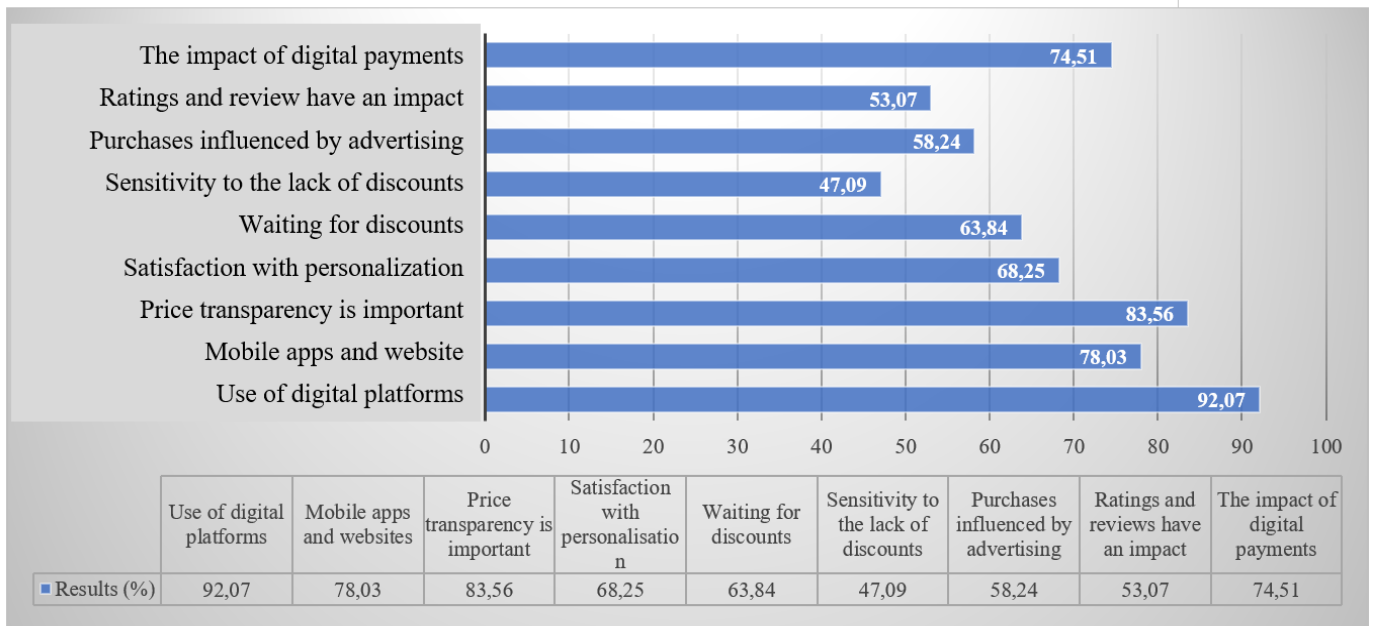


Figure 2. Dynamics of the impact of digital technologies on consumer behaviour and price satisfaction

An analysis of the differences in the survey results reveals several key points that reflect current trends in consumer behaviour influenced by digital technologies:

Use of digital platforms. 92,07 % of respondents actively use digital platforms to compare prices, which is a high rate. This indicates that most consumers use digital tools to make purchasing decisions. However, 7,93 % of respondents remain outside the digital price comparison space, which may be due to personal preferences or technical limitations. 78,03 % of respondents use mobile apps and websites to compare prices, which is slightly lower than the overall level of use of digital platforms. This indicates that other tools (e.g. social media or specialised comparison services) also play an essential role in the selection process.

Price transparency and personalisation. 83,56 % of respondents noted the importance of price transparency, underscoring the trend towards openness and accessibility of information. However, 16,44 % of respondents may have other priorities (speed, convenience), which should be considered when developing a pricing strategy. Only 68,25 % of respondents are satisfied with the personalisation of price offers. This indicates that about a third of consumers (31,75 %) feel that there are too many personalised offers, which causes fatigue. This opens up an opportunity to improve personalisation based on the desired amount of interaction for the consumer.

Price sensitivity. 63,84 % of respondents often wait for discounts or promotions before purchasing, indicating high price sensitivity among consumers. However, the remaining 36,16 % do not depend on discounts or use other criteria to make a purchase decision. Interestingly, 47,09 % of respondents report increased price sensitivity without personalised discounts. This indicates the importance of using dynamic pricing to maintain customer loyalty.

Social media and advertising. 58,24 % of respondents often buy goods under the influence of social media ads. This indicates the high effectiveness of digital marketing, but 41,76 % of respondents are less susceptible to advertising, which may be due to their experience or specific preferences. 53,07 % of respondents use ratings and reviews when purchasing decisions, indicating social proof's importance in decision-making. The remaining 46,93 % may be more likely to trust personal experience or recommendations from friends and family.

Use of digital payments. 74,51 % of respondents believe that digital payment options influence their purchasing decisions. This shows that most consumers value the speed and security of online transactions. However, 25,49 % of respondents either do not use these options or they are not critical factors for them.

The evaluation of the outcomes also revealed that highly effective forms of digital technologies namely, personalised offers, transparent information on prices, and multiple-channel selling systematically influence overall customer satisfaction. For instance, "Popelyushka" and "KidsQo" owning a company offers small customer targeted promotions based on their purchase patterns. This process makes customer satisfied and makes them to prefer the particular brand over other brands. Thus, the discussed multiple-channel sales idea, online resources, and social networks give businesses an opportunity to increase the availability of their products. The use of CRM systems helps to automate the loyalty programs and provide the customers with appropriate conditions, discount and bonuses which stimulate the repeat purchase. The study underscores the need of entering digital technologies in order to enhance the buying experience and also the satisfaction level

with the price policy of an organization.

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Most respondents actively use digital platforms, but some consumers remain less engaged with digital tools. Price transparency and personalisation play a crucial role, but personalised offers must be moderated to avoid triggering an adverse reaction. Social media and digital payments have a significant impact on consumer behaviour. However, some respondents are less receptive to these tools, which opens up room for developing different engagement strategies. These findings highlight the importance of adapting pricing strategies and marketing communications to different categories of consumers to maximise their satisfaction in the digital environment.

Digital tools help increase transparency, convenience, and personalisation of price offers, increasing customer satisfaction. CRM systems help companies better understand their customers and offer customised pricing solutions. Mobile apps and platforms provide easy access to pricing information, which builds trust in the company’s pricing policy. Chatbots and social media improve customer communication by providing quick access to advice and offers.

Table 4 presents recommendations for companies and enterprises operating in a digitalised environment that seek to increase customer satisfaction.

Table 4. Recommendations for Improving Pricing Strategy in the Digital Age to Increase Customer Satisfaction

Criterion	Description	Recommendation	Example of implementation
Price transparency	Consumers expect access to real-time price information and the ability to compare different offers easily.	Introduce tools for transparently displaying prices, accessible through mobile apps or websites.	Use price comparison platforms such as Google Shopping.
Personalisation of price offers	Consumers expect to receive special offers based on their interests and purchase history.	Using dynamic pricing that takes into account individual consumer needs and price sensitivity.	Special discounts for regular customers based on their activity.
Use of social media	Social media is an essential channel for advertising and promoting goods and services, influencing consumers’ price expectations.	Use social media to advertise and provide exclusive offers and discounts for subscribers.	Special offers for Instagram or Facebook followers.
Digital payments	Consumers expect fast and secure payment options through digital platforms.	Introduce multiple digital payment options, including mobile wallets, banking apps, or cryptocurrencies.	Cooperation with PayPal, Apple Pay, and Google Pay to provide convenient digital payments.
Adaptation to mobile users	More purchases are being made via mobile devices, which requires pricing strategies to be adapted to mobile platforms.	Offer special prices or discounts for users who buy through mobile apps.	Special discounts for users of mobile applications.
Reviews and ratings	Consumers rely on reviews and ratings when making purchasing decisions.	Reviews and ratings are used to increase trust in the company’s pricing policy, and real-time responses are provided via chatbots.	The ability to leave feedback and ratings after the purchase.
Loyalty programmes	Loyalty programmes encourage repeat purchases and improve customer satisfaction.	Develop loyalty programmes that allow customers to accumulate points and receive cashback or special offers through digital channels.	Personalised offers based on loyalty programme participation.

Source: created by the author based on Vasic et al. ⁽²⁾, Dastane⁽¹⁾, Aityassine⁽²¹⁾, Nemish et al. ⁽⁵⁾, Proskurnina et al. ⁽³⁾, Petrishyna et al. ⁽¹⁰⁾

The proposed recommendations will enable companies to adapt their pricing strategies to digitalisation. As

a result, customer satisfaction is increased through the use of innovative tools and approaches.

DISCUSSION

The study's results indicate a significant impact of digital technologies on the formation of customer price satisfaction, which is confirmed by the observations of other researchers^{(23), (24), (25), (26)}. As Vasic et al.⁽²⁾ noted, price transparency and the ability to quickly compare offers contribute to customer satisfaction. Our results confirm this, where most consumers indicate the importance of access to real-time price information. At the same time, several authors, such as Nemish et al.⁽⁵⁾, emphasise the role of personalised offers in increasing customer satisfaction, which is in line with our findings. However, our study notes that excessive personalised offers can cause consumer fatigue and reduce satisfaction, which has not been addressed in previous studies.

The contradiction between the findings of Aityassine⁽²¹⁾, who emphasises the importance of price sensitivity, and our results, where consumers have become less sensitive to minor price fluctuations in high competition and the availability of discounts, is also enjoyable. This may be due to different market conditions and the specifics of online platforms. It is also important to note that the results of our study partially confirm the hypothesis that digital technologies can increase the transparency of pricing policy but also indicate the need for further research into their long-term impact on building consumer trust in brands.

In addition, some authors, such as Shpak et al.^(4,27,28), emphasise that digital technologies, such as CRM systems and other customer relationship management tools, increase satisfaction with pricing policies, allow companies to better understand customer needs, and offer more accurate solutions. Our results support this view, demonstrating that using such tools increases satisfaction through a more personalised approach to each customer.

At the same time, a study by Proskurnina et al.⁽³⁾ points to potential risks associated with the excessive use of digital technologies, especially in a highly competitive environment where an overly aggressive marketing strategy can reduce consumer trust. Our research has also identified similar risks, especially regarding the excessive use of personalised advertising messages and price offers. At the same time, Petrishyna et al.⁽¹⁰⁾ emphasise the importance of using social media as an effective tool to increase customer satisfaction through digital marketing. Our results also support this view, showing that social media significantly influences the perception of pricing policies, especially among younger consumers. However, our findings point to the need for more cautious use of social media to avoid over-saturation with advertising messages.

The study evidence confirms that utilization of digital technologies leads to enhanced consumer price satisfaction. For instance, the companies that work in the children goods sector emphasize the use of digital technologies for managing relationships with buyers. For example, a firm that owns Popelyushka and KidsQo brands provides individual bonuses depend upon customers' buying profile. Therefore, its customers get individual discounts as this enhances satisfaction and creates incentives for future purchase. Furthermore, the use of multichannel selling is utilized to make the company's products easily accessible on the e-commerce market platforms, social networks, and its site. These approaches enable one to capture as many customers as possible, and satisfy their expectations concerning the availability of some products. Other factors also include use of automated loyalty programmes, which are employed by the company through CRM systems. Loyal consumers enjoy other terms that include cheaper prices or some additional bonus that encourage them to deal with the brand.

Therefore, factors that are assigned to the component of offering and communicating value include the use of digital technologies that foster personalized offers, multichannel sales, and a loyalty program which greatly influence the consumers' price satisfaction. They can be viewed as rather appropriate approaches aimed towards improving the levels of trust and customers' devotion on the ever-growing online environment.

The practical significance of the results rests on using digital tools to improve customer satisfaction through personalized price offer and social media as well as transparent pricing policy. Yet we need to remember that overuse of these tools also comes with risks, and if we lose customer trust their use may go too far.

One limitation of the study is that the analysis was conducted mainly based on digital platforms, leaving out the impact of offline payments and traditional sales methods. Another limitation is conducting empirical research only in one country, thus potential impact of cultural dimensions could be present. This requires further research to form a more complete picture of the impact of different sales channels on consumer price satisfaction, with a broader empirical base.

CONCLUSION

In the process of global digitalisation of the relations between the economy it turned out that digital technologies are essential for shaping consumer price satisfaction. The impacts on consumer satisfaction and brand loyalty include price transparency, using social media and personalisation of offers. The responsiveness to dynamic market conditions and enhancing competitiveness of businesses is facilitated.

The study demonstrates that excessive use of digital technologies, including aggressive personalized offers,

can trigger consumer fatigue and decrease the trust in brands. This bears out the need to keep the use of technology balanced with normal customer experience.

Further research should focus on the long-term impact of digital technologies on consumer trust and on developing strategies that effectively combine digital tools with more traditional customer interaction methods.

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APPENDIX

Questionnaire for a study on the impact of digital technologies on consumer price satisfaction

1. Block 1: General information about the respondents
 - Age
 - Gender
 - Level of education
 - Frequency of purchases in online stores
 - Channels for searching for goods/services (websites, social networks, mobile applications)
2. Block 2: Evaluating the use of digital technologies
 - Do you use digital platforms (mobile apps, websites) to find prices for goods/services? (Yes/No)
 - What digital tools do you use most often to compare prices? (Multiple choices: mobile apps, comparison sites, social media)
 - How often do you pay attention to personalised offers or discounts in your digital space? (Scale from 1 to 5)
3. Block 3: Satisfaction with pricing policy
 - How important is it for you to have price transparency in digital platforms? (Scale from 1 to 5)
 - Are you satisfied with the level of personalisation of price offers in the digital environment? (Scale from 1 to 5)
 - How often do you compare prices before buying online? (Possible answers: always, sometimes, rarely, never)
 - How often do you wait for discounts or promotions before purchasing online? (Scale from 1 to 5)
4. Block 4: Consumer behaviour
 - How often do you buy goods or services under the influence of social media ads? (Scale from 1 to 5)
 - Does the possibility of digital payments influence your purchasing decision? (Yes/No)
 - What factors are decisive for you when choosing a product in online stores? (Possibility to choose: price, discounts, reviews, seller rating, delivery speed)