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DEPARTMENT OF MANAGEMENT STUDIES

MASTER OF COMMERCE DEGREE IN STRATEGIC MANAGEMENT

Analysing Price Discrimination's impact on Small Businesses performance: the case of Mbare Musika Market

BY

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The undersigned certify that they have read and recommend to the Great Zimbabwe University for acceptance, a dissertation entitled, Analysing Price Discrimination's Impact on Small Businesses at Mbare Musika Market Submitted by **SULULU MAKONOKAYA** in partial fulfilment of the requirements for the MASTER OF COMMERCE IN STRATEGIC MANAGEMENT DEGREE.

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DEDICATION

I dedicate this to my sons Isaac, Kudakwashe and Alinafe, Brother Chris & his wife Kundai, Sister Pedzisai, Sister Alaje and my mother. For standing with me in these difficult times. Thank you very much.

DECLARATION

I **SULULU MAKONOKAYA** do hereby declare the contents of the research study to be true and not copied from anywhere or in any publication and previous degrees without acknowledgements.

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ABSTRACT

The main goal of this study was to analyse price discrimination’s impact on small business performance at Mbare Musika Market. The objectives of the study were to examine the impact of price levels on revenue growth on small business performance, to understand the impact dispersion on profitability on small business performance, to evaluate the impact of price fairness on customer retention on small business performance and to evaluate the impact of targeted discounts contribution to increase market share. The study was pinned by several theories including supply and demand theory, information assymmetry theory, equity theory and customer retention theory. The study was a quantitative study hence discriptive statistics was used. The data used in the study was collected using a survey guide which contained closed question administered at Mbare Musika Market. A systematic random technique was used to gather a sample. Small traders at Mbare Musika face challenges in charging prices in a volatile environment.

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Abbreviations

VUCA – Volatile Unpredictable, complexity and ambiguous

ZIMRA – Zimbabwe Revenue Authority

UK – United Kingdom

USA – United States of America

EU - European Union

AC – Average Cost

D = Demand or Aggregate Revenue

LMR – Long-term Marginal Revenue

LAC – Long-term Average Cast

M - Mean

P – Price

Q -Quantity

MC – Marginal Cost

MR – Marginal Revenue

Std Div – Standard Deviation

> - Greater than

< - Less than

= - equal to

CHAPTER 1

INTRODUCTION AND BACKGROUND

1.0 Introduction

Price discrimination's impact on small businesses in Zimbabwe is crucial in boosting revenue growth, profitability, building loyal customers and increasing market share, and fostering of economic development in the country. President Mnangagwa (2023) asserts that small businesses serves as a cornerstone of development, making a significant contribution to national development. According to the Finance Minister Dr Ncube (2023) alludes that the current Volatile Unpredictable Complex Ambiguous (VUCA) environment in Zimbabwe presents pricing challenges due to the continual rise in costs. Maintaining a competitive edge is essential for business growth and survival. The implementation of price differentiation tactics has been shown to boost sales, revenue, and profits in both the short and long term. This research aims to analyse price discrimination's impact on small businesses at Mbare Musika.

1.1 Background of the Study

According to Pigous, (1920) price discrimination is a practice of charging different prices for identical or similar products or services. Today this practice has been adopted by different disciplines. Klein & Newboy (2017) defined competitiveness as an embodiment of rivals or an inclination to compete between more than one. Competition arises when traders attempt to sell goods or services to customers in the market. In the US the introduction of the Robinson-Patman Act (RPA) sort to prevent businesses from unfair pricing, prohibiting sellers or traders from charging different prices for similar goods. This act also protected smaller businesses and to promote fair competition from larger companies. Zimbabwe Revenue Authority (ZIMRA) defined a small business as an enterprise, independently registered with an annual turnover of 2 million and net assets of 2 million and employing between 10 to 40 employees.

Across the globe P.D has a significant effects on small business performance. In the USA. Although the RPA monitors unfair pricing, large firm's benefits an unfair advantage in the market. Small businesses are failing to navigate the market as a result of a little muscle. Traditional large store such as Amazon and Walmart enjoyed market power against small businesses in their ability to pay for stock in advance at discounted prices. Other smaer stores fail to compete or match their prices. Even during COVID-19 pandemic most smaller shops

closed done because they failed to receive stocks from manufactures. Coca-cola and Pepsi faced seriously panishmement for violating the RPA for offering large retail outlet drinks at discounted prices disadvantaging smaller businesses.
In the United Kingdom (UK) the government gave small businesses a relief to support their efforts. Employment allowances were increased among other measures to help small businesses navigate the market and to make them relevant and effect because of their contribution to the economy.
The European Union (E.U) to fined Google for unfair pricing on Google Ads online adverts. In the E.U similar cars are sold at different prices. Some prefer to buy from German and import to other countries than buying in their own country.

In Africa the price discrimination challanges are still prevelent. Larger firms carry an advantage over smaller firms. In many African countries the practice Sasol a South African company won a case over pole against Nationwide a small firm. Nationwide could not prove
According to Zambia Airtel Money was found guilty of charging different charges to customers and was fined. In Zimbabwe since the economy is almost 80 % infomalised. Prices are based on what a customer is willing to pay. Often prices are not fixed but negotiated which leads to price discrimination

The market at Mbare Musika exhibits characteristics of a monopolistic market structure. Monopolistic competition, initially formulated by Chamberlin (1933), this market bears resemblance to perfect competition. The market structure lies between the extremes of perfect competition and monopoly, characterized by a multitude of buyers and sellers, homogeneous and differentiated goods and services, absence of barriers to entry or exit, firms acting as price takers rather than price makers, complete independence among traders, intense competition primarily based on non-price factors, and pricing dictated by market forces of demand and supply, with at least one aspect of perfect competition being compromised. Imperfect demand for goods and services, incomplete knowledge of quality and prices, and inadequate information regarding products and prices are prevalent. Small fluctuations in prices and quantity exert either a positive or negative impact on demand.
The market size of Mbare Musika has expanded over time since its inception in the 1960’s to accommodate a variety of trading lines, ranging from traditional vegetables to household goods in small, medium, and large scales. Formerly solely a vegetable market, Mbare Musika has demonstrated significant potential in connecting various markets and cities across Zimbabwe

moreover Southern Africa and beyond. Customers and buyers visiting the market possess market power as they have the ability to buy, this reduces profit margins and heightened competition among traders. The market's supplies are diverse, comprising local, regional, and international sources, including Chinawares.

According to Machona (2023) majority of young medical professionals like doctors and dentists are transitioning to private practice, competing with both government and private hospitals and clinics by charging varying prices based on medical conditions, location, and specialties like 24-hour clinics. Similarly, pharmacists price drugs differently based on medical conditions and locations to boost sales of other medications.

The Rural Bus Passenger Association of Zimbabwe (2024) operators are lamenting over charging low prices to lure customers as a result of poor business on the roads. The growing number of alternative transportation on local roads has led to losses to most buses on major highways.

1.2 Statement of the Problem

The practice of price discrimination is increasingly prevalent in many industries and markets, but its impact on small businesses is not well understood, making it crucial to examine the relationship between price discrimination and small business performance.

1.3 Purposes Statement

The study aimed to expire the relationship between price discrimination and small business performance providing insights to traders than can inform price decision making and bring about an understanding of its benefits.

1.4 Research Objectives

1. To examine the impact of price levels on revenue growth on small business performance.

2. To understand the impact of price dispersion on profitability on small business performance.

3. To investigate the impact of price fairness on customer retention on small business performance.

4. To evaluate the impact of targeted discounts on market share on small business performance.

1.5 Research Questions

1. What is the effect of price levels on revenue growth in the market?

2. To what extent has price dispersion affected profitability in the market?

3. How has price fairness contributed to customer retaintion in the market?

4. Are targeted discounts contributing to increase in market share?

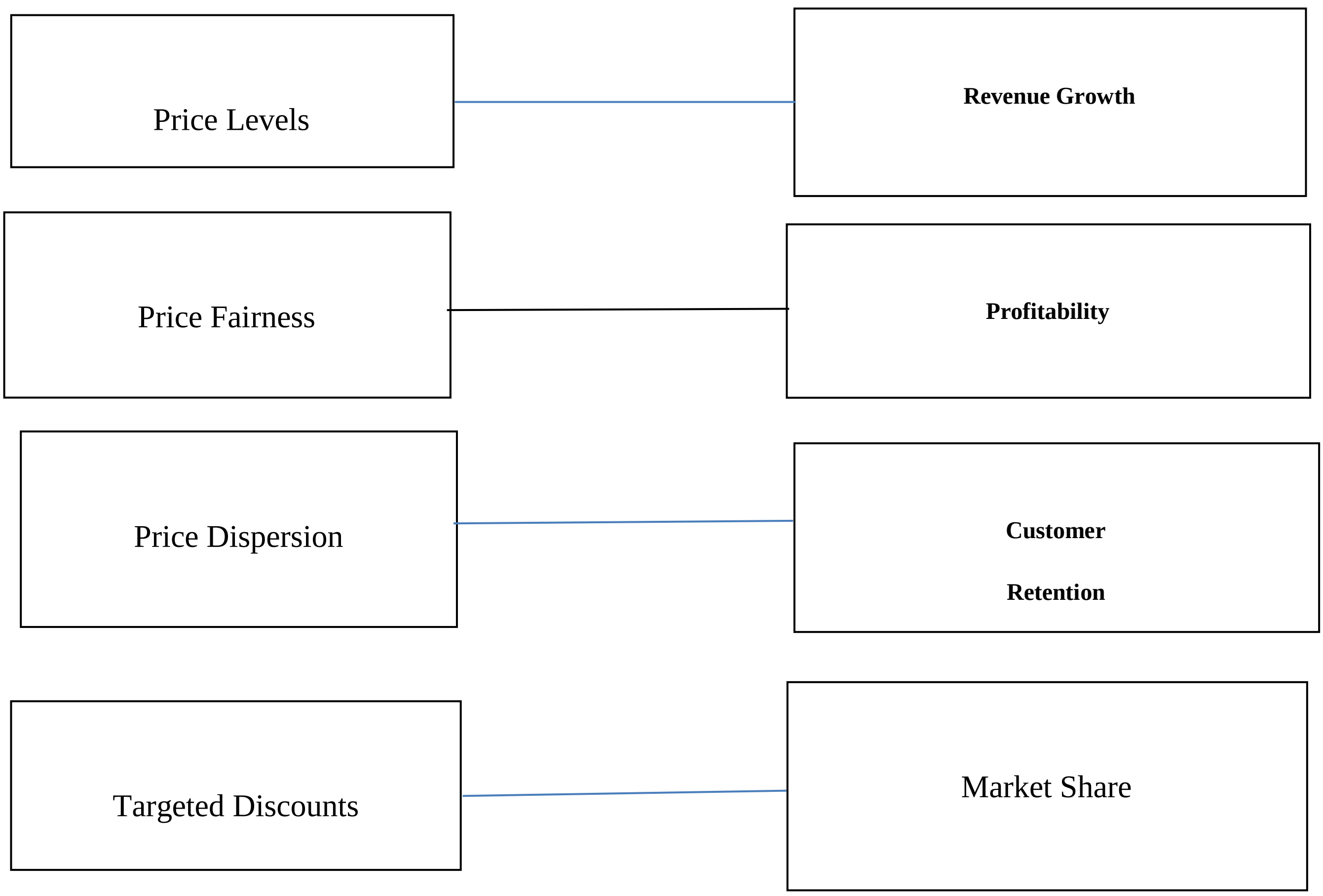
1.6 Conceptional Framework

A conceptional framework guides the path of the research as will provide the foundation to establish its credibility.

To illustrate the relationship between the independent and dependent variables the figure below shows the conceptional framework by the Researcher.

Constructs/ Independent Variable **Dependent Variable**

(Price Discrimination) **(Competitiveness)**



Conceptual framework by the Researcher

Figure 1 Conceptual Framework by the researcher

1.7 Statement of Hypothesis

H1**.** Price levels have no effect on revenue growth.

H2 Price dispersion has a significant influence on small business profitability.

H3. Price fairness has a greater influence on customer retention.

H4. Targeted discounts help small businesses gain greater market share.

1.8 Justification of Study/ Significance of Study

This study is essential for small business enterprises because a number of traders are failing to understand the impact of price discrimination and its benefits to the performance of their business. A big number are folding and failing to create a unique advantage among pears and with the larger cooperates. Traders a not realizing areas that help them create a competitive advantage. A proper orientation will provide strategies that will enhance business performance, creation of segments and deal with individual customers to gain a competitive advantage. These strategies can lead their business into greater success. This study is important to the researcher to gain more insight on the subject. The study will also assist the researcher to gather expertise on pricing strategies and to fulfil the requirements of attaining a Master's degree in Strategic Management. To Great Zimbabwe and learners to improve decision making and critical thinking skills and strategies on pricing.

1.9 Delimitation of Study

The delimitation of this study encompasses three main phases: the geographic scope, subject scope, and time scope.

The delimitation of this study is in 3 phases the geographic scope, subject scope and time scope.

1.9.1 Geographic Scope

This study is limited to an analysis of price discrimination on competitiveness of small business enterprises in the informal sector in Zimbabwe, Harare at Mbare Musika.

1.9.2 Subject Scope

This study will focus on price discrimination activities and conditions as the independent variable and competitiveness as the dependent variable. The major focus of the study is to understand all aspects of price discrimination in order to create more avenues for profit and to gain a competitive advantage in a volatile environment.

1.9.3 Time Scope

The study is a cross sectional study which cover a period of one year from August 2024 to July 2025.

1.10 Assumption of Study

The assumption of the study is that subjects will be honest in sharing their truthful experiences. Small enterprises are eager to learn and sustain their businesses. Small enterprises and other stakeholder will give correct and accurate information about how they are using price discrimination strategy in their business.

1.11 Limitation of Study

The study and analysis is limited to a single geographical area. The researcher is not sure if the results obtained in this this study could be a true reflection of the entire small business enterprises in Zimbabwe.

The study only focused on the traders this did not fully justify why customers are willing to pay a particular price for a product or service. In this regard the study did not totally consider their views on price discrimination strategy.

They are time and financial constrains to cover the whole market. They are also other engagements other this research, this may be time restrictive to the researcher. This study is self-funded and the researcher is committed to cover the whole sample. In light of these limitations the best will be done to overcome.

1.12 Definitions of Terms

Price discrimination - refers to price discrimination as the charging different prices for same or similar goods

Competiveness - is a contest or the tendency to compete between oneself, even one or more others against an object.

VUCA – volatile, unpredictable, complexity and ambiguous.

Small enterprise - a small enterprise is a non-subsidiary, formally registered independent firm with a total annual sales of 2 million, net assets of 2 million employing 10-40 people.

1.13 Organisation of the Study

Chapter 1: Introduction

This chapter provides a comprehensive foundation for the study. It includes:

An overview of Price Discrimination, focusing on small business performance at Mbare Musika in Harare, Zimbabwe.

The research problem, which identifies gaps in price discrimination practices and its implications on small business performance.

The study's purpose, objectives, and questions, highlighting what the research aims to achieve.

A discussion on the justification of the study, emphasising its relevance to stakeholders like traders, distributers and customers.

Scope and limitations, delineating the study's geographical, technological, and temporal boundaries.

Chapter 2: Literature Review

This chapter critically examines both theoretical and empirical studies related to price discrimination on small business performance, with specific emphasis on:

Theoretical Underpinnings:

Key frameworks like the supply and demand theory, information assymmetry theory, equity theory and customer retention theory which explain the dynamics of price discrimination on business performance.

Empirical Studies:

Analysis of global and regional and local Chapter 1: Introduction

This chapter provides a comprehensive foundation for the study. It includes:

An overview of price discrimination focusing on the competitiveness of small businesses.

The research problem, which identifies gaps in price discrimination adoption and its implications for small businesses.

The study's purpose, objectives, and questions, highlighting what the research aims to achieve.

A discussion on the justification of the study, emphasising its relevance to stakeholders like traders, distributors and customers.

Scope and limitations, delineating the study's geographical, technological, and temporal boundaries.

at the Insights on the Mbare Musika market's unique challenges, such as economic constraints, and how they shape price discrimination adoption in the informal sector.

Chapter 3: Research Methodology

This chapter outlines the approaches and techniques used to conduct the study. Key components include, research design in which the study employs a case study approach focused on Minerva Risk Advisors, providing a comprehensive analysis of price discrimination''s role in the informal sector. Data Collection Methods thus combination of primary and secondary data sources, including a survey questioner with key stakeholders Mbare Musika Market, surveys, and industry reports and scholarstical accounts. Sampling Techniques thus venturing into the purposive sampling of professionals (traders). Data Analysis Techniques utilisation of statistical tools, for quantitative insights, and graphical representations to interpret trends and patterns.

Chapter 4: Results, Data Presentation and Analysis

This chapter presents and interprets the findings from the collected data, providing insights into:

Quantitative Data:

Metrics like operational efficiency, claim processing times, and customer satisfaction rates before and after price disctrimination adoption.

Qualitative Data:

Feedback from stakeholders on the effectiveness of price discrimination, perceived challenges, and suggestions for improvement.

Chapter 5: Conclusions and Recommendations

This chapter provides a synthesis of the study's findings and actionable recommendations for stakeholders thus includes key findings thus summary of the study's insights on how price discrimination fosters competativeness, recommendations which are the strategic advice for policymakers on price discrimination regulations, Relevance to Zimbabwe:

1.14 Chapter Summary

In chapter 1 an introduction of the research topic was in discussion, the development of problem of price discrimination on small business performance was discussed at length. The chapter covered the introduction, background of the study, problem statement, study questions, objectives and significance of the study. The chapter covered the assumptions of the study, limitations of the study, delimitations and definition of terms. The next chapter will cover the literature review.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In the previous chapter, the researcher presented the main subject matter, while in this chapter, an examination of existing literature regarding the effects of price differentiation in a dynamic setting will be conducted. This chapter will dive deeper into the theoretical foundation of the study, the conceptual framework, and an empirical analysis.

2.1 Literature Review

According to Arshad & Danson (2015) stated that a literature review is important for researcher for it demonstrate knowledge on the subject as it discusses of published information on a subject. New or immerging is obtained from data that benefit the concepts holistically and production of relevant literature can be achieved. This give solutions to abuses, debates and provide the much needed knowledge as well in the identification of a research gap. Ramdhani (2014) echoed that literature review summarises sources, which helps to identify the research gap and reduces the duplication of efforts. Literature review help readers to acknowledge input of others before and to recap on important information from previous authors have discovered. The main purpose of this literature review is to trace the intellectual development of concepts in a field of study.

2.2 Theoretical Framework

A theoretical framework has been referred to as a theory or model that underpin a study. Analysing price discrimination cannot be achieved without the support of theories, models and concepts in the economics and marketing fields The demand & supply theory, information assymmetry theory, equity theory and customer retention theory are the pinning and supporting theories used in the study. Nagle & Holden, Monroe proposed some strategies or variables which have been adopted as sub variables for price discrimination for this study.

2.2.1 The supply and demand theory

Adam Smith founded the theory to explain how limited resources are distributed and manage buyer and seller actions in the changing market conditions. This control market prices. In this study this theory will help small businesses to understand the importance of price levels in attaining revenue growth for their business.

2.2.2 Information assymmetry theory

Is a situation where one party in a transaction has more or better information than the other. This theory explains price spread in the market and how profitability can be achieved. Traders can use information known to themselves to gain a competitive advantage over others which increase returns on investment for their business.

2.2.3 Equity theory

This hold that individuals are motivated by what is perceived as a fair price. This is in relation to the input or contribution/ output or rewards. Its major aim is to bring parity between parties. Customers participate more if they view prices as fair. This create more business for the traders.

2.2.4 Customer retention theory

This relates to strategies and factors that encourage customers to remain loyal to company products or services. These include enhancing a positive customer experience, improve the quality of products or services, customer lifetime value (CLV) as well improving customer satisfaction.

2.3 Empirical Literature Review

David (2014) asserts that small businesses have a small voice on the subject of price discrimination yet they are the most affected part of the the whole process. A number of small traders lack skill and knowledge which hinders them from actively participating in pricing debates. In the case of Nationwide Poles Sasol dominated because of power and resources it has. Small businesses are in dire need for cash to reinvest into their businesses. This results in financial stress and kill the vigour to reinvest. A small reduction of price discrimination affects a huge percentage of their profits and revenue in total.

Wright (2018) affirm that firms inclusing small businesses use price discrimination to take advantage of elastic demand. This pushes revenue for firm that get supplies at a low price. However price discrimination still pose a danger of standard walfare. Its treats can wipe away revenue as in the case of Nationwide poles which folded a few months after loosing a baatle with Sasol. Generally these large firms with market power continue to dominate in the absence of perfect substitutes.

Starks (2018) financial services are complex, in most situations leads to unfairness. On cash savings banks offer a low rate to discourage customers from shopping for better rates. This practise is viewed as unfair. Airtel Zambia was charged 3% of the years revenue for breaching batting rules where it was found guilty of collecting more. Her practise where deamed as unfair.

Competition is aggressive in this volatile environment where firms seeks to increase market power as numerous buyers and sellers vie for success in this market. New entrants trys to capitalize on any gaps, new openings or any slips in the market. Small entrepreneurs exercises attentiveness to stay abreast of customer demands and costs. Product differentiation is crucial in monopolistic competition. Small enterprises resort to price discrimination to achieve two main objectives: market penetration or market skimming.

Price discrimination uses a variety of strategies to penetration into customers, small entrepreneurs aim to expand market share, entice customers to switch from rival products or services, and increase sales volume as a marketing goal. Equally, market skimming targets early adopters who are willing to pay a premium price to be the first to access a product.

Consumer demand for differentiated products can be analysed using two distinct approaches: the love-of-variety approach and the ideal variety approach. The love-of-variety approach suggests that each consumer buys a desire for multiple product varieties over time, while the ideal variety approach posits that each product comprises a selection of diverse features.

The definition of a small enterprise varies among different countries

The alterations in business dynamics and the rapidly changing environment of today necessitate strategic thinkers to achieve a competitive edge, leading to an increased market share and profitability, crucial for the survival of smaller enterprises. However, these businesses face uncontrollable threats posed by the external environment. Price discrimination strategy has been defined in various ways by scholars as a pricing strategy that involves selling the same or similar goods and services to the same customer or buyer at different prices. Wilkinson (2015) further refined the definition of price discrimination by specifying it as selling identical or similar products in different markets where price disparities are not based on differences in marginal costs. Klein & Newby (2017) argued that competitiveness is a contest or the inclination to compete against oneself or one or more others for an object. In this context, the study will examine the impact of price discrimination on the competitiveness of small entrepreneurs in a volatile trading environment at Mbare Musika in Harare. Previous studies Bayer (2016), Elegido (2011), Nckeke (2013) have predominantly focused on price discrimination from the perspectives of welfare and antitrust laws, with a primary emphasis on large manufacturing firms, neglecting the significance for small enterprises. Therefore, this study aims to comprehend the effects and connections of price discrimination strategy on the competitiveness of small business enterprises in a volatile environment.

According to Choe, King & Matsushima (2017) on a global scale, in developed countries such as China or UK small enterprises compete differently, with larger firms enjoying a significant advantage over them. Zhau (2016) Price discrimination is a commonly employed pricing strategy by businesses facing intense competition among producers and traders for customers. Mashingaidze (2021) noted that in developed markets like the United Kingdom (UK), planning is crucial for small enterprises in both the short and long terms. Competition is structured and relevant in such markets. Varian (2023) an economist emphasizes that price discrimination is a highly relevant marketing practice when a business has market power, ability to sort customers and have power to prevent a resale, although it has faced criticisms in various contexts. The strategy has become controversial due to its outcomes and the harm it may cause to others. Developed countries worldwide have enacted laws to regulate the application of price discrimination in pricing goods and services. Consequently, these countries hold differing perceptions regarding price discrimination, leading some governments to establish laws to safeguard both producers and customers.

Armstrong (2018) developed nations such as the United States of America (USA) or the United Kingdom, competition has intensified significantly, making it challenging to substantiate any wrongdoing in terms of pricing. Gifford & Kudrle (2014) asserts that these factors contributing to this include technological advancements, climate change, globalisation, customer preferences, increased knowledge, innovations, and changes in laws, among others. These changes have been influenced by the advent of the Fourth Industrial Revolution (4IR). Companies like Alibaba, Amazon, and Car Junction are reaping the benefits of price discrimination as a pricing strategy to gain a competitive edge by offering the same or similar goods and services at lower prices compared to other players in the industry, both online and in retail stores. This creates a competitive atmosphere for customers globally.

The enduring use of price discrimination strategy underscores its effectiveness, as firms of all types are experiencing a surge in sales volumes and increased revenue in both the short and long terms. Soebbing, Watanabe, and Seifried (2016), prominent economists, assert that price discrimination boosts sales and revenue in the short run and leads to normal profits in the long run. Most businesses, regardless of size, recognize the importance of price discrimination in their operations as a competitive tool, encouraging its strategic use. Scholars generally agree that there is a positive relationship between price discrimination and competitiveness, enhancing a firm's profitability and sales volumes. According to a follow up article Froeb & O'Brien in (2023) argue that price discrimination is detrimental to competition when prices fall below marginal costs (P>MC) and poses challenges when firms operate in different market structures. Armstrong (2016) affirms that irrespective of the economic structure, intelligent use of price discrimination fosters competition and innovation. Adon (2016) stresses the importance of competitor information for effective industry operations, warning against operating blindly.

Armstrong (2016) states that on a global scale, price discrimination is practiced for three primary reasons: to exploit the final customer, to establish a unified market across a region (e.g., the European Union), and to exclude potential threats. However, achieving these objectives is complex. In the USA, Adon (2016) stated that five dominant firms control 60% of retail sales, causing many small shops to go out of business. In the EU, despite adopting a single currency like the Euro, the same or similar products are sold at varying prices across Europe. Economic liberties (2022) noted that small business owners in certain areas face challenges from dominant players like Walmart, who demand suppliers to prioritize their shops over others, resulting in market power disadvantaging smaller firms without achieving Pareto Efficiency. Notably, Walmart continued to stock up even during the COVID-19 pandemic, causing shortages in some independent stores.

According to OECD (2018) is of the openion that Europe, price differentiation is a major issue among small businesses. Among European Union (EU) member countries the practice of buying the same or similar products cheaper in one country and reselling them at a higher price in another is eminent. OECD report cited the imbalance between small enterprises and larger companies, where the latter benefit from substantial purchase discounts, rebates, and supply agreements, has led to many small businesses folding or being forced out of the market. In the developing world, particularly in Sub-Saharan Africa, enterprises, including large ones, utilize price discrimination strategies in their transactions. Those that emerge as dominant players and strategic thinkers enjoy both comparative and competitive advantages in various markets. There has been a significant increase in the use of telecommunication products in Africa, resulting in a surge in the number of subscribers over the years. Telecommunication firms leverage price discrimination strategies to capture more market share.

In Zimbabwe, this is evident in the competitive landscape between Econet Wireless and Netone, engaging in price competitions and promotions to attract more customers and encourage customer switching.

Swart (2018) asserts that in the airline industry, companies like Fastjet allow passengers to negotiate prices upon boarding a flight. Pricing is influenced by historical data, company positioning, time of year, among other factors. While this is a common practice in the industry, passengers often pay varying prices based on factors like time, seat location, destination, and time of travel.

In general, enterprises in Africa are typically operate at a small scale. In most African country, the practising of price discrimination is renowned whether in a shopping mall, salon, commuter minibus, or public taxi, small businesses charge different prices for the same product or service due to various attributes and factors like confidence, knowledge, and social status, among others.

According to USAID (2023) the competition among providers of goods and services is intense, leading to non-standard pricing for some products and services as they strive to be competitive and enhance customer satisfaction.

Steve (2022) asserts that small enterprises in South Africa are gaining market influence and competing with traditional dominant players by leveraging technology for a fair advantage. This raises the question of whether gaining market control directly translates into repeat purchases from customers. Small entrepreneurs in Zimbabwe, amid a volatile environment, face heightened competition from both other small businesses and industrial giants that are increasingly employing price discrimination to attract more customers

There has been several studies on price discrimination. In this emperic literature review the focus will be on global, reginal and local studies on the subject.

2.3.1 Global literature review

Research shows that while price discrimination has potential to increase efficiency it decrease trust and raise fairness concerns in customers. Athey (2025) asserts that the European Parliament investigated mechanisms of personised pricing in EU markets the study highlighted how firms use personal data to better exploits customers willingness pay and potential increase profits. Global surveys show that customer perception of fairness greatly influence their reaction of price discrimination. Customer perceive unfair practices when as loyal customers feel they are being charged more. This lead to lost in trust and resistance of products and service. Therefore price discimination has a two way effect.

2.3.2 Reginal literature review

In Africa price discrimination has been observed in many sectors. In the telecommunication in East Africa. It was noted that mobile companies charge different terrifs to different market segments. Uchenna (2021) cited that an expensive pre- liberalization tarriffor existing customers with a high switching cost and a competitive tarrif for new customers with a low switching cost. This give an advantage to larger operators disadvantaging smaller players. The study showed that monopolies use price discrimination to maintain profits and dominance in the market places. The Nigerian informal and wholesale rice market showed a little influence in ethnicity to prices. However, Poort & Borgesius (2019) observed that social class has a significant influence with the more affluent being charged more. The study showed that social status has an impact on price. Class has apart in identifying boundaries traders use to charge a price, hence price discrimination can be based on social classes in the informal market.

2.3.3 Local literature review

In Zimbabwe, limited literature is available specific on price discrimination in Zimbabwe. Wider studies focus on market performance and price control which may shed more light on the subject. Chigora & Vutete (2015) In the tourism sector studies on the elastic demand did show price discrimination as a factor that influences market position. In a 2015 study that investigated drivers of demand in the sector disposable and prices at competing destination influenced demand and market position. Distinctions such as Victoria Falls and Nyanga are favourite to both local and foreign tourist. According to Xinhua (2025) The under capitalisation of traditional giant such OK. TM Pick n' Pay, Edgars from 2014 to early 2025 show challanges faced by large corporate in Zimbabwe. However informal traders took advantage of price difference by accessing cheaper groceries and clothes from other countries. World Bank (2024) cited that distortion in exchange rates lead to price discripancies in Zimbabwe. Although the paper focused on how micro- economic factors it demonstrated how the factors impact price structures within the Zimbabwean economy creating varying prices for the same goods.

2.4 Price Discrimination

Generally, price discrimination is still one of the ancient practice in business but not many talk about it in greater detail. Fobs & O'Brian (2023) highlighted errors people make but generalising effects of price discrimination to the wrong market structures. As a result creating wrong effects to a particular situation. In a volatile environment changes are fast.

Although price discrimination has been in practise for a long time, there is no universally accepted definition. Various literature has failed to give a comprehensive definition. Varian (2019) defined price discrimination as the selling of same or similar goods or services at different prices. This definition fails to clearly elucidate two aspect (i) extra costs e.g. transport, tax etc. in addition to marginal costs, (ii) different in margins even when one price is used. He further assumed that firm has market power, ability to sort customers and goods and services are not resold.

The above assumptions by Varian (2023) does not cover fully a monopolistic competitive markets where small enterprises do not have market power, little ability to sort customers and buyers are re-selling products or services.

Trader	A	B	C
Price	$0.33	0.40	0.50

Table 1 Price Dispersion at Mbare Musika

In Table 3 above demonstrates a recent experience to buy a plough wheel the above prices were given by 3 small entrepreneurs at the market. Eventually the plough wheel was bought at $2.00. The researcher wondered where the benefit is. Same wheel same manufacture being sold at different prices while all buy from the same supplier.

Market volatility is being driven by economic forces currently being faced by the nation. Sales volumes are low. Small enterprises are in dire need for money, in a bid to be competitive they turn to engage in a price competition. However there is a misconception resulted in a lack of knowledge by the traders. In a face of competition lowering prices below marginal costs (MC) results in folding in both short and long run.

Most suppliers at Mbare Musika buy at the lowest possible price in order to resale at a higher price. This market feeds into many growth points and other similar markets in Zimbabwe. Some are using price discrimination to build market share yet do not have a real capacity to do so. The general belief is that profits will be realised latter. Small enterprises can leverage on these strategies and tactics to attract new and old customers to the business products and services. What attracts a customer varies from one person to the next. Some are attracted by humour, service excellence, truthfulness, durability of product, etc. The goal of every business is to make a profit. By attracting more customers the business increasing market share price and customer switch from other brands. Price discrimination is a tool that brings relevance and creation of products and services that suit every customer which increase revenue for the business. There are more referrals by word of mouth this lowers marketing costs

2.4.1 What are the effects of price levels on revenue growth in the market?

According to Bobojonva (2025) in a green economy a comprehesive understanding of price levels is important to attain goals and objectives. Price discrimination occurs on 3 levels. To the individual, to a segment and demographic grouping. This has a great impact on revenue growth because other avenues being in more. An airline charges different prices based on history, route, time of travel, purpose of travel among many other reasons. Mobile operators encourage use of network late night by charging low rate. Instead of leaving the network idle more revenue is realised. When university or schools open transport is expensive to boarding school. This is because of the rise in demand to transport students.

2.4.2 To what extent has price dispersion affected profitability in the market?

Pan (2024) stated that price dispersion occur when different sellers or traders sell homogeneous product at different prices in market. This is decause price discrimination occurs on 3 different levels. First where an individual customer expresses a willingness to pay, secondly when customers are segmented and third when demographics are used. Lewis (2004) in businesses selling similar products such as service station prices of petroleum vary because they factor in cost such as rent, distribution costs, location and demand among other factors. However there is a limitation on literature of price dispersion in differented products. At Mbare Musika Market packing material prices vary, according to Hopkins the market lacks perfect information and customers relay on distributed prices as a fair price. This limit avenue of harvesting more profits for the traders. One party posseses superior information than others.

2.4.3 How has price fairness contributed to customer retaintion in the market?

Malo (2016) and Diller (2008) are of an opinion that price fairness refers to an assessment by customers wheather a price is reasonable or acceptable or justified based on a charged price. According to Chung price are perceived as fair based on an input and output relationship which contribution and rewards. This enlighten perception, fair treatment and goes a long way to navigate social relationships.

2.2.4 Are targeted discounts contributing to an increase in market share in the market?

The targeted discounts aim at all levels from individual to demographics. Sanhni,Zou & Chintagunta stated that they act as adverts which brings many references to your business. Airlines charge ticket price according to history, purpose and also consider age. Students are charged lesser. Over time relationships are built which enhances customer life value (CLV). These practices increase sales,increase ustomer satisfaction and provide better insights into customer behavior and preferences.

2.5 Chapter Conclusion

In this chapter the theoretical framework, constructs and research questions Study discussed in greater detail. This also include some observations the researcher made. The preceding chapter will look at the tools to be used in conducting the study, these will include research philosophy, methodology, population, sample method and size so will give details on ethical conside

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

In the previous chapter the researcher took a deep look into the literature as the researcher looked at the conceptual framework as well the constructs in a greater detail. Then compared and contrasts views from various authors and scholar. In this chapter the research methodology and procedures used in gathering the data for the research study are discussed in greater detail, giving a brief description of research philosophy, research methodology, research design, type and source of data, target population, sample and sampling methods, research instruments, data presentation, data reliability and validity is discussed in greater detail.

3.1 Research Philosophy

A research philosophy refers to the set of beliefs about the nature of the reality being investigated Bryman, (2012). This refers to the approach and academic discipline used in the study to gain knowledge. This research is a field study followed a positivism approach. The positivist approach is conceived that the social world exists externally and is something that can be examined objectively, and not through sensation, inflection, and intuition Easterby-Smith, (2012). This study employed a positivism research philosophy because there are real facts about small entrepreneurs deliberately using this price strategy either aware or unaware in their business practises. The positivism philosophical approach is mainly related with the observations and experiments from the collected numeric data Ester-by—Smith et al (2006). Saunders et al. (2009) state that the positivist philosopher initially relies on a quantitative, observational approach which leads to statistical analysis, with the possibility of generalising the outcomes. Mauthner (2020) is of an opinion that a research philosophy aids with theories that of the nature of the subject, how the reality of the knowledge was produced and justified in the research. This removes bias from the researcher as facts and results obtained from collected data gives an independent interpretation of the reality to the subject under study.

The positivist view in the study is that readers should have a fair view of the benefits and implications of the application of price discrimination to enhance competitiveness, customer engagement, repeat purchase, customer satisfaction and customer loyalty in a volute environment. Distinguish the underlying philosophical assumptions/paradigms guiding the research.

3.2 Research Approach

These are positivist research, interpretive research, critical research and pragmatic research.

3.2.1. Critical Research

Assumes that social reality is historically constituted and that it is produced and reproduced by people. Although people can consciously act to change their social and economic circumstances, critical researchers believe that their ability to do so is constrained by various forms of social, cultural and political domination. Not all interpretations are given equal weight in any given social situation.

3.2.2. Interpretive/Interpretivist Research

Assume that access to reality [given or socially constructed] is only through social constructions such as language, consciousness, shared meanings and instruments. Dependent and independent variables are not predefined but focus on the complexity of human sense-making as the situation emerges. Tend to focus on meaning in context. Interpretive research and critical research similar in many ways.

3.2.3. Positivist Research

According to Simbi (2017) positivist research applies to natural sciences. Reality is objectively given and can be described by measurable properties which are independent of the observer (researcher) and his/her instruments. Positivist studies attempt to test theory in attempt to increase the predictive understanding of phenomena. Assumes that the units of analysis which make up reality can be classified objectively into subjects.

The study is a deductive in approach where theories and hypothesis are tested from collected data. It is taking from established theories and models that are already in existence. The IDIC model emphasizes on the importance of building relationships with customers. This is key in the practice of price discrimination in order to gain a competitive advantage for a business. To this effect in identifying customer needs and values creates a win-win relationship with customers and provide a better return in the future and create value for both the business and the customer. The researcher is using existing theories in order to understand and creating own theory on the bases of the tested results and insight. This approach allowed the testing of relationships between variables from the collected data in the sample selected. Moreover, it gives the researcher independence to explain a causal relationship between variables using software for better manipulation and clarity. These explanations provide reasons which can explain a behaviours or pattern in a scientific way. The researcher is independent from the study where results are talking rather than using feeling. Obtained results can also be generalized to the whole population.

Sunders (2017) stated that quantitative research is the collection, recording analysis and interpretation of data that can be meaningfully quantified. Involves collection of and analysis of numerical data in order to draw inferences on the study population. Quantitative research is characterised by more structure, larger and more representative samples. It is normally used for conclusive research. Use of large and representative samples. Statistical approaches are used in analysis of data. Intended to get a full understanding about a problem and to recommend a final course of action. Most appropriate for conclusive research.

3.3 Research Design

Saunders *et al*. (2009) referred a research design to the general plan on how the research questions will be addressed. It's a plan on how the whole research was conducted. In this study a survey research design is suitable for primary quantitative researches. It allows a collection of data from a large population using reasonable sample and the results obtained can be inferred to the whole population. In this study descriptive statistics were used to access data on the impact of price discrimination on small enterprises competitiveness in a volatile environment. In this regard, a survey research design was done so as to collect factual information by asking standardised questions to respondents from a sample collected. It involved asking same questions about a particular issue to a large number of respondents and the researcher then use the statistical techniques to draw conclusions about the whole population basing on the sample. A questionnaire will be therefore developed from the research question and used to collect relevant data prior to the final analysis and presentation. The researcher employed the survey research design in order to achieve the objectives of the study.

This type of design was typically guided by an initial relationship between two variables. Paurav Shukla, (2008). The analysis was then conducted to assess price discrimination's impact on small businesses at Mbare Musika.

3.3 Research Strategy/Method

A survey is the data collection tool used in this study. The tool provided more realistic responses from the respondents in the study. Same questions are asked to all the respondents in the study to avoid bias. The questions are answered using a liket-scale which does not take time to answer. Results from the respondents are collected and analysed using a statistical software. Data collected constitutes primary evidence or data which allows testing. This method suits well with the objectives and the design of the study.

3.5 Time Horizon

The study is a cross-sectional and was conducted from September 2023 to May 2024. The cross-sectional time horizon provides a brief overview of the attributes, behaviours or phenomena that the researcher is studying. A Longitudinal time horizon would have been best but it needs more time to follow, hence the researcher opted for this time horizon because the research is part of the university graduation requirements which has to be completed within a stipulated time frame.

3.6 Target Population and Sample

Shukla (2020) refers to a population as the set or group of all the units on which the findings of the research are to be applied population refers to any collection of specified group of human beings or of non-human entities such as objects, educational institutions, time units, geographical areas, prices of wheat or salaries drawn by individuals.

City of Harare’s Remembrance Drive Office December records (2023) showed that there are 956 allotted tables at Mbare Musika, further look at the internal security market register revealed a total of 1443 active entrepreneurs. The population in the study the is 1443 as shown in the security records. Some statisticians calls the population the universe of the study. According to Sanders (2017) A sample is a subset of the population where the study will be tested on to infer the results on the whole population in this study. This is because of time, resource constrains and the compexiticity of compiling the record. However, the results obtained will be generically be inferred to the population.

3.6 Sampling Technique

Sampling is defined as the selection of some part of an aggregate or totality on the basis of which a judgment on inference about the aggregate or totality is made Cooper & Schindler, (2018). Sample selection depends on the population size, its homogeneity, the sample media and its cost of use, and the degree of precision required Salant & Dillman, (1994). A perfect sample size give a true reflection of the population. The sample size for the study was derived from the Yemen formula where:-

N = population = 1443, e = margin of error = 0.1

Population	1443
	$1+ 1443(0.1)^2$
Sample Size	99.93

Table 2: Source Researcher 2024

Table 3.1 Sample size

In this study according to Yemen formula the sample size is 99.93 which is approximately 100 participants will be used in the study.

Mbare Musika has 10 rolls where by tables are set back to back tables each roll was allocated 10 participants. A probability sampling technique was used to select participants for this study. A probability sample eliminate bias and influences of the researcher in conducting a study. Microsoft Excel data analysis tool will be used to select participants' with a population of 1443.

3.6.1 Sample Size Determination Procedure

A systematic random sample method will be used:-

Step 1 population was divided by the number of rolls

To get the K^{th} element = population divided by the sample size 1443/100 = 14.3. The 15^{th} person is the selected participant.

Step 2 to determine a fair and equal chance of participation, one person from each of the all 10 rolls selected a random number between 1 and 9 will be selected and allocated to a roll.

Table Roll	Number
1	8
2	3
3	9
4	7
5	2
6	1
7	5
8	3
9	4
10	7

Table 3 :Source Researcher 2025

Table 3.2 Step 3 selecting participants

Roll 1 {8, 23, 38, 53…}

Roll 2 {3, 21, 36, 51…} to the 10th Roll.

3.7 Research Instrument

A questionnaire is an instrument used for collecting and recording information about a particular area of interest. The questionnaire is a tool that allows the researcher to list questions for the respondents, provide clear instruction and space for answers and obtain views of the 100 respondents in a consistent manner. The major data collection instrument used in this research will be the questionnaire because of its ability to reach a wider group of respondents through electronic channels and the results can be easily quantified by the researcher (Leedy, 2013). In addition the questionnaire was preferred as it maintained confidentiality since respondent details remained anonymous.

The research assumed the sample was a reflection of Mbare Musika Market. Data will be collected through means of a questionnaire hard copies which was dropped and picked to the respondents my means of hand delivered.

Section A on the form will request for permission from the respondents to complete the questionnaire in which an elaborate and give a detailed explanation of the relevance of the study provided. The researcher will collected the questionnaires by means self-collecting of hard copies from the respondents, no questioners will be distributed or collected using electronic or online methods.

3.7.1 Components of Questionnaire Guide

The questionnaire guide has 3 main section Personal consent, demographics and information sought in the form of question answered using the liket scale. The researcher introduced the intentions and goals of the study to the participants, the details of the participants including gender, age, marital status, educational background, years of experience and product specialisation. And then the questionnaire has the five more section with five questions each of the information required to validate the study to make a total of 32 questions.

3.8 Data Collection Procedure

In this study secondary and primary sources were used. Published articles, reports, personal interview and observations were used. Participant will be invited to the study by a way of questioners. The questioners will be administered to the sample using the pick and drop method. The questionnaire guide will include simple multiple-choice questions which are to be answered in full. The questioners will be in English but can be translated into Shona if need arise. These participants have the right to withdraw at any time during the research. The identity of the participants will be a secret as they will not write any direct identifications particulars on any of the forms.

3.8.1 Secondary Sources

Secondary data is information or data collected for other purpose which is not intended by the researcher. Others would have done so for other purposes. Simbi (2017) suggested that secondary data is used for different purpose it was collected for. This study used external and internal secondary data collected from Mbare Musika Market SME register, City Council, newspapers, radio, internet, books, published articles and journals. This saved the researcher time and resources and enhanced the knowledge on the subject. The other benefits the researcher enjoyed were: -

- ★ Easy and quick to access valuable information.
- ★ Lesser cost in terms of time and resources
- ★ Information was available.
- ★ It was easy to compare and contrast.
- ★ Information records are permanent hence easy to revisit time and again.
- ★ The major challenge with secondary data was it was not directly linked to the study.

The data was not recent which lacked relevance to the problem at hand. Data for this study was collected from Economics textbooks, conference reports and internet sources which are have a different context with the problem at hand. The choice of data was determined by relevance, practicality, authority and reliability.

3.8.2 Primary Sources

Primary data is information or data that is collected by a researcher from first-hand sources, using methods like surveys, interviews, or experiment and fresh used for the first time. Unlike secondary sources, primary sources is data collected for the purposes are current, timeous, relevant and specific for a purpose.

The advantages of using primary data is :-

- ★ Its fresh
- ★ It is directly
- ★ Its relevant
- ★ No errors
- ★ No assumptions
- ★ Answers the problem under study.

However it was time consuming to allocate participants and the collection of forms.

3.9 Validity and Reliability

The statistical measurement for this study requires a validation and reliability assessment. Validity of a measuring instrument is the extent to which the instrument measures what it is intended to measure. Diamantopolous & Schlegelmilch (2010) suggest that validity is the extent to which a particular measure is free from systematic and random error. Validity is measured in the context of content and construct.

Content validity determines whether the research instrument contains enough questions to cover the purpose of the study and this was achieved by aligning the questions to the research objectives. Construct validity refers to the construction of questions in the questionnaire by ensuring concise and clear questions. The researcher achieved this by phrasing the questions in a clear and precise format as well as use of closed questions for ease of response. The researcher ensured use of simple language and avoided technical terms. Before embarking on the full study a pilot study was conducted to see whether the respondents understood the questionnaire.

Reliability refers to the level of accuracy of the data. It is the consistency with which a measuring instrument yields a certain result when the entity being measured has not change i.e. the extent to which the measure is free from random error. (Leedy and Ormrod, 2010). A pilot test of the questionnaire was conducted to ensure questions are specific and unambiguous so that the questionnaire obtains the results intended for the research study. The pilot study allows for quality checks and test of possible errors that may impact the research results.

3.10 Data Analysis and Interpretation

Data collected in this study from the questioners will be sorted, checked if all questions are answered. Those that are not completed will be removed from the study. Only completed questionnaires will be shown in tables, charts and graphs. This is for easy presentation, tabulation, reading, understanding and analysis. Statistical software packages such as Microsoft Excel and SPSS will assist the researcher with analysis.

3.11 Ethical Considerations

Ethics played an important role in this study. Respondents were not forced to take part in the research they participated out of their own will. Names and their identities are protected. Participants in this research were not forced to give answers even upon collection they voluntarily handed back their response.

Leedy and Ormond 2010 stated that research disciplines involving human beings who have potential to think, feel and experience physical or psychological distress, therefore it is imperative to consider the ethical implications of the researcher intentions. The study was aware of the right to privacy and disclosure policy, honesty with professional colleagues, informed consent as well as protection from harm. Planning this study was an important step to reduce the risk of producing deceptive results. Planning protects and ensures dignity and welfare of all participants as well as those affected by the results of the research. The researcher made all effort to guard against falsification, risk of data fabrication and faking results was minimized.

Individual consent was obtained as part of the review for ethical considerations. To ensure the rights of the participants were not infringed upon the researcher obtained authority and consent from the City Council to proceed with the study. The researcher was accountable and responsible for retaining the dignity and welfare of all participants by ensuring the rights of the respondents were protected from any potential psychological harm, unnecessary risks or mental and physical discomfort inherent in the research process. For instance there were no financial enticements, favours or other forms of inducements given to respondents to encourage participation. Participants not interested to take part were not forced and free to decline. The researcher assured the participants that the research was approved by the university. A statement regarding the coding of data to protect the participants' identity intended to alleviate concerns about privacy and confidentiality. For example no names will be mentioned in the research process

The researcher adhered to the disclosure policy regarding the purpose and nature of the study as guided by the university. Participants were informed about the general nature of the study as well as any potential risks the study may have. An informed consent was obtained in writing from participants. The researcher made sure to communicate to the respondents that all results will be treated with confidentially

3.12 Chapter Summary

This chapter discussed in detail how the study will be conducted, the research philosophy, research approach, methodology, ethical consideration, population, sample size and determination as well as the tools used in conducting the study. In the next chapter data presentations, discussions and graphical presentations will be presented.

CHAPTER 4

DATA PRESENTATION AND DISCUSSION

4.0 Introduction

The previous chapter detailed how the study had been conducted. In this chapter the findings are presented, displayed in tables, charts and discussed of these results given in detail. The chapter begins by an analysis off the participants, demographics of the participants of this study. Then focus on the reliability of the results and lastly the results of the objectives and hypothesis.

4.1 Response Rate

4.1.1 Active Response Rate

A total of 100 questionnaires were administered to different participants at Mbare Musika these are traders who own stales at the market offering different goods and services in the market. A total of 94 questionnaire were retuned at the end of the study. This indicated a 94% response rate, the response rate was excellent and justifiable according to Sunders (2008) & Cooper and Schindler (2018) 94 % response rate is very good to infer to the population and a response rate above 70% is good enough for data analysis.

Active Response Rate.

Active Response Rate	Total Number of Respondents (-unreachable)
	Total Sample
	100-6
	100
	0.94 or 94%

Table 4 Active Response Rate

Table 4.1 Active Response Rate

4.1.2 Total Response Rate

Total Response Rate	Total Number of Respondents - (Unreachable + illegitimate)
	Total Sample
	100-(6+5)
	100
Total Response Rate	**0.89 or 89%.**

Table 5 Total Response Rate

Table 4.2 Total Response Rate

Table 5 shows data input from participants. After further screening (5) five forms of the collected data were removed. The rejection was as a result of breaches. Two (2) wrote their names on the forms, one (1) unanswered questions and the other two (2) wrote more than one response given to a question. This indicate that questions were simple and easy to answer because the low rejection rate. According to (Sunders 2008 & Cooper and Schindler (2018)) an active rate of 89% is good for a study and the findings can be inferred to the population.

4.2 Reliability Test Results

Variable	Number of Items	Cronbach'sAlpha
Price Levels	4	0.872
Price Dispersion	4	0.891
Price Fairness	5	0.857
Targeted Discounts	5	0.843

Table 6 Reliability Test Results

The Figure 4.1 above shows data was tested using 2 instruments for confidence, both results were consistant, Microsoft Data analysis tool and no duplicate answers were found. The internal consistency of the Likert-scale questionnaire items was assessed using Cronbach's

Alpha, and results are shown in Figure 0.1 above. All five thematic areas yielded Cronbach's alpha values above 0.8, indicating excellent reliability according to George and Mallery (2019), who posit that alpha values above 0.7 reflect acceptable internal consistency, while values above 0.8 indicate strong consistency
among variables. Price dispersion showed the highest 0.891.

4.3 Gender

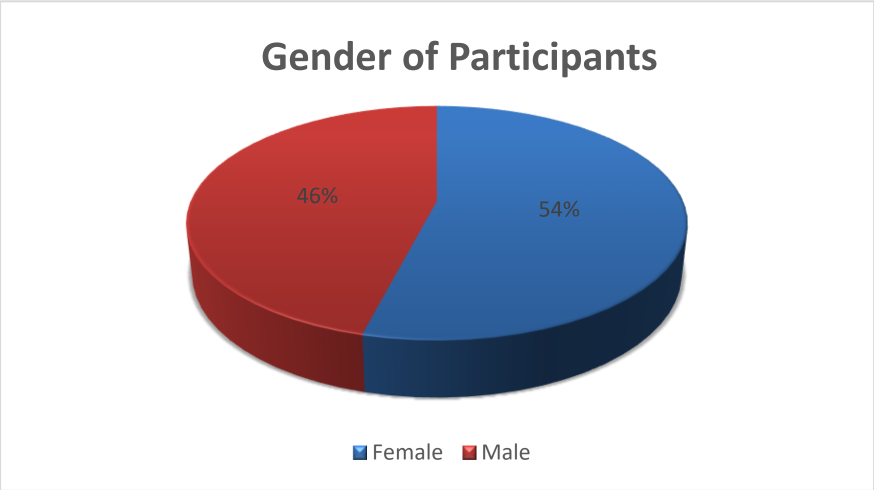


Table 7 Gender of Participants

Table 7 indicate that from the study of the 89 participants, 48 were females and 41 males took part, this constitutes a 54 & 46% respectively. The indications of this study show that woman are participating more in economic activities of the country. This evidence that women are being empowered in this economy. The results below in show that woman are participating more in economic activities.

4.4 Participants Age

4.4.1 Age Range

The Age of the participants was also recorded on the questionnaire the results are shown in the Fugure below.

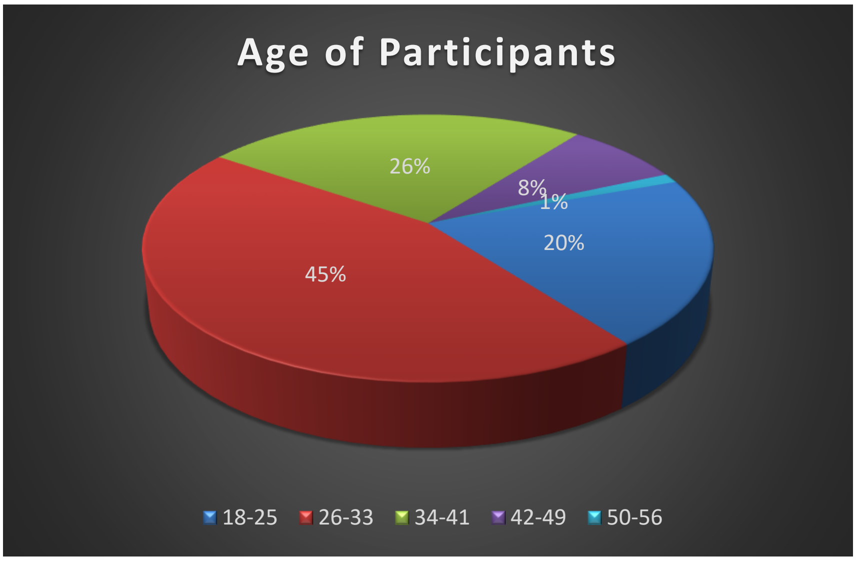


Table 8 Ages of Participants

Table 8 showed that among the respondents in the study eighteen (18) were aged between 18 and 25, forty (40) were between 26-33 years twenty-three (23) were 34-41 years eight (8) were 42-49 years and there were 1 participants over the age of 50-56. By7The youngest participant is 18 years old and the oldest is 51 years old. The age range is (51-18) = 33. The mean age was 33.7 years, the mode age is 30.3 years. The modal age range is between 25-34 years. The study failed to capture the older age above 55 years of age. Classes of the participants k= 1 +3.3 log (89) = 7.43 therefore the class with is 8. To get the class the researcher divided the range by the class with which is equal to 33/8= 4.125 therefore the classes will be 5. This shows an urge of being entrepreneurial among the young and active ages, the change in the original intention of Mbare Musika. Originally the market was designed for older woman and now it shows potential of being a major employer since the age gap is wider. The ages are fairly distributed as the range is wide enough. The gender in the study show that the active ages are being active in enterpenueral work.

4.5 Marital Status

In Figure 4.4 below the participants also indicated their marital status, the results are shown in the following pie chart. Twenty- eight 28% percent shows they are married. This reveals difficult decisions to be made in order to sustain families. Those single and engaged constitute 34% combined. While 39% represent widows and divorced.

Small businesses at Mbare Musika show that a big number is family oriented.

Marital Status of Participants

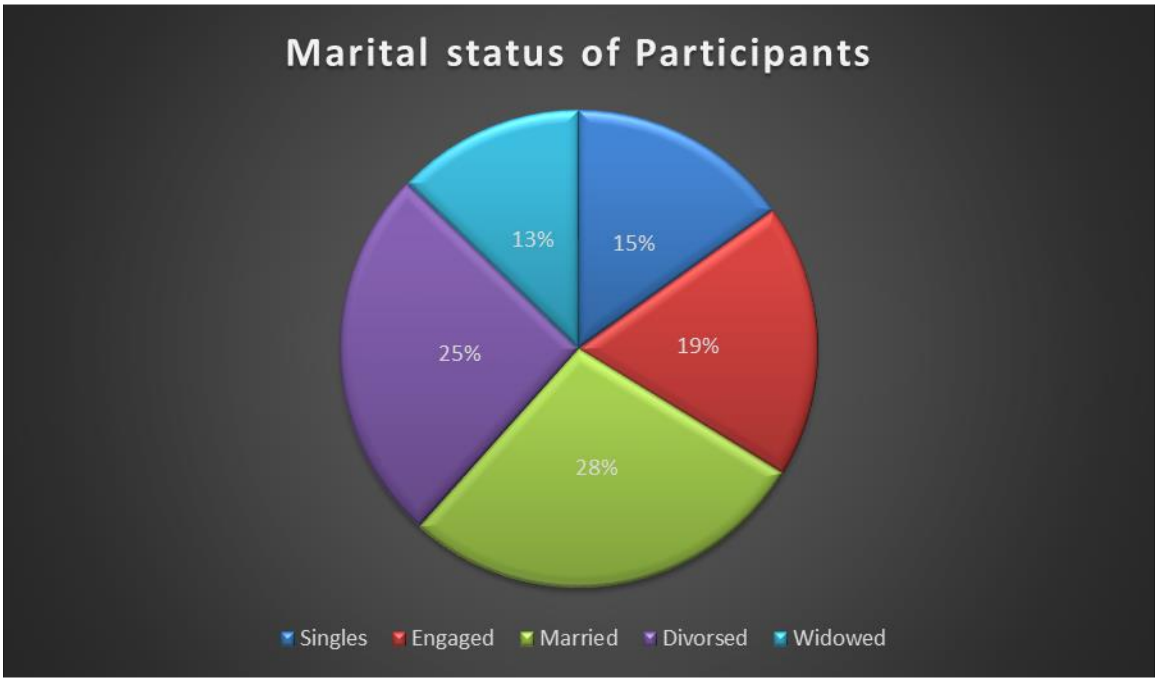


Table 9 Martital Status

4.6 Educational Background

Educational qualification were also indicated by participants forty-one (41) had at least a high school qualification. Twenty-nine (29) attainted a certificate or diploma from a recognised collage. Thirteen graduated with a degree, only two (2) have a master's degree in a specialised field. No one had a PHD amongst the participants.

The results shows that most small businesses are learnerd. A good effort is required in order to understand the subject of price discrimination better

Table 10 Educational Qualifications

4.7 Years of Experience

A total of fourteen (14) participants has between 0-2 years' experience in the market. Thirty (30) had between 3-5 years' experience. Twenty participants had between 6-1 years' experience. Fourteen had 11-2 years' experience. Eight 8 had over 21 years' experience. The results show that participants have a good experience in the market.

A good number of participants has a fair experience in the market. According to Kamoto (2022) a period over 7 years is good enough to give a fair accessment.

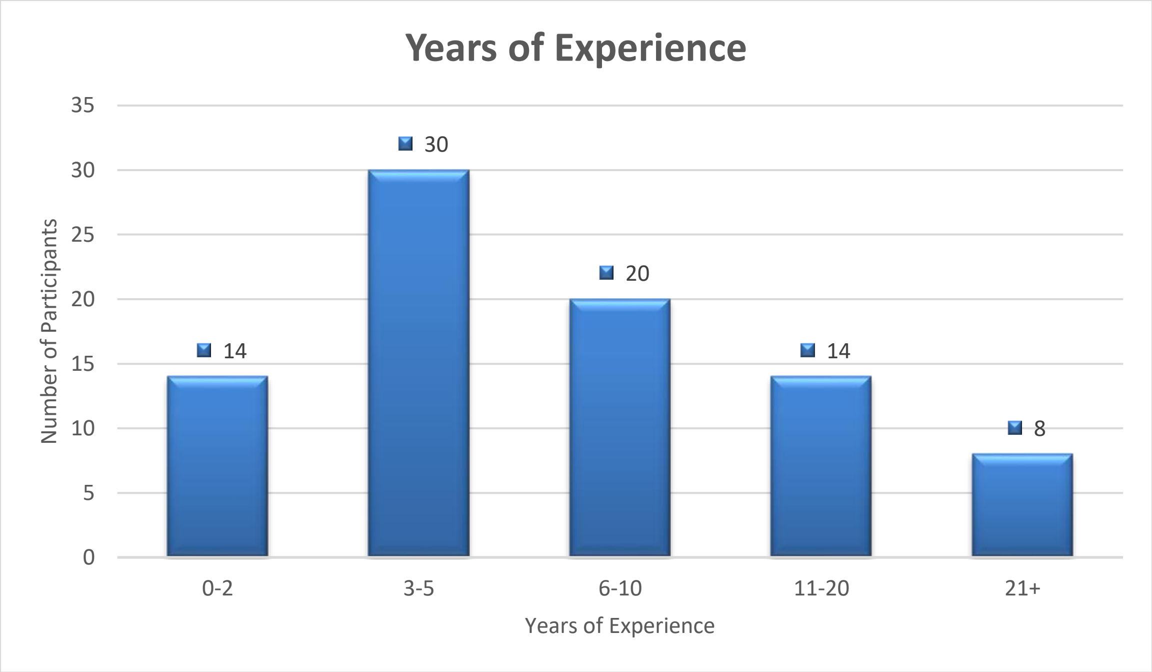


Table 11 Years of Experience

4.8 Products Specialization

Participant's products specialization was also collected. 12.14% sell cosmetic products.19.22% sell hardware and electronic gadgets. 2.24% are into food and vegetables. 15.18% sell footwear products and 19.22% of the participants are into packaging. These results are almost even and reflect products and services found in the market.

Small businesses at Mbare Musika are selling a variety of products. A fair practise of price discrimination can be accessed by different people in the market.

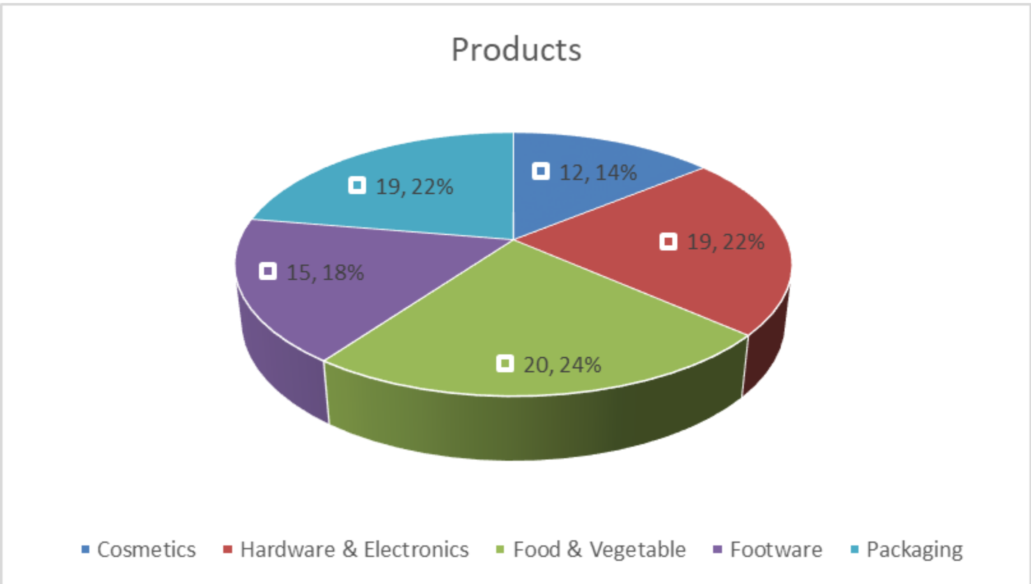


Table 12 Product Specialisation

4.9 To examine the impact of price levels on revenue growth on small business performance.

Code	N	Mean	Mode	Median	SD
A1	89	3.517	4	4	1.088
A2		3.281	4	3	0.999
A3		3.881	3	3	0.892
A4		3.135	3	3	0.984
A5		3.472	3	3	0.327
Total	89	3.457			0.858

Table 13 Results of price levels on Revenue growth

In the study of the first objective, most participants were in agreement that costs contribute more to price. In the market source different, some direct from the manufacturer while others source from the market. This has a huge bearing on revenue growth for the traders. An area of concern is some traders are not aware of the impact of cost to arrive to a price. This showed a huge effect on their revenue and their businesses are not performing well. Traders are aware that charging prices differently increase revenue for their businesses especially when they is a higher demand and for in season goods. Setting a good price enhances competitiveness which allow them to compete. Traders agreed to a greater extend price levels have a great impact on revenue growth. A mean of 3.517 and a standard deviation of 1.008 this indicate that some participants had reservation on setting different price levels. On weather trader consider costs there was an agreement of the importance mean of 3.288 and SD 0.999 also showed an agreement. How ever most participants did not see the rewards of setting different price levels. This could be attributed to a lack of appreciation of the matter. The traders share similar sentiments that prices charged are the route to revenue growth.

Kouton (2024) asserts that price levels act as indicators in the economy. This has an effect on the purchasing power and distorts the demand and supply. In the end they is an excess of money in the market. A drop in price increases demand while a price pick leads to a resistance which affects money growth. The result is traders keep their product for long. Price levels determine how people buy with the same amount in a market. According to Smith (1979) when prices levels are too wide demand and supply is affected. They is a see- saw relationship between price and supply & demand which either support or make customer reist a price.

4.10 To understand the impact of price dispersion on profitability on small business performance.

Code	N	Mean	Mode	Median	SD
B1	89	3.454	4	4	1.023
B2		3 381	3	3	1.05
B3		3.28	3	3	0.879
B4		3.135	4	3	1.017
B5		3.239	3	4	1.043
Total	89	3.009			1.0024

Table 14Results of price dispersion on profitability

Traders at Mbare Musika were in general agreement about information sharing. Information is power where this knowledge help them navigate life. Most traders were reluctant to share more product information to customers. Yet it is important to share with customers some strongly felt not all information should be known by the customer. This bring about an improvement in the product offering. As beneficiary of the exchange if the trade most felt they should possess more knowledge than they customers. However they felt to realise the learning and a competitive advantage they gain by sharing. On the contralary the traders believe in being more transparent as a business. Being transparent enable customer to understand the spread of prices in the market. The other difference is a a result of quality, season and source. Traders admitted the difficult in lack information. Traders are encouraged to seek product information this enable them to get a comptative advantage and to compete with other traders.

Wang at el(2021) observed that in online services price dispersion is much easier in online services because transactions are in real time prices of CD’s or DVD’s books are cheaper on the internet. Leiter posit that the modern economy the market have moved away from the law of one price as it is no longer realistic, in the market they is imperfect knowledge and choices and decisions are made out of uncertainty. Although some customers have information about cost and where to find products they are affected by search costs. Therefore decisions are again made out of uncertainty. Difference in information leads to equilibrium. Also airlines and automobile prices spread widely because they are different sources,reputation and results in the past. However some scholar Bailey have a different opinion he found out books are expensive online than in brick and motor store. Anacain& Shanker also concurred with Bailey observations.

4.11 To investigate the impact of price fairness on customer retention on small business performance

Code	N	Mean	Mode	Median	SD
C1	89	3.427	4	4	1.021
C2		3.157	3	3	0.952
C3		3.0	3	3	0.231
C4		3.18	3	4	0.861
C5		3.202	3	4	0.967
Total	89	3.1232			0.8044

Table 15 Results of Price fairness on customer retention

There was an agreement among traders that price should make the reader happy. Instead the other way is true, customers should enjoy the price more because they realize value. This indicate more concern for self. If the market they are premium and price sensitive customers. Payind a higher value signal durability,quality and exclusive products, however there are good quality affordable products which can be offered to the market. Price is not the only signal for quality. Trading relatations with customers must not just be monitory. The willingness to pay should indicate preference of the customers, traders should explore options which best suit the customer situation. When customers perceive a price as fair they buy more.

Kim (2025) asserts that price fairness is determined by two factors attitude and affordability. In the USA eggs are considered as a staple food when they are affordable the price is perceived as fair. The role consumer education is important in order to address attitude the problem. Bolton () further examines Chinese and American customers and came to a conclusion that price fairness is a cultural and market characteristics issue the behaviour of Chinese customers reflect a sense of liberalisation as they are moving from controlled prices. The traders are not individualistic and their world view is based on social networks.

4.12 To evaluate the impact of targeted discounts on market share on small business performance

Code	N	Mean	Mode	Median	SD
D1	89	3.438	4	4	1.088
D2		3.381	3	4	0.999
D3		3.326	3	4	0.892
D4		3.18	3	3	0.984
D5		3.101	3	3	0.327
Total	89	3.2784			0.95

Table 16 Results of target discounts on market share.

Traders agree that customer relations are the cornerstone of any business. They are the ambassoders and advocates of the business. A customer life value is best on their contributions to the revenue of the business. This make them feel special and loyal to the business. This also enhances and foster relationships. Listing and responding to customers help to correct , opportunity identification and be innovative. The word of mouth is a medium all can use to tell customers about goods and services. Today in the advent of technology they are many mediums that traders can use to communicate offering to the potential and currently customers.

Targeted discount plays a crucial role in every market. It helps the business to clear old stock, launch new products and attract new customers.Illcheva(2025) affirms that target discounts attract and retain customers. They deliberately create an incentive to buy, used as a communication tool to lure new and old customers return to the shop to become regular customers. Osuna el.at (2025) concurred that targeted discount goes a long way to meet company objectives. They also recognise what customer buy and are necessary for customer development.

4.13 Chapter Conclusion

In this chapter data presentations and discussions was conducted from the demographics and sought information. Results were presented in form diagrams, tables and bar charts and descriptive statistics was used to analyse collected data. Participants were in general agreement on the price discrimination’s impact on small business at Mbare Musika. In the next and final chapter a summary of the study, conclusion and recommendations will be dealt with.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

In the previous chapter collected was analysed...!, presented and interpreted in a detailed discussion based on participants' responses. In this chapter a summary of findings is presented including results of tested hypothesis given in Chapter 1 where this study was built around. Also conclusions of the study is given and recommendations for future studies will be suggested.

The main goal of this study was to analyse price discrimination's impact on small .

5.1 Research Summary

This section summarises the key findings, provide conclusions of the research based on the analysis and findings as well around the body of knowledge.

The study on analysing price discrimination's impact on small businesses perfomanne at Mbare Musika. The main objective was to analyse price discrimination's impact on small business performance and the other sub variables were investigated and obtained results analysed, presented and interpreted using Microsoft Excel data analyses tool, SPSS and a Chi-squares Test was conducted against the results to test the hypothesis stated in Chapter 1 The results are then summarised as follows,

5.1.1 What is the effect of price levels on revenue growth in the market?

At Mbare musika the market mostly service individuals customers and segment like farmers. Rarely does usestraders use demographics. Setting a variety of prices is essential as some buy for their own consumption while others but for resale. It is important to segment the market in order to increase revenue. By charging higher prices sales are low the long time effect is a reduction in revenue. Traders need skill to rationalise the price to maxise revenue. Majority of the traders base income on savings what has been sold. Therefore price levels have both negative and positive effect on revenue growth to traders at Mbare Musika market.

5.1.2 To what extent has price dispersion affected profitability in the market?

Price dispersion has increased profitability to a greater extent. In their trade they sell a variety products some are loss leaders and with some they reward more. Therefore volume increases profits for the business. To some the spread of prices affect those who stock locally, pay rentals and travell a distance to work. Their returns are little, at the same time try to push prices higher. Often some prices push customers away because the customers are looking for a lower price which they perceive as fair. Even when selling similar goods a walk around different tables the spread of prices is too wide. To some a product is sold double or triple the price

5.1.3 How has price fairness contributed to customer retaintion in the market?

Price fairness contribute greatly to customer retention. Customers are happy when they perceive price as fair. Customers come looking for a trader, overtime this repeatedly customer, this brought consistency both the traders and customer are able to plan ahead. A pool of customers enhances revenue growth which lead to profit. Traders have their own types of customer who usually buy in smaller quantities therefore can use price discrimination at their level. This makes them competitive among themselves and with larger firms in a unique way. This create loyal customers which give them a constant revenue.

5.1.4 Are targeted discounts contributing to increase in market share?

Although most participants agreed that targeted discounts create a larger market share. The size of the traders determine the benefit. To some by giving a discount has significant negative effects to their business. Dispute the benefits of acting as advertising, when low volumes there is no benefit. Traders need aid in capitalisation of their business such that this practices benefit many and brings parity to the ground. Some are even skeptical that offering discounts erodes profits and make them poor

5.2 Conclusion

The researcher drew the following conclusions from the study, price discrimination has some varied effects on small business competitiveness. Using a Chi square Test Appendix F the following conclusions were drawn from the study

5.2.1 Price levels have no effect on revenue growth

This hypothesis proved to be true X2 of 3.2 and the hypothesis score was 3.4. At Mbare Musika Market price levels did not show a significant impact on revenue growth. Not all price levels are at play. Although their adoption will increase revenue over time. Most goods are seasonal and other traders are ready to offer ae price should a customer move away from you. Traders needs some of education on price structure which anable them to harness more from the customers while increasing their revenue in the process.

5.2.2 Price dispersion has a significant influence on small business profitability.

This hypothesis proved to be true X2 of 2.8 and the hypothesis score was 3.009. Traders agree that a collection of various prices increase profits. Traders are encouraged to be always learning and take advantage of the information they possese. In season and on demand good should be sold at a higher price to harvest more profit. Also traders can reduce cost by exploring method they order their goods. In some instatence ordering as a group I and share the cost also enhances profits instead of facing similar costwhich might not be necessary. This also improve their value chain and remain profitable .

5.2.3. Price fairness has a greater influence on customer retention

This hypothesis proved to be false X2 of 3.4 and the hypothesis score was 3.12. there was no sufficient evidence to back the claim.

5.2.4 . Targeted discounts help small businesses gain greater market share

This hypothesis proved to be true X2 of 3.4 and the hypothesis score was 3.2 again there was no sufficient evidence to back the claim.

5.3 Recommendations

In view of the research findings from the study the researcher makes the following recommendations:-

1. Small businesses at Mbare Musika should move away from a fixed price to flexible pricing to generate more revenue and create various categories of customers according to their willingness to pay.

2. Small businesses at Mbare Musika should create incentives ad discounts for customers in order to boost and attract customers.

3. Small businesses at Mbare Musika Should leverage on technology as this has potential to cut cost.

4. Small businesses at Mbare Musika should improve their financial intelligence and decision making.

5. Small businesses should create loyalty programmes to achieve customer consistence which vary from customer to customer.

6. Small business should invest into learning subjects such as customer service, financial management to avoid folding as a result of incurring costs.

7. Small businesses should corporate in order to build meaningful margins than driving each other out of business.

8. Similar to results of other studies price discrimination impacts negatively on small businesses and trader. Regulations should be strengtherned in order to create a fair competion with larger firms and businesses.

5.4 Future Research

This study related to Mbare Musika's small businesses and focused on the informal businesses and entrepreneurs, results cannot be generalised to others in the informal markets. The researcher recommends that similar studies be done in other markets using other methods such as case study using in-depth interviews for data collection to validate these results. Similar researches can be done for other sectors such as insurance, education and fast food industries.

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APPENDIX A (Survey Guide)

Survey questionnaire

Greetings, My name is Makonokaya Sululu (M226869) a Masters of Commerce Student in Strategic Management with the Great Zimbabwe University. I am currently doing a dissertation on "Analysing Price Discrimination's impact on small businesses at Mbare Musika Market" Your responses are safe and confidential. Do not write your name, phone number or email address on this form. This questionnaire is to solicit information to aid the researcher in achieving the objectives of the research. Strict confidentiality and anonymity will be maintained in the research. Kindly indicate your response by ticking (✓) or cross-marking (X) in the appropriate box, representing the most appropriate answer. Answer all questions honestly and truthfully

Personal Data					
Gender	Male		Female		
Age (years)	18-24	25-34	35-44	45-54	55+
Marital Status	Single	Engaged	Married	Seperated	Divorced
Educational Background (Highest only)	High school	College	Degree	Masters	PHD
Years of Experience	0-2	3-5	6-10	11-20	21 +
Products Specialisation	Cosmetics	Footwear	Fruit&Veg	Hardware	Packaging
Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A. Price Levels					
1. Is the consideration of cost impact price?					
2. Do you calculate costs before arriving at a price?					
3. Is it beneficial to charge customers differently?					
4. In your opinion do price levels impact revenue growth?					

B. Price Dispersion					
1. Is it important to spread prices of goods or services?					
2. Do you believe in being transparent in your business?					
3. Do you believe price is important to build trust with your customers?					
4. Do you think profits are a result of a good price?					
C. Price Fairness					
1. Should prices satisfy the trader?					
2. Should price be a signal of quality of a product or service?					
3. The best relationship is based on what a customer is willing to pay					
4. A low price indicate the inferiority of a product or service?					
5. Price fairness enhances customer retention?					
D. Targeted Discounts					
1. Are customer relations important to your business?					
2. It is important to reward customers?					
3. It is important to tailor make experiments for your customers?					
4. Is listening & responding to customer concerns important to your business?					
5. The use of word of mouth is important for my business?					

The End

Thank you for your time God Bless you.

APPENDIX B (Reliability Results)

Variable	Number of Items	Cronbach'sAlpha
Price Levels	5	0.872
Price Dispersion	5	0.891
Price Fairness	5	0.857
Targeted Discounts	5	0.843

ANNEXURE C (Descriptive Statistics)

Descriptive Statistics from Microsoft Excel Data analysis

Code	N	Mean	Mode	Median	SD
A1	89	3.517	4	4	1.088
A2		3.281	4	3	0.999
A3		3.881	3	3	0.892
A4		3.135	3	3	0.984
A5		3.472	3	3	0.327
Total	89	3.457			0.858
B1		3.454	4	4	1.023
B2		3.381	3	3	1.05
B3		3.28	3	3	0.879
B4		3.239	4	3	1.017
B5		3.191	3	4	1.043
Total	89	3.009			1.0024
C1		3.427	4	4	1.021
C2		3.157	3	3	0.952
C3		3	3	3	0.231
C4		3.18	3	4	0.861
C5		3.202	3	4	0.967
Total	89	3.1232			0.8044
D1		3.438	4	4	0.988
D2		3.381	3	4	0.958
D3		3.326	3	4	0.917
D4		3.18	3	3	0.924
D5		3.067	3	3	0.963
Total	89	3.2784			0.95
E1		3.228	3	3	0.956
E2		3.202	3	3	0.919
E3		3.1981	3	3	0.9154
E4		3.079	3	3	1.014
E5		3.101	3	3	0.93
Total	89	3.1616			0.947

Appendix D (Correlation of Relationships)

Price fairness

	B1	*B 2*	*B3*	*B 4*	*B 5*
B 1	1				
B2	0.615771	1			
B 3	0.615497	0.645873	1		
B 4	0.521749	0.579981	0.735197	1	
B5	0.566392	0.534402	0.684503	0.724042	1

Targeted Discounts

	D1	*D2*	*D3*	*D4*	*D 5*
D1	1				
D2	0.558713	1			
D 3	0.577689	0.621528	1		
D4	0.560007	0.501554	0.692714	1	
D5	0.541902	0.465335	0.550268	0.586534	1

ANNEXURE E (Hypothesis Results)

Hypothesis Test Result

Construct	Chi Square(X^2)	Mean
Price Levels	3.2	3.4
Price Dispersion	2.8	3.009
Price Fairness	3.4	3.12
Targeted Discounts	3.4	3.28

APPENDIX F– Supervision Sheet