The Effects of Dynamic Pricing on Consumer’s Price Fairness Perception  
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This research aims to investigate the effect of dynamic pricing phenomenon, to explain price fairness perceived and identifies the effect of perceived (un)fairness on consumer reaction.

The global comprehensive of the current research is to analyse the correlation between dynamic pricing and consumer reaction. First is to investigate moderator and mediator factors that can play role in the relationship between dynamic pricing and consumer reaction.

Second is the influence of price fairness perceptions on consequence, for instance, willingness to pay, search intents, customer satisfaction and how other users react. there is a deprivation of unanimity relating to the case history of price fairness perceptions of consumers, particularly against the backdrop of dynamic pricing.

Under the practice of dynamic pricing, consumers pay different prices for the same product. On the other hand, comparisons with other consumers will have a larger effect on perceived price fairness than comparisons with other sellers or self-references (Xia et al., 2004). As consumers can perceive dynamic pricing as a special case of price differentiation among consumers, this could lead to the feeling of discomfort to pay more than others.

The research question of this thesis is:

What kind of moderator and mediator factors can play role in the relationship between dynamic pricing and consumer reaction?

Figure 1. Conceptual Framework
We did 2 Pilot study. 2x2 experimental design was applied, two stimuli for dynamic pricing (2= minor price increase; 1=huge price increase) and another two stimuli for dynamic pricing strategy of competitors (1= similar change in competitors’ prices; 2= no change in competitors’ prices). The sample used for the study consisted of 241 university students. Data were collected via e-mail distribution of link to the questionnaire and respondents were randomly assigned to the four scenarios and data has been analysed with SPSS 25 and AMOS 22.0 software. Respondents were classified according to their gender, age, travel frequency for last two years

**Conclusion**
We expected the higher the magnitude of price increase in case of dynamic pricing, the less fairness will be perceived by our respondents. Other finding is that perceived price fairness has a positive effect on willingness-to-buy. The higher fairness is perceived in case of dynamic pricing practice of airline companies, the more likely respondents are willing to buy the tickets.

According to multigroup analysis, there is a difference between groups. It is determined that dynamic pricing strategy is the moderator factor between dynamic pricing and consumer fairness perception. According to this finding if competitors change the price similarly among the competing offers, it is perceived less fair. In the case when competitors does not change the price among the competing offers it can be perceived more fair.

Keywords: dynamic pricing, perceived fairness, consumer reaction, price position