

Consumer purchasing behaviour in the cross-channel price differentiation conditions: does the product category affect the channel choice?

Paweł de Pourbaix
Kozminsky University
GRZEGORZ MAZUREK
EWA KICZMACHOWSKA
Kozminski University Warsaw

Cite as:

de Pourbaix Paweł, MAZUREK GRZEGORZ, KICZMACHOWSKA EWA (2025), Consumer purchasing behaviour in the cross-channel price differentiation conditions: does the product category affect the channel choice?. *Proceedings of the European Marketing Academy*, (130323)

Paper from the 16th Annual Fall EMAC Conference, Istanbul, Turkey, September 17-19, 2025



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Abstract

The purpose of this study was to identify the role of product category in consumer purchase decisions when faced with cross-channel price differentiation strategies in multichannel retail. The results of between-subjects, scenario-based study of 634 respondents, revealed different patterns in consumer purchase behaviours in two product categories of different purchase frequency (cosmetics, food & beverages). The respondents declared massive shift from offline to online purchases, especially for high discount scenarios, with the clear preference of delivery by courier for cosmetics, and delivery to the store for food & beverages. The threat to abandon the transaction for high discount scenarios was 11% for cosmetics, and 19% for food & beverages. Finally, product turned out to be a significant moderator of the discount behaviour relation. The results enhance the current knowledge on multichannel customer management, and carry valuable practical insights for multichannel retailers.

Keywords: consumer purchase behaviour, price differentiation, product category

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