

Psychographic segmentation of multichannel customers: Investigating the influence of individual differences on channel choice and switching behavior

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Abstract

This study investigates the role of individual differences in channel choice and switching behavior in a multichannel environment. Using latent class analysis on data from a sample of 1,512 German customers, multichannel customer behavior is examined for various channels across the search, purchase, and after-sales phases. Survey participants indicate their customer behavior for one of three product categories (clothing, holiday travel, consumer electronics). Drawing on literature from judgment and decision-making, psychographic variables from five categories (decision-making style, cognitive ability, personality, motivation, and risk attitudes) are selected as covariates for multichannel customer behavior. Six segments are identified that differ significantly on six psychographic variables (readiness to take risks, need for cognition, autotelic and instrumental need for touch, rational and dependent decision-making style). Implications and limitations are discussed.

Subject Areas: *Channels, Consumer Behaviour, Decision-Making, Segmentation*

Track: Retailing & Omni-Channel Management