

Understanding Consumer Responses to Product Combination Offers

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This study examines consumer behaviour in response to product combination offers, focusing on single-product and various-product combos in retail marketing. Using empirical data from a beauty brand's digital channels, it investigates three objectives: behavioural differences between combination types, the moderating effects of product types, and channel usage, and provides actionable insights for retail strategies. Findings reveal that various-product combo offers increase premium-product purchases but reduce cross-category purchases. These effects are moderated by product types, where experience goods strengthen premium-product purchasing, and multi-channel usage, which boosts cross-category purchasing. The study advances theoretical understanding by contextualising risk aversion and loyalty within combination offers and offers practical guidance for optimising promotional activities. This research bridges theory and practice, providing new perspectives for effective retail marketing.

Keywords: *Product combo offers, premium-product purchases, cross-category purchases*

Track: *Retailing & Omni-Channel Management*