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Types of Price Behaviour and Their Influence on the Purchase of Discount Product Lines: An Empirical Study in FMCG Retailing

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SUMMARY / KURZINFORMATION

Topic	Discount retailers have gained ground on many European retail markets. An important question is what type of customers are attracted to this retail format. In this study, the authors draw upon a multi-dimensional characterization of price behavior to understand the link between price behavior and attitudes towards discount retailing. They present results of an empirical study.
Content	<ul style="list-style-type: none"> • Presentation of an extant multidimensional approach to conceptualize price behavior • Design and results of an empirical study • Discussion including implications and limitations.
Character	Conceptual and empirical
Authors	<ul style="list-style-type: none"> • Björn Sven Ivens holds the chair of marketing at Otto-Friedrich-University Bamberg • Brigitte Müller is assistant professor of marketing at the University of Lausanne, Faculty of Business & Economics (HEC Lausanne) • Katharina Güse is research assistant and doctoral candidate at the University of Bamberg
Feedback	Is always welcome! Please address to: Prof. Dr. Björn Sven Ivens at the Marketing Department

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Abstract:

Many of the classical retail chains attempt to counter discounters' aggressive expansion strategy by introducing low-priced private label product assortments. In this paper we analyse the relationship between consumers' price behaviour and their reactions towards the classical retailers' low price products. Based on survey data we first develop a taxonomy of customers' price behaviour. This taxonomy is built from several dimensions of consumers' price behaviour. We then analyse if the price behaviour cluster consumers' belong to has an impact on their response to classical retailers' low-price products. The paper closes with a discussion of the results and directions for future research.