

MULTI-CHANNEL CONSUMER BEHAVIOUR – PROPOSITION OF INTENSITY INDICES

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Abstract:

The purpose of this conceptual work is to identify potential ways of measuring the intensity of multi-channel consumer behaviour to calculate multi-channel consumer behaviour indices, along with theoretical and practical considerations for their use.

In particular, there are several formulas proposed for determining the frequency of such behaviour in the consumer purchase process based on different types of data. The most promising are index based on the average number of channels used in the single decision-making process and the normative index for many consumer decision-making processes taking into account the transformed coefficient of variation with the adjustment to the number of available channels.

Keywords: multi-channel shopping, consumer behaviour, measurement, index, formula, simulation