

CHANGING THE DISTRIBUTION CHANNEL BY THE CONSUMER IN THE PURCHASE PROCESS

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Abstract :

The purpose of the publication is to analyze the consumer's journey. Article draws attention to the change of preliminary plans for the selection of the place of purchase offer under the influence of external factors. Among these factors are those depending on the seller (e.g. different price of the service in different marketing channels), consumer environment (recommendation from another consumer) and the buyer (e.g. time pressure). Apart from the influence of various factors, the author also compares the impact of these factors on different groups of consumers - representatives of the BB, X and Y generation. The analysis was made on the basis of surveys of 1103 respondents randomly selected for the sample.

Keywords: customer journey, distribution channel, customer behaviour, customer generation.