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THE INTERRELATIONSHIP OF PRICE DISCRIMINATION, INFERRED MOTIVES, PRICE FAIRNESS PERCEPTION, AND SWITCHING COSTS IN SHAPING CONSUMER BEHAVIOR

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The Interrelationship of Price Discrimination, Inferred Motives, Price Fairness Perception, and Switching Costs in Shaping Consumer Behavior

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Abstract

This study examines the intricate dynamics between price discrimination, inferred motives, price fairness perception, and switching costs, focusing on their collective impact on consumer behavior. Price discrimination, a common profit-maximization strategy, can significantly influence perceptions of fairness, particularly when consumers evaluate a firm's underlying motives. This research highlights how inferred motives—whether perceived as positive (e.g., resource optimization) or negative (e.g., market exploitation)—mediate the relationship between price discrimination and price fairness perception. Furthermore, switching costs, which encompass financial, relational, and psychological dimensions, serve as a critical moderating factor in determining consumer responses to price discrimination.

The study adopts a quasi-experimental design utilizing scenarios and surveys to measure these effects within the oligopolistic GSM market in Azerbaijan. Findings suggest that while price discrimination practices generally evoke fairness concerns, inferred motives play a pivotal role in shaping consumer perceptions. Negative motives amplify perceptions of unfairness, potentially deterring repurchase intentions. However, high switching costs mitigate these effects, encouraging consumer retention despite perceived unfairness.

This research contributes to the marketing literature by integrating inferred motives and switching costs into the broader framework of price fairness perception and consumer loyalty. The results emphasize the importance of transparent communication of pricing strategies to alleviate fairness concerns and sustain long-term consumer relationships. Insights from this study offer practical implications for businesses operating in competitive markets, enabling them to balance profitability with ethical pricing practices while leveraging switching costs to maintain customer loyalty.

Keywords: Price discrimination, inferred motives, price fairness perception, switching costs, consumer behavior.

Jel codes: M31, D11, C91, D40, L13

INTRODUCTION

In contemporary economic systems, pricing strategies hold a pivotal role in shaping competitive dynamics and consumer behavior. Pricing not only determines profitability for businesses but also affects the perceived value of goods and services, influencing customer satisfaction and loyalty. Among these strategies, price discrimination—charging different prices to different consumer groups for the same product or service—has garnered significant attention due to its dual potential to enhance profitability and influence consumer perceptions. This approach allows firms to tailor prices based on factors such as willingness to pay, location, or consumer demographics, enabling them to optimize revenue streams. However, while price discrimination is a powerful tool for revenue maximization, it also carries significant risks. When consumers perceive such pricing practices as unfair, it can lead to negative emotional reactions, dissatisfaction, and a decline in loyalty. These concerns are particularly pronounced in oligopolistic markets, where competition is limited, and consumers often face high switching costs. Despite its widespread adoption across industries such as telecommunications, retail, and e-commerce, the effects of price discrimination on consumer fairness perceptions and subsequent behavioral responses remain underexplored (Varian, 1987; Stole, 2007; Pigou, 1920).

The challenge of balancing profit objectives with maintaining consumer trust underscores the importance of understanding the mediating role of inferred motives and the moderating effect of switching costs. Consumers' perceptions of fairness are not solely shaped by the price they pay but also by their beliefs about the intentions behind the pricing strategies. Positive inferred motives, such as resource optimization or customer benefit, can enhance fairness perceptions, whereas negative motives, like market exploitation, may amplify perceptions of unfairness (Campbell, 1999; Reinartz et al., 2017). In oligopolistic markets, switching costs—ranging from financial and relational to psychological barriers—further complicate consumer decision-making, often deterring them from changing providers even when dissatisfaction arises. These dynamics make the study of price discrimination and its psychological and behavioral impacts a critical area of research.

Relevance of the Study

The importance of this research lies in the increasing prevalence of price discrimination practices in both online and offline marketplaces. Companies often implement such strategies to optimize revenue by tailoring prices to consumer segments based on their willingness to pay, consumption habits, or demographic characteristics (Kotler & Keller, 2016; Mikians et al., 2013). However, these practices can provoke fairness concerns among consumers, especially when the motives underlying price discrimination are perceived as exploitative (Campbell, 1999; Reinartz & Wiegand, 2019). Understanding the inferred motives behind such practices and their role in shaping price fairness perception is vital for businesses aiming to maintain consumer trust and loyalty.

State of the Research

Existing literature has primarily focused on the technical aspects of price discrimination, such as its classifications, applications, and economic implications (Machlup, 1955; Stigler, 1966). While some studies have explored its influence on consumer perceptions, the mediating role of inferred motives and the moderating effect of switching costs have received limited scholarly attention (Reinartz et al., 2017; Lii & Sy, 2009). Furthermore, most research has concentrated on single industries, leaving a gap in understanding how these dynamics manifest in oligopolistic markets where consumer choices are constrained by high switching costs (Baloglu et al., 2017; Blut et al., 2015).

Research assumptions

This study is guided by the following hypotheses:

1. Price discrimination significantly influences consumer perceptions of price fairness (Homburg et al., 2017; Kannan & Kopalle, 2001).
2. Inferred motives mediate the relationship between price discrimination and price fairness perception, with positive motives enhancing fairness perceptions and negative motives detracting from them (Campbell, 1999; Reinartz et al., 2017).
3. Switching costs moderate the relationship between price fairness perception and repurchase intention, acting as a barrier to consumer switching even when fairness concerns arise (Blut et al., 2015; He et al., 2009).

Objective of the Study

The primary objective of this research is to examine the complex interplay between price discrimination, inferred motives, price fairness perception, and switching costs in influencing consumer behavior. By employing a quasi-experimental design, this study aims to address the following questions:

- How do different methods of price discrimination affect consumers' perceptions of price fairness (Varian, 1987; Fassnacht & Unterhuber, 2016)?
- To what extent do inferred motives mediate the impact of price discrimination on fairness perceptions (Homburg et al., 2017)?
- How do varying levels of switching costs moderate consumer responses to fairness perceptions and influence repurchase intentions (Baloglu et al., 2017; Vogel & Paul, 2015)?

By addressing these questions, the study seeks to provide actionable insights for businesses to refine their pricing strategies, ensuring profitability while maintaining ethical and transparent practices that foster long-term consumer loyalty. This research also contributes to the academic discourse by filling existing gaps in literature, particularly in the context of oligopolistic markets.

The findings will not only enhance theoretical understanding but also offer practical guidance to firms operating in highly competitive industries, enabling them to navigate the fine balance between profitability and consumer satisfaction.

THEORETICAL FRAMEWORK

The theoretical foundation of this study is built on the interplay between price discrimination, inferred motives, price fairness perception, switching costs, and consumer behavior, particularly repurchase intention. This multidimensional framework provides insights into how pricing strategies influence consumer decision-making in competitive markets.

Price Discrimination

Price discrimination refers to the practice of charging different prices to different consumer groups for the same product or service. This strategy is categorized into first-degree (personalized pricing), second-degree (quantity-based pricing), and third-degree (group-based pricing). While it enables firms to maximize revenue by aligning prices with consumers' willingness to pay (Pigou, 1920; Varian, 1987), it can also provoke fairness concerns if perceived as exploitative (Homburg et al., 2017). Thus, its success depends heavily on how consumers perceive its fairness.

Price discrimination involves charging different prices for the same product or service to maximize revenue. Time-based price discrimination adjusts prices based on the time of purchase or use, such as peak-hour train tickets or off-peak electricity rates, to manage demand and resource utilization. Quantity-based price discrimination offers discounts for larger purchases, encouraging bulk buying, as seen in "buy two, get one free" deals or wholesale pricing. Location-based price discrimination varies prices by geographic region, often charging higher prices in urban areas or regions with less competition. Customer characteristics-based price discrimination targets specific traits like age or occupation, such as offering student discounts or loyalty program pricing. These strategies influence consumer perceptions of fairness, inferred motives, and repurchase intentions, making their design and implementation critical for business success.

Inferred Motives

Consumers infer motives behind firms' pricing strategies, which significantly influence their perceptions of fairness. Positive motives, such as resource optimization or equitable cost distribution, enhance fairness perceptions, while negative motives, like profit maximization at the consumer's expense, diminish trust (Campbell, 1999). These inferred motives serve as a mediator, shaping the relationship between price discrimination and consumer fairness perceptions.

Price Fairness Perception

Perceived price fairness plays a central role in consumer decision-making. It reflects whether a pricing strategy is seen as reasonable and justifiable (Lii & Sy, 2009). Fairness perceptions influence emotions, such as trust or resentment, which in turn affect consumer loyalty and purchase decisions.

Switching Costs

Switching costs—encompassing financial, relational, and psychological barriers—moderate the relationship between price fairness perception and repurchase intention. High switching costs deter consumers from abandoning a brand, even when fairness concerns arise, while low switching costs enable easier brand switching (Blut et al., 2015).

Consumer Behavior/Repurchase Intention

Repurchase intention, a key dimension of consumer behavior, is influenced by the interplay of fairness perceptions, inferred motives, and switching costs. When consumers perceive fairness and trust the firm's motives, their likelihood of making repeat purchases increases (Reinartz & Wiegand, 2019). Conversely, perceptions of unfairness or negative motives can erode repurchase intentions, unless switching costs are prohibitively high.

This framework emphasizes the need for businesses to balance revenue optimization with transparent and consumer-friendly pricing practices to maintain trust, loyalty, and long-term profitability in competitive markets.

RESEARCH METHOD

This study employs a quantitative research approach to examine the interplay between price discrimination, inferred motives, price fairness perception, switching costs, and consumer behavior, specifically focusing on repurchase intention. A quasi-experimental design was utilized to explore causal relationships between these variables. Participants were exposed to controlled scenarios depicting four types of price discrimination: time-based, quantity-based, location-based, and customer characteristics-based methods. Following the scenarios, participants completed structured questionnaires to evaluate their perceptions of fairness, inferred motives, and switching costs, along with their repurchase intentions.

The data collection relied on scenario-based experimentation and survey techniques, which are effective in isolating the effects of specific variables in pricing studies (Campbell, 1999; Reinartz et al., 2017). To ensure the validity of the experimental design, a manipulation check was conducted to confirm participants' understanding of the scenarios. The study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis, a robust technique for testing complex relationships, including mediating and moderating effects (Hair et al., 2014).

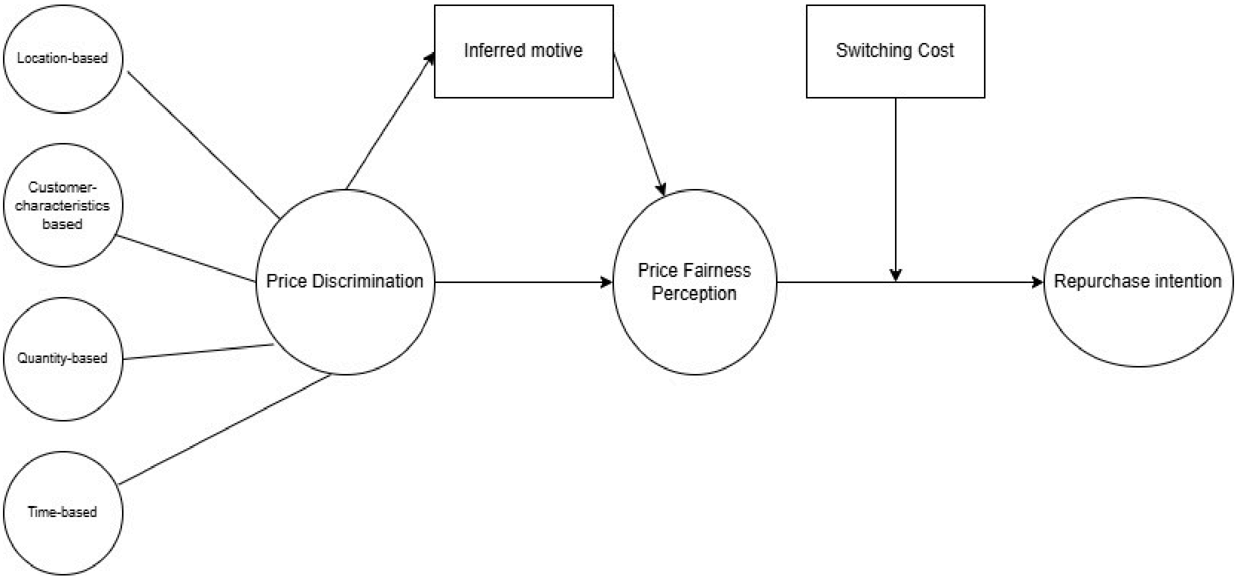
The sample for the study was drawn from diverse demographic groups to reflect the population characteristics of Azerbaijan's GSM market. This approach aligns with recommendations for improving generalizability in pricing studies (Varian, 1987; Homburg et al., 2017). By focusing on consumer responses to different types of price discrimination within an oligopolistic market, this study addresses gaps in the literature concerning fairness perception and consumer loyalty in contexts where switching costs play a significant role (Blut et al., 2015).

Research Model and Hypotheses

The research model is designed to explore the relationships between price discrimination, inferred motives, price fairness perception, switching costs, and repurchase intention. This conceptual framework seeks to address how various price discrimination strategies influence consumer perceptions and behaviors, with inferred motives acting as a mediator and switching costs as a moderator.

Four types of price discrimination are included: location-based (regional pricing), customer-characteristics-based (targeted discounts), quantity-based (bulk discounts), and time-based (pricing based on timing). Inferred motives act as a mediator, influencing how consumers perceive the fairness of pricing strategies. Price fairness perception directly affects repurchase intention, while switching costs moderate this relationship by deterring consumers from switching brands even if fairness concerns arise. Repurchase intention serves as the ultimate dependent variable, reflecting consumer loyalty.

Figure 1. Research Model



Research Hypotheses

The model is built on the following hypotheses:

- H1: Price discrimination significantly impacts price fairness perception.
  - H1a: Location-based price discrimination significantly affects price fairness perception.
  - H1b: Customer-characteristics-based price discrimination significantly affects price fairness perception.
  - H1c: Quantity-based price discrimination significantly affects price fairness perception.
  - H1d: Time-based price discrimination significantly affects price fairness perception.
- H2: Price discrimination significantly influences inferred motives.
  - H1a: Location-based price discrimination significantly influences inferred motives.
  - H1b: Customer-characteristics-based price discrimination significantly influences inferred motives.

- H1c: Quantity-based price discrimination significantly influences inferred motives.
- H1d: Time-based price discrimination significantly influences inferred motives.

- H3: Inferred motives mediate the relationship between price discrimination and price fairness perception.
- H4: Price fairness perception significantly impacts repurchase intention.
- H5: Switching costs moderate the relationship between price fairness perception and repurchase intention.

By testing these hypotheses, the research aims to uncover how price discrimination strategies influence consumer perceptions and behaviors, mediated by inferred motives and moderated by switching costs. This model provides a comprehensive framework for understanding the dynamics of pricing strategies in competitive markets.

Sample and Population

The sample for this study was drawn from individuals actively engaged in the Azerbaijani GSM market, a context characterized by its oligopolistic nature and the prevalence of competitive pricing strategies. Participants were selected using a stratified sampling method to ensure representation across diverse demographic groups, including age, gender, income levels, and education. This approach was designed to capture the varied responses of consumers to different price discrimination strategies, ensuring the generalizability of the findings. The sample size, consisting of approximately 858 individuals, was determined based on statistical power analysis to achieve reliable and valid results.

The population targeted in this research encompasses consumers who regularly interact with mobile service providers and are likely to encounter various forms of price discrimination in their purchasing decisions. The inclusion criteria required participants to have active GSM subscriptions and to have made purchasing decisions within the past six months. This criterion ensured the relevance of their experiences and perceptions. The selected population represents a critical segment of the market where switching costs and price fairness perceptions play a pivotal role in consumer behavior, making it an ideal context to study the effects of pricing strategies.

Data analysis

The data analysis for this study was conducted using SmartPLS 4, a software widely used for Partial Least Squares Structural Equation Modeling (PLS-SEM). This approach was selected due to its effectiveness in analyzing complex models with multiple mediating and moderating variables, particularly when the sample size is moderate and the data distribution does not strictly adhere to normality. SmartPLS allows for the simultaneous testing of measurement and structural models, making it highly suitable for this research.

In the structural model assessment, path coefficients, t-values, and p-values were calculated to test the hypotheses and assess the strength and significance of relationships between variables. The model fit was evaluated using indices such as SRMR, Chi-square, and

NFI, ensuring the robustness of the findings. Mediation analysis was conducted to examine the role of inferred motives, while moderation analysis tested the effect of switching costs on the relationships between price fairness perception and repurchase intention. The results provided insights into the direct, indirect, and interaction effects within the model, allowing for a comprehensive understanding of the factors influencing consumer behavior in the context of price discrimination.

Furthermore, SmartPLS facilitated the mediation analysis, which examined the role of inferred motives in the relationship between price discrimination and price fairness perception. Moderation analysis was also conducted to assess the impact of switching costs on the relationship between price fairness perception and repurchase intention. These analyses provided a comprehensive understanding of the direct, indirect, and moderating effects, offering valuable insights into consumer behavior in response to price discrimination strategies.

RESULTS AND FINDINGS

This study aimed to explore the effects of different price discrimination strategies on consumers' perceptions of price fairness, inferred motives, and repurchase intention, while also examining the moderating role of switching costs. Price discrimination, as a widely used pricing strategy, was analyzed to determine its impact on consumer behavior, particularly in oligopolistic markets like Azerbaijan, where switching costs play a significant role. The research tested hypotheses related to four types of price discrimination: customer characteristics-based, quantity-based, location-based, and time-based discrimination, as well as the mediating effect of inferred motives and the moderating effect of switching costs.

Table 1. Model Quality Criteria

	Saturated model	Estimated model
SRMR	0,063	0,099
d_ULS	1,193	2,911
d_G	0,368	0,653
Chi-square	1925,809	3759,467
NFI	0,802	0,613

The estimated model serves as a foundational framework for analysis, offering valuable insights while also highlighting opportunities for refinement to enhance its alignment with the observed data. The SRMR value of 0.099, while slightly exceeding the commonly accepted threshold, suggests that the residual differences between observed and predicted correlations remain within a manageable range, pointing to the model's potential for further optimization. Similarly, the Chi-square value of 3759.467 reflects some deviation between the model and the data, yet it underscores the model's capacity to be refined rather than dismissed. The NFI score of 0.613, although below the ideal benchmark, reinforces the importance of targeted adjustments, such as revisiting structural paths or incorporating additional variables, to improve its explanatory power. Taken together, these indicators affirm the estimated model as a constructive starting point that, with thoughtful refinements, holds promise for delivering meaningful insights.

Findings

The findings reveal several critical relationships between price discrimination, inferred motives, price fairness perception, switching costs, and repurchase intentions.

A significant positive relationship was identified between customer characteristics-based price discrimination and price fairness perception (β=0.224, p=0.008). This suggests that pricing strategies based on consumer traits, such as offering discounts for students or seniors, are generally perceived as fair by consumers, enhancing their trust in the firm. However, quantity-based price discrimination showed a negative effect on price fairness perception, but this relationship was not statistically significant (β=-0.112, p=0.126). Similarly, location-based price discrimination exhibited no significant impact on price fairness perception (β=0.066, p=0.257).

Inferred motives were found to play a mediating role in the relationship between customer characteristics-based price discrimination and price fairness perception (β=0.381, p=0.000). These findings highlight that when consumers infer positive motives behind pricing strategies—such as the intention to offer equitable benefits—they are more likely to perceive these practices as fair, further reinforcing their trust and satisfaction.

There was also a positive linear relationship between price fairness perception and repurchase intention (β=0.313, p=0.000). This indicates that consumers who perceive pricing as fair are more inclined to continue purchasing from the same provider, demonstrating a direct link between fairness perception and loyalty.

Switching costs were observed to have a positive relationship with repurchase intention (β=0.392, p=0.000), signifying that higher switching costs encourage consumers to remain with the same provider, even in cases of perceived unfairness. However, switching costs only exhibited a weak moderating effect between price fairness perception and repurchase intention (β=-0.097, p=0.006), suggesting that their influence on this relationship is limited. Additionally, no significant moderating effect of switching costs on the relationship between pain of paying and repurchase intention was found (p>0.05).

Figure 2. Switching cost moderation

The graph illustrates the moderating effect of switching costs on the relationship between price fairness perception and repurchase intention, with three lines representing switching costs at different levels: low (-1 SD, red), average (Mean, blue), and high (+1 SD, green). As price fairness perception increases, repurchase intention also rises across all levels of switching costs. However, the slope of the green line (high switching costs) is flatter compared to the red line (low switching costs), indicating that higher switching costs weaken the impact of price fairness perception on repurchase intention. In contrast, at lower switching costs, the relationship is stronger, as shown by the steeper incline of the red line. This suggests that when switching costs are low, consumers are more sensitive to perceptions of fairness in pricing, and it significantly influences their repurchase decisions. Conversely, when switching costs are high, consumers are less likely to base their repurchase decisions solely on fairness perceptions due to the added barriers to switching providers.

Hypothesis testing

The hypotheses in this study were tested to evaluate the relationships between price discrimination, inferred motives, price fairness perception, switching costs, and repurchase intention. Below are the findings for each hypothesis, along with their status (supported, partially supported, or rejected), organized and summarized in a table.

Table 2. Hypotheses Results

Hypothesis	Path	Result	Coefficient (β)	p-value
H1a: Quantity-based discrimination -> PFP	Negative impact, not significant	Rejected	-0.112	0.126
H1b: Location-based discrimination -> PFP	No significant relationship	Rejected	0.066	0.257
H1c: Time-based discrimination -> PFP	Positive impact, significant	Supported	0.183	0.0
H1d: Characteristics-based discrimination -> PFP	Positive impact, significant	Supported	0.224	0.008
H2d: Characteristics-based discrimination -> IM	Positive mediation, significant	Supported	0.381	0.0
H3: Inferred motives -> PFP	Positive mediation, significant	Supported	0.381	0.0
H4: PFP -> Repurchase intention	Positive relationship, significant	Supported	0.313	0.0
H5: IM -> PFP -> Repurchase intention	Mediation effect, significant	Supported	0.035	0.001
H6: Switching costs -> Repurchase intention	Positive relationship, significant	Supported	0.392	0.0
H7: SC x PFP -> Repurchase intention	Weak moderation, significant	Supported	-0.097	0.006

DISCUSSION AND CONCLUSION

This study aimed to explore the impact of different types of discrimination on purchase frequency preferences (PFP) and their subsequent effects on repurchase intentions. The findings revealed several significant relationships, shedding light on critical behavioral patterns in consumer decision-making.

Among the hypotheses tested, time-based and characteristics-based discrimination emerged as significant predictors of PFP, indicating that consumers respond positively when these aspects align with their preferences. Additionally, inferred motives and switching costs were shown to play substantial roles, not only directly influencing PFP but also mediating and moderating the relationship between PFP and repurchase intention. These results highlight the nuanced ways through which consumers' perceived value and trust are built and maintained.

Interestingly, while characteristics-based discrimination directly affected PFP, its mediation effect through inferred motives added another layer of complexity. This underscores the importance of understanding consumers' internal reasoning and emotional responses to marketing strategies.

The strong, positive relationship between PFP and repurchase intention confirms that enhancing perceived fairness and satisfaction in pricing strategies is vital for fostering customer loyalty. Moreover, switching costs were found to significantly strengthen this relationship, suggesting that reducing barriers to change can amplify the effectiveness of pricing strategies in encouraging repurchases.

However, hypotheses related to quantity-based and location-based discrimination were rejected, pointing to limited or non-significant impacts. This suggests that focusing on these dimensions may not yield substantial benefits, potentially due to evolving consumer priorities or contextual factors.

In conclusion, this research provides practical insights for businesses aiming to design effective discrimination strategies. Marketers should prioritize characteristics and time-based discrimination while leveraging inferred motives and addressing switching costs to enhance customer retention and loyalty. Future studies could expand this research by exploring contextual influences or incorporating additional moderating variables. These findings contribute to a deeper understanding of the consumer decision-making process, offering actionable strategies for improved marketing outcomes.

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Qiymət diskriminasiyası, mənimsənilən motivlər, qiymət ədalətliliyi qavrayışı və dəyişmə xərclərinin istehlakçı davranışının formalaşmasında qarşılıqlı əlaqəsi

Xülasə

Bu tədqiqat qiymət diskriminasiyası, mənimsənilən motivlər, qiymət ədalətliliyi qavrayışı və dəyişmə xərcləri arasındakı mürəkkəb dinamikanı araşdırır və onların birlikdə istehlakçı davranışına təsirini öyrənir. Mənfəəti maksimuma çatdırmaq məqsədilə geniş istifadə olunan qiymət diskriminasiyası strategiyası, xüsusilə istehlakçılar şirkətin niyyətlərini qiymətləndirərkən ədalətlilik qavrayışını əhəmiyyətli dərəcədə təsir edə bilər. Bu tədqiqat mənimsənilən motivlərin (məsələn, resursların optimallaşdırılması kimi müsbət, yaxud bazarın istismarı kimi mənfi motivlər) qiymət diskriminasiyası ilə qiymət ədalətliliyi qavrayışı arasındakı əlaqəni vurğulayır. Bundan əlavə, maliyyə, münasibət və psixoloji ölçüləri əhatə edən dəyişmə xərcləri istehlakçıların qiymət diskriminasiyasına cavablarını müəyyənləşdirməkdə əsas moderasiya edən amil kimi çıxış edir.

Bu tədqiqat Azərbaycanın oligopolistik GSM bazarında ssenarilər və sorğular əsasında effektləri ölçmək üçün kvazi-eksperimental dizaynı tətbiq edir. Nəticələr göstərir ki, qiymət diskriminasiyası praktikası ümumiyyətlə ədalətliliklə bağlı narahatlıqları artırsa da, mənimsənilən motivlər istehlakçı qavrayışlarının formalaşmasında mühüm rol oynayır. Mənfi motivlər ədalətsizlik qavrayışlarını gücləndirərək təkrar alış niyyətlərini zəiflədə bilər. Bununla belə, ədalətsizlik qavrayışına baxmayaraq yüksək dəyişmə xərcləri bu təsirləri azaldaraq, istehlakçıların qalıcılığını təşviq edir.

Bu tədqiqat marketinq ədəbiyyatına mənimsənilən motivlər və dəyişmə xərclərini qiymət ədalətliliyi qavrayışı və istehlakçı sadiqliyi çərçivəsinə daxil etməklə töhfə verir. Nəticələr uzunmüddətli istehlakçı əlaqələrini qorumaq üçün qiymət strategiyalarının şəffaf şəkildə ünsiyyətinin vacibliyini vurğulayır. Tədqiqatın nəticələri rəqabətli bazarlarda fəaliyyət göstərən müəssisələr üçün praktik tövsiyələr təqdim edir və onlara mənfəətliliklə etik qiymət təcrübələri arasında balans qurmaqda, dəyişmə xərclərindən istifadə edərək müştəri sadiqliyini saxlamaqda kömək edir.

Açar sözlər: qiymət diskriminasiyası, mənimsənilən motivlər, qiymət ədalətliliyi qavrayışı, dəyişmə xərcləri, istehlakçı davranışı.

Взаимосвязь Ценовой Дискриминации, Предполагаемых Мотивов, Восприятия Справедливости Цен и Затрат на Смену Поставщика в Формировании Поведения Потребителей

Аннотация

В данном исследовании рассматривается сложная динамика между ценовой дискриминацией, предполагаемыми мотивами, восприятием справедливости цен и затратами на смену поставщика, а также их совокупное влияние на поведение потребителей. Ценовая дискриминация, являющаяся распространённой стратегией максимизации прибыли, может существенно влиять на восприятие справедливости, особенно когда потребители оценивают мотивы компании. Исследование подчеркивает, что предполагаемые мотивы—воспринятые как положительные (например, оптимизация ресурсов) или отрицательные (например, эксплуатация рынка)—опосредуют связь между ценовой дискриминацией и восприятием справедливости цен. Более того, затраты на смену поставщика, включающие финансовые, социальные и психологические аспекты, играют ключевую роль в определении реакции потребителей на ценовую дискриминацию.

В рамках исследования применяется квази-экспериментальный дизайн с использованием сценариев и опросов для измерения этих эффектов на олигополистическом рынке мобильной связи в Азербайджане. Результаты показывают, что хотя практика ценовой дискриминации в целом вызывает озабоченность по поводу справедливости, предполагаемые мотивы играют решающую роль в формировании восприятия потребителей. Отрицательные мотивы усиливают восприятие несправедливости, что может снизить намерения к повторной покупке. Однако высокие затраты на смену поставщика смягчают эти эффекты, способствуя удержанию потребителей, несмотря на воспринимаемую несправедливость.

Данное исследование вносит вклад в маркетинговую литературу, интегрируя предполагаемые мотивы и затраты на смену поставщика в более широкий контекст восприятия справедливости цен и потребительской лояльности. Результаты подчёркивают важность прозрачной коммуникации ценовых стратегий для снижения обеспокоенности по поводу справедливости и сохранения долгосрочных отношений с потребителями. Выводы исследования предоставляют практические рекомендации для компаний, работающих на конкурентных рынках, позволяя им балансировать прибыльность и этичные ценовые практики, а также использовать затраты на смену поставщика для поддержания лояльности клиентов.

Ключевые слова: Ценовая дискриминация, Предполагаемые мотивы, Восприятие справедливости цен, Затраты на смену поставщика, Потребительское поведение.

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