

of scarce resources, interaction-related aspects and the voluntary character of franchisee participation. Based on these results, implications and ideas for further research are derived.

Keywords: Franchising, Innovation Management, Participation

One Retailer, One Product, Two Prices - Effects of Channel-Based Price Differentiation on Customer Retention and Feasibility Conditions

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Crucial decisions for every multichannel retailer are whether and how to engage in channel-based price differentiation. The authors identify channel-based price differentiation instruments and develop a conceptual model of their effects on customer retention. They test the model using a laboratory experiment with 590 participants and analytically investigate the strategy's feasibility conditions. Results show that channel-based price differentiation affects customer retention both positively and negatively. Further, a retailer requires 5.1% lower operating costs in the Internet than in the store to ensure profitability, and customers do self-select into the right channels. Altogether, results encourage multichannel retailers to engage in channel-based price differentiation if they carefully select price instruments and fulfill feasibility conditions.

Keywords: Multichannel Management, Price Differentiation, Mobile Communications Services

Differentiation in Online Retailing: Analysing the Consumer's Perspective Using a Repertory Grid Approach

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Due to the highly competitive nature of the online retail environment, differentiation strategies are of importance for online retailers to gain competitive advantages and to achieve a unique positioning in the market. However, little is known about perceptual dimensions used by consumers to make a distinction between online retailers. The present study addresses this research gap by using a repertory grid approach to identify points of difference between online