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Study Results Online Price Discrimination

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I. Research Process

Participants had to follow a strict process to ensure data quality and comparability

A

Open Browser on Smartphone

Participants had to open the Google Chrome browser on their smartphone (no other device)

B

Open New Incognito Tab

To impede trackability by the company website, a new incognito tab had to be opened every time

C

Copy Link and Open Website

Nine single links had to be copied from a file and pasted into the incognito tab (no bookmarks)

D

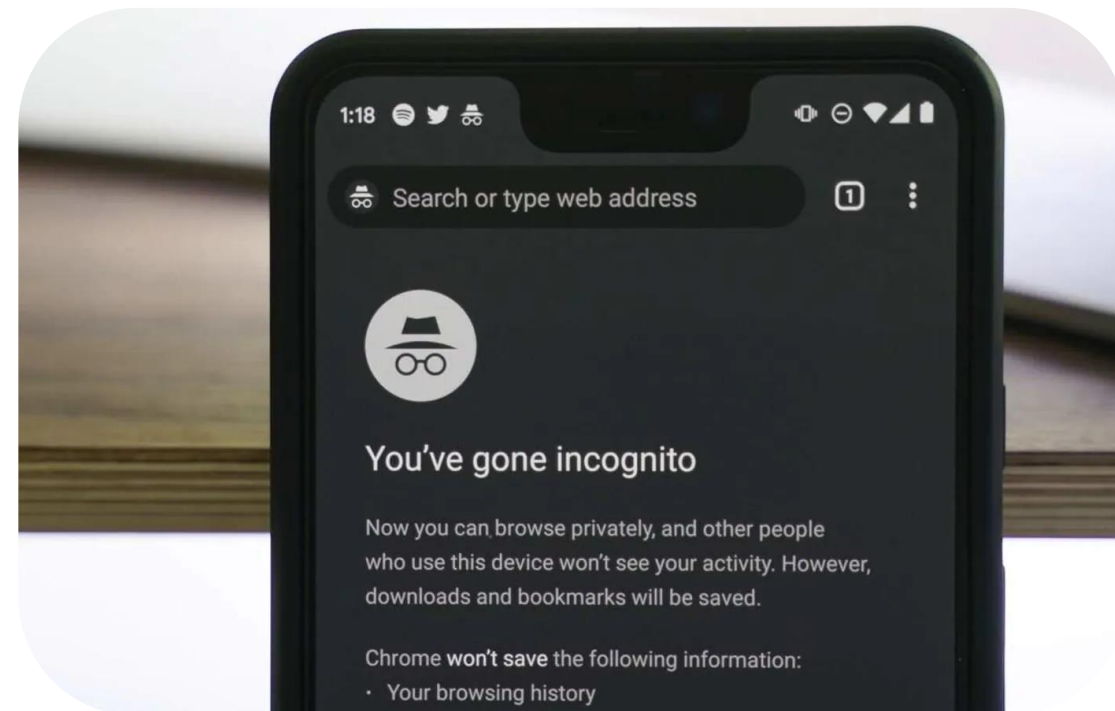
Record Price and Time

For each product, the price and the visiting time had to be inserted into an Excel file on a different device

E

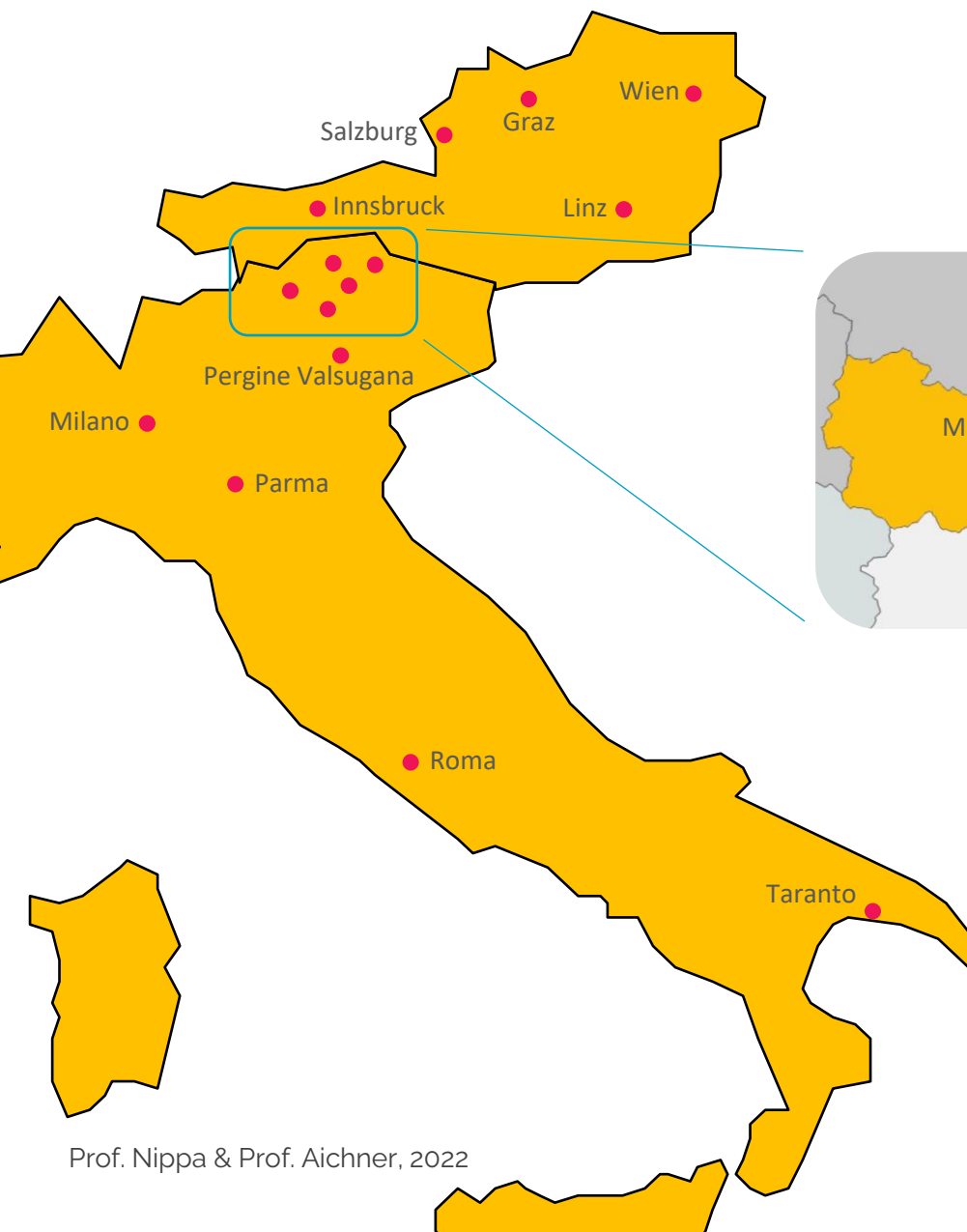
Repeat on Five Days

The steps from A to D had to be repeated on five non-consecutive days (the same for all participants): 6th, 8th, 10th, 11th, and 13th September 2022



II. Study Participants

15 participants from Italy and Austria



II. Study Participants

Country, city, smartphone model, operating system, and gender of the participants

Country (Province)	City/Town	Smartphone Model	Operating System	Gender
 Italy	Pergine Valsugana	Xiaomi Mi 10T	MIUI Global 12.0.3	male
 Italy	Milano	iPhone 13	iOS 15.6.1	female
 Italy	Parma	iPhone 11	iOS 15.6.1	female
 Italy	Roma	HUAWEI P smart+	EMUI Versione 12	female
 Italy	Taranto	iPhone 12	iOS 15.6	female
 Italy (South Tyrol) 	Bozen/Bolzano	LG ThinQ	Android 10	male
 Italy (South Tyrol) 	Meran/Merano	iPhone 14	iOS 15.6.1	male
 Italy (South Tyrol) 	Brixen/Bressanone	Asus Zenfone	Android 10	male
 Italy (South Tyrol) 	St. Ulrich in Gröden/Ortisei	Samsung Galaxy S7	Android 8	female
 Italy (South Tyrol) 	Toblach/Dobbiaco	OnePlus 5T	Android 10	male
 Austria	Innsbruck	Samsung Galaxy S20FE	Android 12	male
 Austria	Salzburg	iPhone X	iOS 15.6	female
 Austria	Graz	Honor 8	Android 7	male
 Austria	Wien	One Plus Nord 2	Android 11	female
 Austria	Linz	Samsung Galaxy S53 5G	Android 12	male

III. Assessed Products

All participants assessed each of the nine products

	Food	Non-Food	Service
Italian pages 	Rummo fusilli 500 g www.carrefour.it/p/rummo-fusilli-n%C2%B0-48-500-g/8008343200486.html	Kiabi felpa con zip www.kiabi.it/felpa-con-zip-e-cappuccio-uomo-dalla-s-alla-xxl-rosso_P698202C708371	24ORE Business School master www.24orebs.com/sport/master-management-del-calcio-master-part-time-10181
South Tyrolean pages 	Galloni Speck 0.3 kg www.pursuedtirol.com/de/galloni-meran/o-speck-mittelstueck-bio	Adidas drinking bottle 0.75 l www.sportler.com/de/p/adidas-mm-bottle-0.75-trinkflaschen-11236620	Skyalps flight BZO-BER 02/11/22 booking.skyalps.com/flight-results/BZO-BER/2022-11-02/NA/1/0/0
Austrian pages 	Felix Ketchup 450 g shop.unimarkt.at/Felix-Ketchup-1246	XXXLutz Carryhome Sideboard www.xxxlutz.at/p/carryhome-sideboard-160-79-48-cm-000003003407	Vienna Classic Fidelio Ticket www.viennaclassic.com/de/oper/staatsoper-wien/programm-tickets/fidelio-140859.html?eventid=218931

III. Assessed Products

7

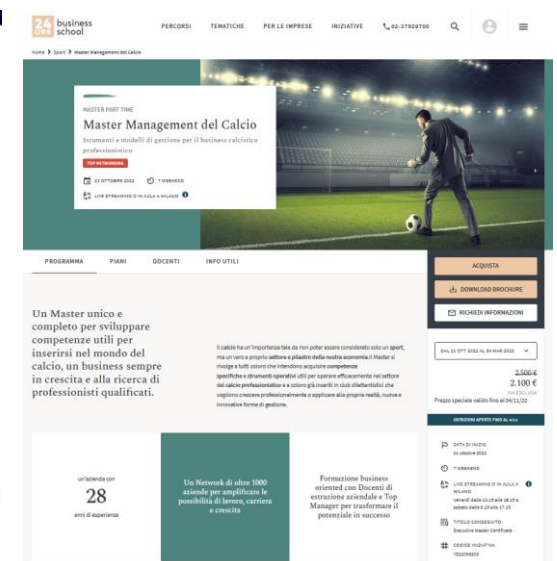
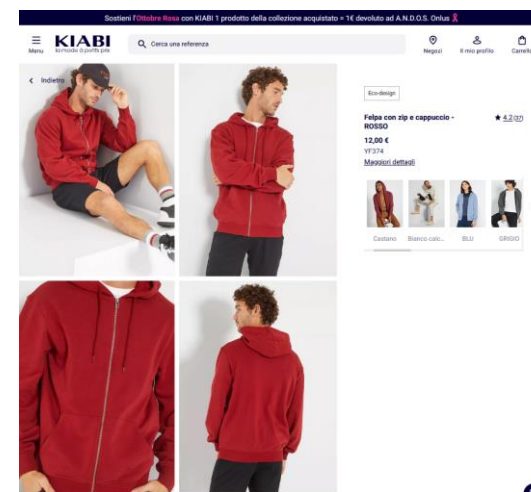
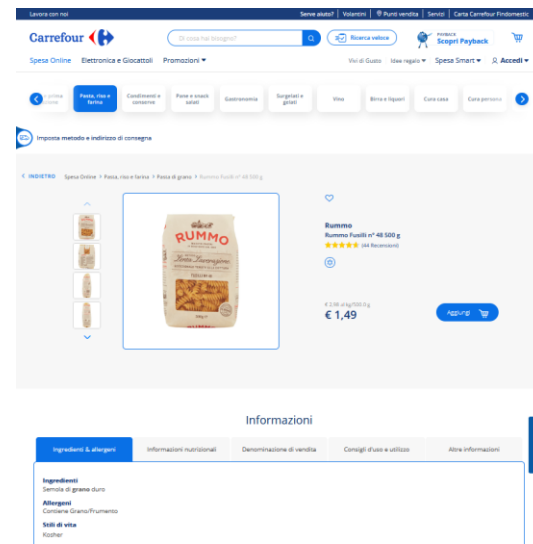
Screenshots of the assessed websites (prices may vary from the prices identified in the study)

Food

Non-Food

Service

Italian pages 



Screenshots of the assessed websites (prices may vary from the prices identified in the study)

Food

Non-Food

Service

III. Assessed Products

9

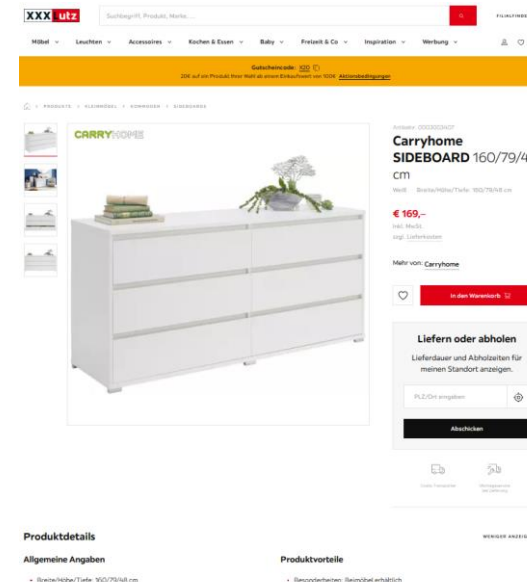
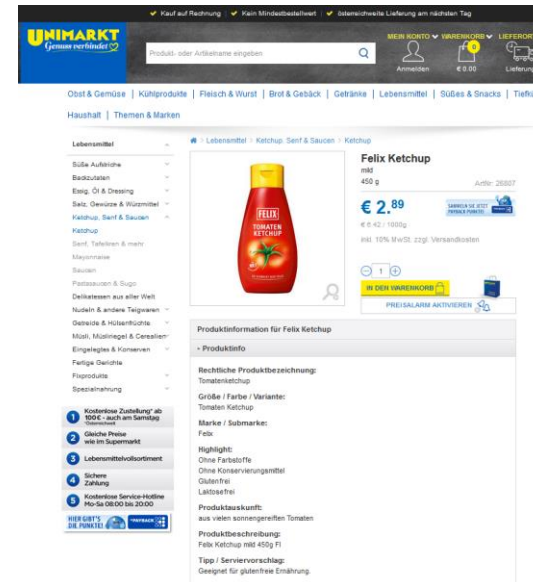
Screenshots of the assessed websites (prices may vary from the prices identified in the study)

Food

Non-Food

Service

Austrian pages =



IV. Results

Complete data set (15 participants x 5 days x 9 websites) | Prices in EUR

Country and City		Tuesday, 06.09.2022									Thursday, 08.09.2022									Saturday, 10.09.2022									Sunday, 11.09.2022									Tuesday, 13.09.2022								
		1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
Italy	Pergine V..	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
Italy	Milano	missing									missing									0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
Italy	Parma	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
Italy	Roma	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
Italy	Taranto	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
South Tyrol	Bozen	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
South Tyrol	Meran	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
South Tyrol	Brixen	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
South Tyrol	St. Ulrich	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
South Tyrol	Toblach	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
Austria	Innsbruck	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
Austria	Salzburg	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
Austria	Graz	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
Austria	Wien	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271
Austria	Linz	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	0,99	12	2000	14,7	30	164	2,49	144,85	271	1,49	12	2000	14,7	30	164	2,89	140,83	271

Higher price because of ended promotion (back to normal)

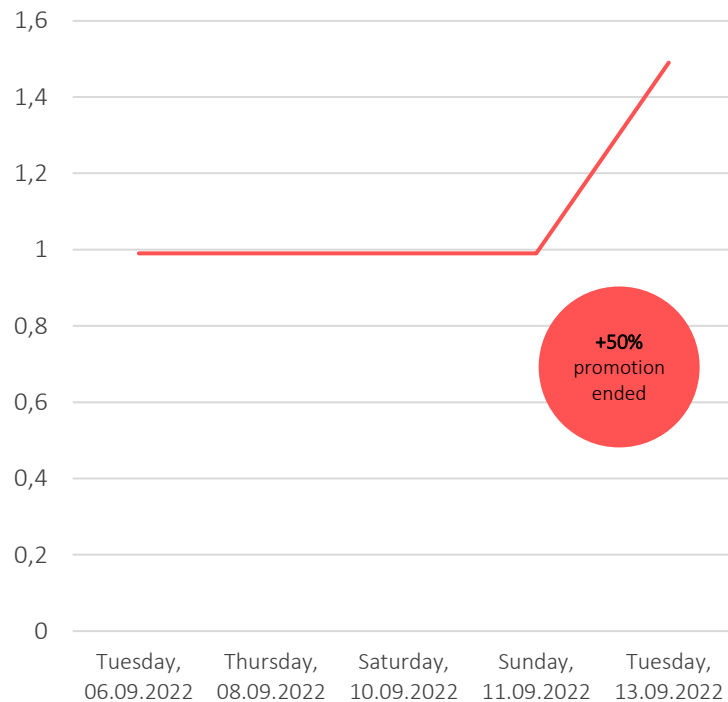
Lower price because of new promotion (discount)

IV. Results

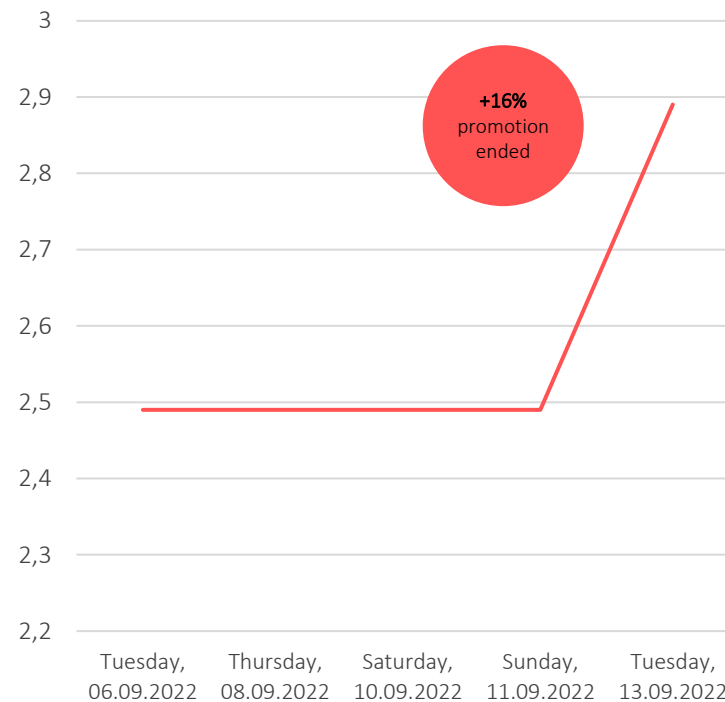
11

Visualization of price by day (only for products #1, #7, and #8 which changed) | Prices in EUR

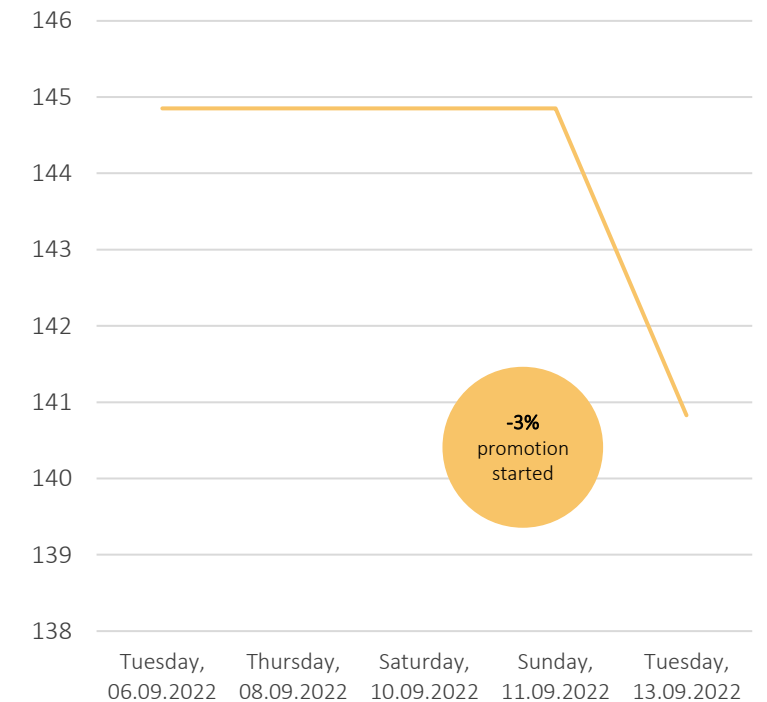
Prices Product #1 (Italian Page: Food)



Prices Product #1 (Austrian Page: Food)

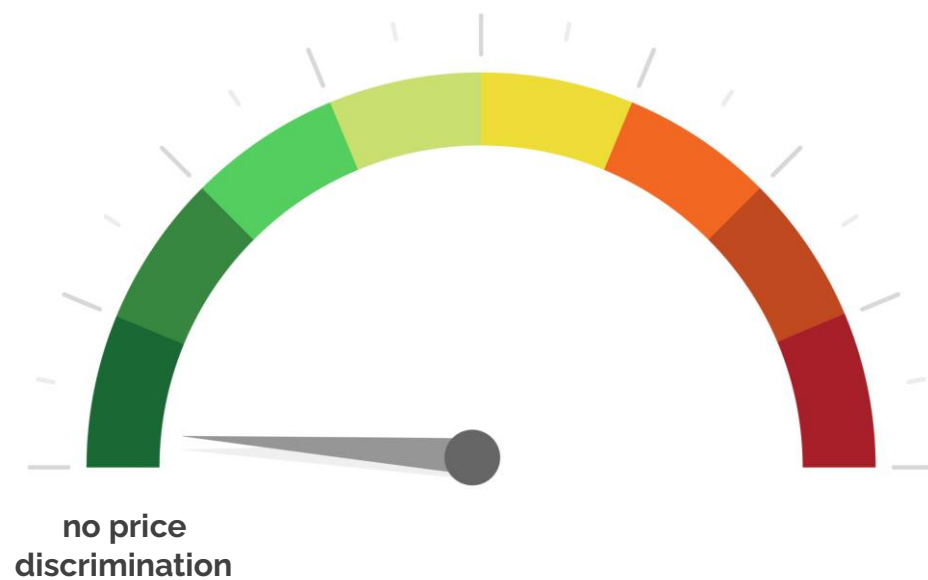


Price Product #1 (Austrian Page: Non-Food)



V. Conclusions

There is no evidence for geographical price discrimination



3 Key Takeaways

The data obtained from the **international data collection** and comparison of different countries, different companies, different sectors, different devices and multiple locations within each market **does not lead to any evidence** for any form of price discrimination. First and foremost, the objective of the study was to assess geographical price discrimination, which could not be found in any form in this study. The **observed price changes were effective in all markets** and for all customers at the same time and based on regular promotions. While the results of this study do not completely exclude that there is price discrimination, these findings are a positive result from a customer perspective.



There is **no evidence** for geographical price discrimination.



Also, **no other form** of price discrimination was found (e.g., by device).



Price changes do occur, but they are not location or device specific.

VI. Future Research

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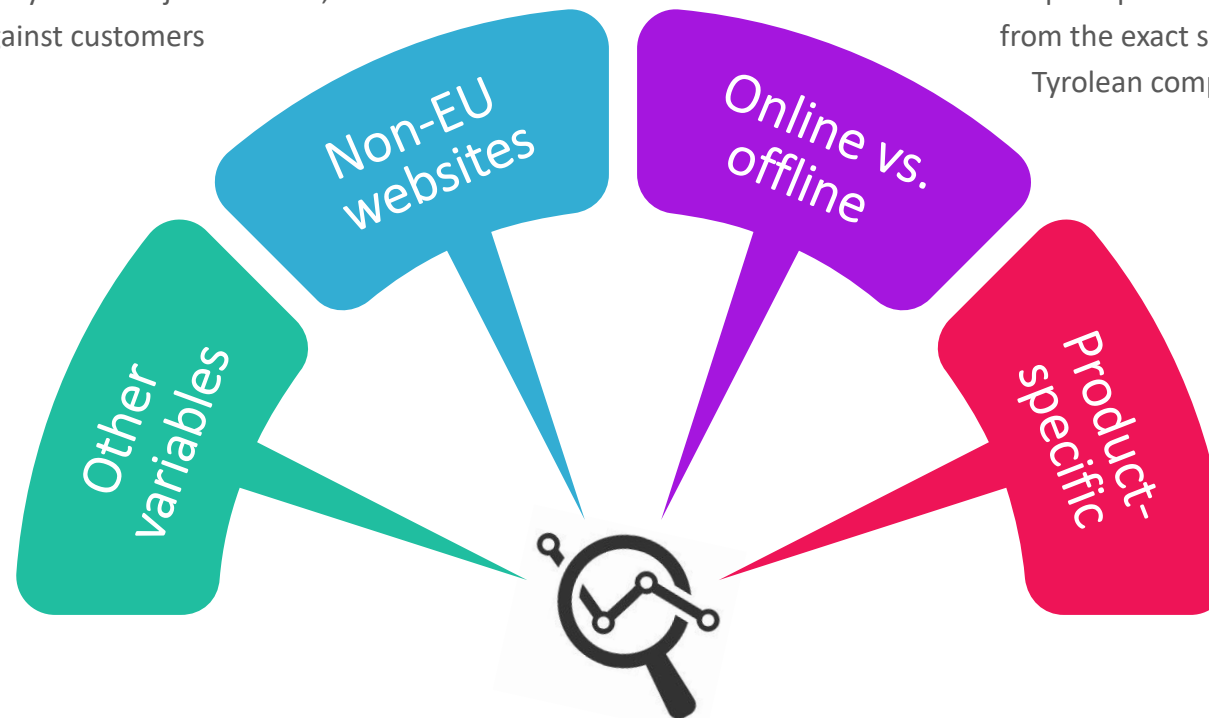
Limitations and future research opportunities

Shopping on non-EU websites

One possible reason why no price discrimination was found could be because of the selection of EU websites only. In other jurisdictions, companies are allowed to discriminate against customers based on their location.

Other variables

Although many potential variables for price discrimination were examined (e.g., location, device, time), there may be some other relevant factors that were not assessed (e.g., re-visits, online behavior including on social media).



Online vs. offline price discrimination

Previous research has also shown that the same products is sold at different price points online and offline – even if the shopper buys from the exact same company. What is the practice of South Tyrolean companies who operate both online and offline?

Paths-to-purchase

Does the path-to-purchase influence the price? For example, does it make a difference whether a user searches for “high quality sunglasses” on Google vs. someone who clicks on a promotion link on a price comparison website.



Contacts

Prof. Nippa & Prof. Aichner



Prof. Dr. Michael Nippa is Professor of Strategic Leadership and International Management at the Free University of Bozen-Bolzano. In the international business context, his research focuses on market entry strategies, international joint ventures and alliances, as well as the organization and coordination of multinational enterprises.

Prof. Dr. Thomas Aichner currently serves as the Scientific Director of South Tyrol Business School. His research is primarily focused on country of origin, mass customization, digital management, and disability.

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