

# Changes in Consumer Perspective towards Discount at Brick-and-Mortar Stores owing to Emergence of Online Store Format in India

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**Area/Section:** Business Management.

**Type of the Paper:** Research Paper.

**Type of Review:** Peer Reviewed as per [C|O|P|E](#) guidance.

**Indexed in:** OpenAIRE.

**DOI:** <http://doi.org/10.5281/zenodo.3762937>.

**Google Scholar Citation:** [IJMTS](#).

## How to Cite this Paper:

Ganesha, H. R., Aithal, P. S., & Kirubadevi, P. (2020). Changes in Consumer Perspective towards Discount at Brick-and-Mortar Stores owing to Emergence of Online Store Format in India. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 5(1), 43-83.

DOI: <http://doi.org/10.5281/zenodo.3762937>.

**International Journal of Management, Technology, and Social Sciences (IJMTS)**

A Refereed International Journal of Srinivas University, India.

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### ABSTRACT

End-of-season sale (EOSS) has been one of the most important long duration sales promotion/discounting events for brick-and-mortar retailers and consumers in India. But, ever since the online retailing format has emerged in India, consumers now have wider options available for them to buy a product at a discounted price and notably, as online stores in India are following the product discounting as one of the key drivers for consumer acquisition, consumers' perspective towards discount at brick-and-mortar store is expected to have changed. This change in consumers' perspective has put the majority of brick-and-mortar retailers in India into a quandary and they are losing out their market share slowly to online retailers. In this research, authors have attempted to investigate; (a) proof, (b) pattern, (c) magnitude, (d) significance and (e) impact of this change in perspective towards discount across stakeholders and transpired the research outcomes into suggestions to enable brick-and-mortar retailers to design appropriate sales promotions.

**Keywords:** Discount, End-of-season sale, Brick-and-mortar store, Offline store, Physical store, Consumer perspective, Online store, Sales promotion.

### 1. INTRODUCTION :

The e-commerce retailing format undoubtedly making a paradigm shift in the way retailing is done in India. This new retailing format, e-commerce is projected to grow to 62.3 billion US\$ by the year 2023 which is at 32.34 billion US\$ in the year 2019. Such a significant increase in the market share is attributed mostly to the rapidly increasing penetration of smartphones and internet users. This ongoing change in penetration is projected to increase the total internet user base to 657.8 million by the

year 2023 which is at 553.7 million as of the year 2019 in India. Share of buyers using e-commerce retailing format in India is expected to increase to 50.03 percent by the year 2020 which is at 23.55 percent as of the year 2016 (Statista)[1]. The overall market size of the Indian Retail industry which is at 950 billion US\$ in the year 2018 might cross 1.1 trillion US\$ by the year 2020 (IBEF)[2].

E-commerce has been able to expand its market consistently in India. Owing to this new retailing format consumers now have the widest product assortment offered to them at discounted prices.

E-commerce retailing format has probably crossed a key milestone in revolutionizing Indian retail market, and this trend is expected to continue for many more years. As per one IBEF's December 2019 [2] report on Indian retailing, it is noted that the union government of India is also working on various ways to boost consumption in the rural market of India and e-commerce would play an important role in achieving this. The forecast also indicates that e-commerce retailing will be able to capture 7 percent of the overall Indian retail market by 2021.

In such a short period e-commerce retailing format in India reached to around 3 percent of overall Indian retail market. Growth rate is more than double as compared to the brick-and-mortar stores. Available literature indicates to key reasons for this as being capable of building the trust of the consumers in online stores, they have successfully established their brands in the minds of the online shoppers through their 365 days discounts, deals, and low-price strategies. Even though it is very hard to build a sustainable business model using strategies mainly based on price wars, it is inevitable that the Brick-and-mortar stores in India will have to ascertain specific strategies head-on to deal with this increasing loss of market share to online stores. Up till the emergence of online stores in India, Brick-and-mortar retailers were following a season and occasion driven sale promotions prominently known as end-of-season sale and festive sale which accounted for close to 40 percent of their annual revenue. But, post the emergence of online stores in India, the majority of brick-and-mortar retailers in India are bewildered with continuous discounts, deals, sale promotion events, coupons being offered by the online stores throughout the year and they are not able to design appropriate sales promotion programmes.

## 2. LITERATURE REVIEW :

We have noted that for many choices of store format was and is one of the important research subjects among many researchers beginning from the 70's of the 20th century. The authors of many of earlier studies - among others: Monroe

&Guiltinan (1975) [3], Arnold, Oum&Tigert (1983) [4], Mason, Durand & Taylor (1983) [5], Keng& Ehrenberg (1984) [6], Louviere &Gaeth (1987) [7], Spiggle& Sewall (1987) [8], Dawson, Bloch & Ridgway (1990) [9], Burke et al. (1992) [10], Arnold, Handelman &Tigert (1996) [11], have studied to rationalize store choice using different approaches, models and frameworks with respect to internal and external factors to the consumer such as (a) store attribute, (b) situational factors, (c) consumers' households, (d) consumers' demographics, (e) consumers' shopping patterns, (f) consumers' attitudes toward stores, (g) implied importance and (h) weightage of price levels. It is also noted that most of the above said studies were carried on same store formats (supermarkets and discount stores).

There also exist some studies examining the influence of retail pricing formats on shopping behaviour (Bell, Ho & Tang, 1998 [12]), often if one store format has in general higher prices than the other one.

Shim et al. (2000) [13], using consumer's shopping behavioural intentions, established the size of three market segments (primarily Internet shopper, product-situation specific cross-shopper and primarily store-oriented shopper markets) for both the cognitive and sensory experiential product categories. One of the key recommendations from the researchers was that the retailers and mall developers should understand the greater importance of social influence on online shoppers and cross-shoppers, as compared to traditional store shoppers. Perhaps a competitive strategy could be utilized whereby promotions portray aspirational and/or peer members of Internet consumers describing their positive experiences as mall patrons.

Peter and Olson (2002) [14], preferences for retail channel and format choice within a particular channel depend on factors external to the consumer and internal ones. Those preferences are subject to change when important factors as changes in the economy (like economic slowdown, fall in consumers income) and retail industry (development of new sales channels and/or formats) become visible

for consumers. External factors among others include perceived price level, physical effort to buy, amount of time needed to fulfil shopping tasks – most of the external factors are creating the perceived total cost of buying for the consumer. Among internal factors, there are i.e.: consumer demographics and consumer personality manifesting in decision-making styles and perceived level of cognitive and emotional effort connected with shopping.

Bhatnagar, & Ratchford (2004) [15] represent an interesting approach but limited to non-durable goods. Exploring fixed and variable costs of shopping, including assumption about consumers preferring to shop at the minimum total cost, and different price levels between formats, they found conditions in which the store format choice would be optimal.

Diwakar Gupta et al. (2006) [16]. The problem of setting prices for clearing retail inventories of fashion goods is a difficult task that is further exacerbated by the fact that markdowns enacted near the end of the selling season have a smaller impact on demand. In the research, they have presented discrete-time models for setting clearance prices in such an environment. When demand is deterministic, researchers compute optimal prices and show that decreasing reservation prices lead to declining optimal prices. When demand is stochastic and arbitrarily correlated across planning periods, researchers obtain bounds on the optimal expected revenue and on optimal prices. Researchers have also developed a heuristic procedure for finding near-optimal prices and test its accuracy through numerical experiments. These experiments revealed new insights for practitioners. For example, the penalty for choosing clearance price once and keeping it unchanged for the remainder of the selling season is found to be small when either the mean reservation prices do not change appreciably over time or when they drop sharply after the first period.

Mokhtarian and Tang (2009, 2011) [17-18], perceived channel characteristics are influencing the choice of channel for both phases of consumer decision making: information search and buying.

Sales promotion techniques are instruments that seek to increase sales of products and brands, usually in a short time (Wierenga & Soethoudt, 2010) [19], because they act in the consumer's mind as a benefit to him, creating thus consumer behaviour (Yusuf, 2010 [20]). The effectiveness and the importance of sales promotion in the market can be viewed when presenting the segment numbers. According to Teunter (2002) [21], over 20% of sales of products of some food branches occur through sales promotion activities. In a report quoted by Wierenga and Soethoudt (2010) [19], over 75% of spending on communication in the nondurable consumer goods segment between 1997 and 2004 in the United States were driven by sales promotion activities, while 25% were applied in other communication activities.

In addition to market fundamentals, the importance is attested in the scientific field, whose studies have been conducted for several decades. In 1978, Preston, Dwyer, and Rudelius [22] already demonstrated the effect of sales promotion to convince consumers to open a bank account. In that study, it was found that 50% of the increase in a number of accounts in a bank searched occurred during a promotional campaign. More recently, D'Austous and Jacob (2002) [23] demonstrate the efficiency of this promotional tool to influence the computer purchase, while Boschetti (2012) [24] confirmed the positive linkages, promoting the behaviour of purchase of financial services.

As stressed by some authors (D'Austous & Landreville, 2003 [25]; Haans & Gijsbrechts, 2011 [26]; there is still academic and managerial deficiencies on the deeper knowledge of the relationship of sales promotion with consumer behaviour and their effectiveness for the companies.

Sangvikar B. V. et al. (2012) [27], In this research paper researchers, focussed on studying consumer behaviour across various retail formats available for them to buy products which includes components such as (a) convenience, (b) product assortment, (c) pricing, (d) product quality and (e) salesperson services. They concluded that Brick-and-mortar departmental retail format is the most preferred

one.

Menal Dahiya (2017) [28], due to e-commerce the turnover of offline retailer has reduced which is a warning signal for the enterprise and on the arrival of online shops in the market offline retailers are suffering from the pricing. The researcher has studied the impact of e-commerce sales format on brick-and-mortar selling format across variety of components such as (a) discounts, (b) service types, (c) pricing, (d) product assortment, (e) marketing and promotional capabilities and (f) inventory levels. Dhruv et al (2017) [29]. One of the key components of their organizing framework for 'future of retailing' identified by them was 'visual display and merchandise offer decisions' along with other four components (1) technology and tools to facilitate decision making, (2) consumption and engagement, (3) big data collection and usage and (4) analytics and probability.

Past research carried out in the developed countries where the brick-and-mortar retailers have already gone through a phase of online store formats being made available to consumers and have provided many guidelines to brick-and-mortar retailers on various frameworks for them to create promotional strategies to withstand discount strategies of online stores.

We find a gap in the literature whereby we could not find answers for (a) can we implement the recommendations of various researches carried out in developed countries in an Indian context? (b) is there any change in the consumer's perspective toward brick-and-mortar store's famous sales promotional event known as an end-of-season sale? (c) if there a change, what is the magnitude and significance of it in the Indian context? (d) what are the impacts of such changes on other stakeholders across various functions of brick-and-mortar retailing set up such as sales, store operations, category, marketing, supply chain and management/investors. To find answers to these questions we decided to survey all these stakeholders along with consumers, collect empirical data of a brick-and-mortar retailer who has experienced both the phases of pre and post online store emergence and validate all such

qualitative findings with actual empirical transactional data to answer our key research questions.

### 3. OBJECTIVES :

Key objectives of this research were to;

(a) Qualitatively:

- i. understand retailer perspective towards discounts pre and post online store emergence.
- ii. Understand consumer perspective towards discounts pre and post online stores emergence.

(b) Quantitatively:

- i. analyze past ten years of empirical data of a select retailer.
- ii. determine the correlation among the following variables for pre and post online store emergence independently:
  - i. discount levels and conversions
  - ii. discount levels and average transaction sizes
  - iii. discount levels and average prices
  - iv. discount levels and store's sales and margin productivity
  - v. discount levels and store profitability
- iii. understand the change in consumer purchase behaviour five years prior to and five years post online store emergence.

(c) Compare qualitative findings (retailer perspectives and consumer perspectives with the quantitative analysis results of the past 10 years of empirical data.

(d) Draw conclusion with respect to changes in consumer perspective towards discounts on;

- a. proof of change
- b. pattern of change
- c. magnitude of change
- d. significance and impact of change

### 4. METHODOLOGY :

**Stage I:** At this stage, primary research was

conducted in two phases to understand retailers and consumer perspectives towards discounts.

**Qualitative phase:**

- i. **Retailer perspective:** The entire population (388 employees) across various functions/department such as (1) management and strategy, (2) marketing and communication, (3) category management, (4) supply chain management, (5) finance and accounts, (6) IT and support functions and (7) human resource department and (8) sales and operations and (9) store sales staff of one select Brick-and-mortar retailer having stores all over India across (a) mall stores, (b) high-street stores, (c) neighborhood stores, (d) tier 1, 2 and 3 cities, (e) offering multiple-categories and multiple-brands at mid to high price positioning catering to pregnant women, new moms, babies, infants and kids up to 8 years were interviewed under controlled environment through google sheets to collect information regarding their perspective towards discounts at brick-and-mortar stores pre and post emergence of online stores (*Research instrument 1*).
- ii. **Consumer perspective:** A random sample (2712 customers) of customers of the select Brick-and-mortar retailer pertaining to research instrument 1, representing customers from stores all over India across (a) mall stores, (b) high-street stores, (c) neighborhood stores, (d) tier 1, 2 and 3 cities, were interviewed under controlled environment through close-ended questions to collect information regarding their perspective towards discounts at brick-and-mortar stores pre and post emergence of online stores (*Research instrument 2*).

**Quantitative phase:** Empirical sales data (over eight million transactions) of five years prior and five years post online store emergence in India is collected from the select brick-and-mortar retailer whose employees and customers were

surveyed using research instrument 1 and 2 (*Research instrument 3*).

**Stage II:** In this stage, both qualitative and quantitative findings collected using research instruments 1, 2 and 3 were analysed through data processing and analysis using appropriate statistical methods, tools and software.

**Stage III:** In this stage, insights and inferences from the research findings were used to propose a way forward for Indian brick-and-mortar retailers to enable them to design appropriate sales promotional programmes to effectively deal with the change in consumer's perspective towards discounts at brick-and-mortar stores.

**5. KEY FINDINGS AND INSIGHTS :**

**Retailers** strongly believe that, before the emergence of online stores, discounts at a brick-and-mortar store were offered basis the age of the inventory that too during specific periods (July and January) widely known as end-of-season sale (EOSS) which was considered to be a shopping festival. But, post-online stores emergence, the discount has become one of the most important tools for converting walk-ins into bills. Without offering a discount it is practically impossible to convince consumers to buy products at their brick-and-mortar store irrespective of the age of the inventory and the type of sale period owing to which the discounts are now offered to consumers throughout the year to ensure the average transaction values are maintained and possibly stop losing consumers to online store. This significant change in consumers perspective towards discounts is forcing the brick-and-mortar retailer to lose gross margins and in turn store profitability.

**Consumers** strongly believe that, before the emergence of online stores, discounts at a brick-and-mortar store were offered basis the age of the inventory that too during specific periods (July and January) widely known as EOSS which was considered to be a shopping festival for which they used to eagerly await for. But, post-online stores emergence, discounts are available for them throughout the year and hence discount has become one of the most important factors for them to make any buying decisions. It is practically impossible for consumers to buy

any products at an original price. This significant change in consumers perspective towards discounts is forcing them to not increase their average transaction values per visit to any brick-and-mortar store thereby making the retailer to lose gross margins and in turn store profitability.

**Empirical data** of ten years of a select brick-and-mortar retailer strongly conforms with most of the beliefs of consumers and retailers (obtained through a qualitative survey) on changes in consumer perspective towards discount post emergence of online stores across.

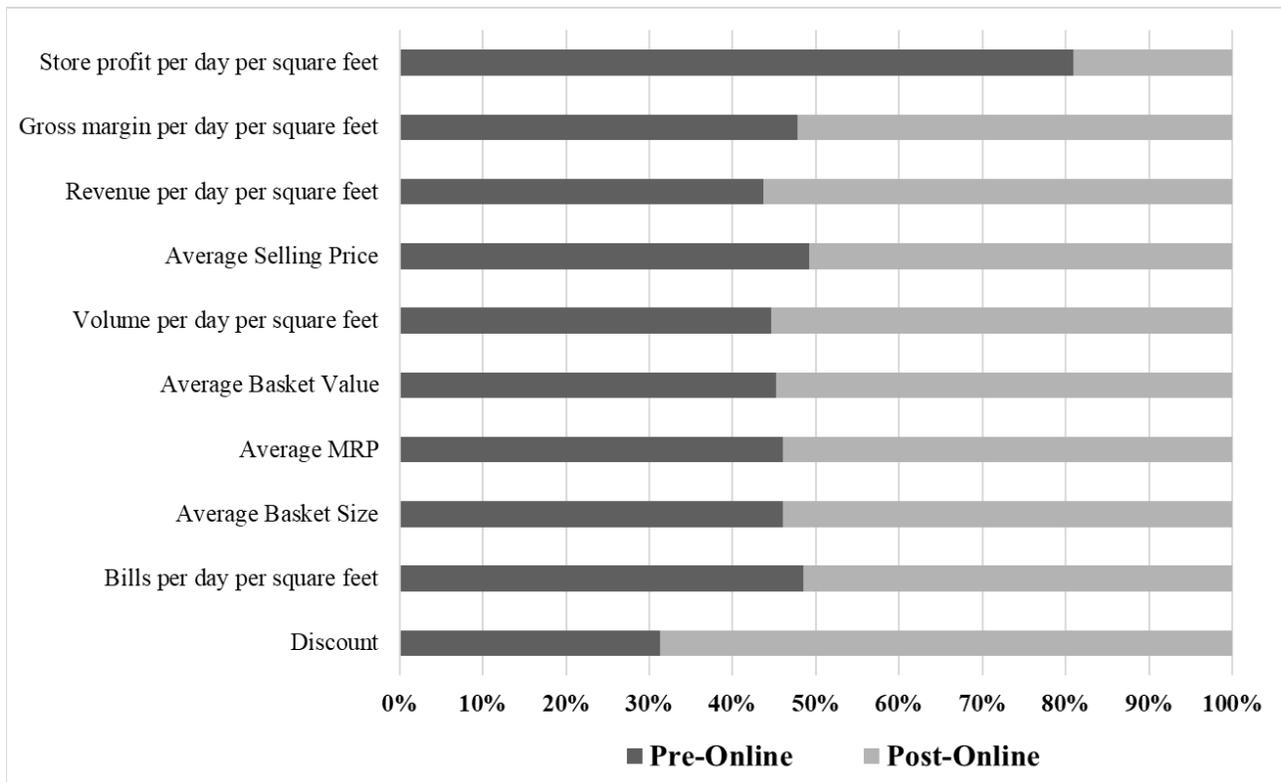
But the data clearly indicates that a) retailer has not followed any strategical way of offering discounts b) retailer is carried away by perceptions/beliefs of store sales staff and consumers, c) discounts have been increased by 2.202 times without any significant improvement in the conversions and average transaction values per consumer. Owing to these changes in consumer perspective towards discount retailer is now making 4.249 times lesser profit as compared to pre-online stores emergence.

**Table 1:** Except average basket size, average MRP and volume per day per square foot all the other factors in the study match with empirical data and conforms to the belief of retailer and consumer on changes in consumer perspective towards the discount.

Variables	Correlation Coefficient			T Test Sig. (2-tailed)		
	Retailer Survey	Consumer Survey	Empirical Data	Retailer Survey	Consumer Survey	Empirical Data
Discount per cent and Bills per day per square foot	-0.621	-0.621	-0.135	0.000	0.000	0.000
Discount per cent and Average basket size	-0.270	-0.940	0.610	0.000	0.000	0.000
Discount per cent and Average MRP	-0.270	-0.940	0.662	0.000	0.000	0.000
Discount per cent and Volume per day per square foot	-0.389	-0.935	0.073	0.000	0.000	0.000
Discount per cent and Average selling price	-0.389	-0.935	-0.831	0.000	0.000	0.000
Discount per cent and Revenue per day per square foot	-0.389	-0.935	-0.250	0.000	0.000	0.000
Discount per cent and Gross margin per day per square foot	-0.286	-1.000	-0.715	0.000	0.000	0.000
Discount per cent and Store profit per day per square foot	-0.286	-1.000	-0.733	0.000	0.000	0.000
Online emergence type and Store profit per day per square foot	-0.621	-0.990	-0.733	0.000	0.000	0.102

**Table 2:** Empirical data comprising of over eight million transactional records strongly conforms to the belief of retailer and consumer on changes in consumer perspective towards discount.

Variables under empirical data analysis	Correlation		Sig. (2-tailed)	
	Pre-Online	Post-Online	Pre-Online	Post-Online
Discount per cent and Bills per day per square foot	0.489	-0.135	0.000	0.000
Discount per cent and Average basket size	0.627	0.610	0.000	0.000
Discount per cent and Average MRP	0.468	0.662	0.000	0.000
Discount per cent and Volume per day per square foot	0.707	0.073	0.000	0.000
Discount per cent and Average selling price	-0.682	-0.831	0.000	0.000
Discount per cent and Revenue per day per square foot	0.450	-0.250	0.000	0.000
Discount per cent and Gross margin per day per square foot	-0.159	-0.715	0.000	0.000
Discount per cent and Store profit per day per square foot	-0.326	-0.733	0.000	0.000
Online emergence type and Store profit per day per square foot	-0.326	-0.733	0.000	0.102



**Fig. 1:** Empirical data comprising of over eight million transactional records indicate that the discount level has increased significantly post-online store format emergence and has strong negative impact on the brick-and-mortar store profitability.

**Table 3:** Factor analysis on empirical data comprising of over eight million transactional records indicate that the discount and bills (conversion) components explains the majority of change in store profitability.

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Discount per cent	4.627	46.266	46.266	4.627	46.266	46.266
Bills per day per square foot	3.046	30.46	76.726	3.046	30.46	76.726
Average basket size	1.684	16.844	93.57	1.684	16.844	93.57
Average MRP (INR)	0.578	5.782	99.352			
Average basket value (INR)	0.034	0.343	99.695			
Volume per day per square foot (INR)	0.015	0.147	99.842			
Average selling price (INR)	0.01	0.1	99.942			
Revenue per day per square foot (INR)	0.004	0.037	99.978			
Gross margin per day per square foot (INR)	0.001	0.014	99.992			
Store profit per day per square foot (INR)	0.001	0.008	100			

*Extraction Method: Principal Component Analysis.*

**Table 4:** Qualitative comparison of change in perspective towards discount of brick-and-mortar retailer.

<b>Bricks-and-mortar retailer perspective towards discount</b>	
<b>Pre-Online</b>	<b>Post-Online</b>
Offering discounts was in our control	Offering discounts is no more in our control
Offer discounts based on product age	Offer discounts irrespective of product age
Increase average basket size	Maintain existing basket size
Increase average transaction value	Maintain existing transaction value
Increase in absolute earnings	Protect existing absolute earnings
Attract new consumers	Retain existing consumers
Increase consumer loyalty	Minimise consumer shift to online store
Walk-ins conversion was not dependent on discount	Walk-ins conversion is significantly on discount

**Table 5:** Qualitative comparison of change in perspective towards discount of consumers.

<b>Consumer perspective towards discount</b>	
<b>Pre-Online</b>	<b>Post-Online</b>
Discount events are designed for a specific occasion	Discounts are available throughout the year
Let me buy more now	Just buy what is needed
This is my shop and I shall wait for discount events	I no more wait for discount events
This is my shop and a neighbourhood store	I can shop online, distance to shop is no more a limitation
I shall wait for offers on my favourite brand	Let me try the new brand (discount is available)
Pre-planned shopping for discounted items	Just-in-Time shopping
Majority of my shopping was at original price	Majority of my shopping is at discounted price

## 6. CONCLUSION :

With reference to data and comments shown in table 1, 2, 3, 4, 5 and figure 1, It is practically impossible to change consumers perspective towards a discount in favour of brick-and-mortar store as the same is widely influenced by a paradigm shift in the evolution of various modern retailing formats available now to consumers to buy required products. It is evident from this research that brick-and-mortar retailer will no more be able to convert walk-ins into bills unless the discount is one of the key components of their selling proposition to consumers, but possibly retailer can analyse their sales data on a consistent basis to determine ideal levels of discount which can probably gain a competitive edge over online stores on the discount component and arrest such huge degrowth in their store profitability.

## 7. SUGGESTIONS TO BRICK-AND-MORTAR RETAILERS :

Based on this research outcomes, we would like

to suggest few do's and don'ts to brick-and-mortar retailers to overcome this change in consumer shopping behaviour and perspective towards discount;

### Don'ts:

- flat discounts at the product level,
- huge variance in the levels of discount during discount and non-discount periods,
- frequent and continuous spending on any 'above the line' (ATL) advertising activities which are directed towards communicating the discounts,
- irrelevant discounts,
- discounting decisions carried away by the online retailer's discounting frameworks and strategies.

### Dos:

- convert most of the product level discounts to a transaction level discounts,
- offers to be perceived as discounts by the consumers, but they need not be flat discounts on the products,

- c) run promotions which will be able to hold the customer for a longer period of time and perceived by the consumers as a 'great deal',
- d) create smart offers which are relevant to consumer life-stage needs

Brick-and-mortar retailers need to clearly understand every other retailer format's key business goal behind offering discounts to consumers. Few may be trying to capture the bigger market share, few may be trying to show exponential growth in the top line to attract more investors, few may be trying to wrap up their business and few may be hoping that all these consumers acquired based on discount as one of their key components of selling proposition are going to be loyal to their store. What is very important is the key business goal of your retailing format and business, clearly understand of your consumers and their needs using both qualitative and quantitative methodologies and make strategies to create your own discounting framework/model to gain a competitive edge over any retailing formats on the discount component.

#### 8. LIMITATIONS OF RESEARCH :

The main limitation of this research work is the coverage of the various stakeholders viz., consumers and retailers in understanding their perspectives towards discount pre and post online store format emergence. This might limit the generalizability of the research findings to other set of retailers and consumers. The second limitation would be the empirical validation is restricted to one retail format i.e., multi brand and multi category baby care stores in India and hence the generalizability of the findings and suggestions to other retail formats. However, it provides significant input regarding the ways to utilise these findings as all the qualitative research findings have been validated with actual empirical transactional data.

#### 9. SCOPE FOR FURTHER RESEARCH :

It is recommended that this research can further be extended to derive an ideal discounting framework/model for brick-and-mortar retailers to enable them to design appropriate sales

promotional programmes to effectively deal with the change in consumer's perspective towards the discount.

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## Appendix

### Research Instrument 1–Retailer perspective

#### Research Instrument 1 - Retailer perspective

Q1. Help me know you better.

Name  
Location  
Region

Industry / Domain

- North
- East
- West
- South
- All India

Role

- Bricks-and-mortar retailing
- Online retailing
- Multi-channel retailing
- Academics and research
- Consulting
- Marketing agency
- Media and journalism
- Others

Age

- Academics and research
- Consulting
- Marketing agency
- Media and journalism
- Management and strategy
- Marketing and communication
- Category management
- Sales and operations
- Store sales staff
- Finance and accounts
- Supply chain management
- Human resource department
- IT and support functions
- Others

Gender

- 18 to 25 years
- 26 to 30 years
- 31 to 35 years
- 36 to 40 years
- Above 40 years

Marital status

- Male
- Female
- Transgender

Education level

- Married
- Unmarried

Work experience

- School Level
- Graduate
- Post-Graduate
- Doctorate
- Professional
- No Formal Education

- 0 to 4 years
- 5 to 9 years
- 10 to 14 years
- 15 to 19 years
- 20 to 24 years
- Above 25 years

**Research Instrument 1 - Retailer perspective**

*Q2. When do you think online stores came to lime light in India?*

- 2000 to 2004
- 2005 to 2009
- 2010 to 2014
- 2015 onwards
- Don't remember

*Q3. Prior to online stores boom, major discounts were given only during EOSS.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q4. Prior to online stores boom, majority of consumers were not expecting discounts during non EOSS periods .*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q5. Prior to online stores boom, EOSS event was conducted to liquidate the old inventory/stock.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q6. Prior to online stores boom, EOSS event was conducted to increase the transaction volume and value per consumer.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q7. Prior to online stores boom, EOSS event was conducted to encourage consumer to buy more than usual.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q8. Prior to online stores boom, during EOSS, store used to earn same margin values in spite of discount as the sales volume was higher than usual.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q9. Prior to online stores boom, EOSS event was conducted twice a year, one in July (31 days) and one in January (31 days).*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q10. Prior to online stores boom, EOSS event was perceived as a shopping festival by the company and consumers.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q11. Prior to the stores boom, it was very difficult to convert majority of the walk-ins to bills without discounts.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**Research Instrument 1 - Retailer perspective**

*Q12. Post the online stores boom, discounts are given during non-EOSS periods also.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q13. Post the online stores boom, majority of consumers are expecting discounts throughout the year.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q14. Post the online stores boom, discounts are given irrespective of inventory/stock's age.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q15. Post the online stores boom, EOSS event is conducted to protect the usual transaction volume and value per consumer.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q16. Post the online stores boom, EOSS event is conducted to encourage consumer to buy from bricks-and-mortar stores and discourage them to shift to online.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q17. Post the online stores boom, during EOSS, store loses margin value as in spite of heavy discounts the sales volume is not higher than usual.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q18. Post the online stores boom, EOSS event is conducted once in every three months.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q19. Post the online stores boom, EOSS event is no more perceived as a shopping festival by the company and consumers.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

*Q20. Post the online stores boom, it is becoming very difficult to convert majority of the walk-ins to bills without discounts.*

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

## Research Instrument 2–Consumer perspective

### Research Instrument 2 - Consumer perspective

*Q1. Help me know you better.*

Name  
Location  
Region

Shopping preference

- North
- East
- West
- South
- All India
  
- Only physical store
- Only online store
- Both online and physical store
- Depends on product
- Others

Occupation

- House wife
- Employed
- Business
- Employed
- Others

Age

- 20 to 25 years
- 26 to 30 years
- 31 to 35 years
- 36 to 40 years
- Above 40 years

Gender

- Male
- Female
- Transgender

Marital status

- Married
- Unmarried

Education level

- School Level
- Graduate
- Post-Graduate
- Professional
- No Formal Education

Shopping experience

- 0 to 4 years
- 5 to 9 years
- 10 to 14 years
- 15 to 19 years
- 20 to 24 years
- Above 25 years

Monthly family income

- Below Rs. 25,000
- Rs. 26,000 to Rs. 50,000
- Rs. 51,000 to Rs. 75,000
- Rs. 76,000 to Rs. 1,00,000
- Above Rs. 1,00,000

Are you new to this store or is it your repeat visit?

- New
- Repeat

**Research Instrument 2 - Consumer perspective**

*Q3. Prior to online stores boom, major discounts were given only during EOSS in physical stores.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q4. Prior to online stores boom, majority of time I was not expecting discounts during non EOSS periods .*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q5. Prior to online stores boom, heavy discounts were offered only on old stocks during EOSS.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q6. Prior to online stores boom, I used to buy more during EOSS than usual.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q7. Prior to online stores boom, during EOSS it was highly encouraging to buy more than usual.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q8. Prior to online stores boom, during EOSS, I could buy more for less.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q9. Prior to online stores boom, I used to eagerly wait for July and January months as EOSS would start.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q10. Prior to online stores boom, EOSS event was a shopping festival.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q11. Prior to the online stores boom, it is was not difficult to buy products at full price at any physical stores.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q12. Post the online stores boom, I get discounts during non-EOSS periods also.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

**Research Instrument 2 - Consumer perspective**

*Q13. Post the online stores boom, I expect physical stores to match online discounts for the same product throughout the year.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q14. Post the online stores boom, discounts are also offered on new stocks in physical stores.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q15. Post the online stores boom, I need not to wait for an EOSS event to buy more.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q16. Post the online stores boom, I usually threaten the physical store staff that I will buy from online store if they do not offer me better discounts.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q17. Post the online stores boom, during EOSS, I need not to buy more than usual as discounts are now available throughout the year online.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q18. Post the online stores boom, EOSS event is conducted more times than earlier.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q19. Post the online stores boom, EOSS event is no more a most awaited shopping festival for me.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

*Q20. Post the online stores boom, it is very difficult to buy products at full price at any physical stores.*

Strongly disagree  
 Disagree  
 Neutral  
 Agree  
 Strongly agree

### Research Instrument 3 - Empirical data

Collect actual sales data from a retailer;

1. Existed pre and post emergence of online stores boom in India.
2. Year 2009 to 2019.
3. Covering both pre and post online stores emergence periods.
4. Over eight million transactional data extracted.

#### Respondents Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North	110	28.4	28.4	28.4
	East	13	3.4	3.4	31.8
	West	33	8.5	8.5	40.3
	South	197	50.9	50.9	91.2
	All India	34	8.8	8.8	100
	Total	387	100	100	

#### Industry / Domain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bricks-and-mortar retailing	387	100	100	100

#### Role

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Management and strategy	2	0.5	0.5	0.5
	Marketing and communication	6	1.6	1.6	2.1
	Category management	10	2.6	2.6	4.7
	Sales and operations	85	22	22	26.6
	Store sales staff	268	69.3	69.3	95.9
	Finance and accounts	2	0.5	0.5	96.4
	Supply chain management	4	1	1	97.4
	Human resource department	5	1.3	1.3	98.7
	IT and support functions	5	1.3	1.3	100
	Total	387	100	100	

#### Age Group in Years

		Frequency	Percent	Valid Percent	Cumulative
Valid	18 to 25 years	152	39.3	39.3	39.3
	26 to 30 years	97	25.1	25.1	64.3
	31 to 35 years	83	21.4	21.4	85.8
	36 to 40 years	38	9.8	9.8	95.6
	Above 40 years	17	4.4	4.4	100
	Total	387	100	100	

		Gender		Valid Percent	Cumulative Percent
		Frequency	Percent		
Valid	Male	243	62.8	62.8	62.8
	Female	144	37.2	37.2	100
	Total	387	100	100	

		Marital Status		Valid	Cumulative
		Frequency	Percent		
Valid	Married	265	68.5	68.5	68.5
	Unmarried	122	31.5	31.5	100
	Total	387	100	100	

		Education Level		Valid	Cumulative
		Frequency	Percent		
Valid	School Level	269	69.5	69.5	69.5
	Graduate	98	25.3	25.3	94.8
	Post-Graduate	19	4.9	4.9	99.7
	Doctorate	1	0.3	0.3	100
	Total	387	100	100	

		Work Experience in Years		Valid Percent	Cumulative Percent
		Frequency	Percent		
Valid	0 to 4 years	68	17.6	17.6	17.6
	5 to 9 years	128	33.1	33.1	50.6
	10 to 14 years	91	23.5	23.5	74.2
	15 to 19 years	67	17.3	17.3	91.5
	20 to 24 years	21	5.4	5.4	96.9
	Above 25 years	12	3.1	3.1	100
	Total	387	100	100	

**Q2. When do you think online stores came to limelight in India?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2000 to 2004	1	0.3	0.3	0.3
	2005 to 2009	15	3.9	3.9	4.1
	2010 to 2014	356	92	92	96.1
	2015 onwards	15	3.9	3.9	100
	Total	387	100	100	

**Q3. Prior to online stores boom, major discounts were given only during EOSS.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	0.5	0.5	0.5
	Disagree	10	2.6	2.6	3.1
	Neutral	30	7.8	7.8	10.9
	Agree	57	14.7	14.7	25.6
	Strongly Agree	288	74.4	74.4	100
	Total	387	100	100	

**Q4. Prior to online stores boom, majority of consumers were not expecting discounts during non EOSS periods.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1	1	1
	Disagree	25	6.5	6.5	7.5
	Neutral	33	8.5	8.5	16
	Agree	59	15.2	15.2	31.3
	Strongly Agree	266	68.7	68.7	100
	Total	387	100	100	

**Q5. Prior to online stores boom, EOSS event was conducted to liquidate the old inventory/stock.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	2.1	2.1	2.1
	Disagree	8	2.1	2.1	4.1
	Neutral	59	15.2	15.2	19.4
	Agree	38	9.8	9.8	29.2
	Strongly Agree	274	70.8	70.8	100
	Total	387	100	100	

**Q6. Prior to online stores boom, EOSS event was conducted to increase the transaction volume and value per consumer.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	0.8	0.8	0.8
	Disagree	8	2.1	2.1	2.8
	Neutral	30	7.8	7.8	10.6
	Agree	50	12.9	12.9	23.5
	Strongly Agree	296	76.5	76.5	100
	Total	387	100	100	

**Q7. Prior to online stores boom, EOSS event was conducted to encourage consumer to buy more than usual.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	0.5	0.5	0.5
	Disagree	7	1.8	1.8	2.3
	Neutral	32	8.3	8.3	10.6
	Agree	69	17.8	17.8	28.4
	Strongly Agree	277	71.6	71.6	100
	Total	387	100	100	

**Q8. Prior to online stores boom, during EOSS, store used to earn same margin values in spite of discount as the sales volume was higher than usual.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	0.3	0.3	0.3
	Disagree	14	3.6	3.6	3.9
	Neutral	25	6.5	6.5	10.3
	Agree	72	18.6	18.6	28.9
	Strongly Agree	275	71.1	71.1	100
	Total	387	100	100	

**Q9. Prior to online stores boom, EOSS event was conducted twice a year, one in July (31 days) and one in January (31 days).**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	6	1.6	1.6	1.6
	Neutral	43	11.1	11.1	12.7
	Agree	86	22.2	22.2	34.9
	Strongly Agree	252	65.1	65.1	100
	Total	387	100	100	

**Q10. Prior to online stores boom, EOSS event was perceived as a shopping festival by the company and consumers.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	0.8	0.8	0.8
	Neutral	38	9.8	9.8	10.6
	Agree	87	22.5	22.5	33.1
	Strongly Agree	259	66.9	66.9	100
	Total	387	100	100	

**Q11. Prior to the online stores boom, it was very difficult to convert majority of the walk-ins to bills without discount.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	283	73.1	73.1	73.1
	Disagree	48	12.4	12.4	85.5
	Neutral	23	5.9	5.9	91.5
	Agree	20	5.2	5.2	96.6
	Strongly Agree	13	3.4	3.4	100
	Total	387	100	100	

**Q12. Post the online stores boom, discounts are given during non-EOSS periods also.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	262	67.7	67.7	67.7
	Agree	114	29.5	29.5	97.2
	Neutral	9	2.3	2.3	99.5
	Disagree	2	0.5	0.5	100
	Total	387	100	100	

**Q13. Post the online stores boom, majority of consumers are expecting discounts throughout the year.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	259	66.9	66.9	66.9
	Agree	92	23.8	23.8	90.7
	Neutral	15	3.9	3.9	94.6
	Disagree	18	4.7	4.7	99.2
	Strongly Disagree	3	0.8	0.8	100
	Total	387	100	100	

**Q14. Post the online stores boom, discounts are given irrespective of inventory/stock's age.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	220	56.8	56.8	56.8
	Agree	137	35.4	35.4	92.2
	Neutral	10	2.6	2.6	94.8
	Disagree	18	4.7	4.7	99.5
	Strongly Disagree	2	0.5	0.5	100
	Total	387	100	100	

**Q15. Post the online stores boom, EOSS event is conducted to protect the usual transaction volume and value per consumer.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	213	55	55	55
	Agree	153	39.5	39.5	94.6
	Neutral	17	4.4	4.4	99
	Disagree	3	0.8	0.8	99.7
	Strongly Disagree	1	0.3	0.3	100
	Total	387	100	100	

**Q16. Post the online stores boom, EOSS event is conducted to encourage consumer to buy from bricks-and-mortar stores and discourage them to shift to online.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	227	58.7	58.7	58.7
	Agree	115	29.7	29.7	88.4
	Neutral	26	6.7	6.7	95.1
	Disagree	19	4.9	4.9	100
	Total	387	100	100	

**Q17. Post the online stores boom, during EOSS, store loses margin value as in spite of heavy discounts the sales volume is not higher than usual.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	223	57.6	57.6	57.6
	Agree	117	30.2	30.2	87.9
	Neutral	25	6.5	6.5	94.3
	Disagree	21	5.4	5.4	99.7
	Strongly Disagree	1	0.3	0.3	100
	Total	387	100	100	

**Q18. Post the online stores boom, EOSS event is conducted once in every three months.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	247	63.8	63.8	63.8
	Agree	128	33.1	33.1	96.9
	Neutral	6	1.6	1.6	98.4
	Disagree	6	1.6	1.6	100
	Total	387	100	100	

**Q19. Post the online stores boom, EOSS event is no more perceived as a shopping festival by the company and consumers.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	288	74.4	74.4	74.4
	Agree	41	10.6	10.6	85
	Neutral	48	12.4	12.4	97.4
	Disagree	10	2.6	2.6	100
	Total	387	100	100	

**Q20. Post the online stores boom, it is becoming very difficult to convert majority of the walk-ins to bills.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	283	73.1	73.1	73.1
	Agree	48	12.4	12.4	85.5
	Neutral	23	5.9	5.9	91.5
	Disagree	20	5.2	5.2	96.6
	Strongly Disagree	13	3.4	3.4	100
	Total	387	100	100	

**Average scores for pre-online emergence questions**

	Frequency	Percent	Valid Percent	Cumulative Percent
2.25	1	0.3	0.3	0.3
2.38	3	0.8	0.8	1
2.5	2	0.5	0.5	1.6
2.63	1	0.3	0.3	1.8
2.75	3	0.8	0.8	2.6
2.88	2	0.5	0.5	3.1
3	1	0.3	0.3	3.4
3.13	4	1	1	4.4
3.25	9	2.3	2.3	6.7
3.38	1	0.3	0.3	7
3.5	7	1.8	1.8	8.8
3.63	3	0.8	0.8	9.6
3.75	13	3.4	3.4	12.9
3.88	7	1.8	1.8	14.7
4	7	1.8	1.8	16.5
4.13	12	3.1	3.1	19.6
4.25	12	3.1	3.1	22.7
4.38	23	5.9	5.9	28.7
4.5	29	7.5	7.5	36.2
4.63	44	11.4	11.4	47.5
4.75	28	7.2	7.2	54.8
4.88	33	8.5	8.5	63.3
5	142	36.7	36.7	100
Total	387	100	100	

**Average scores for post-online emergence questions**

	Frequency	Percent	Valid Percent	Cumulative
1	91	23.5	23.5	23.5
1.11	58	15	15	38.5
1.22	32	8.3	8.3	46.8
1.33	32	8.3	8.3	55
1.44	10	2.6	2.6	57.6
1.56	11	2.8	2.8	60.5
1.67	25	6.5	6.5	66.9
1.78	26	6.7	6.7	73.6
1.89	26	6.7	6.7	80.4
2	18	4.7	4.7	85
2.11	16	4.1	4.1	89.1
2.22	5	1.3	1.3	90.4
2.33	6	1.6	1.6	92
2.44	12	3.1	3.1	95.1
2.56	12	3.1	3.1	98.2
2.67	5	1.3	1.3	99.5
2.78	1	0.3	0.3	99.7
2.89	1	0.3	0.3	100
Total	387	100	100	

**Correlations**

		Perspective towards discounts pre-online emergence	Perspective towards discounts post-online emergence
Perspective towards discounts pre-online emergence	Pearson Correlation	1	-.621**
	Sig. (2-tailed)	0	0
	Sum of Squares and Cross-products	135.353	-69.887
	Covariance	0.351	-0.181
	N	387	387
Perspective towards discounts post-online emergence	Pearson Correlation	-.621**	1
	Sig. (2-tailed)	0	0
	Sum of Squares and Cross-products	-69.887	93.475
	Covariance	-0.181	0.242
	N	387	387

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

		Perspective towards discounts pre-online emergence	Perspective towards discounts post-online emergence
Kendall's tau_b	Correlation Coefficient	1	-.463**
	Sig. (2-tailed)	.	0
	N	387	387
Spearman's rho	Correlation Coefficient	-.463**	1
	Sig. (2-tailed)	0	.
	N	387	387
Kendall's tau_b	Correlation Coefficient	1	-.589**
	Sig. (2-tailed)	.	0
	N	387	387
Spearman's rho	Correlation Coefficient	-.589**	1
	Sig. (2-tailed)	0	.
	N	387	387

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

			Perspective towards discounts pre-online	Perspective towards discounts post-online
Kendall's tau_b	Perspective towards discounts pre-online emergence	Correlation Coefficient	1	-.463**
		Sig. (2-tailed)	.	0
		N	387	387
	Perspective towards discounts post-online emergence	Correlation Coefficient	-.463**	1
		Sig. (2-tailed)	0	.
		N	387	387
Spearman's rho	Perspective towards discounts pre-online emergence	Correlation Coefficient	1	-.589**
		Sig. (2-tailed)	.	0
		N	387	387
	Perspective towards discounts post-online emergence	Correlation Coefficient	-.589**	1
		Sig. (2-tailed)	0	.
		N	387	387

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Paired Samples Test									
							t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	Perspective towards discounts pre-online emergence - Perspective towards discounts post-online emergence	2.28174	1.25034	0.02401	2.23466	2.32882	95.035	2711	0.000

**Findings – Consumer Perspective**

**Respondents Region**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North	837	30.9	30.9	30.9
	East	65	2.4	2.4	33.3
	West	306	11.3	11.3	44.5
	South	1504	55.5	55.5	100
	Total	2712	100	100	

**Shopping Preference**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Only Physical Store	4	0.1	0.1	0.1
	Both Physical and Online Store	2004	73.9	73.9	74
	Depends on Product	704	26	26	100
	Total	2712	100	100	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 to 25 Years	177	6.5	6.5	6.5
	26 to 30 Years	721	26.6	26.6	33.1
	31 to 35 Years	1506	55.5	55.5	88.6
	36 to 40 Years	262	9.7	9.7	98.3
	Above 40 Years	46	1.7	1.7	100
	Total	2712	100	100	

**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	1308	48.2	48.2	48.2
	Female	1404	51.8	51.8	100
	Total	2712	100	100	

**Marital Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	2503	92.3	92.3	92.3
	Unmarried	209	7.7	7.7	100
	Total	2712	100	100	

**Education Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	1740	64.2	64.2	64.2
	Post-Graduate	809	29.8	29.8	94
	Professional	163	6	6	100
	Total	2712	100	100	

**Shopping Experience**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5 to 9 Years	177	6.5	6.5	6.5
	10 to 14 Years	721	26.6	26.6	33.1
	15 to 19 Years	1506	55.5	55.5	88.6
	20 to 24 Years	262	9.7	9.7	98.3
	Above 25 Years	46	1.7	1.7	100
	Total	2712	100	100	

**Family Monthly Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rs. 26,000 to Rs. 50,000	155	5.7	5.7	5.7
	Rs. 51,000 to Rs. 75,000	994	36.7	36.7	42.4
	Rs. 76,000 to Rs. 1,00,000	327	12.1	12.1	54.4
	Above Rs. 1,00,000	1236	45.6	45.6	100
	Total	2712	100	100	

**Are you new to this store or is it your repeat visit?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First Visit	1270	46.8	46.8	46.8
	Repeat Visit	1442	53.2	53.2	100
	Total	2712	100	100	

**Q3. Prior to online stores boom, major discounts were given only during EOSS in physical stores.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	84	3.1	3.1	3.1
	Neutral	206	7.6	7.6	10.7
	Agree	1348	49.7	49.7	60.4
	Strongly Agree	1074	39.6	39.6	100
	Total	2712	100	100	

**Q4. Prior to online stores boom, majority of time I was not expecting discounts during non EOSS periods.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	77	2.8	2.8	2.8
	Neutral	196	7.2	7.2	10.1
	Agree	1366	50.4	50.4	60.4
	Strongly Agree	1073	39.6	39.6	100
	Total	2712	100	100	

**Q5. Prior to online stores boom, heavy discounts were offered only on old stocks during EOSS.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	0.1	0.1	0.1
	Disagree	119	4.4	4.4	4.5
	Neutral	157	5.8	5.8	10.3
	Agree	1358	50.1	50.1	60.4
	Strongly Agree	1075	39.6	39.6	100
	Total	2712	100	100	

**Q6. Prior to online stores boom, I used to buy more during EOSS than usual.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	0.1	0.1	0.1
	Disagree	61	2.2	2.2	2.4
	Neutral	207	7.6	7.6	10
	Agree	1370	50.5	50.5	60.5
	Strongly Agree	1071	39.5	39.5	100
	Total	2712	100	100	

**Q7. Prior to online stores boom, during EOSS it was highly encouraging to buy more than usual.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	0.1	0.1	0.1
	Disagree	59	2.2	2.2	2.3
	Neutral	202	7.4	7.4	9.8
	Agree	1372	50.6	50.6	60.4
	Strongly Agree	1075	39.6	39.6	100
	Total	2712	100	100	

**Q8. Prior to online stores boom, during EOSS I could buy more for less.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	0.1	0.1	0.1
	Disagree	61	2.2	2.2	2.4
	Neutral	200	7.4	7.4	9.7
	Agree	1374	50.7	50.7	60.4
	Strongly Agree	1074	39.6	39.6	100
	Total	2712	100	100	

**Q9. Prior to online stores boom, I used to eagerly wait for July and January months as EOSS would start.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	64	2.4	2.4	2.4
	Neutral	217	8	8	10.4
	Agree	1357	50	50	60.4
	Strongly Agree	1074	39.6	39.6	100
	Total	2712	100	100	

**Q10. Prior to online stores boom, EOSS event was a shopping festival.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	0.1	0.1	0.1
	Disagree	81	3	3	3.1
	Neutral	186	6.9	6.9	10
	Agree	1370	50.5	50.5	60.5
	Strongly Agree	1072	39.5	39.5	100
	Total	2712	100	100	

**Q11. Prior to the online stores boom, it was not difficult to buy products at full price at any physical stores.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	0.2	0.2	0.2
	Disagree	70	2.6	2.6	2.8
	Neutral	182	6.7	6.7	9.5
	Agree	1371	50.6	50.6	60.1
	Strongly Agree	1083	39.9	39.9	100
	Total	2712	100	100	

**Q12. Post the online stores boom, I get discounts during non-EOSS periods also.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1088	40.1	40.1	40.1
	Agree	1325	48.9	48.9	89
	Neutral	214	7.9	7.9	96.9
	Disagree	84	3.1	3.1	100
	Strongly Disagree	1	0	0	100
	Total	2712	100	100	

**Q13. Post the online stores boom, I expect physical stores to match online discounts for the same product throughout the year.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1075	39.6	39.6	39.6
	Agree	1368	50.4	50.4	90.1
	Neutral	188	6.9	6.9	97
	Disagree	76	2.8	2.8	99.8
	Strongly Disagree	5	0.2	0.2	100
	Total	2712	100	100	

**Q14. Post the online stores boom, discounts are also offered on new stocks in physical stores.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1079	39.8	39.8	39.8
	Agree	1367	50.4	50.4	90.2
	Neutral	185	6.8	6.8	97
	Disagree	79	2.9	2.9	99.9
	Strongly Disagree	2	0.1	0.1	100
	Total	2712	100	100	

**Q15. Post the online stores boom, I need not to wait for an EOSS event to buy more.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1085	40	40	40
	Agree	1361	50.2	50.2	90.2
	Neutral	181	6.7	6.7	96.9
	Disagree	80	2.9	3	99.9
	Strongly Disagree	4	0.1	0.1	100
	Total	2711	100	100	
Missing	System	1	0		
Total		2712	100		

**Q16. Post the online stores boom, I usually threaten the physical store staff that I will buy from online store if they do not offer me better**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1075	39.6	39.7	39.7
	Agree	1373	50.6	50.7	90.3
	Neutral	180	6.6	6.6	97
	Disagree	78	2.9	2.9	99.9
	Strongly Disagree	4	0.1	0.1	100
	Total	2710	99.9	100	
Missing	System	2	0.1		
Total		2712	100		

**Q17. Post the online stores boom, during EOSS, I need not to buy more than usual as discounts are now available throughout the year online.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1086	40	40.1	40.1
	Agree	1364	50.3	50.3	90.4
	Neutral	176	6.5	6.5	96.9
	Disagree	83	3.1	3.1	100
	Strongly Disagree	1	0	0	100
	Total	2710	99.9	100	
Missing	System	2	0.1		
Total		2712	100		

**Q18. Post the online stores boom, EOSS event is conducted more times than earlier.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1080	39.8	39.9	39.9
	Agree	1376	50.7	50.8	90.6
	Neutral	177	6.5	6.5	97.2
	Disagree	76	2.8	2.8	100
	Strongly Disagree	1	0	0	100
	Total	2710	99.9	100	
Missing	System	2	0.1		
Total		2712	100		

**Q19. Post the online stores boom, EOSS event is no more a most awaited shopping festival for me.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1080	39.8	39.8	39.8
	Agree	1369	50.5	50.5	90.3
	Neutral	181	6.7	6.7	97
	Disagree	80	2.9	2.9	99.9
	Strongly Disagree	2	0.1	0.1	100
	Total	2712	100	100	

**Q20. Post the online stores boom, it is very difficult to buy products at full price at any physical stores.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1083	39.9	39.9	39.9
	Agree	1371	50.6	50.6	90.5
	Neutral	182	6.7	6.7	97.2
	Disagree	70	2.6	2.6	99.8
	Strongly Disagree	6	0.2	0.2	100
	Total	2712	100	100	

**Perspective towards discounts pre-online emergence**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.78	6	0.2	0.2	0.2
	1.89	8	0.3	0.3	0.5
	2	49	1.8	1.8	2.3
	3	156	5.8	5.8	8.1
	3.33	4	0.1	0.1	8.2
	3.44	2	0.1	0.1	8.3
	3.56	20	0.7	0.7	9
	3.67	40	1.5	1.5	10.5
	3.78	102	3.8	3.8	14.3
	3.89	159	5.9	5.9	20.1
	4	1088	40.1	40.1	60.3
	4.11	3	0.1	0.1	60.4
	4.22	1	0	0	60.4
	4.44	1	0	0	60.4
	4.56	2	0.1	0.1	60.5
	4.67	1	0	0	60.5
	5	1070	39.5	39.5	100
	Total		2712	100	100

		Perspective towards discounts post-online emergence			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.22	1	0	0	0
	1.4	1072	39.5	39.5	39.6
	1.6	2	0.1	0.1	39.6
	2.1	31	1.1	1.1	40.8
	2.11	1	0	0	40.8
	2.2	1093	40.3	40.3	81.1
	2.22	4	0.1	0.1	81.3
	2.3	140	5.2	5.2	86.4
	2.33	2	0.1	0.1	86.5
	2.4	94	3.5	3.5	90
	2.5	32	1.2	1.2	91.2
	2.6	16	0.6	0.6	91.7
	2.7	4	0.1	0.1	91.9
	2.8	1	0	0	91.9
	3	156	5.8	5.8	97.7
	3.8	49	1.8	1.8	99.5
	3.9	8	0.3	0.3	99.8
	4	6	0.2	0.2	100
Total		2712	100	100	

**Correlations**

		Perspective towards discounts pre-online emergence	Perspective towards discounts post-online emergence
Perspective towards discounts pre-online emergence	Pearson Correlation	1	-.990**
	Sig. (2-tailed)		0
	N	2712	2712
Perspective towards discounts post-online emergence	Pearson Correlation	-.990**	1
	Sig. (2-tailed)	0	
	N	2712	2712

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

		Perspective towards discounts pre-online emergence	Perspective towards discounts post-online emergence
Kendall's tau_b	Perspective towards discounts pre-online emergence	Correlation Coefficient	1
		Sig. (2-tailed)	-.880**
		N	0
Kendall's tau_b	Perspective towards discounts post-online emergence	Correlation Coefficient	1
		Sig. (2-tailed)	0
		N	.
Spearman's rho	Perspective towards discounts pre-online emergence	Correlation Coefficient	1
		Sig. (2-tailed)	-.935**
		N	0
Spearman's rho	Perspective towards discounts post-online emergence	Correlation Coefficient	1
		Sig. (2-tailed)	0
		N	.

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**T-TEST**

**Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Perspective towards discounts pre-online emergence	4.267	2712	0.696	0.013
	Perspective towards discounts post-online emergence	1.985	2712	0.557	0.011

**Paired Samples Correlations**

		N	Correlation	Sig.
Pair 1	Perspective towards discounts pre-online emergence & Perspective towards discounts post-online emergence	2712	-0.99	0

**Paired Samples Test**

		Mean	Paired Differences		t	df	Sig. (2-tailed)		
			Std. Deviation	Std. Error				95% Lower	95% Upper
Pair 1	Perspective towards discounts pre-online emergence - Perspective towards discounts post-online emergence	2.282	1.25	0.024	2.235	2.329	95.04	2711	0

**Findings – Empirical data perspective**

Descriptive Statistics		N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
Online store emergence	Variables	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Pre-Online	Discount per cent	60	0.01	0.28	0.0745	0.07063	0.998	0.309	-0.022	0.608
	Bills per day per square foot	60	0.01	0.01	0.0100	0.00180	-0.072	0.309	-0.565	0.608
	Average basket size	60	2.23	3.08	2.6647	0.18237	0.186	0.309	0.226	0.608
	Average MRP (INR)	60	538.42	723.68	611.2923	39.09133	0.723	0.309	0.263	0.608
	Average basket value (INR)	60	1188.41	1530.99	1382.1168	72.84902	-0.198	0.309	0.713	0.608
	Volume per day per square foot (INR)	60	0.02	0.04	0.0265	0.00495	0.334	0.309	-0.461	0.608
	Average selling price (INR)	60	407.88	611.42	520.4980	37.10459	-0.452	0.309	0.754	0.608
	Revenue per day per square foot (INR)	60	8.27	18.74	13.7322	2.28834	-0.217	0.309	-0.389	0.608
	Gross margin per day per square foot (INR)	60	4.07	8.60	6.4014	0.98200	-0.159	0.309	-0.142	0.608
	Store profit per day per square foot (INR)	60	-1.40	2.10	0.5472	0.78227	-0.242	0.309	0.131	0.608
	Valid N (listwise)	60								
Post-Online	Discount per cent	60	0.07	0.41	0.1713	0.09313	1.131	0.309	0.253	0.608
	Bills per day per square foot	60	0.01	0.02	0.0118	0.00297	0.349	0.309	-0.616	0.608
	Average basket size	60	2.51	3.88	3.0663	0.27195	0.327	0.309	0.908	0.608
	Average MRP (INR)	60	654.18	854.11	727.0897	44.42958	0.676	0.309	-0.110	0.608
	Average basket value (INR)	60	1399.90	2064.48	1680.1193	125.95306	0.840	0.309	2.139	0.608
	Volume per day per square foot (INR)	60	0.01	0.05	0.0360	0.00860	-0.102	0.309	-0.639	0.608
	Average selling price (INR)	60	439.47	650.53	550.8090	49.38695	-0.359	0.309	-0.139	0.608
	Revenue per day per square foot (INR)	60	8.72	29.15	19.6757	4.54101	0.118	0.309	-0.636	0.608
	Gross margin per day per square foot (INR)	60	2.91	12.95	7.9485	2.62788	0.037	0.309	-0.927	0.608
	Store profit per day per square foot (INR)	60	-4.34	5.20	0.6985	2.39099	-0.144	0.309	-0.758	0.608
	Valid N (listwise)	60								

**Descriptive Statistics**

	Mean	Std. Deviation	Analysis N
Discount per cent	.1229	.09559	120
Bills per day per square foot	.0109	.00260	120
Average basket size	2.8655	.30627	120
Average MRP (INR)	669.1910	71.53161	120
Average basket value (INR)	1531.1181	181.34101	120
Volume per day per square foot (INR)	.0312	.00849	120
Average selling price (INR)	535.6535	46.08142	120
Revenue per day per square foot (INR)	16.7039	4.66105	120
Gross margin per day per square foot (INR)	7.1749	2.12259	120
Store profit per day per square foot (INR)	.6228	1.77301	120

**Communalities**

	Initial	Extraction
Discount per cent	1.000	.953
Bills per day per square foot	1.000	.950
Average basket size	1.000	.797
Average MRP (INR)	1.000	.854
Average basket value (INR)	1.000	.923
Volume per day per square foot (INR)	1.000	.993
Average selling price (INR)	1.000	.954
Revenue per day per square foot (INR)	1.000	.995
Gross margin per day per square foot (INR)	1.000	.986
Store profit per day per square foot (INR)	1.000	.953

Extraction Method: Principal Component Analysis.

		Discount per cent	Bills per day per square foot	Average basket size	Average MRP (INR)	Average basket value (INR)	Volume per day per square foot (INR)	Average selling price (INR)	Revenue per day per square foot (INR)	Gross margin per day per square foot (INR)	Store profit per day per square foot (INR)
Correlation	Discount per cent	1.000	0.222	0.733	0.706	0.286	0.475	-0.463	0.289	-0.268	-0.509
	Bills per day per square foot	0.222	1.000	0.128	0.231	0.109	0.911	-0.008	0.901	0.765	0.648
	Average basket size	0.733	0.128	1.000	0.575	0.688	0.506	-0.271	0.394	-0.018	-0.244
	Average MRP (INR)	0.706	0.231	0.575	1.000	0.705	0.435	0.289	0.478	0.085	-0.249
	Average basket value (INR)	0.286	0.109	0.688	0.705	1.000	0.375	0.508	0.512	0.371	0.111
	Volume per day per square foot (INR)	0.475	0.911	0.506	0.435	0.375	1.000	-0.100	0.948	0.664	0.471
	Average selling price (INR)	-0.463	-0.008	-0.271	0.289	0.508	-0.100	1.000	0.209	0.491	0.403
	Revenue per day per square foot (INR)	0.289	0.901	0.394	0.478	0.512	0.948	0.209	1.000	0.831	0.625
	Gross margin per day per square foot (INR)	-0.268	0.765	-0.018	0.085	0.371	0.664	0.491	0.831	1.000	0.923
	Store profit per day per square foot (INR)	-0.509	0.648	-0.244	-0.249	0.111	0.471	0.403	0.625	0.923	1.000
Sig. (1-tailed)	Discount per cent		0.007	0.000	0.000	0.001	0.000	0.000	0.001	0.002	0.000
	Bills per day per square foot	0.007		0.083	0.005	0.119	0.000	0.467	0.000	0.000	0.000
	Average basket size	0.000	0.083		0.000	0.000	0.000	0.001	0.000	0.421	0.004
	Average MRP (INR)	0.000	0.005	0.000		0.000	0.000	0.001	0.000	0.178	0.003
	Average basket value (INR)	0.001	0.119	0.000	0.000		0.000	0.000	0.000	0.000	0.114
	Volume per day per square foot (INR)	0.000	0.000	0.000	0.000	0.000		0.138	0.000	0.000	0.000
	Average selling price (INR)	0.000	0.467	0.001	0.001	0.000	0.138		0.011	0.000	0.000
	Revenue per day per square foot (INR)	0.001	0.000	0.000	0.000	0.000	0.000	0.011		0.000	0.000
	Gross margin per day per square foot (INR)	0.002	0.000	0.421	0.178	0.000	0.000	0.000	0.000		0.000
	Store profit per day per square foot (INR)	0.000	0.000	0.004	0.003	0.114	0.000	0.000	0.000	0.000	

Component	Total Variance Explained					
	Total	Initial Eigenvalues % of Variance	Cumulative %	Extraction Total	Sums of Squared Loadings % of Variance	Cumulative %
Discount per cent	4.627	46.266	46.266	4.627	46.266	46.266
Bills per day per square foot	3.046	30.460	76.726	3.046	30.460	76.726
Average basket size	1.684	16.844	93.570	1.684	16.844	93.570
Average MRP (INR)	.578	5.782	99.352			
Average basket value (INR)	.034	.343	99.695			
Volume per day per square foot (INR)	.015	.147	99.842			
Average selling price (INR)	.010	.100	99.942			
Revenue per day per square foot (INR)	.004	.037	99.978			
Gross margin per day per square foot (INR)	.001	.014	99.992			
Store profit per day per square foot (INR)	.001	.008	100.000			

Extraction Method: Principal Component Analysis.

### Component Matrix<sup>a</sup>

	Component		
	1	2	3
Discount per cent	.333	.887	-.236
Bills per day per square foot	.842	-.221	-.438
Average basket size	.478	.753	.038
Average MRP (INR)	.556	.617	.405
Average basket value (INR)	.622	.321	.658
Volume per day per square foot (INR)	.926	.102	-.353
Average selling price (INR)	.256	-.439	.834
Revenue per day per square foot (INR)	.989	-.075	-.102
Gross margin per day per square foot (INR)	.805	-.579	.056
Store profit per day per square foot (INR)	.576	-.785	-.063

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

**Component Score Coefficient Matrix**

	Component		
	1	2	3
Discount per cent	.072	.291	-.140
Bills per day per square foot	.182	-.073	-.260
Average basket size	.103	.247	.023
Average MRP (INR)	.120	.202	.241
Average basket value (INR)	.134	.105	.391
Volume per day per square foot (INR)	.200	.033	-.210
Average selling price (INR)	.055	-.144	.495
Revenue per day per square foot (INR)	.214	-.025	-.061
Gross margin per day per square foot (INR)	.174	-.190	.033
Store profit per day per square foot (INR)	.125	-.258	-.037

Extraction Method: Principal Component Analysis.

**Component Score Covariance Matrix**

Component	1	2	3
1	1.000	.000	.000
2	.000	1.000	.000
3	.000	.000	1.000

Extraction Method: Principal Component Analysis.

T-Test

Paired Samples Statistics

Online store emergence			Mean	N	Std. Deviation	Std. Error Mean
Pre-Onli	Pair 1	Discount per cent	.0745	60	.07063	.00912
		Bills per day per square foot	.0100	60	.00180	.00023
	Pair 2	Discount per cent	.0745	60	.07063	.00912
		Average basket size	2.6647	60	.18237	.02354
	Pair 3	Discount per cent	.0745	60	.07063	.00912
		Average MRP (INR)	611.2923	60	39.09133	5.04667
	Pair 4	Discount per cent	.0745	60	.07063	.00912
		Volume per day per square foot (INR)	.0265	60	.00495	.00064
	Pair 5	Discount per cent	.0745	60	.07063	.00912
		Average selling price (INR)	520.4980	60	37.10459	4.79018
	Pair 6	Discount per cent	.0745	60	.07063	.00912
		Revenue per day per square foot (INR)	13.7322	60	2.28834	.29542
	Pair 7	Discount per cent	.0745	60	.07063	.00912
		Gross margin per day per square foot (INR)	6.4014	60	.98200	.12678
	Pair 8	Discount per cent	.0745	60	.07063	.00912
		Store profit per day per square foot (INR)	.5472	60	.78227	.10099
Post-Onli	Pair 1	Discount per cent	.1713	60	.09313	.01202
		Bills per day per square foot	.0118	60	.00297	.00038
	Pair 2	Discount per cent	.1713	60	.09313	.01202
		Average basket size	3.0663	60	.27195	.03511
	Pair 3	Discount per cent	.1713	60	.09313	.01202
		Average MRP (INR)	727.0897	60	44.42958	5.73583
	Pair 4	Discount per cent	.1713	60	.09313	.01202
		Volume per day per square foot (INR)	.0360	60	.00860	.00111
	Pair 5	Discount per cent	.1713	60	.09313	.01202
		Average selling price (INR)	550.8090	60	49.38695	6.37583
	Pair 6	Discount per cent	.1713	60	.09313	.01202
		Revenue per day per square foot (INR)	19.6757	60	4.54101	.58624
	Pair 7	Discount per cent	.1713	60	.09313	.01202
		Gross margin per day per square foot (INR)	7.9485	60	2.62788	.33926
	Pair 8	Discount per cent	.1713	60	.09313	.01202
		Store profit per day per square foot (INR)	.6985	60	2.39099	.30868

**Paired Samples Correlations**

Online store emergence			N	Correlation	Sig.
Pre-Onli	Pair 1	Discount per cent & Bills per day per square foot	60	.489	.000
	Pair 2	Discount per cent & Average basket size	60	.627	.000
	Pair 3	Discount per cent & Average MRP (INR)	60	.468	.000
	Pair 4	Discount per cent & Volume per day per square foot (INR)	60	.707	.000
	Pair 5	Discount per cent & Average selling price (INR)	60	-.682	.000
	Pair 6	Discount per cent & Revenue per day per square foot (INR)	60	.450	.000
	Pair 7	Discount per cent & Gross margin per day per square foot (INR)	60	-.159	.225
	Pair 8	Discount per cent & Store profit per day per square foot (INR)	60	-.326	.011
Post-Onli	Pair 1	Discount per cent & Bills per day per square foot	60	-.135	.305
	Pair 2	Discount per cent & Average basket size	60	.610	.000
	Pair 3	Discount per cent & Average MRP (INR)	60	.662	.000
	Pair 4	Discount per cent & Volume per day per square foot (INR)	60	.073	.579
	Pair 5	Discount per cent & Average selling price (INR)	60	-.831	.000
	Pair 6	Discount per cent & Revenue per day per square foot (INR)	60	-.250	.054
	Pair 7	Discount per cent & Gross margin per day per square foot (INR)	60	-.715	.000
	Pair 8	Discount per cent & Store profit per day per square foot (INR)	60	-.733	.000

Paired Samples Test

			Paired Differences				t	df	Sig. (2-tailed)	
			Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
						Lower	Upper			
Online store emergence										
Pre-Onli	Pair 1	Discount per cent - Bills per day per square foot	.06452	.06977	.00901	.04649	.08254	7.163	59	.000
	Pair 2	Discount per cent - Average basket size	-2.59022	.14868	.01919	-2.62862	-2.55181	-134.946	59	.000
	Pair 3	Discount per cent - Average MRP (INR)	-611.21782	39.05835	5.04241	-621.30766	-601.12798	-121.215	59	.000
	Pair 4	Discount per cent - Volume per day per square foot (INR)	.04807	.06722	.00868	.03070	.06543	5.539	59	.000
	Pair 5	Discount per cent - Average selling price (INR)	-520.42348	37.15279	4.79640	-530.02107	-510.82590	-108.503	59	.000
	Pair 6	Discount per cent - Revenue per day per square foot (INR)	-13.65768	2.25745	.29144	-14.24084	-13.07452	-46.863	59	.000
	Pair 7	Discount per cent - Gross margin per day per square foot (INR)	-6.32685	.99568	.12854	-6.58406	-6.06964	-49.220	59	.000
	Pair 8	Discount per cent - Store profit per day per square foot (INR)	-.47268	.80805	.10432	-.68142	-.26394	-4.531	59	.000
Post-Onli	Pair 1	Discount per cent - Bills per day per square foot	.15958	.09358	.01208	.13541	.18376	13.210	59	.000
	Pair 2	Discount per cent - Average basket size	-2.89492	.22745	.02936	-2.95367	-2.83616	-98.589	59	.000
	Pair 3	Discount per cent - Average MRP (INR)	-726.91833	44.36797	5.72788	-738.37979	-715.45687	-126.909	59	.000
	Pair 4	Discount per cent - Volume per day per square foot (INR)	.13530	.09290	.01199	.11130	.15930	11.281	59	.000
	Pair 5	Discount per cent - Average selling price (INR)	-550.63767	49.46436	6.38582	-563.41566	-537.85967	-86.228	59	.000
	Pair 6	Discount per cent - Revenue per day per square foot (INR)	-19.50433	4.56520	.58936	-20.68365	-18.32502	-33.094	59	.000
	Pair 7	Discount per cent - Gross margin per day per square foot (INR)	-7.77717	2.69525	.34795	-8.47342	-7.08091	-22.351	59	.000
	Pair 8	Discount per cent - Store profit per day per square foot (INR)	-.52717	2.46011	.31760	-1.16268	.10835	-1.660	59	.102

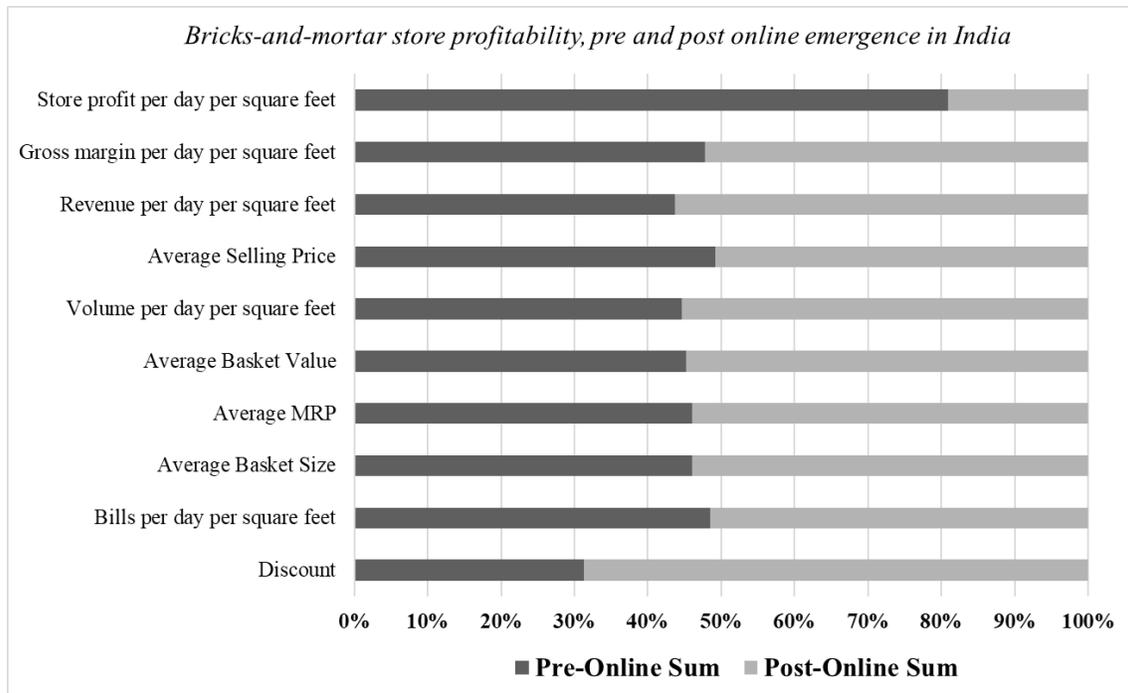
Analysis Framework (R1 Vs. R2 Vs. R3)

Variables	Correlation Coefficient			T Test Sig. (2-tailed)		
	Retailer Survey	Consumer Survey	Empirical Data	Retailer Survey	Consumer Survey	Empirical Data
Discount per cent and Bills per day per square foot	-0.621	-0.621	-0.135	0.000	0.000	0.000
Discount per cent and Average basket size	-0.270	-0.940	0.610	0.000	0.000	0.000
Discount per cent and Average MRP	-0.270	-0.940	0.662	0.000	0.000	0.000
Discount per cent and Volume per day per square foot	-0.389	-0.935	0.073	0.000	0.000	0.000
Discount per cent and Average selling price	-0.389	-0.935	-0.831	0.000	0.000	0.000
Discount per cent and Revenue per day per square foot	-0.389	-0.935	-0.250	0.000	0.000	0.000
Discount per cent and Gross margin per day per square foot	-0.286	-1.000	-0.715	0.000	0.000	0.000
Discount per cent and Store profit per day per square foot	-0.286	-1.000	-0.733	0.000	0.000	0.000
Online emergence type and Store profit per day per square foot	-0.621	-0.990	-0.733	0.000	0.000	0.102

**Analysis Framework (Pre-Online Vs. Post-Online)**

Variables under empirical data analysis	Correlation		Sig. (2-tailed)	
	Pre-Online	Post-Online	Pre-Online	Post-Online
Discount per cent and Bills per day per square foot	0.489	-0.135	0.000	0.000
Discount per cent and Average basket size	0.627	0.610	0.000	0.000
Discount per cent and Average MRP	0.468	0.662	0.000	0.000
Discount per cent and Volume per day per square foot	0.707	0.073	0.000	0.000
Discount per cent and Average selling price	-0.682	-0.831	0.000	0.000
Discount per cent and Revenue per day per square foot	0.450	-0.250	0.000	0.000
Discount per cent and Gross margin per day per square foot	-0.159	-0.715	0.000	0.000
Discount per cent and Store profit per day per square foot	-0.326	-0.733	0.000	0.000
Online emergence type and Store profit per day per square foot	-0.326	-0.733	0.000	0.102

**Pre-Online Vs. Post-Online)**



### Correlation coefficients

