marketing

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CHAPTER 1:
OVERVIEW

1.1 Introduction

Product price place promotion are the attributes of 4 ps of marketing that hold it together. Out of these pricing is the one attribute that is responsible directly for a seller to generate profit. Hence we can say pricing plays a unique role in strategy formulation and must not be ignored. Over the past few years various organisations are trying to implement new effective pricing strategies along with various researchers who are closely studying the buyers responses on increase and decrease of product pricing and consumers perception of its fairness.

Numerous pricing strategies are present in the business environment out of which most implemented is price discrimination strategy. In this strategy the main objective of seller is to increase his profit margins by fluctuating base price of products and services of similar category with respect to amount of retail price. As the world has become more digitised, the consumers are willing to shop online which helps these e commerce players to tracks various consumer centric data points such as price, preference, bucket size, frequency, payment modes etc. these data points help to fluctuate price around key value items to increase sales volume and revenue. Often studies have shown that price differentiation at individual level has often lead to change in negative behavioral responses among the masses such as anger, feeling of inequality, disappointment etc. which lead to complain, switching, class action lawsuit, negative word of mouth or more. Consumers are not willing to pay higher prices than other consumers when dealing with the same seller. Consumers accept small price fluctuation over time rather than a big subsequent one in small time period. Moreover once a consumer does repeated monetary transactions with a seller. In his mind he believes a relationship has been established with leads him to believe that due to this loyalty he is entitled to certain benefits, price fairness being one of them.

"Lii and Sy (2009) found that charging more to customers who make repeat purchases is perceived to be a violation of customer trust and may be considered

unfair. They concluded that buyers are likely to switch (to other sellers) to avoid being treated badly for being loyal (Lii & Sy, 2009) and suggest that researchers consider the role of customer loyalty on consumers' judgments of price fairness."

1.2 Industry profile

Ecommerce industry has vastly changed the methodology of how business was conducted in india. The analyst predict the industry to grow to US$ 200 billion by 2026 from US$38.5 billion as of 2017. The majority of credit for such exponential growth in this industry goes to affordability of internet and smartphone penetration. The wave of digital penetration will increase india's internet consumer base to 829 million by 2021 also e-commerce revenue is expected to reachUS$ 120 billion by 2020.it is growing at an alarming rate of 51% which is largest in the world.

1.3 Market size

Due to affordability of mid-segment smartphone to the masses and availability of cheap 4G packs and increasing disposable income and middle class population the online retail sales are expected to grow to 31% amounting to US$32.7 billion in 2018. This number is largely driven by ecommerce giants such as flipkart amazon india snapdeal paytm mall.

As per the data analysed by the industry industry analysts the sales are largely driven by electronics and apparels. Electronics take a share of 48% whereas apparels come close at 29%.

1.4 Government initiatives

- To increase the investments of parties from outside india government expanded the limit of FDI in the ecommerce field upto 100% in B2B models.
- A funding of 8000 cr has been released so that gram panchayats in india can have streamline internet access under bharatnet project.
- Various schemes such as Udaan, Umang ,startup india portal have been launched by government of india to facilitate the growth of business in india under the digital india movement.

1.5 Road ahead

Micro small and medium enterprises (MSME) of India are backbone of our economy and employ majority of indian skilled workforce but they are being heavily impacted by the exponential growth of ecommerce. Our ecommerce growth is expected to surpass US market by the year 2034. The boost in technology innovation and its drivers impacting analytical CRM, logistics, digital payment gateways will support this sector and eventually boost the revenues, sales, employment, export, taxation etc favouring indian economy.

1.5 Organisation profile

Flipkart started as the brain child of sachin and binny bansal which started its operations in october 2007 as an online book store. As the venture grew famous and well known among the masses it expanded and diversified its operations to selling electronics, apparels, stationery, fitness, sports, games, babycare and literally everything else you can think of. More than 80 million products across 80 different categories are currently being offered by this indian giant as of now. It has more than 100 million registered accounts and million sellers on its platform.

Flipkart sold more than 100 thousand books in 2013 in a single day and created a record. In 2016 it also crossed a mark of 100 million registered accounts in 2016. It secured funds of more than 4.5 billion dollars and 1 billion dollars in 2014 and 2017 respectively. It's top investors has some reputable organizations such as microsoft, sofina, qatar investment authority, morgan stanley, greenoaks, softbank etc.

Due to steep nature of competition in indian ecommerce market place many mergers and acquisitions have been witnessed by the industry in order to expand the business and increase sales. Flipkart has acquired various giants such as myntra, ebay, jabong,phonepe,weread etc.

Recently walmart struck a deal to acquire flipkart.it now has a controlling 77% stake in flipkart and invested sum of 16 billion dollars. The acquisition will help flipkart to

leverage the walmart's expertise in omni-channel retail and logistics knowledge.due to absence of walmart from indian market which is one of the largest growing markets such a deal was made to easily facilitate its entering. The deal can spur its online presence in indian market. As of now both the brands have decided to maintain separate operating structures and are not willing to merge brand image. Both the firms are also in discussion to add potential new investors other than walmart, though walmart will still hold majority of its shares. Walmart is also aiming to make the company publicly listed.

Walmart also show interest in supporting make in india and small business via direct procurement and increased opportunities for exports through global sourcing and ecommerce .company also promises to support local kirana by helping them to modernise retail practises and adopt digital payment technologies.

1.7 Problem Statement

Perception of price fairness among the consumers motivate them to take certain responses such as switching, legal WOM etc hence it is very trivial to understand how consumers tend to perceive judgments on price fairness and what are the parameters that drive the formation of these judgements.

Various scholars have pointed out one of them being in Xia et al.'s(2004) frameworks said that " factors such as transaction similarity, choice of comparison party, buyer-seller relationship, and social norms are believed to influence perceived price unfairness". Also Bolton et al. (2004) said "consumers perceptions of price unfairness could be influenced by their knowledge of prices, profits, and cost in the marketplace". Also variable factors such as equity of the transaction is most important attribute to customers while judging the perceived price fairness. (haws and bearden, 2006; Martin,Ponder and Leug,2009) mentioned "customers are not willing to pay higher prices relative to other customers for the same product" and might cause negative trigger in their behavior but at the same time are happy to pay lower than other customers for the same product which may cause positive trigger.the amount of monetary price difference can be very less or more and temporal proximity of price variation depends on time elapsed which could be same day, weeks or months (haws and bearden,2006). Our research if trying to incorporate

customer loyalty as an additional factor for price fairness perception in relation with level of price and time difference of price.

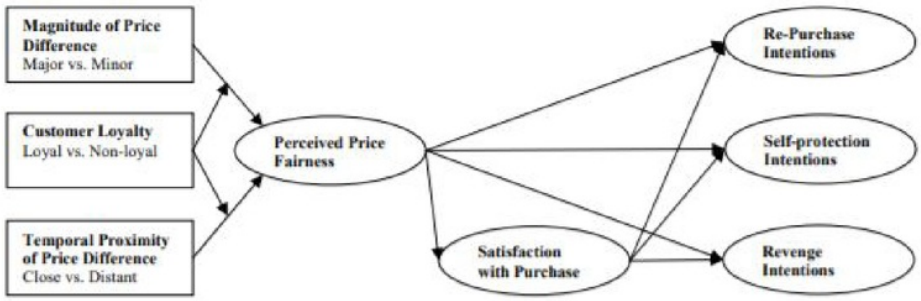

Fig. 1 : proposed model: percussion of perceived fairness of fluctuating price on buying behavior and satisfaction.

Xia et al.(2004) in their research have stated that "customer loyalty can act as barrier to curb the negative effects of price unfairness perception due to the strong business relationship between the buyer and the seller" but the question remains to what extent will loyalty buffer the negative triggers of being present in disadvantageous conditions. These are the answers we are trying to seek.

1.8 Purpose

The purpose of this study is to examine how consumers form the notion whether they are receiving fair price or not and what is their judgement to this situation of dynamic pricing mechanism.(level and time difference of price change) and what is the impact of such perception on consumer loyalty, consumer satisfaction and behavioral intentions.

Results gathered from this project can provide us with knowledge about how product and service consumers respond to dynamic pricing strategies of sellers. The impact of those responses, the reasons of these reactions and how it can affect the profitability of a seller in long term. Hence motive of this study is to conclude how relationship between perceived price fairness and satisfaction drive buyers to patronize the seller or seek revenge and self protect himself.

Objective 1 : to determine how the magnitude and temporal price proximity fluctuation affect the consumers perception about the dynamic pricing.

Objective 2: to determine how price fairness perception on behavioral intentions are impacted by consumers satisfaction .

Objective 3: to determine if temporal proximity and level of difference in price on perceived price fairness is affected by loyalty of customer towards a brand.

Objective 4: to determine if influence of fairness perception of price drive consumers overall satisfaction and future buying intentions.

CHAPTER 2

LITERATURE REVIEW

2.1 Perceived Price Fairness

The 2 integral parts which comprises of perceived price fairness are :

- Exploration and identification of factors which precede the determination of such perceptions.
- Studying the behavioral changes arisen from price fairness perceptions

Theoretically perceived price fairness can be explained as buyers understanding whether the price he paid can be reasonably justified (xia et al.,2004). Moreover we can easily say that fairness perception of any consumer is rather a subjective judgement than an objective because it varies from consumer to consumer and may or may not be easily justified.hence we can say that it is not a trivial factor until the consumer feels he has been cheated. Moreover it has been stated in (xia et al.2004) that these subjective judgements are often influenced by the relationship that is already present between the buyer and the seller and the transaction of comparison have to be similar in nature otherwise the consumer doesn't judge if they are completely different. Also before making a perception of fairness the buyers often tend to make those judgements on data gathered from their previous experiences which includes past retail price, cost incurred, value given by competitor etc.

2.2 Theoretical framework

2.2.1 Social Comparison Theory

It is human tendency to compare ourselves and our purchase decisions with other individuals in aspects such as price paid, expenses incurred, experiences gathered etc.. moreover in all researches conducted related to perception of price fairness that studies the comparison of the results between two buyers and their own judgements the study has often stated that the reference of comparison is "another person, a class of people, an organization, or the individual himself relative to his experiences from an earlier point in time"

2.2.2 Equity theory

Theory states that people are driven with definitive final outcome as well as the fairness of those outcomes for both buyer and seller involved in the transaction

because equality as an outcome is related to both buyer and seller and their ongoing relationship and no part of it is independent to any party or their relationships that is why equity theory is often utilised in the study of perceived price fairness. Also it stated that the magnitude and level of tension created among both the parties and their relationship is directly proportional to the inequality faced. i.e "the presence of inequity will motivate the perceiver to achieve equity or to reduce inequity; and the strength of motivation to do so will vary directly with the magnitude of inequity experienced"

2.2.3. Distributive justice versus procedural justice

The ideology of distributive justice is that awards are allocated to individuals on the level of their contribution in a give and take relationship and reward should be directly equivalent to the contribution and if there is a discrepancy it will lead to perceived unfairness Unlike distributive justice, procedural justice focus on the procedures and how well they are executed such that they are fair. A widely accepted ideology in price fairness perception is that distributive justice has often far less importance than distributive justice as the final results are often unknown by the buyers such as pricing strategies of sellers , pricing models and structures etc.

2.2.4. Construal Level Theory

The theory states that the time difference of varying price often influences people's response to oncoming events by altering their mental perception of those events. The greater the time difference the far less the ability of our mind to perceive those constructs and attributes of change that is why change in price in short period of time leads to creation of more tension and behavioral and attitudinal change in buyer than if the time difference is large and creates a more salient perception of perceived price unfairness.

2.3 Hypothesis Development

2.3.1 Dynamic Pricing and Perceived Price Fairness

"Dynamic pricing is an individual-level price discrimination strategy where prices are charged according to customer, location, product, or time"-Kotler. The main

focus and reason behind implementation of dynamic pricing is profit maximisation by charging premium to less sensitive buyers. Hence

H1: buyers feel more unfair when the level of price difference if major than as compared to minor price difference changes.

H2: buyers feel more unfair when the time difference is shorter than as compared to difference in price when the time difference is longer.

2.3.2 Moderating effect of customer loyalty

It is stated that "consumers' fairness judgments are influenced, more or less, by the relationship formed through past buying experience; and that consumers may rely on their beliefs regarding the trustworthiness of the seller to develop judgments of price fairness". This also matches with the study conducted by Drake & Dahl that "customer loyalty impacts fairness perceptions, it is predicted that the level of customer loyalty will moderate the impact of price difference magnitude and temporal proximity of price change on buyers' unfairness perceptions".

H3: Customer loyalty often acts as a buffer and has a mediating role and significant association with level of difference in price and price fairness perception. Which often shows that loyal buyer will perceive a high level of difference in price as less fair and minor price difference as more fair in comparison to non loyal buyer.

H4: Customer loyalty often acts as a buffer and has a mediating role and significant association with magnitude of time difference and price fairness perception. Which often shows that loyal buyer will perceive price change in less time frame as less fair and change in more time frame as fair in comparison to non loyal customer.

2.3.3 Price Fairness Perception, Satisfaction and Behavioral Intentions

"Price fairness perceptions impact their behavioral outcomes, it is expected that price fairness perceptions will also positively influence satisfaction with purchase and intentions to re-patronize the particular seller" stated by Bei and Chiao .Similarly, "when consumers perceive price differences to be fair, they are more likely to re-patronize the seller. However, when consumers perceive the price differences to be less fair, they are more likely to take self-protection actions or even revenge actions against the seller" .

H5: Price fairness perception will have a positive relationship with consumers' satisfaction with purchases.

H6: Price fairness perception will have positive relationship with consumers' repurchase intentions.

H7: Price fairness perception will have a negative relationship with consumers' self-protection intentions.

H8: Price fairness perception will negative relationship with consumers' revenge intentions.

2.3.4 Satisfaction and Behavioral Intentions

Here we are trying to find how satisfaction arises from consumer purchases and how their behavioral intentions are triggered. It has been often observed that purchasing goods often invokes a feeling of positivity in buyer. The outcomes states that "satisfaction from past experience provides customers with confidence in the seller" said by Bansal and Taylor. and that "customer satisfaction is the key to customer retention and repurchase behavior".

H9: Satisfaction with purchase will play a mediating role of association between price fairness perception and consumers' repurchase intentions.

H10: Satisfaction with purchase will play a mediating role of association between perceived price fairness perception and consumers' self-protection intentions.

H11: Satisfaction with purchase will play a mediating role of association between price fairness perception and consumers' revenge intentions.

CHAPTER 3
RESEARCH METHODOLOGY

Here in this chapter we are trying to .explain the research objectives and test hypothesis between constructs and theoretical framework. Following are the research blueprint and design components:

3.1 Sample

Sample consists of 63 people mainly consisting from tier-1 city. Majority comprising of students and working professionals india and. They were selected to emulate a purchasing scenario on flipkart.com as college students in india are mainly an online market. The responses were collected using web based tool such as google survey.

3.2 Stimuli

A questionnaire consisting 4 purchase scenarios was formulated to measure customer loyalty ,perception of price fairness, satisfaction with purchase and behavioral and attitudinal intentions. flipkart.com, an Indian online retailer which offers over a million products across various categories such as apparels,sports,electronics,home decor etc has often used dynamic pricing model.for the purpose of experimentation one electronic product was chosen i.e iphone.each purchase scenario includes visual and textual representation of the product. This method helps in reduction of the impact of external variables on the experimental study and increases the internal validity of the experiment. Customer loyalty was measured in the beginning and the 4 scenarios were showcased to them.

3.3 Research Design

For testing the formulated hypotheses 2 magnitudes of price differences were selected i.e major and minor multiplied by 2 time difference variation of price i.e short and long multiplied by 1 product in electronic segment i.e iphone.here the product type, nature and quantity does not act as a exogenous or endogenous variable for the objective of the study hence no analysis was conducted on this factor. In this experimental study the participants were randomly selected and assigned the purchase scenarios for a product on flipkart.com. The scenarios has product image, information, specifications and the survey respondents were asked to judge the product on 29 parameters of price fairness. The magnitude of price difference and

time difference were changed in all purchase scenarios to test fairness perception on these 2 factors.

3.4 Measures

To measure and validate the questionnaire, first Exploratory factor analysis was conducted using SPSS. principal components algorithm along with kaiser varimax specification were utilised in conducting the exploratory factor analysis.

The factor loadings were analysed and further cronbach's alpha measured using SPSS to check the reliability of the remaining questions.

There are six different constructs in the questionnaire and 2 independent variables that are time difference Proximity and the Price difference both of which could be Major or Minor.

First the test was conducted on Loyalty construct, which had 20 questions and normal PCA was performed along with parallel analysis to determine the number of components required to explain the loyalty.

3.4.1 Measures of Customer Loyalty Construct

Based on the parallel analysis, exploratory factor analysis was performed using 3 components to explain the Customer Loyalty. This shows that loyalty is multidimensional in nature.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.882
Bartlett's Test of Sphericity	Approx. Chi-Square	1149.023
	df	190
	Sig.	.000

Table1: KMO & Bartlett's test result for customer loyalty construct

Results of KMO and Bartlett's test show that sample size is fine as the measure is greater than 0.8. Following are the factor loadings of each questions divided into different components.

Due to low factor loading i.e <0.6, CL15 was dropped from the experiment. Further cronbach's alpha was calculated for each component individually.

Reliability Statistics

Cronbach's Alpha	N of Items
.959	10

Reliability Statistics

Cronbach's Alpha	N of Items
.801	3

Reliability Statistics

Cronbach's Alpha	N of Items
.908	5

Fig2: Cronbach's Alpha reading for 3 components of customer loyalty

The cronbach's alpha was measured for the all the three constructs with remaining questions, and it was observed that all the components had higher than satisfactory alpha rating i.e > 0.8. Thus, all the three components were kept for further analysis.

Similarly, Principal component analysis was performed on the next 5 constructs namely price fairness perception, consumer's satisfaction with purchase, self-protection, repurchase and the vindictive intentions.

Rotated Component Matrix[a]

	Component		
	1	2	3
CL01 Flipkart.com is a retailer that interests me.	.846		
CL02 Flipkart.com is exactly what I need from a retailer	.806		
CL03 I frequently purchase products from Flipkart.com	.789		
CL04 Flipkart.com as a choice of retailer has not worked out as well as I thought it would.	-.608		.496
CL05 If I could do it over again, I'd choose a different retailer than Flipkart.com.	-.413		.689
CL06 I have truly enjoyed buying products from Flipkart.com	.883		
CL07 Flipkart.com is a retailer that I could talk about for a long time.	.630	.644	
CL08 I prefer buying products from Flipkart.com	.868		
CL09 Flipkart.com is more than a mere retailer to me	.446	.631	
CL10 I would try a different retailer if the same product was less expensive.			.884
CL11 i would try a different retailer if the other retailer offered better features			.881
CL12 Buying products from flipkart.com says a lot about who I am.		.893	
CL13 I care about flipkart.com.		.810	
CL14 I consider myself to be highly loyal to flipkart.com.	.426	.808	
CL15 I often return to Flipkart.com to buy products from it		.522	
CL16 I feel it is safer to buy products from Flipkart.com	.801		
CL17 I say positive things about Flipkart.com to other people.	.776		
CL18 I recommend Flipkart.com to someone who asks my advice for purchasing various products.	.847		
CL19 I encourage friends and relatives to buy products from Flipkart.com.	.696	.451	
CL20 I consider Flipkart.com my first choice to buy products.	.708		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Fig 3 : Factor loadings for each customer loyalty question

It was observed that only 1 component was required to explain each of these 5 constructs .Then exploratory factor analysis was performed using KMO and Bartlett's test for sphericity, along with Kaiser varimax rotations and 1 component was performed. Following are the factor loadings of each of the construct:

3.4.2 Measures for Perceived Price Fairness Construct

FACTOR LOADINGS OF PERCEIVED PRICE FAIRNESS[a]

	Component
	1
PPF1 The price I paid was fair.	.853
PPF3 The price I paid was justified.	.886
PPF4The price I paid was honest.	.849
PPF5 The price I paid was unfair.	-.770
PPF2 The price I paid was questionable.	-.621
PPF6 The price I paid was a "rip-off".	-.321

Reliability Statistics

Cronbach's Alpha	N of Items
.343	5

Fig 4: Factor Loadings & Cronbach's alpha test result for perceived price fairness

Since, PPF6 had very low factor loading thus, it was removed and alpha value of remaining 5 questions were checked. Since, the alpha had very low value thus to increase the reliability further check was performed to see deletion of which questions will improve the reliability. Thus, on the basis of recommendation PPF5(Price I paid was unfair) was deleted and reliability was checked again.

Further, removal of questions was required and again PPF2(Price I paid was questionable) was removed and reliability of scale was found to be good enough i.e measured greater than >0.8.

Reliability Statistics

Cronbach's Alpha	N of Items
.632	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PPF1 The price I paid was fair.	11.820	13.384	.802	.241
PPF2 The price I paid was questionable.	10.705	30.911	-.285	.943
PPF3 The price I paid was justified.	11.951	13.481	.746	.281
PPF4The price I paid was honest.	11.803	14.161	.733	.306

Fig 5: Updated Cronbach's alpha & Item statistics to improve cronbach's alpha.

Reliability Statistics

Cronbach's Alpha	N of Items
.943	3

Fig. 6: Final cronbach's alpha for perceived price fairness

3.4.3 Measures for Satisfaction with Purchase constructs

FACTOR LOADING OF SATISACTION WITH PURCHASE[a]

	Component
	1
SWP1 I am satisfied with my purchase decision.	.932
SWP2 My choice was wise.	.890
SWP3 I think I selected the right retailer.	.903
SWP4 I am happy with my purchase decision.	.932
SWP5 I feel badly about my purchase decision.	-.429
SWP6 I am satisfied with the purchasing process through Flipkart.com.	.811
SWP7 Overall, I am satisfied with the purchase experience	.919
SWP8 Overall, I am pleased with my purchase experience.	.897

Reliability Statistics

Cronbach's Alpha	N of Items
.961	7

Fig. 7: Factor loading and cronbach's alpha for satisfaction with purchase construct

As it can be seen from above, SWP5(I feel badly about my purchase decision) had lower than satisfactory factor loading <0.6. Thus, it was removed from the scale and cronbach's alpha for remaining seven items were found to be suitable for further analysis.

3.4.4 Measures for Self Protection Intentions Constructs

FACTOR LOADING OF SELF PROTECTION INTENTION[a]

	Component
	1
SPI1 I will buy fewer products from Flipkart.com in the next few years.	.781
SPI2 I will ask Flipkart.com for a refund for the price difference	.666
SPI3 I will complain to flipkart.com's employees about my experience with flipkart's pricing policy.	.805
SPI4 I will complain to flipkart.com's customer service about their pricing policy.	.903
SPI5 I will search for additional product price information (e.g., at competitor's site/store) before purchasing products from Flipkart.com in the future.	.580

Reliability Statistics

Cronbach's Alpha	N of Items
.818	4

Fig 8: Factor loadings and cronbach's alpha for self-protection intentions

It was observed that SPI5(I will search for addition product price information) was lower than 0.6 thus, it was removed from the scale and remaining 4 items had satisfactory cronbach's alpha.

3.4.5 Measures for Repurchase Intentions Constructs

FACTOR LOADING OF REPURCHASE INTENTION[a]

	Component
	1
RPI1 I will continue to buy products from Flipkart.com regardless of their pricing policy.	.800
RPI2 I will continue to buy products from Flipkart.com even if the prices are somewhat higher than those of Flipkart.com competitors.	.781
RPI3 I will buy more products from flipkart.com in the next few years regardless of their pricing policy.	.924
RPI4 I will stop buying products from Flipkart.com	-.049

Reliability Statistics

Cronbach's Alpha	N of Items
.812	3

Fig 9: Factor loadings and cronbach's alpha for repurchase intention construct

RPI4 had very low factor loading score thus reliability was checked after removing that from the scale. Reliability score of cronbach's alpha was found to be satisfactory i.e >0.8 for remaining 3 three questions.

3.4.6 Measures of Revenge Intentions Constructs

FACTOR LOADING OF REVENGE INTENTION[a]

	Component
	1
RI1 I will say negative things about Flipkart.com's pricing policy to other people	.870
RI2 I will complain to other customers about Flipkart. com's pricing policy.	.887
RI3 I will complain to external agencies, such as the Consumer Forum, about Flipkart.com's pricing policy.	.744
RI4 I will switch to Flipkart.com's competitor after my experience with their pricing policy	.662
RI5 I will complain about Flipkart.com's pricing policy through Facebook	.853
RI 6I will complain about Flipkart.com's pricing policy through Twitter	.852

Reliability Statistics

Cronbach's Alpha	N of Items
.895	6

Fig 10: Factor loading and cronbach's alpha of Revenge intention construct

On the basis of factor loadings for each question, all the questions of Revenge intention had high factor loading thus no question was deleted and cronbach's alpha was also having higher than 0.8 value for the six items.

3.5 Measurement Models

After conducting exploratory factor analysis(EFA), further validation of models were done by performing confirmatory factor analysis before testing the variables for the acceptance/rejection of hypothesis. The retained questions were illustrated in graphical interface of SPSS AMOS software to perform Confirmatory factor analysis with the maximum likelihood model to check the reliability of retained questions. The model fitness was checked using measures like Goodness of fit indexes like chi-square model, goodness of fit(GFI), Comparative fit index(CFI), tucker-lewis index(TLI) and lastly root mean square error of approximation was used to judge the model.

First, customer loyalty model was assessed, it is unlikely to have linear relationship with variables thus this construct was checked independently and later 5 constructs were pooled together in a single model. Following is the graphical model:

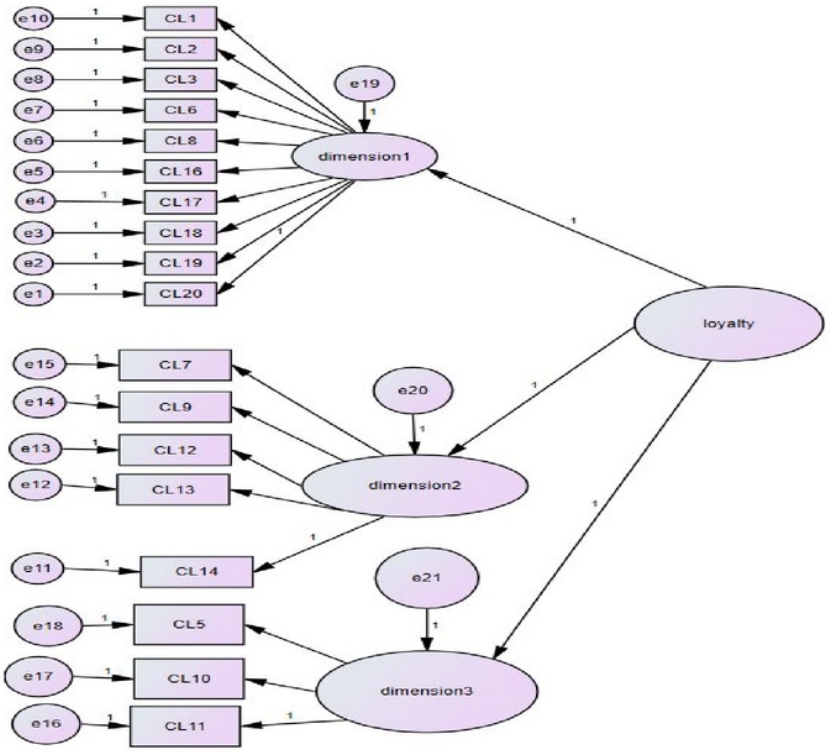

Fig. 11: SEM to measure customer loyalty with multiple dimensions

Results were CMIN = 346.992 p= 0.000 CFI= 0.793 TLI = 0.735 and RMSEA = 0.127

As it can be seen model did not had good fitness, as chi-square value was high and p-value was significant but the chi-square are not good measures as they are dependent on the sample size and vary with changes in sample size. Other measures, like CFI and TLI>0.8 to have satisfactory model and RMSEA should <0.08 thus, items were removed on the basis of standard residual errors. The dimension 3 was removed as the minimum 3 observed variables are required to sufficiently predict the value of latent variable and further (CL1, CL6, CL16, CL18, CL19, CL7, CL14, CL5, CL10 and CL11) were removed to improve the fitness of the model. The updated model was as followed:

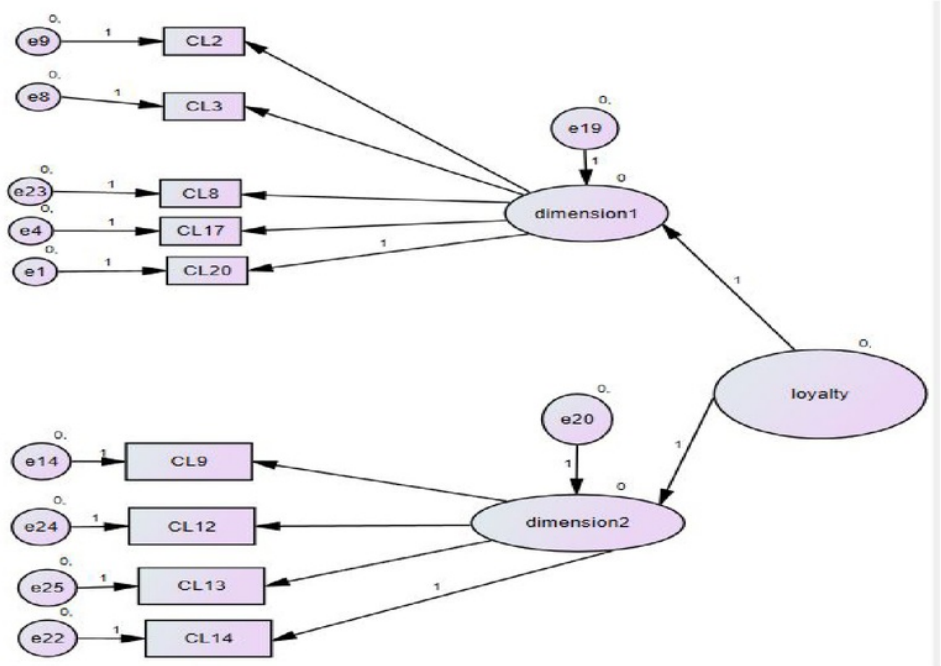

Fig 12: Updated SEM for customer loyalty for improving model fit

Results were CMIN = 31.450 p= 0.212 CFI= 0.986 TLI = 0.975 and RMSEA = 0.046

As it can be observed after removing the scale items having higher than 2.5 standard residual errors the model fitness was satisfactory as CFI>0.8, TLI>0.8, RMSEA<0.08.

Similarly the graphical for the other 5 constructs i.e price fairness perception, consumer's satisfaction with purchase, self-protection, repurchase and the vindictive intentions was constructed as followed:

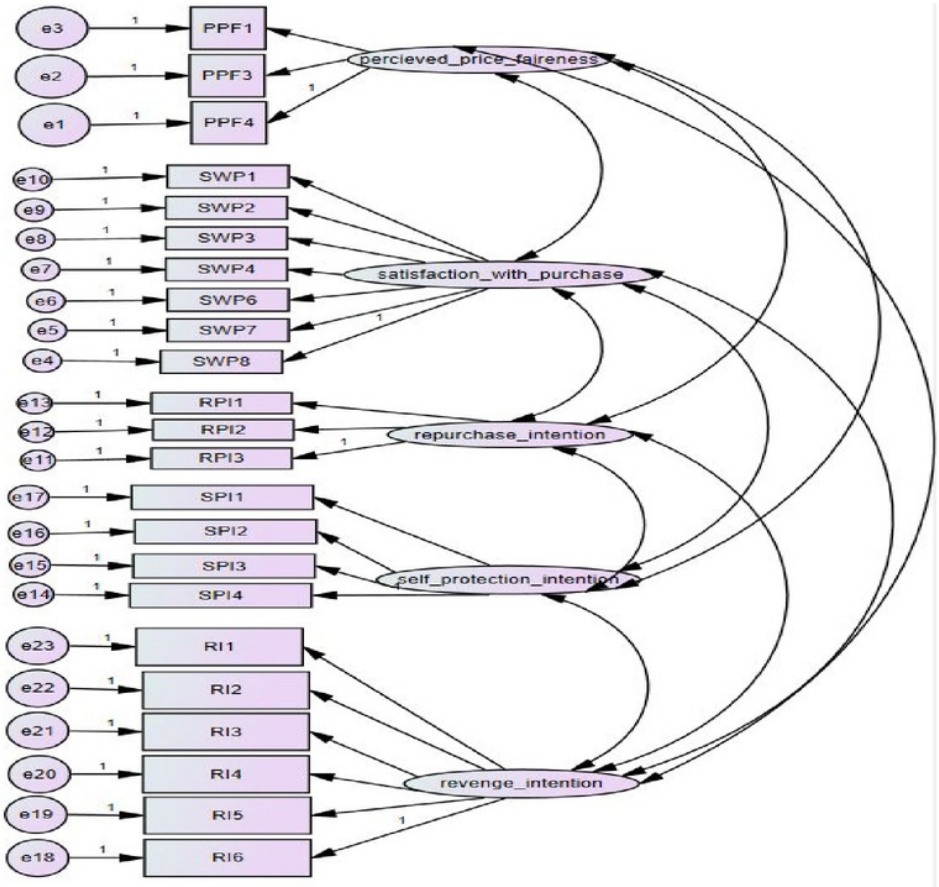

Fig 13: SEM for perceived price fairness with 3 other latent constructs

Results were CMIN = 527.482 p= 0.000 CFI= 0.783 TLI = 0.728 and RMSEA = 0.119

As observed the fitness indexes were not satisfactory thus, we needed to update the model and remove some scale items which are having standard residuals errors greater 2.5. Thus, the following scale items were removed and the new diagram as followed was constructed:

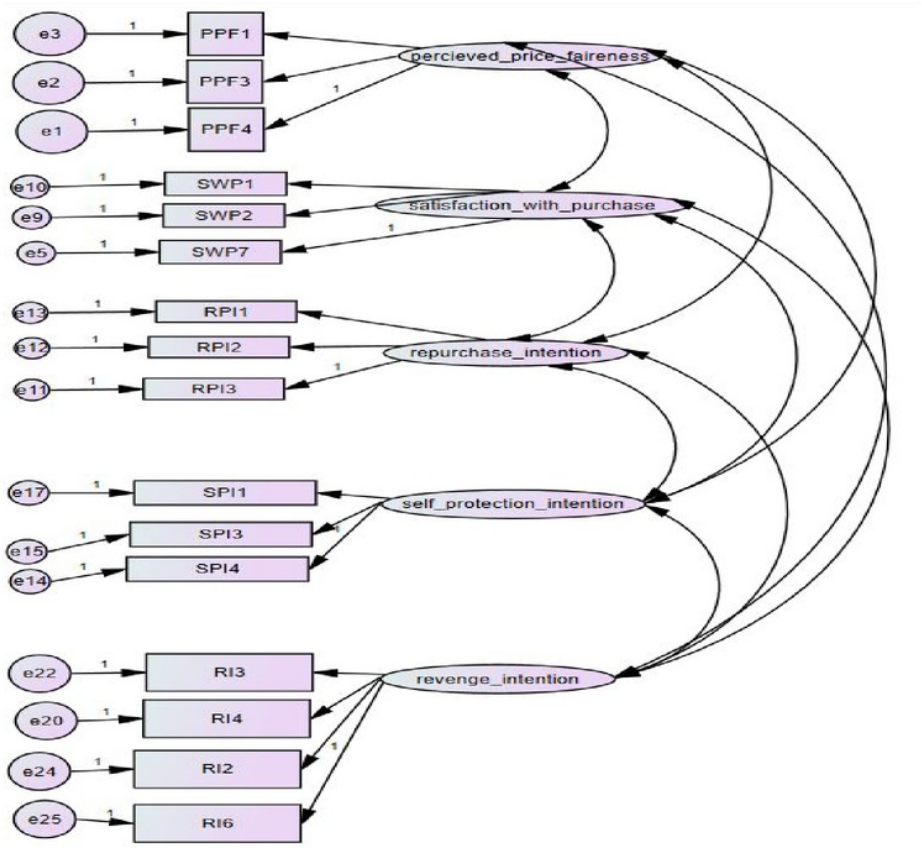

Fig 14:Updated SEM for perceived price fairness construct to improve model fitness

Results were CMIN = 131.998 p= 0.006 CFI= 0.947 TLI = 0.924 and RMSEA = 0.064

Further, we needed to check the validity of construct, for which the composite reliability was tested using via the validation of both convergent & discriminant values of latent variables. . For the model to be reliable it the composite reliability needs to be higher than > 0.7 and AVE(average variance extracted) needs to be higher than 0.5. Following figures show the convergent reliability for each model:

		PPF	
	VAR	VAR SQ	ERROR VAR.
PPF1	0.957	0.915849	0.084151
PPF3	0.957	0.915849	0.084151
PPF4	0.93	0.8649	0.1351
SUM	2.844	2.696598	0.303402
AVG VAR	0.948		
COMPS. REL.	0.963845		

		SWP	
	VAR	VAR SQ	ERROR VAR.
SWP1	0.95	0.9025	0.0975
SWP2	0.944	0.891136	0.108864
SWP7	0.943	0.889249	0.110751
SUM	2.837	2.682885	0.317115
AVG VAR	0.945667		
COMP.REL.	0.962093		

		RPI	
	VAR	VAR SQ	ERROR VAR.
RPI1	0.796	0.633616	0.366384
RPI2	0.785	0.616225	0.383775
RPI3	0.925	0.855625	0.144375
SUM	2.506	2.105466	0.894534
AVG VAR	0.835333		
COMP.REL.	0.875319		

		SPI	
	VAR	VAR SQ	ERROR VAR.
SPI1	0.831	0.690561	0.309439
SPI3	0.837	0.700569	0.299431
SPI4	0.908	0.824464	0.175536
SUM	2.576	2.215594	0.784406
AVG VAR	0.858667		
COMP.REL.	0.894287		

		RI	
	VAR	VAR SQ	ERROR VAR.
RI2	0.88	0.7744	0.2256
RI3	0.806	0.649636	0.350364
RI4	0.718	0.515524	0.484476
RI6	0.808	0.652864	0.347136
SUM	3.212	1.93956	1.06044
AVG VAR	0.803		
COMP. REL.	0.906794		

Fig. 15: Convergent reliability of all 5 latent constructs

As it can be seen from the results the models had high reliability and subscale items were related to each other up to a limited extent only.

			Estimate	S.E.	C.R.	P
percieved_price_faireness	<-->	satisfaction_with_purchase	2.450	.522	4.693	***
percieved_price_faireness	<-->	repurchase_intention	1.391	.433	3.214	.001
percieved_price_faireness	<-->	self_protection_intention	-.714	.403	-1.770	.077
revenge_intention	<-->	percieved_price_faireness	-.502	.321	-1.562	.118
satisfaction_with_purchase	<-->	repurchase_intention	1.312	.400	3.282	.001
satisfaction_with_purchase	<-->	self_protection_intention	-.693	.372	-1.865	.062
revenge_intention	<-->	satisfaction_with_purchase	-.549	.301	-1.825	.068
repurchase_intention	<-->	self_protection_intention	-.412	.401	-1.029	.303
revenge_intention	<-->	repurchase_intention	-.075	.312	-.240	.810
revenge_intention	<-->	self_protection_intention	1.693	.458	3.700	***

Fig. 16: Discriminant validity of all 5 latent constructs

Further, discriminant validity was tested using the covariances and confidence interval calculations, as required none of the latent constructs had correlation estimate and confidence interval equal to 1, which shows the discriminant validity of the constructs.

CHAPTER 4:
ANALYSIS & RESULTS

After completing the research design, Analysis of the data was done with all the responses gathered from the survey. The Structural Equation Modelling(SEM) was used for analysis and SPSS AMOS software was used due to the ability of SEM to reduce measurement error, ability to construct latent variables and multi-dependent variables and find out the model fit using various indices.

4.1 SEM Model of Perceived Price Fairness with 3 Behavioural Constructs

We have used temporal proximity and price difference as the independent or exogenous variables and the constructs price fairness perception, consumer's satisfaction with purchase, repurchase, self-protection, and vindictive intentions were used as endogenous variables. This model was constructed to test following hypotheses: H1, H2, H6, H7, H8. First model was constructed without the satisfaction with purchase latent construct to understand its effect. The model and its fitness indexes are followed:

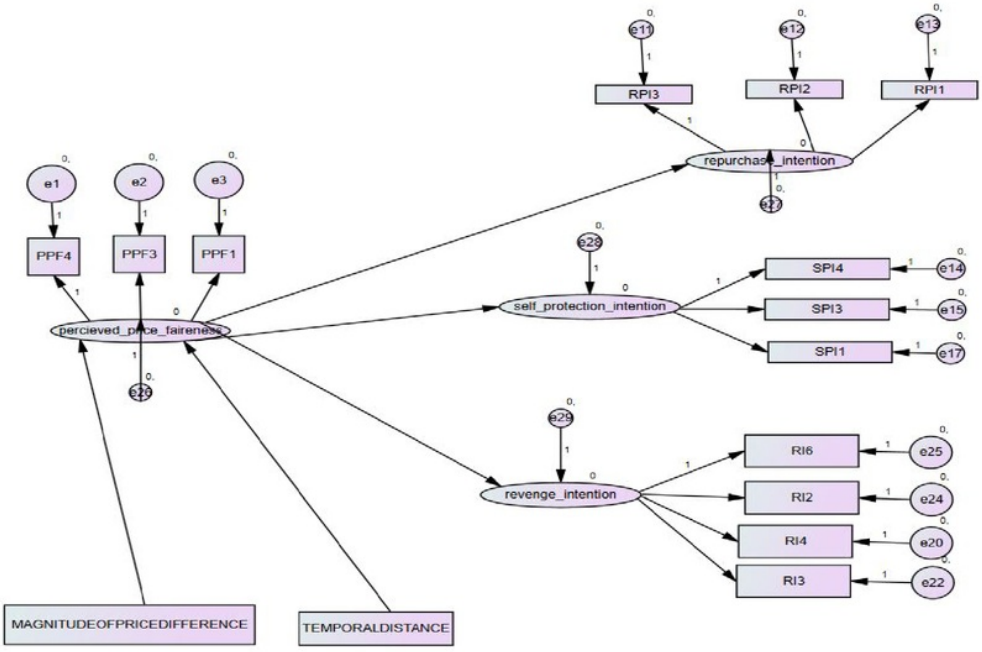

Fig. 17: SEM of Perceived Price Fairness with behavioural intentions constructs

Results were CMIN = 146.738 p= 0.0 CFI= 0.80 TLI = 0.821 and RMSEA = 0.084

Path	Coefficient	P-Value
Perceived_Price_Fairness<-Magnitude_Price_Difference	-.267	0.022
Perceived_Price_Fairness<-Temporal_Distance	-.420	0.001
Repurchase_Intention<-Perceived_Price_Fairness	0.470	0.001
Self_Protection_Intention<-Perceived_Price_Fairness	-.276	0.041
Revenge_Intention<-Perceived_Price_Fairness	-.244	0.89

Table 2 : Regression weights and P-Value between constructs of Perceived Price fairness with 3 behavioural constructs

Our analysis found that the level of change in price difference ($\beta = -.267$, $p < .05$) and duration of time difference($\beta = 0.420$, $p < .0001$) of price difference were having high significance value with price fairness perception of dynamic pricing. For further analysis ANOVA techniques was applied to gauge if means of change in price difference and duration of time difference had a significant change in value. The ANOVA scores implied that consumers larger price variation perception ($M = 3.17$) resulted in unfair perception ($p < .05$) than a smaller price variation ($M = 4.23$). Similarly, a short period of in which price was varied ($M = 3.19$) led customers to feel that it was more unfair ($p < .05$) than a larger duration of price variation ($M = 5.3$). Thus, both H1 and H2 were supported.

Price Difference Conditions	Total	
	Mean	S.D
Major Price Difference	3.17	1.75
Minor Price Difference	4.23	1.99
Long Period of Time	5.3	1.41
Short Period of Time	3.19	1.78

Table 3 : Descriptive Statistics of Perceived Price Fairness

Hypothesis	Effect	MS	f	P value	S.E
H1:	Price Change (Magnitude)	15.563	4.601	0.036	0.242
H2:	Time Difference (Magnitude)	37.008	12.257	0.001	0.242

Table 4: Anova analysis of Perceived Price fairness with Price Difference & Temporal proximity.

Further, the standard residual weights of other latent constructs with perceived price fairness were used to check the following hypothesis: H6, H7, and H8. It was found that regression weight with perceived price fairness with re-purchase ($\beta = .470$, $p < .05$), and self-protection ($\beta = -.276$, $p < .05$) were statistically significant. When Customers felt the firm was fair in the transactions and deal performed, they were more inclined to make repeat purchases with the firm and reduce the act of self-protection. Therefore, H6, H7 were supported and confirmed with the above analysis. But, on the other hand results of revenge intentions were not significant, thus H8 was rejected.

4.2 Assessing the Role of Customer Loyalty on Perceived Price Fairness

It can be seen from previous analysis that both the duration over which price was change and level of price variation had a negative impact on the perceived price difference but we could validate the impact of customer loyalty, and how the loyal customers perceived price fairness w.r.t non-loyal customers. Thus, for further analysis, customers were divided into two groups i.e loyal (having mean score of 4-7) and non-loyal customers (having mean score of 0-3.99).

For analysis, Anova method was used to comprehend the data, though there was difference between the mean score of Price Difference(in case of loyal and of non-loyal customers) and much smaller change in mean of time difference between loyal and non loyal customers. But, interestingly the significance value of perceived price fairness with moderating role of customer loyalty in both cases i.e Price difference and time difference was not significant i.e <0.05. Thus, both H3 and H4 were rejected implying that customer loyalty doesn't change the perceived price fairness when dynamic pricing occurs.

	Loyal Customers			Non-Loyal Customers		
	M	**SD**	**N**	**M**	**SD**	**N**
Major Price	3.750	1.77	20	2.6	1.56	20
Minor Price	4.076	1.93	13	4.5	2.20	8
Long Period of Time	5.42	1.39	7	5	1.73	3
Short Period of Time	3.461	1.70	26	2.92	1.86	25

Table 5: Descriptive Statistics of Perceived Price Fairness grouped on the basis of Customer Loyalty

Analysis	**Effect**	**MS**	**f**	**p**
1	Magnitude(A)	21.018	7.79	.008
	Customer Loyalty(B)	6.267	2.319	0.048
	(AXB)	4.178	1.546	0.184
	Error	2.702		
2	Temporal Proximity(A)	6.128	2.143	.150
	Customer Loyalty(B)	5.783	2.022	0.081
	(AXB)	6.128	2.143	0.150
	Error	2.859		

Table 6: Anova analysis of Perceived Price fairness with Price Difference & Temporal proximity with mediating effect of customer loyalty

4.3 SEM of Perceived Price Fairness with Satisfaction with Purchase

Next objective, was to find out the effect of satisfaction with transaction on price fairness perception and other behavioural constructs. The initial CFA indicated that price fairness perception had a association with self protection & repurchase intention but not on the revenge intentions, we further wanted to evaluate influence of satisfaction. Thus, another SEM was constructed for performing the confirmatory factor analysis which as followed.

The fourth objective for this present study was to examine whether or not satisfaction with transaction has a strong association with price fairness perception & latent constructs. The initial results of CFA indicated that two of the latent constructs had impact from price fairness perception but the role of satisfaction with the transaction was assessed and found how much of influence it had on those constructs. Thus, to measure the effect of customer satisfaction, another SEM was performed. Satisfaction was directly linked to perceived price fairness, if the path weight of perceived price fairness is not significant on the other latent constructs then we can say that satisfactions plays a mediating role in behaviour intentions of customer.

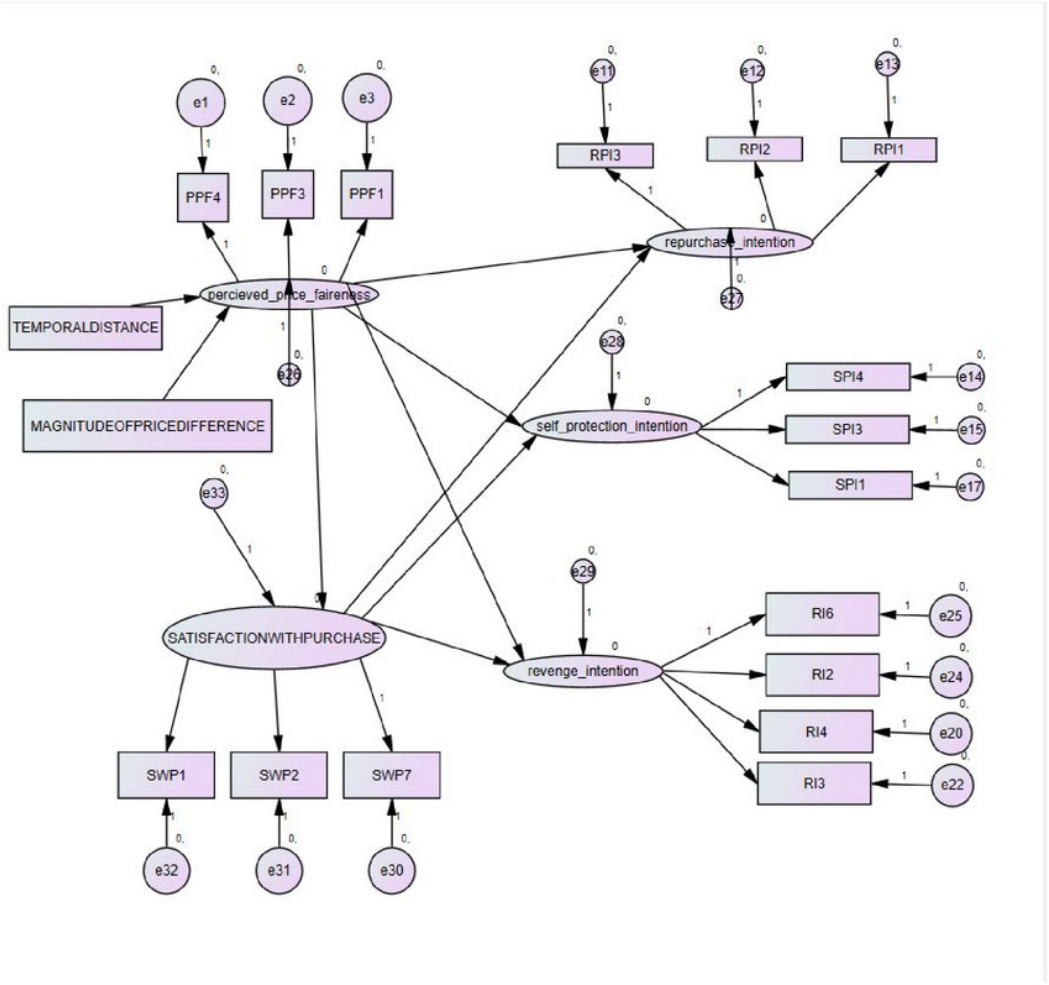

Fig. 18: SEM of Perceived Price Fairness with Behavioural constructs with mediating effect of Satisfaction with Purchase

Results were CMIN = 182.873 p= 0.001 CFI= 0.926 TLI = 0.901 and RMSEA = 0.066

The model had satisfactory scores on all the goodness of fit indices, which are TLI>0.8, CFI>0.8 and RMSEA<0.08. Thus, path estimates were used for the further analysis.

Path	Coefficient	P-Value
Perceive_Price_Fairness<-Magnitude_Price_Difference	-.227	0.04
Perceive_Price_Fairness<-Temporal_Distance	-.393	0.001
Satisfaction_with_Purchase<-Perceive_Price_Fairness	.99	0.0008
Repurchase_Intention<-Perceive_Price_Fairness	2.966	0.418
Self_Protection_Intention<-Perceive_Price_Fairness	16.275	0.338
Revenge_Intention<-Perceive_Price_Fairness	43.145	0.619
Revenge_Intention<Satisfaction_with_Purchase	-43.405	0.617
Self_Protection_Intention<-Satisfaction_with_Purchase	-16.553	0.330
Repurchase_Intention<-Satisfaction_with_Purchase	-2.467	0.500

Table 7: Regression weights between each latent constructs

The CFA observations revealed that the variation in price (β = -.227, $p < .05$) and duration of time difference (β = -.393, $p < .05$) in which the price was changed had negative impact on price fairness perception. Though, price fairness perception had a positive impact with transaction satisfaction measure (β = .99, $p < .05$). Initially it was observed price fairness perception had positive relationship with repeat purchase without factoring in satisfaction with transaction (β = 2.996, p = .418) became un-impactful in this model. Thus, H9 was supported, indicating that satisfaction with transaction has a mediating role with price fairness perception and repeat purchase intention. In this model, further self-protection intention became insignificant and revenge intention continued to be insignificant thus H7 and H8 were rejected and it can be said satisfaction with purchase had mediating effect on all the 3 behavioural constructs.

CHAPTER 5:
FINDINGS & RECOMMENDATIONS

This study was conducted to understand the impact of dynamic pricing used by E-Commerce players i.e Flipkart on the perceived price fairness of the customer as dependent variable; on the basis change in magnitude of price and time duration during which it changed acting as two independent variables.

We often read articles on social media websites like facebook, instagram, quora and twitter where consumers are explaining how they felt cheated when the same product was offered at lower price point to some other customer.

The findings of this report are based on data gathered through primary research and further analysis was conducted to generate insights based on the theoretical frameworks and literature reviewed.

5.1 level of difference in price and Perceived Price Fairness

With usher of data leading to data driven technology based businesses which are challenging the equity and distributive justice theory and goes against them thus leading to perception of unfair business transaction in the minds of consumer.

This study proves when the firms charge their customers differently for eg: price difference is of 20% in case mobile category, the customers perceive very low level of price fairness confirming the theory of disadvantaged price inequality which lead to negative judgements. It also validates that when customers observe that other people are being charged less for the same items, they feel that they were at a loss or the firm was not fair with them.

It was interesting to note that, results of this study shows that customer loyalty did not had any mediating effect on perceived price fairness with level of difference in price and time difference which goes against the literature of disadvantaged price inequality. Thus, the firms do not have a buffer in which there price fairness perceptions can be managed between the loyal and unloyal customers. Usage of dynamic price irrespective of the level of difference in price and time difference will lead to negative judgement of the firm and perception that the firm or the seller is using dynamic pricing purposely for his/her advantage for increasing profits. The above results validate the earlier study of Martin et al. (2009) that customer loyalty had no mediating role on perceived price fairness.

5.2 Temporal Proximity of Price Difference and Perceived Price Fairness

The construal level theory by Liberman & Trope suggests that events occurring at different point of time are viewed differently, this study further validates the claim as the time distance between the price change has different effect of perceived price fairness, the shorter time difference leads to more unfair perception of transaction as compared to longer time difference. This shows that effect of minor price difference can be mitigated by the changing the temporal proximity to larger duration.

But, contrastingly this proves the proves the Blakely research on why the customer were angry when the iPhone prices decrease by 30% after two months. As our study confirms that, major price difference change cannot be mitigated even after modulating the temporal distance thus, other actions are required to mitigate those affects.

Also, this study shows that though there is difference in perceived price fairness of loyal and non-loyal customer cell means, but the p-value is not significant. Implication of the insight is that firms do not have buffer capacity between different types of customers based on their loyalty. As both types of customers perceive dynamic pricing irrespective of temporal distance as unfair.

5.3 Perceived Price Fairness, Satisfaction with Purchase, and Behavioral Intentions

Previous studies conducted by the Zeithaml, Sullivan, Fornell and many other authors propose that satisfaction with purchase has influence on perceived price fairness by customers.

This study also validates this claim, as it was observed that the satisfaction with purchase had a mediating role with the perceived price fairness as it had high level of significance and positive path regression weight between the two were observed.

This study observes a different result from previous study, which says that satisfaction play a mediating role on perceived price fairness and behavioral constructs i.e self-protection intentions, repurchase intentions and revenge intentions.

But, it was found that satisfaction with purchase did not had significant impact on behavioural constructs thus, it did not play any mediating role on perceived price fairness.

On the other hand, it was found that perceived price fairness had significant relationship with repurchase intentions and self-protection intention. It was observed that with positive relationship was there with repurchase intention, meaning that increase in perceived price fairness will lead to increase in repurchase from the other customer. Similarly, there was a negative relationship with self-protection intention this means that customers will feel less risk while using the platform when they have high perceived price fairness.

CHAPTER 6:
LIMITATIONS OF THE STUDY

After conducting this major research project observation to consumer led fairness perception of dynamic pricing did emerge which might help individuals and business to market their product better in this ever changing business environment but these findings and insights must be utilised with caution due to the limitations in this study. Firstly and most importantly the sample survey conducted comprised majorly of college students and few working professionals in major metropolitan cities of India.. Hence to generalise the finding results to any one particular geographic region would be limited. Respondents of this research in no matter wholly represent any student, working professional or nation entirely. As students who are majority of the sample

Are minorly aged, less experienced and far less assorted in factors of ideologies, norms, culture, brand preference, have little to no income and are hence less diversified than a nationwide sample representation.

Secondly the utilization of two different price magnitudes of high and low and temporal time proximity of few days and more than a month were integrated with single electronic product yielding to four different purchase scenarios but the survey respondents might have had alternating reactions if other products in the category such as sports, apparels, healthcare etc might have been used or even if different price magnitudes and time differences were used. Moreover this study solely focuses to emulate to emulate the buying behaviour only in ecommerce marketplace. The insights of the study might differ the purchase scenario of brick and mortar store or in a service based environment such as in airline industry, hospitality, banking where dynamic pricing has more vibrant implementation.

Lastly this controlled outline based experimentation can yield better internal validity by regulating variable attributes but may decrease impact of external attributes of global phenomenon of political, technological, social, legal,environmental factors and may be susceptible to change accordingly and the survey data was collected using internet based questionnaire using google forms as a viable efficient tool but if pen and paper method was used respondents might have been more emerged to answer.

CHAPTER 7:
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CHAPTER 8:

ANNEXURE

Major Research Project, DTU

Please read and answer the following questions carefully.
For statements 1 through 20, please indicate your level of agreement with each of the following statements using the scale below when the name "Flipkart.com" is mentioned to you (Click the number that best describes your response to each statement):

* Required

1. **Flipkart.com is a retailer that interests me.** *
   Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

2. **Flipkart.com is exactly what I need from a retailer** *
   Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

3. **I frequently purchase products from Flipkart.com** *
   Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

4. **Flipkart.com as a choice of retailer has not worked out as well as I thought it would.** *
   Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

5. **If I could do it over again, I'd choose a different retailer than Flipkart.com.** *
   Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

6. **I have truly enjoyed buying products from Flipkart.com** *
   Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

7. **Flipkart.com is a retailer that I could talk about for a long time.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

8. **I prefer buying products from Flipkart.com** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

9. **Flipkart.com is more than a mere retailer to me** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

10. **I would try a different retailer if the same product was less expensive.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

11. **i would try a different retailer if the other retailer offered better features** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

12. **Buying products from flipkart.com says a lot about who I am.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

13. **I care about flipkart.com.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

14. **I consider myself to be highly loyal to flipkart.com. ***
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

15. **I often return to Flipkart.com to buy products from it ***
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

16. **I feel it is safer to buy products from Flipkart.com ***
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

17. **I say positive things about Flipkart.com to other people. ***
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

18. **I recommend Flipkart.com to someone who asks my advice for purchasing various products. ***
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

19. **I encourage friends and relatives to buy products from Flipkart.com. ***
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

20. **I consider Flipkart.com my first choice to buy products. ***
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

Part 2: Purchase Scenario

You are about to read a purchase scenario describing the purchase of a specific product from Flipkart.com. This scenario is hypothetically developed for the purpose of this study and thus, may not

depict the actual business practice of Flipkart.com. Please carefully read the scenario and complete the questions on the following pages.

Scenario – iPhone 7(You purchased it for 38K, same day your friend purchased it for 30K)

You wanted a new Apple iPhone 7 and have decided exactly what model and color you will buy (as shown in the picture below). You purchased the iPhone 7 for Rs. 38,000 from Flipkart.com with your own money. Later the same day, your friend told you that he just bought the same iPhone for Rs. 30, 000 (20% lower) from Flipkart.com. Later, you learned this price discrepancy is due to Flipkart's practice of charging different buyers different prices for the same product.

iPhone 7

21. **Which of the following statements is true, based on the scenario you just read?** *

Mark only one oval.

- ◯ My friend paid 1% less than I did for the same iPhone.
- ◯ My friend paid 5% less than I did for the same iPhone
- ◯ My friend paid 10% less than I did for the same iPhone
- ◯ My friend paid 20% less than I did for the same iPhone

22. **In the scenario you just read, the difference between the price you paid and the price your friend paid is** *

Mark only one oval.

- ◯ MAJOR
- ◯ MINOR

23. **Which of the following statements is true, based on the scenario you just read?** *
Mark only one oval.

- ◯ The difference between the price I paid and the price my friend paid occurred within the same day as I
- ◯ The difference between the price I paid and the price my friend paid occurred one week after I
- ◯ The difference between the price I paid and the price my friend paid occurred one month after I
- ◯ purchased the same iPhone.

24. **In the scenario you just read, the difference between the price you paid and the price your friend paid occurred within a relatively:** *
Mark only one oval.

- ◯ SHORT period of time
- ◯ LONG period of time

Part III: Please read and answer the following questions carefully based upon the purchase scenario you just read

For statements 25 through 38, please indicate your level of agreement with each of the statements using below (Circle the number that best describes your response to each statement):

25. **The price I paid was fair.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

26. **I am satisfied with my purchase decision.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

27. **My choice was wise.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

28. **The price I paid was justified.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

29. **I think I selected the right retailer.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

30. **The price I paid was honest.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

31. **I am happy with my purchase decision.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

32. **The price I paid was unfair.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

33. **I feel badly about my purchase decision.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

34. **The price I paid was questionable.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

35. **I am satisfied with the purchasing process through Flipkart.com.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

36. **The price I paid was a "rip-off".** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

37. **Overall, I am satisfied with the purchase experience** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

38. **Overall, I am pleased with my purchase experience.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Strongly Disagree	◯	◯	◯	◯	◯	◯	◯	Strongly Agree

Part 4: For statements 39 through 53, please indicate your likelihood to take actions described below based upon the scenario you just read (Circle the number that best describes your response to each statement):

1 = VERY UNLIKELY; 2 = UNLIKELY; 3 = SOMEWHAT UNLIKELY; 4 = NEITHER UNLIKELY NOR LIKELY; 5 = SOMEWHAT LIKELY; 6 = LIKELY; 7 = VERY LIKELY

39. **I will say negative things about Flipkart.com's pricing policy to other people** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

40. **I will complain to other customers about Flipkart.com's pricing policy.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

41. **I will buy fewer products from Flipkart.com in the next few years.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

42. **I will complain to external agencies, such as the Consumer Forum, about Flipkart.com's pricing policy.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

43. **I will continue to buy products from Flipkart.com regardless of their pricing policy.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

44. **I will switch to Flipkart.com's competitor after my experience with their pricing policy** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

45. **I will ask Flipkart.com for a refund for the price difference** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

46. **I will continue to buy products from Flipkart.com even if the prices are somewhat higher than those of Flipkart.com competitors.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

47. **I will complain to flipkart.com's employees about my experience with flipkart's pricing policy.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

48. **I will buy more products from flipkart.com in the next few years regardless of their pricing policy.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

49. **I will complain to flipkart.com's customer service about their pricing policy.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

50. **I will search for additional product price information (e.g., at competitor's site/store) before purchasing products from Flipkart.com in the future.** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

51. **I will stop buying products from Flipkart.com** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

52. **I will complain about Flipkart.com's pricing policy through Facebook** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

53. **I will complain about Flipkart.com's pricing policy through Twitter** *
Mark only one oval.

	1	2	3	4	5	6	7	
Very Unlikely	◯	◯	◯	◯	◯	◯	◯	Very Likely

CHAPTER 9:
PLAGIARISM REPORT

marketing

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