* **Summary**: This paper sought to demonstrate the existence of price discrimination by retailers using date from loyalty card transactions.
* **Main Impression**: The study was interesting but the paper showed no understanding of what price discrimination actually means, especially related to consumer welfare.
* **To Be Commended**: The use of the data source and design of the problem were interesting. The graphics were informative.
* **To Be Improved**: Please study price discrimination. It is very common and provides much consumer welfare. SMU uses PD through FAFSA. Health providers use it to provide healthcare to underprivileged, etc. The evidence that higher income households receive less discount shows that lower income receive more discount. They might not otherwise make those purchases and overall consumer welfare is increased by reducing wealthier consumers’ surplus.
* **Journal Related**: Quite a bit of loaded wording and conjecture.
* **Comments to the Editor**:
* **Comments to the Authors**: A good introduction to PD can be found at [www.mruniversity.com](http://www.mruniversity.com) . You briefly raised a good question when talking about economies of scale and price discrimination. These are implications that price discrimination is a method for sellers to take advantage of consumers. Would its absence be consumers taking advantage of sellers? The anti-trust acts you mentioned don’t apply to this subject. You can introduce PD and discuss your effort to demonstrate it, that is enough, you don’t need all of the opinionating and demonizing of business.
* **Your Recommendation**:
  + **Accept with revisions –** I liked the analysis but not sections 1 and 2. Mostly removing the conjecture and implications of underhandedness. Anti-trust act stuff is also not relevant.