

# SAI CHAND CHINTALA

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## EDUCATION

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### Cornell University

Ph.D. in Marketing

2025 (expected)

### Indian Institute of Management Lucknow

MBA

### National Institute of Technology Warangal

B.Tech. in Electrical Engineering

## PUBLICATIONS

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### Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy <sup>†</sup>

with Jūra Liaukonytė, and Nathan Yang *Marketing Science*, 2023, Vol. 43(5), p.506-522

## WORKING PAPERS

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### Local Bias in Global Platforms: Evidence from a Cross-Market Merger

with Jūra Liaukonytė, Tommaso Bondi, Dominykas Šeputis

### Adoption of Online Grocery Shopping in a Market Dominated by Unorganized Retail: Evidence from India

with Vishal Narayan and Vrinda Kadiyali

## WORK IN PROGRESS

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### Effect of a Local Regulation on Business Revenues and Customer Visits

with Muzeeb Shaik

### Enhanced Market Access to Small-Scale Farmers: Evidence from a Field Experiment in India

with Muzeeb Shaik

## BOOK CHAPTERS

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### Pricing Objectives and Strategies

with Vithala R. Rao in preparation for Handbook of Pricing Research in Marketing

## AWARDS, HONORS AND GRANTS

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Honorable Mention, Retail & Pricing SIG's Best Paper Award	2025
AMA Marketing Strategy SIG Doctoral Student Research Award	2024
AMA-Sheth Doctoral Consortium Fellow	2023
ISMS Doctoral Consortium Fellow	2023
AMA Retail and Pricing SIG Doctoral Student Award	2023
Marketing Science Institute Research Grant (\$5,000) with Muzeeb Shaik	2022
Byron E. Grote Johnson Professional Scholarship	2022

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<sup>†</sup>indicates equal co-authorship

## INVITED TALKS

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University of Georgia <i>Terry College of Business</i>	September 2024
TCU <i>Neeley School of Business</i>	September 2024
HKU <i>HKU School of Business</i>	September 2024
Indian School of Business	September 2024
NUS <i>NUS School of Business</i>	September 2024
SMU <i>Lee Kong Chian School of Business</i>	September 2024
Imperial College London	Could not attend
UCSD <i>Rady School of Management</i>	Could not attend

## CONFERENCE PRESENTATIONS

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\* – Presenter

*“Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy”*

- Sai Chand Chintala, Jura Liaukonyte and Nathan Yang

- Winter AMA Conference, 2023\*
- Marketing Science Conference, 2022\*
- Trans-Atlantic Doctoral Conference, 2022\*
- NBER Summer Institute, Economics of IT and Digitization Workshop, Lightning round, 2022

## TEACHING

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### *Instructor*

NBA 6921: Machine Learning Applications in Business (Instructor Rating 4.6/5)	2022
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### *Teaching Assistant*

Economics of Consumer Protection & Law	Professor Alan Mathios	2023
Capstone Project for MSBA	Professor Vidur Luthra	2023
Building a Consumer Internet Business	Professor Prashant Fuloria	2023
Marketing Management	Professor Khaled Boughanmi	2022
Digital Marketing	Professor Tommaso Bondi	2021
Strategy and Tactics of Pricing	Professor Vithala Rao	2019

## INVITE-ONLY WORKSHOPS

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Reviewer Workshop, Winter AMA Conference	2024
NBER Digitization Workshop, Washington DC	2022
Quantitative Marketing and Structural Econometrics Workshop, Kellogg School of Management	2019
Machine Learning Workshop, Carnegie Mellon University	2019

## SERVICE

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Reviewer, Management Science Reproducibility Project	2023
Conference Reviewer, Winter AMA	2023
Author, L <sup>A</sup> T <sub>E</sub> X Template for AMA journals	2022
Mentor, First Year Quant Ph.D. Students	2022-
Advisory Member, Cornell Cricket Club	2019-

## ACADEMIC EXPERIENCE

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Liaison for Numerator Omnipanel Data, SC Johnson College of Business  
Research Associate, Indian School of Business

## PROFESSIONAL EXPERIENCE

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Program Manager, Society for Social Audit, Accountability, and Transparency (Non-Profit)  
Senior Consultant, Cognizant  
Consultant, Deloitte Consulting (Technology)  
Software Engineer, Infosys

## SELECTED ABSTRACTS

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### **Local Bias in Global Platforms: Evidence from a Cross-Market Merger (Job Market Paper)**

As digital platforms expand globally, understanding heterogeneous local market preferences becomes essential for optimizing market integration strategies. The rapid growth of the “Global Localization” industry highlights the increasing demand for companies to tailor their content and products to resonate with local audiences. This paper examines the impact of international cross-market integration on consumer behavior within a major global Consumer-to-Consumer (C2C) online marketplace, which merged neighboring geographic markets. We focus on a specific merger case between two markets characterized by asymmetrical market sizes and income levels. We leverage this quasi-exogenous change in market thickness to evaluate the effects of this merger on key platform outcomes such as prices and volume of transactions, utilizing language-agnostic embeddings to identify similar items within and across markets with different languages. We find that despite the substantial increase in market efficiency due to the merger—evidenced by a reduction in price differences from 46% to 19% between the two markets—there remains a strong preference for local trade, which we term “local bias.” Local bias is in part explained by localized and idiosyncratic consumer preferences for various products across different markets. The perceived degree of commoditization of items within categories predicts the extent of local bias. We investigate other potential underlying mechanisms of this persistent local bias, providing insights into the complexities of market integration strategies and their implications for digital platforms.

### **Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy (Published Paper)**

This paper investigates the systematic differences between online and offline grocery shopping baskets using data from approximately two million brick-and-mortar and Instacart trips. We apply unsupervised machine learning algorithms agnostic to the shopping channel to identify what constitutes a typical food shopping trip for each household. We find that food shopping basket variety is significantly lower for online shopping trips as measured by the number of unique food categories and items purchased. Within a given household, the Instacart baskets are more similar to each other as compared with offline baskets with twice as many overlapping items between successive trips to the same retailer. These results suggest a potential link between online grocery shopping environments and heightened consumer inertia, which may lead to stronger brand loyalty and pose challenges for new entrants in establishing a customer base. Furthermore, Instacart baskets have 13% fewer fresh vegetables and 5%–7% fewer impulse purchases, such as candy, bakery desserts, and savory snacks, which are not compensated for by alternative or additional shopping trips. We discuss the implications of these systematic shopping basket differences for competition, product management, retailers, consumers, and online platforms.

## **Adoption of Online Grocery Shopping in a Market Dominated by Unorganized Retail: Evidence from India (Working Paper)**

Grocery retailing in India is dominated by millions of small “unorganized” stores, and a few large “modern” stores. To inform the debate about how the increasing adoption of online grocery retail affects these businesses, this research estimates a) differences in adoption rates across socioeconomic classes, b) the extent to which such differences are driven by prices, assortments and promotions, and c) the extent to which expenditures on unorganized and modern stores reduce after online adoption. Analysis of two unique panel datasets encompassing the entire grocery shopping baskets of 1,278 households reveals over four times greater adoption among households in the rich socioeconomic class than in the poor. Greater distances from offline stores do not impact online adoption. Compared to physical stores, households pay similar or greater prices in online stores. This deters adoption among the poor, but not among the rich. Under moderate adoption levels of online grocery retail (e.g., 3% of monthly shopping trips moving online), a 12.7% reduction in revenues of unorganized stores is projected. Online adoption, and the subsequent reduction in expenditure on unorganized stores, is moderated by the usage of household help for shopping. This research offers actionable insights to unorganized stores, grocery manufacturers, and policy makers.