

**A STUDY ON THE EFFECTIVENESS OF ONLINE FLASH SALES AND IT'S
INFLUENCE ON CONSUMERS WITH REFERENCE TO
COCHIN CITY.**

Dissertation

Submitted by

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Under the guidance of

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**In partial fulfillment of the requirement for the Degree of
MASTEROF COMMERCE**



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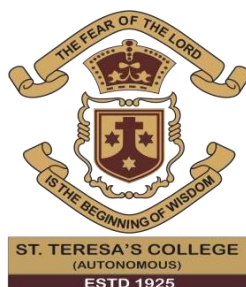
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CERTIFICATE

This is to certify that the project titled “A Study on the Effectiveness of Online Flash Sales and it’s Influence on Consumers in Cochin City” submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Master of Commerce is a record of the original work done by Ms. ELNA DORIS, under my supervision and guidance during the academic year 2023-24.

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DECLARATION

I, Elna Doris, final year M. Com student, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled “A Study on the Effectiveness of Online Flash Sales and it’s Influence on Consumers in Cochin City” submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Ms. Namitha N. A, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

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ELNA DORIS

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CHAPTER - I
INTRODUCTION

1.1 INTRODUCTION

Any ecommerce store can use flash sales as a valuable promotional marketing tactic. Flash sales increase the awareness of needed products, regarding its purchase rate, discount rate and also the profit. It evaluates the interest of the customers to buy things through online mode rather than the style of traditional shopping. It promotes the marketing strategy and also increase brand awareness towards the customers. Research suggest that the customers are more likely to purchase again during a flash sale.

Flash sales are looking for more answers and solutions as to how to understand consumer behaviour so that they can be maximize their customers experience to help in brand loyalty, especially when the youth nowadays seek more variety of products at lower price. Flash sale provides an offer which is significant for saving money as compared to what customers could find elsewhere. It will help in regulating a time management policy among the youth.

Today, through flash sales sites, the range of products offered varies from fashion to electronic gadgets to apparels to loads of other categories. The fact that Shopping behaviour varies not only between men and women, but is quite different between the women of different countries. It also varies between customers of different ages and geographical boundaries.

1.2 STATEMENT OF THE PROBLEM

The consumers not only from the metro but also from non-metro cities are using these e-commerce sites for their general to specific needs. To further expedite their business these online shopping portals are coming with flash sales especially during the festival seasons. The research paper mainly focuses on understanding consumer behaviour during flash sales. This paper is an attempt to establish a research on the impact of online flash sales on consumers in Cochin city.

1.3 SCOPE OF STUDY

The scope of the study is to understand the effectiveness of online flash sales as well as it's influence on consumers confined to Cochin city. The study also deals with the behaviour and preference of consumers towards taking purchase decisions during the

flash sale. The scope of the study is also to find out various factors that influence a consumer to make purchase other than price factor. The study also covers popular flash sale events and strategies adopted by different e-commerce companies.

1.4 RESEARCH OBJECTIVES

- To study the effect of flash sale on different gender.
- To identify the key factors influencing online consumers attitude towards online shopping on flash sales.
- To analyse the category of products mostly purchased during flash sales.
- To estimate the main factors that motivate customers to purchase during flash sales.
- To study and compare the level of satisfaction of customers with regard to flash sales.
- To evaluate the difficulties faced by customers during flash sales.

HYPOTHESIS

Null Hypothesis (H0):

“There is no relationship between gender and flash sales”.

Alternative Hypothesis (H1):

“There is a relationship between gender and flash sales”.

1.5 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology not only talks about research methods but also consider logic behind the method used in the context of the study. A descriptive and analytical study is performing in this project in order to get a clear image of “A study on the effectiveness of online flash sales and its influence on consumers in cochin city”.

1.5.1 DATA COLLECTION

In this study, data is collected from both primary and secondary data.

Primary data: Primary data was collected from a structured questionnaire through convenience sampling.

- Structured questionnaire is distributed among the selected sample.

Secondary data

- Articles published online
- Journals
- Magazines
- Other published sources

1.5.2 SAMPLE SIZE

Sample size is the number of individuals randomly selected from the population. The sample size of the study is 105 individuals.

1.5.3 STATISTICAL TOOLS USED FOR ANALYSIS

The data collected were classified and analysed considering the objectives of the study.

Data collected through questionnaire are analysed using:-

- Percentage
- Graphs
- Charts
- Tables

1.6 LIMITATIONS OF THE STUDY

- Inconvenience of not getting the questionnaire filled in time.
- Choice of respondents were limited to those available on time.
- Flash sales occurs only for a short duration and for only two or three times a year.
- Most people were not aware of flash sales and its occurrence.

CHAPTER - II
REVIEW OF LITERATURE

REVIEW OF LITERATURE

1. **Grewal D, Krishnan R, Baker J and Borin N (1998):** A store's perceived image is influenced by the store name and the quality of merchandise it carries. Results also indicate that internal reference price is influenced by price discounts, brand name, and a brand's perceived quality. The influence of price discounts on a brand's perceived quality was minimal. Price discounts, internal reference price, and brand's perceived quality exerted significant influence on perceived value. High knowledge respondents are more influenced by brand name, while low knowledge respondents are more influenced by price discounts. Low knowledge consumers are also swayed by store name and brand name.
2. **Chandon, Wansink and Laurent (2000):** Under this study it is concluded that monetary and non-monetary promotions provide consumers with three different levels of hedonic benefits (value expression, entertainment and exploration) and three different levels of utilitarian benefits (savings, higher products quality and improved shopping convenience). The author develops a benefit congruency framework which tells that a sales promotions effectiveness is determined by the hedonic and utilitarian benefits and the congruence these benefits have with the product promoted. The implication of multi-benefit and the benefit congruency framework for understanding the consumer response on sales promotion, re-examining the value of everyday low-price policies and designing more effective sales promotions.
3. **Kacen JJ & Lee J.A (2002):** In this study a very strong relationship was found between "mood" and "impulse buying". The hypothesis of the study supports the findings which indicate that factors such as "pleasure", "carefree" and "excitement" stimulates "impulsive buying". A strong relationship was also found between "proximity" and "impulse buying". The hypothesis relating to higher impulse buying in younger age group was also estimated. The study also found out that impulse buying level tends to increase between an age group of 18-39 and decrease thereafter. The behaviour pattern of discussed variables on

individuals was found to be same to the behaviour in western and developed countries.

4. **Bae Y & Lee S (2005):** Purchase intention in internet shopping mall and the study explores the effect of scarcity message on consumers purchase intention using the product involvement and consumers products knowledge as moderators. The result of the survey shows that a scarcity message is more effective than non-scarcity message on the purchase intention of customers on internet shopping mall and this effect of scarcity message is found to be moderated by product involvement or consumers knowledge about the product. The study gives the implied meaning that internet shopping mall companies should consider the level of product involvement and consumers product knowledge when they use the scarcity message.
5. **Chang c (2009):** Studied about how as an emerging distribution channel, online discount websites are gaining popularity among luxury hotels. However, little guidance on the effectiveness of such price promotions in luxury hotels is provided in the extant literature. Building on the status consumption theories, he examined the joint effects of price promotions and need for status (NFS) on consumers' attitude toward the hotel as well as their intentions to return. Results indicated that consumers who are high in NFS exhibit less favourable attitudes toward the luxury hotel and a lower likelihood to return on having learned that the hotel plans to implement price promotions through discount websites.
6. **Christou (2011):** Paper focuses on a proposed model which has taken number of factors related to level of utilization of online sales promotion by customers' and also their beliefs, customs, buying behaviour. The model was tested and it was found that price factor has a great influence on the quantity of the purchase.
7. **Christine Odhiambo (2012):** Under this survey it is concluded that, social networking sites can pose a threat as well as an opportunity to the company as they can rapidly spread views of dissatisfied consumers. Social networking and the web provide small and large companies, new and unique opportunities to interact with their customer and learn about customers' needs in real time. The

peer group of online social network effect can influence the purchase decisions because of its viral nature and the social media alone can't be effective without augmenting with other traditional media channels such as radio newspaper, or tv even though it is widely reported that the effect of traditional media and their use is sharply declining in general it is worth having social media in place to manage the huge challenges that social media poses. The study shows how the social media has become an important tool for marketing and creating brand awareness. The study also identified some challenges the company has faced during social media.

8. **Rashed AI Karim (2013):** Consumers purchasing decisions were dependent on various factors. All these motives motivate consumers to purchase products through online shopping respectively. In contrast, when respondents were asked about the inhibitions of online shopping. It was found from the findings that, online payment system, personal privacy or security issues, delaying of shopping is not trustworthy and reliable to some consumers due to only online payment system and personal privacy. In addition, online security is a major concern for the consumer particularly in terms of fraud, privacy drawback of any contraventions in security or privacy is the loss of trust and reputation, which may affect customer confidence, which can be very damaging for web-based vendors.
9. **Prof. Ashish Bhatt (2014):** Online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per study mode of payment is depended upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc...
10. **Prasanth Singh (2014):** E-retailers future is looking bright in India retailers offer consumers the best way to save time and money by purchasing online within their budget. Flipkart.com give some of the best prices and problem free

shopping experience. The entire idea of online shopping had changed in terms of consumers buying behaviour and the success of e-retailers is depended mainly on its popularity, brand image and its inimitable policies.

11. **Dr. Shuchi Singal & Shashi Shekhawat (2015):** Online shopping are moderately correlated with customer satisfaction parameters. Complexity in online shopping with service quality is the factor which shows greatest correlation, repeat purchase experience and query resolving process because more complexity is more features and provision are there in web purchasing, therefore more satisfaction level. Among cost, speed and precision of information, customized goods availability, ease of using websites, loyalty for online portals provide customers with varied levels of hedonic advantages (opportunities for value expression, entertainment, exploration) and utilitarian benefits (savings, good product quality and enhanced shopping convenience). The sales promotion effectiveness is determined by the utilitarian nature of the merits it offers and the congruence these merits had with promoted goods. Ease of website accessing is the variable which affect the consumer satisfaction as per 26% of 76 people are in favour of this. The implications of the benefit congruency guidelines are useful for understanding the customer responses towards sales promotion examining the value of low-price policies.
12. **Upasana Kanchan & Naveen Kumar (2015):** Gender, education, age, security concern, technological familiarity and past online purchase frequency are significantly related to customer online intentions. Customer behaviour is also affected by product type and expensiveness. Online retailer's services like return, refund and delivery services also determine their purchase decisions. The criterion of the study enhances understanding of the factors influencing consumer's online shopping behaviour, helps in profiling India online shoppers and help e-marketers to develop more specific marketing strategies to maximize e-commerce sales.
13. **Lousier (2015):** The presence of discern risk which was discovered by them negatively affect the truth in online shopping and also perceived usefulness of online shopping has a positive effect on actual usefulness of online shopping.

Mohammad, et al 2012, described that “financial risks and non-delivery risk badly affect the attitude towards online shopping.” This was realized in their work and as a result it adversely affected the online shopping behaviour of consumers. With the observation from these works reviewed and others are not recorded in this work, there is still need to evaluate the experience and expectations of consumers towards online shopping, especially those that have done it at one time or the other. The result of this work shall be important and beneficial to both the sellers and the buyers respectively.

14. **Prof. Pritam P. Kothari & Prof. Shivganga S. Maindargi (2016):** In India the future of online shopping looks very bright. Online shopping saves the money and time of the customers and gives the best alternative. Companies offers easy mode of payments, detail product information, facility for the comparison of price and provide completely hassle-free shopping experience to the customers. The success of every online shopping depends on its brand image, popularity and its unique promotional policies.
15. **Ms. Neha Gupta & Dr Deepali Bhatnagar (2017):** Our society as a whole truly revolutionized and influenced by accessing the online shopping. Factor analysis results reveal that the customer service, experimental uniqueness and convenience tend to be three significant dimensions as to why customers prefer internet shopping. Today there is rapid change in the entire scenario. Everything in today’s world is E-prefixed like E-mail, Electronic Data Interchange, E-Commerce and E-Business. A key outcome of the technology revolution in India has been connected and which has fuelled unprecedented access to information. This use of technology and development has opened a new way and today the study on online shopping behaviour among the student’s opportunities that enable for a more convenient lifestyle. Online shopping is a vast growing technology and development. Even though the internet is often referred to as a borderless market, there are still some barriers to overcome.
16. **Muhammed Anisur Rahman, et.al (2018):** The online behaviour towards liking and disliking factors. The survey reveals that consumers shop online to

save time, and for available varieties of products and services. Both genders, according to their study showed dislike and liking factors. Most of the purchase information was obtained from Social media websites and preferred mode of payment was cash on delivery.

17. **Veer Raju (2019):** The study stated that convenience is the most deciding factor that motivates the customers towards online shopping. Moreover the online shopping is not limited to a particular category of the product but all kind of goods are purchased through it. It is equally popular among all the ages and income group of Indian customers as it is convenient and time saving.
18. **Gupta and Jain (2020):** Explored the factors influencing consumer behaviour in online flash sales in urban Indian cities, including Cochin. They found that perceived value, trust, and website quality significantly affect purchase intention during flash sales.
19. **Thomas et al. (2021):** Investigated the impact of different types of discounts and offers during online flash sales in Cochin. They found that certain types of discounts, such as flat discounts versus percentage discounts, can have varying effects on consumer behaviour.
20. **Thomas and Kumar (2022):** Studied the effectiveness of mobile notifications in driving consumer engagement during online flash sales in Cochin. They found that well-timed and personalized notifications can significantly increase participation.

CHAPTER - III
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

INTRODUCTION

Online shopping became the simple solution for the hectic life in today's world. In the twenty-first century, commerce and trade had been so diversified that multichannel had taken place and online shopping has increased tremendously throughout the world. This paved way for the era of flash sales. In the words of Griffiths and Saint "Flash sales can be an effective way to expose a brand to a large audience, which can be particularly helpful for a start-up enterprise with a smaller marketing budget".

Flash sales is remarked as one of the most successful and marketable sale concepts. Flash sales is adopted by many companies in order to obtain maximum attraction from customers by offering products on sale for a very short period of time, but at a very demand centric price. Researchers claim that consumers are more likely to purchase again during flash sales. Flash sales using sites reported that the lifetime value of consumers had a hike of 385%, whereas the other online retail stores shows a hike of 94% only. Buyers postpone their purchases to be able to acquire maximum benefits out of flash sales during which they buy more when compared to other retail stores. Overall, the commencement of flash sales had become an attractive deal for consumers to shop online.

EVOLUTION OF ONLINE SHOPPING V/S FLASH SALES

In 1979 Michael Aldrich, invented online shopping a system which allows the customers, agents, distributors, suppliers and service companies to undertake the business transactions electronically in real time. The first world wide web server and browser, created by Tim Berners-Lee in 1990, opened a wide area for the commercial use in 1991. The largest of the online retailing corporations are Alibaba, Amazon, and eBay. Amazon was introduced in the year 1994 and eBay was launched in 1995. Alibaba's sites Taobao and T-mall were introduced in 2003 and 2008 respectively.

Online shopping is actually an electronic commerce which allows the customers to buy the goods and services directly from the seller over the internet using a web browser. When the business had emerged over the internet and the money had evolved then the

“PayPal” had launched and practically has a share of 70% and it provide a great facility for online payment. 14 It is very hard to talk about the ecommerce without mentioning flash sales. Flash sales is a discount which referred to daily deals or deal of the day. Flash sales often happen during the shopping holidays and this is also used throughout the entire year to increase the sales. The flash sales became popular when the site woot.com had been launched in 2004. This site has a peculiarity that it had featured a different sale every day for only 24 hours. Within a few years a lot of different sites emerged and today, there are over 500 sites offering flash sales every day.

The popularity of the flash sales in the U.S went in hand in hand with the economic recession in 2008. Flash sales offer extremely cheap items. The short time periods made the sales exciting and fun. In 2010, Groupon launched its IPO with the valued price around \$13 billion over the years. Many of the small deal sites have either diminish, gone out of the business or renovate to a more traditional 35% lift in transactions rates. Flash sales is actually a discount and it would be something different and on the other hand, flash sales aren’t for everyone.

DEFINITION AND MEANING

ONLINE SHOPPING

“Online shopping is the process where by consumers directly buy goods or services from a seller in real time, without an intermediary service, over the internet”.

Online shopping is actually a new technology that has been developed along with the internet. It is the most convenient method of shopping and anything can be bought online in a cheap price. It can save time for both the buyer or seller. It is a form of electronic commerce which allows the customers to buy directly the goods or services from a seller over the internet. It can easily influence the consumers by providing a variety of products within a short period of time.

FLASH SALES

“Ecommerce marketing and strategy defines flash sales is a discount or promotion offered by an ecommerce store for a short period of time”.

Flash sales are often referred to as daily deals or deal of the day. It is actually a sale, held for a limited period, offering very large discounts on surplus stock. It is a sale of goods and services, at greatly reduced prices, lasting for only a short period of time.

VARIOUS FORMS OF E-COMMERCE

- Business-to-Business(B2B)
- Business-to-Consumers(B2C)
- Consumers-to-Consumers(C2C)
- Consumers-to-Business(C2B)
- Business-to-Administration(B2A)
- Consumers-to-Administration(C2A)

FACILITIES OFFERED BY ONLINE SHOPPING

- A mobile website options
- Free or competitive shipping options
- Advanced navigation and search functions
- Superior photos and image options
- A detailed product description
- Customer reviews of the product
- A fast guest check-out option

FEATURES OF ONLINE SHOPPING

- ❖ It is affordable as there are many ecommerce sites offering products that are inexpensive and reasonably priced.
- ❖ It is optional as there are many ecommerce platforms out that offers variety of products.
- ❖ Online shopping allows the customer to shop from any vendor, at anytime, anywhere in the world.
- ❖ Comparison is possible in real time, that is one can evaluate many online shopping stores at a time.

- ❖ Casual shopping is possible in online shopping and it is more convenient to the customers.
- ❖ There is provision of replacement of product if it is not as per the aspiration of the customer.
- ❖ It is easy of use as it helps the shoppers get the products very fast and without the unnecessary complexities.
- ❖ Online shopping is mobile friendly, also there is social media integration and customer support.
- ❖ In case of online shopping there is a clear set of policies that the customer should be aware and at that point there is no fraud and misappropriations.

ADVANTAGES OF ONLINE SHOPPING

1. **Convenience:** Online shops give us the opportunity to shop 24/7 and also rewards us with a 'no pollution' shopping experience.
2. **Better pricing:** Cheap deals and better prices makes online shopping attractive, because consumers can avail the product direct from seller without involving middlemen.
3. **Wide variety:** Consumers gets an opportunity to shop a wide variety of products from retailers in other parts of the state, country or even world instead of being limited to your own geography.
4. **Makes comparison easier:** Online shopping sites gives consumers a platform to compare the products of different brands.
5. **More control:** Online consumers don't have to let the store's inventory dictate what they buy, and they can get exactly what they want and need.

DISADVANTAGES OF ONLINE SHOPPING

1. **Negative environmental impact of packaging:** Packaging produce a lot of excess waste that just gets thrown out once the consumer has purchased the product.

2. **Shipping problems and delays:** Items get lost, damaged or delivered to the wrong address more often there may be delay in shipping.
3. **Risk of fraud:** There's larger risk of fraud like credit card scams, phishing, hacking, identity theft etc...
4. **Spending too much time online:** The internet is a nice place to visit, but consumers probably don't want to live there.
5. **Less contact with people:** A computer monitor can't compete with a real human connection.

ONLINE SHOPPING V/S TRADITIONAL SHOPPING

ONLINE SHOPPING	TRADITIONAL SHOPPING
<ul style="list-style-type: none">• Online shopping is something we buy online through the electronic devices such as phones, laptops or computers through any online portal, website, ecommerce sites etc.	<ul style="list-style-type: none">• Traditional shopping is an ordinary old trend which step into the market and choose anything of your interest.
<ul style="list-style-type: none">• It takes less time if the purchase decision is already made. And it is very convenient to shop the products at anytime and anywhere without going to the store.	<ul style="list-style-type: none">• It can be very time consuming if you haven't made the decision of what to buy and it is not convenient for the people who live away from the stores.
<ul style="list-style-type: none">• Online shopping allows people to shop anytime anywhere and of course with no boundaries between the countries.	<ul style="list-style-type: none">• Traditional shopping has boundaries between the countries it will be practical only if there is proper time and source.
<ul style="list-style-type: none">• In case of online shopping, to make an appealing advertisements of products some online shopping stores tend to exaggerate the facts of the contract.	<ul style="list-style-type: none">• The real stores must display the real products in front of the customers. They can touch and feel the products. So, they cannot make false appeal.
<ul style="list-style-type: none">• It is not always safe because we have to expose the personal data and credit card information so sometimes the bad people can misuse and it leads to fraud.	<ul style="list-style-type: none">• In case of traditional shopping there is no fraud. No personal data will be exposed, customers directly pay and purchase the products.

FLASH SALE

Flash sales are often referred to as daily deals or deal of the day. It is actually a sale, held for a limited period, offering very large discounts on surplus stock. It is a sale of goods and services, at greatly reduced prices, lasting for only a short period of time. It occurs when a site sells its products at much lower price than as usual. A reduction in consumer spending has caused some stores to hold occasional flash sales, lasting just one or two days. The time limit and limited availability entice consumers to buy on the spot i.e. impulse buying. Flash sales present a great opportunity to increase brand awareness. While flash sales can offer the chance to tell customers about the products and its value proposition.

MERITS OF FLASH SALE

- Customers can avail variety products at cheaper rates.
- It stimulates customers to make larger purchases through combo offers.
- It gives accessibility to the products of producers from every nook and corner of the world.
- New target market can be attained through flash sales.
- Acts as a tool to overcome competition.

DEMERITS OF FLASH SALE

- Products may be of poor quality.
- Consumers may be forced to make unwanted purchases.
- There may be chances of fraud.

IMPACT OF FLASH SALES ON CONSUMERS

For the past few year's ecommerce has adopted various measures to increase their sales and one such measure adopted was flash sales. This witnessed a drastic change in the buying behaviour of customers. It is estimated that a flash sale attracts people to buy a product even it is not necessary. The change is mainly due to changing lifestyle and ease of shopping online. Flash sales has both positive and negative impact on consumers.

They include;

- Flash sales by ecommerce sites creates immediate needs and wants in customers and that in turn leads to impulse buying.
- Limited availability of products has a major impact on the behaviour of consumers that makes them to purchase products before they run out of stock.
- Flash sales helps in price saving and customers who looks for the same are attracted by it.
- Flash sale mainly attracts budget wary customers who are always looking for ways to obtain maximum benefit at minimum cost.
- It enables customers to shop branded products at discounted price increasing the prestige value of customers.
- It helps the low-income category consumers to acquire branded and quality products at affordable prices.
- The time pressure created during a flash sale is a main factor that urges a customer to make a purchase during a flash sale. Studies show that the sales are doubled during that time.
- Time pressure maybe a factor that discourages a customer to shop during a flash sale as they may not have ready cash to make purchase on time.
- Studies say that customers end up buying more than what they expected during a flash sale.
- Rise in flash sales makes money less valuable as most payments are done through digital cash.
- Flash sales can also lead to unnecessary purchases and it can lead to spending more money than usual.

IMPACT OF FLASH SALES ON ECOMMERCE INDUSTRY

E-commerce industry has witnessed a huge growth in sales and profit after adoption of flash sales. Flash sales has become a successful strategy for e-commerce in attracting customers towards the company and the product. It serves as an important promotional tool for e-commerce industry. The number of customers increased day by day after the adoption flash sales by online retailers.

Major impact of online flash sales on e-commerce industry are as follows;

- Many companies have adopted the concept of flash sales to gain maximum attraction from customers.
- Companies can gain maximum exposure through a flash sale as they serve as a good promotional tool.
- Flash sales helps in entry of new customers.
- Ecommerce sites use flash sales as a tactic to lure in new customers with a hope of retaining them afterwards.
- It also increases the existing customer base.
- It helps in reaching new market segments.
- Brands get a way to bridge the gap with its potential buyers.
- Flash sales helps in doubling the sale of products.
- It helps ecommerce sites to grow as they face huge sale of their products.
- Huge Growth results in increased profitability and brand image.
- It helps companies to price and position its products in an efficient way.
- Companies can cope up with the increase in competition through hosting a flash sale. It helps the ecommerce industry to survive intense competition.
- This increased competition and demand of products compels the ecommerce sites to employ more people.
- Excess inventories of the companies can be sold effectively and quickly by conducting a flash sale.
- It helps the company to evaluate the purchase intention of the customers.
- Pricing is done in a flash sale in such a way the inventory is converted into cash very fast. This increases the revenue of ecommerce sites.
- It can also Lead to huge traffic and network slowdowns that increases the demand for better and improved sites.
- It Increases the demand for better and larger logistics support.
- If not properly planned a flash sale can result in huge loss for the company leading to increased demand for expert workers.

POPULAR ECOMMERCE SITES AND FLASH SALES

AMAZON



(source: www.amazon.com)

Amazon was founded on July 5, 1994, by Jeff Bezos in Bellevue, Washington. The company originally started as an online marketplace for books but gradually expanded its offerings to include a wide range of product categories. Amazon is an international e-commerce company which offers online retail, computing services, electronics, digital content as well as other local services such as daily deals and groceries. The majority of the revenue of the company is generated through sale of electronics and other products followed by third party seller revenues. Due to the global reach of amazon it is considered as the most valuable brand worldwide. In financial year 2022, Amazon India reported operating revenue of 214.62 billion Indian rupees. Marketplace services accounted for over 187 billion Indian rupees of the total revenue. This was a significant increase as compared to the previous year.



(source: www.amazon.com)

Amazon made a rapid growth in just 3 years if its launch of the great Indian festival sale. There was a numerous increase in the number of new buyers to amazon on a daily basis after the great Indian festival sale. Amazon on Thursday announced that it saw 1.1 billion customer visits on its platform during the Great Indian Festival 2023, higher than any other previous edition. The month-long sale started on October 8. The company said that 80 per cent of the customers during the sale were from tier 2 and 3 cities. "With over 38,000 sellers achieving their highest-ever single-day sales and more than four million new customers shopping for the first time for their favorite products and brands, it was the best-ever festive season for Amazon India and its partners". Amazon app is considered to be the most downloaded shopping app in the country.

FLIPKART



(source: www.flipkartindia.com)

Flipkart was the first e-commerce site to introduce the concept of flash sales for the very

first time in India in the year 2014. Flipkart was founded in October 2007. It is one of the leading e-commerce markets which has headquarters in Bengaluru. Flipkart was founded by Sachin Bansal and Binny Bansal. The company focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products. Flipkart initially started its business as an online book store later it started selling other items such as mobile phones, music, movies etc. now the company offers more than 70 million products spread across 70 categories. It has the capacity to deliver 7 million shipments per year. Flipkart became the top charter of Indian e-tail after launching big billion days. Flipkart Private Limited reported a revenue amounting to over 560 billion Indian rupees in financial year 2023. Additionally, the e-commerce player had an increase of nine percent in its revenue, compared to the previous year.



(source: www.flipkartindia.com)

Flipkart became the top charter of Indian e-tail after launching big billion days. Flipkart earned around 500 crores just from the launch of big billion days sale in 2014. Flipkart's The Big Billion Days (TBBD) has reported 1.4 million customer visits over early access and seven days of the shopping festival, the Walmart-owned e-commerce major said on Sunday. The annual seven-day festive season sale that started on October 8 saw a growing trend of premiumization, with an emphasis on smartphones, laptops, tablets, and home appliances etc... This also marked the first time that Walmart crossed \$100 billion in global e-commerce sales.

MYNTRA



(source: www.myntra.com)

Myntra is an Indian fashion e-commerce company situated in Bengaluru, India. Myntra is established by Mukesh Bansal and mainly operated on b2b model during the initial years. The company was founded in 2007 to sell personalised gift items. Between 2007 and 2010, Myntra allowed customers to personalise products such as t-shirts, mugs, cards, keychains, diaries, etc., as it was in the business of online demand personalization. In three years Myntra became one of the largest on-demand personalization platforms for products with a 50% market share. Later, Myntra started to sell fashion and lifestyle products and moved away from just personalisation. Myntra is the first website to launch the brands FastTrack watches and being human. Myntra also tied up with top fashion brands in India such as Nike, Reebok, Puma, Adidas, Lee, etc.



(source: www.myntra.com)

The end of reason sale is most popular flash sale strategy adopted by myntra. It offers

over 200 nationals as well as international branded products. By the year 2012 Myntra offered products from 350 Indian and international brands. It has brought a new level of professionalism and technology for enabling a superior experience, broader product selection and unmatched efficiency adding to a better purchase decision. Myntra's offers include unique and largest in season products which is 100% authentic. It also offers cash on delivery and 30-day return policy with try and buy option making it the most preferred online shopping destination in the country. Fashion e-tailer Myntra recorded 50 per cent new consumer growth during its flagship end-of-reason sale (EORS) June edition when compared to the same period last year.

AJIO



(source: www.ajio.com)

AJIO is the brainchild of Reliance Retail, a subsidiary of the Indian conglomerate, Reliance Industries Limited (RIL), owned by the billionaire Mukesh Ambani family. AJIO is a popular Indian e-commerce platform that was launched in 2016 by Reliance Retail, a subsidiary of Reliance Industries that become the "ultimate fashion destination" in India. AJIO was launched globally on 1st April 2016 at the Lakme Fashion Week with its headquarters located in Bangalore, Karnataka, India. Ajio is among Reliance Industry's initial steps into e-commerce. They launched the app with a wide range of products from clothing, footwear, and accessories. The company's focus on fashion and lifestyle products has helped it to differentiate itself from other e-commerce platforms in India. AJIO offers a wide range of products, including clothing, footwear, accessories,

and home decor. AJIO has a strong online presence and is known for its user-friendly website and mobile app.



(source: www.ajio.com)

Fashion e-tailer AJIO's 'Big Bold Sale' event garnered its biggest-ever results with 40% more orders than previous editions, resulting in over 1.5 million customers making purchases more than once on the platform. Half of the orders came from Tier 2 and 3 markets, indicating growing shopping sentiment in these locations. The AJIO BBS '23 edition witnessed a significant increase in shopping sentiment from the smaller cities and towns. 50% of the total orders were from the Tier 2 and 3 markets, highlighting AJIO's growing regional reach and popularity in these markets. Notably, over 500,000 first-time shoppers came from non-metros.

NYKAA



(source: www.nykaa.com)

In April 2012, Falguni Nayar, a former managing director at Kotak Mahindra Capital Company, founded Nykaa as an ecommerce portal curating a range of beauty and wellness products. The brand name Nykaa is derived from the Sanskrit word nayaka, meaning actress or "one in the spotlight". Nykaa is an Indian e-commerce company headquartered in Mumbai. It sells beauty, wellness and fashion products through its website, mobile app, and over 100 physical stores. In 2020, it became the first Indian unicorn startup headed by a woman. Nykaa sells products which are manufactured in India as well as internationally. In 2015, the company expanded from online-only to an omnichannel model and began selling products apart from beauty. As of 2020, it retails over 2,000 brands and 200,000 products across its platforms.



(source: www.nykaa.com)

Nykaa reported a higher first-quarter revenue in the financial year 2023 as the cosmetics-to-fashion retailer's flagship sale event helped sustain demand amid a slowdown in discretionary spending. The company's revenue grew 23.8% year-on-year to 14.22 billion rupees (about \$172 million) in the year 2023. Nykaa's flagship 'Pink Summer Sale' helped boost its beauty and personal care (BPC) segment – the company's biggest. BPC orders increased by 17% in the year. The company's overall gross merchandise value (GMV) – the monetary value of all its orders – rose 24% to 26.68 billion rupees.

MEESHO



(source: www.meesho.com)

Meesho is an online shopping platform owned by the Indian company Fashnear Technologies Private Limited. It was established by IIT Delhi graduates Vidit Aatrey and Sanjeev Barnwal in July, 2015 as an on-demand delivery service like Swiggy but for fashion products from local shops. The startup failed. In 2016, the founders came up with the idea of re-establishing the platform as Meesho, one that would enable country-wide shipping for resellers with the use of social media sites as tools for marketing. Meesho is India's fastest growing internet commerce company. Our vision is to enable 100 million small businesses in India, including individual entrepreneurs, to succeed online. Our mission is to democratise internet commerce by bringing a range of products and new customers online.



(source: www.meesho.com)

E-commerce platform Meesho reported 428% year-on-year order growth on its ‘Maha Indian Savings Sale’ on June 5, logging 5.35 million orders on a single day. Close to 1 lakh sellers participated in Meesho’s sale event and 75% of these sellers came from Tier 2 regions and beyond, the business announced in a press release on June 9. The business served more than 20,000 pincodes across India as orders skyrocketed from 1 million on June 6, 2021 to 5.35 million on June 5, 2022. Meesho’s sale saw the participation of over 26,000 new sellers. Moreover, participating sellers saw an average of around 217% order growth compared to business-as-usual levels. “The recently concluded ‘Maha Indian Savings Sale’ witnessed a phenomenal response from both customers and sellers. “Despite rising inflation and macroeconomic conditions, we hit an all-new record of 5.35 million orders during the one-day sale event, serving over ~20,000+ pincodes.”

Ecommerce platform Meesho has its loss for the year ended March 31, 2023, narrowed by 48% to Rs 1,675 crore, while operating revenue grew 77% to Rs 5,735 crore.

CHAPTER – IV
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

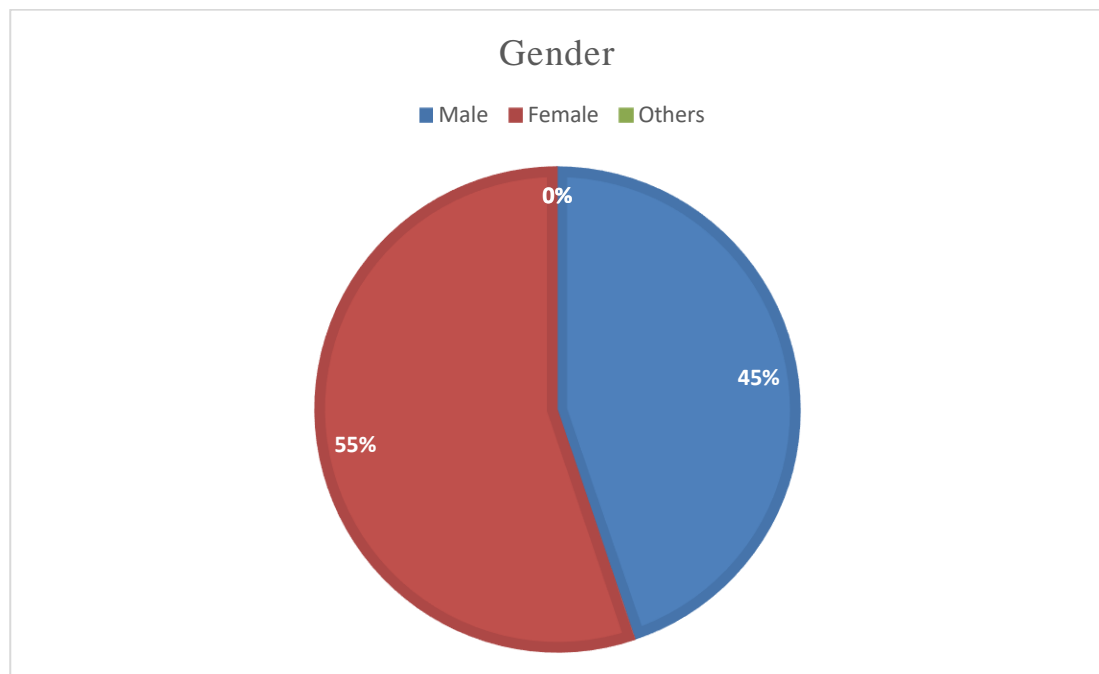
GENDER OF THE RESPONDENTS:

Table 4.1: Classification on the basis of gender

Gender	Number of Responses	Percentage
Male	47	44.8
Female	58	55.2
Others	0	0
Total	105	100

(Source: Primary Data)

Figure 4.1: Classification on the basis of gender



(Source: Primary Data)

INTERPRETATION: The above table shows the gender of respondents. From the table, it is clear that 58 are female and the remaining 47 are male i.e. 55.2 % are female and the remaining 44.8 % are male. The number of female respondents is more than male respondents.

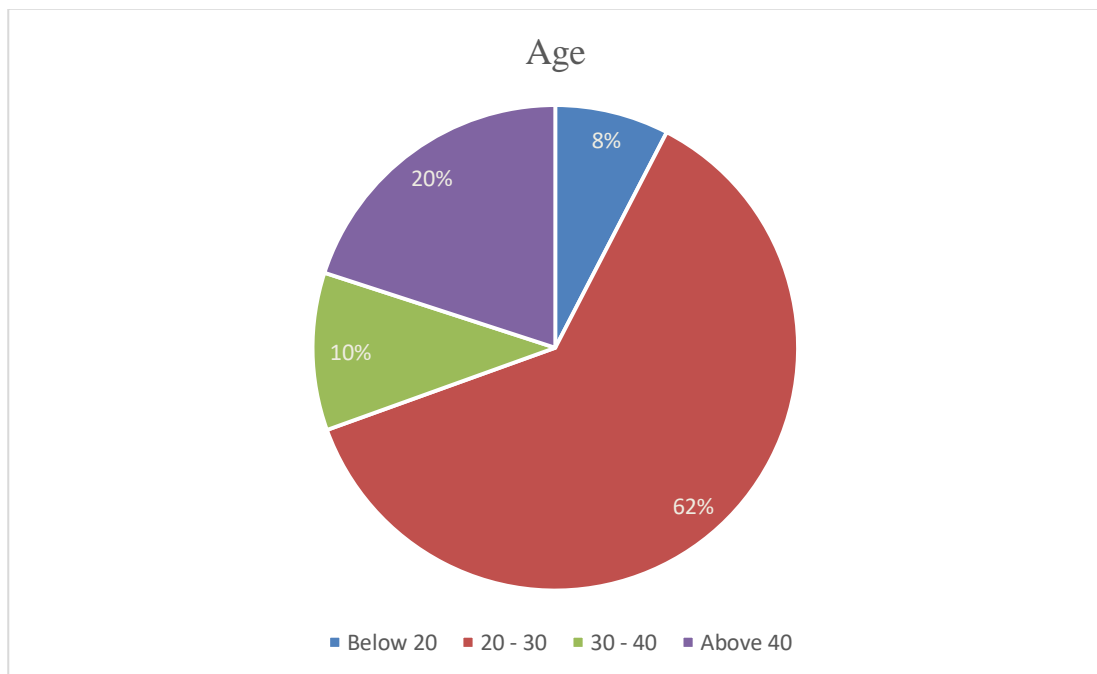
AGE OF THE RESPONDENTS:

Table 4.2: Age wise classification

Age	Number of Responses	Percentage
Below 20	8	7.6
20 - 30	65	61.9
30 - 40	11	10.5
Above 40	21	20
Total	105	100

(Source: Primary Data)

Figure 4.2: Age wise classification



(Source: Primary Data)

INTERPRETATION: From this table it is clear that, 62% of the respondents belongs to the age group of 20-30. Out of which 20% of the respondents belong to above 40 age group. 10% of the respondents belong to an age group of 30-40 and 8% of the respondents belong to below 20 group.

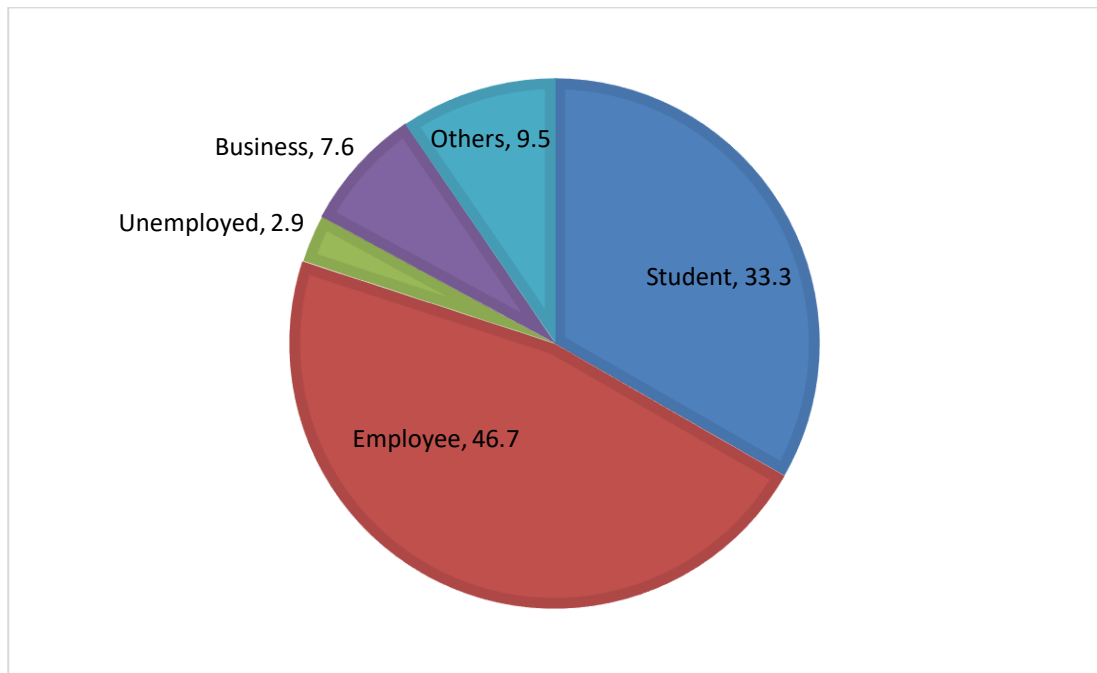
OCCUPATION OF THE RESPONDENTS:

Table 4.3: Classification on the basis of occupation

Occupation	Number of Responses	Percentage
Student	35	33.3
Employee	49	46.7
Unemployed	3	2.9
Business	8	7.6
Others	10	9.5
Total	105	100

(Source: Primary Data)

Figure 4.3: Classification on the basis of occupation



(Source: Primary Data)

INTERPRETATION: The respondents are from different walks of life. 33.3% of the respondents are students. 46.7% are employed and 2.9% are unemployed. The rest 7.6% are engaged in business and remaining 9.5% belong to another category.

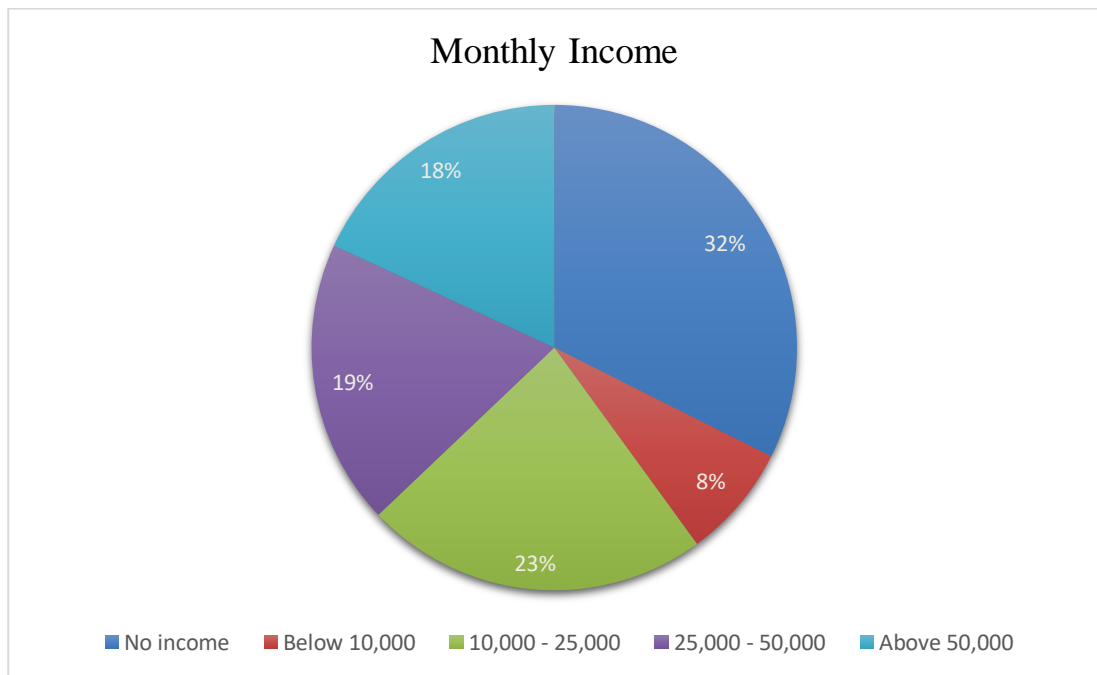
MONTHLY INCOME OF THE RESPONDENTS:

Table 4.4: Income wise classification

Monthly Income	Number of Responses	Percentage
No income	34	32.4
Below 10,000	8	7.6
10,000 - 25,000	24	22.9
25,000 - 50,000	20	19
Above 50,000	19	18.1
Total	105	100

(Source: Primary Data)

Figure 4.4: Income wise classification



(Source: Primary Data)

INTERPRETATION: Out of 105 respondents, 32.4% have no income while 7.6% fall under below 10,000 categories of income. 22.9% have income between 10,000 -25,000 and 19% have an income between 25,000-50,000. The remaining 18.1% have an income of 50,000 and above.

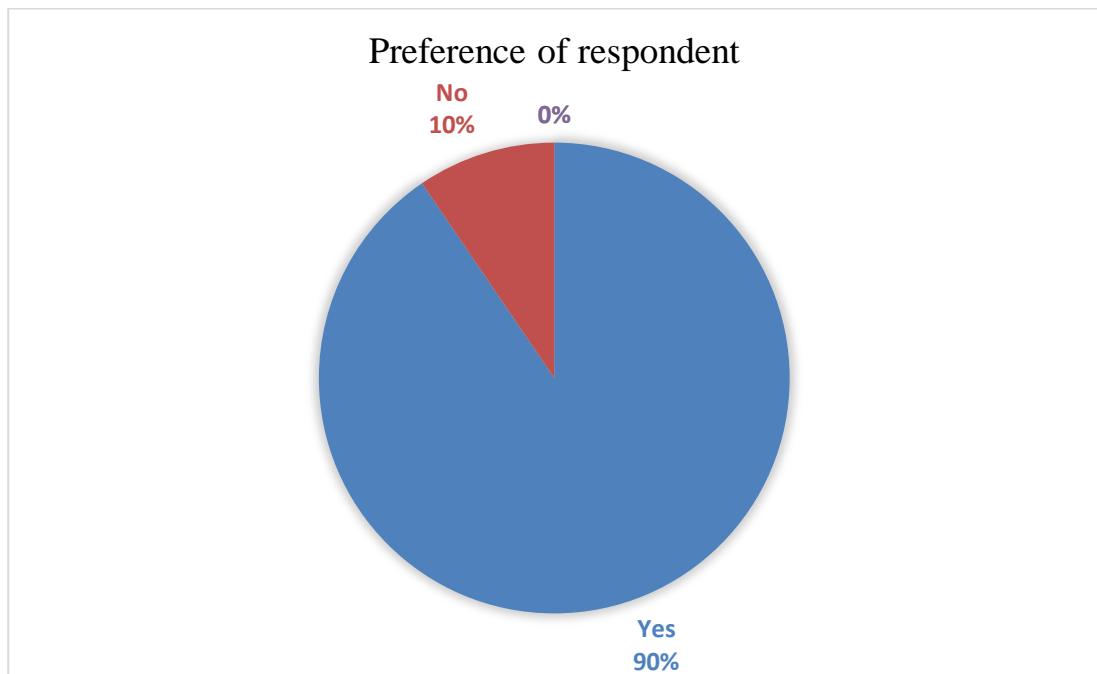
PREFERENCE OF ONLINE SHOPPING OF THE RESPONDENTS:

Table 4.5: Preference towards online shopping

Type of Preference	Number of Responses	Percentage
Yes	95	90.5
No	10	9.5
Total	105	100

(Source: Primary Data)

Figure 4.5: Preference towards online shopping



(Source: Primary Data)

INTERPRETATION: Out of the 105 respondents, 95 respondents prefer online shopping and the remaining 10 does not prefer shopping online i.e. 90.5% prefer to shop online and the rest 9.5% doesn't prefer online shopping.

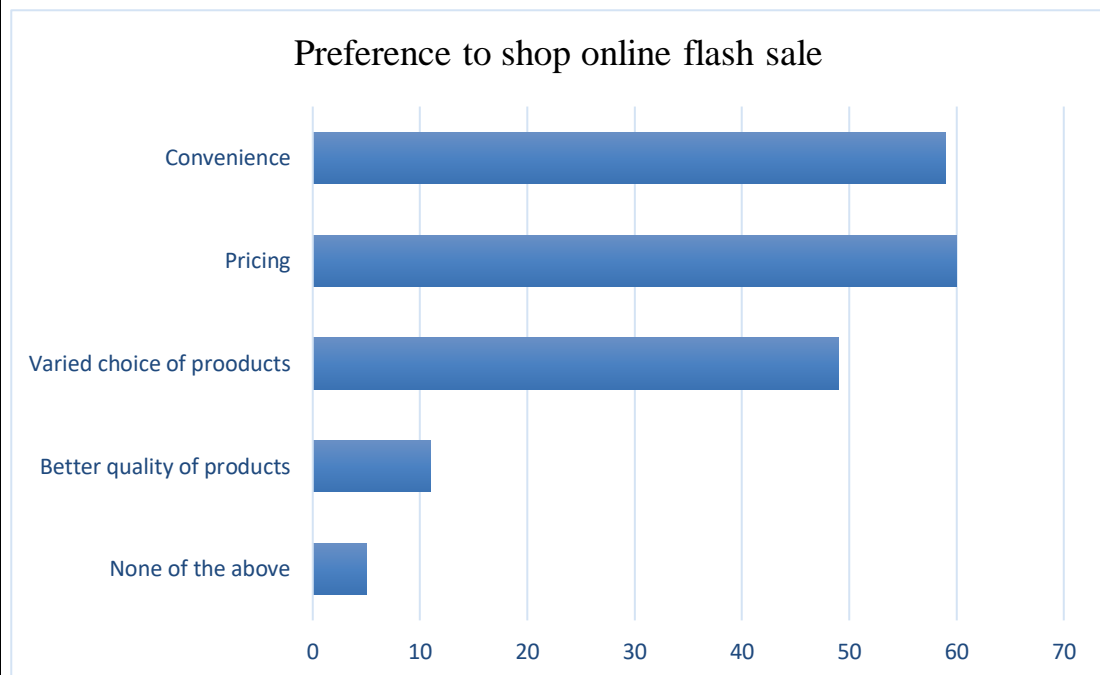
PREFERENCE TO SHOP ONLINE:

Table 4.6: Factors influencing flash sale

Reasons	Number of Responses	Percentage
Convenience	18	59
Pricing	20	60
Varied choice of products	19	49
Better quality of products	5	11
None of the above	5	5

(Source: Primary Data)

Figure 4.6: Factors influencing flash sale



(Source: Primary Data)

INTERPRETATION: In the above diagram it is understood that consumers prefer to shop online mainly because of price factor (60%). And convenience is the second most important factor with a percentage of 59%. 49% of respondents considers the varied choice of products and 11% vote for better quality of the product as the reasons for shopping online.

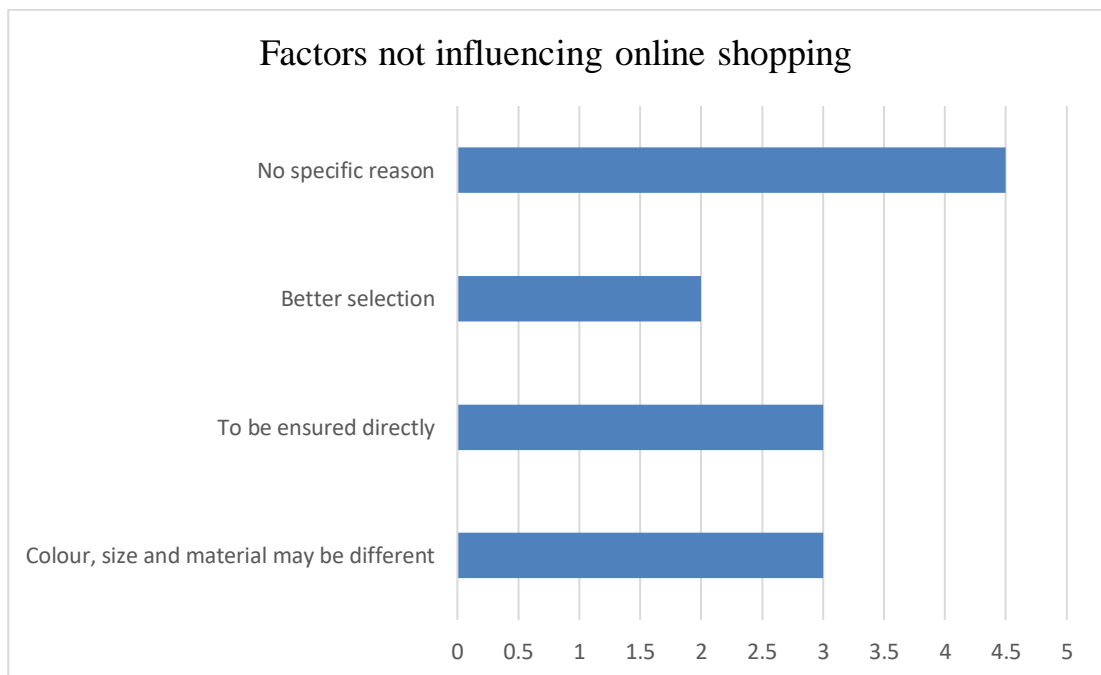
IF NO, SPECIFY YOUR ANSWER:

Table 4.7: Factors not influencing online shopping

Reasons	Number of Responses	Percentage
No specific reason	4	4.5
Better selection	2	2
To be ensured directly	3	3
Colour, size and material may be different	2	3

(Source: Primary Data)

Figure 4.7: Factors not influencing online shopping



(Source: Primary Data)

INTERPRETATION: Out of 105 respondents, 4.5% choose the no specific reason, 2% of them suggested better selection of products. Some of them mentioned that 3% has to directly ensuring products and 3% has written about the color, size and material would be different.

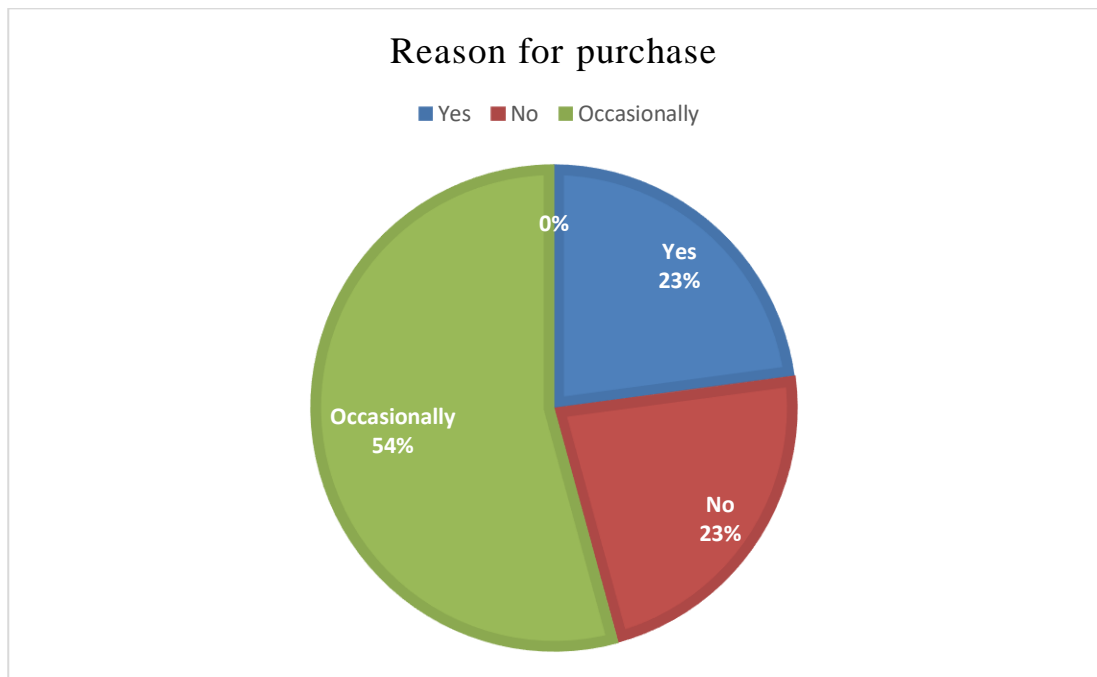
DO YOU WAIT FOR A SPECIAL DAY OR A SPECIAL OFFER TO PURCHASE ONLINE:

Table 4.8: Reason for purchase

Options	Number of Responses	Percentage
Yes	24	23
No	24	23
Occasionally	57	54
Total	105	100

(Source: Primary Data)

Figure 4.8: Reason for purchase



(Source: Primary Data)

INTERPRETATION: Out of the 105 respondents, 23% vote yes as they wait for a special day or offer to purchase online. 54% occasionally wait for a special day or offer to purchase online and the remaining 23% fall under the category who never wait for a special day or offer.

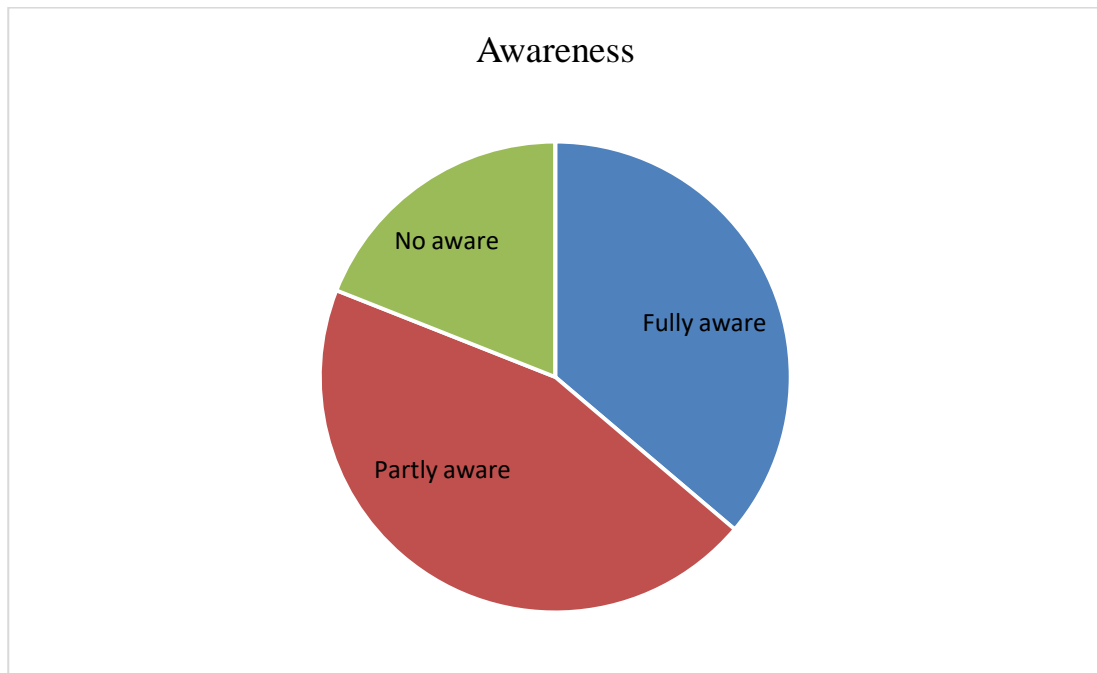
AWARENESS OF THE CONCEPT OF “FLASH SALE”:

Table 4.9: Awareness of flash sale

Awareness	Number of Responses	Percentage
Fully aware	38	36.2
Partly aware	47	44.8
No aware	20	19
Total	105	100

(Source: Primary Data)

Figure 4.9: Awareness of flash sale



(Source: Primary Data)

INTERPRETATION: Out of the 105 respondents, 45% are partly aware and 36 % are fully aware about the concept flash sales. The remaining of 19 % are people who are not aware of flash sales.

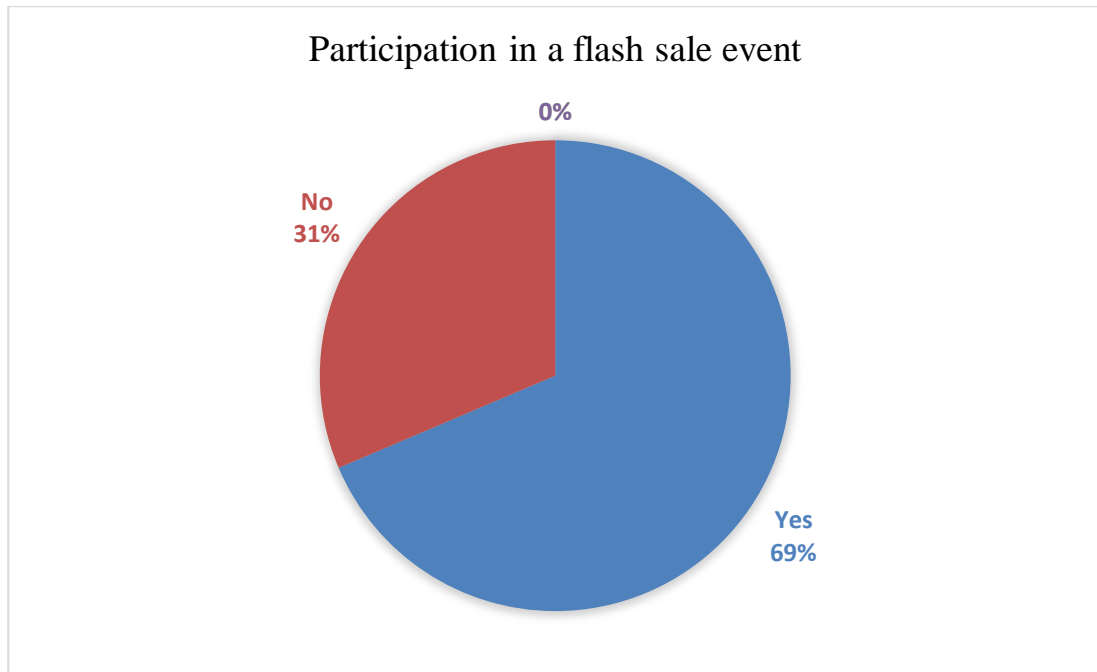
PARTICIPATION IN A FLASH SALES:

Table 4.10: Participation of respondents in flash sales

Options	Number of Responses	Percentage
Yes	72	68.6
No	33	31.4
Total	105	100

(Source: Primary Data)

Figure 4.10: Participation of respondents in flash sales



(Source: Primary Data)

INTERPRETATION: From the diagram we can come to the conclusion that 69% have participated in a flash sale event and the rest 31% have not participated in it. Out of the total sample, it is concluded that majority of 72 are those who are aware and have participated in an online flash sale and 33 haven't.

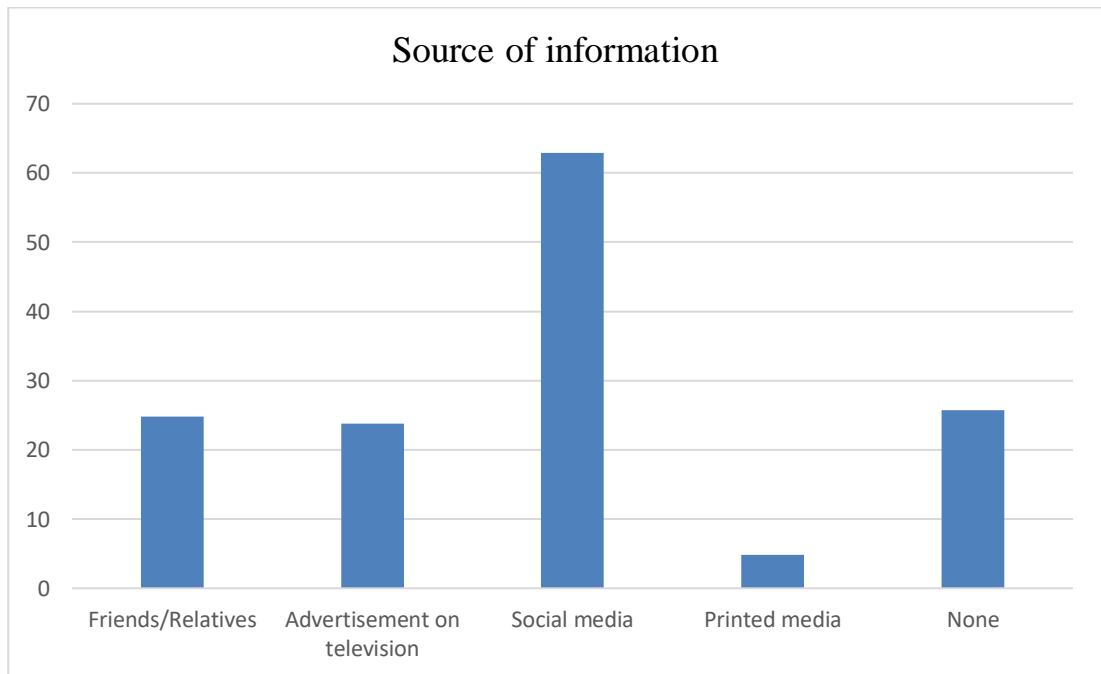
HOW DID YOU GET TO KNOW:

Table 4.11: Source of information

Sources	Number of Responses	Percentage
Friends/Relatives	26	24.8
Advertisement on television	25	23.8
Social media	66	62.9
Printed media	5	4.8
None	27	25.7

(Source: Primary Data)

Figure 4.11: Source of information



(Source: Primary Data)

INTERPRETATION: From the above chart it is estimated that, 62.9% of the respondents get to know about a flash sale through social media and 24.8% through friends/ relatives. 23.8% are familiar with flash sales through advertisement on television, 4.8% are known information through printed media and the rest 25.7% does not belong to any of the above.

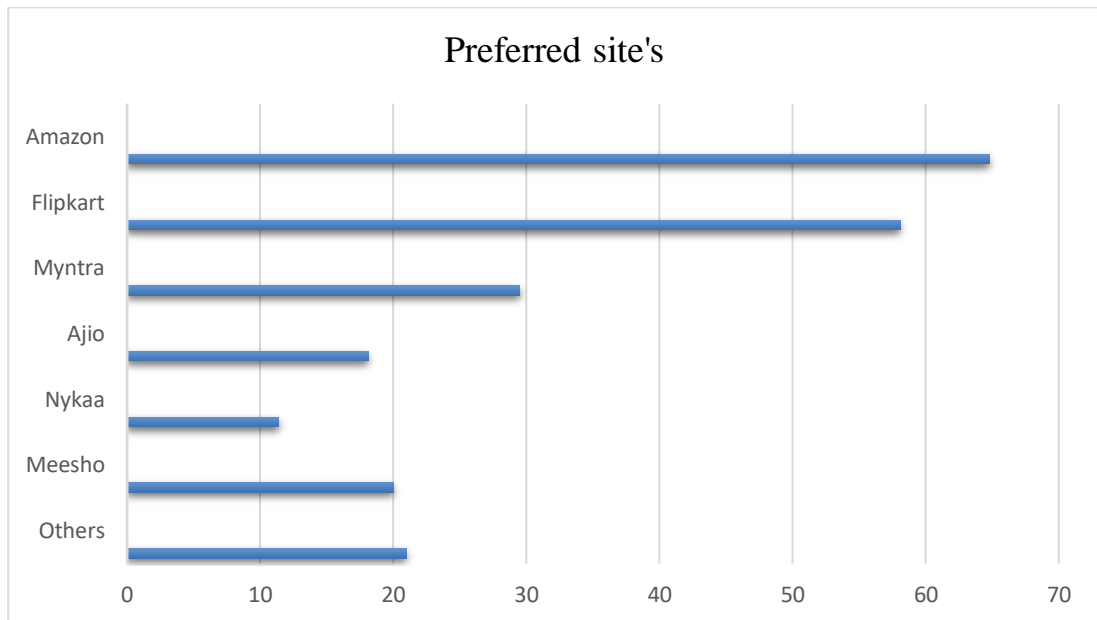
PARTICIPATED SITE'S OF FLASH SALE:

Table 4.12: Top preferred sites

Sources	Number of Responses	Percentage
Amazon	68	64.8
Flipkart	61	58.1
Myntra	31	29.5
Ajio	19	18.1
Nykaa	12	11.4
Meesho	21	20
Others	22	21

(Source: Primary Data)

Figure 4.12: Top preferred sites



(Source: Primary Data)

INTERPRETATION: As per the study, a majority 64.8% of the respondents has participated in a flash sale of Amazon and 58.1% in Flipkart flash sales. 29.5% participated in flash sales of Myntra and 18.1% in Ajio, 11.4% participated in flash sales of Nykaa and remaining percentage of 20% participated in Meesho. 21% of participants participated in flash sales of other sites. It is estimated that maximum respondents have participated in flash sales of Amazon.

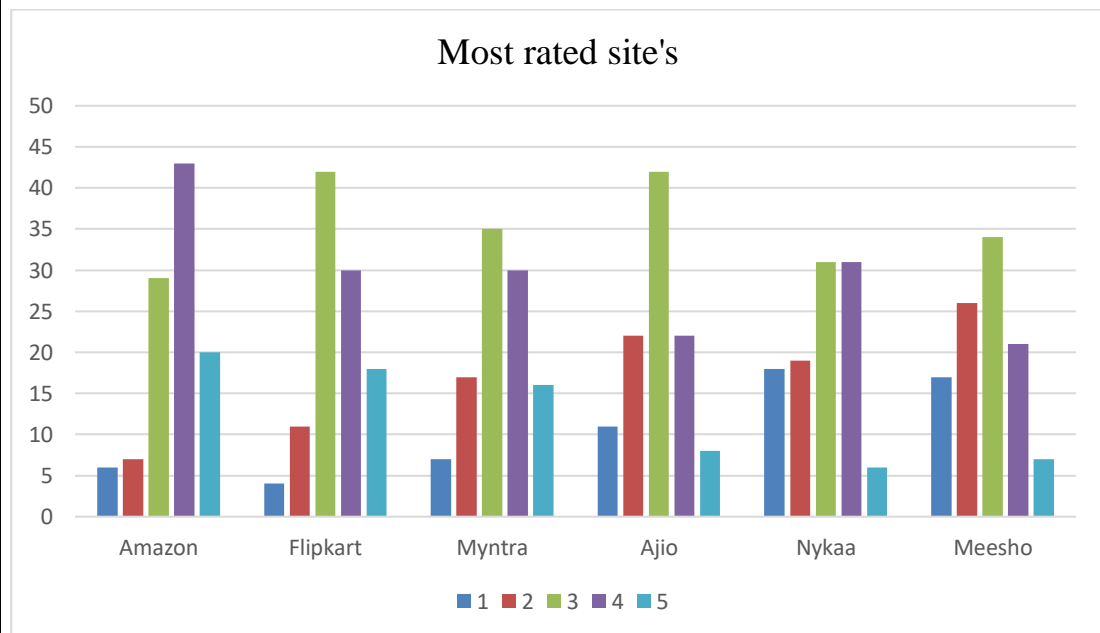
INDICATION OF THE SITE'S ON A SCALE OF 1 TO 5:

Table 4.13: Rating of site's

Sources	Number of Responses	Most Rating
Amazon	105	4
Flipkart	105	3
Myntra	105	3
Ajio	105	3
Nykaa	105	3 and 4
Meesho	105	3

(Source: Primary Data)

Figure 4.13: Rating of site's



(Source: Primary Data)

INTERPRETATION: From the survey it is concluded that Amazon has the highest rating and Nykaa has the lowest rating among 105 respondents on the scale of 1 to 5. Flipkart and Ajio is the second best among the ratings and Myntra falls into the third most rated online site. Meesho and Nykaa takes the position of 4th and 5th in ratings.

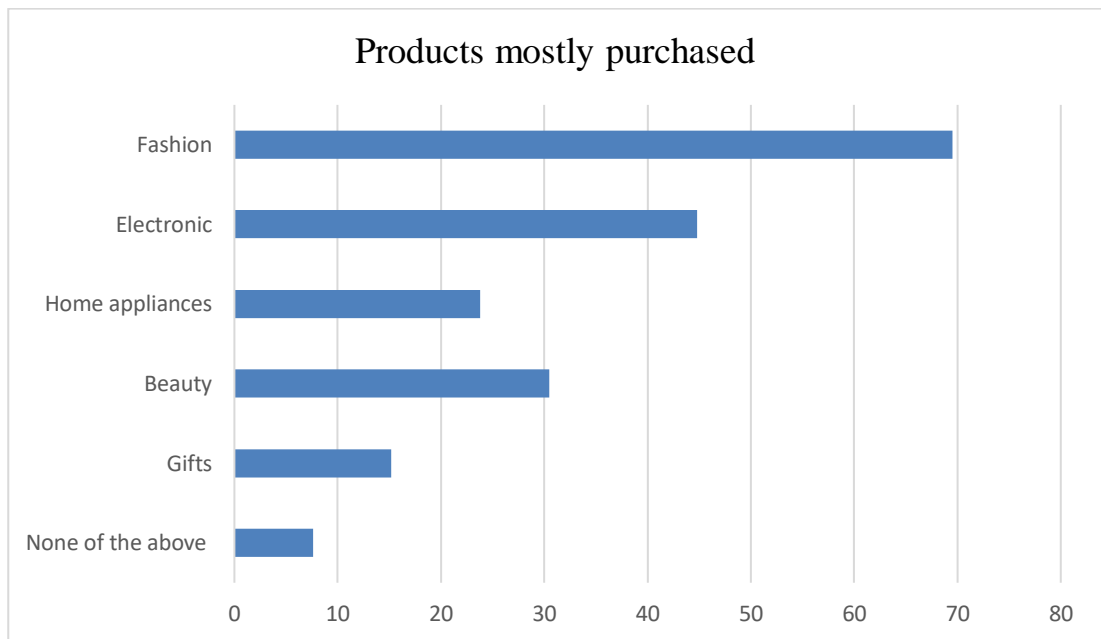
PRODUCTS YOU MOSTLY PURCHASED DURING FLASH SALE:

Table 4.14: Category of products mostly purchased

Category	Number of Responses	Percentage
Fashion	73	69.5
Electronic	47	44.8
Home appliances	25	23.8
Beauty	32	30.5
Gifts	16	15.2
None of the above	8	7.6

(Source: Primary Data)

Figure 4.14: Category of products mostly purchased



(Source: Primary Data)

INTERPRETATION: The figure shows the categories of products mostly purchased during a flash sale. 69.5% of respondents votes for fashion and 44.8% votes for electronics items. A percentage of 23.8 is estimated for home appliances and beauty products fall under 30.5%. Gift items fall under 15.2% and the remaining 7.6% vote is for none of the categories mentioned.

OFTEN PARTICIPATION IN A FLASH SALE:

Table 4.15: Frequency of participation

Frequency	Number of Responses	Percentage
Weekly	1	1.1
Monthly	12	11.4
Quarterly	37	35.2
Yearly	37	35.2
Never	18	17.1
Total	105	100

(Source: Primary Data)

Figure 4.15: Frequency of participation



(Source: Primary Data)

INTERPRETATION: From the diagram we can see that 35.2% of respondents out of the 105 takes part in a flash sale quarterly and once in a year. 11.4% of respondents participates in a flash sale monthly. Only 1.1% of respondents have participated weekly and the remaining 17.1% has never participates in a flash sale.

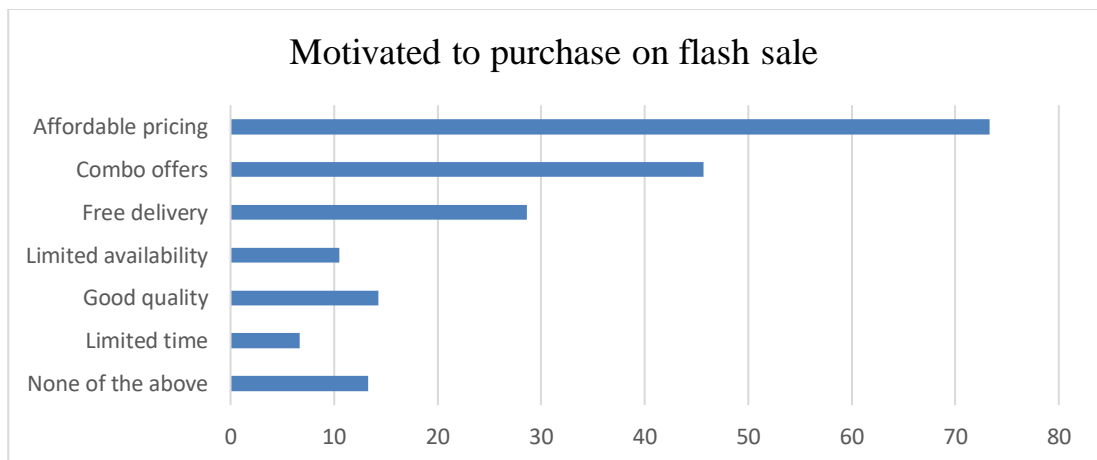
MAIN FACTORS THAT MOTIVATED TO SHOP DURING FLASH SALE:

Table 4.16: Factors that motivate respondents to purchase

Factors	Number of Responses	Percentage
Affordable pricing	77	73.3
Combo offers	48	45.7
Free delivery	30	28.6
Limited availability	11	10.5
Good quality	15	14.3
Limited time	7	6.7
None of the above	14	13.3
Total	105	100

(Source: Primary Data)

Figure 4.16: Factors that motivate respondents to purchase



(Source: Primary Data)

INTERPRETATION: From the above diagram it is estimated that 73.3% of the respondents are attracted by affordable pricing offered during the flash sale and 45.7% are attracted by combo offers. 14.3% of respondents vote for good quality of products and 28.6% vote for free delivery options offered by a flash sale. Respondents of 10.5% are motivated by limited availability of products and 6.7% for limited time slots and the remaining 13.3% respondents are not motivated by any of the factors mentioned above.

Testing of Hypothesis using Chi-Square

Gender and factors motivated to shop during flash sale

Null Hypothesis (H0):

“There is no relationship between gender and flash sales”.

Alternative Hypothesis (H1):

“There is relationship between gender and flash sales”.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
1. Gender * 16. What is the main factor that motivated you to shop during a flash sale?	105	100.0%	0	0.0%	105	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.102 ^a	23	.455
Likelihood Ratio	29.903	23	.152
N of Valid Cases	105		

a. 42 cells (87.5%) have expected count less than 5. The minimum expected count is .45.

INTERPRETATION: The relationship between gender and factors motivated to shop during flash sale is tested through chi-square, where the p value is greater than 0.05 that is $0.455 > 0.05$ hence null hypothesis is rejected and alternative hypothesis is accepted. Thus the relationship between gender and factors motivated to shop during flash sale.

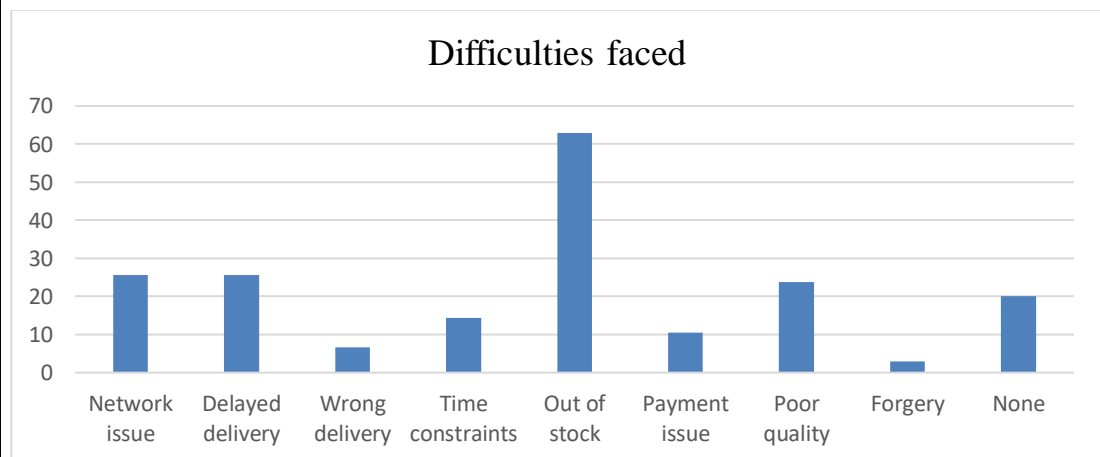
DIFFICULTIES FACED DURING FLASH SALES:

Table 4.17: Difficulties faced by respondents

Options	Number of Responses	Percentage
Network issue	27	25.7
Delayed delivery	27	25.7
Wrong delivery	7	6.7
Time constraints	15	14.3
Out of stock	66	62.9
Payment issue	11	10.5
Poor quality	25	23.8
Forgery	3	2.9
None	21	20
Total	105	100

(Source: Primary Data)

Figure 4.17: Difficulties faced by respondents



(Source: Primary Data)

INTERPRETATION: From the above diagram we can see that out of stock are the major difficulty faced by respondents with 62.9%. Network issue and delayed delivery of the product is another major difficulty faced by the respondents and it has a percentage of 25.7%. Poor quality contributes 23.8%. Time constraint contribute 14.3% in the difficulties and wrong delivery of product has 6.7%. Payment issues contribute to 10.5% and the remaining 2.9% to forgery.

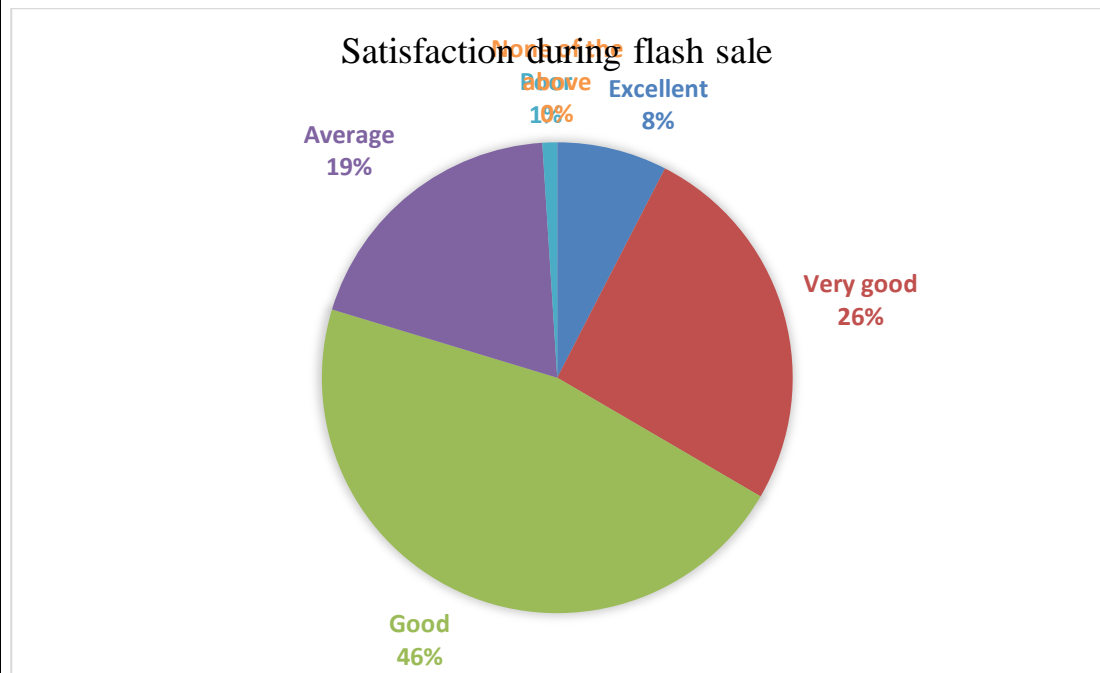
SATISFACTION OF PURCHASE DURING FLASH SALE:

Table 4.18: Overall satisfaction level

Level	Number of Responses	Percentage
Excellent	7	6.7
Very good	24	22.9
Good	43	41
Average	18	17.1
Poor	1	0.9
None of the above	12	11.4
Total	105	100

(Source: Primary Data)

Figure 4.18: Overall satisfaction level



(Source: Primary Data)

INTERPRETATION: As per the diagram, 41% of respondents obtained a good satisfaction and 22.9% obtained a very good satisfaction from their purchases during a flash sale. 17.1% have average satisfaction and 11.4% votes for none of the above. The only rest 6.7% has got excellent satisfaction and 0.9% is poor.

CHAPTER - V
FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- ❖ Most of the consumers in the online shopping consist of women rather than men.
- ❖ It was found that a majority of the consumers falls under the age group of 20-30.
- ❖ 90.5% of people believe that online shopping is essential in today's competitive world.
- ❖ It was found that younger generation were using online shopping services more compared to older generation.
- ❖ Network issue and out of stock are the main factors, which pull back the consumers from choosing online shopping services.
- ❖ The respondents didn't feel secure in the online shopping.
- ❖ The use of online shopping increased after the introduction of flash sales due to cheap pricing and combo offers.
- ❖ 35.2% of them are using online shopping services frequently, others are using in a very infrequent manner.
- ❖ Majority of respondents are using e-commerce sites to purchase clothing.
- ❖ Frequently used online shopping sites are Amazon and Flipkart.
- ❖ Majority of consumers who prefer online shopping are students.
- ❖ The students mainly dependent on their parent's income.
- ❖ Majority of respondents wait for a special day or special offer to make purchase through online.
- ❖ It was assumed that only 36.2% consumers are fully aware of flash sale.
- ❖ On a whole, it was found that majority of people had participated in flash sales.
- ❖ Online shopping is easily accessible to majority of people and only a few found difficulty in it.
- ❖ The social media played a vital role in promoting flash sale.
- ❖ It was found out that higher the time pressure, higher is the purchase behaviour of customers.
- ❖ The sales turnover of the companies has increased through the emergence of flash sales.
- ❖ Overall people are satisfied with purchases made through flash sales.
- ❖ Moreover, the contributions of the flash sales towards online shopping is highly noticeable.

SUGGESTIONS

In this study we focus on the effectiveness of online flash sales and its impact on consumers. The online shopping plays a vital role in e-commerce industry. The following are some suggestions based on the study:

- To increase awareness among people, e-commerce sites should advertise through different channels of media to make online shopping services more popular among customers.
- Most of the respondents like flash sales provided by online shopping. But they hesitate to purchase, because of poor quality products.
- Flash sales on online shopping should try to give better quality products.
- It should also try to improve their service level in order to face the stiff competition given by other e-commerce sites.
- Remedies should be taken to eliminate network issues and server problems.
- To avoid online fraud, internet security should be strengthened.
- Increase in the amount of stock must be made to avoid the problem of out-of-stock.

CONCLUSION

The social media played a vital role in promoting flash sales. It has influenced the lives of many people that gives the advantage to flash sales in attracting customers. It is seen that buyers delay their purchase to make maximum benefits out of flash sales. From the study it is found that the younger generation (between 21-30) were using online shopping services more, as compared to older generation. Because of new innovation in information technology and their adaption level which is high in e-commerce.

People falling under the age group of 50 or above category use online shopping services less as they find traditional shopping safer. Most of the respondents like flash sales provided by online shopping. But they hesitate to purchase, because of poor quality of products. Network issue and out of stock problems are the two important factors that mostly restricts consumers from shopping online.

Thus, a consumer being the king of the market, needs a treatment like a king. Therefore, from the study it is concluded that, the consumers are satisfied with flash sales to a great extent, on online shopping in Cochin city.

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QUESTIONNAIRE

TOPIC: A STUDY ON THE EFFECTIVENESS OF ONLINE FLASH SALES AND ITS INFLUENCE ON CONSUMERS IN COCHIN CITY.

Dear Respondents,

I am Elna Doris, student of St. Teresa's College, Ernakulam conducting project on the topic "Effectiveness of online flash sales and its influence on consumers in Cochin city". The purpose of the study is to know your opinion about the respective topic. Your reply will be treated in strict confidence and it will be a great support for my study. Kindly co-operate for the same.

1. Gender:

- ☐ Male
- ☐ Female

2. Age:

- ☐ Below 20
- ☐ 20 - 30
- ☐ 30 - 40
- ☐ Above 40

3. Which category you belong to?

- ☐ Student
- ☐ Employed
- ☐ Unemployed
- ☐ Business
- ☐ Other

4. What is your monthly income?

- ☐ No income
- ☐ Below 10,000
- ☐ 10,000 - 25,000
- ☐ 25,000 - 50,000
- ☐ Above 50,000

5. Do you prefer online shopping?

- ☐ Yes
- ☐ No

6. If yes, why do you prefer to shop online?

- ☐ Convenience
- ☐ Pricing
- ☐ Varied choice of products
- ☐ Better quality of products
- ☐ None of the above

7. If no, specify the reason.

Comment.

8. Do you wait for a special day or a special offer to purchase online?

- ☐ Yes
- ☐ No
- ☐ Occasionally

9. Are you aware of the concept of “Flash Sales” (A discount or promotion offered by an e-commerce store for a short period of time)?

- ☐ Fully aware
- ☐ Partly aware
- ☐ No aware

10. Have you participated in a flash sale event?

- ☐ Yes
- ☐ No

11. If yes, how did you get to know about it?

- ☐ Friends/Relatives
- ☐ Advertisement on television
- ☐ Social media
- ☐ Printed media
- ☐ None

12. In which all of the site's flash sales have you participated?

- ☐ Amazon
- ☐ Flipkart
- ☐ Myntra
- ☐ Ajio
- ☐ Nykaa
- ☐ Meesho
- ☐ Others

13. Rate the following sites on the scale of 1 to 5

	1	2	3	4	5
Amazon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flipkart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Myntra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ajio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nykaa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meesho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Which category of products you mostly purchase during a flash sale?

- ☐ Fashion
- ☐ Electronic
- ☐ Home Appliances
- ☐ Beauty
- ☐ Gifts
- ☐ None of the above

15. How often have you participated in a flash sale?

- ☐ Weekly
- ☐ Monthly
- ☐ Quarterly
- ☐ Yearly
- ☐ Never

16. What is the main factor that motivated you to shop during a flash sale?

- ☐ Affordable pricing
- ☐ Combo offers
- ☐ Free delivery
- ☐ Limited availability
- ☐ Good quality
- ☐ Limited time
- ☐ None of the above

17. Select the difficulties you have faced during the flash sales, if any?

- ☐ Network issue
- ☐ Delayed delivery
- ☐ Wrong delivery
- ☐ Time constraints
- ☐ Out of stock
- ☐ Payment issues

- ☐ Poor quality
- ☐ Forgery
- ☐ None of the above

18. Rate the overall satisfaction of your purchase during 'Flash Sale'.

- ☐ Excellent
- ☐ Very good
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ None of the above