

**“ EFFECTIVENESS OF ONLINE FLASH SALES AND ITS INFLUENCE ON
CONSUMERS IN COCHIN ”**

PROJECT REPORT

SUBMITTED TO

ST. TERESA’S COLLEGE(Autonomous) ERNAKULAM

AFFILIATED TO

**MAHATMA GANDHI UNIVERSITY IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THR AWARD OF THE DEGREE OF**

MASTER OF ARTS IN ECONOMICS

BY

HYMA MARTIN

REGISTER NO: AM22ECO009

UNDER THE GUIDANCE OF

Ms. SREETHI KRISHNAN U

ASSISTANT PROFESSOR

DEPARTMENT OF ECONOMICS ST. TERESA’S

(Autonomous), COLLEGE ERNAKULAM , MARCH, 2024



CERTIFICATE

This is to certify that the dissertation **“EFFECTIVENESS OF ONLINE FLASH SALES AND ITS INFLUENCE ON CONSUMERS IN COCHIN CITY”** Submitted in partial fulfillment of the requirement for an MA Degree in Economics to St. Teresa’s college (Autonomous), Ernakulam, affiliated to the Mahatma Gandhi University, Kottayam is bona fide record of work done by the project group under my supervision and guidance.

Head of the Department

Dr. ANUPA JACOB

Guide and Supervisor

MS SREETHI KRISHNAN U

DECLARATION

We hereby declare this dissertation entitled, "EFFECTIVENESS OF ONLINE FLASH SALES AND ITS INFLUENCE ON CONSUMERS IN COCHIN CITY", Submitted by us in partial fulfillment of the requirement for the award of MA Degree in Economics is our final work

Signature of the supervisor

Signature of the candidate

MS. SREETHI KRISHNAN U

HYMA MARTIN

ACKNOWLEDGEMENT

With profound respect, deepest admiration, and gratitude, I would like to express my special thanks to my guide Ms. Sreethi Krishnan U, Assistant Professor, St. Teresa's College, Ernakulam, who gave me the golden opportunity to do this wonderful project on the topic "EFFECTIVENESS OF ONLINE FLASH SALES AND ITS INFLUENCE ON CONSUMERS IN COCHIN CITY". Which also helped me in doing a lot of research and I came to know about so many new things. I am thankful. Unfortunately, I addressed several difficulties in coordinating the activities of the project but I am indebted to Dr. ANUPA JACOB (Head of the Department), and every member of the faculty of the Economics Department, St. Teresa's College, Ernakulam for their guidance and constant supervision, as well as for providing necessary information regarding the project and also for their support in completing the project. I would also like to thank the Principal and other staff members in St. Teresa's College, Ernakulam, my parents, friends, and many individuals, as without their kind support, it would not be possible for me to complete this project report. At last, I ended up thanking all who helped me a lot in finalizing this project within the Limited time frame.

HYMA MARTIN

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CHAPETR-1

INTRODUCTION

1.1 INTRODUCTION

Ecommerce marketing and strategy defines flash sales as a -discount or promotion offered by an ecommerce store for a short period of time. The quantity is limited, which means often means the discount are higher. 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. It evaluates customers positive perception towards the company.

For the past few years e-commerce portal in india have adopted various factors to increase the sales which have been very popular in other parts of the world. Research suggest that the customers are more likely to purchase again during the flash sales.

Flash sales are looking for more answers and solutions as to how to understand consumers behavior so that they can be maximize their customers their customers experience to help in brand loyalty, especially when the youth now a days seek more variety of products at lower price.

Flash sales develop a large targeted potential buyers database, test their potential buyers to see which the right product mix is and then buy unsold inventory and resell it at large discount's. So, the business sales are at boom. potential buyers using flash sales sites, buy more than on traditional online stores and the business models seems to be more stable.

Flash sales provide an offer which is significant for saving money as compared to what customers could find elsewhere. it will also help in regulating a time management policy among the customers and this will inspire urgency. It should be an effective method for turning a negative into positive in a matter of hours.

Today, through flash sales sites, the range of products offered varies from fashion to electronic gadgets to apparels to load of other categories. The fact that shopping behaviour varies not only between men and women but is quite different between the women of different between the women of different countries. It also varies between customers of different ages and geographical boundaries. Thus introduction to flash sales has made online flash shopping a more attractive entity for customers as well as e-commerce.

1.2 Statement of the problem

This study focus on the effectiveness as well as the influence of online flash sales on consumers in cochin city. Today's literate consumers can easily research, compare and buy from the sellers with the cheapest price. Running the deal for a short period of time gives customers that extra jolt to act fast and buy now. Through this study we analyse the economic impact of flash sales towards the buying behaviour of consumers.

1.3 Scope of the study

The scope of the study is to understand the effectiveness of online flash sales as well as its influence on consumers confined to cochin city. the study also deals with the behaviour an preference of consumers towards taking purchase decision during the flash sales The scope of the study is also to find out various factors that influence a consumers to make purchase other than price factor. the study also covers popular flash sales events and strategies adopted by different e-commerce companies.

1.4 Objectives

- To Analyse the awareness of consumers towards flash sales.
- To study and compare the level of satisfaction of customers
- To estimate the main factor that motivates the customers to purchase during flash sales.
- To evaluate the difficulties faced by customers during flash sales.

1.5 RESEARCH METHODOLOGY

DATA COLLECTION:

➤ 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
- Magazines
- Other published sources.

➤ **Statistical tools used for analysis**

- Percentage
- Graphs
- Charts

➤ **Sample size**

Sample size is the number of individuals randomly selected from the population. The sample size of the study is 151 individuals.

1.6 LIMITATION OF THE STUDY

- This study is confined to only cochin city.
- The study is confined to only Inconvenience of not getting the questionnaire filled in time
- Choices of respondents were limited to those available on time.
- The questionnaire was sent to only 150 respondents.
- Reluctance of customers in stating their opinion about respective sites.
- 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.
- Flash sales mostly satisfied the low – income category of consumers.

1.7 REVIEW OF LITERATURE

1) Grewal D, baker J, Borin N, and Krishnan R(1998)

The store name and the caliber of goods it sells have an impact on how people perceive a store. The findings also shows that brand name, perceived quality, and price reduction all have an impact on internal reference price. Price reduction had no effect on consumers perceptions of a brand's quality. Perceived quality of the brand internal reference pricing, and price reductions all had a big impact on perceived value. purchase intentions were subsequently favorably impacted by perceived value and store appearance Brand name has a greater influence on respondents with high knowledge, but price breaks have a greater influence on those with poor knowledge . Low knowledge customers are also influenced by brand and store names.

2) Wansink , Laurent and chandon (2000)

This study concludes that consumers receive three different levels of utilitarian benefits (improved shopping convenience , higher – quality products , and savings) as well as three different levels of hedonic benefits (value expression , entertainment, and exploration) from monetary and nonmonetary promotions The author creates a paradigm for benefit congruency which states that the hedonic and ultarian benefits of a sales promotion and their congruence with the product being sold determine its effectiveness . according to two tests other finding , financial marketing are more successful for utilitarian products than hedonistic ones for higher equity business .

3) kacen jj and lee j. A (2002)

This study revealed a high correlation between “impulse buying “ and “mood” .The study's theory is supported by the results ,which show that “impulsive buying “ is stimulated by elements like “ pleasure”, ”carefree”, and excitement “. A power full additionally, a connection between “ proximity” and “impulse buying “ was discovered. An estimate was also made for the notion that younger age group have higher rates of impulse purchase. the study also found out that impulse buying level tends to increase between an age group of 18-39 and decrease thereafter. And in fact, the finding are that there is inverse relationship between age and impulse buying . However , the relationship is non monotonic . Thus, the behaviour pattern of dicussed

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

4) Prasanath singh (2014)

The future of E- retailers in india appears bright. They provide customers with the most cost – effective and time – efficient option to shop online while staying within their budget .some of the greatest deals and a hassle – free shopping experience can be found at Flipkart.com . online purchasing as a whole had altered in terms of consumers’ purchasing habits , and E- retailers ‘ performance is primarily based on their level of popularity, unique policies, and brand image.

5) Upasana Kanchan and Naveen kumar (2016)

Customers online intents are strongly correlated with factors like gender , education, age, security concerns , technology familiarity, and frequency of prior online purchases .The kind and price of the goods have an impact on customer behavior as well. Services offered by internet sellers like shipping ,refund, and return policies also influence their purchasing choices .The study’s criteria improve knowledge of the variables affecting Indian online shopper’s online buying behavior ,aid in the profiling of these consumers , and assist e- marketers in creating more targeted marketing campaign to boost e- commerce sales.

6) prof. Pritam p. kothari and prof. shivaganga s. maindargi (2018)

The future of internet buying appears to be highly promising in india . customers can get the finest option and save money and time by shopping online .Businesses provides a simple method of payment ,comparison tool and give clients a truly hassle -free purchasing experience .Every online retailers ability to succeed is based on its reputation, brand image , and distinctive marketing strategies.

7) prof. ashish bhatt(2014)

Online shopping is becoming more and more popular , especially with younger consumers . However, in the current environment , e- marketing needs to reach a wider audience in order to achieve parity across all age groups. According to the report, payment methods are dependent on income Among the participants . individuals of various age groups routinely shop online . consumer attitudes are evolving throughout time . online shopping is becoming increasingly popular in india due to a number of factors , including home delivery , cash on delivery, website customisation and customization

8) RASHED AI KARIM(2013)

Numerous factors influenced the decision that consumers made about what to buy . for the most part, these incentives encourage customers to shop online for goods conversely , when participants were questioned regarding the drawbacks of internet purchasing , it was discovered from the research that for certain customers , the online payment system, “personal privacy or security issues ,” and “delaying of shopping is not trustworthy and reliable . “Additionally, consumers are very concerned about online security, especially when it comes to fraud and privacy violation is the loss of trust and reputation , which can negatively impact customers confidence and be extremely detrimental for web – based businesses .

1.8 CHAPTERISATION

CHAPTER – 1: INTRODUCTION OF THE STUDY

CHAPTER – 2: THEORETICAL FRAMEWORK

CHAPTER – 3: ANALYSIS AND INTERPRETATION

CHAPTER – 4: FINDINGS, SUGGESTION AND
CONCLUSION

CHAPTER-2

THEORETICAL FRAMEWORK

2.1 THEORETICAL FRAMEWORK:

Online shopping became the simple solution for the hectic life in today's world. In the twenty-first century, commerce and trade had become so diversified that multichannel commerce took place, and online shopping has increased tremendously throughout the world. This paved the way for the era of off-label sales. In the words of Griffiths and Saint, "Flashsales 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 are regarded as one of the most successful and marketable sales concepts. Flash sales are 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 show a hike of only 94%. Buyers postpone their purchases to be able to acquire maximum benefits from flash sales, during which they buy more when compared to other retail stores. Overall, the commencement of flash sales has become an attractive deal for consumers to shop online.

2.2 EVOLUTION OF ONLINE PURCHASING vs. FLASH SALES

Michael Aldrich created internet shopping in 1979, a technology that enables customers, representatives, distributors, suppliers, and service providers to conduct real-time, electronic commercial transactions. The original World Wide Web browser and server, developed by Tim Berners-Lee in 1990, became widely available for business use in 1991. Among internet retailers, Alibaba, Amazon, and eBay are the biggest. eBay was started in 1995, and Amazon was first introduced in 1994. The websites Taobao and T-mall, owned by Alibaba, were launched in 2003 and 2008, respectively. Using a web browser, users can purchase goods and services directly from sellers through online shopping, which is essentially electronic commerce. When businesses started operating online, money started to change.

2.3 Definition and Meaning

The act of consumers directly purchasing goods or services from a seller over the internet in real time, without the use of an intermediary service, is known as online shopping." In actuality, online purchasing is a new technology that has emerged with the Internet. It is the most practical way to shop, and anything can be purchased for a low price on the internet. Both the vendor and the buyer may save time as a result.

This type of electronic commerce enables clients to purchase products or services straight from sellers online. It can readily sway customers by offering a wide range of goods in a brief amount of time.

2.4 FLASH SALES:

"Flash sales are defined by e-commerce marketing and strategy as a discount or promotion that an e-commerce store offers for a limited time." Deals of the day or daily deals are other names for flash sales. In actuality, it's a hold sale. Offering unusually significant discounts on excess merchandise for a short time. It's a brief period of time when goods and services are sold at deeply discounted rates.

2.5 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)

2.6 Features of Online Shopping

- It is not necessary because there are several e-commerce sites that provide a wide range of goods.
- It is affordable because a large number of e-commerce websites sell low cost and fairly priced goods.
- Real-time comparison is feasible, allowing one to assess multiple internet retailers at once.
- Online shopping offers clients the convenience of casual shopping at their convenience.
- If the product does not meet the customer's expectations, a replacement is available. It is simple to use since it makes it possible for customers to quickly and easily receive the things they need without any extra complications.
- Mobile shoppers can purchase online with ease because of social network integration, customer service, and other features.

2.6 Advantages of Online Purchase

1] CONVENIENCE: We may purchase online whenever we want and enjoy a” no pollution “ shopping experience as a bonus from these online retailers.

2] **BETTER PRICING:** Online shopping is interesting because it allows customers to purchase products directly from sellers without the need for middlemen, which results in cheaper deals and better rates.

[3] **WIDE VARIETY:** Instead of being restricted to their local area, consumers now have the option to purchase a vast array of goods from merchants located in different states, countries, or even the world.

4] **MAKES COMPARISON EASIER:** Customers can compare products from various brands on an online purchasing platform.

5] **MORE CONTROL:** Customers can get precisely what they need and want when they shop online, without being limited by the inventory of the physical store.

2.7 DISADVANTAGES OF ONLINE FLASH SALES

[1] **NEGATIVE ENVIRONMENTAL IMPACT OF PACKAGING:** When a product is purchased, the packaging generates a lot of extra waste that is just thrown away.

[2] **SHIPPING PROBLEMS AND DELAY:** Items are frequently misplaced, broken, or sent to the incorrect address, which can cause shipment delays.

[3] **RISK OF FRAUD:** fraud such as identity theft, phishing, credit card scams, and hacking is more likely.

[4] **SPENDING TOO MUCH TIME ONLINE:** Although consumers find the internet to be enjoyable, they definitely wouldn't want to live there.

2.8 Online shopping vs. 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. • It takes less time if the purchase decision is already made . And it is very convenient to shop the products at any time and anywhere without going to the store. • Online shopping allows people to shop anytime anywhere and of course with no boundaries between the countries . • In case of online shopping , to make an appealing advertisement of products some online shopping stores tend to exaggerate the facts of the contract. • 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"> • Traditional shopping is an ordinary old trend which steps into the market and choose anything of your interest. • 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. • Traditional shopping has boundaries between the countries and it will be practical only if there is proper time and source. • 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 . • In case of traditional shopping there is no fraud. No personal data will be exposed customers directly pay and purchase the products .

2.9 POPULAR E-COMMERCE SITES AND FLASH SALES

1) FLIPKART

Flipkart



In 2014, Flipkart was the first e-commerce platform to provide flash sales to the Indian market. It was started in October 2007 as Flipkart. It is a top e-commerce market, with its main office located in Bengaluru. It was Binny and Sachin Bansal who launched Flipkart. Originally, Flipkart operated as an online bookstore before branching out to offer other products like mobile phones, movies, music, and other stuff. Presently, the organisation provides about 70 million products in 70 different categories.



2) AMAZON

International e-commerce giant Amazon provides electronics, digital content, computers, daily discounts, food, and other local services in addition to its online shopping offerings. With 233 billion dollars right now, Amazon is the biggest online retailer in the country. Their total revenue for the year 2018 was sales of electronics and other products, which account for the majority of the company's revenue, with revenues from third-party sellers coming in second.

Amazon is regarded as the most valuable brand in the world because of its global reach.



3) SNAPDEAL

New Delhi is home to the e-commerce business Snapdeal. In February 2010, Kunal Bhawal and Rohith Bansal founded the business. It is an online store with a large selection of goods in areas including apparel, electronics, and cell phones. Athletics, literature, dining establishments, spas, and entertainment, among other things, Snapdeal declared in June 2014 that it had reached the milestone of 1000 vendors on its platform, generating sales exceeding 1 crore and recording a 56% increase in income. Snapdeal took over the free-charge digital payment platform in April 2015. The Unbox India sale was first launched by Snapdeal. Snapdeal offered special discounts on electronic items, including a buy one, get one free promotion, in 2014. Snapdeal has 3 lakh sellers and 3 crore products across 800+ categories, with a reach of 6,000 towns and cities across the country. Snapdeal's revenue during the period witnessed a drastic change during that year. Snapdeal's sales volume grew by ninefold during unboxing. Indian Diwali offers 38 sellers on its platform, crossing 1 crore turnover on the first day of its sales.



4) **MYNTRA**

Bengaluru, India, is home to the fashion e-commerce business Myntra. Mukesh Bansal founded Myntra, which initially ran mostly on a business-to-business basis. The business was established in 2007 with the goal of selling customised gifts. Myntra was an online demand personalisation company that let users customise items like t-shirts, mugs, cards, keychains, diaries, and more between 2007 and 2010. With a 50% market share, Myntra grew to become one of the biggest platforms for on-demand product customisation in just three years. Later, Myntra expanded away from merely customisation and began to sell fashion and lifestyle items. The first website to introduce Fastrack watches and human brands was Myntra. Additionally, Myntra has partnerships with leading Indian fashion companies like Lee, Adidas, adidas, nike, reebok, puma, etc. Myntra uses the most well-liked flash sale technique, the end-of-reason sale. It sells more than 200 domestic brands in addition to foreign ones. As of 2012, 350 Indian and foreign brands were available on Myntra. A greater experience, a wider range of products, and unrivalled efficiency have been made possible by the new professionalism and technology, all of which contribute to smarter purchasing decisions.



5) **JABONG**

Jabong was an Indian fashion and lifestyle shopping portal. The portal sold apparel, footwear, fashion accessories, beauty products, fragrances, home accessories, etc. The company's headquarters are in Gurugram. It sold shoes and other accessories from over 1000 brands and over 90,000 products. The other products include jewellery and gold coins. The company launched its first TV campaign. In March 2012, and other campaigns appeared in September 2012 and 2013, respectively. In November 2013, Jabong, in collaboration with Puma, launched the digital fitness campaign 'gear up buddy'. It also launched Indian online fashion in 2014. The event was a platform for young designers, stylists, models, and photographers who were mentored by fashion experts. The big brand sales and big fashion sales are the popular flash sales events of Jabong. The brand sale is a unique sale that focuses on global brands at a great discount ranging from 55 to 80%. Over 1 lakh customers get exclusive VIP slots and 100% cash back using HDFC credit cards for certain purchases. New customers will also receive free shipping on their first purchase. In April 2014, Jabong launched a monthly fashion magazine, 'The Juice, which covers stories and features around fashion, beauty, people, trends, and culture.



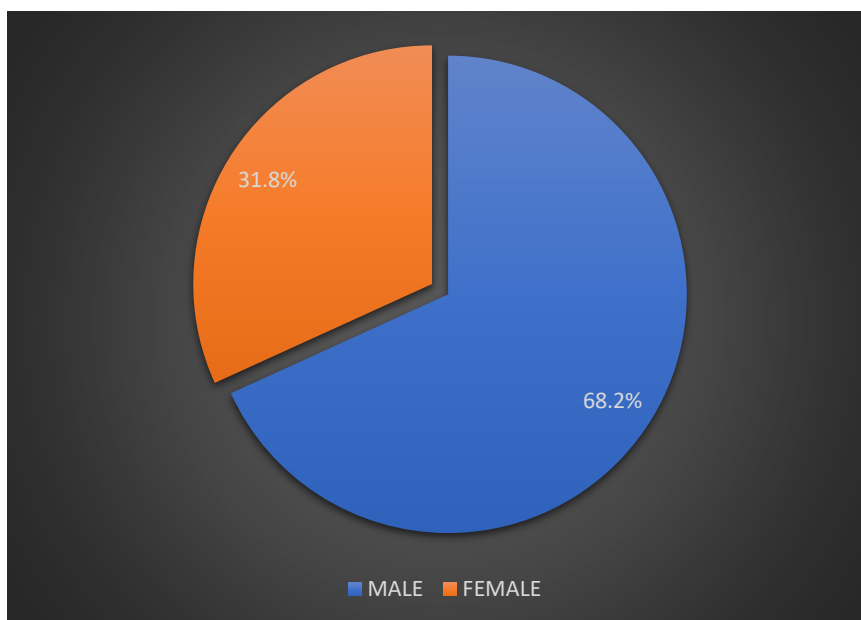
CHAPTER-3

ANALYSIS AND INTERPRETATION

3.1 TABLE SHOWING THE CLASSIFICATION ON THE BASIS OF GENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	48	31.8
FEMALE	103	68.2
OTHER	0	0
TOTEL	151	100

FIGURE 3.1: CLASSIFICATION ON THE BASIS OF GENDER



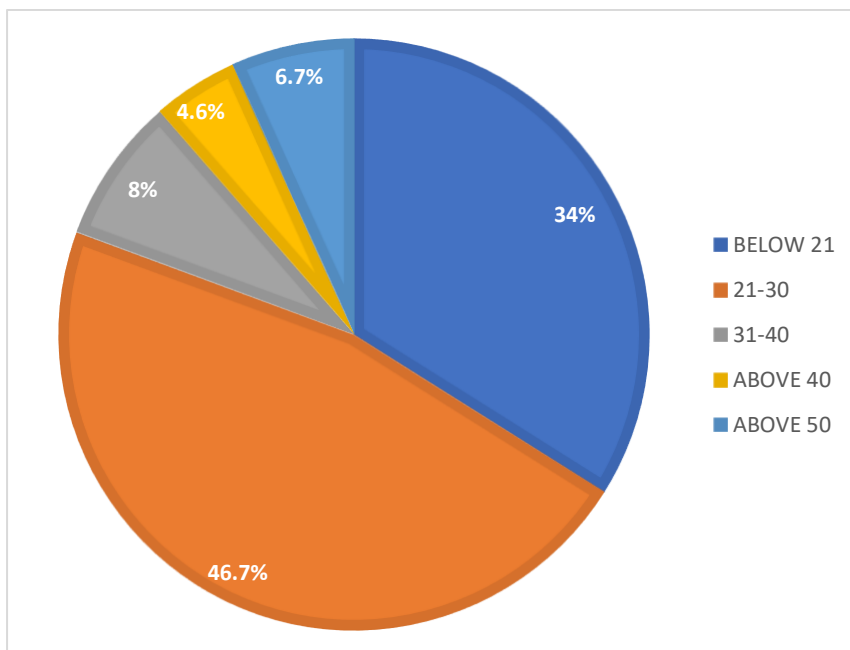
INTERPRETATION

The above table shows the gender of respondents. From the table, it is clear that 103 are female and the remaining 48 are male i.e 68.2% are female and the remaining 31.8% are male. The number of female respondents is more than male respondents.

3.2 AGE WISE CLASSIFICATION

AGE	NO OF RESPONDENTS	PERCENTAGE
BELOW 21	51	34
21-30	71	46.7
31-40	12	8
ABOVE 40	7	4.7
ABOVE 50	10	6.7
TOTAL	151	100

FIGURE 3.2 : AGEWISE CLASSIFICATION



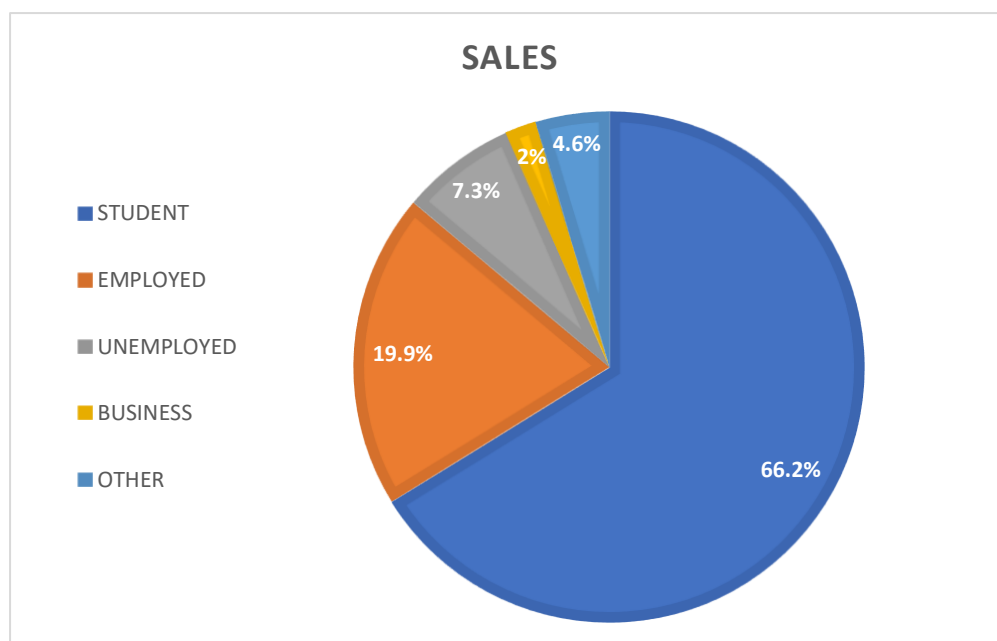
INTERPRETATION

From this table it is clear that, 46.7% of the respondents belong to the age group of 21-30 . Out of which 34% of the respondents belong to below 21 years of age group. 8% of the respondents belong to an age group of 31-40 and 4.7% of the respondents belong to above 40 group. And the rest 6.7 % of the respondents belong to above 40 years of age group.

3.3 CLASSIFICATION ON THE BASIS OF OCCUPATION

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
STUDENT	100	66.2
EMPLOYED	30	19.9
UNEMPLOYED	11	7.3
BUSINESS	3	2
OTHER	7	4.6
TOTAL	151	100

FIGURE 3.3: CLASSIFICATION ON THE BASIS OF OCCUPATION



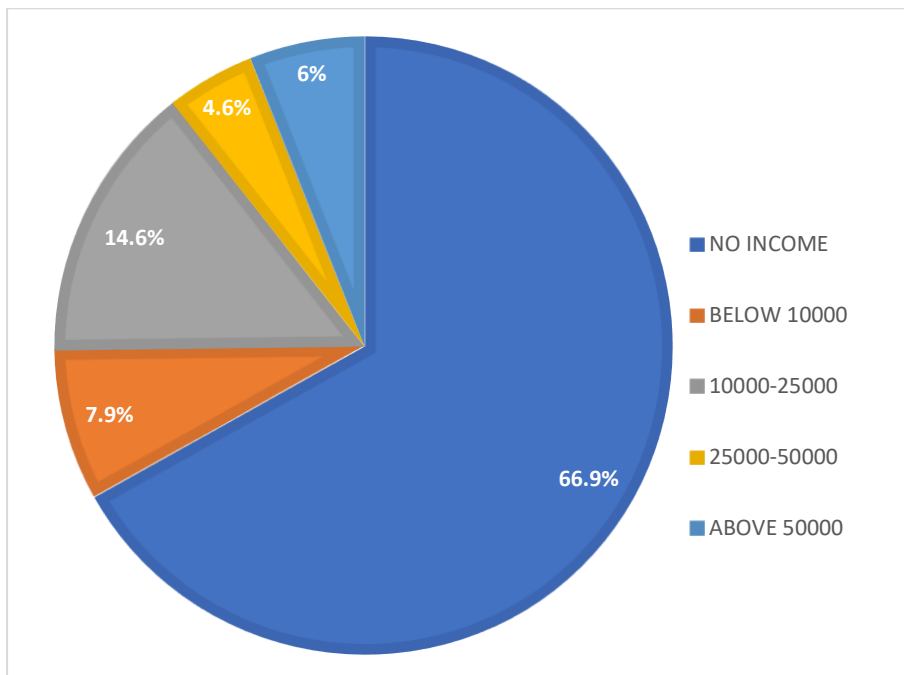
INTERPRETATION

The respondents are from different walks of life. 66.2% of the respondents are students. 19.9% is employed and 7.3% are unemployed. The rest 2% are engaged in business and remaining 4.6% belong to another category.

3.4 INCOMEWISE CLASSIFICATION

SLAB OF INCOME	NO OF RESPONDENTS	PERCENTAGE
NO INCOME	101	66.9
BELOW 10,000	12	7.9
10,000-25,000	22	14.6
25,000-50,000	7	4.6
ABOVE 50,000	9	6
TOTAL	151	100

FIGURE 3.4 : INCOMEWISE CLASSIFICATION



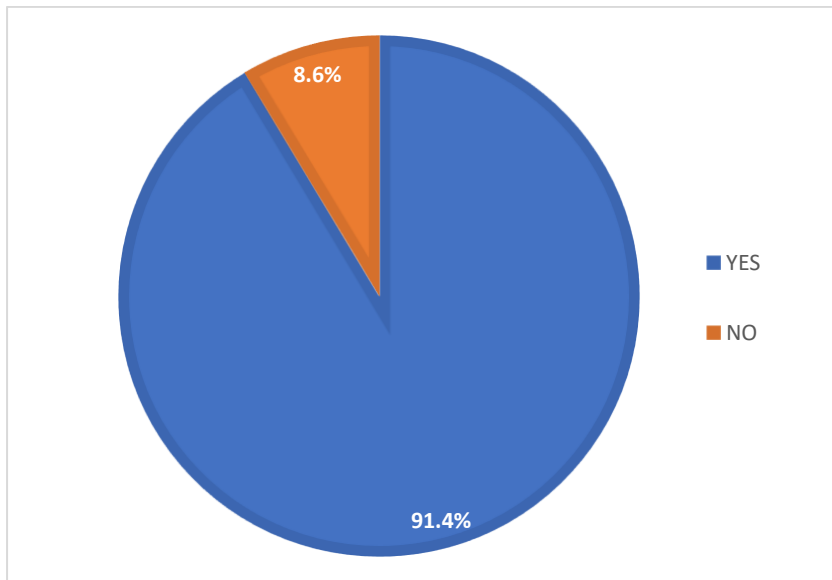
INTERPRETATION

Out of 151 respondents, 66.9% have no income while 7.9 % fall under below Rs.10,000 categories of income. 14.6% have income between Rs.10,000 and Rs.25,000 and 4.6 % have an income between Rs.25,000 and Rs.50,000. The remaining 6 % have an income of 50,000 and above.

3.5 PREFERENCE TOWARDS ONLINE SHOPPING

TYPE OF PREFERENCE	NO. OF RESPONDENTS	PERCENTAGE
YES	138	91.4
NO	13	8.6
TOTAL	151	100

FIGURE 3.5 : PREFERENCE TOWARDS ONLINE SHOPPING



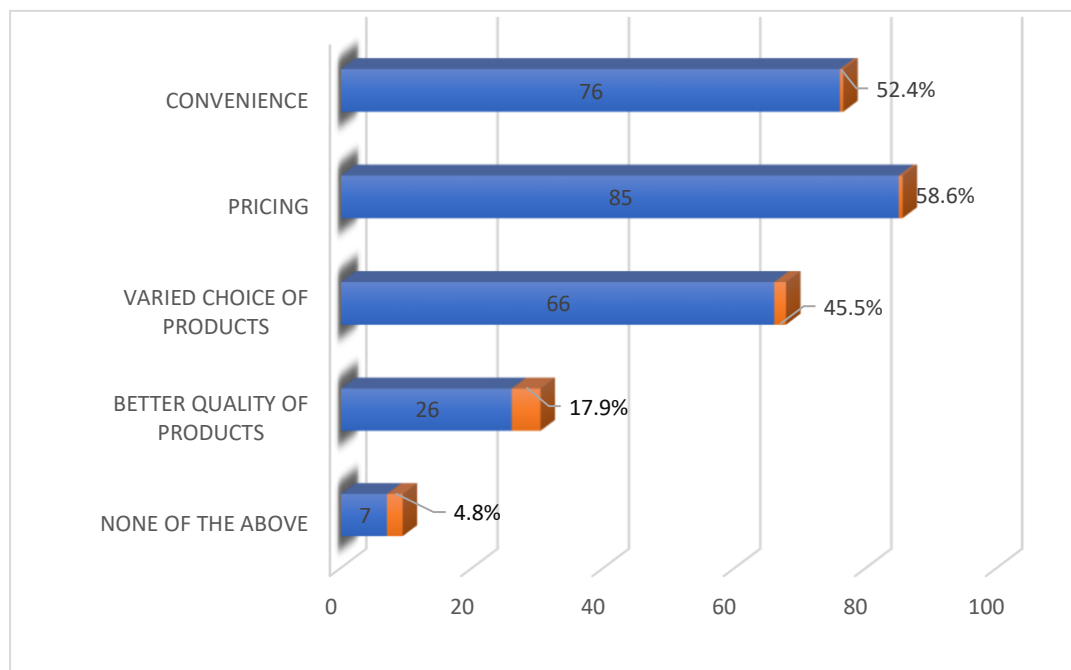
INTERPRETATION

Out of the 151 respondents, 138 respondents prefer online shopping and the remaining 13 does not prefer shopping online i.e. 91.4% prefer to shop online and the rest 8.6% doesn't prefer online shopping.

3.6 FACTORS INFLUENCING ONLINE SHOPPING

REASONS	COUNT	PERCENTAGE
CONVENIENCE	76	52.4
PRICING	85	58.6
VARIED CHOICE OF PRODUCTS	66	45.5
BETTER QUALITY OF PRODUCTS	26	17.9
NONE OF THE ABOVE	7	4.8

FIGURE 3.6 : FACTORS INFLUENCING ONLINE SHOPPING



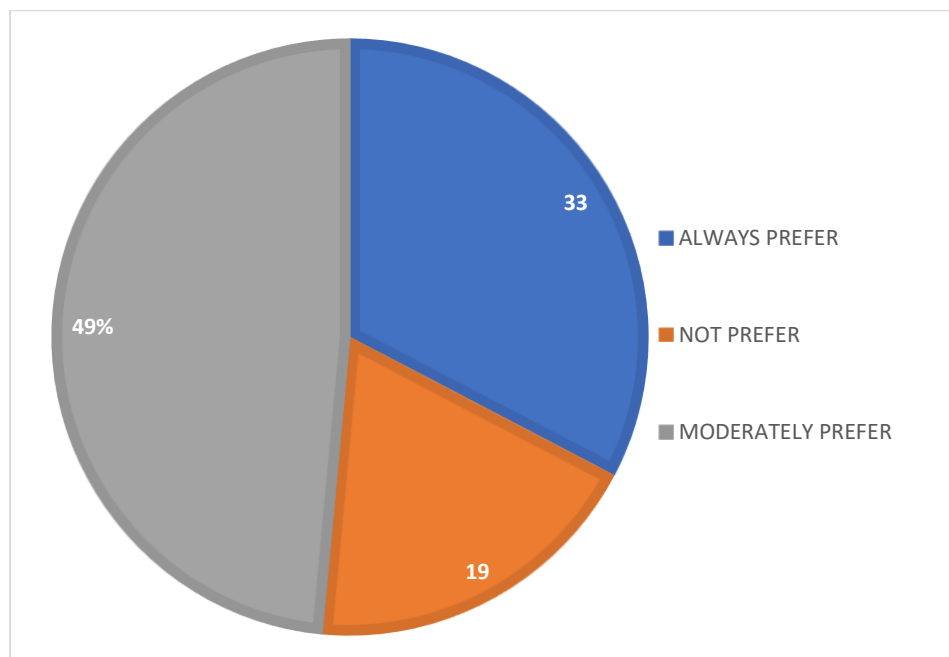
INTERPRETATION

In the above diagram it is understood that consumers prefer to shop online mainly because of price factor (58.6%). And convenience is the second most important factor with a percentage of 52.4 %. 45.5% of respondents consider the varied choice of products and 17.9 % vote for better quality of the product as the reasons for shopping online.

3.7 PREFERENCE TOWARDS SPECIAL DAY OFFERS

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
ALWAYS PREFER	49	33
NOT PREFER	28	19
MODERATELY PREFER	74	49
TOTAL	151	100

FIGURE 3.7 : PREFERENCE TOWARDS SPECIAL DAY OFFERS



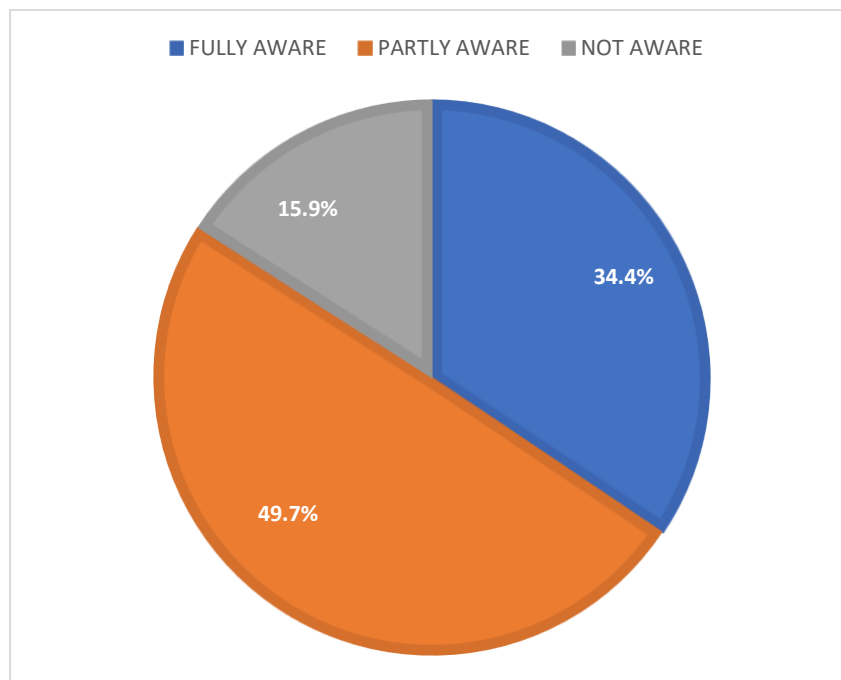
INTERPRETATION

Out of the 151 respondents, 33% vote yes as they wait for a special day or offer to purchase online. 49% sometimes wait for a special day or offer to purchase online and the remaining 19% fall under the category that never wait for a special day or offer.

3.8 AWARENESS OF FLASH SALES

AWARENESS	NO OF RESPONDENTS	PERCENTAGE
FULLY AWARE	52	34.4
PARTLY AWARE	75	49.7
NOT AWARE	24	15.9
TOTAL	151	100

FIGURE 3.8 : AWARENESS OF FLASH SALES



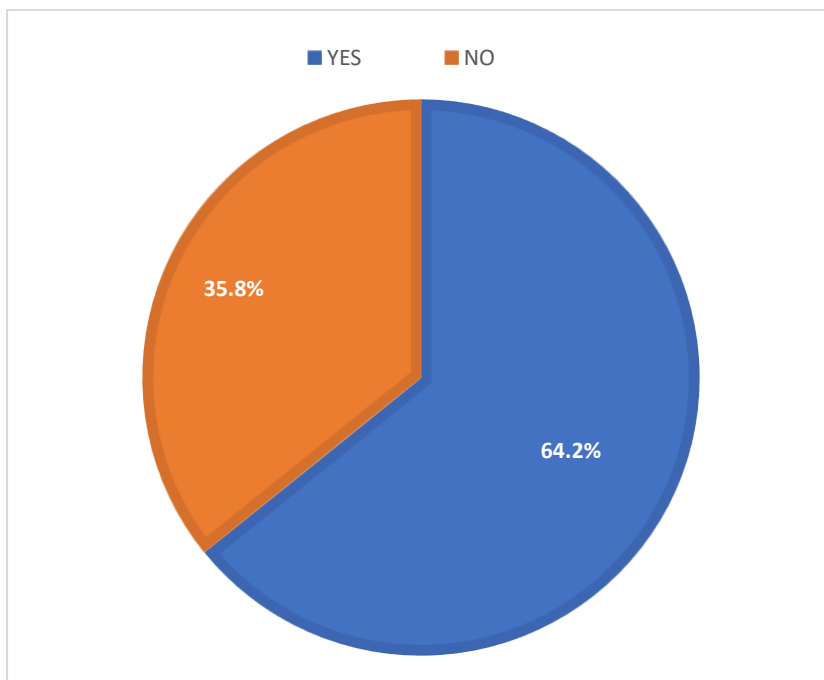
INTRPRETATION

Out of the 151 respondents, 49.7% are partly aware and 34.4 % are fully aware about the concept flash sales. The remaining of 15.9 % are people who are not aware of flash sales.

3.9 PARTICIPATION OF RESPONDENTS IN FLASHSALES

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	97	64.2
NO	54	35.8
TOTAL	151	100

FIGURE 3.9 : PARTICIPATION OF RESPONDENTS IN FLASH SALES



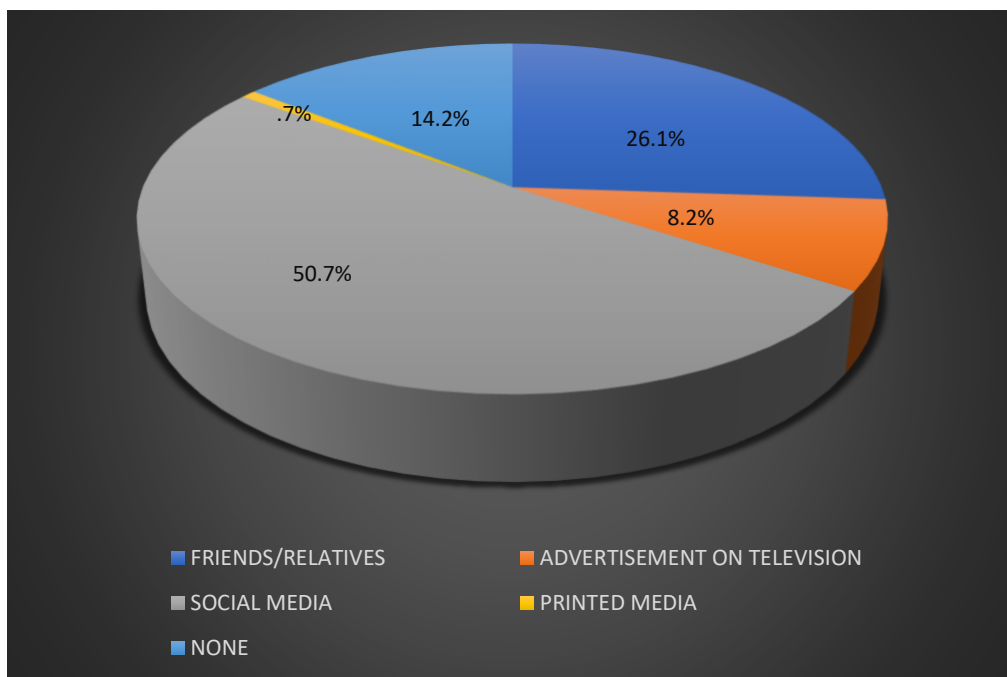
INTERPRETATION

From the diagram we can come to the conclusion that 64.2% have participated in a flash sale event and the rest 35.8 % have not participated in it. Out of the total sample, it is concluded that majority of 97 are those who are aware and have participated in an online flash sale and 54 haven't.

3.10 SOURCE OF INFORMATION

SOURCE	NO. OF RESPONDENTS	PERCENTAGE
FRIENDS/RELATIVES	35	26.1
ADVERTISEMENT ON TELEVISION	11	8.2
SOCIAL MEDIA	68	50.7
PRINTED MEDIA	1	0.7
NONE	19	14.2
TOTAL	151	100

FIGURE 3.10: SOURCE OF INFORMATION



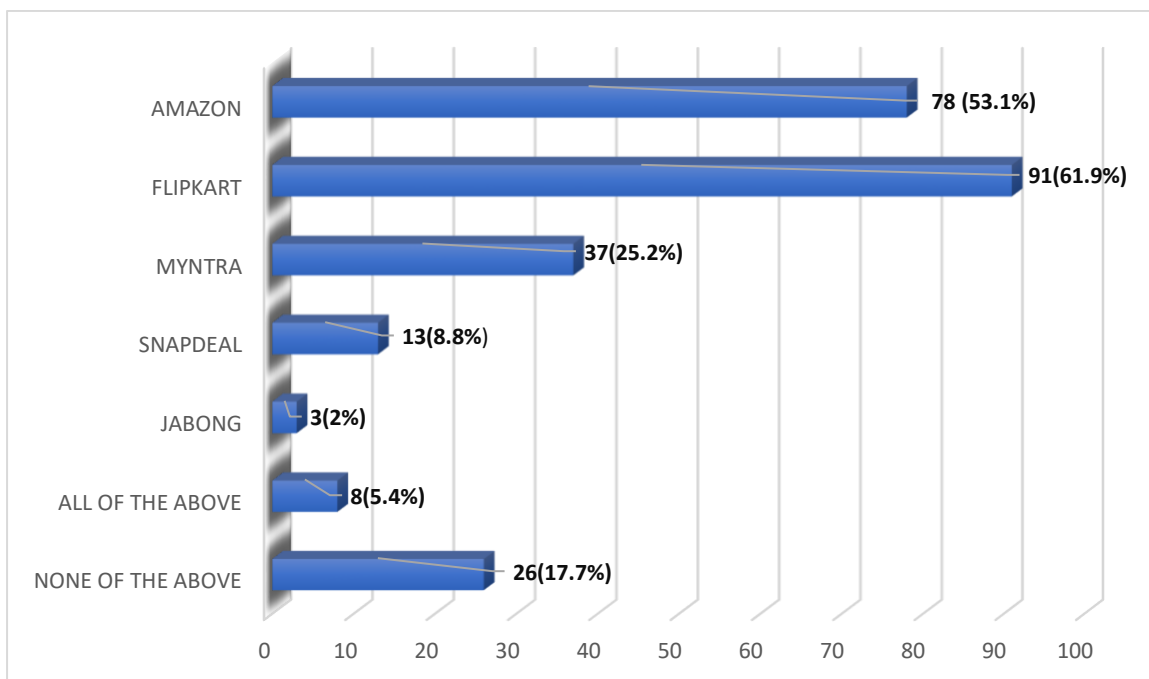
INTERPRETATION

From the above chart it is estimated that, 50.7 % of the respondents get to know about a flash sale through social media and 26.1 % through friends/ relatives. 8.2 % are familiar with flash sales through advertisement on television and the rest 14.2 % does not belong to any of the above.

3.11 TOP PREFERRED SITES

SITES	COUNT	PERCENTAGE
AMAZON	78	53.1
FLIPKART	91	61.9
MYNTRA	37	25.2
SNAPDEAL	13	8.8
JABONG	3	2
ALL OF THE ABOVE	8	5.4
NONE	26	17.7

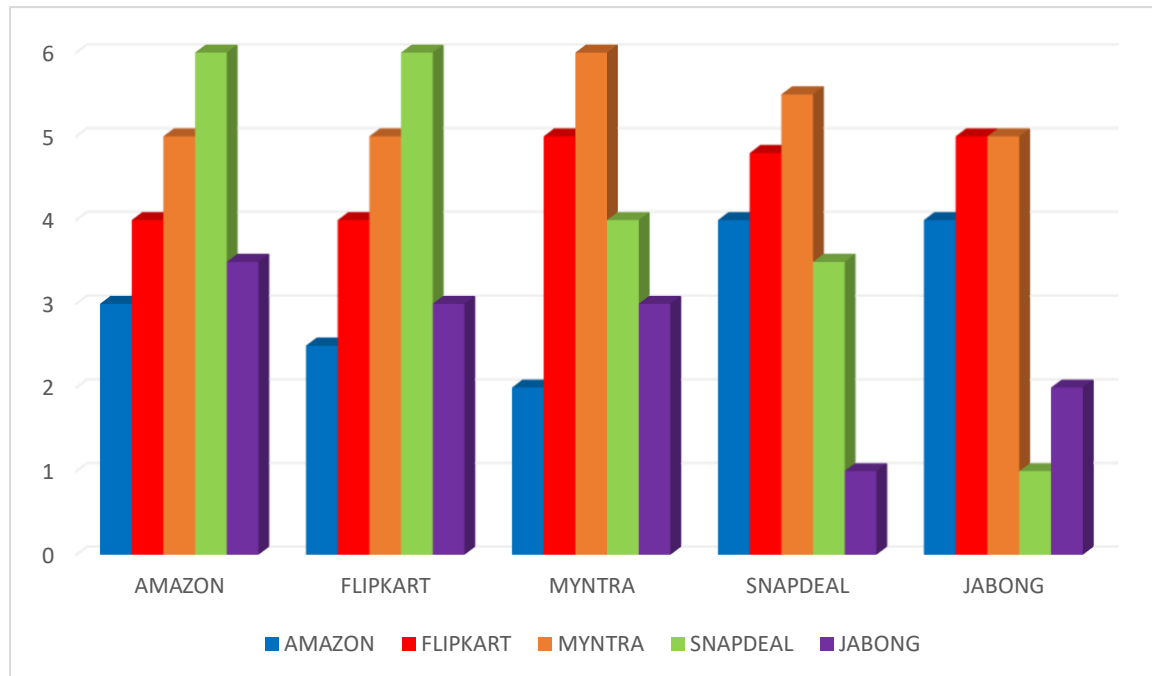
FIGURE 3.11 : TOP PREFERRED SITES



INTERPRETATION

As per the study, a majority 61.9% of the respondents has participated in a flash sale of flipkart and 53.1% in Amazon's flash sales. 25.2% participated in flash sales of Myntra and 8.8% in Snapdeal and remaining percentage of 2% participated in jabong. It is estimated that maximum respondents have participated in flash sales of flipkart.

3.12 RATING OF SITES



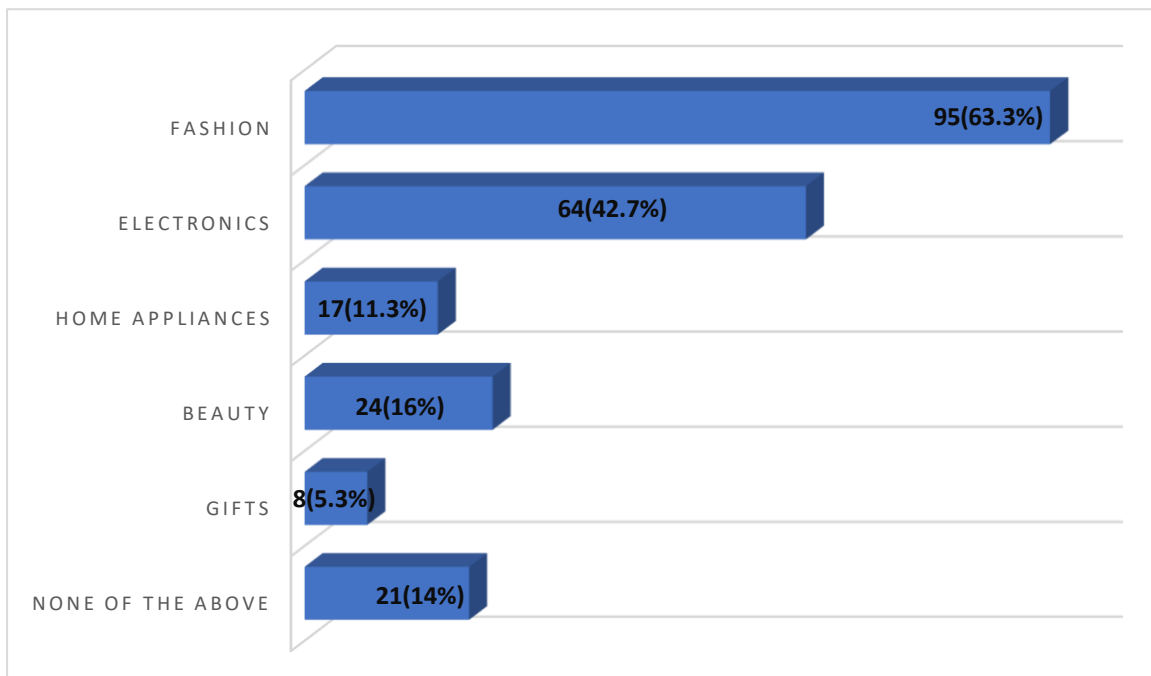
INTERPRETATION

From the survey it is concluded that flipkart has the highest rating and Jabong has the lowest rating among 151 respondents on the scale of 1 to 5. Amazon is the second best among the ratings and Myntra falls into the third most rated online site. Snapdeal and Jabong takes the position of 4th and 5th in ratings

3.13 CATEGORY OF PRODUCTS MOSTLY PURCHASED

CATEGORY	COUNT	PERCENTAGE
FASHION	95	63.3
ELECTRONICS	64	42.7
HOME APPLIANCES	17	11.3
BEAUTY	24	16

FIGURE 3.13 : CATEGORY OF PRODUCTS MOSTLY PURCHASED



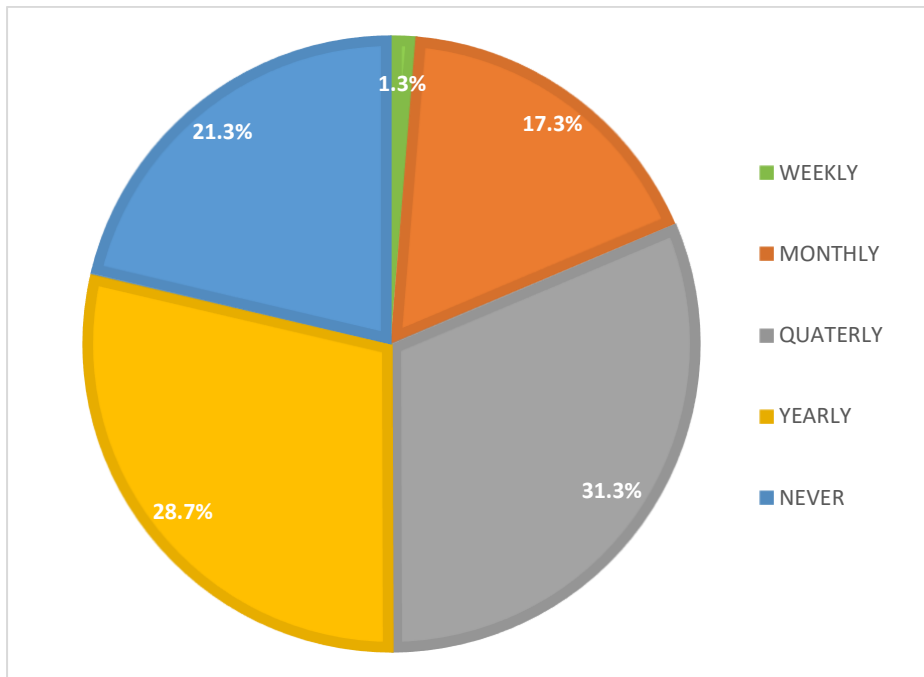
INTERPRETATION

The figure shows the categories of products mostly purchased during a flash sale. 63.3 % of respondents votes for fashion and 42.7 % votes for electronics items. A percentage of 11.3 are estimated for home appliances and beauty products fall under 16%. Gift items fall under 5.3% and the remaining 14% vote is for none of the categories mentioned.

3.14 FREQUENCY OF PARTICIPATION

FREQUENCY	NO OF RESPONDENTS	PERCENTAGE
WEEKLY	2	1.3
MONTHLY	26	17.3
QUARTERLY	48	31.3
YEARLY	43	28.7
NEVER	32	21.3

FIGURE 3.14 : FREQUENCY OF PARTICIPATION



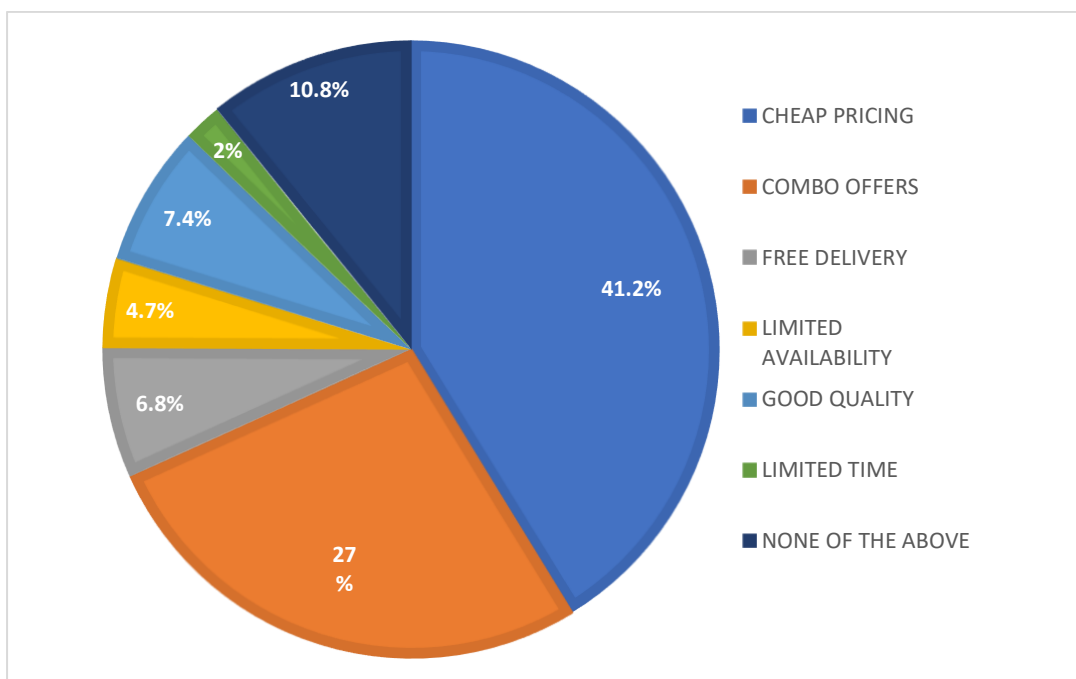
INTERPRETATION

From the diagram we can see that 31.3% of respondents out of the 150 take part in a flash sale quarterly and 17.3% monthly. 28.7% of respondents participate in a flash sale once in a year. Only 1.3 % of respondents have participated weekly and the remaining 21.3 has ever participates in a flash sale.

3.15 FACTORS THAT MOTIVATE RESPONDENTS TO PURCHASE

FACTORS	NO.OF.RESPONDENTS	PERCENTAGE
CHEAP PRICING	64	41.2
COMBO OFFERS	40	27
FREE DELIVERY	10	6.8
LIMITED AVAILABILITY	7	4.7
GOOD QUALITY	11	7.4
LIMITED TIME	3	2
NONE	16	10.8
TOTAL	151	100

FIGURE 3.15 : FACTORS THAT MOTIVATE RESPONDENTS TO PURCHASE



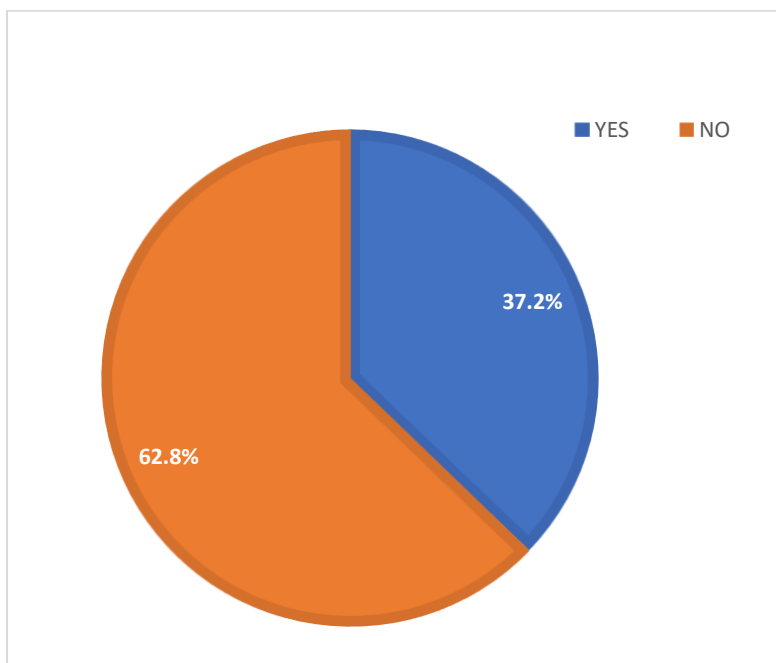
INTERPRETATION

From the above diagram it is estimated that 41.2% of the respondents are attracted by cheap pricing offered during the flash sale and 27% are attracted by combo offers. 7.4% of respondents vote for good quality of products and 6.8% vote for free delivery options offered by a flash sale. Respondents of 4.7% are motivated by limited availability of products and 2% for limited time slots and the remaining 10.8% respondents are not motivated by any of the factors mentioned above.

3.16 NUMBER OF RESPONDENTS WHO HAVE FACED DIFFICULTY

OPTIONS(YES/NO)	NO. OF RESPONDENTS	PERCENTAGE
YES	55	37.2
NO	96	62.8
TOTAL	151	100

FIGURE 3.16 : NUMBER OF RESPONDENTS WHO HAVE FACED DIFFICULTY



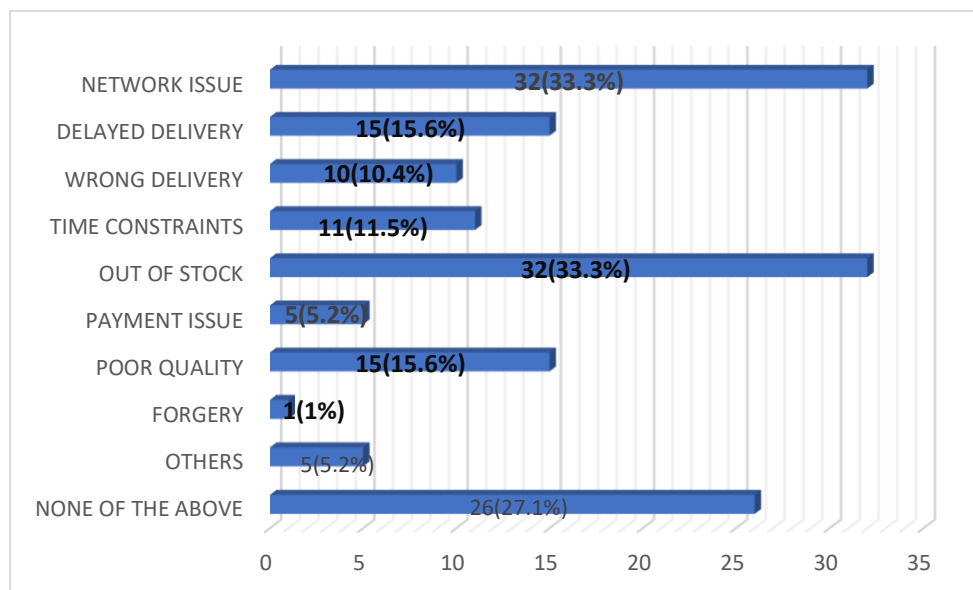
INTERPRETATION

As per the study it is seen that majority of 62.8% of the respondents has not faced any difficulty during their purchase on a flash sale event and only the remaining 37.2% has faced difficulty.

3.17 DIFFICULTIES FACED BY RESPONDENTS

OPTIONS	COUNT	PERCENTAGE
NETWORK ISSUE	32	33.3
DELAYED DELIVERY	15	15.6
WRONG DELIVERY	10	10.4
TIME CONSTRAINTS	11	11.5
OUT OF STOCK	32	33.3
PAYMENT ISSUE	5	5.2
POOR QUALITY	15	15.6
FORGERY	1	1
OTHERS	5	5.2
NONE	26	27.1

FIGURE3.17 : DIFFICULTIES FACED BY RESPONDENTS



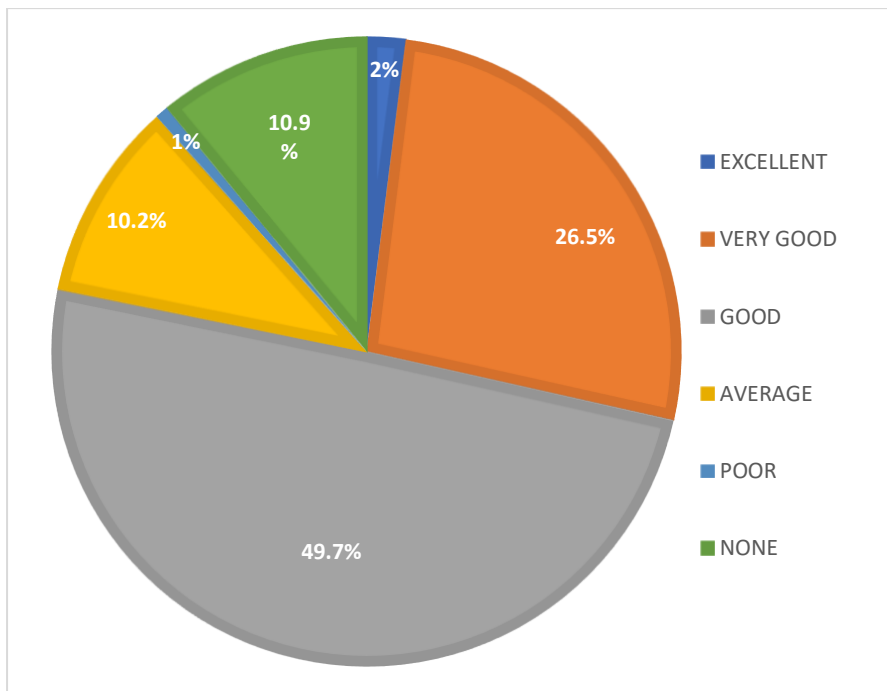
INTERPRETATION

From the above diagram we can see that network issues and out of stock are the major difficulty faced by respondents with 33.3 %. Delayed delivery and poor quality of the product is another major difficulty faced by the respondents and it has a percentage of 15.6. Time constraint contributes 11.5 % in the difficulties and wrong delivery of product has 10.4%. Payment issues contribute to 5.2% and the remaining 1% to forgery.

3.18 OVERALL SATISFACTION LEVEL

LEVEL	NO OF RESPONDENTS	PERCENTAGE
EXCELLENT	3	2
VERY GOOD	39	26.5
GOOD	73	49.7
AVERAGE	15	10.2
POOR	1	0.7
NONE	20	10.9
TOTAL	151	100

FIGURE 3.18 : OVERALL SATISFACTION LEVEL



INTERPRETATION

As per the diagram 49.7% of respondents obtained a good satisfaction and 26.5% obtained a very good satisfaction from their purchases during a flash sale. 10.2% have average satisfaction and only 2 % has got excellent satisfaction. Average satisfaction has been obtained by 0.7% respondents and the rest 10.9 % votes for none of the above.

CHAPTER-4

FINDINGS, SUGGESTIONS AND INTERPRETATION

4.1 FINDINGS

The findings of the study are as follow

- 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 21-30.
- 91.4% of people believe that online shopping is essential in today's competitive world.
- It was found that younger generation is 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.
- 37.2% of 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.
- 60% 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 Flipkart and Amazon.
- Majority of consumers who prefer online shopping are students. The students mainly dependent on their parents' income.
- Majority of respondents wait for a special day or special offer to make purchase through online.
- It was assumed that only 34.4% 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 difficulties in it.
- The promotion of the flash sale was greatly aided by social media.
- It was found that when consumers are under time pressure, their purchasing tendencies rise.
- The rise of flash sales has resulted in a rise in the sales turnover of these companies. Consumers are frequently satisfied with the items they purchased during flash sales.
- Furthermore, there is a noticeable shift in the way that flash discounts impact online shopping.

4.2 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 sites. 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.

4.3 CONCLUSION

The ability to shop online has significantly transformed and changed Cochin City as a whole. The examination of the data reveals that three key factors—price, product variety, and ease of use—are the main reasons why customers like online shopping.

The promotion of flash deals was greatly aided by social media. It has impacted a great deal of people's lives, which helps flash sales draw in clients. It has been observed that shoppers postpone purchases in order to take advantage of flash bargains to the fullest.

Flipkart and Amazon are the two most popular e-commerce platforms, according to the survey. Of the consumers, it was anticipated that just 34.4% are completely aware of flash sales.

The study indicates that younger generations, those in the 21–30 age range, were using the internet. Compared to the older age, shopping services has increased. since e-commerce has seen a great degree of adaptation and new innovation in information technology.

Individuals who are 50 years of age or older utilize internet purchasing services less because they believe traditional retail to be safer.

Most of the respondents like flash sales provided by online shopping sites. 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 markets needs a treatment like a king. Therefore, from the study it is concluded that, the customers are satisfied with flash sales to a great extent, on online shopping in Cochin City.

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QUESTIONNAIRE

1) NAME :

2) GENDER :

- Male
- Female

3) Age :

- Below 21
- 21 – 30
- 31 – 40
- Above 40

4) Which category you belong to?

- Student
- Employed
- Unemployed
- Business
- Other

5) What is your monthly income ?

- No income
- Below
- 10,000
- 10,000 – 25000
- 25000 – 50,000
- Above 50,000

6) Do you prefer shopping online ?

- Yes
- No

7) If yes , why do you prefer to shop online ?

(select any two)

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

8) customer preference towards special day offers

- Always prefer
- Not prefer
- Moderately prefer

9) Are you aware of the concept “flash sales”

- Fully aware
- Partly aware
- Not a 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 sites flash sales have you participated ?

- AMAZON
- FLIPKART
- MYNTRA

- SNAPDEAL
- JABONG
- All of the above
- None of the above

13) Rate the following site 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"/>
Snapdeal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jabong	<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 participated in a flash sales ?

- Weekly
- Monthly
- Quarterly
- Yearly
- Never

16) what is the main factor that motivated you to shop during a flash sales ?

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

17) have you faced any difficulty during a flash sales?

- Yes
- No

18) If yes , select the difficulties you've faced

- Network issues
- Delayed delivery
- Wrong delivery
- Time constraints
- Out of stock
- Payment issues
- Poor quality
- Forgery
- Other
- None of the above

19) Rate your overall satisfaction of your purchase during 'flash sales '

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