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IMPACT OF FLASH SALE ON GENDER

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ABSTRACT:

Flash sales is one of the most anticipated and loved sales during the festival seasons like Diwali and Pongal in India. India is a country with lot of needs and necessity considering the population. Not every day we tend to get products at a good discounted price and this is where flash sales make us wait for them and get the products during their sale. This paper will discuss about four important factors about flash sales and which gender involve a lot during the flash sale.

KEYWORDS: *Flash sale, Gender, Management*

CHAPTER I

INTRODUCTION:

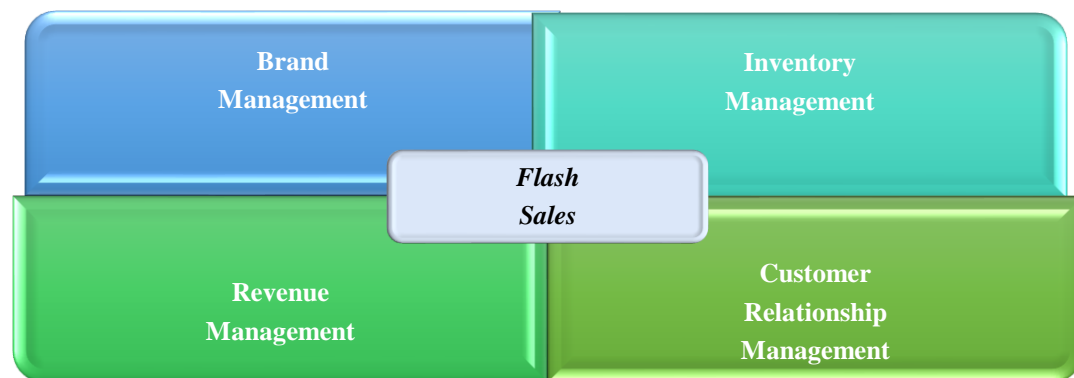
Flash sales are sales which is conducted by some famous online stores like Flipkart, Amazon and Snapdeal. Flash sales is a process that occurs for a shorter period (2 to 3 days) where companies give very good offers to products. Flash sales usually are conducted during the festival seasons and the reason for that is because people have the mindset of purchasing a lot of products during the festival time. The main objective of a flash sale is to

gain more online shoppers to buy, to bring an increase in short term sales, or selling surplus stock.

WHY DOES COMPANIES CONDUCT FLASH SALES?

Customers of this generation can easily compare, research and buy products from the sellers with the lowest price possible. A flash sale is a chance to look out for customers exactly what they want. There are various categories of products sold during the flash sales and each category of product is sold at different time and the stocks are also very limited and so the customers act and buy products very fast without any hesitation. There are many reasons why a seller would run a Flash sale. They could want to get rid of old inventory. Some use it as a tactic to attract new customers and retaining them. Others look for increasing overall sales and profit. The reason maybe anything, a flash sale could be just what sellers need to try something different with his selling technique. Over the years, many of the online stores like Amazon, Flipkart and Snapdeal have been very successful in these by earning large amount of profit.

CONCEPTUAL FRAMEWORK



EXPLANATION FOR CONCEPTUAL FRAMEWORK

BRAND MANAGEMENT: Brand management is a very important tool for boosting flash sales and it will reduce the ecommerce boom.

INVENTORY MANAGEMENT: Inventory management is very important tool because people expect many varieties of products to be sold during flash sales.

REVENUE MANAGEMENT: Revenue Management is also considered as an important tool because people expect price of the products to be very low and when company gives you offers like that people buy more which will reduce the commerce boom.

CUSTOMER RELATIONSHIP MANAGEMENT: Customer relationship model is much needed as it will make sure customers are retained which will reduce the ecommerce boom.

OBJECTIVES OF THE STUDY

The objectives of the study are prepared to summarize the project and achieve the goal

- To study about brand management of flash sales based on gender.
- To analyse the customer relationship during flash sales based on gender.
- To identify inventory management during flash sales based on gender.
- To know the revenue management of companies during flash sales based on gender.

POPULATION:

Population of the study includes customers randomly.

SAMPLING METHOD AND SIZE

Simple Random sampling technique has been used to select the respondents. The sample size is 600.

TOOLS USED:

- ❖ ROC Curve
- ❖ Anova
- ❖ Manova

TYPES OF DATA:

Primary Data- Primary data was collected by researchers for first time.

Secondary data- company's website, various journals, magazines, books, previous research data, and collected directly through company

CHAPTER II

REVIEW OF LITERATURE

Lee and Lee (2012) [1] defined flash sales channel of distribution in electronic form which is used for great discounts of products for the purchase of products and services in advance. They are also referred as sometimes Daily Deals.

Giraud and Gonzalez (2013) [2] conducted a study using qualitative research methods, this study classifies four segments of consumers, according to their reactions to repeated 16 purchase temptations: myopic, self-regulated, hyperopic, and dispassionate.

Khanna; Sampat, (2014) [3] have tried to understand the positive and negative factors influencing the online shopping in India during the festive season. The study examined the growth and opportunities in the Indian E-tailing sector by focusing on the current and future wave of the two big giant e- tailers in India, namely Flipkart and Amazon.in.

Pandey and Henry (2013) [4] showed that sales promotions could have several impacts on buyer behavior, and the main focus is on impulse purchasing which is a sense of urgency to purchase a brand, and ignore alternatives.

Blattberg et al. (2015) [5] article helped to understand how promotions work. They identified and explained on sales promotion regarding empirical generalizations. The overview of the research and findings from the sales promotion literature is expected to provide way for future.

Kannan; Hu; Narasimhan (2015) [6] have studied the impact of social media activities on sales. The paper emphasized on the sales promotion of

flash sales which increases average daily sales on the designer's primary website in the first week after a flash sale by up to 0.8 units.

Agarwal; Sareen2015 [7] in their study depicted how flash sales help in attracting customers to visit the web site and encourage them to buy products based on the deals and services that is been offered. Studies on flash sales have been conducted in different industry angles but very few studies have been conducted on the impact of Flash sales regarding sales, revenues, logistics etc. of Indian Ecommerce industry.

CHAPTER III

COMPANY PROFILE

FLIPKART FLASH SALES:

The sale conducted by flipkart is popularly known as the “**Big Billion Day**”. The company was established in the year 2007 and they've been popularly preferred as one of the best online sale markets in India. India is a country well known for culture and traditions and a lot of festivals are celebrated widely around the country. The big billion days are conducted on festival dates with great discount and low prices when compared to the normal days. The company has done reasonably well when it comes to selling of products on the “**big billion day**”. 20 million visitors were attracted to the “**Big Billion day**” a spokesperson of India's largest retailer said. The company also were very happy by doing these sale events and making the customers fulfilled. The company earns 15 to 20 million during every flash sale.

AMAZON FLASH SALES:

The sale conducted by Amazon is popularly known as the “**Great Indian Festive Sale**”. The company was established in the year 1994 at united states. The company started its business in India at 2012. Amazon is known to surprise customers with its amazing deals and the quality of its service, not forgetting its mind-boggling discounts across all range of products. The “**Great Indian Festive Sale**”is also conducted during the

festival season and have been very successful during the years. The company earns around 18 to 20 million during every flash sale.

SNAPDEAL FLASH SALES:

The sale conducted by Snapdeal is popularly known as the “**Unbox Zindagi**”. The company was established in the year 2010 at Delhi. Snapdeal doesn’t have a lot of variety like flipkart and amazon but they still promise to produce quality goods and satisfy the customer. The company has been in the competition for over a decade but is always preferred as a second or third option because they haven’t made a recognition to themselves like Flipkart or amazon. The company earns around 5 to 10 million during every flash sale.

CHAPTER IV

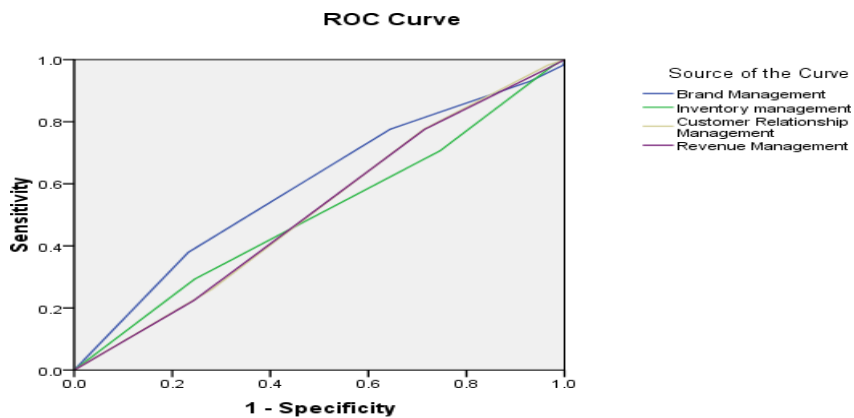
ANALYSIS AND INTERPRETATION

Test Result Variable(s)	Are a
Brand Management	.593
Inventory management	.504
Customer Relationship Management	.516
Revenue Management	.516

ROC CURVE:

INTERPRETATION:

The Rocurve indicates that **Brand management** as the major factor that influences flash sales for the customers with **0.593** as its value followed by **Revenue and customer relationship management** with **0.516** and **inventory management** at last with **0.504**.



Diagonal segments are produced by ties.

FINDINGS:

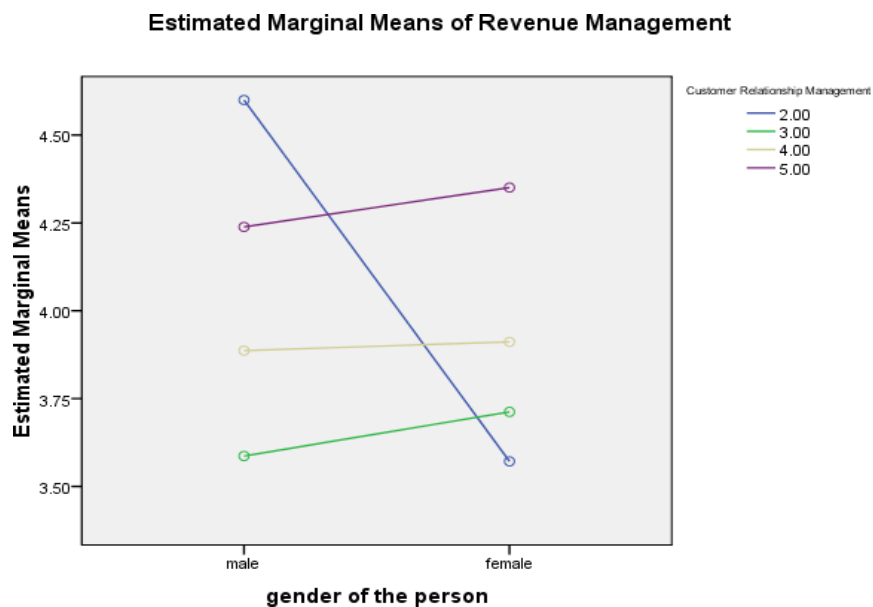
Brandmanagement 0.593 is the blue line which influences customer the most with **0.593** as its value followed by **Revenue and customer relationship management** with **0.516** which is indicated in the green and yellow lines and **inventory management** at last with **0.504** which is indicated in purple colour. Brand management is nothing but getting branded products at cheaper prices during flash sales and from the responses of the respondents the ROC CURVE unfolds that people prefer brand management as the major factor of flash sales.

ANOVA:

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	2999.830	1	2999.830	672.648	.000
	Error	15.600	3.498	4.460 ^a		
gender	Hypothesis	1.735	1	1.735	1.920	.206
	Error	6.709	7.427	.903 ^b		
CRM	Hypothesis	33.812	3	11.271	7.200	.070
	Error	4.696	3	1.565 ^c		
gender * CRM	Hypothesis	4.696	3	1.565	3.008	.030
	Error	305.484	587	.520 ^d		

INTERPRETATION:

The ANOVA test tool was compared between two variables the gender and customer relationship management and it has given a result that men use Flash sales more productively than women with an average point of 4.75 out of 5 whereas women get 3.50 as an average out of 5. The Revenue diagram states that women spend more amount of money in flash sales when comparing to men with a highest average of 4.5 out of 5 Whereas men spend at a maximum average of 4.25 out of 5



FINDINGS:

Men use Flash sales more productively than women with an average point of 4.75 out of 5 whereas women get 3.50 as an average out of 5. Revenue diagram states that women spend more amount of money in flash sales when comparing to men with a highest average of 4.5 out of 5 Whereas men spend at a maximum average of 4.25 out of 5

MANOVA:

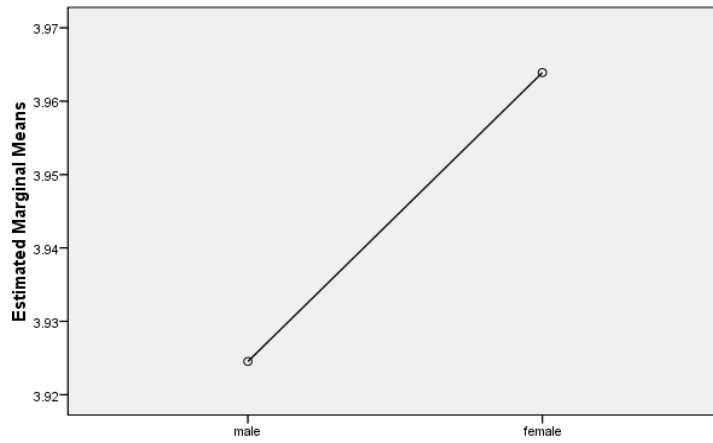
Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.983	8.665E3 ^a	4.000	590.000	.000
	Wilks' Lambda	.017	8.665E3 ^a	4.000	590.000	.000
	Hotelling's Trace	58.743	8.665E3 ^a	4.000	590.000	.000
	Roy's Largest Root	58.743	8.665E3 ^a	4.000	590.000	.000
Gender	Pillai's Trace	.010	1.522 ^a	4.000	590.000	.194
	Wilks' Lambda	.990	1.522 ^a	4.000	590.000	.194
	Hotelling's Trace	.010	1.522 ^a	4.000	590.000	.194
	Roy's Largest Root	.010	1.522 ^a	4.000	590.000	.194

TABLE NO 3: MANOVA

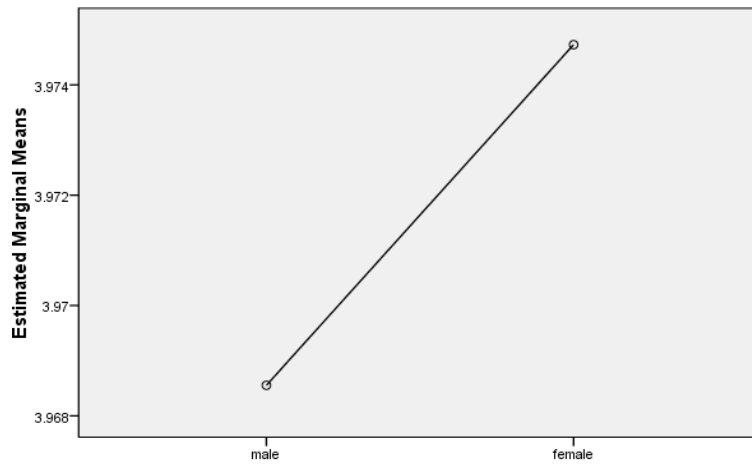
INTERPRETATION

Revenue management is high in the point of **women with 3.97** as average when compared to **men which is 3.92**. Customer Relationship management is high in the men of **with 4.01** as average when compared to **women which is 3.92**. Inventory management is high in the point of **women with 3.976** as average when compared to **women which is 3.968**. that Brand management is high in the point of **women with 3.88** as average when compared to **men which is 3.78**

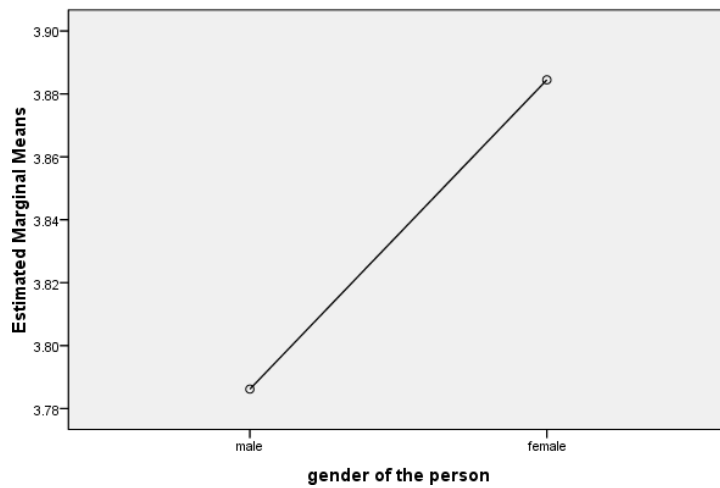
Estimated Marginal Means of Revenue Management



Estimated Marginal Means of Inventory management



Estimated Marginal Means of Brand Management





FINDINGS:

Women would like to spend more than men during the flash sale as the revenue management is higher with **3.97**. Men are very customer friendly and have good relationship customer relationship with the companies during flash sales with **4.01**. Women prefer wide variety of products and stocks as they expect inventories to be very good during the flash sales with **3.976**. Women also expect different varieties of brand when comparing to men as their brand value management is **3.88**.

CHAPTERV

CONCLUSION:

Flash sales is one of the most anticipated sale for both customers and the company because people can afford to get the products at very cheaper prices and companies get lot of customers and can earn a lot of profit during the sale. The most important features as mentioned above which include Brand management, Customer relationship management, Revenue management and the Inventory management are what we found very important during the flash sale because these factors prove to be very vital for the success of their sale during the flash sale. Thus, the paper is concluded by stating that women have proved to be very vital during the success of flash sale.

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