

# Consumer Buying Preferences in Covid 19“- with Special Reference to Flash Sales

**Prof. Arul Jyothi**

Assistant Professor  
Ramaiah Institute of Management  
aruljyothi@msrim.org

**Shreya Gupta PGDM**

Ramaiah Institute of Management  
shreyagupta9800@gmail.com

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**\*Author for correspondence:**

Prof. Arul Jyothi  aruljyothi@msrim.org  Ramaiah Institute of Management

## Abstract

With the Covid-19 outbreak and the subsequent lockdown across nations which demanded social distancing and closing down of economies confining people to their homes, they were left with no option than to change their buying behaviour and bring necessities through E-commerce companies to maintain social distancing and avoid crowding. With the objectives to identify the consumer buying patterns during the flash sale, to compare the change of consumer buying preference before Covid-19 and during Covid-19.

**Keywords:** Consumer Buying Preferences, Covid 19, Flash Sales

## Introduction

For past few years E-business entrances in India have received different tactics to increase the deals which have been mainstream in different pieces of the world. One such strategy utilized is Flash deals. This saw an adjustment in the purchasing interaction of buyers which was never seen before.

While any Ecommerce's can use flash sales as a valued approach, some companies whole plans of action influence Flash Sales. From that point forward numerous organizations have received this idea to acquire greatest fascination from buyers by offering items on special for a brief

timeframe, yet at a very interest driven cost. Flash Sales is set apart as perhaps the best and attractive deal idea in India. In India at present there are in excess of a hundred commerce sites. The online sites with major market share include Amazon, Flipkart and Snap deal. Research suggests that customers are more likely to purchase gain during flash deals.

Flash Sales can be characterized as an extraordinary arrangement or restricted period offer running between 24-36 hours on a particular product to encourage customers to buy a product. Flash sales is fundamentally done to expand the deals of a

specific item or to build the traffic on a site. The fundamental

goal of a glimmer deal is sell the items in mass amount at similarly low costs. The idea was first begun by flipkart in Quite a while, which is the market chief in Indian retail industry. Flipkart started its 1st flash sale in the name of big billion day from 6 th to 8 th October in the year 2014 and 13th to 18th October in 2015. Flash sales refer to a type of business model in which firms (principally web based) offer at least one items/administrations at a considerable markdown for a restricted timeframe. Once in a while this is additionally called ‘arrangement of the day’, or ‘every day deal’, as the sales period may last for only one day. The deal typically end sat a pre-reported time or when all items are sold out, whichever comes first.

Aside from deep is counting, streak sale retailers generally do not offer free shipping, provide only limited service and have along delivery time. Most flash-sale web sites require membership registration , and sales information is passed to their individuals through messages or other. media. Today, among the various glimmer deal retailers around the world, the most popular is maybe Groupon. It sells a variety of products and services, including dining, travel packages and beauty items, among numerous others. Groupon accomplished a yearly income of

\$2.23 billion out of 2012, up from \$14.54 million out of 2009. The underlying thought

of blaze deals goes back to the mid 2000s when the French online business organization, Vente-privee.com, began selling end-of-season inventory on the web temporarily. Its unique expectation was to exchange overabundance stock without harming the brand’s picture or rivaling other standard channels.

This business model was soon followed by many other companies around the world. The first flash-deal organization in the US was Woot.com, established in 2004. From that point forward, we have seen touchy development of this business practice. It is assessed that there were 9,675 blaze deal sites worldwide by

## Literature Review

Athira Ramachandran & Dr. Deepak Gupta studied about Flash Sales allude to an arising internet business practice in which a firm offers at least one items/administration at a considerable rebate inside restricted time. The objective of this examination was to comprehend the impact of different variables on the probability to buy on blaze deals in India. An applied model was created and confirmed with dish India overview. An applied model was created and the variables were operationalized using standardized scales which were changed in accordance with better fit an online setting. The example size included 222 respondents. The

information was dissected utilizing double strategic relapse in Stata programming. This examination found that pay, time pressure, utilitarian qualities, character type intensity, and recurrence of internet shopping essentially sway the probability to buy on flash sales.

Savannah Wei Shi & Ming Chen suggested that Full scale monetary climate (local locations), segment (age, pay and occupation) and advertisement media choice may by and large influence buy conduct on blaze deal sites. This examination researches the remarkable attributes of customer conduct under blaze deals in non-industrial nations, in view of enormous scope overview information from a significant glimmer deal site

in China. We find that buy conduct varies considerably across districts and, inside every area, buy affinity is directed by pay. Provincial promoting methodology is consequently vital. As opposed to our assumptions, Flash Sale sites are more averse to pull in drive buy. Or maybe, buyers who make more buys show more elevated levels of cautiousness. TV commercials and social media are currently the majored media, yet shopping motors and web crawlers ought not to be over looked.

Joshi Sujata identified the Indian E-commerce industry is growing multi folds and is expected to reach \$20Billion by 2020.

This is because of evolving attitude of the Indian clients and simplicity of shopping on the web. Significant Indian E-trade organizations have thought of techniques year on year to draw the clients – Flash deals one among them. Flash Sales, for example, Flipkart's – 'Huge Billion Day', Amazon. In's- 'Incredible Indian Shopping Festival' and Snap deal's-'Unpack Zindagi (Unbox Life)' give special deals on profoundly limited costs on significant Indian celebrations. The goal of this exploration paper is to comprehend the effect of glimmer deals as a business advancement device on incomes, deals, traffic and coordinations of 3 significant Ecommerce foundation of India for example Flipkart, Amazon and Snapdeal.

## Statement of the problem

The purpose of the study is to analyse the consumer buying preference during flash sales considering covid-19. Flash sales in India is a new broader and consumer oriented concept of sales especially online. It is not yet a very common practice and it is important to analyze the pros and cons of such an approach and use it most optimally

for benefit of the e commerce industry as well as consumers. This study aims to study the process of flash sales, its practice strategies and its impact on the industry and is consumers.

## Objective of the study

- [1] To identify the consumer buying patterns during the flash sales.
- [2] To compare the change of consumer buying preferences before Covid-19 and during covid-19.

### Scope of the study

The study attempts to understand and analyze the consumer buying dimensions on flash. The purpose of the study is to identify the impact of consumer buying preference in flash sale during covid-19 pandemic. The study is based on the views of people chosen randomly in Bangalore, Kolkata and Durgapur.

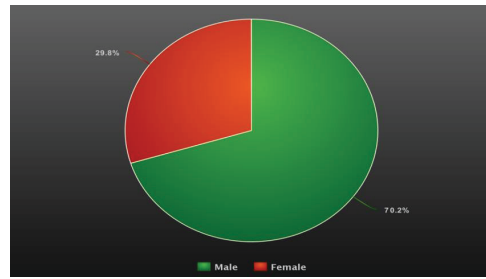
## Hypothesis

- 1) Null hypothesis(H<sub>0</sub>)- There is no association between consumer buying preference during flash sales considering covid-19 changes.
- 2) Alternate hypothesis(H<sub>1</sub>)- There is an association between consumer buying preference during flash sales considering covid-19 changes.

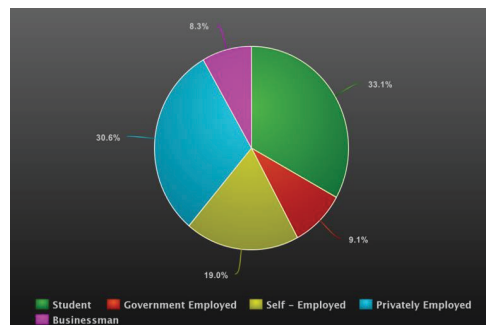
## Methodology

Data in the form of primary data collected through questionnaire and secondary data through various surveys conducted. The statistical tools that can be used for analyzing the data are frequency tables, graph, charts, chi-square. Convenience sampling is the method employed to obtain a sample. The

sample size under consideration is 120. The sample members will be respondents – either full time or contractual, without any limitations with respect to gender, position and education qualifications. Questionnaire is used to collect primary data from customers with regard to get data for consumption. patterns. Secondary data is collected from various surveys conducted and information available in newspaper articles, journals and internet. The research will be carried out in 4 stages. The stages can be described as follows:-Secondary data collection to understand the how the strategies have been used and what were the implications. Primary data collection to get firsthand information of presently existing strategies and also how the respondents have reacted to it. Analysis of data collected using statistical tools. Draw conclusions from the data collected.



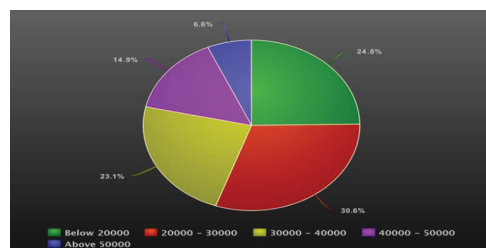
**CHART 2:** Pie chart depicting the gender of respondents who are male and female.



**CHART 3:** Pie chart depicting the occupation of the respondents

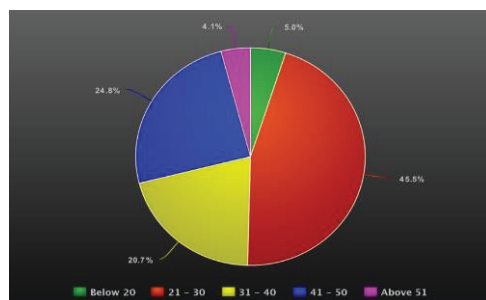
### Limitations of the study

- The choice of respondents was limited to those available at the time.
- Consumers were not freely willing to participate and had to be coaxed.

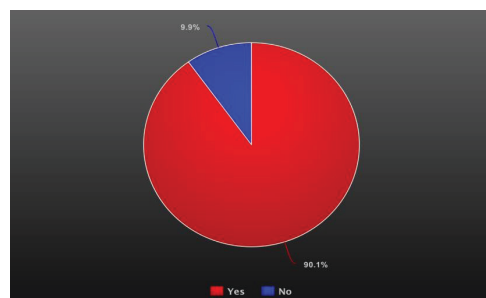


**CHART 4:** Pie chart depicting the monthly income of the respondents.

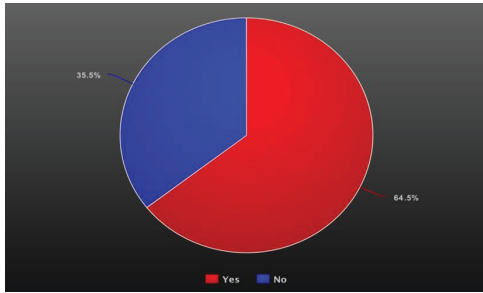
### Data Analysis



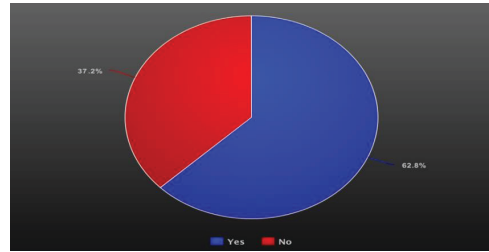
**CHART 1:** Pie chart depicting the age distribution of the respondents.



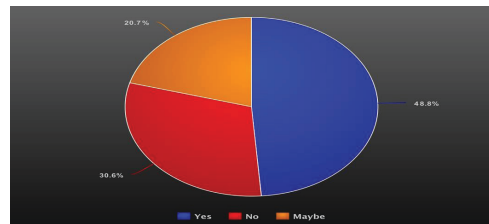
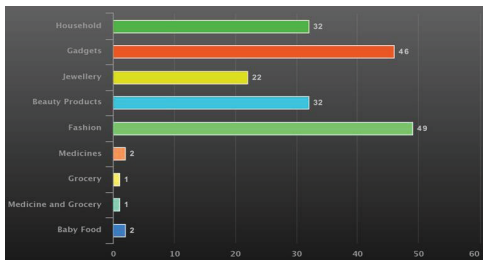
**CHART 5:** Pie chart depicting the respondents who are aware with the term 'Flash Sale'



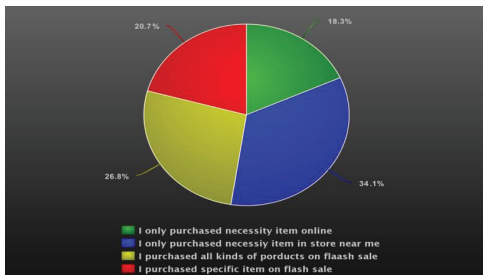
**CHART 6:** Pie chart depicting whether the respondents prefer to buy products in a flash sale or not.



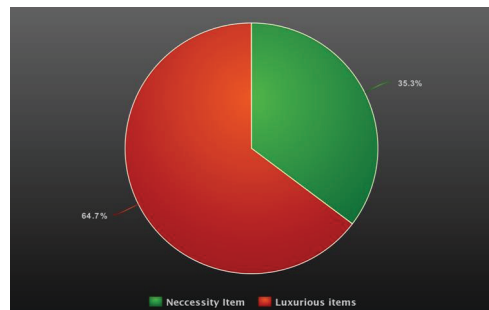
**CHART 9:** Pie chart showing the behavior change of the respondents during the covid pandemic.



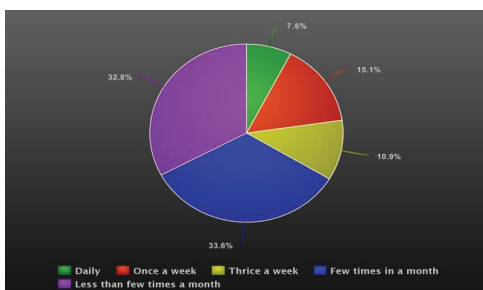
**CHART 11:** Pie chart depicting whether the respondents came across any flash sale recently or not.



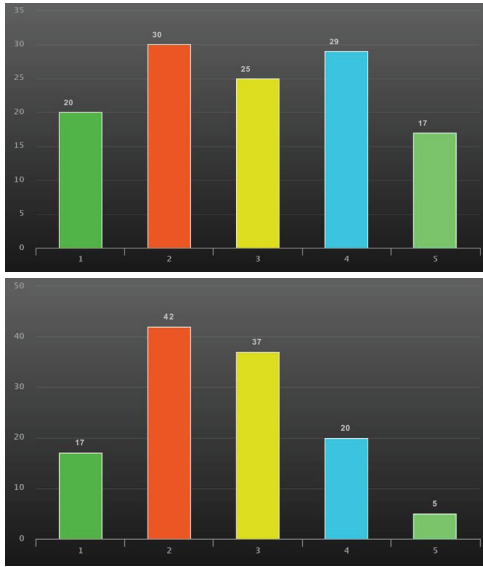
**CHART 7:** Bar chart depicting the kind of products the respondents purchase during flash sale.



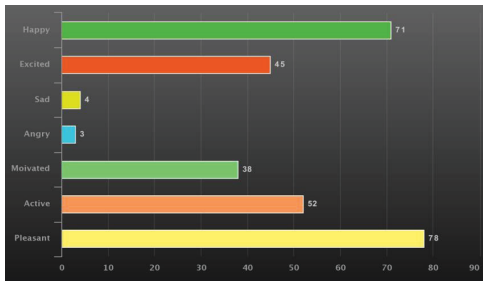
**CHART 12:** Pie chart showing the number of respondents who think the flash sale was on necessity and luxurious items.



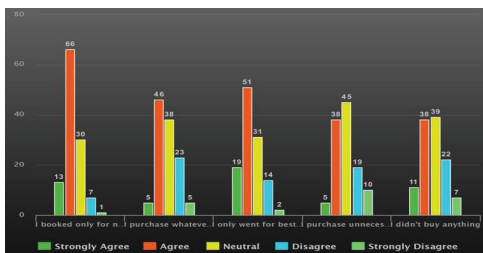
**CHART 8:** Pie chart depicting how often the respondents make a purchase in a flash sale.



**CHART 13:** Bar chart showing how well the respondents utilized the flash sale during covid-19



**CHART 14:** Bar chart showing the feelings of the respondents during a flash sale.



**CHART 15:** Bar chart showing the different ratings given by the respondents for their buying behaviour during covid-19 in a flash sale

Chart 16: Bar chart showing how well the respondents have utilized the flash sale during covid-19 compared to other times.

### Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson	8.672 <sup>a</sup>	4	.070
Chi-Square			
Likelihood Ratio	8.967	4	.062
Linear-by-Linear Association	.858	1	.354
N of Valid Cases	121		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .37.

Chi-square Table showing the responses of consumer on I booked only for necessities.

### Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson	4.930 <sup>a</sup>	4	.295
Chi-Square			
Likelihood Ratio	4.885	4	.299
Linear-by-Linear Association	.508	1	.476
N of Valid Cases	121		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.60.

### Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.455 <sup>a</sup>	4	.348
Likelihood Ratio	4.385	4	.356
Linear-by-Linear Association	.887	1	.346
N of Valid Cases	121		

- a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.86.

Chi-square table showing the responses of consumer on I purchased whatever I needed.

### Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.729 <sup>a</sup>	4	.444
Likelihood Ratio	4.388	4	.356
Linear-by-Linear Association	.002	1	.965
N of Valid Cases	121		

- a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .74.

Chi-square table showing the responses of consumer on I only went for best deals.

### Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.247 <sup>a</sup>	4	.517

Likelihood Ratio	3.269	4	.514
Linear-by-Linear Association	.253	1	.615
N of Valid Cases	121		

- a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.86.

Chi-square table showing the responses of consumer on I purchase unnecessary product because of price.

### Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.930 <sup>a</sup>	4	.295
Likelihood Ratio	4.885	4	.299
Linear-by-Linear Association	.508	1	.476
N of Valid Cases	121		

- a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.60.

square table showing the responses of consumer on I didn't buy anything

### Findings

After the study, and analysing the primary data collected through the questionnaire it was found maximum responses are the people belonging to the age group of 21-30 years and 41-50 years of age. It was also found that there were a huge behavioural shifts in the process of buying in a flash sale during covid-19 pandemic. It has also been identified that many respondents buying

behaviour didn't change despite of the pandemic they continued to purchase in a flash sale the same way they did earlier before the pandemic. Most of the respondents feel pleasant while buying in a flash sale.

## Conclusion

After conducting the study on Consumer Buying Preference during Covid-19- With Reference to Flash Sales., it can be concluded that flash sale is an integral part of the people as they are more dependent on online shopping now due to coronavirus outbreak.

The research has helped me in understanding that different consumer have different buying preferences during flash sales. The demographics also play a huge role in determining the buying patterns of the people while buying in a flash sale. From this research it is clearly identified that people purchase more of fashion

products than any other products like gadgets, households, furniture etc.

It has helped me in understanding the buying patterns of the consumers which led to a conclusion that most of the people preferred to buy necessities during the pandemic and a few people were not bothered by the pandemic and thus didn't changed their buying behaviour at all. Further scope for research exists in terms of evaluating the relevance of the concept once it has become a relatively common concept with its effect on buying behavior then – will it still hold its charm or become a nonexistent factor in the eyes of the consumer.

## References

- Factors influencing the likelihood to purchase on flash sales, by Athira Ramachandran & Dr. Deepak Gupta
- Would you snap up the deal- A study of consumer behaviour under flash sales, by Savannah Wei Shi & Ming Chen.