A Study On The Impact Of Online Flash Sales On Consumer Buying Behaviour In Coimbatore City

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Abstract- *The rapid expansion of e-commerce has transformed shopping behavior, with online flash sales emerging as a popular strategy to attract consumers through time-bound discounts and promotional offers. These sales not only create excitement but also influence purchasing decisions by leveraging digital platforms and consumer psychology. The study titled *"A Study on the Impact of Online Flash Sales on Consumer Buying Behaviour in Coimbatore City"* aims to explore how flash sales shape consumer attitudes, preferences, and decision-making processes. It focuses on understanding demographic influences, awareness levels, and participation patterns of consumers in Coimbatore. By analyzing various factors such as promotional strategies, platform preferences, and product categories, the study seeks to provide insights into the growing role of flash sales in modern retail.*

Keywords*- Online Flash Sales, Consumer Buying Behavior, E-commerce, Discounts, Trust, Coimbatore, Customer Satisfaction, Digital Marketing.*

I. INTRODUCTION

In the rapidly evolving digital marketplace, online flash sales have emerged as a popular marketing strategy that significantly influences consumer buying behavior. Flash sales are short-term promotional events offering products at heavy discounts, often combined with limited stock availability and strict time constraints. This sense of urgency, exclusivity, and competitive pricing motivates consumers to make quick purchase decisions, sometimes leading to impulse buying.

In India, the growing adoption of e-commerce platforms such as Amazon, Flipkart, Myntra, and Snapdeal has accelerated the popularity of flash sales. The increasing penetration of smartphones, affordable internet connectivity, and secure digital payment options have further encouraged consumers to participate in such sales. Coimbatore, being a fast-growing urban hub with tech-savvy consumers and a vibrant retail environment, provides an ideal setting to study this trend.

Understanding consumer behavior during flash sales is crucial for marketers and retailers, as it helps in framing effective promotional strategies, improving customer engagement, and enhancing brand loyalty. This study aims to explore how factors like discounts, time pressure, product exclusivity, convenience, and trust in online platforms influence consumer decisions during flash sales in Coimbatore City.

OBJECTIVES

- To examine the awareness level of consumers in Coimbatore regarding online flash sales.
- To analyze the factors influencing consumer participation in online flash sales (such as discounts, time pressure, product exclusivity, advertisements, etc.).
- To study the impact of online flash sales on consumer buying behaviour, including impulse buying, frequency of purchases, and decision-making.
- To evaluate the level of consumer satisfaction and post-purchase behaviour associated with online flash sales.

STATEMENTOFPROBLEMS

In recent years, online flash sales have emerged as a powerful marketing strategy adopted by e-commerce platforms to attract consumers by offering limited-time discounts and exclusive deals. These sales create a sense of urgency and excitement among buyers, influencing their purchasing decisions and altering traditional buying patterns. With the rapid increase in internet penetration and smartphone usage, consumers in Tier-II cities like Coimbatore have also become active participants in online shopping. However, while online flash sales are designed to drive quick purchases, their actual impact on consumer buying behaviour — including decision-making, satisfaction, impulse buying, brand loyalty, and post-purchase evaluation — remains underexplored, especially in the context of semi-urban regions like Coimbatore. There is a growing need to understand how consumers in Coimbatore perceive these flash sales, what

motivates their participation, and how such marketing techniques influence their shopping habits.

LIMITATIONOFTHESTUDY

1. The study is limited to Coimbatore City and may not represent other regions.
2. Convenience sampling may not cover all categories of online shoppers.
3. Findings are based on self-reported data, which may involve personal bias.

II. REVIEW OF THE 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.**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.

3.**Khanna and Sampat (2014)** had focused on Indian market as it was going through major E- reforms which resulted in massive growth and opportunities in online trading. The study was exploratory in nature as its aim was to find the impact of festival discount on the purchasing pattern of the customers. The results of the research in this paper and the way of implementation of recommendations on the basis of shopping history, customer behavior can further improve the selection process and stickiness with the online retailer.

III. RESEARCH METHODOLOGY

Research Design

The study adopts a **descriptive research design** to understand how online flash sales influence consumer buying behaviour in Coimbatore City.

Nature of the Study

The research is **quantitative in nature**, supported by primary data from consumers who participate in online flash sales, and secondary data from journals, websites, and reports on e-commerce trends.

Area of the Study

The research is confined to **Coimbatore City**, where online shopping and participation in flash sales is growing rapidly.

Sources of Data

Primary Data: Collected through a structured questionnaire distributed among online shoppers in Coimbatore.

Secondary Data: Sourced from research papers, e-commerce reports, books, and websites related to online consumer behaviour.

Sampling Technique

A **Convenience sampling method** is used to reach respondents who have experience with online flash sales.

Sample Size
A total of **100 respondents** were selected for the study, ensuring a mix of age groups, gender, and occupations.

Percentage Analysis

Table 1.1-Age

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	Below 20	24	24
2	21-30	47	47
3	31-40	14	14
4	41-50	7	7
5	Above 50	8	8

Table 1.1 shows Majority (47%) of respondents belong to the **21–30 years** category, followed by 24% below 20 years.

This indicates that **younger consumers are more active participants in flash sales**, as they are tech-savvy and more exposed to online platforms.

Only 7% are in the 41–50 group and 8% above 50, showing limited adoption among older age groups.

Table 1.2-Gender

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	Male	67	67
2	Female	31	31
3	Others	2	2

Table 1.2 shows 67% are male, 31% female, and 2% others.

Table 1.3-Occupation

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	Student	40	40
2	Working Professional	27	27
3	Home Maker	13	13
4	Self-Employed	19	19
5	Unemployed	1	1

Table 1.3 indicates the highest group is students (40%), followed by working professionals (27%). Homemakers (13%) and self-employed (19%) also participate but to a lesser extent.

Table 1.4-Educational Qualification

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	School	6	6
2	UG	52	52
3	PG	28	28
4	Others	14	14

Table 1.4 shows Majority are graduates (52%), followed by postgraduates (28%). Very few (6%) are school-level, indicating limited exposure to online platforms.

Table 1.5-Types of Family

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	Nuclear Family	34	34
2	Joint Family	66	66

Table 1.5 indicates 66% belong to joint families, while 34% belong to nuclear families.

Table 1.6-Monthly Income

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	Below 10000	6	6
2	10001-30000	12	12
3	30001-50000	38	38
4	50001-70000	28	28
5	Above 70000	16	16

Table 1.6 shows 38% earn 30,001–50,000, followed by 28% in the 50,001–70,000 range, 16% earn above 70,000, 12% earn 10001-30000 and 6% in the group of Below 10000.

Table 1.7-Awareness of Flash Sales

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	Yes	100	100%
2	No	0	0

Table 1.7 shows 100% are aware about Online Flash Sales
This indicates a high awareness level in Coimbatore, driven by e-commerce promotion.

Table 1.8-Source of First Learning

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	Social media	15	15
2	E-commerce	46	46
3	Advertisement	15	15
4	Friends/family	20	20
5	Others	4	4

Table 1.8 shows 46% came to know through e-commerce platforms, followed by 20% through family/friends. This shows that platforms themselves are the major promoters.

Table 1.9-Preferred Platform

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	Amazon india	24	24
2	Flipkart	26	26
3	Myntra	22	22
4	Ajio	13	13
5	Meesho	10	10
6	Reliance	2	2
7	Others	3	3

Table 1.9 shows Flipkart (26%) and Amazon (24%) are the top choices, followed by Myntra (22%).This suggests that leading e-commerce giants dominate flash sale participation, while newer platforms like Meesho and Reliance have smaller shares.

Table 1.10- Products purchased

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	Electronics	29	29
2	Clothing & accessories	28	28
3	Groceries	20	20
4	Beauty products	14	14
5	Home appliances	4	4
6	Others	5	5

Table 1.10 shows Electronics (29%) and clothing (28%) are the top categories, followed by groceries (20%). This suggests that both durable and consumable goods are popular during flash sales, with electronics being highly attractive.

Table 1.11-Satisfaction with Products

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	Very satisfied	12	12
2	Satisfied	39	39
3	Neutral	35	35
4	Dissatisfied	9	9
5	Very dissatisfied	5	5

Table 1.11 indicates 39% satisfied, 35% neutral, 12% very satisfied. This indicates that a majority are reasonably satisfied, though dissatisfaction (14%) exists due to product mismatch or quality issues.

Table 1.12-Factors Influencing Consumer Participation in Online Flash Sales

S.NO	PARTICULARS	NO.OF. RESPONSES	PERCENTAGE
1	Attractive discounts	17	17
2	Time pressure / urgency	4	4
3	Product scarcity/ limited stocks	6	6
4	Product exclusive	9	9
5	Ads & promotions	13	13
6	Social influence/peer pressure	15	15
7	Previous positive experience	8	8
8	Product reviews and ratings	12	12
9	Trust in e-commerce platforms	16	16

The table 1.12 shows that attractive discounts (17%) and trust in e-commerce platforms (16%) are the major factors influencing consumer participation in flash sales. Social influence (15%) and ads/promotions (13%) also play a strong role. On the other hand, time pressure (4%) and product scarcity (6%) have the least impact, indicating consumers are driven more by price and trust than urgency tactics.

IV. FINDINGS OF THE STUDY

- Majority (47%) of respondents belong to the 21–30 years age group.
- Majority (67%) of respondents are male.
- Majority (40%) of respondents are students.
- Majority (52%) of respondents are graduates (UG).
- Majority (66%) of respondents belong to joint families.
- Majority (38%) of respondents earn a monthly income between Rs.30,001–50,000.
- Majority (100%) of respondents are aware of online flash sales.
- Majority (46%) first learned about flash sales through E-commerce platforms.
- Majority (26%) prefer Flipkart, closely followed by Amazon (24%).

- Majority (29%) purchase electronics, followed by clothing (28%).
- Majority (39%) are satisfied with products bought during flash sales.
- Majority (17%) are influenced by attractive discounts, followed by trust in platforms (16%).

V. SUGGESTION

The study suggests that e-commerce platforms should continue offering attractive discounts but also focus on building stronger trust through secure transactions, quality assurance, and reliable delivery. More awareness programs and user-friendly interfaces should be introduced to help less tech-savvy customers engage confidently in flash sales. Platforms must also emphasize transparency in product details, improve post-purchase support, and address dissatisfaction issues. Personalized offers based on customer preferences and better promotion of genuine reviews and ratings can further influence purchase decisions. Additionally, adopting hybrid customer service that combines AI with human interaction will help retain consumer trust and satisfaction.

VI. CONCLUSION

The study concludes that online flash sales significantly influence consumer buying behavior in Coimbatore, particularly among the younger generation. Attractive discounts, trust in platforms, and social influence emerge as the strongest motivators, while urgency tactics like time pressure and scarcity have minimal impact. Electronics and clothing remain the most popular purchase categories, and overall satisfaction levels are moderately high. However, challenges such as product quality issues, limited awareness, and lack of personal touch persist. Therefore, while flash sales are a powerful tool for driving sales and consumer engagement, their long-term success depends on maintaining transparency, improving service quality, and enhancing customer trust.

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