

INFLUENCE OF ONLINE SHOPPING IN FLIPKART BIG BILLION SALE

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ABSTRACT

Flipkart Big Billion Day is an annual shopping event hosted by Flipkart, one of the largest E-Commerce platform. It is typically held in October and it is one of the biggest shopping festivals in India. During this event ,shoppers can find reputable brands, reduced apparel, accessories jewelry and footwear . customers have previously had the chance to purchase a variety of products at a discounted bundle price during Flipkart sale with up to 50% discounts . Shoppers participating in the big billion days sale are also eligible for bank discounts with up to 10% instant reductions and up to 6000 instant price cuts ,free EMI ,exchange incentives , and bank discounts.

Key Words: *Flipkart Big Billion Day, E-commerce, Behavioral lessons, Sentimental analytics, Flash sales, Consumer behavior, E-commerce challenges, Flipkart performance*

INTRODUCTION

Flipkart Big Billion Days is a multi-day online shopping festival designed to offer significant discounts ,deals ,offers across various product categories like electronics, home appliances , mobile phones , fashion and more. The Internet has transformed the way people work , think, communicate , respond, perceive, interact and purchase. Flipkart has successfully wrapped up its big savings day sale . During the sale, a huge discount was offered on a variety of products . However, there will be other Flipkart sales throughout the year , so this is not the only one.

REVIEW OF LITERATURE

Ajay Jamnani (2016) ‘E-commerce big billion day -A case study with special reference to Flipkart ‘ It discusses how Flipkart overcame the criticism from its customers and finally could manage its image build over the last 7 years since its inception in 2007 and adverse effects to its competitors where offers like this can make or break the image of the company. The paper analyzes the pros and cons of the promotional offers how Flipkart managed to keep the promise made and how it could regain its image in the market when most of the customers lost their trust in Flipkart.

Tulasi Jayakumar (2015) ‘Behavioral lessons from Flipkart’s Big Billion Day Sale’ The purpose of this paper is to understand the behavioral lessons and managerial implication of deep discount strategies used by E-Commerce firms to gain a competitive advantage over rivals. This study is about the application of behavioral economic principles to E-retailing in India.

Pushpendu Rakshith (2020) ‘Sentimental analytics on Indian Big Billion Day of Flipkart and Amazon’ From the study we derive that both the brands have individually different sentimental analysis to their customer pool. Both have different inferences on multiple parameters of sentimental analytics based on twitter comments. This analyses help to explore into the areas of sentimental analytics of Flipkart and Amazon.

Anubhuti Nigam , Adeel Maqbool (2018) ‘Flipkart Big Billion Day Sale-Then and Now: A comparison’ This paper makes an effort to analyze the reason and causes behind the failure of the Flipkart Billion Sale of 2014 , its launching year and since then what changes and efforts it had made to overcome its inadequacies .When Flipkart began its Big Billion Day

Sale in 2014, there we may face a pause. The major reason behind the failure of this sale could be grouped under three broad heads-inherent faults, trade related malpractices and the fierce competition.

Anand Vyas, Sachin Gupta (2017) 'Challenges assessment for the E-commerce industry in India : A review (with special reference to Flipkart vs Snapdeal)' The core aim of the research paper is to analyze the challenges faced by an E-Commerce industry in India. This research paper gives a theoretical contribution for analyzing the hurdles in front of the E-Commerce industry. India is a developing nation where internet connectivity and infrastructure for information technology are still at a fundamentally basic level.

Raghavendra Rao Rentala (2019) 'A research study on performance and prospects of Flipkart in Indian E-Commerce industry, This paper has done an analytical study on Flipkart financial performance and how far it is in a profitable position despite heavy discount pouring in the market and tough e-commerce games being played. It understands the evolution and evaluation of e-commerce growth in India.

Joshi Sujata (2016) 'Impact of flash sales on consumer and e-commerce industry in India' This paper studies the impact of flash sales as a sales promotion tool on revenue, sales, traffic and logistics of three major e-commerce platforms of India that are: Flipkart, Amazon and Snapdeal. Flash sale in case of e-commerce industry can be defined as shopping intermediaries that are used as a promotional means to promote market and distribute goods such as electronics, clothing etc. at a deeply discounted price.

Gupta, Vijendra (2017) 'Million morons of Flipkart : A case study', This paper attempts to review how opportunities and challenges could be optimized by developing countries in the context of e-channels. It gives a detailed study on tools and pillars of e-business strategies including e-payments over the internet, online advertising, online trading and auction (OLX) deals. It deals with benefits of e-marketing in e-business.

Dr. Ashamayee Mishra, Prof. Sujata Rath (2022) 'Impact of flash sale on e-commerce industry in India', The research paper is to comprehend the effect of flash sales on income, deals, traffic and coordination of three significant e-commerce foundations of India such as Flipkart, Amazon and Snapdeal. This analysis shows that flash sale helps retail industries to increase revenue more than one year.

Jay Kanani, Dr. Sanjay Bhayani (2018) This paper is about the journey of Flipkart, how it started and how it is now. It discusses how Flipkart adopted a flawed business model, which attracts the customer only on heavy discount, it was bound to fail. Flipkart might be a tough long battle in the online shopping market and the market believes Flipkart will survive.

Meenakshi Singh, Gaganpreet Kaur Ahluwalia, Meenakshi Duggal (2023) 'Assessing the growth of e-commerce in India: A study of Flipkart's performance, viability and future prospect' This paper explores the dynamic e-commerce landscape in India, which is expected to reach a value of \$70 billion by 2020, based on technopak advisors' projections. The emergence of popular online shopping platforms such as Amazon, Flipkart, e-bay, and shopclues has revolutionized the way buyers and sellers interact, leveraging the power of the internet and information technology.

Soumendra Kumar Patra, Durga Madhab Mahapatra, Sukanta Kumar Baral (2021) 'The big billion vs great Indian festival e-shopping : a study on new consumer behavior paradigm' The study shows the comparison of the big billion days and the great Indian festival and the paper makes an attempt to investigate the transformation in the purchase behavior of consumers towards the two leading e-tailers during the festive season.

A John William, A Arulraj (2019) 'A study on customer behavior on Big Billion Day Sale on Flipkart with reference to Coimbatore' This paper is a study on consumer satisfaction on the Flipkart big billion sale, Coimbatore city. It reveals factors influencing the satisfaction towards sales promotion activity. It gave an overall look into satisfaction levels of all different factors. This project is helpful to the company to know how much focus a particular factor needs in order to satisfy the customer.

Pihu Yadav (2023) 'Flipkart's big billion days 2023 sales records over a million customer visit' This paper shows that Flipkart's big billion day sales has reported 1.4 million customer visits over early access and 7 days of the shopping festival. Top choices among the customer include televisions, audio devices, smartphones and grooming products. Another highlight of this was increasing women wish masters.

RESEARCH METHODOLOGY

In terms of the sampling strategy, we approached simple random sampling for the selection of the individual respondents. Respondents in this research ,who use Flipkart for their online shopping are taken into consideration.

Method of Data Collection

A survey was conducted using questionnaires for the purpose of making data collection possible . Nearly thirty questionnaires were sent, and all of them have been returned.

Analysis of each and every survey

The objective of the survey is to analyze the purchasing behavior of consumers through Flipkart during the big billion sale. Qualitative and quantitative designs are appropriate for this topic.

DATA ANALYSIS AND INTERPRETATION

Demographic data of the respondents

Frequency Table			
		Frequency	Percentage
Age	Below 25	28	90.3
	25-35	1	3.2
	35-45	1	3.2
	Above 45	1	3.2
	Total	31	100
Gender	Male	13	41.9
	Female	18	58.1
	Prefer not to say	0	0
	Total	31	100
Educational Qualification	Undergraduate	15	48.3
	postgraduate	16	51.7
	Total	31	100
Occupation	Professional	4	12.9
	Non-Professional	27	87.1
	Total	31	100
	Urban	16	51.7

Geographical Location	Rural	15	48.3
	Total	31	100

The data shown above is a frequency table that provides a summary of customers who prefer Flipkart during a big billion sale. The age distribution of the respondent is shown as follows: 90.3 percent of respondents are below the age of 25, while age group of 25-35,35-45 and above 45 have 3.2 percent each

The gender distribution of the respondent is shown as follows : 41.9 percent of the respondents are from male and the remaining 58.1 percent are female .The response of male is less compared to female.

The education qualification of respondents is shown as follows : 48.3 percent of respondents are undergraduate and the remaining 51.7 are postgraduate.

The occupation of the respondent is shown as follows : 12.9 percent of respondents are professionals and the remaining 87.1 percent are non-professional.

The geographical location of respondents is shown as follows : 51 percent of the respondents are from urban area and the remaining 48.3 percent is from rural areas.

ANALYSIS THE FINDINGS

1The discount and offer during the big billion sale were clearly communicated

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	5	16.1
2	Agree	21	67.7
3	Neutral	4	12.9
4	Disagree	1	3.2
	Total	31	100

INTERPRETATION :

The survey responses indicate a predominant positive sentiment, with 83.8% either strongly agreeing or agreeing. A minor portion, 12.9%, remained neutral, and only 3.2% expressed disagreement. This suggests a generally favorable stance among participants.

2 Respondents opinion on the user interface of the Flipkart website during the sale to be user-friendly.

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	5	16.1
2	Agree	18	58.1
3	Neutral	7	22.9
4	Disagree	1	3.2

	Total	31	100
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INTERPRETATION:

The survey results indicate a generally positive sentiment towards the statements presented, with a majority of respondents falling into the "Agree" category at 58.1%. Furthermore, 16.1% strongly agree, emphasizing a significant portion aligning strongly with the statements. A smaller percentage, 22.9%, expressed a neutral stance, suggesting a moderate but notable number of respondents who neither agree nor disagree. The "Disagree" category represents a minimal 3.2% of responses.

3 Respondents on the variety of products available during the big billion sale met my expectations.

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	4	12.9
2	Agree	11	35.5
3	Neutral	13	41.9
4	Disagree	3	9.7
	Total	31	100

INTERPRETATION:

The survey results indicate diverse opinions among respondents. While a significant portion, 35.5%, expressed agreement, an almost equal proportion, 41.9%, remained neutral. This suggests a balanced distribution of perspectives. Notably, only 9.7% disagreed, indicating a relatively low level of dissent. Strong agreement, at 12.9%, highlights a noteworthy but comparatively smaller fraction of strongly positive sentiments.

4 Respondents opinion on the delivery speed for products purchased during the sale was satisfactory.

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	1	3.2
2	Agree	20	64.5
3	Neutral	7	22.6
4	Disagree	2	6.5
5	Strongly Disagree	1	3.2
	Total	31	100

INTERPRETATION:

The survey results indicate a predominant positive sentiment among respondents, with a combined 67.7% expressing agreement (64.5% "Agree" and 3.2% "Strongly Agree"). However, a noteworthy portion, 22.6%, maintained a neutral stance. The minority of dissenting opinions comprises 6.5% who "Disagree" and 3.2% who "Strongly Disagree."

5 Respondents opinion on the overall shopping experience during the big billion sale was enjoyable.

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	4	12.9

2	Agree	14	45.2
3	Neutral	10	32.3
4	Disagree	1	3.2
5	Strongly Disagree	2	6.5
	Total	31	100

INTERPRETATION:

The data presented indicates responses to a survey, with participants expressing their opinions on a given statement. The majority, comprising 45.2%, agreed with the statement, while 32.3% remained neutral. A smaller percentage, 12.9%, strongly agreed, while 6.5% strongly disagreed, and only 3.2% disagreed. Overall, the responses suggest a generally positive inclination toward the statement, as a substantial portion either agreed or strongly agreed, making up a combined 58.1%. The neutral responses may indicate a division of opinions, while the disagreement responses are comparatively minimal.

6 Respondents opinion on able to easily find the products I was looking for during the sale

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	2	6.5
2	Agree	20	64.5
3	Neutral	8	25.8
4	Strongly Disagree	1	3.2
	Total	31	100

INTERPRETATION:

The survey results indicate that a majority of respondents, accounting for 64.5%, expressed agreement with the given statements. Specifically, 20 respondents (64.5%) agreed, while 2 respondents (6.5%) strongly agreed. On the other hand, 8 respondents (25.8%) chose the neutral option, suggesting a notable portion of participants did not strongly lean towards either agreement or disagreement. Only 1 respondent (3.2%) strongly disagreed with the statements. In summary, the overall sentiment leans towards agreement, with a significant portion choosing the neutral stance, and a minimal number expressing strong disagreement.

7 Respondents opinion on the special discounts or payment offers influenced my purchasing decisions.

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Agree	20	64.5
2	Neutral	8	25.8
3	Disagree	3	9.7
	Total	31	100

INTERPRETATION:

In the given data table, responses are categorized into three distinct categories: Agree, Neutral, and Disagree. The majority of respondents, constituting 64.5%, expressed agreement with the subject matter. A notable portion, 25.8%, remained neutral in their stance, while a smaller proportion, 9.7%, disagreed. These percentages reflect the distribution of opinions among the total of 31 responses.

8 Respondents opinions on the discounts and offers during this year's sale were better than those in previous years.

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	3	9.7
2	Agree	13	41.9
3	Neutral	10	32.3
4	Disagree	5	16.1
	Total	31	100

INTERPRETATION:

The survey results indicate varying opinions among respondents. The majority, comprising 41.9%, expressed agreement, while 32.3% remained neutral. Notably, 16.1% disagreed with the statements presented. A smaller fraction, 9.7%, strongly agreed. It's evident that there's a diverse range of perspectives, highlighting the need for further exploration and understanding of the underlying reasons for these differing viewpoints.

9 Respondents opinion on the mobile app and website features added for the big billion sale were helpful

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	5	16.1
2	Agree	16	51.6
3	Neutral	8	25.8
4	Disagree	1	3.2
5	Strongly Disagree	1	3.2
	Total	31	100

INTERPRETATION:

The data presented in the table reflects responses to a survey, categorizing participants' opinions into five levels ranging from "Strongly Agree" to "Strongly Disagree." The majority of respondents fall into the "Agree" category, constituting 51.6% of the total. Additionally, 16.1% strongly agree, 25.8% remain neutral, while both "Disagree" and "Strongly Disagree" together make up a minor 6.4%. Overall, the predominant positive sentiment indicates general agreement with the surveyed statements.

10 Respondents opinion on encountering technical issues while making a purchase during the big billion sale.

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	3	9.7

2	Agree	7	22.6
3	Neutral	11	35.5
4	Disagree	9	29
5	Strongly Disagree	1	3.2
	Total	31	100

INTERPRETATION:

The presented data reflects a spectrum of opinions among respondents. Notably, a small fraction, accounting for 9.7%, strongly agrees with the given statements, while a larger segment, constituting 22.6%, merely agrees. The most striking feature is the significant proportion of respondents, totaling 35.5%, who express a neutral stance, indicating a prevailing indecision or lack of clear alignment with the provided statements. On the opposing side, 29% disagree, suggesting a notable dissenting perspective. Interestingly, only a minimal 3.2% strongly disagree, implying a minor but fervent opposition.

11 Respondents opinion on the return and refund process for products purchased during the sale was efficient .

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	3	9.7
2	Agree	16	51.6
3	Neutral	9	29
4	Disagree	2	6.5
5	Strongly Disagree	1	3.2
	Total	31	100

INTERPRETATION:

This data represents responses to a survey or questionnaire with five options ranging from "Strongly Agree" to "Strongly Disagree." The majority, 51.6%, agreed, while 9.7% strongly agreed, 29% were neutral, 6.5% disagreed, and 3.2% strongly disagreed. The analysis indicates a general agreement among respondents, with a notable proportion remaining neutral.

12 Respondents opinion on the product reviews before making a purchase during big billion sale.

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	9	29
2	Agree	16	51.6
3	Neutral	4	12.9
4	Disagree	2	6.5
	Total	31	100

INTERPRETATION:

This table represents responses to a survey. The majority (51.6%) agreed, while 29% strongly agreed, 12.9% were neutral, and 6.5% disagreed. Overall, there were 31 responses in total. The data suggests a generally positive sentiment towards the surveyed topic.

13 Respondents opinion to see more discounts on specific products or categories in future sales.

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	15	48.4
2	Agree	12	38.7
3	Neutral	2	6.5
4	Disagree	1	3.2
5	Strongly Disagree	1	3.2
	Total	31	100

INTERPRETATION :

This table appears to represent survey responses with a Likert scale. The majority (87.1%) either "Strongly agree" or "Agree," suggesting a positive overall sentiment. A small percentage (9.7%) expressed a neutral or negative stance. It's essential to consider the context and the specific survey questions for a more in-depth interpretation.

14 Respondents opinion on recommending the Flipkart big billion sale to friends or family.

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	8	25.8
2	Agree	17	54.8
3	Neutral	5	16.1
4	Disagree	1	3.2
	Total	31	100

INTERPRETATION :

The data represents responses to a survey with four options. The majority "Agree" with 54.8%, followed by "Strongly agree" at 25.8%. A smaller percentage is "Neutral" (16.1%), and the least is "Disagreed" (3.2%). Overall, the majority holds positive views, suggesting a generally favorable sentiment among respondents.

15 Respondents opinion on the customer service provide by Flipkart during the big billion sale was satisfactory.

SL NO.	RESPONSES	FREQUENCY	PERCENTAGE
1	Strongly agree	6	19.4
2	Agree	17	54.8
3	Neutral	8	25.8

	Total	31	100
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INTERPRETATION :

From the total of 31 responses ,the responses collected are as follows : respondents who “Strongly agree” are 19.4% , who “Agree” are highest with 54.8% , and neutral with 25.8% .

FINDINGS OF RESEARCH

The research findings underscore a focus on individuals influenced by Flipkart online shopping on big billion sale. The gender dynamic reveals a distribution of 58.1% female and 41.9% male . The education qualifications of the respondents are 48.3% undergraduate and 51.7% postgraduate. Majority respondents are from urban areas with 51.7% and 48.3% from rural areas. Majority people agreed that the user interface of Flipkart website during the sale was user friendly .With a highest of 58.1% the above has been ‘agreed’. The survey results indicated predominant positive sentiment among respondents with a highest of 64.5% agreed.

CONCLUSION

The study reveals a broad consensus on the influence on online shopping from Flipkart big billion sale and their opinion about the purchase experience. The study comes to a conclusion where the overall shopping experience during the sale was enjoyable. The discount and offers during the sale has increased compared to normal sales. The mobile app and website features added for the big billion sale were very helpful for the customers. The customer service provided by Flipkart during the big billion sale was satisfactory.

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