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Impact of Flash Sales on E-Commerce Industry in India

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Abstract: ***The Indian E-commerce industry is developing multifolds and is relied upon to reach $20 Billion by 2020. This is because of evolving outlook of the Indian clients and simplicity of shopping on the web. Significant Indian E-trade organizations have concocted techniques year on year to draw the clients – Flash deals one among them. Streak deals like Flipkart's – 'Large Billion Day', Amazon. In's-'Incredible Indian Shopping Festival' and Snap deal's-'Unpack Zindagi(Unbox Life)' give limited time deals on profoundly limited costs on significant Indian celebrations.***
Information identified with the blaze deals of 3 significant online retailers from 2011 to 2016 wiz Flipkart, Snapdeal and Amazon, was gathered from secondary sources to analyze the effect of Flash deals on E trade organizations concerning deals, incomes, site traffic and coordination's. The analysis will help internet business organizations comprehend the effect of glimmered deals for them.
Keywords: Deals, E-commerce, E-retail, Flash Sale and Industry

I. INTRODUCTION

A. About The Ecommerce Industry In India

E-commerce business, the platform where dealers register to sell and purchasers register to purchase, has changed the state of numerous enterprises in India. Presently the web client base in India stands around at 402million. A report by Nasscom and Akamai Technologies predicts that 75% of new web clients will come from rustic India. Ascend in nature of internet providers, rising working class with discretionary cashflow, client experience and rising versatile entrance are significant drivers for ascend in online business area. Different hatcheries to the ascent of online retail industry of India incorporate better expectations for everyday comforts, development in urban communities past metros, developing interest in coordinations and stockrooms, occupied ways of life with absence of time for disconnected shopping, a lot more extensive item decision, and rising on the web arranged locales. Forester predicts that in Asia-Pacific locale, India will have the one of the greatest developments in internet business area across the globe. The web based business industry in India takes into account various areas like online travel, style, hardware and so on New areas that are arising in online business incorporate drugs, offer of extravagance diamond setter things, and furniture.

B. Offers & Discounts as a Promotional tool for Ecommerce Industry

Streak deal if there should be an occurrence of E-business industry can be characterized as shopping middle people that are utilized as limited time intends to advance market and disperse merchandise like gadgets, apparel, and so on at profoundly limited costs. Lee and Lee (2012) characterized streak deals as electronic dissemination channels that are utilized for time restricted weighty limits for the development acquisition of items or administrations. They are additionally eluded as at times Daily Deals and Private Sales. E-retail stages are markdown driven, as it's a profoundly serious market in India. Such limits whenever offered by an online vender, for a restricted timeframe or on a particular event, for example, a celebration are named as blaze deals.
Flash sales help online internet business sites to develop at a higher speed as they experience colossal deals of items, alongside higher benefit. Overabundance stock could likewise be transferred rapidly, and sold rapidly transforming this into an advantage for the entryway. Valuing in streak deals is done so that, the change of stock to cash turns out to be quick. The prime objectives that could be accomplished by Flash Sales include: expanded benefits, get new clients, oversee stock, more brand utilization and higher market development. Some different objectives achieved by streak deals include: filling prompt inhabitance needs; expanding openness; coming to new client market fragments and incorporate first client preliminaries. Value advancements and non-money related advancements, and furthermore deals advancements consistently make a beneficial outcome on the assessment of the item and its buy goal by the client. The significant job in the event of blaze deals has been played by value advancements, which thusly can change the drawn out brand relationship for a client.

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Value advancements likewise make a positive effect on the buy volume. It is likewise assisting on the web dealers with baiting its clients to visit their sites/application over and over. Customers will have higher goal to buy in web shopping; buying choices and decision making among elective assessments dependent on the special offers. Flipkart, Amazon and Snapdeal have advanced with a pattern to dispatch streak deals India preceding the significant Hindu celebration for example Diwali. Flipkart with its Big Billion Day, Amazon with its Great India Sale and Snapdeal with its Unbox Diwali Sale have been the most unmistakable blaze deals in India from past numerous years. The glimmer deals sites of organizations have developed dramatically since 2009, with a 368% expansion in month to month piece of the overall industry. Likewise 50% of the buys happen during the primary half hour of the blaze deals. The more fruitful blaze deals are those that don't keep going extremely long and half of buys happen during the principal hour of a glimmer deal.

The absolute most significant instruments utilized by e-retail stages for weighty advancements during merry blaze deal seasons include:

1) *Discounted Products:* More limited items than ordinary days. The markdown is appealing for the client.
2) *Free Shipping/Free Returns:* Incorporating transporting cost into the item creates a security inside client that he will not miss out anything in the event that he needed to return the item. Walker Sands Info realistic reports that 80% of the online shoppers would be more enticed to go for Amazon, whenever offered free transportation; 24 hour conveyance would pull in 66% more clients.
3) *Extra Cash back with Bank tie ups:* Amazon, Flipkart, Snapdeal during streak deals draw in more customers by giving additional rebate separated from the running markdown during streak deals, by getting connected to significant banks of India like SBI, HDFC, Axis, wherein they offer additional markdown of 10-20% on acquisition of least measure of items.
4) *Different Day for Various Class Of Items:* Assigning separate day for significant classifications which incorporate Fashion, Home and Appliances, Mobile and Mobile Accessories, Electronics and Automotive and Books and More aides the buyer shop effectively on that allocated day, prompting more buys. This example has been trailed by each of the three significant e-tail stages Flipkart, Amazon and Snapdeal.

Studies on streak deals have been led in different industry verticals however not very many investigations have been directed on understanding the effect of Flash deals concerning deals, incomes, site traffic and co-ordinations and so on of Indian Ecommerce industry. Thus the goal of the paper is to paper is to comprehend the effect of glimmer deals as a business advancement apparatus on incomes, deals, traffic and co-ordinations of 3 significant Ecommerce foundation of India for example Flipkart, Amazon and Snapdeal. The examination additionally focuses on the pretended by deals advancement done in the event of blaze deals in pulling in clients and producing deals on Website/App.

II. OBJECTIVES

The goal of the research paper is to comprehend the effect of flash sales on incomes, deals, traffic and co-ordinations of 3 significant Ecommerce foundation of India for example Flipkart, Amazon and Snapdeal.

III. ANALYSIS

A definite auxiliary examination was led from various paper articles, magazines, research papers, reports and diaries from year 2010 to 2016. By contemplating flash sales of 3 significant online retailers viz., Flipkart, Snapdeal and Amazon, from year 2010 to 2016, the paper attempts to examine the effect of Flash deals on E trade organizations as for deals, incomes, website traffic and co-ordinations.

The following are speculations and evidences of the examination on different elements that the E-business industry ought to consider while planning flash sales.

A. Hypothesis 1: Flash sales help to increase the revenues for Ecommerce companies.

For internet business organizations, the happy month of Diwali in the event of glimmer deals represents 30-40% of a total year's deal. As per E-trade division of Google India the Diwali deal brings about 2.5 to multiple times expansion in income every year. Online retail income in India's best seven urban areas is probably going to develop in excess of multiple times from $1.2 billion of every 2014 to $14 billion out of 2019.

The following is the examination accomplished for income boundary for the huge three E-business organizations in India.

1) Amazon: Amazon made quick development in only 3 years of its dispatch due to happy deals.

In 2014, Amazon saw a development in products of the year's celebration season, as it added 40,000 items every day. Dealers saw 8-10 times development in 2014 Diwali contrasted with that of 2013 with the one crore club-merchants making more than ₹1 crore of deals from 2014. Diwali deal developed in excess of multiple times and the 10 crore club developed in excess of multiple times.

In 2015, more than 65% orders that were put during Diwali deals came from level II and level III urban communities and towns from various classification of accessible items during that deal. Likewise there was a 400% expansion in the quantity of new purchasers to www.amazon.in, than on consistent schedule. Dominant part of new purchasers were from level II and level III geologies of India. Additionally during 2015 Diwali deal 70% of the orders coming through mobiles. As indicated by the Registrar of Companies, Amazon Seller Services enlisted a six-overlap expansion in deals to Rs 1022 crores in 2014-15 from Rs 169 crores every year sooner.

In 2016, Amazon sold 15 million units in the 5 days of its Great Indian Festival. 80% of the traffic on Amazon during the blaze deal was from cell phones, for example, telephones and tablets and unit orders developed by multiple times over a year ago's offer of 2015. It additionally posted 5times development in client obtaining, with 70% of new clients coming from level II and level IIIgeologies. It additionally has professed to have sold 1 lakh item units in initial 30 minutes.

Amazon -The Great Indian Sale

Year	Revenue	Name Of The Flash Sale
2010-2012	Not Present In India	Not Launched
2013-2014	Rs.169 crores	The Great Diwali Sale
2014-2015	Rs.1022 crores	Diwali Dhamka Week
2015-2016	Rs.2275 crores	Great Indian Diwali Sale

Flipkart: Flipkartbecame the top charter of Indian e-tail

2) Flipkart: Flipkart turned into the top contract of Indian e-tail in the wake of dispatching Big Billion Day.

In 2014, after an extraordinary publicity of the Big Billion Day interestingly, Flipkart figured out how to build its deals on October 6, 2014. Flipkart figured out how to acquire around Rs. 600 crores just from the lady dispatch of Big Billion Days deal in 2014.

In 2015, the firm said merchandise worth $300 million (Rs.2000 crore) were sold during the five-day deal from October 13 to October 17, 2015 revealed by Economic occasions.

In its 2-6 October Big Billion Days of 2016, Flipkart sold 15.5 million units and positioned in deals of about Rs3, 000crores. Overall, year-over-year in each quarter of 2016. The initial five minutes of the Big Billion Days offer of 2016 saw most noteworthy number of simultaneous clients on the site, showing that the buyers were enormously enthused and were sitting tight for the deal, to corner the best arrangements on offer. Flipkart additionally expressed that there was 10x more than the reaction on some other typical day. Likewise, as indicated by the e-retailer, this was the most noteworthy ever in Flipkart's set of experiences.

Flipkart -The Big Billion Days

YEAR	REVENUE	NAME OF THE SALE
2010-2011	50 Crores	Not Launched
2011-2012	500 Crores	Diwali Sale
2012-2013	2000 Crores	Diwali Sale
2013-2014	2846 Crores	Big Billion Days
2014-2015	10,309 Crores	Big Billion Days
2015-2016	15,121 Crores (43% increase)	Big Billion Days

3) Snapdeal: The sale of Diwali has played a major role in increasing Snapdeal revenue from 2013 onwards.
In 2014, Snapdeal's Diwali sale was called 'Snapdeal's Bumper Sale Sales'. The company is promised more than 100 offers every hour in 500+ categories for that year. An online retailer in 2014 offered special discounts on electronic items, including buy 1 get 1 free promotion.
In 2015, 'Unbox Zindagi' was 1st initiated by Snapdeal. Snapdeal revenue during the period (2015-2016) saw a significant increase in that year i.e. revenue exceeded by more than 400% to Rs. 937.69 crores from Rs 168.16 crores, mainly with the introduction of flash sales at certain times of the year. At FY15, Indian e-commerce players competed online in every way, offering competitive discounts on flash sales. According to Snapdeal, it sold $ 100 million worth of products on Monday, the first day of the electronic sale, which took place on October 12, 2015, a day before the start of the Diwali sale.
In2016, Snapdeal's sales volume grew by nine folders at the time of the Unbox Diwali discount offer, with 37 vendors on their platform crossing the Rs1-crore profit mark, on the very first day of the sale. Retail prices increased by about 9x the average daily sales. Snapdeal saw more than 80 percent of orders come from their mobile platforms. Unbox Diwali sales for Unbox in 2016 saw 40 percent of women shopping online compared to last year. Orders over 50 percent are prepaid on sale. More than 75,000 retailers received multiple orders during sales and traffic from category II and III cities increased 20 times over the previous year.

Snapdeal Unbox Zindagi

YEAR	REVENUE	FLASH SALES
2010-2011	NA	Not Launched
2011-2012	Rs 150 crore expected	Not Launched
2012-2013	Rs 600 crore	Not Launched
2013-2014	Rs 168.29 crore	Diwali Bumper Sale
2015-2016	Rs 937.69 crore	Unbox Zindagi

Therefore, based on the above data, if we analyze the income of the 3 ecommerce companies of the last 4/5 years, it can be assumed that flash sales have a positive impact on making hard money for these web sites during flash sales. We can see that Amazon's revenue has increased from Rs169 crores in 2013-14 to Rs 2275 crores in 2015-16 (Table I). Flipkart revenue has increased from Rs.500 crores in 2011-12 to Rs. 15, 129 crores in 2015-16 (Table II). Snapdeal revenue has increased from Rs 150 crores in 2011-12 to Rs 937.69 in 2015-16 (Table III). So Hypotheses 1 is proven that Flash sales help increase the revenue of Ecommerce companies.

B. Hypothesis 2: Flash sales cause high traffic loads and leads to website slowdown.
Analysis: When the Flash sale is announced, people wait for the day of the sale to receive offers for a variety of products. Getting an offer first - a huge customer load hit the website and browses to find better and better deals. As a result, the burden is placed on the website - which can manage the pressure to manage multiple user requests at a time. This causes the website and app to be shut down for a while until the website wakes up and works properly.
The web site slows down and even crashes appear on major ecommerce websites during flash sales. When a website is down or crashes - sales are 'zero' and no revenue is generated over a period of time.

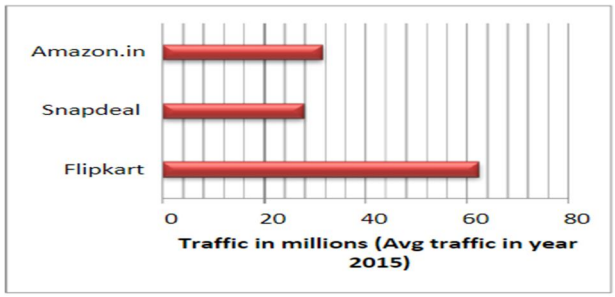
1) *For Flipkart:* In 2014, the Flipkart site exploded due to an increase in load by random errors. A large number of buyers did not receive an order confirmation after making the payments and some could not even see the items they had added to their shopping cart. Consumers have shared their complaints on social media, Twitter, Facebook. In 2015, nearly 1.5 million customers completed Flipkart purchases. This led to the stocks declining rapidly, cancellations were very high, the website could not take traffic and the house for sale was in a state of disarray.
2) *For Amazon:* In 2014, the Amazon India website crashed shortly after sales opened at 7 p.m. Visitors, who were expecting a better deal, were treated less, thus creating a bad impression on the consumer. In 2015, Amazon suffered a site crash when its 3 lakh registered users tried to buy the Xaomi mobile version online. Due to heavy traffic the website encountered failures, such as when customers responded to a social media site.
3) *For Snapdeal:* In 2014, the Snapdeal payment exit page did not work. The scandal has angered hundreds of online shoppers, who have taken to social media and accused the tailor of e-tailor fraud in the name of 'big sales'. More traffic to all 3 websites was as follows in 2016 consecutive flash sales.

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	Flipkart	Amazon.in	Snapdeal
Traffic	56%	29%	15%
Daily Visit	9.1 mn	12.8 mn	3.7 mn
Avg Visit Per Duration	9min	9.4min	7min
Pages Per Visit	10	13	6

Thus the more the customers coming in, the more traffic is generated and causes the website to slowdown.

Average Traffic Analysis



From the above analysis, we see that every year the consumer base going online to buy products is increasing. This consumer entry can easily be followed by mobile and internet access in India. As the number of users using the website and the app increases the load on the website it increases and thus causes website malfunction and leads to website crashes. Hypotheses 2 is therefore proven that Flash sales cause high traffic loads and lead to website downsizing.

C. Hypothesis 3: Discount Strategies Lead to more Sales of Products.

Analysis: Flash Sales come with huge discounts on products and these discounts are timed. There are deals on discounted products from 15% to 20% via Citibank, Axis Bank and other banks. Flash deals for this product are purchased from a variety of brands from several categories. Only in-app specials, Best Deals, Big Day Deals, Short-term Deals, Bumper bonanza, big-season deal available to buyers. Deals targeted at discarded consumers are offered, usually during a five-day event to prevent competition from different E-retail platforms. Complete products are sold from certain commerce websites provided by GMV (Gross Merchandise Value). Below is an analysis of the top three firms on how discounts have led to more sales.

1) *For Flipkart:* In 2015, Flipkart spent time based on 'Wish Wish, Our Offer', which matched the list of products a customer wishes to purchase. Flipkart came up with the idea of Buy now and pay later' which helped customers to do all the shopping shopping now and play with credit the next day. The most innovative idea introduced by Flipkart was the sale of Re 1 in more expensive products, which saw more customers than usual and customers willing to buy more on the website. The result of these previous discount strategies, put together, showed that GMV is expected to grow in the CAGR of 50% to 60% by 2020.
2) *For Amazon.in:* In 2015, Amazon came up with the 'Curtain Raiser Deals', where users can choose between two product groups - the one with the most votes will be sold for longer as more customers will buy the same. Amazon has provided a platform to introduce new phones such as the Motorola MotoE, Xaomi's new phones at discounted prices. Amazon came up with a new add-on strategy called 'AurDikhao, AurDikhao' (I have shown many products) that had a discounted price on new products. The effect of these previous discount measures was reflected in GMV's total of 15.5 million units sold during the 2016 flash sale, which was much higher than last year's sale.
3) *For Snapdeal:* In 2015, Spapdeal came up with strategies to win customers with competitions introduced such as 'Vote and Win', 'Wish and Win' and 'Unbox Zindagi'. This was done for some time during the Flash sale so that more customers can visit the site and buy their products. Other offers offered were 'Deal of the Day', 'Promotion Code Offerings,' End Season Sales' to attract customers. GMV Snapdeal dropped to 301% in August 2015. Based on the above analysis, we can say that discounts are the main reasons why consumers are buying online or offline. And as mentioned in the analysis, GMV figures for all 3 companies show a significant increase. Thus hypothesis 3 states that discount strategies that lead to more sales of products have been proven.

D. Hypothesis 4: Flash sales Leads to Drastic Increase in Logistics Support.

Analysis: Property management during flash sales needs to be FAST from start to finish. This is intended from a 3-layer layout which means fast picking, fast packing and fast delivery. A multi-company strategy delivers directly from truck to customer premises instead of keeping it up. This facilitates the delivery of products faster than the estimated time. Due to the formation of the Indian state and the tax and toll roads the problem of timely delivery of goods becomes a problem, so companies are bound to sponsor goods and postal services.

1) *For Flipkart:* Flipkart hired 10,000 temporary workers to sell Big Billion Days. Extend its arm to e-Flash for instant shipping. Flipkart Operating Partner - Ekart has decided to spend more than USD 2.5 billion on storage and equipment [65] Delivery (COD), the fulfillment model is one of the types 0 20 40 60 80 FlipkartSnapdeal Amazon.in Traffic in millions (Avg traffic in 2015) was launched by Flipkart with immediate delivery from its shipping center. Increase in inventory, including second- and third-tier cities, is reflected in annual revenue. Therefore, the burden of goods has increased but this will not add much to the profit of the company
2) *For Amazon:* Amazon started with Amazon Transport Services (ATS) Private Limited. Amazon has 23 filling centers and the largest repository among commerce firms, but the company uses its own system to make bookings only for its leading stores unlike other players. Amazon has one day and two days of delivery in more than 100 major cities.
3) *For Snapdeal:* Snapdeal has seen a nine-fold increase in cars with 37 major retailers falling over Rs 1 Cr. Further volume increases have been observed in 2tier and 3tier cities. Other major agreements to which much was sent were Mizoram, Meghalaya, Goa, Himachal Pradesh and Jammu and Kashmir. Conclusion of the hypothesis: From the above analysis we see that asset support has increased significantly during flash sales. Thus hypotheses states that Flash sales lead to a significant increase in asset support is guaranteed.

IV. CONCLUSION

This research paper provides an analysis of Festive Flash sales for Flipkart, Amazon and Spapdeal over the past few years. Research and analysis show that flash sales help e-retail industries to increase revenues more than once, year after year. And flash sales help highly competitive e-retail platforms to survive in the growing online shopping industry. With this year's flash launch these e-retail platforms are seeing an increase in their website / application traffic which sometimes leads to a reduction in their services on the day of flash sales. The backbone used by these commerce platforms to survive during the holiday trade is a heavy discount on products resulting in the highest number of sales recorded each year. And with the increase in revenue year after year, flash sales also require these online sites to increase their financial support for better delivery services and procurement management.

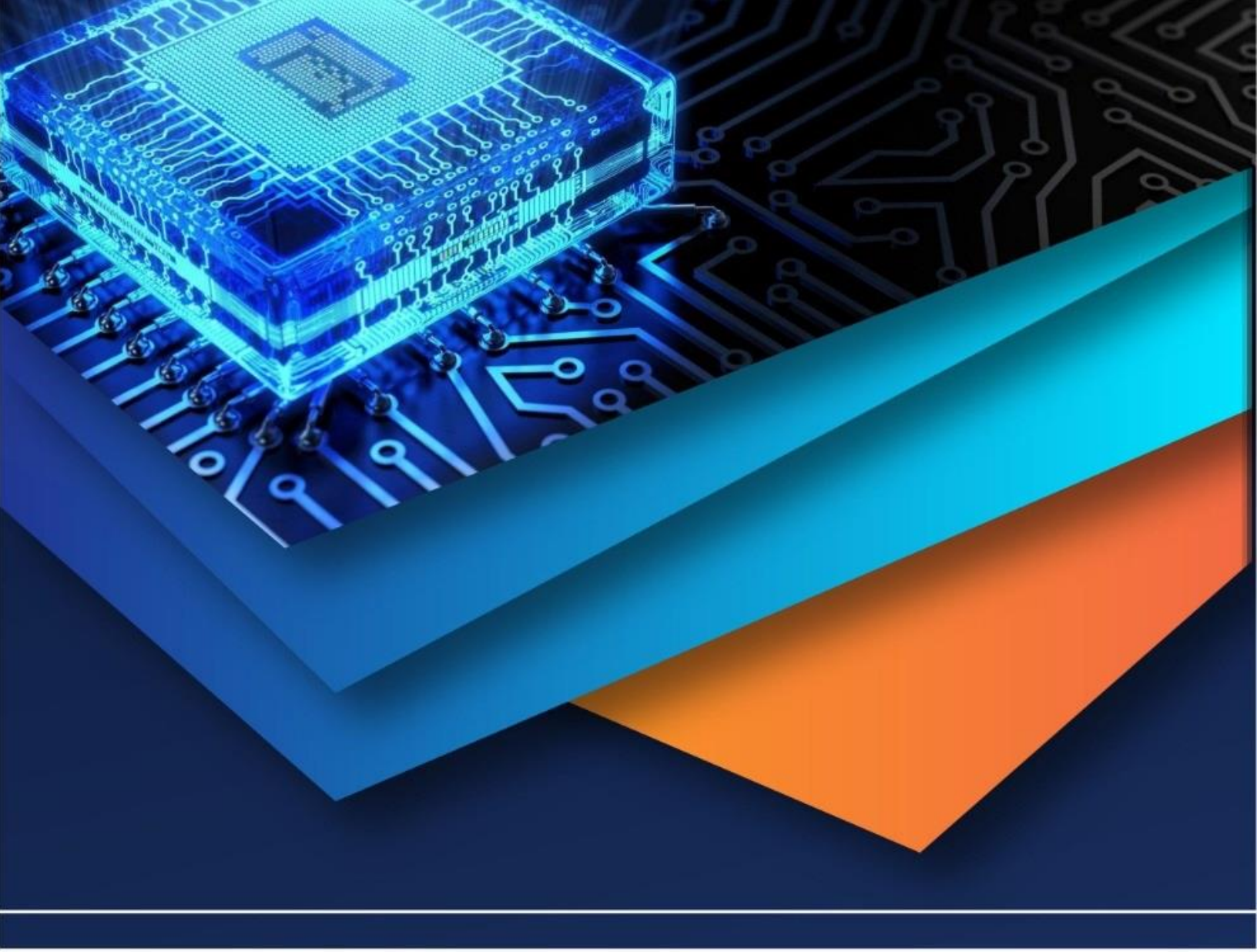
This flash sale is also very important in the management of these online sites. Managers need to set their goals real, keep sales simple, choose the right date and time. Purchasing patterns from last year’s records should be analyzed by managers, so that subsequent sales offer more centric customer products. Effective monitoring of daily sales should be done and should be better met with customers, as flash sales are a great way to increase the recurring revenue of online retailers.

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