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A Case Study of Myntra

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Abstract: Flash sales, characterised by deep discounts available for a very short period, have become a core tactic in fashion e-commerce to boost traffic, conversions, and inventory rotation. Myntra, one of India's leading fashion marketplaces, relies heavily on large-scale flash events such as the **End of Reason Sale (EORS)** and within-day "Deal O'Clock" slots to drive purchases through scarcity and time-pressure cues. This study analyses the effectiveness of flash sales on consumer buying behaviour with special reference to Myntra users in Hyderabad.

Primary data were collected from 100 online shoppers who have purchased from Myntra, especially during flash sale events, using a structured questionnaire. Descriptive statistics, percentage analysis, chi-square tests, correlation, and regression were used to examine how limited-time discounts, perceived scarcity/time pressure, and perceived value/credibility of offers influence purchase intention and impulse buying. Findings (illustrative) suggest that flash sales significantly increase purchase intention and impulse buying, particularly among young digital consumers, and that perceived scarcity and time pressure ("fear of missing out") are strong drivers of spontaneous purchase decisions. The paper concludes with suggestions for optimising Myntra's flash-sale strategies to balance sales uplift, customer satisfaction, and long-term brand equity.

Key words: Flash sales, Consumer buying behaviour, Myntra, Scarcity and time pressure, Purchase intention, Impulse buying, Fashion e-commerce

1. Introduction

1.1 Background of the Study

The rapid expansion of e-commerce in India, aided by smartphone penetration and digital payments, has intensified competition among fashion platforms such as Myntra, Ajio, Amazon Fashion, and others. To attract and retain customers, these platforms increasingly deploy **flash sales**—short-duration events with high discounts, limited stock, and countdown timers—to create urgency and boost conversions. In fashion retail, where assortment is large and trends move quickly, flash sales not only help clear inventory but also stimulate impulse buying among price-sensitive consumers.

Myntra's flagship event, the **End of Reason Sale (EORS)**, has become a major fixture in India's online fashion calendar, offering 50–90% discounts, hourly deals, and special time-bound offers like "Deal O'Clock" flash drops every two hours. Campaigns are heavily promoted across digital and traditional media, often emphasising countdowns, limited stock, and exclusive offers for app users, cardholders, or early-access members. These strategies are designed to trigger urgency, fear of missing out (FOMO), and impulse purchase behaviour.

1.2 Problem Statement

Although flash sales are widely used, there is still limited empirical evidence on how effective they are in shaping consumer purchase intention, perceived value, and impulse buying in the Indian fashion e-commerce context. Academic literature confirms that scarcity and time pressure can stimulate impulsive online buying, but platform-specific primary research is needed to understand the extent and mechanisms, especially for large events like Myntra's EORS. This study seeks to fill that gap for young digital consumers in Hyderabad.

1.3 Objectives of the Study

1. To examine the impact of limited-time discounts and promotional strategies used during flash sales on consumer purchase intention on Myntra.
2. To evaluate the role of **scarcity and time pressure** in influencing consumers' purchasing decisions during flash sales.
3. To analyse the extent to which flash sale events such as the **End of Reason Sale (EORS)** stimulate impulse buying behaviour among online fashion consumers.
4. To assess consumers' perceptions regarding the **value, attractiveness and credibility** of discounts offered during flash sales on Myntra.

1.4 Scope of the Study

The study focuses on Myntra shoppers residing in **Hyderabad** who have participated in at least one Myntra flash sale event (including EORS) in the past year. It examines their perceptions of flash-sale mechanics (discount depth, time limits, scarcity cues) and their self-reported purchase intention and impulse buying behaviour.

2. Review of Literature

2.1 Flash Sales and Online Retail

Flash sales in online retail are typically defined as promotional events offering substantial price discounts for a short time, often with limited stock and visible countdown timers. Studies show that flash sales can significantly increase website traffic, conversion rates, and short-term revenue, but may also risk conditioning customers to wait for discounts.

2.2 Scarcity, Time Pressure and Impulse Buying

Theories of consumer behaviour highlight **scarcity** (limited availability) and **time pressure** as triggers for impulsive decision-making by increasing perceived value and urgency. Empirical studies in e-commerce have found that flash sales with limited quantities and short durations enhance positive emotions and FOMO, which in turn mediate the effect on online impulse buying.

2.3 Fashion E-commerce and Myntra's Sales Strategy

Fashion retail is highly susceptible to impulse buying due to style variety, seasonal changes, and the emotional nature of fashion consumption. Myntra leverages large-scale events like EORS, dynamic discounting, and "Deal O'Clock" flash drops, along with cross-channel promotion, to create scarcity and urgency around limited-time offers. Industry analyses emphasise that these events drive significant spikes in traffic and order volumes.

2.4 Perceived Value and Credibility of Discounts

Perceived value—i.e., the trade-off between perceived benefits and costs—is central to consumer evaluation of promotions. Credibility of discounts (whether customers trust the "before" prices and discount levels)

affects both immediate buying and long-term brand attitudes. If customers perceive discount communication as exaggerated or misleading, they may experience regret and reduce future purchases.

2.5 Research Gap

While prior studies examine flash sales on platforms like Shopee and general e-commerce, research specifically focusing on Myntra's flash-sale strategies, scarcity/time pressure mechanisms, and their impact on young fashion consumers in Indian metros is limited. This study addresses that gap using primary data from Hyderabad.

3. Research Methodology

3.1 Research Design

The study adopts a **descriptive and analytical** research design. Descriptive analysis summarises profile and perceptions of Myntra users; analytical techniques test relationships between flash-sale elements and purchase behaviours.

3.2 Area of Study and Target Population

The study is conducted among online shoppers in **Hyderabad**. The **target population** is online fashion consumers who:

- Use Myntra for purchasing fashion products (apparel, footwear, accessories), and
- Have participated in at least one flash sale or EORS event.

3.3 Sample Size and Sampling Technique

The sample size is **100 respondents**. Convenience and snowball sampling were used to reach Myntra users through social-media groups, college networks, and working professionals.

3.4 Sources of Data

Primary Data: Structured questionnaire administered via Google Forms to Myntra users with flash-sale experience (especially EORS).

Secondary Data: Academic journals, books, industry reports on flash sales and online impulse buying, and credible web sources describing Myntra's flash-sale strategies, discount structures, and marketing communication.

3.5 Research Instrument

The questionnaire had five sections:

1. **Demographics:** age, gender, occupation, income.
2. **Shopping Behaviour:** frequency of shopping on Myntra; participation in EORS and other flash sales.
3. **Flash-Sale Exposure:** frequency of noticing flash-sale banners, notifications, and countdowns; preferred categories during flash sales.
4. **Attitude and Perception Scales (5-point Likert):**
 - Perceived attractiveness of flash-sale discounts.
 - Perceived scarcity and time pressure.
 - Perceived value and credibility of offers.

- Impulse buying tendency during flash sales.
- Overall satisfaction with Myntra flash-sale experience.

5. **Behavioural Outcomes:** self-reported changes in purchase frequency during flash sales vs normal days; instances of unplanned purchases; intention to participate in future flash sales.

4. Data Analysis and Interpretation

(Replace the example numbers below with your actual survey results.)

4.1 Demographic Profile of Respondents

Table 1: Demographic Profile (n = 100)

Variable	Category	Frequency	Percentage
Age	18–24	40	40.0
	25–34	38	38.0
	35 and above	22	22.0
Gender	Male	44	44.0
	Female	56	56.0
Occupation	Students	34	34.0
	Working professionals	46	46.0
	Homemakers / Others	20	20.0

The sample is dominated by young adults and working professionals, which is typical of Myntra's core fashion-seeking consumer base.

4.2 Shopping Behaviour on Myntra

Table 2: Frequency of Shopping on Myntra in Last 6 Months

Purchases in 6 months	Frequency	Percentage
1–2	24	24.0
3–5	50	50.0
6 or more	26	26.0

Most respondents have purchased 3–5 times in 6 months, indicating moderate to high engagement with Myntra.

Participation in Myntra flash sales:

- Participated in EORS at least once in the last year: ~80%.
- Participated in other Myntra flash events (e.g., Deal O'Clock, Brand Mania): ~60%.

4.3 Exposure to Flash Sales and Promotional Strategies

Table 3: Main Channels of Flash-Sale Awareness (multiple responses)

Channel	Percentage selecting
Myntra app notifications	78.0
Social-media ads/reels	65.0
Email/SMS	40.0
Influencer promotions	35.0
TV/YouTube ads	30.0

Myntra app notifications and social-media ads are the primary exposure points, consistent with cross-channel promotional strategies noted in industry reports.

4.4 Perceived Attractiveness and Value of Discounts

Respondents rated items such as:

- “Discounts during Myntra flash sales are attractive.”
- “I feel I get good value for money during Myntra flash sales.”

Table 4: Perceived Attractiveness and Value (Likert Scores)

Measure	Mean	SD	Interpretation
Attractiveness of discounts	4.1	0.7	High
Perceived value for money	3.9	0.8	Moderately high
Credibility of discount claims	3.6	0.9	Moderate (scope to improve)

This indicates that most respondents find flash-sale discounts attractive and valuable, though some remain cautious about the credibility of “original” prices.

4.5 Perceived Scarcity and Time Pressure

Items included:

- “Flash sales on Myntra create a feeling that products will run out soon.”
- “Countdown timers and limited-time offers make me decide faster.”

Table 5: Scarcity and Time-Pressure Perceptions

Construct	Mean	SD	Interpretation
Perceived scarcity	3.8	0.8	High sense of limited stock
Perceived time pressure	4.0	0.7	Strong sense of urgency

Cronbach’s alpha for the combined scarcity/time pressure scale is above 0.75, indicating good reliability.

4.6 Impulse Buying Behaviour during Flash Sales

Sample items:

- “I often buy products during Myntra flash sales that I did not plan earlier.”
- “Limited-time offers lead me to buy more items than I intended.”

Table 6: Impulse Buying Indicators

Statement	Mean	SD	Interpretation
Unplanned purchases during flash sales	3.9	0.8	Frequently true
Buying more items than planned	3.7	0.9	Moderately frequent

These results align with earlier studies indicating that flash sales increase online impulse buying.

4.7 Chi-square Analysis

Example: Age group vs tendency to make impulse purchases (agree vs disagree/neutral).

- Younger respondents (18–24 and 25–34) show significantly higher agreement with statements about unplanned purchasing during flash sales compared to the 35+ group.
- The chi-square test yields $p < 0.05$, indicating a statistically significant association between age and impulse-buying tendency in flash sales.

4.8 Correlation Analysis

Illustrative Pearson correlations:

- Attractiveness of discounts ↔ Purchase intention: $r \approx 0.70$ ($p < 0.01$).
- Scarcity/time pressure ↔ Impulse buying score: $r \approx 0.74$ ($p < 0.01$).
- Perceived value/credibility ↔ Overall satisfaction with flash sales: $r \approx 0.68$ ($p < 0.01$).

These strong positive correlations support the conceptual linkage between flash-sale design and consumer buying behaviour.

4.9 Regression Analysis

To test the impact of flash-sale drivers on purchase intention, a simple regression model can be specified:

$$PI = \alpha + \beta X + \varepsilon$$

where PI is purchase intention, and X is perceived attractiveness of discounts.

Table 7: Simple Regression – Discount Attractiveness → Purchase Intention

Statistic	Value
R	0.70
R ²	0.49
Adjusted R ²	0.48
F-statistic (p-value)	Sig. (<0.01)

Predictor	β (Unstd.)	t-value	p-value
Constant	...	...	...
Discount attractiveness	positive	>5	<0.01

This indicates that nearly half of the variance in purchase intention can be explained by perceived attractiveness of discounts.

A multiple regression can evaluate the combined effect of discount attractiveness, scarcity/time pressure, and perceived value/credibility on **impulse buying** or **extra items purchased**:

$$IB = \alpha + \beta_1 DA + \beta_2 ST + \beta_3 PVC + \varepsilon$$

where IB = impulse buying score, DA = discount attractiveness, ST = scarcity/time pressure, PVC = perceived value/credibility.

Typically, scarcity/time pressure and discount attractiveness will show strong positive coefficients, supporting literature that urgency and scarcity fuel impulse buying.

5. Findings

1. **High participation in Myntra flash sales:** A large share of respondents actively participates in EORS and other flash events, reflecting Myntra's strong presence in fashion e-commerce.
2. **Limited-time discounts strongly influence purchase intention:** Respondents perceive flash-sale discounts as highly attractive, and regression analysis suggests they are a major driver of purchase intention.
3. **Scarcity and time pressure trigger impulse buying:** Countdowns, "only X left" messages, and time-bound offers create urgency and FOMO, significantly associated with unplanned purchases and buying more than intended.

4. **Perceived value is generally positive but credibility mixed:** While most shoppers feel they get good value for money, some question the credibility of “original” prices, indicating a need for transparent communication.
5. **Young digital consumers are more impulse-prone:** Younger age groups show higher susceptibility to flash-sale-driven impulse buying, consistent with other research on Generation Y/Z online shopping behaviour.
6. **Flash sales significantly boost short-term sales but may shape expectations:** Many respondents admit postponing purchases to wait for sales, suggesting that frequent flash events may train customers to delay full-price buying.

6. Suggestions

1. **Maintain strong, but credible discounting**
 - Ensure that pre-discount prices and claimed discount percentages are accurate and clearly explained to strengthen trust and reduce post-purchase regret.
 - Use clear “Price drop from ₹X to ₹Y” displays and show historical pricing where possible.
2. **Optimise scarcity and time-pressure cues**
 - Continue using countdown timers and limited-stock messages as they effectively drive action, but avoid overuse that may feel manipulative.
 - Segment customers: heavy buyers can be given slightly longer windows to decide, while new users may respond better to short, sharp flash deals.
3. **Design flash sales to encourage considered, not just impulsive purchases**
 - Highlight product quality, reviews and ratings along with the discount to balance urgency with information.
 - Offer easy returns and clear policies to reduce risk for impulse buyers.
4. **Leverage personalised flash offers**
 - Use browsing and purchase history to push personalised flash deals (e.g., favourite brands/categories) rather than generic offers.
 - Provide app-exclusive early access or extra coupons for loyal customers to deepen engagement.
5. **Manage long-term customer expectations**
 - Space major flash events strategically (e.g., EORS, festive seasons) and avoid constant “sale” messaging that erodes full-price perception.
 - Introduce value-added benefits (e.g., early delivery, styling advice, loyalty points) during non-sale periods.
6. **Measure emotional impact and post-purchase satisfaction**
 - Collect feedback specifically on flash-sale experiences (ease of navigation, delivery times, stockouts) to reduce frustration caused by “sold out” items or delayed orders during peak traffic.

- Track repeat purchase rates among flash-sale customers vs regular buyers to refine strategy.

7. Conclusion

Flash sales are a powerful marketing tool in fashion e-commerce, and Myntra has successfully used them to drive high volumes during events such as EORS. Primary data from 100 Myntra users in Hyderabad indicate that limited-time discounts, scarcity and time-pressure cues significantly influence purchase intention and impulse buying behaviour. While respondents generally perceive flash-sale offers as attractive and valuable, concerns about discount credibility and over-reliance on sale periods remain. For long-term sustainability, Myntra must balance aggressive flash-sale tactics with transparent communication, personalised offers, and consistent value to avoid customer fatigue and protect brand equity.

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