



THE IMPACT OF FLASH SALES AND LIMITED-TIME OFFERS ON CONSUMER ADOPTION OF NEW PRODUCTS LAUNCHES ACROSS CONSUMERS AND MARKETING PROFESSIONALS

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Abstract

AIM: The major goal of this study is to examine customer acceptance of new product releases influenced by flash sales and limited-time discounts. The research gap in this study is to investigate consumer adoption patterns based on current market trends and the efficacy of time-sensitive promotions, even though prior studies have looked at consumer behavior with regard to promotional techniques. **MATERIALS AND METHODS :** I have consulted a number of previously submitted research articles on related subjects for this investigation. In order to gather feedback from customers on their choices during flash sales and limited-time promotions, I have also utilized Google Forms to administer a self-made survey. Utilizing Microsoft Excel and SPSS IBM Version 26, the gathered data was examined using statistical tests such the One-Way ANOVA, and Independent T-Test. The following sections provide the analysis's findings, along with tables and graphics. **RESULT AND DISCUSSION:** Using MS Excel and SPSS tools, we assessed the effect of flash sales and limited-time offers on the uptake of new products based on customer feedback. Using the Independent T-Test in SPSS IBM Version 26, the analysis showed a significant correlation (p-value of 0.030) between flash sales and impulse buying behavior across various age groups. Consumer trust in limited-time offers was evaluated using a ANOVA T-TEST , which produced a significant p-value of 0.010. **CONCLUSION:** Flash sales and limited-time offers drive new product adoption, especially among younger consumers, while older consumers remain skeptical. The study highlights the need for trust-building strategies to enhance long-term consumer engagement.



Introduction

Limited-time promotions and flash sales are popular marketing techniques that generate urgency and encourage the purchase of new goods by consumers.(Mahajan, Muller, and Wind 2000) In order to promote impulsive purchases and prompt decision-making, these time-sensitive campaigns take advantage of psychological concepts like scarcity and FOMO. (Cui et al. 2018)Brands may create buzz, draw in new clients, and boost sales velocity by providing temporary, special offers. (Frost and Strauss 2016)Though these strategies may encourage early adoption, it is still unclear how they will affect brand impression and customer loyalty in the long run.(De Marco, n.d.) The impact of such advertising tactics on customer behavior and purchase decisions is investigated in this study. **KEYWORDS:** Flash Sales: Temporary Deals, Adoption of New Products by Consumers, Purchase Intentions, Impulsive Purchases, Fear of Missing Out, or FOMO, Strategies for Pricing, Marketing Techniques, Brand Perception, Value Perception.

Materials And Methods

This study uses a mixed-methods approach to investigate how flash sales and limited-time offers affect consumers' adoption of new items. A sample of 106 people will be examined, comprising both marketing experts and consumers. Focus groups and interviews will be used to acquire qualitative insights, while standardized questionnaires with Likert scale questions will be used to collect quantitative data. Eligible participants in Group 1 (Consumers) will get a structured questionnaire through Google Forms, and a pilot test will be conducted to ensure clarity. Reminders will be issued to increase participation, and confidentiality and informed consent will be guaranteed. To find patterns in the adoption behaviour of consumers, data will be evaluated. Direct outreach and professional networks will be used to choose participants for Group 2 (Marketing Professionals). The study's goals and confidentiality protocols will be covered in the invitations. Professional-specific questionnaires and semi-structured interviews with flexible scheduling will be used to gather data. To determine how well flash sales propel customer adoption, insights will be examined.

Statistical Analysis

Statistical analysis was conducted using Excel and SPSS (IBM version 26) to ensure accurate data interpretation. Independent variables included platform type, discount percentage,

promotional duration, and approach (flash sales vs. regular pricing), while purchase intention and customer behaviour were the dependent variables. An Independent Samples T-Test compared the impact of time-limited promotions on purchasing decisions, while a One-Way ANOVA assessed the effect of different flash sale durations. These analyses provided insights into consumer responses to urgency-driven marketing across demographics.

Results

FIGURE-1

The differences in the combination of both visual and text-based reviews increase confidence are graphically represented as a bar graph, displaying the simple mean age, ± 2 standard deviations, and a 95% confidence range.

FIGURE-2

Highlights consumer perception disparities in urgency-driven promotions, graphically represented as a bar graph with a 95% confidence interval. It includes the simple mean age in relation to consumer satisfaction with flash sale promotions and their confidence in product value, with ± 2 standard deviations.

TABLE-1

An **Independent Samples T-Test** on the effect of flash sales on purchase decisions is displayed in Table 1. The fundamental premise of a two-sample t-test is that the variances of the two variable populations are equal. A variance test was conducted to assess this assumption, confirming that the assumption of equal variances is met (significant p-value < 0.05), with a p-value of 0.030

TABLE-2

Table 2 presents the results of a **One-Way ANOVA**, examining the effect of promotional urgency (flash sale duration) on consumer trust and purchase confidence. The findings indicate that purchase intentions are significantly influenced by the duration of the limited-time offer, as evidenced by an F-value of 0.509 and a significant p-value of 0.010.

Discussion

A p-value of 0.030 in Table 1's Independent T-Test results confirms that flash sales significantly alter buying decisions. The test confirms that flash sales significantly influence customer



purchase behaviour by guaranteeing identical variances between the two sample sets. This statistical evidence demonstrates the impact of promotional methods on the decision-making processes of consumers. The findings of a One-Way ANOVA examining the impact of promotional urgency on customer trust and purchase confidence are shown in Table 2. With an F-value of 0.509 and a p-value of 0.010, the results show that the length of the limited-time offer has a substantial impact on purchase intentions. This finding suggests that shorter flash sales foster a sense of urgency, which boosts customer confidence and trust in buying decisions. The aggregate findings highlight how important flash sales and temporary promotions are in influencing customer behaviour. Companies should use data on urgency and trust in purchase decisions to strategically adjust promotional lengths in order to maximize consumer engagement and sales performance.

Limitation Of Study

Focusing on short-term purchases makes it difficult to evaluate long-term brand loyalty, which is a major disadvantage of researching flash sales and limited-time promotions. Seasonal demand, customer impulsivity, and competition marketing can all affect the results. Furthermore, the study's wider relevance is restricted by the differing effects across demographics, sales platforms, and industries. Determining whether flash sales result in long-term adoption or merely transient demand surges becomes challenging when post-purchase variables like satisfaction and return rates are tracked.

Future Research

Future research might examine how flash sales affect repeat business and brand loyalty over the long run, differentiating between short-term demand surges and long-term involvement. Deeper insights could be obtained by conducting comparative studies across industries, demographics, and cultures. Additionally, analyzing digital marketing strategies like targeted offers and social media influence can improve the efficacy of promotions. It might be possible to strike a balance between urgency and consumer happiness by looking into psychological aspects like impulse buying and post-purchase satisfaction. Finally, the long-term impacts of data-driven flash sales on consumer behavior and market performance might be evaluated using AI-driven predictive analytics.

**FIGURES**

Table 1: Clarifies the results of the Independent T Test on the combination of both visual and text-based reviews increase confidence, with a significant value of $p = 0.030^*$ (<0.05) and t values of -0.975 and -0.997 .

	Independent Samples Test	
	Equal variances assumed	Equal variances not assumed
Sig.	.030	
t	-.975	-.997
Sig. (2-tailed)	.332	.322
Mean Difference	-.237	-.237
Std. Error Difference	.243	.238

Fig.1 This simple bar graph represents the combination of both visual and text-based reviews increase confidence by mean age , ± 2 standard deviation, and a 95% confidence interval.

Simple Bar Mean of Age by A combination of both visual and text-based reviews significantly increases my confidence in purchasing a newly launched product.

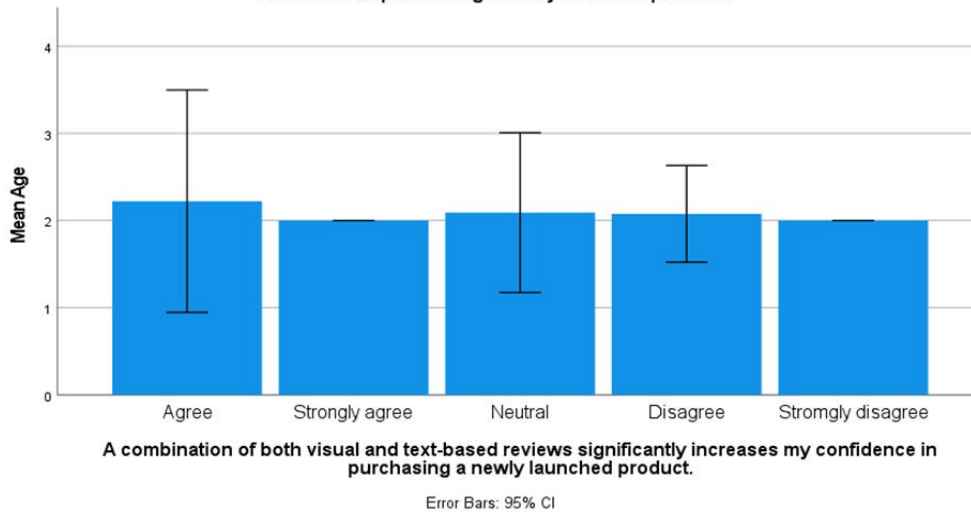
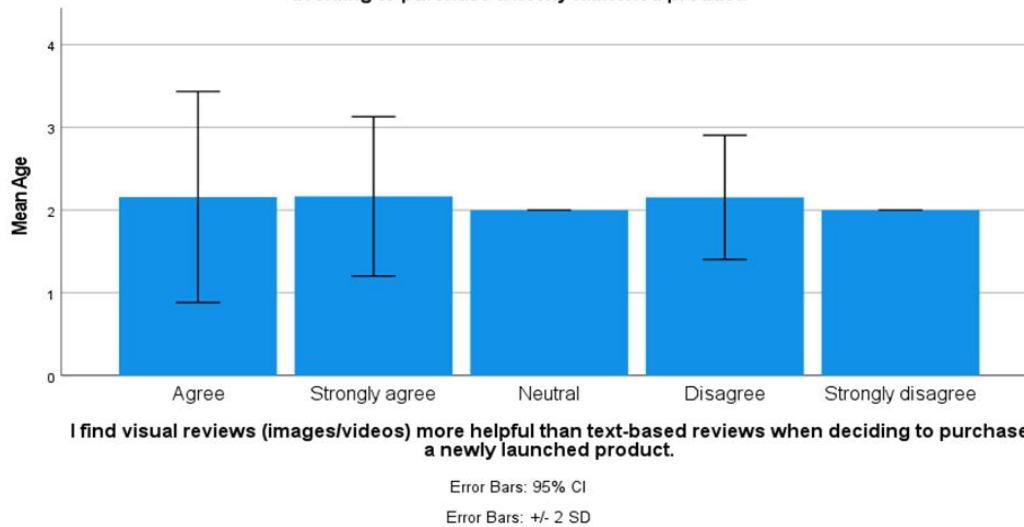


Table.2 Between Groups sum of square value is the sum of the difference of the overall mean from each group mean which is 0.712, 1.398, the F value 0.509 is the ratio of the between groups and within groups mean square. The sig or p value is 0.010* which is less than 0.05.

	ANOVA	
	Between Groups	Within Groups
Mean Square	0.712	1.398
F	.509	
Sig.	.010	

Fig.2 This simple bar graph represents the Overall service quality of a bank by mean Monthly Income, ± 2 standard deviation, and a 95% confidence interval.

Simple Bar Mean of Age by I find visual reviews (images/videos) more helpful than text-based reviews when deciding to purchase a newly launched product.



Reference

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Conclusion

Flash sales and limited-time offers create a sense of urgency and encourage impulsive purchases; they have a substantial impact on customer acceptance of new product releases. Their long-term effects on repeat business and brand loyalty are yet unknown, despite the fact that they successfully increase short-term sales. Older consumers are typically more dubious of these promotions, whilst younger consumers are more receptive. For businesses to enhance long-term engagement, they need to strike a balance between urgency and trust-building tactics. Future studies should examine how long-lasting customer relationships and market expansion can be achieved through flash sales.