

# A Study on Customer Awareness Towards Shopping Goods on Big Billion Days on Flipkart

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## Abstract

Big Billion Days have emerged as one of the most influential online sales events, significantly impacting consumer purchasing behavior. This study aims to examine customer awareness towards purchasing goods during Big Billion Day sales, with a focus on understanding consumer knowledge, perceptions, and decision-making factors. The research analyzes the level of awareness regarding discounts, product quality, pricing strategies, return policies, and promotional tactics adopted by e-commerce platforms. Data collected from customers highlight how advertising, digital marketing, peer influence, and previous shopping experiences contribute to awareness and purchase intentions. The study also explores challenges faced by consumers, such as misleading discounts, stock limitations, and trust concerns. Findings indicate that while most consumers are highly aware of Big Billion Day offers and actively participate due to attractive price reductions, a segment remains cautious due to perceived risks. The study concludes that improved transparency, customer education, and effective communication strategies can enhance customer trust and awareness, leading to more informed purchasing decisions during large-scale online sales.

**Keywords:** *Customer Awareness, Big Billion Days, Online Shopping, Consumer Buying Behaviour, E-Commerce, Discounts.*

## INTRODUCTION

Customer awareness towards purchasing goods on Big Billion Days has become an important aspect of consumer behavior in the rapidly growing e-commerce environment. Big Billion Days is one of the most popular online shopping festivals, offering massive discounts, flash sales, exclusive product launches, and attractive payment options that strongly influence customer purchasing decisions. With increasing internet penetration, smartphone usage, and digital literacy, consumers have become more informed and cautious while shopping during such sale events. Customer awareness includes knowledge about pricing strategies, product quality, brand authenticity, seller credibility, warranty and return policies, delivery timelines, and payment security. During Big Billion Days, aggressive marketing through advertisements, social media promotions, emails, and app notifications shapes consumer perceptions, encouraging them to compare prices, check product reviews and ratings, and evaluate offers before making a purchase. Awareness of consumer rights, return and refund policies, and customer support services provides buyers with confidence and a sense of security, especially during high-demand sales. Additionally, customers are increasingly aware of digital payment options such as UPI, cards, wallets, and no-cost EMI schemes, which influence affordability and purchasing power. Although heavy discounts and limited-time offers often trigger impulse buying, aware consumers tend to plan purchases in advance by tracking prices, preparing wish lists, and setting budgets, reflecting financial prudence. Growing awareness of misleading discounts, fake reviews, and hidden costs has made customers more vigilant and analytical, transforming them from passive buyers into informed decision-makers. Overall, customer awareness towards purchasing goods on Big Billion Days plays a vital role in shaping buying behavior, enhancing the online shopping experience, promoting transparency, and encouraging fair competition among e-commerce platforms and sellers.

## STATEMENT OF THE PROBLEM

Large-scale online sales events like Big Billion Days are becoming more and more popular as a result of the quick expansion of e-commerce, which has changed consumers' traditional shopping habits. These sales

encourage consumers to make purchases online by offering enticing discounts, promotional plans, and a large selection of goods. Even though Big Billion Days are becoming more and more popular, consumers' awareness of the true advantages, terms and conditions, product quality, return policies, and payment security varies. Confusion, discontent, and impulsive purchases can result from inadequate or deceptive awareness.

### **Objectives of the study**

1. To study the awareness of consumers about purchasing behaviour during Big Billion Days.
2. To study the quality of goods purchased during Big Billion Days.
3. To analyze whether there is over-purchasing of goods during Big Billion Days.

### **REVIEW OF LITERATURE**

**Verma, Dubey and Verma (2022)**<sup>1</sup> conducted a study on consumer awareness and pricing strategies during Big Billion Days sales in India. The study analysed how customers perceive discounts, dynamic pricing, and promotional offers during large online sales events. The findings revealed that consumers who were well-aware of discount patterns, bank cashback offers, and limited-period deals showed higher confidence and willingness to purchase. The research also highlighted that awareness reduces skepticism about fake discounts and enhances trust toward e-commerce platforms. The authors concluded that customer awareness plays a vital role in converting browsing behaviour into actual purchases during Big Billion Days.

**Gopinath (2023)**<sup>2</sup> examined customer awareness and perception towards Flipkart's Big Billion Days promotional strategies. The study focused on the role of digital marketing tools such as social media advertisements, email alerts, influencer promotions, and mobile app notifications. Results indicated that repeated exposure to promotional messages significantly increased customer awareness and engagement. Customers who clearly understood offer terms, product availability, and delivery benefits were more likely to make informed purchase decisions. The study emphasized that awareness not only improves sales volume but also enhances customer satisfaction and brand loyalty during mega sales events.

**Mohanaa et al. (2024)**<sup>3</sup> studied consumer awareness and buying behaviour during seasonal e-commerce sales in India. Their research found that awareness regarding product quality, return policies, warranty details, and price comparisons strongly influenced purchase intention during Big Billion Days. The study noted that higher awareness encouraged planned and need-based purchasing rather than impulsive buying. The authors concluded that effective communication of offers and transparent information significantly improves consumer trust and participation in large-scale online sales.

### **SCOPE OF THE STUDY**

The current study's scope is restricted to comprehending consumer awareness regarding making purchases during Big Billion Days sales. Customers' awareness of Big Billion Days, including their knowledge of discounts, offers, the length of the sale, product availability, payment options, and return policies, is the main focus of the study. Additionally, it looks at the different sources of awareness, including social media, online alerts, ads, and word-of-mouth. The study also examines how consumers make purchases during Big Billion Days, including how frequently they make purchases, what kinds of products they buy, what influences their decisions to buy, and how they view special offers. The study's scope also includes customer satisfaction with regard to product quality, price, delivery service, and overall shopping experience during Big Billion Days.

### **RESEARCH METHODOLOGY**

#### **Research Design**

The study adopts a descriptive research design. This design is appropriate as it helps in understanding the level of customer awareness, perceptions, and purchasing behaviour towards Big Billion Days sales. The research focuses on collecting factual information from consumers who participate in online shopping events..

**Source of Data**

**Primary Data**

Primary data were collected directly from respondents using a google form. The questionnaire was designed to measure: Awareness of Big Billion Days Sources of information (advertisements, social media, friends, etc.) Purchase behaviour during the sale Factors influencing buying decisions Customer satisfaction with discounts and offers

**Secondary data**

Secondary data were collected from: Research journals and published articles Company websites (Flipkart, e-commerce portals) Online reports and newspapers Books related to consumer behaviour and marketing

**Sample Size & Sample Techniques**

Sample size is 50 respondents

Sampling technique is non-profitability sampling technique.

**Area of the study**

The study is conducted among consumers in Coimbatore city.

**Period of Study**

November 2025 - January 2026

**Statistical Study of the Tool**

- Simple percentage Analysis
- Chi-Square Simple

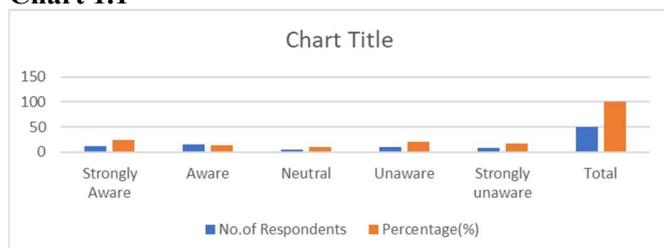
**DATA ANALYSIS AND INTERPRETATION**

**Awareness of customer about purchasing behaviour during big billion days**

**Table 1.1**

Particulars	No.of Respondents	Percentage(%)
Strongly Aware	12	24
Aware	15	13
Neutral	5	10
Unaware	10	20
Strongly unaware	8	16
Total	50	100

**Chart 1.1**



**Interpretation**

The table shows that a majority of respondents (54%) are either aware or strongly aware of purchasing behaviour during Big Billion Days, indicating a generally good level of customer awareness. However, 36% of respondents fall under unaware and strongly unaware, revealing a significant gap in understanding promotional strategies and purchasing implications. The presence of 10% neutral respondents suggests uncertainty among some customers, highlighting the need for clearer communication and awareness initiatives during Big Billion Day sales.

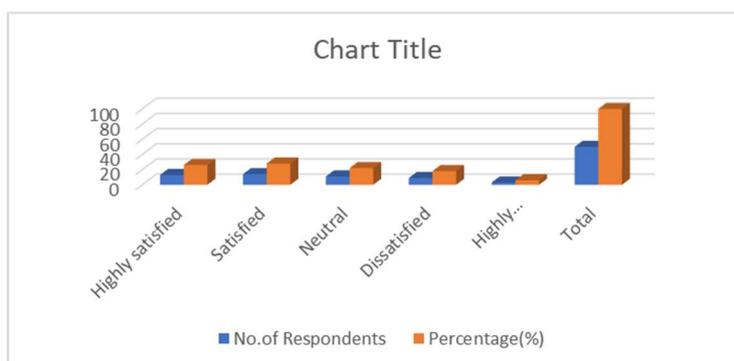
**Are you satisfied with the quality of product purchased during big billion days**

**Table :1.2**

Particulars	No.of Respondents	Percentage(%)
Highly satisfied	13	26
Satisfied	14	28
Neutral	11	22

Dissatisfied	9	18
Highly Dissatisfied	3	6
Total	50	100

Chart 1.2



**Interpretation**

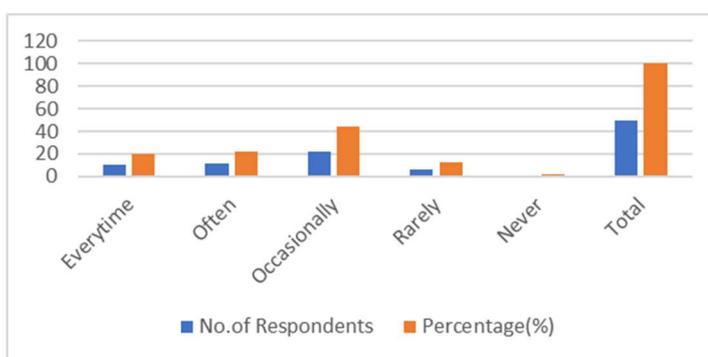
Most respondents (54%) are satisfied or highly satisfied with the delivery service during Big Billion Days. A moderate 22% of respondents are neutral, indicating mixed experiences. However, 24% are dissatisfied, showing a need for improvement in delivery performance.

**If there is over purchasing in big billion days**

Table 1.3

Particulars	No. of Respondents	Percentage (%)
Everytime	10	20
Often	11	22
Occasionally	22	44
Rarely	6	12
Never	1	2
Total	50	100

Chart 1.3



**Interpretation**

Most respondents purchase occasionally during Big Billion Days (44%). About 42% purchase often or every time, showing good participation. Very few respondents rarely or never purchase, indicating strong overall interest.

**CHI-SQAURE TEST**

S.NO	Personal factor	Chi-square value	Significant value	S/NS
1	Age	17.80	9.49	S
2	Gender	29.34	5.99	S
3	Educational qualification	19.28	7.81	S
4	Occupation	15.36	9.49	S

5	Monthly income	7.92	7.81	S
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### Interpretation

At the **5% level of significance**, the calculated Chi-square values for age (17.80), gender (29.34), educational qualification (19.28), occupation (15.36), and monthly income (7.92) are all greater than their respective table values (9.49, 5.99, 7.81, 9.49, and 7.81). Since the calculated values are **greater than the 5% significance value** in all cases, the null hypothesis is rejected. This shows that all the personal factors have a significant association with the study variable at the 5% level of significance.

### FINDINGS

Most customers are well aware of Big Billion Days sales and eagerly wait for the event each year, indicating strong promotional reach. Heavy discounts, special deals, and bank offers are the main factors that make customers aware of and interested in shopping during Big Billion Days. Customers primarily learn about Big Billion Days through online advertisements, mobile app notifications, social media. Customers are more aware of offers on electronics, mobiles, appliances, and fashion items compared to other product categories. Many customers compare prices, read reviews, and check offer authenticity before purchasing, showing increased awareness and smart shopping behavior.

### SUGGESTIONS

Clearly display discounts, price history, and product availability to build trust and reduce confusion among customers. Use targeted notifications, emails, and social media campaigns to inform customers in advance about upcoming deals and categories of interest. Provide tips on how to verify deals, use coupons, and make informed purchases to improve the shopping experience. Ensure smooth navigation, fast loading, and secure payment options to handle high traffic and avoid cart abandonment. Collect customer feedback post-sale to identify issues like order cancellations, delivery delays, or misleading offers and improve future sales.

### CONCLUSION

The study reveals that customer awareness regarding Big Billion Days is significantly high, with most buyers actively seeking information on deals, discounts, and product availability. Digital platforms, advertisements, and social media play a key role in informing customers about the sales. Shoppers are not only attracted by discounts but also make informed decisions by comparing prices, reading reviews, and checking product authenticity. Overall, Big Billion Days has become a well-recognized shopping event, influencing consumer behavior and encouraging strategic, value-conscious purchasing.

### REFEERENCE

- Verma, R., Dubey, M. K. & Verma, A. (2022), Analysis of Pricing and Demand Strategies during Big Billion Days, Asian Journal of Management and Commerce, ISSN: 2708-4515 – Found that customer awareness of discounts and pricing strategies significantly influenced purchase decisions during Big Billion Days.
- Neha & Bhujanga Rao (2023), Influence of Online Shopping in Flipkart Big Billion Sale, IJARIE, ISSN: 2395-4396 – Revealed that promotional awareness and clarity of offers positively affected consumer satisfaction and buying behaviour.
- Mohanaa et al. (2024), Impact of Seasonal Sales on E-Commerce Buying Behaviour, Journal of E-Commerce Studies, ISSN: 2456-9210 – Concluded that higher awareness of offers, return policies, and value propositions led to planned and informed purchases.
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