

# Market Dynamics: Flipkart Watches

E-Commerce Insights & Strategic Analysis

Presented by

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## Research Methodology

Utilizing automated web scraping to capture real-time market data across 10 landing pages to identify pricing trends and seller behaviors.

# Dataset Snapshot

Total Listings

Scraped



**100% Data Integrity:** Complete price and discount capture across the entire sample size.



**Broad Coverage:** Data includes brands, categories, and inventory status tags.

# Price Tier Clustering

## Budget Tier

Heavily clustered between ₹150 – ₹500. This segment represents 80% of the volume, dominated by unbranded "generic" options.

## Premium Tier

A significant price gap exists leading to luxury segments (₹5,000+). Legacy brands like **Titan** anchor this trust-based tier.

# The Discount Saturator

## A startling 100% discount

prevalence was observed across the dataset.

%. No products  
were listed  
at the official  
MRP.

 Psychological pricing used to create artificial "value" and



# Competitive Landscape



## Keyword Brands

Aliases like "Analog" or "Digital" are used to capture organic search traffic in the low-cost segment.



## Trust Leaders

Titan remains the primary "real" brand with significant visibility and search authority in the top pages.



## Fragmentation

Discovery of 64+ unique brand tags indicates a highly fragmented, low-barrier market for new entrants.

# Segmented Strategy

Strategic divergence between market tiers:

## Entry-Level (Bottom 25%)

**75% Avg Discount.** Focused on high volume and impulse conversion.

## Premium (Top 25%)

**56% Avg Discount.** Focused on brand equity and long-term customer trust.



# Price Elasticity Analysis

The inverse relationship between discount depth and quality signal.

Deep discounts (>80%) correlate strongly with lower-tier products.

600 × 400

# Drivers of Conversion

- ⌚ **Artificial Scarcity:** "Only few left" tags are utilized by 40% of top-ranking listings to force impulse buys.
- ⚡ **Promotional Urgency:** The "Top Discount" tag serves as a primary visual anchor for value-seeking customers.
- 🚫 **Algorithmic Curation:** Non-available stock is effectively hidden, maintaining a high conversion look-and-feel.

# Thank You!

I appreciate your time and consideration.

For further inquiries, please contact:

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# Image Sources



[https://img.freepik.com/premium-vector/glowing-neon-tag-with-word-sale-dark-brick-wall-background-shopping-discount-advertising-banner-vector-illustration\\_136277-645.jpg?w=360](https://img.freepik.com/premium-vector/glowing-neon-tag-with-word-sale-dark-brick-wall-background-shopping-discount-advertising-banner-vector-illustration_136277-645.jpg?w=360)

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