

Market Dynamics: Flipkart Watches

E-Commerce Insights & Strategic Analysis

Presented by

PERAVALI LIKITHA NANDINI

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 Saturation

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.

High quality

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:

PERAVALI LIKITHA NANDINI

| Image Sources



https://img.freepik.com/premium-vector/glewing-neon-tag-with-word-sale-dark-brick-wall-background-shopping-discount-advertising-banner-vector-illustration_136277-645.jpg?w=360

Source: www.freepik.com



<https://twobrokewatchsnobs.com/wp-content/uploads/2023/09/junghans-max-bill-minimalist-watch-1024x549.png>

Source: twobrokewatchsnobs.com
