

# CONSUMER BEHAVIOUR DURING FESTIVAL SHOPPING IN INDIA

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## ABSTRACT

*This 21st century totally belongs to online shopping where everything can be found online for customers from daily needs to electronic equipment. People in metro cities are shifting towards online shopping and digital stores for their regular purchases and now this trend is spreading into non-metro cities as well. There are so many reasons for this like the income of people increases, GDP growth, the variety of options available to the people, and also various credit providers playing a vital role in increasing online shopping and promoting digitalization. Festival Shopping is the main market that contributes mostly to the growth of E-commerce platforms. All the companies promote their fresh and dead products on the eve of festivals with heavy discounts and provide some other benefits like cash backs, buy1 get1, etc. In this period businesses used to provide various sales with unique names like Flipkart's big billion days, Myntra's flash sales, and amazon's great festive sale. This research is focused to understand the buying behavior among customers in India during the festival season and understanding the approach of people to shopping from local stores or shopping from online platforms.*

**Keywords:** *Festival Shopping, Consumer Behavior, Factor affecting, Online platforms.*

## INTRODUCTION

Nowadays, festival shopping is very necessary for consumers and it is a very common trend in India, in every festival season consumer are excited to buy more and more and are willing to pay extra money for certain types of products, in India, there are numerous types of festivals celebrated by people, and various people have their own culture for celebrating their festivals, so for they purchase more for fulfill their needs, according to a research consumers spend more than

\$32 billion in 2022 higher than 2020 and 2021 in festival season in India. The main reason for buying more is social influence, cultural influence, and some sales promotional activities performed by organizations, Nowadays, promotions have gained a reputation as a strategic weapon for marketers rather than as a pure promotion strategy. Advertising expenses statistics from various marketing companies reflect unprecedented growth in sales promotions in recent years. The advertising-to-promotion ratio used to be 40:30, but now it's completely flipped to 25:55. The growing desire of consumer groups to increase the value of their purchased products is considered in various promotional offers. These are the main reasons for dramatic change. Many organizations are grateful to the industry for their desire for rapid promotion (Dang et al., 2005). In the consumer goods industry, promotions mainly revolve around on-demand advertising strategies during the festival.

### **OBJECTIVES OF THE RESEARCH PAPER**

- ❖ Understand the implications of consumer behavior for Festive shopping and how retailers and manufacturers are looking to attract more customers during the festival season.
- ❖ To Analyse what's the trend of festival shopping among customers.
- ❖ To find the most effective offer affecting buying decisions of consumers during festival shopping.
- ❖ To find the key attraction for the customers while shopping for festivals.

## **Literature Review**

### **1) Factors Which Influence On-Line Buying Behavior During Festive Season, June 15, 2019**

Festival sales are trending in India these days and are a big contributor to sales growth. India's major shopping festival takes place around Diwali and most online e-commerce takes place around this time. The work in this whitepaper focuses on predicting consumer buying behavior, online marketing conducted by a retailer during the holiday season, and primary data collection using Google surveys. Responses are coded, entered into SPSS, and digitized.

### **2) A Study on Consumer Buying Behavior during Festive Season June 25, 2018**

In Worldly India, we all celebrate the festivals of all religions and communities, and we all know that certain festival shopping is unavoidable such as Diwali, Dussehra, Christmas, and New year. The work in this research paper focuses on the behavior of consumers during festival shopping using the SWOT method. This paper shows the behavior of consumers from the city of Coimbatore during the festive seasons.

**3) A STUDY ON CONSUMER BEHAVIOUR DURING THE FESTIVE SEASON IN MALLS**

There are many promotions and strategies used by retailers worldwide today to attract customers. During the festive season time, the buying pattern of customers changes continuously. This study focuses on analyzing the Buying pattern of consumers in the mall and the effect of the Quality of service provided to the customer using Primary and Secondary data as a source with the help of a percentage analysis tool of interpretation.

**4) A study of food festival engagement and subsequent food choices**

This article examines food festivals that may influence future food choices. This study examines a visitor's previous interest in local food, festival participation, elicited emotions and consequent future food purchase intentions, and his behavior six months later. . The results show that engagement and positive emotions at food festivals are good predictors of food purchasing behavior. Findings highlight the importance of emotion and engagement in changing food purchasing decisions.

**5) CONSUMERS' PERCEPTION OF THE GRAND KERALA SHOPPING FESTIVAL AND ITS RELATIONSHIP WITH BUYING BEHAVIOUR.**

This research paper focuses on identifying the relationship between the perception of the Grand Kerala shopping festival and buying behavior of consumers during season 7 of the Grand Kerala shopping festival. The other goal of this research paper is to find out the significant difference in buying behavior of consumers at different income levels and age groups by using Primary data as a source and analyzing the data with the help of Correlation analysis, T-tests, and one-way ANOVA test.

**6) The European Union consumer behavior in the festivals market in Poland 2017**

In companies that are oriented toward marketing, their center of attention is consumers, their behaviors, and their preferences towards the markets, which will be the starting point for any company to build up their marketing strategy. This study focuses on the issues related to consumer behavior during festivals. This paper includes a brief description of a consumer of music, film, and theatre festival in Poland, based on the data collected from 891 people from five Polish festivals in Poland, and in the second part of the research paper the cultural consumer's market behavior was described by the author.

**7) Consumer Behavior During Festival Seasons with Reference to Electronic Goods in Bangladesh December 2022**

Consumer behavior is the behavior that individuals exhibit when purchasing, evaluating, and discarding products and services that meet their needs. It focuses on how people make decisions about spending resources such as time, money, and effort on products and services. This research paper focuses on the analysis of consumer behavior towards electronic products during the festive season in Bangladesh using face-to-face interviews and questionnaire survey methods. This study shows that consumer tastes and preferences change daily during the festive season.

## **8) DEMOGRAPHIC ANALYSIS OF CONSUMER BEHAVIOUR ON SALES PROMOTION: A STUDY ON CONSUMER DURABLE RETAILING DURING FESTIVALS, May 2013**

Various promotional proposals have been made in recent years due to the growing desire of consumer groups for product value. In any durable goods industry, promotions primarily revolve around on-demand advertising strategies during the festival. The study focuses on consumer behavior, retail promotions, and consumer decision-making during the festival season in the durables industry. The study focuses on the on-demand marketing strategies used by the retailer, and the results show that merchandising technology has a positive impact on customers.

## **9) A STUDY ON CONSUMER DURABLE RETAILING DURING FESTIVALS**

They discuss how people are affected by merchandising factors during the holiday season. All retailers and durable goods manufacturers aim to attract more customers during the festival season through various marketing activities such as promotions. They used chi-square analysis to show results for self-employed customers, manufacturers, and retailers and then found a significant association between age and purchase price with durable goods promotion programs during festivals. It showed that the durable Goods segment offers various promotional programs during the festival to provide better value to customers. Across the various demographic segments surveyed, direct price rebates are the most accepted promotional programs in the durables segment during the festival season.

## **10) Impact of flash sales on consumers & e-commerce industry in India**

Too many festivals are celebrated in India. Festival shopping is one of the main sources of income for various online retailers. A variety of corporate promotional measures are available. The purpose of this research paper is to understand the impact of flash sales as a promotional tool on the revenue, sales, traffic, and logistics of the three major e-commerce platforms in India namely Flipkart, Amazon, and Snapdeal.

## **11) Impact of social influence on e-commerce decision making**

The purchase decisions will be stronger when it comes to building trust and honesty. There are too many people waiting for early adopters to see the results of the new product before making the purchase. The aim of the study is to carry out various social influences which impact the purchase decision of customers and how brands make relationships with customers to enhance their sales. This research will help many companies to understand the social factors influencing buying decisions of customers.

## **12) Impulsive Buying Behavior: The Role of Feelings When Shopping for Online**

This research report focused on the study of young people and their buying behavior towards online shopping. The basic goal of the research is to get an understanding of various factors which can affect buying and what the feelings of customers are associated with it. The study was carried out as an exploratory work, focusing on having details of factors causing emotional decisions while buying among customers at the point of pre-purchase and post-purchase. The results of this

research show that there are some emotional aspects in the minds of customers while purchasing which were countered by previous papers.

## RESEARCH METHODOLOGY

### Research Design:

Primary and Secondary research will be descriptive in nature.

### Sources of Data:

#### 1) Primary survey: -

Data has been collected from primary sources only, by using online digital surveys through google Forms and from direct surveys reaching the people.

#### 2) Data Collection Method:

Primary survey method

#### 3) Population:

The random population in India aged between 20 to 60 years.

### Sampling Method:

Random Sampling 130-134+ Responses.

### Sampling Frame:

The sampling framework is used through Google forms provided to different pg students near the lovely professional university and other random known and unknown populations. The respondents are basically consumers and future customers of Festival Shopping. There is a lesser number of people involved in the research into the tradition of festive shopping therefore the convenient method of sampling is used, and it is appropriate for the study.

### Method of Data Collection

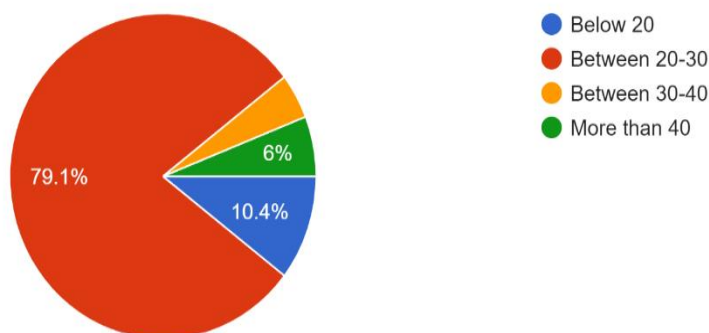
In this study Questionnaire, a form of data collection is used. This questionnaire is focused to analyze the attitude of customers and what factors affect the buying decisions of customers and how the various online offers encourage the shopping trends during the festivals time.

**DATA ANALYSIS AND INTERPRETATION**

1)

What is your age

134 responses

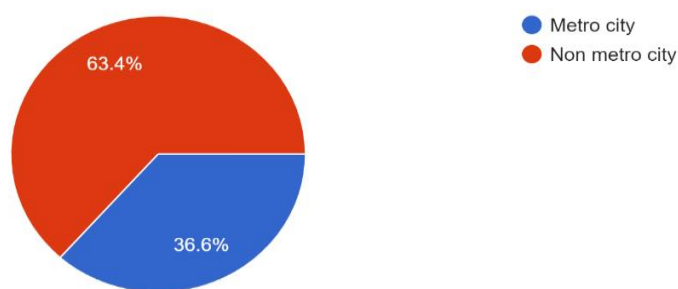


**INTERPRETATION:** From this analysis, it is interpreted that most of the target audience in the random sampling belongs to people aged between 20 to 30 78.9%. The next 10.5 % belongs to those below 20 years of age. The research is done to find out what the factors affecting the buying behavior of youngsters during festival shopping.

2)

Where are you living

134 responses

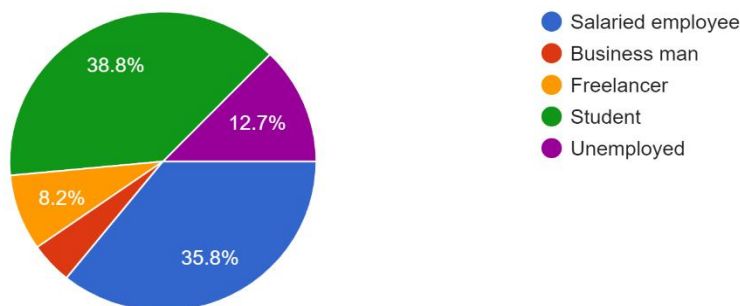


**INTERPRETATION:** From the given pie chart most of the population in this random sampling is from non-metro cities with 63.4% of the population and the other 36.6 % belonging to metro cities.

3)

What's your occupation

134 responses

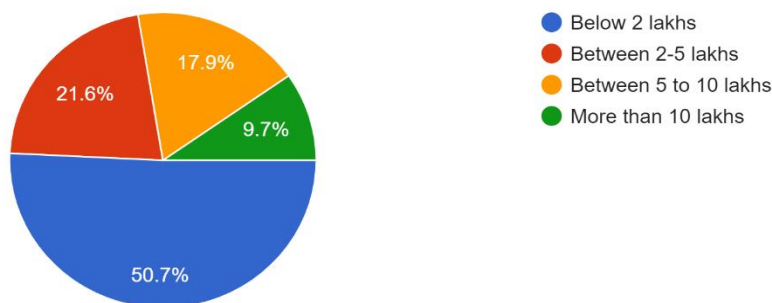


**INTERPRETATION:** From this given analysis of occupation of a random audience most of the people belong to students with 38.8% of responses followed by salaried employees with 35.8% of responses other samples belong to businesspeople 4.5% and 12.7 people are unemployed. Every occupational person is covered in these samplings.

4)

What's your income level :

134 responses

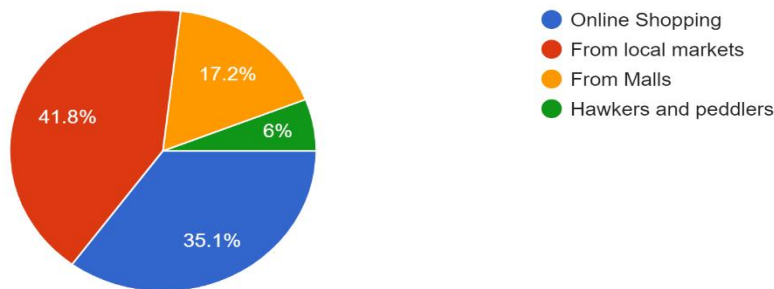


**INTERPRETATION:** Most of the audience belongs to an income level of below 2 lakhs with the response of 50.7 % people it is because most of the population is students, and they don't earn. Others, followed by 21.7% belong to the income level of 2-5 lakhs and the rest 27.6 belong to more than 5 lakhs of income.

5)

From where you tends to buy during festival shopping

134 responses

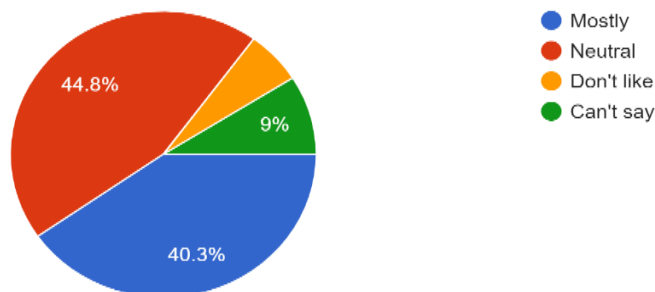


**INTERPRETATION:** Most people are preferring to buy more products from the local market with a response of 41.8% because it is more suitable for them, they have a conservative approach to buying, also people from metro cities buy from online shopping with a response of 35.1%. some also followed malls with a response of 17.2% and the remaining followed hawkers and peddlers.

6)

Do you like to gift your family during festivals

134 responses



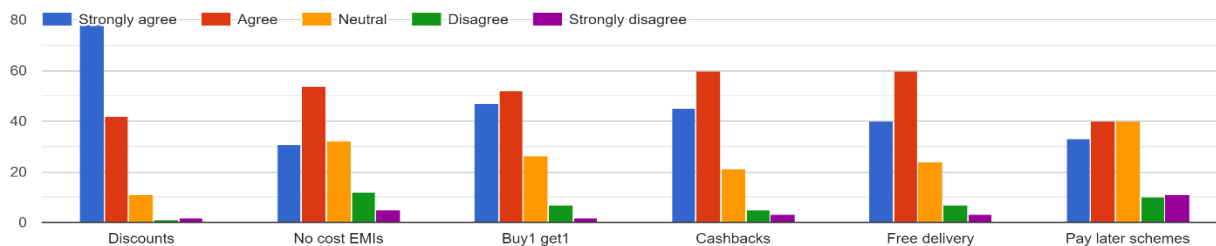
**INTERPRETATION:** many people like to give gifts to their family members during festivals with a response of 40.3% and some people are neutral means they agree or disagree at the same time with giving gifts with a response of 44.8%. but some are confused.



## Monetary factors affecting buying decisions.

7)

Which of the following monetary factors influenced your buying behaviour in festivals

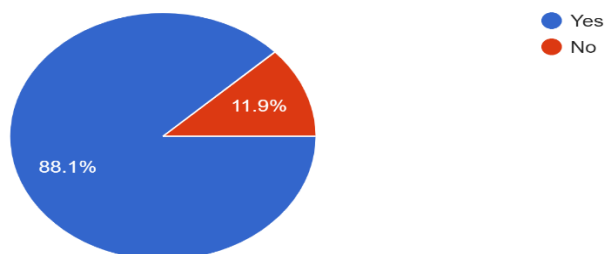


**INTERPRETATION:** There are many monetary factors influencing consumers buying products during the festival season. This graph shows us most people looking for discounts and also most people looking for non-cost EMIs, and the rest looking for others.

## Cultural factors affect buying behavior during festivals.

8)

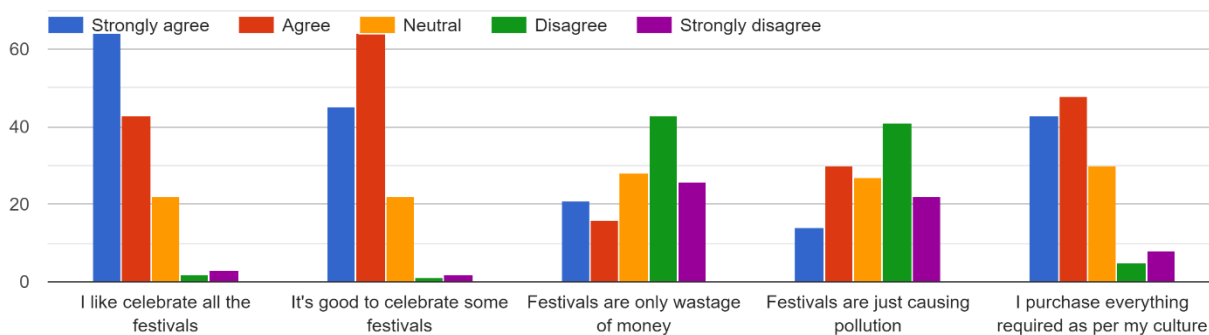
Do you like to celebrate festivals and abide all cultural norms  
134 responses



**INTERPRETATION:** If we Talk about abiding by cultural norms, most people are going with the cultural norm with a response of 88.1%, and the rest neglect norms with a response of 11.9%.

9)

How frequently you celebrate cultural festivals and buy things to celebrate

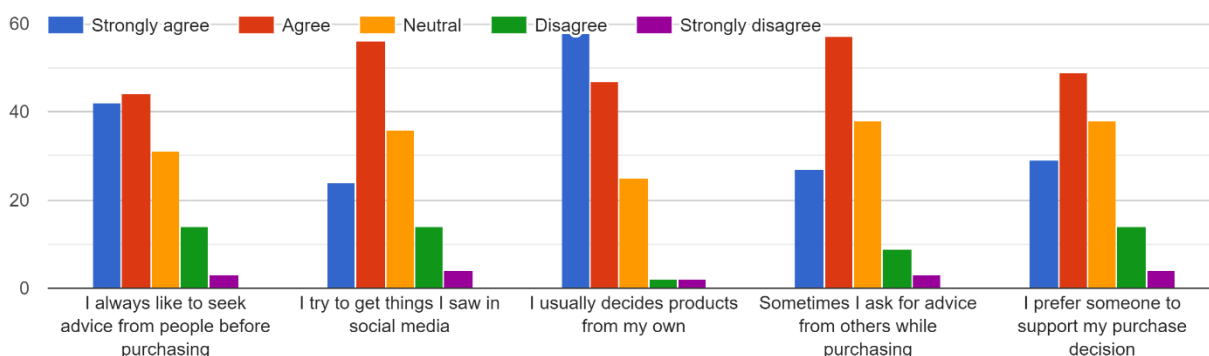


**INTERPRETATION:** this chart shows many people like celebrating and buying new things during the festival season. during the financial year 2022. People buy \$32 billion worth of new things.

**Social influencing factors affect buying behavior.**

10)

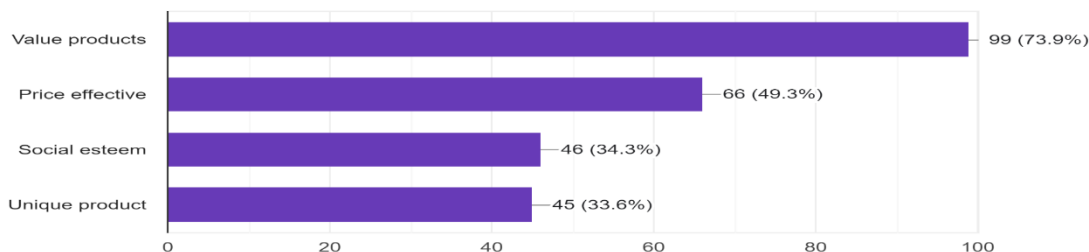
Which societal factors affects most of your purchase decision during festivals



**INTERPRETATION:** From the given chart it is shown that 44 of the response are in favor of people who seek the help of others ones in their purchase decision during festival shopping apart from that most of the audience belongs to the category that their decisions are based on their individual buying behavior rather than asking someone else with 58 of the responses. This shows that people buy products on their own but take advice from someone else if they need it.

11)

What is the main concern of yours while purchasing during festivals:  
134 responses

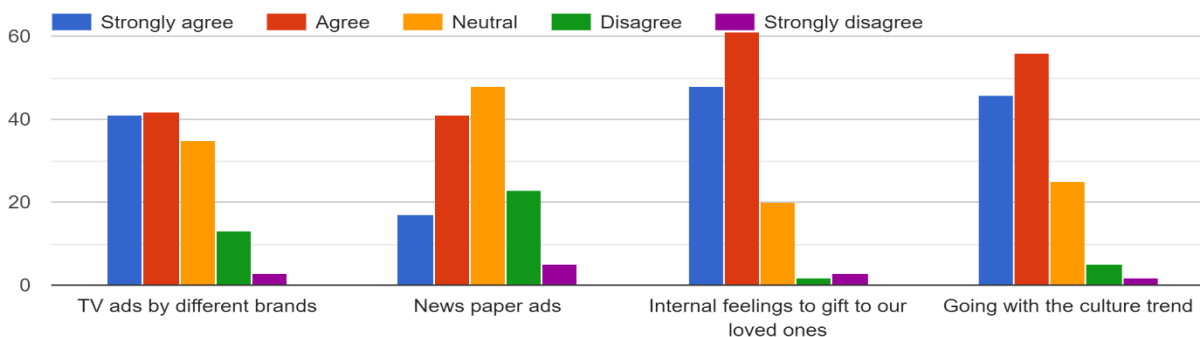


**INTERPRETATION:** From the given bar chart it is clearly shown that most of the population of samples (73.9%) focus on the value of the product as a main concern of purchase during festivals. Social factors are also a key factor for the concern of people while buying during festivals as per samples (67.9%) as social esteem and uniqueness of products plays a vital role in buying decision. From the data, it is shown that social influence is very important for people in making their decisions for purchasing.

**Emotional factors affecting buying behavior during festivals.**

12)

Select the factors impacting your emotional aspects during shopping



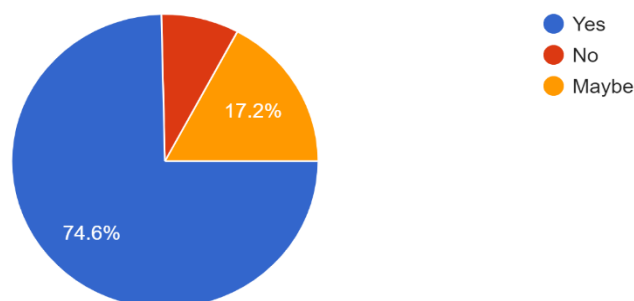
**INTERPRETATION:** From the Given, bar chart it is interpreted that most of the samples strongly agree and agree to the facts like TV ads as emotional factors are impacted most of the buying behavior of customers during festivals. People get the neutral effect of newspaper ads (48 responses) as an emotional aspect. The statement of internal feelings sample shows that 61 of the samples believe internal factors of gifting impacted a lot in the buying behavior of customers. A statement of 56 responses shows that people are also affected by cultural trends.

For example, Tv ads by Cadbury Dairy milk in the festival Diwali with the tagline " Is Diwali Kuch meetha ho Jaye". And in Raksha Bandhan launched the hashtag "#Connected Rakhi".

13)

Do you like to follow old tradition of festival celebration more than new updated way to celebrations :

134 responses



**INTERPRETATION:** Many people like to celebrate the festival with old traditions with a response of 74.6% and some either agree or disagree with celebrating festivals with old traditions and the rest want to change.

## CONCLUSION

As per the questionnaire prepared with a random sampling of 134 responses, it is concluded that 74% of the population believes to celebrate the festivals traditionally rather than modern approach and in attracting customers out of various offers Cashbacks, Discounts and free delivery are the main offers which mostly attracts most of the populations.

The research shows that most of the population used to shop from local markets with 41% of responses it shows that people tend to buy from local markets to support local shoppers on the Eve of festivals and also purchase with direct touch in purchasing so that they can easily rely on this also many malls offers same but they charge a higher price that's the reason people used to buy things from local markets rather than online order or from mall purchase.

It is also concluded that most people like to celebrate festivals so the market size is too vast so that companies should Target the audience in a manner that customers receive the value of the product at a lesser cost because they are price sensitive as proven in the research.

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