

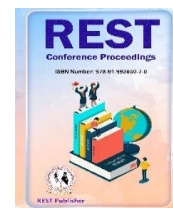


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A Study on Effect of Festival Offers on Online Shopping Behaviour with Reference to Amravati City

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Abstract: This study investigates the impact of festival offers on online shopping behaviour with specific reference to consumers in Amravati city. With the growing popularity of e-commerce platforms in India, especially during festive seasons, online retailers launch various promotional strategies such as discounts, flash sales, free delivery, and cashback offers to attract customers. The research aims to analyze how these offers influence consumer buying decisions, frequency of purchases, and product choices. Data was collected through a structured questionnaire from respondents across different age groups and professions in Amravati. The findings reveal that festival offers significantly increase online shopping activity, particularly among young adults and working professionals. Factors such as attractive discounts, ease of payment, and convenience of home delivery are key drivers. The study concludes that festival offers not only boost sales but also influence long-term consumer preferences and loyalty towards online platforms.

Keywords: Online shopping, consumer behaviour, festival effect, e-commerce, Amravati City, digital marketing, seasonal sales, festival promotions, Diwali shopping, buyer psychology

1. INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping centre the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. The advent of digital technology and the rapid growth of e-commerce have revolutionized the way consumers shop in India. With increasing internet penetration, mobile usage, and digital payment options, online shopping has become a preferred mode of purchase for many, especially in urban and semi-urban areas. Among the key factors influencing consumer buying behaviour, festivals play a significant role in driving sales, offering both retailers and consumers unique opportunities. India, known for its rich cultural heritage and diverse festivals, witnesses a surge in consumer spending during festive seasons such as Diwali, Eid, Christmas, and Navratri. These occasions are not only culturally significant but also economically impactful, with businesses launching targeted marketing campaigns, festive discounts, and exclusive online deals to attract consumers. Amravati, a growing city in Maharashtra, reflects these national trends at a local level. The residents of Amravati are increasingly adapting to online shopping, especially during festivals when convenience, competitive pricing, and promotional offers become more appealing. This shift in consumer behaviour during festive seasons presents a valuable area of study for marketers, e-commerce platforms, and local businesses. This research aims to explore how festivals influence online shopping behaviour in Amravati City. It seeks to identify key factors that drive online purchases during festivals, understand consumer preferences, and analyse the impact of demographic variables on shopping patterns. By gaining insights into these trends, businesses can optimize their strategies to enhance customer satisfaction and increase sales during peak festive periods.

2. REVIEW OF LITERATURE

Several studies have explored how promotional offers affect consumer behaviour, especially in the context of online shopping. According to Kotler and Keller (2016), festival promotions act as psychological triggers that motivate customers to make quicker purchasing decisions. Bawa and Ghosh (2012) found that limited-time offers and discounts during festivals significantly boost online

traffic and sales volumes. In the Indian context, Chaturvedi and Sahu (2017) observed that e-commerce platforms like Amazon and Flipkart strategically launch major sales during Diwali and other festivals, leveraging consumers' festive mood and increased spending capacity. Research by Singh and Agarwal (2018) noted that younger consumers, especially millennials, are highly responsive to online festival offers, often driven by social media promotions and peer influence. Moreover, Bhatt and Bhatt (2020) emphasized that while discounts are a major draw, factors such as product variety, ease of returns, and delivery speed also play a crucial role in purchase decisions. However, despite the popularity of festival sales, Kumar and Sharma (2019) highlighted concerns about over-purchasing, delivery delays, and post-purchase dissatisfaction. These studies collectively suggest that festival offers positively impact consumer buying behaviour, but also underline the importance of trust, service quality, and product satisfaction. The current study builds on these findings to understand their relevance in the context of Amravati city.

Scope of the study: This study focuses on understanding how various festivals (e.g., Diwali, Eid, Christmas, etc.) impact consumer behaviour towards online shopping in Amravati city. It examines changes in purchasing patterns, preferences, frequency, and spending behaviour during festival seasons. The study includes consumers across different age groups, income levels, and occupations to provide a broader perspective.

3. OBJECTIVES

- To know the customer perception towards D Mart.
- To analyse the factor that affect the process of consumers while purchasing products at D Mart.
- To determine the customer satisfaction towards D Mart
- To know the number of people who shop online Flip-kart
- To know about the satisfaction of customers towards online shopping

4. RESEARCH METHODOLOGY

A research design is a broad plan the states objective of research project and provides the guidelines what is to be done to realize those-objective. It is in other words a master plan for executing a research project. The research design is similar to broad plan or model that states how the entire research project would be conducted. It is desirable that it must be in written form and must be simple and clearly stated. The real project is carried out as per the research design laid down in advance. The study starts with the reviewing the behaviour finance theories in general and in stock market in particular to get the theoretical and conceptual context as well as empirical findings of previous researcher from which the research model and hypotheses are proposed. then the question used in interviews and questionnaire are prepared. In market research, sampling means getting opinion from a number of women, Service person, Businessman, Students chose a specific group, in a order to find out about the whole group Therefore, market researchers make extensive of sampling from which, through careful design and analysis . can draw information about their chosen. The sampling technique will be a non-probability convenience sampling technique. For the research of study sample size were 100 respondents who do online. Sampling area here the survey was made from Amravati City

Limitations: This study has certain limitations. Firstly, it focuses only on respondents from Amravati city, which may limit the generalizability of the findings to other regions. Secondly, the data was collected through self-reported questionnaires, which may carry biases or inaccuracies in responses. Thirdly, the study primarily considers short-term consumer behaviour during festivals and may not reflect year-round shopping patterns. Additionally, factors like internet connectivity, digital literacy, and brand influence were not explored in depth, which could also impact online shopping behaviour.

Hypotheses: To analyze the relationship between festival offers and online shopping behaviour, the following hypotheses were formulated and tested: Null Hypothesis (H_0): Festival offers have no significant effect on the online shopping behaviour of consumers in Amravati city. Alternative Hypothesis (H_1): Festival offers have a significant effect on the online shopping behaviour of consumers in Amravati city. A survey-based questionnaire was used to collect responses from consumers in Amravati. Data was analyzed using basic statistical tools such as percentage analysis and chi-square test. After analyzing the data, it was found that a large percentage of respondents were influenced by discounts, flash sales, and limited-time festival offers. Chi-square analysis showed a statistically significant association between festival offers and increased frequency of online shopping during the festive period.

5. DATA INTERPERETATION

Hypothesis testing: This study aimed to assess whether festival offers significantly impact online shopping behaviour among consumers in Amravati city. The following hypotheses were tested: Null Hypothesis (H_0): Festival offers do not significantly affect online shopping behaviour. Alternative Hypothesis (H_1): Festival offers significantly affect online shopping behaviour. A survey was

conducted with 100 respondents. Out of these: 76 participants reported an increase in online shopping during festival offers 24 reported no change in their shopping behaviour. To test the hypothesis, a Chi-square goodness-of-fit test was performed using the expected distribution of 50:50 (assuming no effect). The results are as follows: Chi-square value (χ^2): 27.04 p-value: 0.000000199 (approx.) Since the p-value is less than 0.05, the result is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypothesis.

Findings: The study revealed several key findings about how festival offers impact online shopping behaviour in Amravati. Firstly, it was observed that festival discounts and limited-time offers significantly influence consumer buying decisions, especially among younger buyers aged 18–35. These consumers are more digitally active and show greater interest in online deals. Secondly, while a majority of respondents regularly engage in online shopping during festival seasons, their purchases are mostly driven by attractive pricing, cashback, and product bundling strategies. Thirdly, individuals with higher education levels and stable incomes are more likely to compare offers across platforms and make informed buying decisions. Fourth, digital payment methods such as UPI and e-wallets are widely accepted and used during festival shopping, showing growing confidence in online transactions. Lastly, although festival offers attract many shoppers, some consumers still express concerns over delayed deliveries, product mismatches, and return policies, indicating the need for better service assurance by e-commerce companies. These findings highlight both the effectiveness of festival campaigns and the areas needing improvement to boost customer satisfaction and loyalty.

Suggestions: Based on the findings of the study, several suggestions can be made to enhance the impact of festival offers on online shopping behaviour. Firstly, e-commerce platforms should focus on increasing awareness about ongoing offers through targeted digital marketing, especially in semi-urban areas like Amravati. Improving user experience by simplifying app and website navigation can also help retain customers, particularly those who are not tech-savvy. Additionally, digital literacy programs in local languages may empower more users to confidently engage in online shopping and digital payments. Trust can be further built by ensuring transparent return and refund policies and providing responsive customer service. Platforms are also encouraged to design region-specific promotional campaigns during festivals to better connect with local culture and preferences. Including more local sellers from Amravati can promote faster delivery and support small businesses. Furthermore, rewarding customers for using secure digital payment methods like UPI and encouraging verified reviews can increase consumer confidence and influence positive purchase decisions. Implementing these strategies can significantly improve customer satisfaction and boost online shopping during festive seasons.

6. CONCLUSIONS

The study concludes that festival offers have a significant influence on online shopping behaviour in Amravati city. Consumers are highly attracted to discounts, cashback, and limited-time deals during festive seasons, which leads to increased online purchasing activity. The research also highlights that factors such as age, digital literacy, and income levels impact how individuals respond to these offers. Younger consumers and those familiar with online platforms are more likely to take advantage of festive deals. However, concerns related to trust, product quality, and delivery timelines still persist among some sections of the population. Overall, festival offers act as a strong motivator for online shopping, but continued efforts are needed from e-commerce platforms to improve customer experience, build trust, and promote awareness, especially in semi-urban areas like Amravati.

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