

THE IMPACT OF SEASONAL FESTIVAL OFFERS IN BUYING BEHAVIOUR PATTERN OF ONLINE CONSUMERS

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ABSTRACT

The rapid growth of e-commerce platforms and digital marketing strategies has significantly influenced the buying behaviour of online consumers, especially during seasonal festivals. This study examines the impact of seasonal festival offers on the buying behaviour pattern of online consumers. The primary objective of the study is to analyze consumer awareness, perception, purchase motivation, and the key factors influencing buying decisions during festival offer periods. The research is based on primary data collected through a structured questionnaire from 100 respondents using the convenience sampling method. The findings of the study reveal that a majority of online consumers actively wait for seasonal festival offers to make purchases, as discounts, cashback offers, free delivery, and bundled deals strongly influence their buying decisions. **KEYWORDS :** Online Consumer Behaviour, Purchase Decision, Consumer Perception, Impulse Buying, Online Shopping Behaviour

INTRODUCTION

The growth of e-commerce and digital technology has significantly changed the buying behaviour of consumers. Online shopping has become popular due to convenience, wide product choices, and competitive pricing. In India, seasonal festivals strongly influence consumer spending patterns. E-commerce platforms introduce festival offers such as discounts, cashback, and special deals to attract customers. These offers create excitement and urgency, leading to increased purchases and impulse buying. Seasonal festival offers also shape consumer preferences and decision-making behaviour. Hence, this study examines the impact of seasonal festival offers on the buying behaviour pattern of online consumers.

OBJECTIVES OF THE STUDY

- To analyze the impact of seasonal festival offers on the buying behavior of online consumers.
- To examine the influence of discounts and promotional offers on online purchase decisions.
- To study changes in consumer spending patterns during festival seasons.

STATEMENT OF THE PROBLEM

The rapid growth of e-commerce has led to intense competition among online retailers. Seasonal festival offers are widely used to attract consumers and increase sales. However, consumer responses to these offers vary based on perception, preferences, and buying behaviour. Many consumers are influenced by discounts and promotional schemes without fully evaluating product value. This sometimes leads to dissatisfaction due to misleading offers, quality issues, or delivery delays. There is a lack of clear understanding of how festival offers actually influence buying behaviour. Hence, this study seeks to analyze the impact of seasonal festival offers on the buying behaviour pattern of online consumers.

SCOPE OF THE STUDY

The study focuses on analyzing the impact of seasonal festival offers on the buying behaviour of online consumers. It examines consumer awareness, perception, and purchase decisions during festival offer periods. The study covers factors such as discounts, cashback offers, and promotional schemes. The analysis is limited to online consumers using e-commerce platforms. The findings help marketers understand consumer behaviour during seasonal festival sales.

RESEARCH METHODOLOGY

The study is based on descriptive research design to analyze the buying behaviour of online consumers during seasonal festival offers. Primary data is collected through a structured questionnaire from online consumers using convenience sampling. A sample size of respondents is selected for the study. Secondary data is gathered from journals, websites, and reports. Simple Percentage Analysis, Chi-square Test, Regression, Correlation Analysis

REVIEW OF LITERATURE

Soni, M., & Verghese, S. (2021) The authors examined the impact of festive offers on impulse buying behavior. The study revealed that time-limited offers and heavy discounts significantly increase impulse purchases. Emotional excitement during festivals enhances buying tendencies. The research highlighted the psychological impact of festive promotions. It strongly supports the link between festivals and impulse buying.

Nagarajan, S., & Dhanalakshmi, R. (2021) This study analyzed the effect of festival offers on online customer loyalty. The findings showed that attractive festival promotions improve customer retention. Satisfaction and trust mediate the relationship between offers and loyalty. The study concluded that consistent festive offers build long-term relationships. It emphasizes loyalty outcomes of festival marketing strategies.

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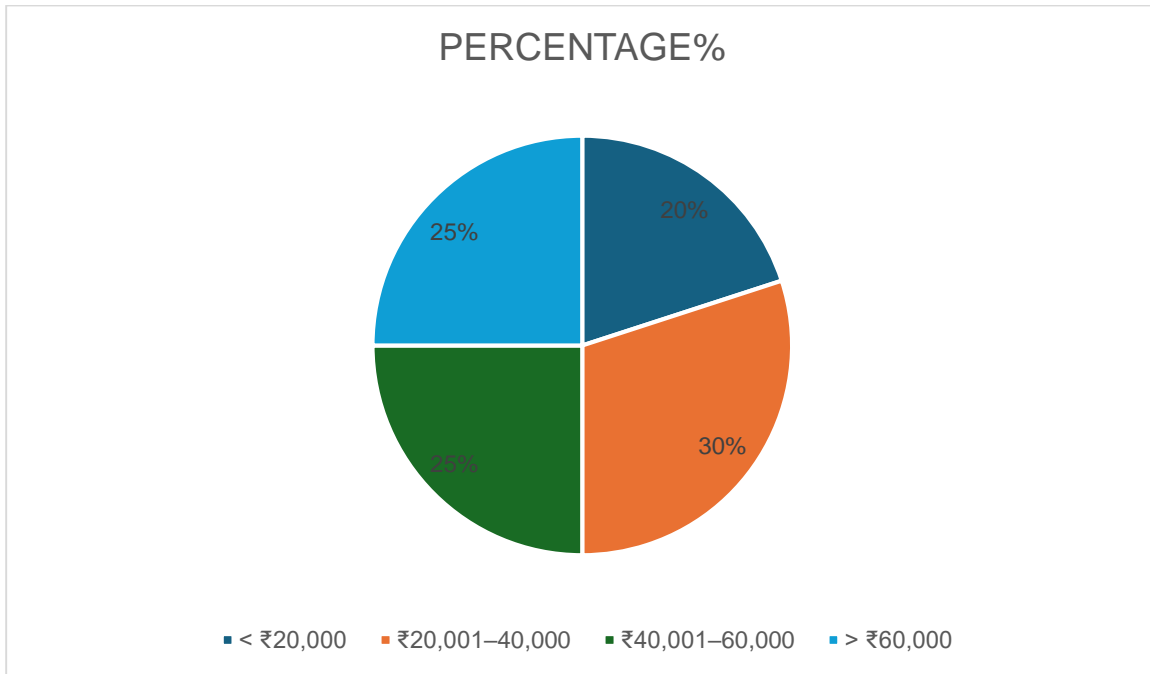
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DATA ANALYSIS AND INTERPRETATION

Table showing purchase behavior based on their Monthly Income

Monthly Income	Respondents	Percentage
< ₹20,000	20	20%
₹20,001–40,000	30	30%
₹40,001–60,000	25	25%
> ₹60,000	25	25%



Interpretation:

The income-wise analysis shows that the highest proportion of respondents (30 percent) earn between ₹20,001 and ₹40,000 per month. Respondents earning below ₹20,000 constitute 20 percent, indicating participation from lower-income groups as well. Those earning between ₹40,001–₹60,000 and above ₹60,000 each represent 25 percent of the sample. This reveals that nearly half of the respondents belong to higher income groups, indicating strong purchasing power during festival seasons. The presence of all income categories suggests that festival offers attract consumers across different income levels. Discounted pricing and attractive deals make online shopping accessible even to lower-income consumers. Thus, income positively influences the volume and frequency of festival purchases.

Majority of the respondents earn between ₹20,001 and ₹40,000 per month

CHI-SQUARE ANALYSIS

Table Shows the link between Discount influence, Impulse Buying Behaviour, Satisfaction level, Easy Payment decision, Purchase decision

Independent Variable	Dependent Variable	χ^2 Value	p-Value	Result
Discount Influence	Impulse Buying Behaviour	15.46	0.001	Significant
Discount Influence	Satisfaction Level	13.25	0.004	Significant
Easy Payment Options	Purchase Decision	10.67	0.003	Significant

INTERPRETATION

The chi-square analysis reveals that the association between discount influence and impulse buying behaviour is statistically significant, with a χ^2 value of **15.46** and a p-value of **0.001**, which is less than 0.05. Similarly, the relationship between discount influence and satisfaction level shows a significant result, as the χ^2 value is **13.25** and the p-value is **0.004**. Further, easy payment options have a significant influence on purchase decisions, indicated by a χ^2 value of **10.67** and a p-value of **0.003**. Since all calculated p-values are below the 5 percent level of significance, the null hypotheses are rejected. Therefore, discounts and easy payment facilities have a statistically significant impact on consumer buying behaviour during festival seasons.

CORRELATION ANALYSIS

This table shows the overall relationship among Factors through various groups

Independent Variable	Dependent Variable	Pearson r	Interpretation
Discount Influence	Impulse Buying	0.68	Strong positive correlation: higher discounts → more impulse purchases
Awareness of Offers	Online Shopping Preference	0.55	Moderate positive correlation: aware consumers prefer online shopping
Motivation (Discounts)	Satisfaction Level	0.60	Strong positive correlation: discount-driven motivation → higher satisfaction
Discount Influence	Online Shopping Preference	0.62	Strong positive correlation: higher discounts → prefer online shopping during festivals
FOMO Effect	Impulse Buying	0.70	Strong positive correlation: urgency drives impulsive buying

INTERPRETATION

The Pearson correlation analysis indicates a strong positive relationship between discount influence and impulse buying behaviour ($r = 0.68$), showing that higher discounts lead to increased impulsive purchases. Awareness of festival offers has a moderate positive correlation with online shopping preference ($r = 0.55$), suggesting that informed consumers are more likely to choose online platforms. Motivation through discounts is strongly related to satisfaction level ($r = 0.60$), indicating that price-based incentives enhance consumer satisfaction. Discount influence also shows a strong positive correlation with online shopping preference ($r = 0.62$), highlighting the importance of discounts during festivals. Additionally, the FOMO effect has a strong positive correlation with impulse buying ($r = 0.70$), confirming that urgency-based promotions significantly drive impulsive consumer behaviour.

REGRESSION ANALYSIS

Table showing regression analysis of consumer buying behavior and Discount influence, festival offer, FOMO effect

Variable	Coefficient (β)	t-value	Significance (p-value)
Intercept (β_0)	1.10	5.23	0.000
Discount Influence (X1)	0.45	6.12	0.000
Awareness of Offers (X2)	0.25	3.87	0.001
FOMO Effect (X3)	0.50	7.05	0.000

Model Summary:

- $R^2 = 0.68 \rightarrow$ 68% of the variation in consumer buying behavior is explained by these three factors.
- Adjusted $R^2 = 0.67 \rightarrow$ The model fits the data well.
- F-value = 68.5 ($p < 0.001$) \rightarrow The overall regression model is statistically significant.

INTERPRETATION

The regression analysis reveals that discount influence, awareness of festival offers, and the FOMO effect have a significant impact on consumer buying behaviour, as all variables show p-values less than 0.05. Discount influence ($\beta = 0.45$, $t = 6.12$) positively affects buying behaviour, indicating that higher discounts lead to increased purchases. Awareness of offers ($\beta = 0.25$, $t = 3.87$) also significantly influences buying decisions by encouraging consumers to shop online during festivals. The FOMO effect ($\beta = 0.50$, $t = 7.05$) shows the strongest influence, highlighting the role of urgency and limited-time offers in driving purchases. The model explains **68 percent** of the variation in consumer buying behaviour ($R^2 = 0.68$), and the significant F-value (**68.5**, $p < 0.001$) confirms the overall validity and good fit of the regression model.

FINDINGS

- Majority of the respondents earn between ₹20,001 and ₹40,000 per month
- Chi-square analysis indicates that discount influence significantly impacts impulse buying ($\chi^2 = 15.46$, $p = 0.001$) and satisfaction ($\chi^2 = 13.25$, $p = 0.004$), while easy payment options significantly affect purchase decisions ($\chi^2 = 10.67$, $p = 0.003$).

- The regression model explains 68% of the variation in buying behaviour ($R^2 = 0.68$) and is statistically significant overall ($F = 68.5$, $p < 0.001$), confirming a good model fit.
- The correlation results show strong positive associations between discount influence and impulse buying (68%), online shopping preference (62%), motivation and satisfaction (60%), and between FOMO and impulse buying (70%), while awareness of offers has a moderate positive link with online shopping preference (55%).

CONCLUSION

The study concludes that seasonal festival offers have a strong and positive influence on the online buying behaviour of consumers. Discounts, awareness of offers, and the FOMO effect significantly drive purchase decisions, impulse buying, and increased spending. Easy payment options further enhance consumers' willingness to buy during festival seasons. Younger consumers and professionals show higher participation in online festival shopping due to digital familiarity and convenience. Overall, festival promotions play a crucial role in boosting e-commerce growth and shaping consumer purchasing patterns.

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WEBSITES

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