
A STUDY ON THE IMPACT OF FESTIVE SEASONS SALES ON ONLINE SHOPPING BEHAVIOUR OF CONSUMERS IN MUMBAI

¹Sakina Edries Khan and ²Dr. Saudah Khatri,¹Student, Department of M.Com (Part II), Jai Hind College, Autonomous²Assistant Professor, Department of Commerce, Jai Hind College, Autonomous**ABSTRACT**

This study focuses on understanding how festive season sales influence the online shopping behaviour of consumers in Mumbai. The research aims to identify the major factors that motivate consumers to shop more during festivals and to examine the extent of impulse buying during such periods. Primary data was collected through a structured questionnaire from online shoppers in Mumbai, while secondary data was obtained from books, journals, and online sources. The study analyzes the impact of discounts, promotional schemes, product availability, convenience, and delivery services on consumer purchase decisions. The findings indicate that festive season sales play a significant role in increasing online shopping activity and encouraging consumers to explore different platforms. The study provides useful insights for e-commerce companies to improve customer engagement and festive marketing strategies.

Keywords: Online Shopping, Festive Sales, Consumer Buying Behavior, Impulse Buying, Customer Satisfaction, Mumbai Consumers

INTRODUCTION

Online shopping has become an important part of daily life for consumers in urban areas like Mumbai. The availability of smartphones, digital payment systems, and internet connectivity has made it easier for consumers to access e-commerce platforms anytime and anywhere. As a result, people now prefer online shopping for its convenience, variety of products, and competitive pricing.

Festive seasons create a special shopping environment where consumers are more willing to spend due to attractive discounts, limited-time offers, and promotional campaigns. Festivals such as Diwali, Rakhi, Independence Day, and New Year generate high demand across various product categories. These sales not only increase purchase volume but also influence impulse buying behaviour among consumers.

This study attempts to examine how festive season sales affect online shopping patterns in Mumbai by analyzing changes in shopping frequency, impulse buying tendencies, and customer satisfaction levels.

OBJECTIVES OF THE STUDY

1. To understand how online shopping habits of consumers in Mumbai change during festive sales like Diwali, Rakhi, Independence Day, and New Year.
2. To identify the main reasons behind increased online shopping during festivals among Mumbai consumers.
3. To examine whether festive sales lead to impulse buying among online shoppers in Mumbai.
4. To assess the level of customer satisfaction with online shopping during festive season sales.

SCOPE OF THE STUDY

The scope of this study is limited to analyzing the impact of festive season sales on the online shopping behaviour of consumers in Mumbai. The research focuses on understanding consumer preferences, purchasing patterns, and satisfaction levels during major festive sales.

The study considers important aspects such as discounts, promotional offers, product variety, delivery services, payment convenience, and customer support. It is confined to individuals who actively use e-commerce platforms for shopping. Since the research is restricted to a specific geographical area and sample size, the findings may not be applicable to consumers in other regions.

RESEARCH METHODOLOGY**1) Study Method**

The research follows a descriptive approach to understand changes in online shopping behaviour during festive sales. This method helps in identifying consumer trends related to purchase frequency, impulse buying, and satisfaction levels.

2) Primary Data

Primary data was collected through an online questionnaire created using Google Forms. The responses were gathered directly from consumers residing in Mumbai who shop online during festive seasons.

3) Secondary Data

Secondary data was collected from various academic sources such as textbooks, research papers, journals, and reliable websites. This information was used to support the theoretical background of the study.

4) Sample Unit

The sample unit consists of individual consumers residing in Mumbai who use online shopping platforms. Only those respondents who shop online during festive season sales were considered.

5) Sample Size

The sample size of the study is 51 respondents. This sample was considered adequate to analyze consumer behavior for the purpose of the study.

6) Sampling Technique

Convenience sampling technique was used in the study. Respondents were selected based on availability and willingness to participate in the survey.

HYPOTHESES OF THE STUDY

Hypothesis 1

- H_0 (Null Hypothesis): Festive season sales do not have a significant impact on the online shopping frequency of consumers in Mumbai.
- H_1 (Alternative Hypothesis): Festive season sales have a significant impact on the online shopping frequency of consumers in Mumbai.

Hypothesis 2

- H_0 (Null Hypothesis): Festive season sales do not encourage impulse or unplanned online purchases among consumers in Mumbai.
- H_1 (Alternative Hypothesis): Festive season sales encourage impulse or unplanned online purchases among consumers in Mumbai.

DATA INTERPRETATION AND ANALYSIS

The information used in this study was obtained through a structured questionnaire administered to 51 online shoppers in Mumbai. The responses were collected to examine consumer behavior during festive season sales, focusing on shopping patterns, reasons for increased online purchases, impulse buying behavior, and customer satisfaction. The data has been systematically analyzed with the help of charts and percentages to present clear interpretations.

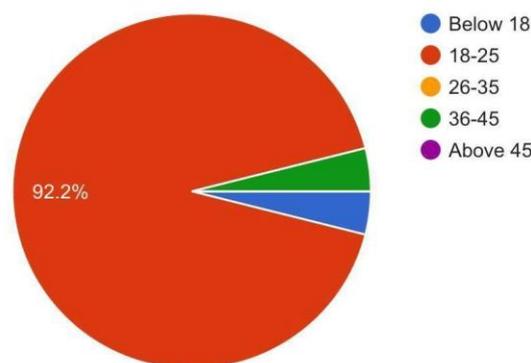


CHART 1.1 : Age Analysis

The data presented in the chart shows that most respondents belong to the 18–25 years age group. This suggests that young consumers are more actively involved in online shopping during festivals.

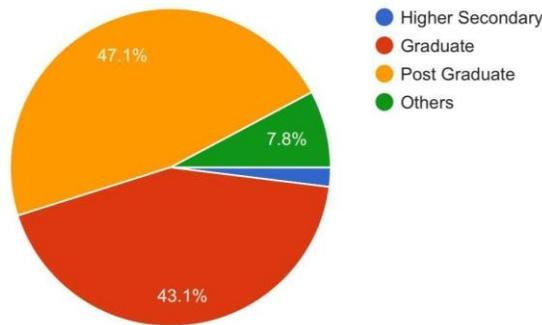


CHART 1.2 : Educational Qualification

The data shows that a majority of respondents are graduates and postgraduates, indicating that well-educated consumers are more actively involved in online shopping during festive season sales. This suggests that higher education levels are associated with greater awareness and usage of e-commerce platforms.

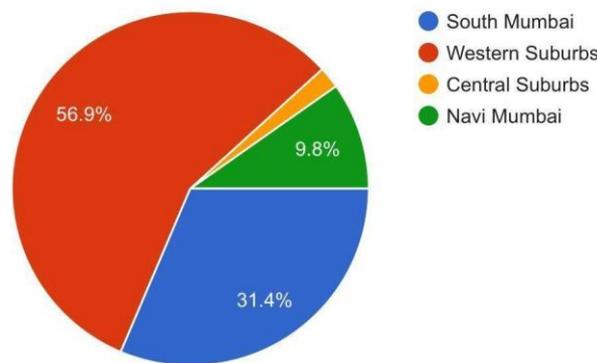


CHART 1.3 Area of Residence in Mumbai

The data indicates that most respondents reside in urban areas of Mumbai, while a smaller proportion belong to suburban or nearby areas. This shows that consumers living in urban regions have greater access to internet facilities and e-commerce platforms, leading to higher participation in online shopping during festive sales.

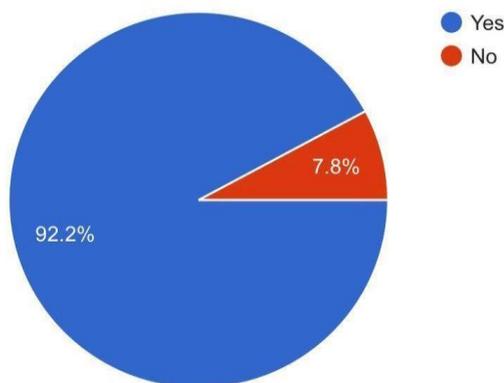


CHART 1.4 Online shopping during festive season sales

Out of 51 respondents, 92.2% (47 respondents) stated that they shop online during festive season sales, while only 7.8% (4 respondents) reported that they do not shop online during festive sales. This indicates that online shopping is highly preferred during festive periods. Festive discounts, special offers, and the convenience of online platforms encourage consumers to make purchases during this time. Overall, festive season sales have a strong influence on online shopping behavior.

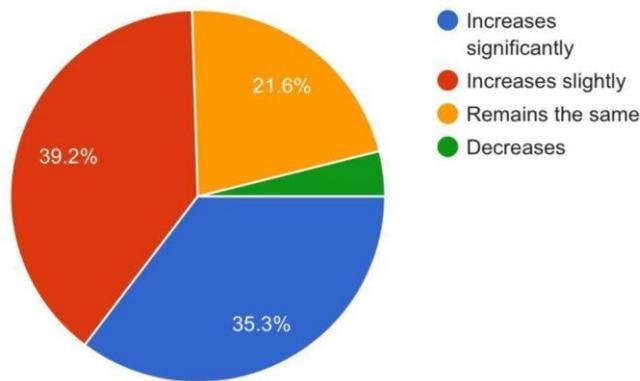


CHART 1.5 Shopping Frequency Change

Out of 51 respondents, 39.2% reported a slight increase and 35.3% reported a significant increase in online shopping frequency during festive season sales. 21.6% stated that their shopping frequency remains the same, while only 3.9% experienced a decrease. This shows that festive season sales generally lead to an increase in online shopping frequency among consumers.

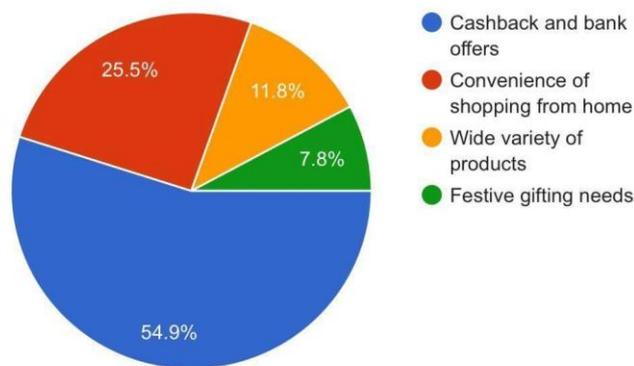


CHART 1.6 Shopping More Online During Festive Season Sales

The chart shows that the main reason for shopping online during festive season sales is attractive discounts and special offers, as it is chosen by the highest number of respondents. This indicates that price benefits play a major role in influencing consumers to shop online during festive periods, making discounts the most important motivating factor.

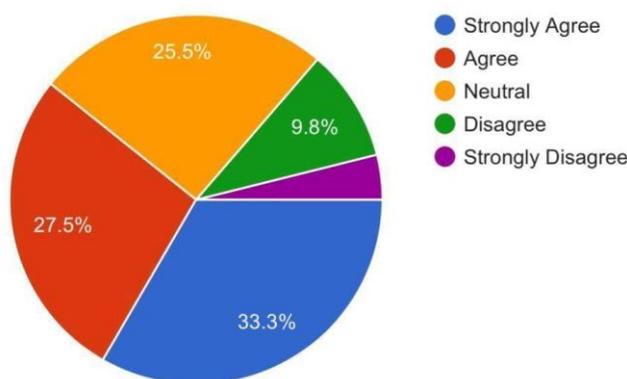


CHART 1.7 Unplanned Or Impulse Purchases

The chart shows mixed opinions regarding impulse buying during festive season sales. While 27.5% agree that festive sales encourage unplanned online purchases, a higher 33.3% strongly disagree, indicating controlled

buying behavior. 25.5% remain neutral, suggesting occasional influence, while only 9.8% disagree. Overall, festive sales influence some consumers, but many remain cautious and plan their purchases.

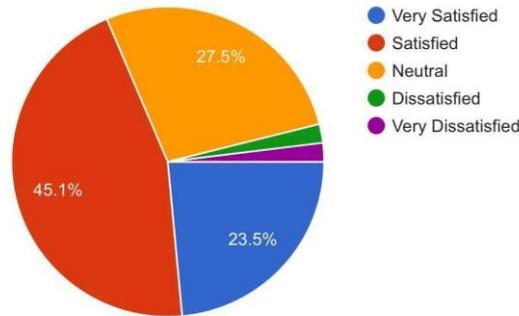


CHART 1.8 Overall Online Shopping Experience

The data indicates a positive overall online shopping experience among consumers. A majority 45.1% are satisfied and 27.5% are very satisfied, showing high acceptance of online shopping. 23.5% remain neutral, indicating moderate experiences, while dissatisfaction appears minimal. Overall, consumers in Mumbai generally have a favorable perception of online shopping.

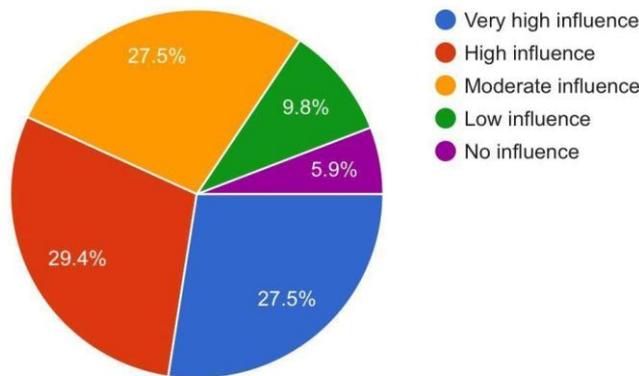


CHART 1.9 Do Festive Season Sales Influence Your Decision To Shop Online

The chart shows that festive season sales have a strong influence on online shopping decisions. A combined 56.9% (29.4% high influence and 27.5% very high influence) report being highly influenced by festive sales. 27.5% experience moderate influence, while only a small proportion (9.8% low influence and 5.9% no influence) feel little to no impact. Overall, festive sales significantly motivate consumers to shop online.

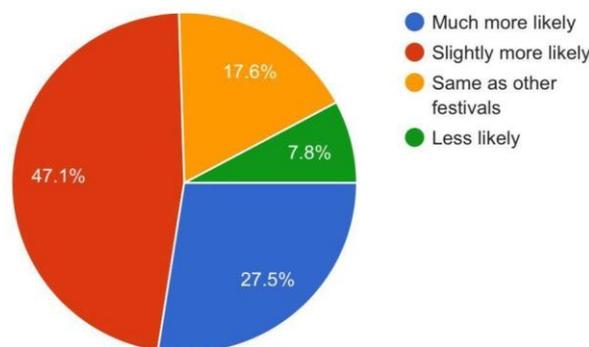


CHART1.10 Impulse Purchases During Diwali Sales

The chart indicates that Diwali sales significantly increase impulse purchases. A majority 47.1% are much more likely and 27.5% slightly more likely to make impulse purchases during Diwali sales. 17.6% show the same behavior as other festivals, while only 7.8% are less likely. Overall, Diwali sales strongly encourage impulse buying among consumers.

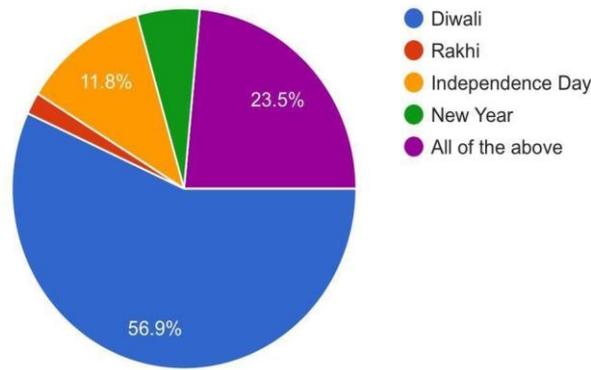


CHART 1.11 Which Festive Sale Do You Shop The Most During?

The chart shows that Diwali is the most preferred festive sale period, with 56.9% of respondents shopping the most during Diwali sales. This is followed by 23.5% choosing all festive sales, indicating consistent festive shopping behavior. 11.8% prefer New Year sales, while other festivals attract comparatively fewer shoppers. Overall, Diwali remains the dominant festival influencing online shopping in Mumbai.

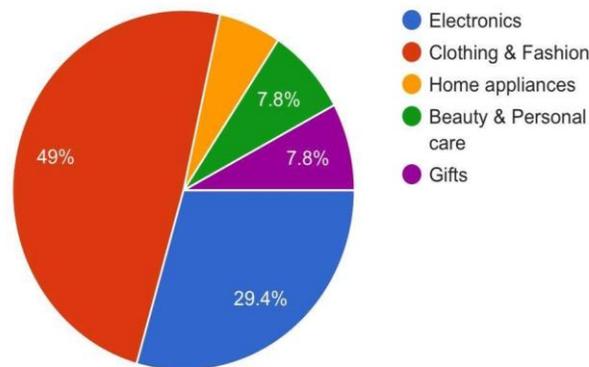


CHART 1.12 Mostly Purchases During Festive Sales

The chart shows that clothing and fashion items are the most purchased during festive sales at 49%. This is followed by electronics at 29.4%, indicating strong demand for gadgets and devices. Beauty & personal care and gifts each account for 7.8%, showing comparatively lower preference. Overall, festive online shopping is mainly driven by clothing and electronics purchases.

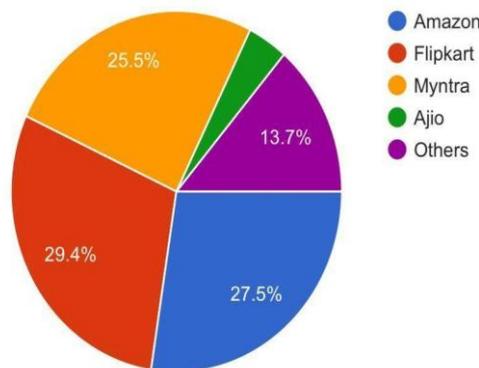


CHART 1.13 Festive Season Sales

The chart shows that Flipkart is the most preferred platform during festive season sales at 29%, followed closely by Amazon at 27%. Myntra accounts for 25%, mainly for fashion-related purchases, while other platforms make up 13%. Overall, major e-commerce platforms dominate festive shopping, with Flipkart leading slightly.

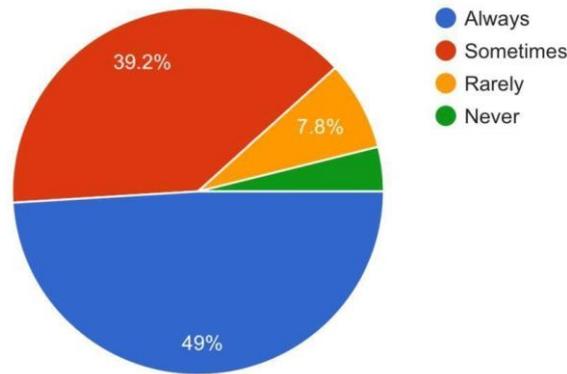


CHART 1.14 Compare Prices

The chart shows that a majority of consumers always compare prices across multiple platforms during festive sales (49%), indicating careful and informed shopping behavior. 39.2% compare sometimes, while only 7.8% rarely do so. Overall, price comparison is a common practice among online shoppers in Mumbai during festive seasons.

HYPOTHESES OF THE STUDY

Testing of Hypothesis 1

Hypothesis 1

H₀₁: Festive season sales have no significant influence on unplanned (impulse) online purchases.

H₁₁: Festive season sales have a significant influence on unplanned (impulse) online purchases.

Observed Data (From Survey)

Based on the responses shown in the chart related to unplanned purchases during festive season sales:

Respondents who agree / strongly agree = 17 (Strongly Agree) + 14 (Agree) = 31

Respondents who are neutral or disagree = 13 (Neutral) + 5 (Disagree) + 2 (Strongly Disagree) = 20

Total respondents = 51

Expected Values (Under H₀)

Under the null hypothesis, responses are expected to be equally distributed:

Expected (Unplanned purchases influenced) = 25.5

Expected (Not influenced / Neutral) = 25.5

$$\chi^2 = \sum((O - E)^2 / E)$$

$$\chi^2 = (31 - 25.5)^2 / 25.5 + (20 - 25.5)^2 / 25.5$$

$$\chi^2 = 30.25 / 25.5 + 30.25 / 25.5$$

$$\chi^2 = 1.19 + 1.19 = 2.38$$

Critical Value

Degree of freedom (df) = 1

Level of significance (α) = 0.05

Critical value = 3.84

Decision

Since χ^2 calculated (2.38) < χ^2 critical (3.84), the result is not statistically significant.

Therefore, the null hypothesis (H₀₁) is accepted.

Testing of Hypothesis 2

Hypothesis 2

H₀₂: Festive season sales have no significant influence on the frequency of online shopping among consumers.

H₁₂: Festive season sales have a significant influence on the frequency of online shopping among consumers.

Observed Data (From Survey)

Based on the responses shown in the chart related to change in online shopping frequency during festive season sales:

Respondents whose shopping frequency increased (Slightly increased + Significantly increased) = 20 + 18 = 38

Respondents whose shopping frequency remained same or decreased = 11 + 2 = 13

Total respondents = 51

Expected Values (Under H₀)

Under the null hypothesis, responses are assumed to be equally distributed:

Expected (Increase in frequency) = 25.5

Expected (No increase) = 25.5

$$\chi^2 = (38 - 25.5)^2/25.5 + (13 - 25.5)^2/25.5$$

$$\chi^2 = 156.25/25.5 + 156.25/25.5$$

$$\chi^2 = 6.13 + 6.13 = 12.26$$

Critical Value

Degree of freedom (df) = 1

Level of significance (α) = 0.05

Critical value = 3.84

Decision

Since χ^2 calculated (12.26) > χ^2 critical (3.84), the result is statistically significant.

Therefore, the null hypothesis (H₀₂) is rejected and the alternative hypothesis (H₁₂) is accepted.

FINDINGS OF THE STUDY

1. Festive season sales significantly influence online shopping behaviour, with many consumers showing increased purchase activity during major festivals, especially Diwali.
2. Clothing and fashion, followed by electronics, are the most preferred product categories during festive sales.
3. Festive discounts and promotional offers encourage impulse buying, though a considerable number of consumers still prefer planned purchases.
4. Most consumers compare prices across multiple online platforms before making purchases during festive seasons.
5. Flipkart and Amazon emerge as the most preferred online shopping platforms during festive sales.
6. Overall satisfaction with online shopping is high, indicating positive consumer experiences during festive sale periods.

SUGGESTIONS OF THE STUDY

1. E-commerce platforms should improve user experience by making websites and apps more convenient and mobile-friendly.
2. Personalized promotions and festive offers can attract and retain customers.
3. Secure transactions, clear return policies, and responsive customer support are essential for trust and loyalty.
4. Providing diverse payment options and price comparison features helps consumers make informed decisions.
5. Collecting feedback and promoting responsible shopping can enhance satisfaction and encourage long-term loyalty.

LIMITATIONS OF THE STUDY

1. The study is limited to consumers in Mumbai, so the findings may not be applicable to other cities or regions.
2. The results are based on self-reported responses, which may be influenced by personal bias or inaccurate recall.
3. The study considers a limited sample size, which may not fully represent the entire population of online shoppers.
4. Consumer behavior may change over time; therefore, the findings reflect opinions only during the period of data collection.

CONCLUSION

The study concludes that festive season sales have a strong influence on online shopping behaviour of consumers in Mumbai. Festivals create a favourable environment for increased spending due to discounts, promotional offers, and wide product availability. Consumers tend to shop more frequently during festive periods and often compare prices across multiple platforms before making purchases.

The findings also reveal that while festive sales encourage impulse buying for some consumers, many shoppers still follow a planned approach and focus on value for money. Overall, festive season sales significantly shape consumer decisions, preferred platforms, and product choices, making them an important aspect of e-commerce growth in urban markets.

REFERENCES

1. Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education.
2. Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior*. Pearson Education.
3. Laudon, K. C., & Traver, C. G. (2021). *E-Commerce: Business, Technology, Society*. Pearson.
4. Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being*. Pearson Education.
5. Journal of Retailing and Consumer Services – Research articles on online shopping and promotional sales impact.
6. International Journal of Marketing Studies – Studies related to festive season sales and consumer buying behavior.