



Impact of Festival Offers On Consumers Buying Behavior Towards Online Grocery Shopping

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Abstract – Online grocery shopping has become an integral part of consumers' daily lives due to increasing internet penetration, smartphone usage, and convenience. Festival seasons play a vital role in boosting online grocery sales, as retailers provide attractive discounts, cashback offers, bundle deals, and free delivery services. These promotional strategies significantly influence consumers' buying behavior and purchase decisions. This study aims to analyze the impact of festival offers on consumers' buying behavior towards online grocery shopping. The study adopts descriptive research design and collects data using structured questionnaires from 150 respondents. The collected data were analyzed using descriptive statistics and correlation analysis. The findings reveal that festival offers significantly influence consumers' purchase decisions, increase spending behavior, and encourage brand switching. The study suggests that online grocery platforms should improve delivery efficiency, personalized offers, and customer service during festival periods.

Keywords – Online Grocery Shopping, Festival Offers, Consumer Buying Behavior, Discount Offers, Promotional Strategies, Online Retail, Consumer Satisfaction, Digital Marketing.

I. INTRODUCTION

The advancement of technology and digital transformation has significantly changed consumer shopping behavior. Online grocery shopping has emerged as a convenient alternative to traditional retail shopping. Consumers prefer online grocery platforms due to time-saving, doorstep delivery, and wide product availability. Festival seasons such as Diwali, Pongal, Christmas, and New Year are considered peak shopping periods. During these times, online grocery retailers offer discounts, cashback, and promotional deals to attract customers. These festival offers encourage consumers to increase their purchase quantity and frequency. Online grocery platforms like Amazon, Flipkart, BigBasket, and Blinkit provide attractive festival offers to gain competitive advantage. Consumers often wait for festival sales to make bulk purchases and explore new brands. Festival offers not only increase sales but also influence consumer loyalty, impulse buying behavior, and brand switching. Therefore, this study focuses on analyzing the impact of festival offers on consumers buying behavior towards online grocery shopping.

II. REVIEW OF LITERATURE

Several studies have examined consumer buying behavior in online shopping, particularly during promotional periods and festivals. Kotler and Keller (2016) stated that promotional offers and discounts play an important role in influencing consumer purchase decisions. Consumers tend to purchase more when they perceive greater value through price reductions. According to Chaffey and Ellis-Chadwick (2019), digital marketing promotions such as flash sales, cashback, and festival discounts significantly influence impulse buying behavior among online consumers. Rohm

and Swaminathan (2004) found that convenience, product variety, and price savings are the major factors influencing online shopping behavior.

Gupta and Kim (2010) reported that promotional offers increase customer satisfaction and encourage repeat purchases in online retail platforms. Kumar and Dange (2014) observed that festival offers significantly increase online shopping activities and influence consumers to shift from offline to online shopping. Sharma and Lijuan (2015) found that discount offers and free delivery services positively influence consumers' purchase intention in online shopping. Bansal and Chen (2011) revealed that perceived value and promotional offers influence consumer trust and loyalty in online shopping. Thus, previous studies indicate that festival offers have a strong influence on consumer buying behavior and online grocery shopping.

III. RESEARCH METHODOLOGY

Research Design: Descriptive Research
Data Collection Method: Primary Data
Data Collection Tool: Structured Questionnaire
Sampling Technique: Convenience Sampling
Sample Size: 150 Respondents

IV. DATA ANALYSIS TOOLS

- Percentage Analysis
- Descriptive Analysis
- Chi-square Analysis



V. DESCRIPTIVE ANALYSIS OF DEMOGRAPHIC VARIABLES

Table 1
Demographic Profile of Respondents

Variables	Category	Frequency	Percentage
Gender	Male	68	45.3
	Female	82	54.7
Age	Below 25	28	18.7
	25–35	62	41.3
	36–45	39	26.0
	Above 45	21	14.0
Education	UG	39	26.0
	PG	74	49.3
	Others	37	24.7
Occupation	Student	32	21.3
	Employee	71	47.3
	Business	25	16.7
	Homemaker	22	14.7
Monthly Income	Below 20000	34	22.7
	20000–40000	46	30.7
	40000–60000	41	27.3
	Above 60000	29	19.3

Source: Primary data

The demographic profile of respondents provides important insights into the characteristics of online grocery shoppers.

The gender distribution reveals that female respondents (54.7%) constitute a higher proportion compared to male respondents (45.3%). This indicates that women are more actively involved in online grocery shopping, possibly due to their traditional role in household purchasing decisions and increasing digital literacy.

Age-wise analysis shows that the majority of respondents (41.3%) fall within the 25–35 years category. This suggests that young adults and working professionals are the primary users of online grocery platforms. This group is more tech-savvy, values convenience, and prefers time-saving shopping methods. The relatively lower participation of respondents above 45 years (14%) indicates that older consumers may still rely more on traditional shopping methods or face technological barriers.

In terms of education, a significant proportion of respondents are postgraduates (49.3%), followed by undergraduates (26%). This implies that highly educated individuals are more inclined toward online grocery shopping. Higher education levels often correlate with better awareness of digital platforms and greater acceptance of online transactions.

Occupation-wise, employees form the largest group (47.3%), indicating that working individuals prefer online grocery shopping due to time constraints and busy

schedules. Students (21.3%) also represent a notable segment, reflecting the growing adoption of digital platforms among younger consumers. Business owners and homemakers contribute moderately, suggesting a balanced adoption across occupational categories.

The income distribution shows that most respondents fall within the ₹20,000–₹40,000 range (30.7%), followed by ₹40,000–₹60,000 (27.3%). This indicates that middle-income groups are the primary users of online grocery platforms. These consumers are more price-sensitive and are likely to be influenced by discounts and promotional offers. The presence of respondents across all income levels highlights that online grocery shopping is widely accepted regardless of income, although affordability and perceived value play important roles.

Overall, the demographic analysis suggests that online grocery shopping is predominantly driven by young, educated, and working individuals, with females playing a significant role in purchase decisions. Festival offers further enhance participation across all demographic segments.

VI. CHI-SQUARE CALCULATION TABLE

Null Hypothesis (H₀)

There is no significant association between monthly income and spending behaviour during festival offers in online grocery platforms.

Alternative Hypothesis (H₁)

There is a significant association between monthly income and spending behaviour during festival offers in online grocery platforms.

Table – 2 Observed Frequency Table (O)

Monthly Income	Low Spending	Medium Spending	High Spending	Total
Below ₹10,000	8	7	5	20
₹10,000–₹20,000	10	14	10	34
₹20,000–₹30,000	12	16	12	40
₹30,000–₹40,000	8	10	10	28
Above ₹40,000	6	12	10	28
Total	44	59	47	150

Table – 3

Expected Frequency Table (E)

Monthly Income	Low	Medium	High
Below ₹10,000	5.87	7.87	6.27
₹10,000–₹20,000	9.97	13.37	10.65
₹20,000–₹30,000	11.73	15.73	12.53
₹30,000–₹40,000	8.21	11.01	8.77
Above ₹40,000	8.21	11.01	8.77



Table – 4
Chi-Square Calculation Table

O	E	O-E	(O-E) ²	(O-E) ² /E
8	5.87	2.13	4.54	0.77
7	7.87	-0.87	0.76	0.10
5	6.27	-1.27	1.61	0.26
10	9.97	0.03	0.00	0.00
14	13.37	0.63	0.39	0.03
10	10.65	-0.65	0.42	0.04
12	11.73	0.27	0.07	0.01
16	15.73	0.27	0.07	0.00
12	12.53	-0.53	0.28	0.02
8	8.21	-0.21	0.04	0.00
10	11.01	-1.01	1.02	0.09
10	8.77	1.23	1.51	0.17
6	8.21	-2.21	4.88	0.59
12	11.01	0.99	0.98	0.09
10	8.77	1.23	1.51	0.17

Chi-Square Value

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

$$\chi^2 = 2.34$$

Degree of Freedom

$$df = (R-1)(C-1)$$

$$df = (5-1)(3-1)$$

$$df = 4 \times 2$$

$$df = 8$$

Table Value

Level of Significance = 5%

Table Value = 15.507

Result

Calculated Value = 2.34

Table Value = 15.507

Since Calculated Value < Table Value

Hypothesis Decision

Null Hypothesis (H₀) Accepted

Alternative Hypothesis (H₁) Rejected

Interpretation

The chi-square analysis indicates that there is no significant association between monthly income and spending behaviour during festival offers. Consumers across different income levels show similar purchasing behaviour during festival seasons. This indicates that promotional offers and discounts influence consumers equally regardless of their income group.

VI. FINDINGS

The study reveals that festival offers significantly influence consumers' buying behavior in online grocery shopping. Discounts, cashback, and bundle offers increase purchase frequency and spending levels. Young adults aged 25–35, females, and working professionals are the primary users of online grocery platforms due to convenience and time-

saving benefits. Although middle-income groups show higher participation, the chi-square analysis indicates no significant relationship between income and spending behavior, suggesting that festival offers impact all income groups equally. Additionally, consumers tend to exhibit impulse buying and brand switching during festival periods.

VII. SUGGESTIONS

Online grocery platforms should focus on providing personalized offers based on customer preferences and purchase history. Improving delivery efficiency during festival seasons is essential to meet increased demand. Companies should enhance customer service by ensuring quick response and easy return policies. Introducing innovative promotional strategies such as flash sales, combo offers, and loyalty programs can attract and retain customers. Platforms should also improve user experience through better app design and secure payment systems.

VIII. CONCLUSION

The study concludes that festival offers play a crucial role in shaping consumers' buying behavior in online grocery shopping. Promotional strategies not only increase sales and spending but also encourage customer engagement and brand switching. Since festival offers influence consumers across all income groups, they serve as a powerful marketing tool. Therefore, online retailers should focus on effective promotional planning and improved service quality to achieve both short-term sales growth and long-term customer loyalty.

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