

Advertisement- it's effects on domestic market in festive Nagpur

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ABSTRACT

Online shopping has taken over the 21st century, with consumers able to purchase everything from necessities to high-tech gadgets. Digital storefronts and online shopping have long been popular in major cities, but this trend is now expanding outside of those areas as well. There are a lot of factors contributing to this, including rising incomes, GDP, consumer choice, and the role that different credit providers play in facilitating more online buying and fostering digitalization. The expansion of e-commerce platforms is largely attributable to the festival shopping sector. On the eve of festivals, every company advertises its fresh and expired items with steep discounts and other perks like buy-one-get-one deals, cash back, and more. The huge billion days on Flipkart, the flash discounts on Myntra, and the major holiday sale on Amazon were all deals that companies would have at this time. The purpose of this study is to get a better knowledge of festival purchasing habits in Nagpur, India, specifically how consumers approach shopping at local businesses vs. online.

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

INTRODUCTION

Commercials have a major impact on buying habits, particularly around holidays. Advertisers know that festivals are a great time to market their goods since festivalgoers tend to spend more money. Some consequences of holiday-themed advertising on the home market are as follows: Consumers are more likely to spend money because holiday ads make them feel cheerful and want to buy more. People tend to spend more money on holiday-related goods, such as presents, decorations, and more, because of the sales, discounts, and special deals shown in advertisements. Building and reinforcing brand awareness is one of the goals of festive ads. Ads that are both memorable and well-crafted throughout the holiday season have

the power to make an impact on customers, boosting the chance that they will think about a certain brand when they are ready to make a purchase.

One way that businesses get an edge over their rivals is by ramping up their advertising campaigns during holiday seasons. A company may get an advantage over its competitors and attract more consumers with ads that successfully convey USPs, incentives, and perks. Many businesses pick the holiday season to introduce new goods and services to the market. Commercials are vital in launching these products to consumers, creating buzz, and boosting first purchases. Affective connection: Seasonal ads often strive to make viewers feel something and establish an emotional connection with the brand. Commercials that capture the essence of the season, tell touching tales, or highlight the importance of family and unity have the power to deeply impact consumers and influence their shopping choices.

The growth of online shopping has coincided with an uptick in e-commerce, which is in turn boosted by holiday ads. With the use of targeted online advertisements, businesses may expand their audience reach on digital platforms, which in turn can boost sales on e-commerce websites. Advertisements for seasonal goods, clothing, and activities may have an impact on consumer tastes and fads. This has the potential to influence how people buy things and how much demand there is for certain services. Making Customers Feel Like They Need It Now: Customers are prompted to act quickly when they see limited-time discounts or unique holiday specials. Quicker decision-making and fast purchases might be sparked by ads that highlight the time-sensitive nature of discounts or promotions.

Overall, holiday ads have a significant effect on the home market since they increase sales, raise brand recognition, appeal to consumers' emotions, and shape consumer patterns. As a whole, the economy benefits from the holiday season because advertisers use it to their advantage, reaching more people and making a bigger splash.

Literature Review

Considerations Affecting Holiday Season Online Purchases, June 15, 2019

Nowadays, festival sales are all the rage in India and are a major driver of sales development. The majority of India's internet purchases occur around Diwali, the country's biggest shopping event. Predicting customer purchasing behaviour, a retailer's online holiday marketing, and primary data collecting via Google surveys are the main topics covered in this whitepaper. After that, the responses are digitised, coded, and input into SPSS.

An Analysis of Holiday Purchasing Patterns Thursday, June 25, 2018

Every faith and community in Worldly India celebrates its own holidays, and everyone knows that shopping is an essential part of many of these celebrations, including Diwali, Dussehra, Christmas, and New Year. Using the SWOT analysis, this study investigates customer behaviour during festival purchasing. Consumer trends in the city of Coimbatore throughout the holiday season are detailed in this article.

The Influence of the Holiday Season on Shoppers' Habits

Today, shops all over the globe utilise a plethora of specials and methods to entice shoppers. Customers' purchasing habits undergo constant transformation during the holiday season. This research use a percentage analysis technique to assess primary and secondary data in order to examine mall customers' buying patterns and the impact of service quality on those patterns.

Exploring the relationship between participation in food festivals and dietary choices

Potentially impacting readers' dietary habits in the future, this article takes a look at food festivals. This research looks at a tourist's actions six months after his first visit, including his involvement in the festival, his emotional response, and his intents to buy food in the future. Participation and happiness at food festivals are significant indicators of future food purchases, according to the findings. The results show that feelings and involvement are key in influencing people to change their food buying habits.

THE GRAND KERALA SHOPPING FESTIVAL: HOW CONSUMERS VIEW IT AND HOW IT RELATES TO THEIR BUYING ACTIVITIES.

Finding out how viewers' impressions of the Grand Kerala Shopping Festival correlated with their actual purchases during the seventh season is the primary goal of this research article.

The secondary objective of this research work is to use primary data and statistical tools such as correlation analysis, T-tests, and one-way ANOVA to determine if there is a statistically significant difference in the purchasing behaviour of customers based on age and income level.

Consumer Trends in Poland's Festival Industry in 2017 from the European Union

Businesses with an eye for marketing focus on customers, their habits, and their preferences in relation to the markets; these factors serve as the foundation upon which any marketing plan may be built. Problems with festival-goer conduct are the primary subject of this research. Part one of this study paper provides a concise overview of a cultural consumer in Poland, while part two details the author's observations on the market behaviour of cultural consumers based on data obtained from 891 individuals attending five festivals in Poland.

Festival-Related Purchase Patterns of Electronic Goods in Bangladesh in December 2022

Individuals engage in consumer behaviour when they seek for, evaluate, and ultimately dispose of goods and services that fulfil their requirements. It focuses on the decision-making process by which individuals allocate scarce resources like time, energy, and money to purchase goods and services. This research report employs questionnaire surveys and in-person interviews to examine how Bangladeshi consumers used electronic items throughout the holiday season. According to this research, consumers' preferences and tastes fluctuate every day during the holiday season.

Consumer Durable Retailing During Festivals: A Demographic Analysis of Sales Promotional Behaviour, May 2013

The increasing demand for product value by consumer groups has led to a number of promotional suggestions in the last several years. Promotions in the durable goods sector often centre on festival-time on-demand advertising tactics. Festival season in the durable goods business is the centre of attention for this research, which examines customer behaviour, shop marketing, and consumer decision-making. Retailers' on-demand marketing tactics are the centre of the research, and the findings demonstrate that consumers benefit from merchandising technology.

Research on Long-Term Consumer Spending During Holidays

They talk about the ways in which individuals are influenced by marketing considerations throughout the Christmas season. During the festival season, every store and maker of long-lasting products runs specials and other marketing campaigns in an effort to draw in more consumers. They discovered a substantial correlation between age and purchase price with durable goods advertising programmes during festivals after using chi-square analysis to reveal findings for self-employed consumers, manufacturers, and retailers. shown that, in order to provide consumers more for their money, the Durable Goods category runs a number of promotional programmes during the festival. Promotional programmes in the durables market that provide direct price discounts during festival season are the most well-received by all demographic groups examined.

The effects of flash discounts on Indian customers and the e-commerce sector

India celebrates far too many festivals. Many internet stores rely on festival shopping as a significant source of revenue. There are many different kinds of promotional tools that businesses may use. Examining how three prominent Indian e-commerce platforms—Flipkart, Amazon, and Snapdeal—handle income, sales, traffic, and logistics in relation to flash sales as a promotional technique is the main objective of this research study.

The role of social influence in online purchasing decisions

Building trust and honesty will lead to better buying choices. Many are patiently waiting for the early adopters to experience the new product firsthand before deciding to buy it. Researching the many social factors that affect consumers' purchasing decisions and the ways in which companies cultivate connections with consumers to boost sales is the primary goal of the research. A lot of businesses will benefit from this study as it clarifies the social variables that consumers consider while making purchases.

The Importance of Emotions in Online Impulsive Buying

The purchasing habits of young people as they pertain to internet shopping were the primary subject of this research report. The overarching purpose of this study is to identify the elements that influence consumer sentiment and the variables that influence purchasing decisions. The research was conducted with an exploratory mindset, with an emphasis on

gathering information on the elements that influence customers' emotional choices both before and after making a purchase. This study's findings contradict those of other works by demonstrating that consumers do, in fact, consider some subjective factors when making purchases.

Objectives of study

- To Learn what consumers' actions during the holiday shopping season mean for stores and brands, and how they plan to capitalise on this trend.
- To determine the current client shopping trend for festivals.
- To zero down on the best deal influencing festival shoppers' choices to purchase.
- To determine what festival shoppers find most appealing.

RESEARCH METHODOLOGY

We will be using a descriptive approach for both our primary and secondary sources. Only primary sources, such as online digital surveys administered using Google Forms and direct surveys sent to individuals, have been used to compile the data. Method of primary survey

The age range of the randomly selected Indian population was 20–60. Random Selection 130–134 or more replies provided. A variety of clients in the vicinity of the beautiful professional university, as well as other randomly selected known and unknown groups, are surveyed using Google forms that make up the sample framework. Most of the people who filled out the survey are either current or potential clients of Festival Shopping. The investigation into the tradition of Christmas shopping uses a straightforward sampling strategy, which is acceptable given the smaller sample size. One method of data gathering employed in this research is a questionnaire. The goal of this survey is to get a feel for how people feel about shopping during festivals, what influences their purchasing choices, and how different online deals influence these patterns.

DATA ANALYSIS AND INTERPRETATION

It seems that the majority of the target demographic in the random sample consists of individuals in their twenties and thirties (78.9%). The following 10.5% are people under the age of 20. Finding out what influences children's purchasing decisions during festival

shopping is the primary goal of this study. While 36.6% of the population resides in metro areas, 63.4% of the population in this random selection comes from non-metro cities. A total of 38.8% of respondents are students, followed by 35.8% who are salaried workers; 4.5% are businessmen, and 12.7% are jobless. These samplings cover every single vocational individual. Because the majority of the population is students, who do not earn, the majority of the audience (50.7% of the total) belongs to an income bracket below 2 lakhs. In addition, 27.6% have a salary of above 5 lakhs, while 21.7% fall into the 2-5 lakhs income bracket.

A majority of consumers, 41.8% to be exact, prefer to purchase at local markets rather than online. This might be because local markets better meet their needs and budgets, whereas 35.1% of city dwellers prefer to shop online. A small percentage (17.2%) also followed shopping centres, while the rest followed street vendors. Of those who participated in the survey, 40.3% said they like sending presents to family members at festivals, while 44.8% said they were ambivalent about the practice. while others remain perplexed.

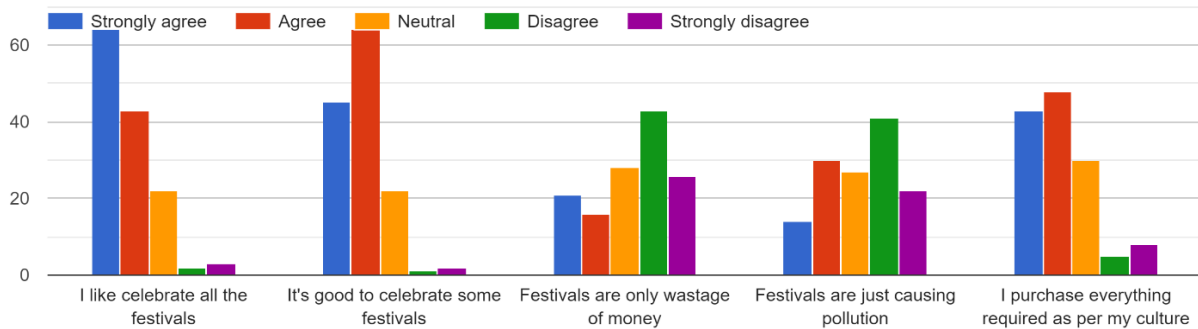
Decisions to purchase influenced by personal finances.

When people shop during festival season, there are a lot of monetary considerations. From this graph, we can deduce that the majority of users are seeking discounts, while a smaller percentage are seeking non-cost EMIs and other options.

Festival purchasing habits are influenced by cultural variables.

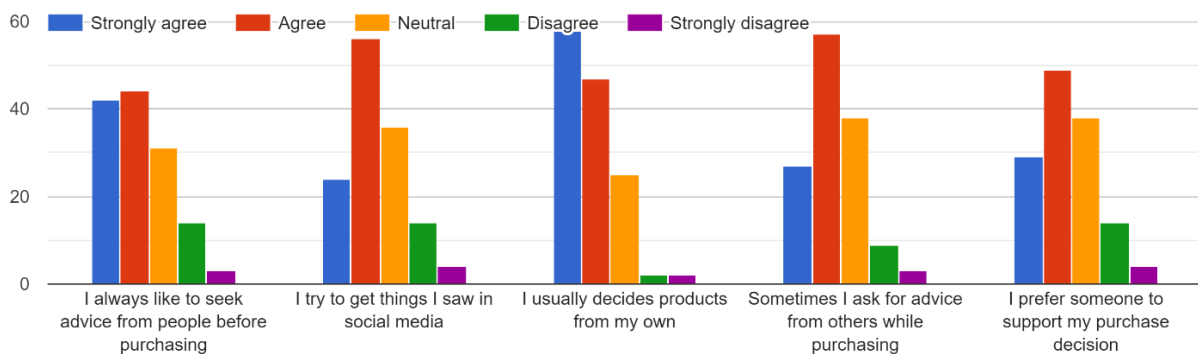
The vast majority of individuals (88.1% to be exact) adhere to cultural standards, whereas a small percentage (11.9%) choose to ignore them.

How frequently you celebrate cultural festivals and buy things to celebrate



During festival season, many individuals like celebrating and purchasing new stuff, as seen in this chart. in the fiscal year of 2022. New products sell for \$32 billion.

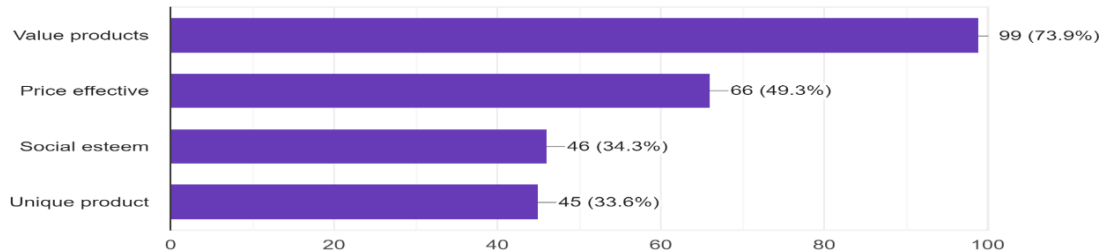
Which societal factors affects most of your purchase decision during festivals



According to the data presented in the graph, 44% of respondents prefer to get other people's opinions when making purchases during festivals. On the other hand, 58% of respondents say they prefer to rely on their own purchasing habits when making purchases, rather than asking for advice. People shop independently, yet they seek out expert opinion when necessary.

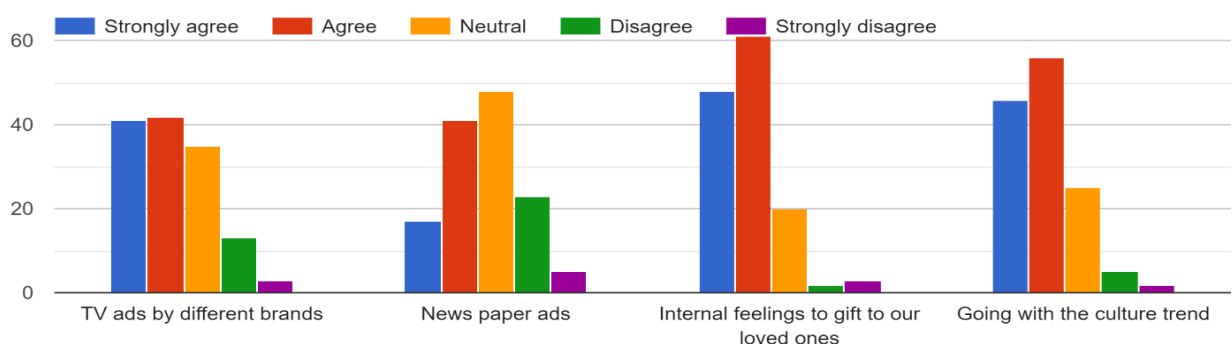
What is the main concern of yours while purchasing during festivals:

134 responses



The majority of the sample population (73.9%) considers product value to be the most important factor when making a festival purchase, as illustrated clearly in the provided bar chart. According to samples (67.9%), social considerations are also a major concern for individuals when they shop during festivals. This is because items' distinctiveness and social esteem greatly influence people's purchasing decisions. Social influence has a significant role in people's buying choices, according to the statistics.

Select the factors impacting your emotional aspects during shopping



Emotional aspects impacting festival-related purchasing decisions

Customers' emotional elements influence their purchasing behaviour during festivals, according to the given bar chart, which suggests that most samples agree or strongly agree with the facts, such as TV commercials. As an emotional component, people see newspaper

advertising as having no impact (48 answers). According to the statement of internal sentiments sample, 61 percent of respondents think that gifting's internal aspects significantly affected consumers' purchasing behaviour. Cultural trends also have an impact on individuals, as shown by a statement with 56 replies. A large majority of people (74.6% to be exact), some have mixed feelings about continuing the festival's long-established customs, and the remaining 19.2% are open to new ideas.

CONCLUSION

The results of the survey, which was based on 134 randomly selected replies, show that the majority of people (74%) prefer more traditional methods of celebrating festivals rather than the more contemporary methods of using a variety of promotions to draw in consumers. The majority of people are most interested in deals that include cash back, discounts, and free shipping. Nearly half of all consumers shopped at local markets at least once. This is likely due to a combination of factors, including a preference for supporting small businesses on festival eve and a preference for the personal touch that comes with shopping in person, both of which are offered by many malls but come at a premium price. The data also shows that most people like festivals, which means there is a large enough market for businesses to target in a way that offers consumers the same great value at a lower price point. This is because festival goers are known to be price sensitive.

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