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CONSUMER BUYING BEHAVIOUR DURING FESTIVAL SEASONS IN VADODARA

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Abstract: The purpose of this research is to better understand holiday consumer behavior. There are several advertising campaigns and methods used to draw in clients in the modern day. Customer spending habits often shift around holidays. In this analysis, we look at how holiday shopping habits differ from those of non-holidays. The takeaway here is that more attention has to be paid to enhancing service quality during festival season.

Keywords: *consumer behaviour, festival season, consumer buying behaviour*

1. INTRODUCTION OF THE STUDY

The purpose of this study is to investigate the buying habits and preferences of consumers, with a focus on the effect that this has on the retail sector during shopping festivals. To that end, we polled something in the neighbourhood of a hundred individuals, representing a wide range of ages, sexes, occupations, and lifestyles. We also focused on topics like customer behaviour during festivals, their preferences, the kind of deals that draw them in, the shift toward online shopping, and more in our poll. Based on our findings, we will provide some suggestions for how the retail industry might improve its appeal, therefore drawing in more customers and generating more cash for everyone involved.

Positive consumer attitude over the holidays tends to boost demand, and the good news is that companies are optimistic that this trend will continue beyond the holiday season barring any unforeseen interruptions to operations. It's true that the season's sales got off to a great start with the Independence Day holiday in early to mid-August, and have continued to build momentum through the other holidays up to Ganesh Chaturthi, which occurred earlier this week. Onam in Kerala, then Durga Puja and Navratri, then Dussehra, and finally Diwali in October, are only the beginning of what is intended to be a long and prosperous tradition.

1.2 OBJECTIVES OF THE STUDY

- Finding out how people feel about shopping during holiday times.
- Finding out how customers feel about the Shopping m platform and whether or not they find it easy to use.
- For the purpose of learning how happy Shoppers are with the experience.

2. LITERATURE REVIEW

Anuj Thapa (2019)

researchers looked into why people switch shampoo brands and discovered that it was due to factors like the packaging, a price increase with their existing brand, a change in the branding scheme, the influence of advertisements, and so on.

Sukato and Elsey (2018)

the phenomenon of male customer behaviour in Thailand's skin care product market was investigated. With the addition of the self-image construct, Fishbein and Ajzen's theory of reasoned action model serves as a theoretical foundation for the study's purposes. The findings of the study corroborate previous research showing that Bangkok men's beliefs, self-image, normative influences, and attitudes all play a role in their decision to buy skin care products, suggesting that the modified theory of reasoned action is a suitable framework for describing this demographic's shopping habits in the Thai context.

Vani et al (2017)

We looked at how people in Bangalore, India, react to toothpaste packaging and discovered that people there are less likely to be familiar with the product overall. Due to low levels of product penetration and per capita consumption, the oral care industry in India has a great deal of untapped potential. The survey also discovered that consumers often evaluate and choose between several brands of toothpaste depending on the deals that are currently available. When choosing a product, consumers consider a variety of factors, including the attributes the product offers. Consumers are influenced to switch brands primarily by marketing, product positioning, package availability, and price increases.

Mishra and Sridhar (2020)

examined the reasoning behind, and approach to, research on product adaptation in rural markets, and drawn the counterintuitive conclusion that rural is regarded quite differently, and is thus operationalized differently, by various organisations. The findings, however, demonstrate that contingency theory is valid even in the situation of product adaptation in rural markets. The degree to which a product is adapted rose in tandem with the proportion of rural CEOs.

Jaswal and Shah (2017)

researched how the negative emotional appeals often utilised in FMCG goods TV commercials impacted the cognitive message processing style of Indian housewives. It is true that "what you say is just as essential as how you say it," and research showing that negative emotional appeals in advertisements have different effects than positive ones support the idea that advertising creativity is the most crucial factor.

Baoting Hu (2017)

the achievement of economic reforms in rural China has improved people's level of life. As a result, families are spending more money on products and services that were not part of their budget before. However, not all families have been able to raise consumption due to disparities in economic and demographic factors. As a result, it would be instructive to look at how demographic and economic variables influence the chance of purchasing these items. Here, we use the probit model to determine the average and marginal probability of using five of these services: eating out, going to the movies, getting medical help, using public transportation, and sending mail. In contrast to the projected probability of eating the last two items, which are more sensitive to changes in the model structure, the estimated probabilities of consuming the first three goods are more sensitive to changes in the underlying economic and demographic parameters.

Lokhande's (2018)

Analysis, is now self-aware enough to know what he wants and how to improve his level of life. The expansion of rural marketing is a result of the convergence of information technology, government regulations, business strategy, and satellite communication. Although wealth is a key determinant, other characteristics such as caste, religion, education, employment, and gender also impact consumer behaviour in rural regions.

Verma and Munjal (2018)

customers' top considerations when selecting a brand are quality, cost, convenience, presentation, and endorsements. A customer's habits and mindsets determine how committed they are to a certain brand. While other demographic indicators, such as gender and marital status, are not substantially connected with this consumer behaviour and thought patterns, age and demographic variables are.

Emin Babakus (2020)

Understanding global consumer behaviour requires looking at people's tolerance for unethical practises. Sample data were collected from Austria, Brunei, France, Hong Kong, the United Kingdom (UK), and the United States to examine how consumers there might respond to 11 different situations involving unethical consumer conduct. It turns out that people's perceptions of dubious actions vary widely depending on their nationality. Consumers' sense of ethics is significantly predicted by their age and religious affiliation, but not by their gender. The research classifies consumers into subgroups based on their shared beliefs about dishonesty in the marketplace. The results' implications are examined, and suggestions for further study are offered.

R. Batra, Rajeev (2021).

The purpose of this research was to determine whether customers have a positive attitude toward foreign-made products because of their perceived higher quality and social standing compared to domestically produced goods. Therefore, the findings suggest that in developing countries, the country of origin of a brand not only functions as a "quality halo" or summary of product quality (cf. Han, 1989), but also possesses a dimension of nonlocalness that, among some consumers and for some product categories, contributes to a preference for the brand out of a desire to boost their social standing.

Dr. Kevin J. Clancy (2021)

has analysed the current situation of brands in the United States. Consumers can't tell the difference between the leading brands of most goods and services, as shown by these data. In turn, this has led to a rise in the number of consumers making their purchasing decisions primarily on lowest price.

Kim et al (2019)

consumer value is seen as a cultural output and is said to be impacted by product features and consumption patterns. The public's opinion may be swayed by advertisements. As a result of cultural variations, interpretations may vary. The Indian culture and its reaction to global advertising has received little notice. Therefore, this may be useful for international businesses, particularly considering India's status as one of the world's leading rising markets.

3. RESEARCH METHODOLOGY**METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY****Methods for data collection**

Primary Information

Secondary Information

Primary Information

A questionnaire was used to collect primary data.

Secondary Information

Secondary data was gathered from Books, Journals, Magazines

Sampling

The sampling approach used for data collection is convenient sampling. The convenience sampling technique is a non-probability approach.

Sample size

The number of individuals to be polled is indicated by logistics. Although big samples provide more trustworthy findings than small samples, owing to time and financial constraints,

3.1 RESEARCH DESIGN

The purpose of exploratory research, as opposed to finding permanent solutions to issues, is to learn more about a topic. The goal of this kind of study is to shed light on a topic that has fallen into obscurity.

3.2 SOURCES OF DATA

Primary Data

Secondary Data

Primary Data

For the most part, data was gathered via the use of questionnaires.

Secondary Data

Secondary resources such as print publications, online databases, and databases were used.

3.3 Data collection method

Primary and secondary data were used to create this research. Primary information gathered through an interview schedule is crucial. Journals, magazines, books, publications, reports, periodicals, articles, research papers, websites, corporate manuals, and booklets are all good places to look for secondary material.

3.3.1 POPULATION

This study's sample population comprises of gathered feedback from one hundred Enterprise scheme planner and monitoring.

3.4 SAMPLING METHODS

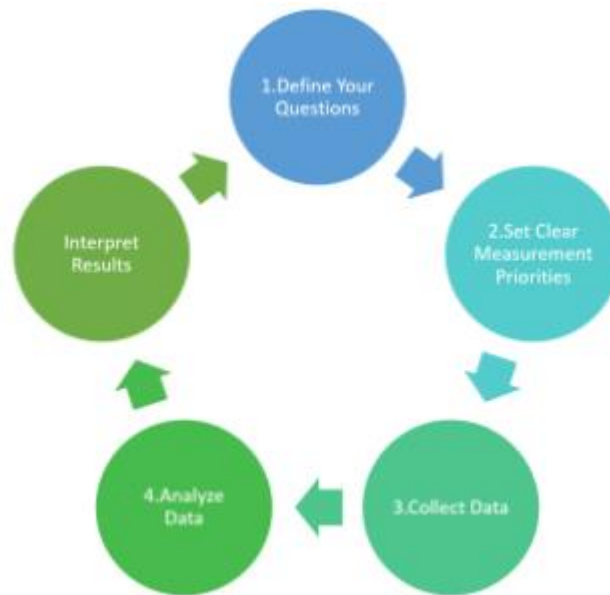
One hundred participants were chosen at random to provide information for this study. We employed a random sampling strategy to choose our samples.

3.5 DATA COLLECTION

Descriptive statistics

4. MODELING AND ANALYSIS

4.1 Research Model



4.2 Hypothesis:

We analyzed a broad variety of consumer behavior elements, including motivation, learning, perception, based on the preceding literature study, with the purpose of identifying individual purchasing behavior.

H1: There is a no significant relationship between Consumer buying behavior during festival seasons

H2: There is a significant relationship between Consumer buying behavior during festival seasons

H3: Consumer purchasing behavior during festival seasons has a substantial association.

H4: Consumer purchasing behavior during festival seasons has no meaningful association.

$$\chi^2 = \frac{(26-36)^2}{36} + \frac{(74-64)^2}{64} = 4.34$$

36 64

P-value = 1 - p($\chi^2(1) \leq 4.34$).

k	2	Number of categories
n	100	Sample size
χ^2	4.340278	Chi square test statistic
DF	1	df = k-m-1 = 2-0-1 = 1
Phi effect (Φ)	0.208333	$\Phi = \sqrt{\chi^2/n}$

Goodness of fit, using χ^2 distribution

As the p-value is less than, the null hypothesis (H0) is rejected.

There is a mismatch between the data and the statistical model.

2 The P-value

The probability value is 0.9628 ($p(x_2) = 0.03722$). This indicates that the likelihood of making a type I mistake (incorrectly rejecting a true H0) is very low, at only 0.03722 (3.72%).

Support for hypothesis 1 (H1) increases as the p-value decreases.

Thirdly, the data show that

The t-test result of $t = 4.3403$ is outside the 95% confidence interval: $[-\infty; 3.8415]$.

4. the magnitude of the effect

The observed phi value is moderate, at 0.21. What this means is that the discrepancy between the observed and predicted values is moderate in size.

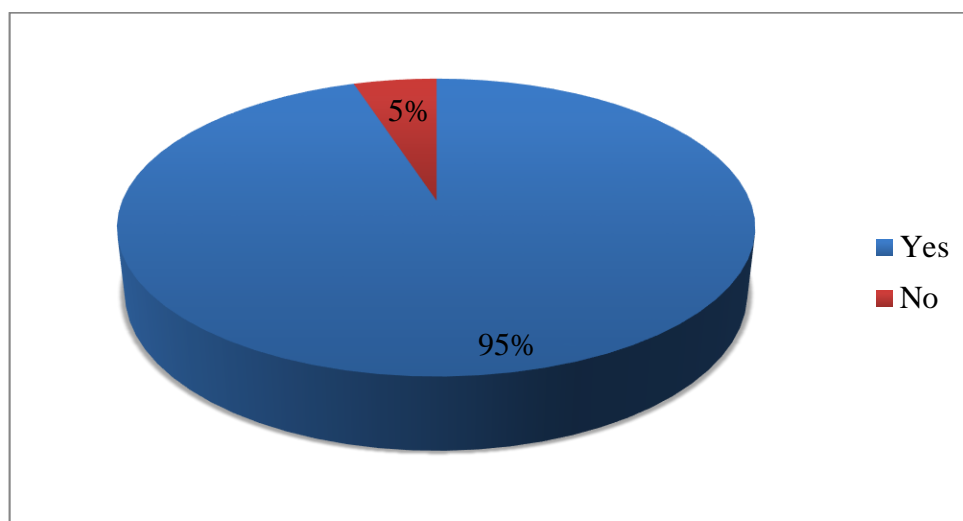
5. RESULTS AND DISCUSSION

1. We are celebrating the fact that our clients have been so pleased with our service this festive season.

Table No: 5.1

particular	No of respondents	Percentage
Yes	95	95
No	5	5

Graph 5.1



Interpretation

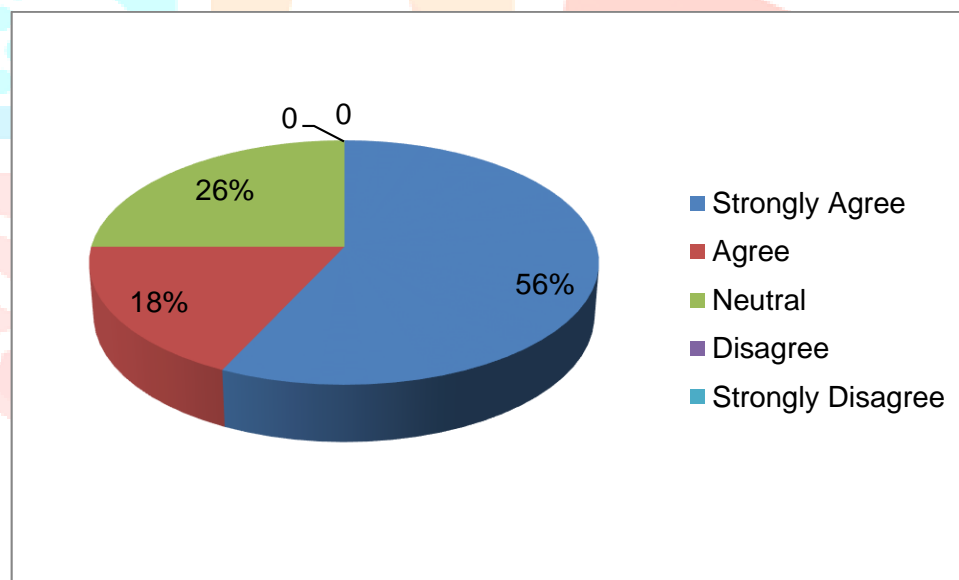
95% yes We are celebrating the fact that our clients have been so pleased with our service this festive season, 5 % of respondents said no.

2. Satisfaction with the Canteen During the Holidays

Table 5.2

Criteria	Number of responders	Proportion
Strongly agree	28	56%
Agree	09	18%
Neutral	13	26%
Disagree	0	-
Strongly disagree	0	-

Graph 5.2



Explanation

In allowing for a diagram, 56% of respondents strongly agreed that Satisfaction with the Canteen During the Holidays, 18% agreed. Neutral towards the announcement is 26 percent of respondents. None of the respondents expressed substantial disagreement with this investigation.

6. CONCLUSION

In terms of what influences people to go shopping during festive seasons, respondents cited convenience. Therefore, management must consider what contributes to happy consumers. Poor service to suppliers, customers, and retailers is indicated by the survey results during festival seasons, specifically with regards to canteen service, restaurant service, multicuisine food court, tea & coffee shops, bring own food to court, and the service provided for the ambience, drop points, public & private parking, and dormitory. In this way, comments from customers may be gathered, and any necessary adjustments can be made based on the information gleaned from this input. Corridor designs, in their view, are made to make sure people may move freely in any direction, proving that they need to be modified in the future to reflect the preferences of customers.

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