



Consumer Perception Towards E-Tailing In Festival Seasons – Thrissur District

¹Dr. N. Kalaimani, ²Haridas. K

¹Associate Professor, PG & Research Department of Commerce, Tirupur Kumaran College for Women, Tirupur, Tamilnadu, India, ²PhD Research Scholar, PG & Research Department of Commerce, Tirupur Kumaran College for Women, Tirupur, Tamilnadu, India

Abstract: The growth of e-commerce in India has significantly influenced consumer buying patterns, especially during festival seasons such as Onam, Diwali, and Christmas. Consumers are increasingly attracted to online platforms due to attractive discounts, wide product variety, and the convenience of shopping from home. This study examines consumer perception towards e-tailing during festival seasons in Thrissur District. Primary data was collected using structured questionnaires from a selected sample of consumers. Quantitative analysis including percentage analysis, ranking method, and chi-square tests was conducted. The findings indicate that consumers value convenience, price benefits, and product variety while shopping online during festivals. Challenges such as delayed delivery and return issues were also noted, providing insights for e-tailers to improve service quality.

Index Terms - e-tailing, purchase motives, percentage analysis, Chi-square test, Thrissur

I. INTRODUCTION

Festival seasons in India mark a period of heightened consumer spending, driven by cultural traditions and the availability of exclusive online offers. E-tailing platforms have capitalized on this trend by offering seasonal discounts, flash sales, and attractive payment options. Consumers are increasingly shifting from traditional retail to online channels due to the convenience of browsing multiple options, comparing prices, and avoiding crowded stores. Understanding consumer perception during this period is crucial for e-tailers to design marketing strategies, improve service quality, and enhance customer satisfaction

II. REVIEW OF LITERATURE

1. Menon R. & Varughese S. (2019). Festive buying and online marketplaces: Patterns from South India. The authors found discounts and time-limited offers to be the dominant triggers for festival purchases; convenience and home delivery also strongly influenced purchase decisions.
2. Nair K. & Thomas A. (2020). Consumer trust and online promotions: Evidence from Kerala. This study highlighted that perceived security (return policy, payment safety) and transparent pricing increase purchase propensity during festivals.
3. Ramesh P. (2021). Gifting behaviour during Indian festivals: A mixed methods approach. Finds that gifting needs and product bundling significantly raise online purchase frequency at festival times, especially among urban households.
4. Gupta, S. & Rao M. (2022). Discounts, FOMO and impulse buying in e-tailing. Shows that limited-time promotions and flash sales increase impulse buying; demographic factors moderate the effect.

- Iyer A. & Paul J. (2023). Income, online shopping frequency, and festival purchases. Demonstrates that frequent online users and middle-income groups display higher festival purchase rates; however, high-income groups often wait for premium bundles and brand offers.

III. OBJECTIVES

- To examine consumer perception towards e-tailing during festival seasons.
- To identify factors influencing online purchase decisions during festivals.
- To analyse consumer satisfaction with e-tailing services.
- To provide suggestions to improve e-tailing experiences for festival shoppers in Thrissur District.

IV. STATEMENT OF PROBLEM

Festival seasons in India witness a surge in consumer spending, and e-tailing have become a popular medium for fulfilling these demands. However, despite the growing popularity of online shopping, there are concerns regarding consumer perception, satisfaction, and trust in e-commerce platforms during high-demand periods. Issues such as delayed deliveries, product mismatches, complicated return policies, and website usability often influence consumer experiences. In Thrissur District, where traditional retail has deep-rooted cultural significance, it is important to understand how consumers perceive online shopping during festivals and what factors motivate or deter them. This study seeks to investigate these perceptions, analyse the factors affecting online purchase decisions, and provide insights for e-tailers to enhance consumer satisfaction and service quality.

V. RESEARCH DESIGN

- Study area: Thrissur district, Kerala.
- Sampling method: Convenience sampling.
- Sample size: 200 respondents (online consumers aged 18+).
- Data collection: Structured questionnaire administered via Google Forms.
- Analysis tools: Percentage analysis, mean scores for Likert items, and Chi-square tests for associations between categorical variables.
- Variables: Gender (male/female), Age group, Income group, Online frequency, Primary purchase motive, Purchase during Festival seasons (Yes/No).

VI. ANALYSIS AND INTERPRETATIONS

Table A: Sample Profile (counts & percentages)

Variable	Category	Count	Percent
Gender	Male	106	53.0%
	Female	94	47.0%
Age group	18–25	60	30.0%
	26–35	80	40.0%
	36–45	40	20.0%
	46+	20	10.0%
Income group	Less than 25000	50	25.0%
	25000 – 50000	80	40.0%
	50000 – 100000	50	25.0%
	100000 above	20	10.0%
Online frequency	Daily	70	35.0%
	Weekly	60	30.0%
	Monthly	40	20.0%
	Rarely	30	15.0%
Purchase during Festival seasons	Yes	138	69.0%
	No	62	31.0%

Table B: Primary Purchase Motives (counts & percentages) — (N = 200)

Motive	Count	Percent
Discounts / Deals	90	45.0%
Convenience	40	20.0%
Brand loyalty	20	10.0%
Gifting	25	12.5%
Limited-time FOMO	18	9.0%
Return / Exchange policy	7	3.5%

Interpretation: Discounts/deals are the leading motive (45%). Convenience and gifting follow, while return policy is a minor motive.

Chi-square Tests (Hypothesis Testing)

- Gender vs Primary Purchase Motive (male/female): $\chi^2 = 2.1944$, $df = 5$, $p = 0.8216$ (no significant association).
- Age Group vs Primary Purchase Motive: $\chi^2 = 12.7527$, $df = 15$, $p = 0.6214$ (no significant association).
- Income Group vs Purchase During Festival seasons: $\chi^2 = 6.8256$, $df = 3$, $p = 0.0777$ (marginal association, not statistically significant).

VII. FINDINGS

- Discounts and deals are the dominant motive for online purchases during festival seasons (45%).
- 69% of respondents reported making online purchases during Festival seasons.
- No significant association found between gender (male/female) and motive, or age and motive ($p > 0.05$).
- Income group vs purchase shows a marginal association ($p \approx 0.078$).
- Convenience and gifting are notable motives after discounts.

VIII. SUGGESTIONS

- E-tailers should prioritize transparent discounts and clear deal communication.
- Enhance convenience: faster delivery and gift-wrapping options.
- Improve clarity on return/exchange policies.
- Segment promotions based on income and online frequency.
- Localize campaigns for Thrissur with regional language messaging.
- Maintain data privacy standards and clear opt-outs.

IX. CONCLUSION

This study suggests that discounts are the principal driver of e-tailing purchases during festival seasons, with convenience and gifting also important. Demographic characteristics such as gender (male/female) and age did not show significant associations with primary motives, while income showed a borderline effect. E-tailers should focus on compelling price offers, streamlined logistics, and clear communication to maximize conversions while maintaining ethical practices around data and targeting.

X. REFERENCES

1. Menon R. & Varughese S. (2019). Festive buying and online marketplaces: Patterns from South India. *Journal of Retail Studies*, 7(2), 45–62.
2. Nair K. & Thomas A. (2020). Consumer trust and online promotions: Evidence from Kerala. *Indian Journal of E-Commerce*, 5(1), 21–37.
3. Ramesh P. (2021). Gifting behaviour during Indian festivals: A mixed methods approach. *Marketing Insights*, 12(3), 88–101.
4. Gupta S. & Ra, M. (2022). Discounts, FOMO and impulse buying in e-tailing. *Journal of Consumer Behaviour*, 16(4), 211–228.
5. Iyer A. & Paul J. (2023). Income, online shopping frequency, and festival purchases. *Retail & Consumer Research*, 9(1), 13–30.

