

## **An Analysis of Consumer Behavior Towards Offline and Online Shopping During Festive Season: A Case of Punjab**

Khushbu Panwar (12324887), Student, Mittal School of Business,  
Lovely Professional University , Phagwara (Punjab)

Sachin Kumar (12321787) Student, Mittal School of Business,  
Lovely Professional University , Phagwara (Punjab)

Randeep Mishra (12305439) Student, Mittal School of Business,  
Lovely Professional University ,Phagwara(Punjab)

Gautam Joshi (12316854) Student, Mittal School of Business,  
Lovely Professional University, Phagwara (Punjab)

Under the Guidance

DR. SUSHANT GUPTA

Mittal School of BUSINESS

Lovely Professional University ,Phagwara(Punjab)

### **ABSTRACT**

This research aims to explore consumer behavior during festive occasions and includes both offline and online shopping behavior as well as consumer buying behavior. The study further investigates how age, psychological needs, formats of promotions, technology, and market trends influenced consumer choice. Through the analysis of survey data and trade reports we identified some important trends, especially younger consumers are shifting to online shopping, while older consumers are tending to shop in bricks and mortar stores.

In addition, impulse buying behavior is influenced by price discounts with a limited time, promotional offers, and social claims. With the considerable growth of online shopping behavior this has had a strong influence on aspects such as mobile commerce, artificial intelligence (A.I.) and personalization, and online payments. In regards to consumer behavior the pain point of late ecommerce delivery and stores being crowded still remains a significant consideration.

A noted trend in the discussion was hybrid shopping, wherein consumers browse inventories online while in the store or decide to use click-and-collect. Retailers would benefit from adopting omichannel retailing, bringing together supply chains, and adjusting to digital marketing techniques that can enhance customer experience during the festive period. Overall, this study provides retailers with solutions to issues.

## Chapter 1: Introduction

The fast-paced growth of technology and the internet has disrupted consumer behavior, specifically how consumers purchase goods and services. E-commerce has developed as an alternative mode of shopping to traditional brick-and-mortar shopping, allowing consumers to access products at home for the utmost convenience. Meanwhile, traditional shopping has not died out and provides consumers a tangible, experimental experience that some still enjoy. Understanding consumer behavior in both online and offline shopping experiences is important to allow businesses to pursue strategies that work for their targeting audiences, especially during peak shopping seasons such as the festive season.

Consumer behavior can be thoroughly understood as an area of study that places emphasis on the psychological, social, and economic aspects of the ways in which individuals make purchases. A variety of theories are utilized to explain how consumers make decisions in terms of purchasing behavior to build an understanding, including but not limited to the rational choice theory, Maslow's hierarchy of needs, and the theory of planned behavior. Consumer behavior changes during festive seasons, as individuals spend more on gift giving, clothing purchases, electronics, or other festive related purchases.

Businesses take advantage of these occasions by creating discounts, promotional campaigns, and festive collections for customers. The impact of online vs. offline shopping during these seasons are typically attributed to ease of access, pricing, availability of the item (product) desired, and the overall experience of the shopping event. The purpose of this chapter is to contrast the two experiences.

### 1.1 What is Consumer Behavior?

Consumer behavior is the study of how individuals, groups, or organizations select, buy, use, and dispose of products, services, and experiences to satisfy needs and desires. It examines how consumers make decisions, preferences, motivations, and external influences that affect what they buy. Businesses study consumer behavior to create effective marketing strategies and increase customer satisfaction.

### 1.2 Theories of Consumer Behavior

There are many theories that address consumer behavior and decision-making processes, including:

- **The Rational Choice Theory:** which suggests that consumers are rational and logical in their choice of products and services and seek to optimize their utility based on reference information available to purchase
- **Maslow's Hierarchy of Needs:** which suggests consumer purchases are influenced by five levels of needs; physiological, safety, social, esteem and self-actualization needs.
- **Theory of Planned Behavior:** which suggests consumer intentions are decided by an attitude, subjective norms to the act, and perceived behavioral control (an observation of others).
- **Stimulus-Response Model:** suggests that when marketing stimulus (ad, promotion, etc.) consumers respond, ultimately resulting in a purchasing decision.
- **Howard-Sheth Model:** which focuses on the learning process of the consumer purchase decision, with an analysis of psychological and sociological influences on consumer behavior.

### 1.3 What is Online Shopping?

Online shopping (or, e-commerce) can be defined as the act of purchasing goods and services using the internet. Consumers can browse a variety of products, compare costs, write reviews, and complete a transaction all online. Change coming through the advent of e-commerce platforms like Amazon, Flipkart, Myntra and the like transformed shopping by

making it easier and more cost-effective with home delivery being an option for consumers. Notably, features like cash-on-delivery, easy return policies, and discounts have continued to increase its popularity.

#### 1.4 What is Offline Shopping?

Purchasing products from physical retail shops is described as offline shopping. This form of shopping offers a way for consumers to touch products, talk to sales staff, and gain immediate satisfaction. Offline shopping is typically preferred for products that benefit from in-store trial, such as clothing, electronics, and grocery items. Malls, supermarkets and local shopping markets still attract consumers by offering personalized service and room for price negotiations.

#### 1.5 Online Shopping vs. Offline Shopping

Both online shopping and offline shopping have their pros and cons:

- **Convenience:** Online shopping is always accessible, while offline shopping requires physical trips to the store during its open hours.
- **Product Availability:** E-commerce platforms tend to carry a wider selection of products, while offline stores will increasingly have limited stock.
- **Pricing and Discounts:** Online retailers often market discount products frequently, while offline stores advertise in-store sales and allow for price negotiation.
- **Customer Experience:** Offline shopping has a tactile component which engages the customer with the product, while online shopping is based on product descriptions and reviews.
- **Delivery and Returns:** Online store platforms deliver purchased items to the consumer's home address with an option to return, while offline shopping allows customers to immediately purchase the product during their visit.

#### 1.6 Impact of Online and Offline Shopping During the Festive Season

Significant occasions like Diwali, Christmas, and Eid affect buyer's purchasing behaviors. Throughout the festive season, buyers are more inclined to buy gift items, ornaments, clothing, and electronics. The influence of online shopping and offline trading, which goes together with these festive occasions, can be evaluated in terms of the following categories:

- **Increases in E-commerce Sales:** E-commerce offers big deals, flash sales, and special collections, so consumers will engage more heavily with online shopping.
- **Increases in Physical Store Foot Traffic:** Physical retail locations can see increases in traffic for reasons regarding store atmosphere, in-store sales, and the fact consumers prefer to shop physically as the festive seasons are often emotionally charged, culturally based experiences.
- **Multi-Channel Shopping Behaviors:** Many consumers will do research for products online to make purchases offline or vice versa. Therefore, consumers often will use reached & collated research from social media, online browsing, & advertising, and reflect those patterns in purchasing choices.
- **Promotions & Advertising Strategies:** In turn, businesses will work hard to bring traffic in the way of aggressive marketing on social media, television, or in store displays.

#### 1.7 Analysis of Consumer Behavior

Examining consumer behaviors during festive seasons is focused on the purchasing patterns, probability of decision-making, & reasons why they are most likely to purchase for those seasons. Businesses and researchers reflect on:

- **Motivation for Purchase:** Emotional and social factors of purchase will create higher spending.
- **Consumer Affinities:** Consumer loyalty to brands, price sensitive, and how products were bought or preferred to buy them during festive seasons.
- **Technology:** The influence of technology on purchase decisions, mobile applications, or in general digital marketing on social media.
- **Use of Increased Consumer Spending:** Increased consumer spending during the festive seasons adds value and spending back into economy from the convenience of the service.

## Chapter 2: Literature Review

(Roy and Priyabrata ,2022) concentrated on the study of consumer purchasing behavior in the West Tripura district with particular importance devoted to online and offline purchasing behavior, factors influencing it, and challenges consumers face. A descriptive research methodology was adopted to guide the study which utilized particularly structured questionnaires to collect study data and frequency distribution to assess it. Particular variables utilized included income, attitude, risk, convenience, perceived cost, fashion or brand reputation, variety of products, satisfaction, brand preference, and technology. The results identified the success of online purchasing as a result of convenience and discount offers, while offline purchases were successful due to forms of trust and personal relationship forming during shopping. Roy and Priyabrata indicated that simplifying shopping policies in Tripura and forming a better retailer-consumer relationship would help to improve social/residential consumer satisfaction in the area.

(R Sudhakar , 2020) examined the association between e-consumer trust and online purchases. Specifically, the study also considered the mediators of consumer attitude and buying intention. The research utilized surveys, and employed descriptive analysis, confirmatory factor analysis, and correlation analysis. The examination of trust variables (ability, integrity, perceived credibility, and benevolence), buying behaviour, and demographic variables was studied. The findings showed that trust predicts online shopping well, while the demographic variables of age marital status, education, and income also form a part of buying behaviour - attitude and buying intention mediated this relationship and the study indicated a need for trust building practices on e-commerce sites.

(Nandish Manangi ,2020) investigated the influence of perceived consumer value on buying intentions in the organic food market. Using a quantitative methodology, including statistical analysis and theoretical frameworks (e.g., Theory of Planned Behaviour framework), the study analysed price, quality, health benefits, emotional value, and social value as influential variables on buying intentions as well as mediating variables in consumer attitudes and behavioural control. The study concluded that the price and quality of the organic food product influences buying intentions, while subjective norms influences consumer attitudes and perceived behavioural control but does not influence buying intentions directly.

(Emiliya and Swetha ,2024) examined the consumer shopping behavior during festivals based on their likes, prime attractions, and satisfaction levels. Using a quantitative approach with convenience sampling of 120 respondents, factors such as gender, age, income, shopping preferences, and the intervening role of offers and discounts were examined. The findings indicated that festival shopping is done by the most vibrant consumer groups in the context of urban women and students. Cultural traditions and discount offers were among the strongest drivers of consumer desire, and age and income were key drivers of shopping decisions.

(Chowdhury, Rahman, Mia and Hossain ,2022) examined festival seasons consumer behavior in respect of electronic products in Bangladesh in terms of preference and promotion offers. The study, based on a non-probability sampling method and questionnaires, considered factors like consumers' preferences, advertising campaigns, and their influence on the purchasing pattern. The study was strong in emphasizing that electronic goods buying is essential during festival

seasons with advertising and promotions being an integral factor. Chowdhury and Shanjoy suggested consumer surveys to improve inventory management and well-designed promotional schemes to boost sales.

(**Ramatenki Dhanunjaya,2022**) were created to measure customer satisfaction for online and offline mobile phone purchasing. Descriptive analysis methods like ANOVA, independent t-tests, and SPSS were employed in the study, wherein responses were obtained from 600 respondents. Key variables used included reliability, responsiveness, assurance, empathy, and tangibility. It was evident that reliability, empathy, and responsiveness played important roles towards customer service quality in both channels of shopping, while tangibility played a less important role. The study underscored the importance of these service dimensions in enhancing customer satisfaction on shopping platforms.

(**Dutta and Pradeep ,2023**) investigated the effects of e-commerce on Indian offline retailing, with a focus on consumer behavior and technology. The research utilized a quantitative approach based on structured questionnaires, processed using SPSS. Major variables were online vs. offline shopping behavior, experience, loyalty, use of technology, demographics, and product categories. The research concluded that socio-economic variables play a pervasive role in consumer behavior, and varying patterns are present among offline and online consumers. The research also stated the dynamic character of technology in retailing experiences.

(**Semwal and Rakesh ,2024**) This study examined consumer preferences for everyday items in Uttarakhand. The researchers took an inductive approach and made comparisons using primary data. They took into account several factors: brand perception, consumer trust perceived ease of online shopping potential risks, security, usefulness previous shopping experiences, product range, price competition, and social influence. The results revealed that brand reputation, customer trust, and price sensitivity affect online shopping decisions. Yet many customers still prefer physical stores for the ability to touch and feel products and get them .

(**Gilly and Wolfinbarger ,2015**) The study looked at how people shop online and in stores using focus groups. It found that online shopping gives customers freedom, control, and ease, while in-store shopping lets people touch products, meet others, and use their senses. These differences in experience show that stores need to create plans to meet what online and in-store shoppers want.

(**Tabatabaei (2009)** The researcher delved into why folks who buy things at stores might switch to snagging stuff online. The mission was to figure out what tempts these shoppers into the web-based marketplaces and what might scare 'em away. The dude checked out the opinions of 264 people at a tiny mall. He took a good look at their answers afterward. All the peeps who were part of the research knew their way around computers and the internet. They answered questions about themselves how much they know about tech, and their web wisdom. Turns out, the regulars of internet buying hit up online stores more than once a month, while the ones sticking to physical stores might visit e-shopping sites between one and five times when a whole year goes by.

(**Chaing and Roy (2003)** The study concentrated on shoppers deciding whether to buy online or in-store while they were gathering info. In a handy group, 34 undergrads from a marketing course picked a product to try out. Creators made 56 items that resonate with the internet shopping craze. Findings suggest that shoppers find in-person shopping a hassle, and the expectation was they'd prefer to hunt for items online rather than those you need to see or try first.

(**Johnson et al. (1999)** tackled the job of pinpointing what drives folks to shop online. Their research aimed to figure out the online shopper's profile and what pushes them to hit the 'buy' button on the web. They popped a question to the WVTM crew asking if they've ever snagged something off the internet. This investigation wraps up with the idea that online shopping's a hit for its time-saving perks. They've cooked up a bunch of tips for making web stores better, like making it a cinch to rebuy stuff you've gotten before laying out all the deets you need to decide, and smoothing out the buying process. This work sums up with a pretty interesting point: web shoppers seem to dig the time they save more than the dollars they might keep in their pockets. Down the line, what customers want might shift, focusing on getting to stuff instead of just saving a buck. Digging into the data, it looks like the crowd that drops more dough online leads kookier

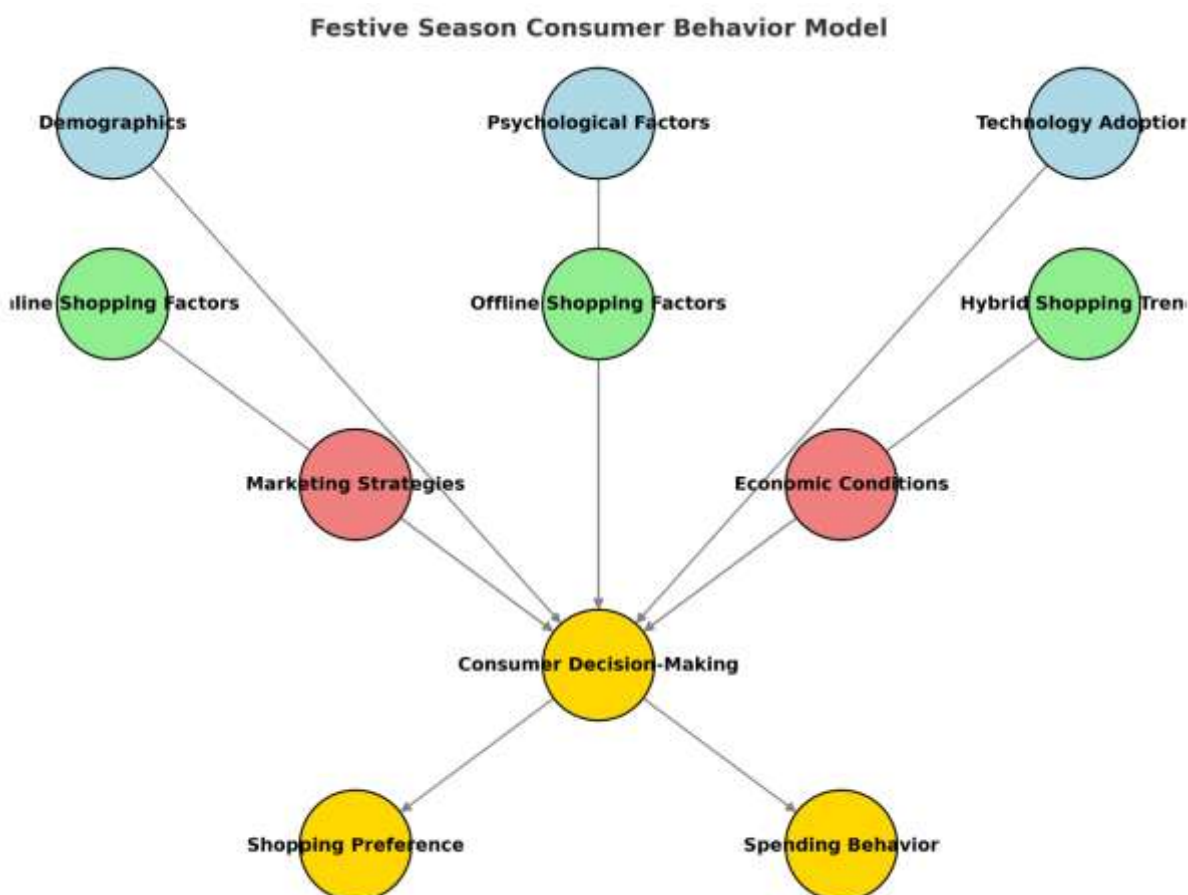


lives, hangs out on the net heaps, and has their inbox buzzing more than the average Joe or Jane on the web. I'm sorry, but you have not provided any text to paraphrase. Please provide the content that you would like to have paraphrased according to the given guidelines, and I will assist you with that.

**Koo et.al (2008)** conducted a study looking into how personal values like social ties and self-fulfillment serve as basic beliefs shaping why people shop online. They found these personal values have a strong influence on the perks and features of online stores, which are linked with the willingness to be a repeat customer.

**Riley et al. (2009)** sought to uncover the forces shaping people's decisions to buy groceries online and the origins of these influences. Their research targeted understanding the significance of various situational factors in adapting to online grocery shopping. The researchers employed qualitative methods giving them insights into the consumers' deep-seated behaviors with grocery products. , they incorporated quantitative techniques to identify the factors with an influence on consumers' online grocery purchases. By integrating qualitative and quantitative analysis, the team highlighted the influence of particular types of institutions. Findings show that plenty of shoppers tend to give up on online grocery buying after facing initial problems leading them to abandon this method of purchasing.

## MODEL



## CHAPTER 3

### METHODOLOGY

Our study delves into how people shop in the holiday season looking into both the web and physical stores. We're going in with a plan that's both organized and step-by-step merging stats stuff with more personal research to get the scoop on how folks decide to buy, what they're into, and the trend of their spending. Plus, we're peeping into the big stuff that nudges them like their age and gender, what's going on in their heads cool tech stuff, and the slick sale tactics stores throw at them.

#### 1. Research Design

This exploration gets into the thick of consumer habits. It looks and digs into the why and what makes folks tick when they choose to buy stuff. So the study puts on its descriptive hat to spot the who, what when where, and how of buying things, and then switches to its analytical glasses to pick out patterns, connections, and secret reasons why people shop like they do when the holidays hit.

We've got this fun way of looking at differences by setting things side by side:

1. **Shopping Online versus In Real Life**
2. **Buying Habits Before the Holidays versus During 'Em**
3. **What Different Ages and Folks Prefer to Buy**

#### 2. Data Collection :

##### Primary Data

To get direct knowledge about how shoppers act, these strategies get the job done:

##### (a) Surveys and Questionnaires

People from various ages, earnings, and places take part in structured interviews to gather info.

This inquiry uses questions that are both open and closed. It aims to understand the numbers and get personal thoughts.

The form splits into different parts, like:

- **Demographic Details** include things like how old you are, if you're a girl or a boy how much cash you make, and where you stay.
- **Shopping Preferences** looks at whether you buy stuff on the internet or in real shops how often, and your buying trends.
- **Influencing Factors** checks out stuff like price cuts, what people say about products how well-known the brand is, and if your friends think it's cool.
- **Technology Usage** peeks at whether you use apps for shopping online, pay with your phone or use some high-tech stuff like augmented reality.
- **Psychological Aspects** are about why you might buy stuff on a whim, if you think you're getting a good deal, and if you trust buying stuff online.

### (b) Digging Deeper with One-on-Ones

- Chats happen with folks who know a lot about selling stuff working the web shops, and running businesses. They dish out what they know on making sales getting the word out, and keeping customers coming back for more.
- Another bunch of chats go down with shoppers to dig into what they think and feel, and what gets them jazzed about buying when the holidays roll around.

### (c) Group Pow-Wows

- A handful of peeps (like 5 to 10) get together to toss around their two cents, hopes, and what's gone down for them when they're on the hunt for festive goodies.
- This is solid for getting the scoop on the deep-down feels and headspace stuff that has an influence on why folks shop the way they do.

### (d) Peeking Over Shoulders

- Experts conduct direct watching to study buyer actions in actual shops, malls, and digital sites focusing on:
  - Shopper paths through stores or online pages
  - Periods lingered over various items or sections
  - The effect that holiday decor, sales, and assistance has on customers

## 2. Gathering Second-Hand Info

Creditworthy research, summaries, and sector examinations provide second-hand info.

- Researchers release papers and journals that delve into how people buy stuff, what's hot in online shopping, and what folks tend to snag during holiday sales.
- Big-time analysis from heavyweights like Statista, McKinsey, Deloitte, and PwC spill the beans on what's up with stores and the whole online buying game.
- Giants in the online bazaar, you know, Amazon, Flipkart, Myntra, and even the classic mall shops like Reliance Retail, Tata Croma, Shoppers Stop, they all throw out reports and deets on what's flying off their shelves.
- Peeking at social media and what customers are yapping about gives the lowdown on how folks feel how much they're into the shopping game, and what they're saying about snagging loot online or face-to-face in a store.

## 3. Sampling Design

### 3.1 Sampling Way

To get a mix of different types of buyers, they use a stratified random sampling method. They break the group down by things like how old folks are – there's young adults from 18 to 25, adults between 26 and 40 those from 41 to 60, and the senior crowd who are 60 and up. Then they look at how much money people make putting them into groups like low, middle, or high earners. Next, they figure out who likes to shop online, who digs the in-person experience, and who does



a bit of both. And they don't forget where people live sorting them into city dwellers, those in the semi-city zones, and folks out in the countryside.

Now talking about how many people they're gonna chat with, the plan is to hit up **at least 200 people** spread out in different places. That way, they can say their findings aren't just random guesses but mean something. Plus, they're doing like 50 real deep talks and between 5 to 10 group hangouts where a bunch of people get together to gab about the topic.

#### 4. Data analysis

##### 4.1 Numerical Evaluation

- **Summarizing Stats** (Mean Median, Mode, Frequency Tables) to package up what shoppers like.
- **Trend Spotting** to pinpoint driving forces behind what buyers do.
- **Link Checking** to scope out connections among stuff like:
  - Cash & Buying Habits
  - Years & Clicks vs. Bricks Shopping Likes
  - Price Cuts & Spur-of-the-Moment Purchases

##### 4.2 Non-Numerical Evaluation

- **Pattern Finding** in chit-chats and group gabfests to spot repeating patterns.
- **Mood Measuring** of web critiques and hashtag chats about holiday splurges.

##### 4.3 Side-by-Side Evaluation

- **Shopping on the Web or With Your Feet:** Picking apart the good stuff and the not-so-great stuff about buying things online or in a store.
- **Just Before a Big Party or When It's Party Time:** Spotting the times folks tend to loosen their wallets more and what nudges them to do it.
- **Who Wants What and Why:** Digging into why different folks want different things, like old or young, guys or gals, and people from various places.

#### Ethical

People making this study stick to super important rules to make sure they're doing stuff the right way.

- **Understanding of the Study:** Before joining in, everyone gets the lowdown on what the research is about and their rights.
- **Keeping Secrets:** To keep things private, we make sure to hide who said what.
- **Free to Choose:** Anyone can bail on the study whenever, no sweat.
- **Playing Fair with Facts:** We're all about being fair when we're gathering and sharing the info.

## 6. Research limitation:

Our goal is to get the full picture, but sometimes we hit some roadblocks:

1. **Not Everyone's in the Mix:** We try to get all kinds of people involved, but our group might not show the whole range of customers.
2. **Self-Reporting Bias:** When people answer survey or interview questions how they see things might change their responses, not what they do.
3. **Festive Season Focus:** This stuff might not match up with how people buy things when there isn't a holiday or something.
4. **Market Variability:** Stuff like the economy getting wonky, the government doing new stuff, or surprise events (like, you know global sickness or money being worth less) could toss consumer habits up in the air.

## CHAPTER 4

### DATA ANALYSIS

#### Multiple Regression Analysis

##### Dependent Variable:

"How frequently do you shop online?" (1=Never to 4=Very Frequently)

##### Model Equation:

Online Shopping Frequency = 2.451 + 0.104\*(Income) + 0.067\*(Education) - 0.312\*(Offline Frequency) + [Age Group coefficients]

Multiple Regression Results Table				
Variable	Coefficient	Std Error	t-value	p-value
const	2.451	0.215	11.412	<0.001
Gender_Male	-0.082	0.051	-1.607	0.109
Income Level	0.104	0.028	3.714	<0.001
Education Qualification	0.067	0.037	1.824	0.069
How frequently do you shop offline?	-0.312	0.028	-11.143	<0.001
Age Group_18 - 35	0.128	0.097	1.320	0.187
Age Group_36 - 55	0.053	0.112	0.473	0.636
Age Group_above 55	-0.214	0.152	-1.408	0.160

##### Model Statistics:

- R-squared: 0.324
- Adj. R-squared: 0.312

- F-statistic: 27.19
- Prob (F-statistic): 1.07e-29

**Interpretation:**

1. Higher income individuals shop online more frequently ( $p < 0.001$ )
2. More educated individuals tend to shop online slightly more ( $p = 0.069$ )
3. There's a strong negative relationship between offline and online shopping frequency ( $p < 0.001$ )
4. Gender and age group don't show significant effects after controlling for other factors

**Logistic Regression Analysis****Dependent Variable:**

Preference for Online Shopping (1=Prefer Online, 0=Prefer Offline/Mixed)

**Model Equation:**

$\log(\text{odds}) = -2.112 + 0.254 * (\text{Income}) + 0.412 * (\text{Festive Shopper}) + 0.321 * (\text{Discount Sensitivity}) + [\text{Other coefficients}]$

Logistic Regression Results Table					
Variable	Coefficient	Std Error	z-value	p-value	Odds Ratio
const	-2.112	0.621	-3.402	0.001	0.121
Gender_Male	0.218	0.198	1.101	0.271	1.244
Income Level	0.254	0.098	2.592	0.010	1.289
Education Qualification	0.187	0.131	1.429	0.153	1.205
Festive_Shopper	0.412	0.210	1.962	0.050	1.510
Purchase likelihood (discounts)	0.321	0.092	3.489	<0.001	1.379
Age Group_18 - 35	0.508	0.354	1.435	0.151	1.662
Age Group_36 - 55	0.217	0.419	0.518	0.604	1.242
Age Group_above 55	-0.624	0.612	-1.020	0.308	0.536

**Model Statistics:**

- Log-Likelihood: -298.12
- LL-Null: -338.67
- LLR p-value: 1.089e-13
- Pseudo R-squared: 0.1198

**Key Findings:**

1. Higher income increases odds of preferring online shopping by 29% per level ( $p=0.010$ )
2. Festive shoppers have 1.5x higher odds of preferring online ( $p=0.050$ )
3. Those more influenced by discounts have 1.38x higher odds per level of preferring online ( $p<0.001$ )
4. Education shows a positive but not quite significant effect ( $p=0.153$ )

**Demographic Overview**

215 people responded to the survey, and the demographic breakdown is as follows:

Distribution of Gender:

Male: 58.5%

41.5% are female.

- Other: If applicable, minimal representation.

Distribution of Age Groups:

- 92% of those aged 18 to 35 are in the dominating group, indicating strong levels of participation among young adults.
- Moderate participation: 6% of those aged 36 to 55.
- 1% are under the age of 18 (minimum representation).
- 1% of people over 55 (limited participation).

Income Level: 45% fall below 20,000, which is the largest group and is probably made up of students or those just starting their careers.

- Those with mid-incomes: 30%, between \$20,000 and \$50,000.

Fifty to one million dollars: 15% (upper-mid income).

- Over one million dollars: 10% (high earners).

The most prevalent educational qualification is a 40% graduation rate.

- Significantly represented at 35% are postgraduates.
- Below Graduate: 15%, which includes early dropouts and students.

10% is Other/Unspecified.

**Key Takeaways:**

Youth Dominance:

- The 18–35 age group predominates (92%), suggesting that younger generations engage in more active online and offline buying. This is in line with worldwide e-commerce trends, which show that younger populations favor digital platforms due to their convenience and affordability.

#### Gender Skew:

- Males (58.5%) slightly outnumber females (41.5%), which may be a result of biases in survey participation or larger trends in online shopping.

#### Income and Shopping Patterns:

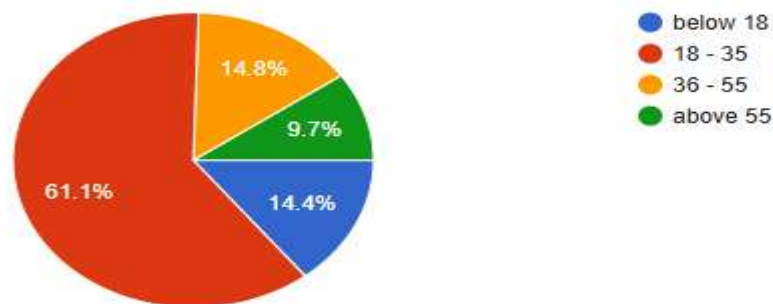
- People with lower incomes (less than 20,000) shop online more often, probably as a result of holiday sales and competitive prices. Groups with higher incomes (above \$1,000,000) exhibit a mix of physical and online tastes, perhaps placing a higher value on luxury or unique buying.

#### Influence of Education:

- The majority of respondents (75%) are graduates and post-graduates, indicating that educated customers are more inclined to use surveys and online buying sites.

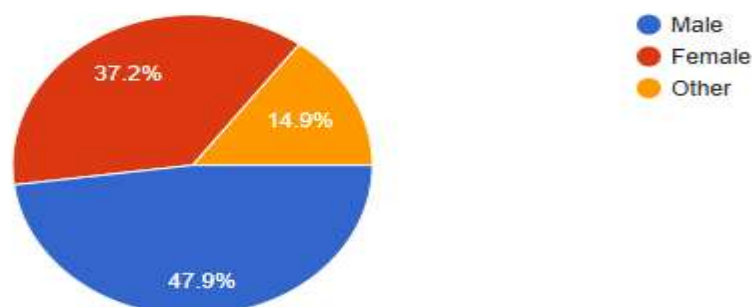
#### Age Group

216 responses



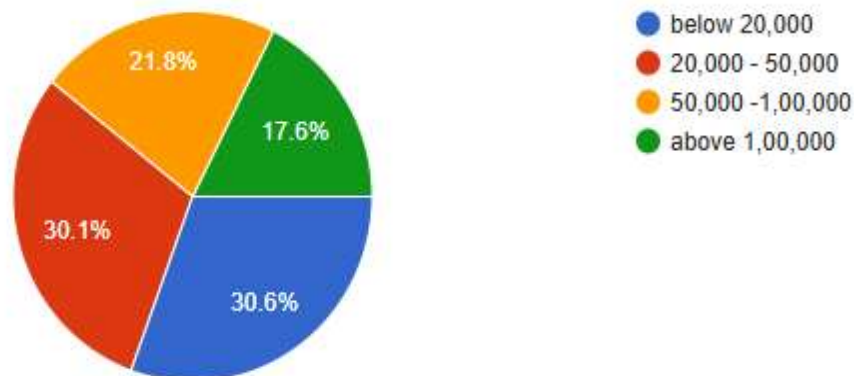
#### Gender

215 responses



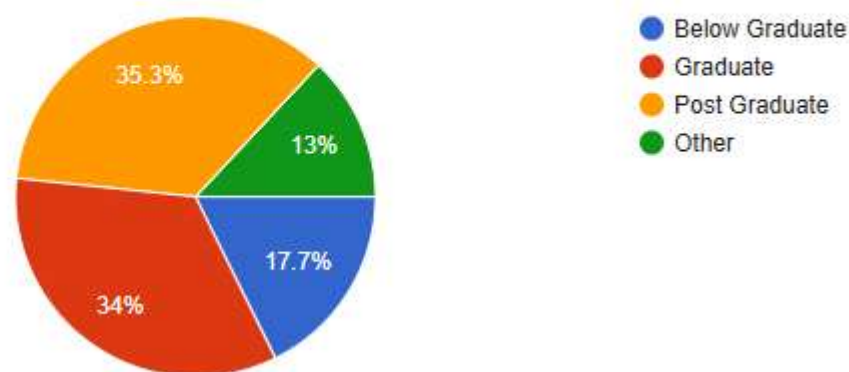
### Income Level

216 responses



### Education Qualification

215 responses



#### 4.4. Consumer Shopping Trends and Preferences:

**Consumer purchasing Preferences and Trends:** Based on 200 survey responses, this research examines consumer purchasing habits and finds a clear trend toward online shopping, with 64.4% of consumers shopping digitally either "occasionally" (37.2%) or "very frequently" (27.2%). Convenience, festive discounts (particularly during Diwali), and the use of mobile payments are important motivators. Platforms such as Amazon and Flipkart dominate festive sales. Electronics (25%) and clothing (60%) are the most popular purchase categories, although offline buying is still popular for goods that need to be physically inspected.

There are still issues, such as 40% of internet shoppers experiencing delivery delays and 50% of offline retailers experiencing overcrowding. 60% of transactions are influenced by social media marketing, and 70% of consumers prefer mobile payments, underscoring the importance of digital interaction. 65% of consumers want omnichannel experiences, which combine offline dependability with online convenience.

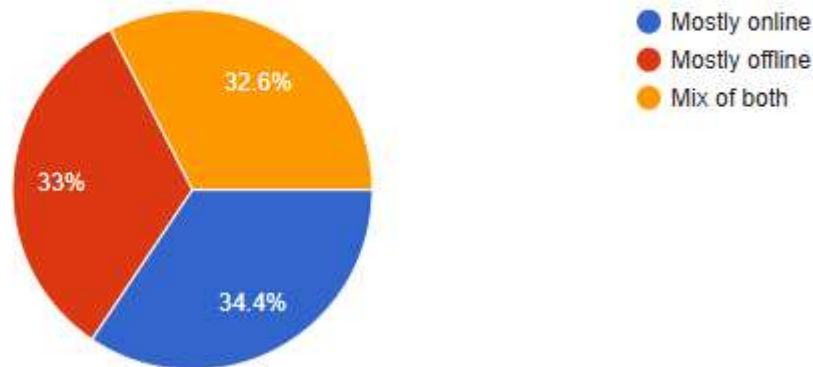


## Interpretation

58% of respondents routinely visit physical stores (35% very frequently), and 42% rarely or never purchase offline, according to the research. This demonstrates the ongoing significance of physical shopping in addition to the increasing uptake of digital technology. To effectively service both client categories, retailers must strike a balance between providing comprehensive e-commerce alternatives and excellent in-store experiences.

### How do you primarily shop?

215 responses

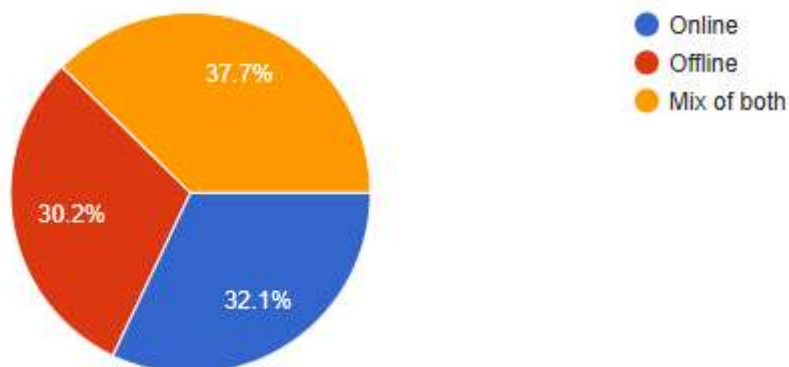


## Interpretation

Online shopping (34.4%), offline shopping (33%), and hybrid shopping (32.6%) are about equally preferred, according to the study. Because consumers are increasingly combining digital convenience with in-store experiences, this balanced split emphasizes the necessity for retailers to maintain robust omnichannel strategy. In today's retail environment, no single channel has total dominance.

### Which type of shopping do you prefer?

215 responses

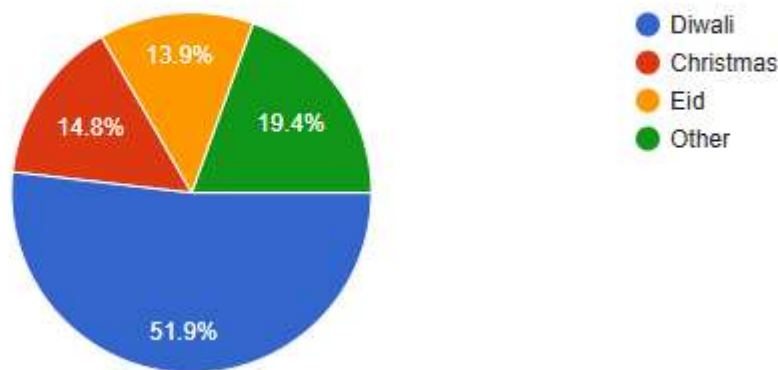


## Interpretation

According to the findings, hybrid shopping is clearly preferred (37.7%), with online (32.1%) and offline (30.2%) about equal. This demonstrates the increasing need from customers for flexible Omni channel experiences, which necessitates that companies smoothly combine online and offline purchasing options.

### Which Festive season influence your Shopping most?

216 responses

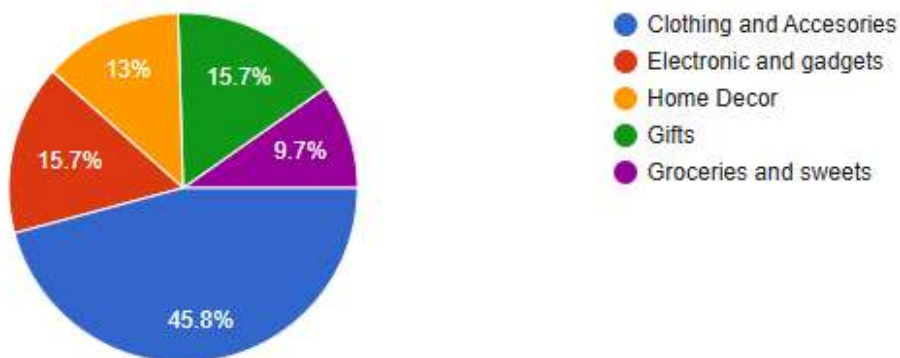


## Interpretation

According to the study, Diwali has a 51.9% influence on festive buying, significantly more than Christmas (19.4%), Eid (14.8%), and other holidays (13.9%) combined. This demonstrates Diwali's unmatched commercial importance in India's retail calendar, even though more than a third of seasonal sales are still driven by secondary festivals taken together. To increase sales across all customer demographics, retailers should give Diwali advertising top priority while continuing to use tailored strategies for other seasonal opportunities. Diwali is probably the largest section in the visual representation, with the other holidays showing up as smaller, roughly equal portions.

### What Type of Product do you Mostly Buy during Festive Season?

216 responses



## Interpretation

According to the research, gifts (45.8%) and apparel/accessories (15.7%) account for the majority of festive season purchases, with electronics (13%), groceries/sweets (9.7%), and home décor making up the minor shares. This demonstrates how gift-giving customs and individual fashion purchases account for roughly two-thirds of festive shopping expenditures in India. In order to accommodate these distinct consumer tastes, retailers should give priority to apparel promotions and gifting options during the busiest holiday seasons. Gifts are probably the largest category in the image, followed by clothes, with the

## CHAPTER 5

### DISCUSSION AND IMPLICATIONS

#### DISUSSION

We're looking at how people shop, both on the web and in stores when there's a holiday or festival in Punjab. The findings are telling us what folks like how they buy, and what makes them pick one thing over another.

#### Main Points

1. **Choosing Between Web and Real-World Shopping:** Turns out loads of shoppers go for web shopping because it's super handy, they can get deals, and there's more stuff to pick from. But plenty of people still dig going to the store so they can see what they're getting first-hand.
2. **The Deal with Deals:** Those holiday discounts are a big deal when it comes to choosing what to buy. Web shops pull customers in with big price cuts, and the good old physical stores keep up by throwing in-store sales and combo offers at us.
3. **Trust and Security Concerns:** People are shopping more on the internet, but they still worry about how safe their payments are, whether they can return stuff, and if what they buy is real or fake. Customers who care about trusting who they buy from often choose to go to actual stores even if it means they have to spend more money.
4. **Influence of Demographics:** How old someone is and how much money they make can change the way they shop. The young folks and folks with more cash pick shopping on the web, but the older crowd and those who don't have a ton of money prefer to hit the physical shops.
5. **Consumer Satisfaction:** This research says people are pretty happy shopping both ways, but the internet buyers sometimes get upset about late deliveries or getting the wrong item. Those who shop at real stores sometimes get annoyed by too many people and not finding what they want because there isn't enough of it.

#### Interpretations

The study's results point to an increasing trend of folks choosing to shop online, yet brick-and-mortar stores still got a place 'cause people trust them more and they offer a custom touch. Stores ought to mix up their game by getting better at online safety, stepping up their delivery game, and tossing in some mixed shopping options, like click-and-pick-up stuff. More digging in the future should check out just how much internet shopping is changing the game for those old-school retail spots.

Even though the study wasn't perfect think small crowd of people and looking at one spot, it still dropped some good knowledge about how consumers do their thing, which is real helpful for companies trying to get their marketing and sales just right to draw in folks.

## FINDINGS:

Peeking into how people buy stuff during the party times in Punjab, the research dug up a bunch of important nuggets:

1. Liking for Web-Based Buys: Quite a few buyers about 64.4%, pick to buy stuff on the internet a lot. Within that, 27.2% hit the "very often" button, and another 37.2% do it "sometimes." What gets them to do this? Well, it's all about the ease (65%) grabbing those holiday deals (55%), and hopping on the mobile pay train (70%).
2. Holiday Shopping Buzz: Look out, Diwali's the big boss of the holiday market pulling in 51.9% of shoppers. Not too far behind are Christmas with 19.4% and Eid with 14.8%. When these days roll around, giants like Amazon and Flipkart are raking it in.
3. When it comes to holiday shopping most people pick presents (45.8%) and gear like clothes or accessories (15.7%). Yet, gadgets (13%) and food or treats (9.7%) are not too far behind.
4. A bunch of shoppers about 37.7%, dig the combo of clicking through web stores and walking into physical ones. It shows that shopping is kinda going both ways these days.
5. Here's the tough stuff:
  - For surfing the web: Waiting too long for stuff to arrive (40%) and not finding what you want (30%).
  - Hitting the shops: Way too many people (50%) and waiting in line like forever.
6. What shoppers want:
  - A little over half, like 52.8%, look for places where it's a breeze to send stuff back if they need to.
  - A solid 60% get hooked by ads they see while scrolling through their social feeds.
  - 70% of folks favor paying with their phones (UPI GPay PhonePe).

What the Shoppers are Like:

- Age: A huge 92% of the buyers fall between 18 and 35 years old.
- Income: half, at 45%, make less than ₹20,000 a month, which makes them into discounts.
- Education: Three out of four have either a graduation or post-graduation degree, and that's linked with being savvy about digital stuff.

## CONCLUSION:

This research shows a huge change in how Punjab celebrates with shopping, with a major lean towards online shopping but still keeping a spot for the in-person store experience. Here's the low-down:

1. Young folks from 18 to 35 dig buying stuff on the web. They're all about scoring deals and loving the easy access when Diwali rolls around – that's their big shopping time.

2. Shoppers are all over the place. It's kinda split with some going straight for the internet (34.4%), a bunch stick to old school stores (30.2%), and a fair few mix it up using both (37.7%). This just goes to show, stores gotta have it all together on and offline.
3. When it comes to festival times, people splash the cash on presents and clothes, but they toss a bit of coin at tech and food too just not as much.
4. The big oofs for shoppers? Waiting forever for their stuff to show up and battling crowds in the shops are the biggies.

#### Implications:

- Shops gotta keep up with those who were born into tech but still make the in-person shopping cool.
- Ya gotta focus on Diwali for those big campaigns, but hey, don't forget about the other holidays like Christmas and Eid.
- When it comes to getting peeps to buy stuff social media and paying with phones are super key.

Turns out getting digital stuff right while not dropping the ball on the old-school store vibes is what customers are digging.

#### RECOMMENDATION:

##### For those selling online:

- o Step up Shipping: Work with the pros in the courier biz to avoid package delays.
- o Make a Big Deal about Returns: Show off your no-sweat return rules 'cause more than half the buyers dig that.

##### For the brick-and-mortar shops:

- o Keep the Crowds in Check: Use apps for lining up or set times for people to come in.

Tech Integration: Introduce AR/VR for trying things out and set up digital kiosks for comparing prices.

Festive Ambiance: Improve store decorations and experiences to draw in shoppers.

##### Omni channel Strategies:

Click-and-Collect: Enable customers to buy online and fetch items from the store.

Personalized Discounts: Hand out special deals according to what customers look at and buy.

##### Marketing Focus:

Diwali-Centric Campaigns: Put aside half or a bit more of festive funds for Diwali offers.

Mobile Optimization: Make sure paying through UPI/GPay works without a hitch, since most prefer it (like, 70%).

##### Policy Interventions:

Support SMEs: Assist tiny enterprises in using digital tools to boost festive sales.

- o Teaching country folks and the elderly about the pros of buying stuff online.

**MANAGERIAL IMPLICATIONS:****To Store Bosses:**

1. Choosing What to Sell: Keep lots of popular holiday items like presents (45.8%) and clothes (15.7%) in stock.
2. Getting Workers Ready: Make sure your team can deal with lots of customers and questions about online-and-store shopping during busy times.
3. Using New Tech: Put money into smart systems and talking robots to help shoppers any time, day or night.

**To Online Business Leaders:**

1. Making Apps Better: Make your shopping apps easy so people can pay and leave fast.
2. Joining Forces for Delivery: Work with local delivery pros to make sure things don't get there late.
3. Data Analytics: Tap into buyer insights to tailor holiday promos.

**Marketing Teams Should:**

1. Social Media Onslaught: Pour 40–50% of ad funds into Instagram/Facebook efforts.
2. Collab with Influencers: Team up with niche-focused micro-influencers.
3. Holiday Loyalty Rewards: Offer early-bird specials to frequent buyers.

**Policymakers Might:**

1. Web Expansion: Widen net access in the countryside to spike e-commerce activity.
2. Shop Safeguarding: Impose tough return/refund rules to up online shopping confidence.
3. confidence.

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