

# Impact of Online Discount on Indian Shoppers During Festive Seasons: An Analytical Study

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## Abstract

With the increasing preference of Indians to shop online instead of visiting physical stores, the retail sector in the country is undergoing significant transformation. Several factors are fueling the rapid rise in popularity of online shopping in India. These include the increasing internet penetration, a growing number of internet-savvy consumers, a larger labour force, a wide range of online stores offering goods from around the globe, and improved web accessibility. The concept of "etailing" refers to the business model where products are bought and sold through an online platform. India's retail sector is currently undergoing a significant transformation due to the transition from traditional stores to online marketplaces. During the festival season, online retailers are currently offering a variety of deals to attract more customers. In recent years, the popularity of online shopping has soared, allowing consumers to easily purchase a wide range of products, from everyday essentials to cutting-edge technology. Online shopping and digital shops are becoming increasingly popular in rural areas, reaching beyond the confines of city life. Several factors contribute to this phenomenon, such as increasing incomes, a stronger economy, a wide range of choices for consumers, and the active involvement of lenders in promoting digitalization and online shopping. The festival shopping sector is a significant driver behind the growth of e-commerce platforms. During holiday seasons, companies frequently offer promotions and significant discounts on both new and used products. In addition, they offer additional incentives such as cash-back deals and buy-one-get-one sales. At this time, companies would organise sales events with distinctive names such as "Big Billion Days" on Flipkart, "Flash Sales" on Myntra, and "Great Festive Sale" on Amazon. The aim of this study is to examine the impact of virtual shopping festivals on local communities and individual shoppers.

**Keywords:** Indian shoppers, Online Discount, Festive Seasons, Chi square test

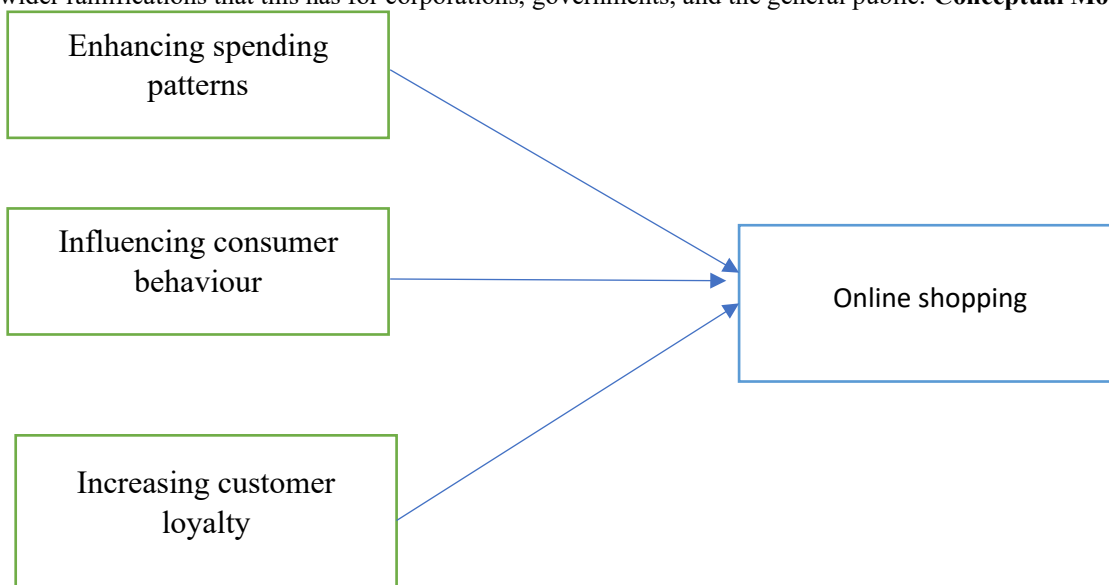
## Introduction

Due to the development and quick spread of e-commerce platforms, the retail business in India has seen a significant upheaval, especially during the holiday seasons. This transition has been particularly noticeable during the holiday seasons. Consumer behaviour and purchasing patterns have been significantly altered throughout the nation as a result of the proliferation of online shopping platforms, the growing number of people who have access to the internet, and the widespread usage of smartphones. Throughout the holiday season, a considerable shift in consumer perspectives and choices about purchases is being driven by a number of factors, one of which is the widespread availability of discounts and promotional offers on the internet. As a result of their cultural and social importance, holiday seasons are very important in India. During significant celebrations such as Diwali, Dussehra, Eid, and Christmas, communities and families get together to rejoice and exchange gifts. These occasions serve as unifying events. During this time period, these events were often characterised as having bustling bazaars, congested marketplaces, and busy shopping districts that were decorated with brilliant colours and joyful enthusiasm. The advent of e-commerce, on the other hand, has brought about a significant shift in the manner in which individuals engage in Christmas shopping (Bag, 2020). A rising number of consumers are opting to fill their purchasing requirements via the use of their preferred online marketplaces.

When it comes to the Christmas season, the appeal of online discounts and special deals is the primary factor that is driving the rising trend of online shopping. Holiday seasons are used by large e-commerce firms and online retailers as a strategic opportunity to provide consumers with tempting discounts, cashback incentives, flash sales, and special deals in order to attract customers and raise revenue. These online discounts not only provide consumers the chance to buy products at reduced costs, but they also give them flexibility, convenience, and a broad variety of selections, all while allowing them to do so from the comfort of their own homes (Borrello, 2017). When it comes to Indian clients, the ramifications of enjoying discounts on the internet during festive seasons extend well beyond the basic savings of money. The composition is comprised of a number of different components, including the ease of access, inclusiveness, convenience, and overall pleasure with the purchasing transaction. The convenience of having products delivered to their doorstep, the ease of returning items, and the availability of safe payment options have made online shopping an increasingly appealing choice

for a wide variety of customers. These customers include tech-savvy millennials, urban dwellers, and employed individuals. Online shopping has become increasingly appealing as a result of these factors.

Additionally, the broad availability of online discounts has made branded things and luxury items more accessible and inexpensive for a greater portion of the public, hence democratising their availability. This has resulted in the availability of these items being more widely available. Customers from a wide range of socioeconomic situations now have access to luxury products and aspirational lifestyle items that were previously unavailable to them as a result of the democratisation of shopping experiences, which has allowed the democratisation of aspirations. However, despite the fact that online discounts provide a multitude of advantages to clients, they also present difficulties and repercussions for other players, including conventional merchants, small enterprises, and the retail sector as a whole. There have been concerns voiced about market consolidation, pricing dynamics, and the long-term viability of conventional brick-and-mortar retail businesses as a result of the increasing popularity of e-commerce platforms and the aggressive discounting techniques utilised by online merchants (Chaturvedi, 2016). It is vital to perform a full analysis and assessment of the numerous impacts that internet discounts have on Indian consumers during holiday seasons. This is because the facts that were shown earlier suggest that it is essential to do so. By conducting an analysis of consumer preferences, motivations, behaviours, and buying patterns in relation to online shopping, the purpose of this research is to make significant contributions to the understanding of the changing retail environment in India. Furthermore, the purpose of this study is to provide light on the wider ramifications that this has for corporations, governments, and the general public. **Conceptual Model**



### Review of Literature

Deng, L.; Bi, W.; Liu, H.; Teo, K.L. (2020) in his research carried out to investigate the variables that influence customers to switch shampoo brands between manufacturers. Several factors, including but not limited to packaging, price increases for the existing brand, changes in branding techniques, the impact of advertisements, and other factors, were identified as potential reasons of brand transfer by the research.

Liu, C.; Zheng, (2019) the implementation of economic reforms in rural China has resulted in an increase in the population's quality of life, contributing to the overall improvement. Families are now spending more money on goods and services that they did not include in their financial budgets in the past. This is a direct consequence of the situation above. On the other hand, many households have been unable to increase their spending due to variations in the economy as well as demography. As a result, conducting an investigation into the ways in which demographic and economic factors impact the likelihood of purchasing these things will likely provide valuable insights. This particular instance makes use of the probit model in order to determine the average and marginal likelihood of using five specific services. These services include going to the movies, dining out, seeking medical assistance, utilising public transportation, and sending mail. Different variations in the underlying economic and demographic parameters have a significant impact on the predicted likelihood of consuming the first three commodities. On the other hand, the projected probabilities of consuming the last two items are more impacted by changes in the structure of the model.

Islam, S. (2017) carried out a research project that investigated the phenomenon of macho client behaviour in the skin care product sector in Thailand. Incorporating the self-image construct into Fishbein and Ajzen's theory of reasoned action model results in the creation of a conceptual framework that lends support to the objectives of this study. Previous study has shown that there is a link between the beliefs, self-perception, normative influences, and attitudes of men in Bangkok and their buying behaviour with respect to skin care goods. The results of this investigation provide more evidence that this correlation exists. Based on these results, it can be concluded that the updated theory of reasoned action is an appropriate conceptual framework for comprehending the shopping behaviours of this particular group within the context of the Thai environment setting.

Jadhav, V. and Khanna, M. (2016) conducted a research in which they evaluated the reaction of individuals in Bangalore, India, to the packaging of toothpaste. They found that individuals in Bangalore had a reduced chance of being acquainted with the product in its entirety. Because of the low levels of product usage and consumption per person in India, the oral care industry offers a substantial amount of potential that has not yet been exploited. In addition, the survey revealed that consumers often analyse and choose toothpaste brands from a variety of options in response to the discounts that are currently being offered. Consumers take into consideration a number of factors while selecting a product, including the characteristics that the product provides. Different marketing strategies, product positioning, the availability of different packages, and price increases are the primary factors that drive consumer brand switching.

Karthikeyan (2016) conducted an analysis of the thinking and methodology that was used in previous research on the topic of product adaptation strategies in rural markets. After a remarkable amount of investigation, they came to the realisation that different organisations had different strategies and procedures for conducting operations in rural regions. Despite this, the data indicate that the credibility of the contingency theory is not compromised in any way, even when taking into consideration the tailoring of products for rural markets. A general upward trend was seen in the link between the degree of product adaptation and the percentage of chief executive officers who reside in rural areas.

Kumar, M. (2016) investigated the impact that the use of negative emotional appeals in television advertisements for fastmoving consumer goods (FMCG) has on the cognitive processing type of Indian families. There is a possibility that the assertion that "What you say is equally as important as how you say it" may be supported by actual evidence. Additionally, scholarly research that demonstrate that negative emotional appeals in advertising evoke different emotions compared to positive ones provide further support to the contention that advertising innovation is the most essential component.

### **Research Methodology**

The planned course of action by the individual conducting the research delving into an investigative examination of the subject. A sample of approximately 128 participants was chosen using convenience sampling to fulfil the study's requirements. The scholars utilised a combination of primary and secondary sources to conduct their investigation. The primary approach to collecting data involved utilising a closed-ended questionnaire that was specifically crafted using a Likert scale (Muthumani, 2017). Furthermore, a variety of secondary data sources, including EBSCO, Google Scholar, and other relevant internet platforms, are utilised by the researchers to gain a comprehensive understanding of previous studies conducted on the subject matter. After gathering data from a sample of 128 individuals, the study was conducted using the SPSS data tool.

### **Objective of the study**

- To investigate the extent in which online discounts supports in enhancing spending patterns during festive seasons
- To analyse the role of online discounts in influencing the consumer behaviour during the festive seasons
- To explore the overall impact of increasing customer loyalty during the festive seasons through online discounts
- To provide critical recommendations and suggestions for retailers in effectively using the festive season for enhancing sales and profits.

### **Hypothesis of the Study**

H0: There is no significant difference between enhancing spending patterns and online discounts provided during festive seasons

H1: There is a significant difference between enhancing spending patterns and online discounts provided during festive seasons

H0: There is no significant difference between influencing consumer behaviour and online discounts provided during festive seasons

H1: There is a significant difference between increasing customer loyalty and online discounts provided during festive seasons

H0: There is no significant difference between increasing customer loyalty and online discounts provided during festive seasons

H1: There is a significant difference between increasing customer loyalty and online discounts provided during festive seasons

**Analysis**

Reliability of the study

While performing the reliability analysis it is noted that all the coefficients were above 0.700, hence the data indicates a high degree of reliability

**Table 1: Reliability analysis**

Variables	No. of items	Cronbach Alpha
Enhancing spending patterns	3	0.959
Influencing consumer behaviour	3	0.949
Increasing customer loyalty	3	0.924

In general, high Cronbach Alpha values for all three variables suggest significant item association within each construct. This indicates excellent internal consistency and that the related item sets consistently evaluate these constructs. The reliability of these measurement scales improves data conclusions. This reveals factors that affect consumer purchasing, behaviour, and loyalty.

**Demographic analysis**

The next step is to summarise the demographic data using percentage rate method

**Table 2: Demographic analysis**

Gender	Frequency	Percent
Male	111	86.7
Female	17	13.3
Age groups	Frequency	Percent
Less than 25 years	37	28.9
25 - 29 years	44	34.4
30 - 34 years	16	12.5
35 - 39 years	31	24.2
Marital status	Frequency	Percent
Unmarried	84	65.6
Married	44	34.4
Area of living	Frequency	Percent

Metro City	88	68.8
Non-Metro	40	31.3
Type of Organisation	Frequency	Percent
Student	37	28.9
Working in private organisation	77	60.2
Working in government organisation	14	10.9
Purchase during festive seasons	Frequency	Percent
Not at all	6	4.7
Less frequent	11	8.6
Moderate	16	12.5
Frequent	35	27.3
More frequent	60	46.9
Total	128	100

It is possible to get significant insights into the characteristics of the population that was surveyed by examining the frequency distributions and percentages that correlate to the different demographic elements that are included in the data that has been supplied. 86.7% of the sample consisted of male participants, while 13.3% of the participants were female. In terms of gender, the majority of the participants identified as male. There is a substantial gap in the distribution of gender representation among the population that was surveyed. In terms of age groups, the highest proportion of participants, which accounts for 34.4% of the sample, are those who are between the ages of 25 and 29. Next in line are those who are younger than 25 years old, then people who are between the ages of 35 and 39, and finally people who are between the ages of 30 and 34. There is a significant number of people in their mid- to late-twenties comprising a significant portion of the population that was polled. The age distribution of the population is fairly diversified. In addition, with regard to the marital status of the participants, a sizeable majority of them said that they were not married (65.6%), while a lesser percentage of them stated that they were married (34.4%). There seems to be a greater proportion of persons within the group that is being investigated who are not married, according to the distribution.

In addition, when it comes to the locations of the participants' homes, a significant proportion of them dwell in major urban areas (68.8%), while the remaining participants are found in regions that are not considered to be metropolitan (31.3%). Taking into consideration the distribution, it would seem that a significant portion of the population in question is located in metropolitan regions. Some of the participants claimed that they are students (28.9%) or that they are working in government organisations (10.9%). The majority of the participants indicated that they work in private firms (60.2%), while some noted that they are worked in government organisations. It would seem, on the basis of the distribution of replies, that a significant proportion of individuals are working in the private sector.

When it comes to the purchasing patterns of individuals over the holiday seasons, it is fascinating to notice that respondents exhibit varied degrees of participation. This was demonstrated by a sizeable percentage of participants (46.9%), who said that they increased the number of times they made purchases during these periods. Following that, there were those who reported a high frequency of purchases (27.3%), a moderate frequency of purchases (12.5%), a low frequency of purchases (8.6%), and a total of 4.7% who did not make any purchases at all. The findings of the distribution of answers indicate that there are varied degrees of consumer involvement over the holiday seasons. A sizeable proportion of the participants reported an increase in the amount of shopping they did during this time. It is possible that these demographic insights may help improve one's understanding of the features and makeup of the population that was surveyed. It is possible to get useful insights for focused marketing tactics, product development, and other business choices by gaining an understanding of the preferences and behaviours of certain demographic groups within the population

**Regression analysis**

The researcher intends to perform regression analysis between the independent variables (Enhancing spending patterns, Influencing consumer behaviour and Increasing customer loyalty) with dependent variable (Online discounts)

**Table 3: Regression analysis**

Model	R	R Square	Adjusted R Square
Regression	0.861	0.741	0.735

Regression	B	P Value
(Constant)	0.193	0.355
Enhancing spending patterns	0.372	0.001
Influencing consumer behaviour	0.469	0
Increasing customer loyalty	0.045	0.637
F	118.288	
Sig.	0.00	

The conclusions of a regression analysis are shown in the first table. These findings emphasise the overall capability of the model as well as the ability of the independent variables to predict the changes in the variable that is being studied (the dependent variable). Taking into consideration the data, it is clear that the independent variables that were included into the model are capable of explaining a significant percentage of the variance that was seen in the dependent variable. It has been shown that the coefficient of determination, also known as R Square, is 0.741, which indicates that about 74.1% of the fluctuation can be accounted for. After taking into account the total number of predictors in the model, the adjusted R Square comes in at 0.735, which is considered to be somewhat lower. Even when the degrees of freedom are taken into consideration, it would seem that the combination of independent factors has a considerable influence on the variance in the variable that is being studied (the dependent variable).

Within the second table, you will find the coefficients and accompanying p-values for every independent variable that was used in the regression model. A coefficient of 0.193 and a p-value of 0.355 are associated with the constant term, which is the parameter that stands for the intercept. According to these results, the constant term does not possess statistical significance at levels that are generally recognised within the scientific community. With p-values of 0.001 and 0, respectively, the coefficients for the independent variables "Enhancing spending patterns" and "Influencing consumer behaviour" demonstrate statistical significance. This is the case since the coefficients are statistically significant. It would indicate that these variables have a major influence on the variable that falls within their purview. To be more specific, it is anticipated that an increase in spending patterns would result in a commensurate increase in the dependent variable, and it is anticipated that an increase in the factor that influences consumer behaviour will have an impact that is comparable to that of the dependent variable.

A p-value of 0.637 indicates that the coefficient for "Increasing customer loyalty" does not demonstrate statistical significance. This is in contradiction to the previous statement. When all of the other components of the model are taken into consideration, this suggests that the dependent variable does not experience a major effect or influence. A further indication that the regression model as a whole is statistically significant is the fact that the F-statistic is 118.288 and the p-value is 0.00. It seems to imply that there is a substantial association between the dependent variable and one of the independent variables that are included in the model. According to the findings as a whole, it seems that the manner in which individuals spend their money and the influence that it has on their conduct are key determinants in determining the

outcome. The promotion of customer loyalty, on the other hand, does not have a substantial influence on the explanation of the diversity in the result.

### Chi square analysis

The last part of the analysis delves around the testing of hypothesis using chi square analysis

H0: There is no significant difference between enhancing spending patterns and online discounts provided during festive seasons

H1: There is a significant difference between enhancing spending patterns and online discounts provided during festive seasons

**Table 4: Cross tabulation between Enhancing spending patterns and Online discounts Cross tabulation**

	Online discounts					
Enhancing spending patterns	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	2	1	0	0	0	3
Disagree	5	9	0	0	0	14
Neutral	0	2	13	1	0	16
Agree	0	0	2	9	12	23
Strongly Agree	0	0	4	28	40	72
Total	7	12	19	38	52	128
Chi-Square Tests	Value	df	P value			
Pearson Chi-Square	189.661a	16	0.00			
Likelihood Ratio	149.327	16	0.00			

The following table provides a breakdown of the answers received with respect to the variable "Online discounts" in relation to the various degrees of agreement with the statement "Enhancing spending patterns." The frequency of participants who were categorised into various combinations of replies is shown in the table. These combinations range from "Strongly Disagree" to "Strongly Agree." In addition, the table has sums for each row and column, in addition to totals for the whole table combined.

In the part of the table titled "Chi-Square Tests," statistical tests are presented that evaluate the link between the variables "Online discounts" and "Enhancing spending patterns." Both the Pearson Chi-Square and the Likelihood Ratio tests provide findings that are highly significant, showing that there is a substantial link between the variables.

Upon closer inspection of the table, it becomes evident that there is a discernible change in the replies of the respondents with respect to "Online discounts" as the amount of agreement with the statement "Enhancing spending patterns" grows. Particularly, when participants go from the "Strongly Disagree" and "Disagree" groups to the "Agree" and "Strongly Agree" groups, there is a discernible rise in the frequency of answers that advocate online discounts for the participants. It would suggest that persons who believe that online discounts improve their spending habits are more likely to agree or strongly agree with the influence that online discounts have on their buying behaviour for the reasons stated in the previous sentence. Furthermore, the fact that there is a substantial connection between these factors, as shown by the results of the Chi-Square test, which are statistically significant, highlights the significance of online discounts in influencing the behaviour and spending habits of customers. Businesses have the ability to make use of this information to customise their marketing campaigns and promotional offers, giving precedence to online discounts in order to attract and keep clients who find these

reductions to be helpful for their purchasing patterns. In addition, undertaking further research, such as post-hoc testing, might result in a more in-depth knowledge of the distinct patterns and preferences that are shared by various groups of participants, which would make it possible to run marketing campaigns that are more accurate and impactful. Hence it is noted that there is a significant difference between enhancing spending patterns and online discounts provided during festive seasons.

H0: There is no significant difference between influencing consumer behaviour and online discounts provided during festive seasons

H1: There is a significant difference between influencing consumer behaviour and online discounts provided during festive seasons

**Table 5: Cross tabulation between Enhancing spending patterns and Online discounts Cross tabulation**

	Online discounts					
Influencing consumer behaviour	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	1	6	0	0	0	7
Disagree	6	4	0	0	0	10
Neutral	0	2	10	1	0	13
Agree	0	0	3	8	2	13
Strongly Agree	0	0	6	29	50	85
Total	7	12	19	38	52	128
Chi-Square Tests	Value	df	P value			
Pearson Chi-Square	198.311a	16	0.00			
Likelihood Ratio	147.601	16	0.00			

A table is shown that illustrates the distribution of responses for the variable "Online discounts" depending on the various degrees of agreement with the statement "Influencing consumer behaviour." In the table, the distribution of responses is shown over a variety of possible combinations of answers, ranging from "Strongly Disagree" to "Strongly Agree." In addition to that, the table includes comprehensive totals as well as specific computations for each row and column. In the part of the table titled "Chi-Square Tests," statistical tests are presented that evaluate the association between the variables "Online discounts" and "Influencing consumer behaviour." The Pearson Chi-Square test and the Likelihood Ratio test both provide findings that are very significant, with p-values for both tests being 0.00. A considerable association between the variables seems to exist, as the situation would seem.

Upon closer inspection of the table, it becomes evident that there is a discernible change in the replies of the respondents with respect to "Online discounts" as the amount of agreement with the statement "Influencing consumer behaviour" grows. When participants go from the "Strongly Disagree" and "Disagree" categories to the "Agree" and "Strongly Agree" categories, there is a discernible rise in the frequency of answers that prefer online discounts. This is an important finding. It would suggest that persons who identify online discounts as having an influence on consumer behaviour are more likely to agree or strongly agree that online discounts have an effect on the choices they make about their purchases. The substantial results from the Chi-Square test highlight the strong link that exists between these variables, highlighting the enormous effect that online discounts have on the behaviour of customers. As a result of this discovery, it is clear that it is essential for companies to include online discount offerings into their marketing strategy in order to successfully attract and engage consumers. A comprehensive examination of the various consumer groups and the preferences they have for online discounts might provide significant insights that could be used for focused marketing efforts, eventually leading to



an improvement in both the efficiency of the firm and the level of happiness experienced by its customers. Hence it is noted that there is a significant difference between influencing consumer behaviour and online discounts provided during festive seasons.

H0: There is no significant difference between increasing customer loyalty and online discounts provided during festive seasons

H1: There is a significant difference between increasing customer loyalty and online discounts provided during festive seasons

**Table 6: Cross tabulation between increasing customer loyalty and Online discounts Crosstabulation**

	Online discounts					
Increasing customer loyalty	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Strongly Disagree	3	4	0	0	0	7
Disagree	4	6	0	0	0	10
Neutral	0	1	12	1	2	16
Agree	0	1	1	19	20	41
Strongly Agree	0	0	6	18	30	54
Total	7	12	19	38	52	128
Chi-Square Tests	Value	df	P value			
Pearson Chi-Square	169.498a	16	0.00			
Likelihood Ratio	132.652	16	0.00			

The following table is an illustration of the distribution of answers for the variable "Online discounts" across the various degrees of agreement with the statement "Increasing customer loyalty." The following table presents the frequency of respondents who fell into various combinations of responses, ranging from "Strongly Disagree" to "Strongly Agree." Other combinations of answers are also included. In addition to that, the table contains computations for each row and column, in addition to a complete total. In the part of the table titled "Chi-Square Tests," statistical tests are presented that evaluate the association between the variables "Online discounts" and "Increasing customer loyalty." The Pearson Chi-Square test and the Likelihood Ratio test both provide findings that are very significant, with p-values for both tests being 0.00. It would seem that there is a substantial association between the factors that are being investigated.

Upon closer inspection of the table, it becomes abundantly evident that there exists a robust correlation between the participants' ideas on online discounts and their viewpoints on enhancing client loyalty (Moshagen, 2018). While the amount of agreement that respondents have with the term "Increasing customer loyalty" is growing, there is a discernible change in the responses that they provide about online discounts. Particularly noteworthy is the fact that when participants go from expressing disagreement to expressing agreement, there is a discernible rise in the proportion of replies that prefer receiving discounts online. Individuals who believe that online discounts are beneficial for increasing customer loyalty are more inclined to embrace the idea that online discounts help to nurturing consumer loyalty, according to the findings of this study. Given the considerable association that exists between these parameters, as revealed by the findings of the ChiSquare test, it is important to highlight the potential influence that online discounts might have on customer loyalty campaigns (Nicolai, 2016). The necessity of businesses strategically incorporating online discount tactics into their plans for retaining customers is brought to light by this statistic. Companies may increase their overall customer happiness and long-term profitability by carefully exploiting online discounts to attract new consumers and develop loyalty among current customers. This will eventually lead to an increase in overall customer satisfaction. Furthermore, doing in-depth research into various customer groups and the preferences they have about online discounts might produce significant insights that

can be used to develop focused loyalty-building tactics that are suited to certain client groups. Hence it is noted that there is a significant difference between increasing customer loyalty and online discounts provided during festive seasons.

### **Findings and Discussion**

There is a high cronbach alpha identified which states a higher level reliability of the data collected.

It is noted that 86.7% of the sample consisted of male participants, 4.4% of the sample, are those who are between the ages of 25 and 29. A significant proportion of them dwell in major urban areas (68.8%), and a sizeable percentage of participants (46.9%), who said that they increased the number of times they made purchases during these periods

According to the findings as a whole, it seems that the manner in which individuals spend their money and the influence that it has on their conduct are key determinants in determining the outcome. The promotion of customer loyalty, on the other hand, does not have a substantial influence on the explanation of the diversity in the result.

There is a significant difference between enhancing spending patterns and online discounts provided during festive seasons.

There is a significant difference between influencing consumer behaviour and online discounts provided during festive seasons.

There is a significant difference between increasing customer loyalty and online discounts provided during festive seasons..

### **Recommendations**

Using online discounts, businesses have the ability to influence the behaviour of their customers. Companies have the ability to influence consumers to make positive purchasing choices by providing appealing discounts on popular goods or by combining things that are connected to one another (Purcarea 2020). When it comes to maximising the efficiency of online discount methods, it is vital to do regular monitoring and analysis of the behaviour and preferences of customers (Zhang 2020). Using data analytics solutions is vital for companies in order to monitor critical metrics such as conversion rates, average order value, and customer retention rates linked with various discount offers. These metrics are essential for businesses to monitor. Organisations are able to refine their tactics and adjust future discount efforts by conducting detailed analyses of discount campaigns and customer behaviour. This allows them to better satisfy the ever-changing requirements and preferences of Indian consumers over the holiday seasons. When taking into consideration the significance of online discounts in the process of cultivating customer loyalty, it is of the utmost importance for businesses to give priority to the execution of tactics that improve client loyalty throughout seasonal times (White, 2019). By providing consumers with special discounts, early access to sales events, or bonus points that can be redeemed for future purchases, businesses have the opportunity to enhance their connection with customers and encourage them to make more purchases. In addition, it is feasible to increase customer satisfaction and loyalty among Indian customers by investing in the creation of a user-friendly online shopping platform and by providing customised promotional offers that are tailored to the tastes of each individual client (Xiao, 2019). In addition, the use of compelling communication strategies and the creation of a feeling of urgency in relation to reduced offers will push consumers to take action and finish their orders, which will ultimately result in an increase in sales and income (Sivanesan 2017). By recognising the tremendous effect that internet discounts have on increasing the purchasing behaviour of Indian customers during holiday times, it is essential for companies to acknowledge the significance of this influence (Nurfajrinah, 2017). It is possible for businesses to carefully build and market online discount campaigns that are suited to the interests and purchasing patterns of Indian clients in order to maximise the effect of this phenomena. Increasing consumer spending and encouraging repeat purchases may be accomplished by the use of dynamic pricing strategies, customised discounts based on previous purchase history, and limited-time offers. These strategies make it possible to increase customer spending.

It is essential to demonstrate openness and honesty in discount pricing and advertising in order to establish trust and credibility with clients. When it comes to the terms and circumstances of discounts, it is essential for companies to place a focus on communication that is both clear and honest. It is imperative that they refrain from using misleading marketing strategies and keep ethical standards when it comes to discount pricing and promotion. Through the implementation of discount policies that place an emphasis on trust and transparency, businesses have the opportunity to cultivate long-lasting ties with Indian customers and develop a solid brand reputation. As a consequence of this, it is possible to achieve longterm success and sustainable corporation growth in the intensely competitive internet industry.

## Conclusion

Indian customers are affected in a wide range of ways by online discounts during auspicious seasons, including behaviour, shopping habits, and customer loyalty. The aforementioned data underscores the noteworthy impact of online discounts in moulding the buying choices of Indian consumers, hence resulting in amplified expenditure and involvement amid holiday seasons. Organisations may create long-term client loyalty and quick income by intelligently implementing online discounts, which will lead to continuous development and success in the fiercely competitive retail sector. Given the growing trend of Indian customers purchasing online, it is imperative that companies give priority to the creation and execution of efficient discount strategies. The distinct tastes and behaviours of this dynamic market niche should be taken into account in these initiatives. By adopting values such as openness, customisation, and data-driven understanding, companies may improve the efficiency of their online sales promotions. As a result, relationships with Indian customers will be strengthened, and long-term company development in the vibrant digital marketplace will be supported.

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