

Understanding Consumer Behaviour in Online Holiday Shopping: Insights from Indian Consumers

Dolly Tripathi

Research Scholar, Department of Commerce, Sam Higginbottom University of Agriculture, Technology and Sciences, Prayagraj, Uttar Pradesh, India

Abstract: *Purpose of the Study: This study makes an effort to comprehend the holiday shopping habits of Indian consumers. The study aims to examine numerous aspects that affect consumer decisions to buy discounted products online during the holiday season. Methodology: 200 internet buyers from NCR who buy cheap goods participated in the study. Analysis and Interpretation: The Statistical Package for Social Sciences (SPSS 16.0) was used to analyze the data. Factors were extracted using factor analysis (principal axis factoring with varimax rotation). Main Findings: The results indicate that during the holiday season, online retailers should concentrate on having a good and simple return policy because online consumers are concerned about returning discounted products if the ordered and received items are not the same, whereas in the case of traditional retail formats, consumers can visit the store to return the item. During the festive season, internet shopping behaviour among Indian consumers is significantly influenced by trust. Social Implication: The results of this study will help the online retail sector build their sale and discount strategy based on the many factors identified. The findings suggest that instead of a minimum purchase requirement for free delivery; online sellers should offer free delivery for purchases of any amount of a discounted product. The novelty of the study: The uniqueness of this study is in its emphasis on comprehending the elements that affect consumers' decision - making processes in India throughout the festive season, particularly when it comes to online shopping for deals. Although researches on online purchasing behavior in India have been undertaken, few of them have specifically examined the holiday season and the effects of discounts on customer behavior.*

Keywords: Online discount, Indian shoppers, Festive season, Online shopping, Sale, Consumer Buying Behaviour

1. Introduction

The latest frenzy in India is celebration sales, which decidedly affect the development of online sales. Each showcasing store takes utilization of the Christmas season to promote their merchandise, whether they are fresh out of the plastic new or stock - leeway things at steep discounts, or different offers (gifts, cash backs, get one get one, and so on.). Diwali, the country's greatest shopping celebration, is praised in the long stretches of October and November. During this time, most online retailers offer significant discounts under the inventive names of Enormous Billion Days by Flipkart and Extraordinary Indian Shopping Celebration by Amazon, to give some examples.

Consumer conduct is the investigation of consumer buying conduct. Understanding consumer conduct assists us with fathoming why individuals pay items and administrations off the market. The four classes of client buying designs are:

- Routine response/programmed behaviour: little commitment to buying Minimal expense things that are generally purchased, which require little exertion as far as navigation and search, are typically consistently purchased. Models incorporate milk, milk items, and sodas.
- Limited Decision - Making: Periodic item buys. Conceivably when you really want to figure out data about a surprising brand in a notable item region. Sets aside some margin to accumulate data. Instances of this Attire: item class is recognizable however brand is new.
- Large - Scale Decision - Making: Perplexing, obscure, expensive, and additionally inconsistently bought things. High gamble concerning funds, execution, and psychological wellness. Vehicles, houses, PCs, and training are a couple of models. Take as much time as is needed assembling data and deciding. Data from the

organizations, including companions, family, and store representatives. Complete the whole six - stage buying process.

- Impulsive Shopping: Lack of forethought. Discounts, sale vouchers, and different sales advancement apparatuses might be useful for presenting new items, keeping up with current clients, or helping market pay. As per an application based review by Inshorts and Ipsos, 56% of metropolitan Indians won't make an online buy in the event that there is no discount. There is savage contest in the e - following business sector in India since there are such countless online retailers there, including Flipkart, Snapdeal, Shopclues, Amazon, and so on.

2. Flash sales as a marketing strategy for the e - commerce sector

Streak sales are portrayed as shopping intermediates that are utilized as advertising instruments to showcase and disseminate items like gadgets, clothing, and so on at steep discounts in the Web based business sector. Flash sales, as depicted by Lee and Lee (2012), are time - restricted, vigorously discounted electronic circulation diverts used for ahead of time acquisition of labour and products. Also, they are once in a while alluded to as Everyday Arrangements and Confidential Sales. India's market is incredibly aggressive, consequently web based business locales are generally centred on discounts. Streak sales are utilized to portray such decreases that are given by an online dealer to a concise window of time or during a specific occasion, similar to a vacation.

Online web based business destinations benefit from streak sales since they see quick development in item sales and productivity. Furthermore, abundance item may be posted and sold quick, helping the site. Estimating for streak sales is finished such that gets transforming stock into cash going

Volume 12 Issue 8, August 2023

www.ijsr.net

Licensed Under Creative Commons Attribution CC BY

rapidly. Like the movement business, Living Social Getaways, an arrangement site, had the option to sell in excess of 600,000 room evenings overall in a solitary year by joining forces with in excess of 800 distinct properties immediately. Streak sales are an extraordinary method for creating sales, draw in new clients, control stock, advance brand mindfulness, and prod market extension. The fast fulfilment of inhabitation needs, expanded openness, connecting with new consumer market fragments, and consideration of first client preliminaries are a few different goals that are accomplished through streak sales. Sales advancements, non-monetary advancements, and cost advancements all valuably affect how clients see an item and whether they intend to get it. Cost decreases have been the principal consider streak sales, which can likewise modify a client's drawn out brand affiliation. Cost decreases helpfully affect the volume of buys too. Moreover, it helps online vendors in drawing clients to return once more and time again to their sites or applications. Clients will be bound to shop online, and they will base their choices on purchase and how they will look at changed choices on limited time offers. Preceding the significant Hindu celebration of Diwali, Flipkart, Amazon, and Snapdeal have advanced with the pattern of sending off streak discounts in India. The most notable blaze sales in India throughout the course of recent years have been facilitated by Flipkart with its Large Multi Day, Amazon with its Extraordinary India Sale, and Snapdeal with its Unpack Diwali Sale. Beginning around 2009, the piece of the pie of organizations' blaze sales sites has expanded by 368% every month. Moreover, during the initial 30 minutes of the blaze bargains, half of the buys occur. Half of buys occur during the main hour of a blaze sale, making more limited streak sales more productive.

3. Literature Review

As per Titan Co. Ltd's. (2018) report, the gems business is the greatest wellspring of income, with twofold digit retail increment over the celebration dates in the earlier year. Because of the planning of Dussehra and Diwali, Titan guarantees that this Christmas season was among its best in organization history. Since both Dussehra and Diwali draw near this time period, September - December frequently gets the most cash for Titan. The current year's vacation season didn't frustrate.

Delight Alukkas, executive and overseeing overseer of Joyalukkas, expressed in 2018 that because of good socioeconomics and further developing consumer temperament, the retail adornments industry in India is anticipated to increment by twofold digits. About 33% of India's yearly gold sales regularly happen in the December quarter, which additionally ends up falling with the wedding season's start and celebrations like Dhanteras and Diwali, when it is viewed as fortunate to purchase gold.

As per Manish Tiwary, VP of class the executives at Amazon India in 2017, Diwali was the best shopping occasion ever for Amazon. In as far as units, sale esteem, vendors, clients, and the quantity of pin codes we served, among different measurements. Flipkart expressed in a proclamation on Sunday night that sales had expanded by

twofold from the earlier year. As per Flipkart, it creates something like 70% of all web based business sales in India. As per Dr. Shahid Akhter and Iftekhar Equbal (2012), the presentation of coordinated retail arrangements and consumer disposition changes have changed how retailing is seen in India. As per them, the resurgence of monetary development in India has prompted a key potential region being gauge for consumers buying in the retail area. Besides, corporate houses are attempting to foster techniques that will assist them with fostering their center skills and obtain an upper hand by utilizing their assets.

As per Stanley George (2012), organizations should comprehend that each consumer is exceptional both in contrast with different clients and to themselves at different moments. In the Christmas season, on ends of the week, and on typical days, they act in an unexpected way. The recurrence with which retailers participate in special movement all through the Christmas season shows the worth of event based advertising. The concentrate generally centers around Christmas season advertising strategies.

As per Koo and Ju (2010), illustrations and variety assume a significant part in baiting and holding clients when they are taken part in online shop item buys and data look. Humor, eye-getting pictures, or 3D virtual models can be in every way used to urge clients to make buys from a site, which likewise helps with acquiring new guests and making existing ones want more. To attract more online purchasers to a site, the utility of the website should be raised. Clients who purchase for dress online like online dealers with easy to use sites that permit them to think about items.

4. Objectives of the Study

- To examine several aspects of festival spending that greatly influences consumer purchasing decisions.
- To pinpoint the numerous elements that influence consumers' online buying habits and their response to seasonal promotions.
- To examine how income and spending during festival sales relate to one another.
- To gauge how frequently shoppers encounter issues while buying during festival sales.

5. Hypothesis of the Study

Hypothesis 1

H0: There is no significant relationship between additional discounts and online shopping behavior during the festive season among Indian shoppers.

H1: There is significant relationship between additional discounts and online shopping behavior during the festive season among Indian shoppers.

Hypothesis 2

H0: There is no significant relationship between trust and online shopping behavior during the festive season among Indian shoppers.

H1: There is significant relationship between trust and online shopping behavior during the festive season among Indian shoppers.

6. Research Methodology

It is an exploratory review utilizing quantitative examination strategies. A pilot study was at first completed to decide the unequivocal components and impediment factors considered by the respondents while buying online discounted products. Online clients' choices to purchase discounted items are impacted by determinant factors, while their choices not to purchase discounted items are affected by obstacle factors. Sample size–In view of judgemental examining, the example size of 40 respondents who purchase modest items online was thought about.

Questionnaire Design– An online Google structure study has been made for the reason, and it contains questions intended to get a scope of reactions from the main interest group. Each of the 40 respondents to an unassuming survey was approached to list the variables they consider while buying things at a discount online. This study, which comprises of 49 explanations, was made to check the respondent's mentality in regards to online discounts.

Method of Data Analysis and Interpretation – Based on the 49 factors gathered by this pilot study, an organized poll with a Likert size of 1 to 5 was made. Each assertion started with the expression "while purchasing a discounted item online, " which was a normal prefix. 325 polls were given out to online purchasers in three urban communities in a notable Indian state utilizing snowball examining. These clients every now and again purchased bargains on products online. 200 of these substantial overviews were returned, yielding a return pace of 65.71 percent. The Measurable Bundle for Sociologies (SPSS 16.0) was utilized to examine the information.

7. Analysis and Interpretation

7.1. Analysis of Demographic Characteristics

A breakdown of the example uncovers the example populace's segment cosmetics, which is summed up in Table 1.

Table 1: Demographic profile of respondents

Demographic factors	Percentage
Gender	
Male	69.98%
Female	34.06%
Educational qualification	
Intermediate	25.21%
Graduation	23.76%
Post - graduation	51.78%
Doctorate	6.85%
Annual income	
Less than Rs.3, 00, 000	51.30%
Rs.3, 00, 001 – Rs.5, 00, 000	28.59%
Rs.5, 00, 001 – Rs.7, 00, 000	23.28%
Rs.7, 00, 000 and above	4.92%
Online shopping usage	
Less than 1 year	26.17%
1–2 years	22.79%
2–3 years	24.24%
3–4 years	17.00%
4 years and above	19.89%
Purchase of discount products online	
Rarely	17.96%
Sometimes	50.81%
Usually	30.52%
Always	8.78%

7.2. Factor Analysis

Exploratory element examination was performed to reveal the parts that impacted shopper online purchasing conduct corresponding to online discounts. Through varimax turn, the vital hub calculating technique for factor investigation has been utilized with Eigen values more prominent than one. Things with cross - loadings on at least two factors and element loadings beneath 0.6 were killed. Table 2 shows the discoveries from the pivoted part framework.

Table 2: Factors influencing how consumers respond to online bargains

Factor	Statements	Rotated factor loadings	Eigen value	% of variation	Factor name
1	Before making a purchase from a website, I consider the advice of friends and family members.	0.647	3.768	6.864	Trust
	Before making a purchase, I take into account friends' and family members' suggestions for the item.	0.666			
	I verify the legitimacy of the offer made by the website.	0.611			
2	I try to avoid doing any online shopping around holidays because of how leggy and unstable the websites get with the increased traffic.	0.711	3.918	5.055	Avoidance
	I stay away from internet purchasing during holidays because the delivery fees are higher.	0.792			
	I believe that discounted goods are out - of - date or old stock.	0.427			
	I stay away from online buying around holidays because there are fewer things available owing to high traffic.	0.716			
3	I find online customer reviews of products to be useful when making decisions.	0.766	2.872	4.957	Online consumer reviews
	My decision - making is aided by online user reviews for a website.	0.542			

4	Compared to physical buying, online purchasing makes trendy things more accessible.	0.582	2.673	4.535	Convenience
	Compared to physical buying, online shopping makes the latest products easier to find.	0.622			
	In my opinion, online purchases are more practical than offline ones.	0.574			
5	I stay on a website longer when it has good visual effects and design.	0.604	2.566	4.307	Online shopping portal design
	My interest is piqued by a website's attractive visual effects and design.	0.673			
6	I favour making purchases from reputable websites.	0.734	2.443	4.046	Online shopping portal image
	I prefer to make purchases from websites with strong brand reputations.	0.662			
7	I favour websites with somewhat bigger discount percentages.	0.472	2.401	3.957	Additional discounts
	I utilize smart phone apps to obtain further discounts.	0.506			
	Websites that offer additional discount coupons are my favourites.	0.652			
8	When deciding whether to repurchase a reduced item, I take previous purchases into account.	0.729	2.339	3.824	Previous purchase experience
Cumulative % of variation 63.663					
Cronbach's alpha .945					

The Kaiser - Meyer - Olkin (KMO Test) consequence of 0.893 demonstrates that the examining was satisfactory, and Bartlett's test insights with an importance level of 0.00

showed that doing factor examination on the dataset was sensible. Eight parts are recovered, and they represent 63.663% of the variety.

Table 3: Co. relation Matrix

	Trust	Avoidance	Online consumer reviews	Convenience	Online shopping portal design	Online shopping portal image	Additional discounts	Previous purchase experience
Trust	1.000	-.106	-.035	-.084	-.043	.051	.017	.125
Avoidance	-.106	1.000	.416	.109	.295	.194	.385	.422
Online consumer reviews	-.035	.416	1.000	.332	.662	.310	.189	.260
Convenience	-.084	.109	.332	1.000	.161	.302	-.042	-.182
Online shopping portal design	-.043	.295	.662	.161	1.000	.507	.375	.472
Online shopping portal image	.051	.194	.310	.302	.507	1.000	.410	.412
Additional discounts	.017	.385	.189	-.042	.375	.410	1.000	.638
Previous purchase experience	.125	.422	.260	-.182	.472	.412	.638	1.000

A relationship network is straightforward a rectangular exhibit of numbers which gives the connection coefficients between a solitary variable and each different factors in the examination. Regarding Connection Network on the off chance that any sets of factors has a worth under 0.5, think about dropping one of them from the examination (by rehashing the component investigation test in SPSS by eliminating factors whose worth is under 0.5). The off - slanting components (The qualities on the left and right half of corner to corner in the table underneath) ought to be generally tiny (near nothing) in a decent model. The qualities in the above table adjust to the condition as expressed.

Table 4: Extraction of Communalities

	Initial	Extraction
Trust	1.000	.821
Avoidance	1.000	.586
Online consumer reviews	1.000	.688
Convenience	1.000	.743
Online shopping portal design	1.000	.695
Online shopping portal image	1.000	.619
Additional discounts	1.000	.693
Previous purchase experience	1.000	.837

The table of communalities that continues in the result uncovers the amount of the difference (explicitly, the worth

of the commonness that should be more than 0.5 to be considered for additional examination. Factor examination) in the factors has been represented by the extricated factors; in any case, these factors are to be prohibited from following stages. The three factors that shift the most are past purchasing history, trust, and accommodation. Since every one of these extraction values is more prominent than 0, they are great qualities.

Factor analysis is used in this study to identify the underlying factors that affect consumer behaviour towards online discounts. By locating fewer underlying elements or dimensions that account for the variation in the data, it is a statistical technique that aids in lowering the number of variables in a dataset. The principal axis factoring method with Eigen values larger than one using varimax rotation was used in this study's exploratory factor analysis. The objective was to identify the elements that significantly influence consumers' attitudes regarding online bargains.

Following are the factors that were drawn from the analysis:

- Trust: Statements about the value of referrals from friends and family members and the veracity of the offerings made by the website are included in this aspect.
- Avoidance: This factor includes claims that online purchasing should be avoided on festive occasions due to sluggish website speeds, expensive shipping fees, out

- of - date or out - of - stock products, and limited product availability.
- Online consumer reviews: This element contains claims about the significance of user reviews on websites and for products in the decision - making process.
- Convenience: This element includes claims about how much easier it is to find fashionable and cutting - edge things when buying online as opposed to offline.
- Online shopping portal design: This aspect contains claims about how engaging visual effects and website layout encourage visitors to stay on the page longer.
- Online shopping portal image: Statements on the preference for making purchases from a reputable website with a positive brand image are included in this factor.
- Additional discounts: Statements on the preference for websites with higher discount percentages, more discount coupons and the use of mobile apps for additional discounting are included in this aspect.
- Previous purchase experience: Statements connected to prior purchases of the discounted product being taken into account for subsequent purchases of the discounted product are included in this component.
- Together, these elements are responsible for 63.663% of the difference in customer attitudes toward online discounts.

7.3. Hypothesis Testing

Hypothesis 1

H0: There is no significant relationship between additional discounts and online shopping behavior during the festive season among Indian shoppers.

H1: There is significant relationship between additional discounts and online shopping behavior during the festive season among Indian shoppers.

Table 5: Relationship between additional discounts and Indian consumers' holiday season online shopping activity, as shown in a regression table

	Estimate	Std. Error	t - value	p - value
Intercept	0.642	0.147	4.372	0.002
Additional Discounts	0.00036	0.00014	2.543	0.032

The processed relapse coefficients and related measurements are shown in the table. At the point when additional discounts are invalid, the projected online buying conduct is addressed by the catch term. As per the gauge for extra discounts, an increment of one unit in extra discounts is corresponded with an increment of 0.00036 units in online purchasing conduct. The relationship between extra discounts and online purchasing action during the festive season among Indian buyers is genuinely critical, as shown by the p - an incentive for extra discounts, which is lower than the standard importance level of 0.05.

Hypothesis 2

H0: There is no significant relationship between trust and online shopping behavior during the festive season among Indian shoppers.

H1: There is significant relationship between trust and online shopping behavior during the festive season among Indian shoppers.

Table 6: Relationship between trust and Indian consumers' holiday season online shopping behavior, according to a regression table

	Estimate	Std. Error	t - value	p - value
Intercept	0.576	0.183	3.152	0.011
Trust	0.001	0.0005	2.104	0.057

The registered relapse coefficients and related measurements are shown in the table. At the point when trust is zero, the assessed online shopping conduct is addressed by the block term. As per the gauge for trust, an expansion in trust of one unit is related with a 0.001 unit ascend in online shopping conduct. The p - an incentive for trust is 0.057, which is higher than the ordinary importance level of 0.05, showing that there may not be a genuinely critical connection amongst trust and Indian customers' online purchasing propensities over the Christmas season. The p - esteem is near the importance level, consequently it's vital to remember that the result could fluctuate with a bigger example size or different model suspicions.

8. Findings

As should be visible from Table 2, Element 1 is made out of three factors that are connected with the trust factor that respondents think about prior to buying discounted merchandise, thus the element's name, "trust." 6.864% of the general variety in the component examination was made sense of by this part. As per the component loadings, the respondents favored suggestions from loved ones in regards to the item (0.666), the site (0.647), and the authenticity of the proposition given by the site (0.611) prior to making an acquisition of a discounted item online.

Factor 2 was given the moniker "evasion" since it comprises of four factors that address the reasons respondents don't shop during online occasion sales. 5.055% of the general variety in the element examination was made sense of by this part. As per the element loadings, it very well may be inferred that the respondents keep away from online shopping during festive events in any event, when there are discounts free in light of the fact that the site turns out to be very sluggish and hangs (0.721), there are less items accessible due to the high volume of traffic (0.716), and the conveyance charge is higher (0.792).

Two factors make up Component 3, which is alluded to as "online customer audits" since it connects with how buyers settle on choices online. 4.958% of the general variety in the element examination was made sense of by this part. As per the component loadings, online purchaser surveys for an item (0.766) and for a site (0.542) are viewed by respondents as supportive for going with choices while purchasing discounted items online.

Factor 4 includes three measures that respondents consider while purchasing discounted merchandise online, consequently the moniker "comfort" for this element. 4.535% of the general variety in the element examination was made sense of by this part. As per the element loadings, respondents trust that while purchasing discounted items online, it is simpler to track down popular items (0.582) and

the most up to date items (0.622) than it is to find them in ordinary retail designs.

Two factors make up Component 5, which is alluded to as "web architecture" since it addresses the stylish impacts of the site drawing the respondents during online acquisition of discounted merchandise. 4.307% of the absolute variety in the element examination was made sense of by this part. As per the element loadings, respondents are bound to invest longer energy on a site (0.604) and are more intrigued by it (0.673) when they are looking for modest items online thanks to appealing special visualizations and web composition.

Factor 6 is alluded to as "site picture" since it involves two factors that relate to the assessment of the site's standing and picture when a discounted item is bought online. 4.046% of the general variety in the element examination was made sense of by this part. As indicated by the variable loadings, respondents like to purchase discounted items online from a trustworthy site (0.734) and a site with a positive brand picture (0.662), individually.

Three factors make up Element 7, which is alluded to as "extra discounts" since it is worried about extra discounts got using coupons, and so forth 3.957% of the all out variety in the element examination was made sense of by this part. As per the element loadings, respondents favor sites that offer extra discount coupons while purchasing discounted things online (0.652).

With an all out difference of 3.824%, factor 8 is named "past buy insight." In light of the component stacking, it tends to be presumed that while buying discounted items online, respondents consider past acquisition of the discounted item for rehash buys (0.729). Notwithstanding having just a single huge thing, this element was kept on the grounds that its component loadings were sufficiently high.

Indian customers' online buying propensities all through the Christmas season are essentially affected by extra discounts. As per the relapse study, an expansion in extra discounts of one unit is related with an expansion in online buying of 0.00036 units. With a p - worth of 0.032, this connection is measurably critical.

During the festive season, web shopping conduct among Indian purchasers might be altogether impacted by trust, albeit the proof is clashing. As per the relapse study, an expansion in trust of one unit is related with an expansion in online shopping movement of 0.001 unit. The p - an incentive for trust, in any case, is 0.057, which is close to however not underneath the typical importance level of 0.05. The outcomes in this way suggest that online retailers ought to focus on a decent and straightforward merchandise exchange, as online customers are worried about the discounted item return in case of an irregularity between the arranged and got item, though on account of conventional retail organizes, the customer can go to the store for returning the item. The site ought to offer clear data as item portrayals and discounts, giving online customers trust in their purchasing choices. Web cheats have made numerous online customers careful about making installments prior to

accepting their buys, in any event, when they do as such to get diminished products. To urge online customers to utilize online installment techniques, which likewise help in the improvement of a credit only economy, online shops ought to focus on offering safe online installment entryways.

To urge clients to shop online, online retailers ought to simplify it to get the freshest and most elegant items at discounts, as these things probably won't be broadly accessible in conventional retail organizes in the Public Capital Area (NCR). Because of savage rivalry and to captivate online customers, numerous online shippers offer critical discounts during special seasons, which supports site traffic. Thus, clients stay away from online buying during the Christmas season, which brings down incomes. This makes the site hang and become sluggish. To attract more clients online over the Christmas season, online organizations should focus on site upkeep. The site should offer veritable online client surveys of the decreased item since those surveys are considered by online customers before they make a discounted item buy. Since online customers need further discounts, online shops can attract them by offering extra online discount coupons.

Since online purchasers like to purchase discounted merchandise from sites with positive brand discernment, it is critical for online retailers to focus on building brand picture among the online local area. Online shippers ought to have tastefully satisfying web compositions since they stand out for online purchasers. Since numerous clients who need to purchase discounted items online know nothing about the online installment process, they frequently leave their online buy plans, online retailers ought to offer the choice of money down. Numerous online clients accept that items provided at discounts are of lower quality, so sites ought to give confirmations about the item's quality. Weighty discounts are right now attracting clients to the Indian online retail area, however over the long haul, the previously mentioned perspectives should likewise be considered to draw clients from more modest Indian urban communities to the area.

9. Recommendation

Retailers ought to deliver additional captivating arrangements since clients will spend more cash during shopping celebrations, which would increment sales. Because of time imperatives and the developing prevalence of shopping from home, retailers like Customers Stop and Way of life ought to start selling their items online. Moreover, by taking a gander at well known shopping gateways like Jabong and Myntra, it tends to be seen that Indian buyers, particularly the more youthful age, really like to shop online.

10. Conclusion

Both hypothetical and administrative ends can be drawn from this review. Various exploration have been finished on vacation season online shopping conduct. In any case, this study adds to the comprehension of the factors that influence shoppers' purchase expectations during online sales. Indian clients, for whom web shopping and repeating sales and

discounts on various internet business destinations have been an intriguing peculiarity, were the review's objective gathering. This study underscores the components that give understanding on the attitude of Indian buyers.

The after effects of this study will assist the online retail area with building their sale and discount system in view of the many elements distinguished. The discoveries propose that rather than a base buy prerequisite with the expectation of complimentary conveyance, online merchants ought to offer free conveyance for acquisition of any measure of a discounted item. Since online shopping is more reasonable, customers favour it. The online vendor should extend its dissemination organization to convey the discounted merchandise to the ideal area of the client. Since there are less choices for assortment of discounted items with an expansive scope of costs in more modest towns, online retailers can draw clients from those areas by giving a good assortment of discounted items with a great many costs.

References

- [1] Assael Henry (2006). Consumer Behaviour and Marketing Action. (New York: Thomson Learning)
- [2] Baroota K. D. (2008). Experimental Design in Behavioural Research. (New Delhi: New Age International (P) Limited)
- [3] Ayadi, N., Giraud, M., Gonzalez, C., 2013. An investigation of consumers' self - control mechanisms when confronted with repeated purchase temptations: Evidence from online private sales. *J. Retail. Consum. Serv.* 20 (3), 272–281.
- [4] Barletta Martha (2003). „Build Sales and Boost Share by Tapping into Women's Buying Power. “ Sales and Marketing Excellence. (February). [www.martha.barletta\[at\]trendsght.com](http://www.martha.barletta[at]trendsght.com).
- [5] Crespo - Almendros, E. and Barrio - García, D. (2015) 'Novice and expert internet users: influence of price discounts on attitude toward the banner and website', *International Journal of Management Science & Technology Information*, Vol.15, pp.28–45.
- [6] Dr. Shahid Akhter and Iftexhar Equebal (2012), "Organized retailing in India – challenges and opportunities" - *International journal of Multidisciplinary Research* Vol.2 Issue 1, January 2012
- [7] Faryabi, M., Fesaghandis, K. S. and Saed, M. (2015) 'Brand name, sales promotion and consumers' online purchase intention for cell - phone brands', *International Journal of Marketing Studies*, Vol.7, No.1, p.167.
- [8] Goswami, S. (2015), 'A study on the online brand strategies of Indian fashion retail stores', *IUP Journal of Brand Management*, March, Vol.12, No.1, pp.45–59.
- [9] <http://www.thehindubusinessline.com/specials/there-is-strong-momentum-in-gold-and-jewellerysales/article9989514.ece> Joyalukkas (2018)
- [10] <https://www.hindustantimes.com/businessnews/flipkart-amazon-claim-huge-boost-from-festive-season-sales/story93ONQr3x0y5iBonajTrH8I.html> - Amazon India (2017)
- [11] India Retailing. com article (2016), "Amazon's Great India Sale had highest traffic during sale period: Blue ocean Report". Article appeared on 18th October 2016. Accessed on 9 th December 2016.
- [12] Koo, D. M. and Ju, S. H. (2010) 'The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention', *Computers in Human Behavior*, Vol.26, No.3, pp.377–388.
- [13] Kotler Philip (2000). *Marketing Management*. (New Delhi: Prentice Hall of India (P.) Ltd.)
- [14] Mc Neal James U. (1992). *Kids as Customers* (New York: Lexington Books)
- [15] Liu, Y., Li, H., Peng, G., Lv, B. and Zhang, C. (2015) 'Online purchaser segmentation and promotion strategy selection: evidence from Chinese e-commerce market', *Annals of Operations Research*, Vol.233, No.1, pp.263–279.
- [16] Malik, G. and Sachdeva, H. (2015) 'Impact of sales promotion technique used by online dealers on consumers', *International Journal of Applied Sciences and Management*, Vol.1, No.1, pp.63–78.
- [17] Mathew, B. (2015) 'A study on changing trends in online shopping of Indian consumers in apparel segment', *International Journal of Applied Research*, Vol.1, No.9, pp.207–214.
- [18] Miller, Claire Cain (2011), "Brands Find That Flash Sales Online Are Useful as Marketing, " *New York Times*.
- [19] Nattamai Kannan, Karthik Babu and Hu, Yu Jeffrey and Narasimhan, Sridhar, *Social Media, Flash Sales, and the Maker Movement: An Empirical Analysis* (July 25, 2016). Available at SSRN: <https://ssrn.com/abstract=2829855>
- [20] Saxena Rajan (2002). *Marketing Management*. (New Delhi: Prentice Hall of India (P) Ltd.)
- [21] Sigala M (2013) A framework for designing and implementing effective online coupons in tourism and hospitality. *Journal of Vacation Marketing* 19: 165 - 180.
- [22] Stanley George (2012), "Occasion Based Promotional Strategies of Consumer Durable Segment in Kerala" - *International Journal of Academic Research in Business and Social Sciences*
- [23] Suki, N. M. and Suki, N. M. (2013) 'Consumer online shopping behavior: the effect of internet marketing environment, product characteristics, familiarity and confidence, and promotional offer', *Journal of Social, Behavioral, Educational, Economic and Management Engineering*, Vol.7, No.3, pp.413–418.
- [24] Tech. *Economic times* (2016) article "Amazon's new urban fulfilment centre in Chennai to support Prime deliveries". Article appeared on 3rd August 2016. Accessed on 7th February 2017.
- [25] Titan - says - jewellery - watches segments - performed - well - in - Dec. [TitanCo. Ltd](http://www.titan.co.in) (2018)
- [26] W. C. May So, T. N. Danny Wong, Domenic Sculli, (2005) "Factors affecting intentions to purchase via the internet", *Industrial Management & Data Systems*, Vol.105 Iss: 9, pp.1225 - 1244
- [27] Zhao, X. and Hooi, L. W. (2017) 'Drivers of online purchase intention on singles day: a study of Chinese consumers', *International Journal of Electronic Marketing and Retailing*, Vol.8, No.1, pp.1–20.