ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 5| May 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

FACTORS INFLUENCING ONLINE SHOPPING IN FLIPKART AND AMAZON DURING DIWALI FESTIVAL - A STUDY ON COIMBATORE, TAMILNADU

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ABSTRACT

During the Diwali celebration in Coimbatore, Tamil Nadu, this study investigates the main determinants impacting customer behaviour with regard to online buying on flipkart and Amazon. An excellent time to examine purchasing trends is around the Diwali season, which is characterized by a spike in e-commerce activity. The goal of the study is to determine the factors that influence consumer preferences, such as user experience, brand reputation, delivery speed, product diversity, and price breaks. A survey-based strategy was used, focusing on local residents who frequently shop online. Both descriptive and inferential statistical methods were used to analyse the data. The results indicate that the main motivators are flash sales, festive discounts, and alluring cashback offers. Crucial roles are also played by app performance, seller trust, and ease of navigation.

Before making a purchase, consumers have a propensity to evaluate offers across platforms. Amazon is preferred for its variety and dependability, whereas Flipkart is preferred for its electronics and low prices. Purchase decisions are also influenced by peer pressure and cultural considerations. Marketers can use the study's insightful findings to customize their approaches during holiday seasons. It also emphasizes how e-commerce is becoming more trusted in Tier-II cities like Coimbatore. Suggestions are made to improve customer pleasure and engagement. This study advances our knowledge of Indian consumers' seasonal internet buying patterns.

KEYWORDS: *Digital Retail, Online Purchase Motivation, Shopping Apps, Flash Sales, Cashback Offers, Product Variety, Mobile Commerce, Mobile Commerce, Promotional Strategies, Targeted Advertising, Discount Strategies, Online Shopping Trends.*

INTRODUCTION

Online shopping has gained significant popularity in India, especially during festive seasons like Diwali. During this time, platforms like Flipkart and Amazon witness a surge in consumer activity, driven by a combination of factors. One of the key elements influencing shopping patterns during Diwali is the lucrative discounts and offers that these e-commerce giants provide. The festive period is synonymous with major sales events, such as Amazon Great Indian Festival & quote; and Flipkart Big Billion Days, which attract millions of buyers. The convenience of online shopping is another crucial factor. Shoppers prefer browsing a wide variety of products from the comfort of their homes, avoiding crowded markets and long queues. The ease of accessing products, payment options, and doorstep delivery further drives the demand.

Moreover, the growing penetration of smartphones and internet access, particularly in rural areas, expands the reach of e-commerce platforms to a broader audience during Diwali. In addition, the psychological aspect of Diwali plays a significant role in online shopping behavior. Consumers seek to buy gifts for their loved ones, invest in home decor, and purchase items to celebrate the festival. Attractive advertisements and targeted marketing strategies on social media platforms, emails, and apps create a sense of urgency and excitement. The availability of a wide range of products, including electronics, clothing, home appliances, and festive essentials, plays a crucial role in shaping shopping behavior. Furthermore, customer reviews and ratings on these platforms help build trust and encourage more purchases. Finally, timely and efficient customer service, coupled with easy return policies, ensures a hassle-free shopping experience for consumers during Diwali, further enhancing the appeal of online shopping on Flipkart and Amazon.

REVIEW OF LITERATURE

1. Deng, L.; Bi, W.; Liu, H.; To, K.A.L. (2020) [4]conducted a study to explore the factors that affect customers' decisions to change shampoo brands among different manufacturers. The research identified several reasons for brand switching, including, but not limited to, packaging, price hikes for the current brand, alterations in branding strategies, the influence of advertisements, and various other elements.
2. Liu, C.; Zheng, (2019) [4] noted that the introduction of economic reforms in rural China has led to an enhancement in the quality of life for the population, contributing to overall progress. Families are increasingly allocating funds to purchase goods and services that were previously not part of their budgets. This outcome is a direct result of the aforementioned situation. Therefore, exploring how demographic and economic factors influence the

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probability of purchasing these items is likely to yield valuable insights.

3. Islam, S. (2017) [5] conducted a research project exploring the phenomenon of macho client behavior in the skin care product industry in Thailand. By integrating the self- image construct into Fishbone and Janzen's theory of reasoned action model, a conceptual framework is established that supports the aims of this study. Previous research has indicated a connection between the beliefs, self-perception, normative influences, and attitudes of men in Bangkok and their purchasing behaviors regarding skin care products. In light of these findings, it can be concluded that the revised theory of reasoned action serves as a suitable conceptual framework for understanding the shopping behaviors of this specific group within the context.

4. Kumar, M. (2016) [16] examined how negative emotional appeals in television commercials for fast- moving consumer goods (FMCG) affect the cognitive processing of Indian families. This suggests that the idea. What you say is just as crucial as how you say it" might be backed by concrete evidence. Moreover, the effects if different emotions, in contrast to positive ones, lend further support to the claim that innovation in advertising is the most critical factor.

5. Ahuja (2018), makes a study on customer perception towards the purchase of electronic goods through Amazon and Flipkart. The study hovers around four basic aspects of viz. Gender and satisfaction level towards Amazon, Gender and satisfaction level towards Flipkart, Income and satisfaction level towards Amazon and Income and satisfaction level towards Flipkart. The paper finds out that males are more interested in purchasing electronic goods online than females. However, people get the interest to purchase electronic goods online only when they are exposed to offers irrespective of their age and income.

RESEARCH OBJECTIVES

- To study the factors influencing online shopping during Diwali festival among college students.
- To understand how social media marketing and peer recommendations affect online shopping preferences during the festival season.
- To investigate the impact of offers, promotions on customer purchase decisions during Diwali festival.

SCOPE OF THE RESEARCH

1. This study focuses on identifying and analysing the key factors that influence consumer preferences and behaviour when shopping on Flipkart and Amazon during the Diwali festival in Coimbatore, Tamil Nadu.
2. It aims to examine how promotional strategies such as discounts, festive offers, exclusive deals, and advertisement campaigns impact consumer purchase decisions during the festive period.
3. The study considers variables such as product pricing, delivery speed, user interface, customer reviews, brand reputation, and payment options to understand their role in platform selection.
4. It includes demographic variables such as age, gender, income, education, and digital literacy to assess differences in shopping behaviour and platform preference.
5. The research is designed to support e-commerce companies, digital marketers, and retailers in customizing their festive strategies based on localized consumer insights from Coimbatore.

RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is a detailed blue print used to guide a research study towards its objective. The process of designing a research study involves many interrelated decisions. The most significant decision is the choice of research approach, because it determines how the Information will be obtained. The choice of the research approach depends on the nature of the Research that one wants to do.

The present study is descriptive research based on the survey method. The methods Adopted in the choice of sample, selection of respondents, collection of data and tools of Analysis are briefly discussed in this part.

AREA OF THE STUDY

The geographical area of the study chosen for this research is Coimbatore district, Tamilnadu.

POPULATION OF THE STUDY

The population of the study includes residents of Coimbatore district, These Individuals have experience with online shopping on Flipkart and Amazon during the Diwali festival season.

SAMPLING TECHNIQUE

A convenience sample is a sample where the respondents are selected, in part or in whole, at the convenience of the researcher. The researcher makes no attempt, or only a limited attempt, to ensure that this sample is an accurate representation of some larger group or population.

SAMPLE SIZE

Since the entire population cannot be taken for the study, the size of the sample was restricted to 191 respondents.

HYPOTHESIS OF THE STUDY

- H_1: There is a significant difference in how frequently different age groups shop online during Diwali.
- H_2: There is a significant difference between male and female shoppers in terms of the types of promotions they are attracted to during Diwali.
- H_3: There is a significant difference in how consumers with different education levels choose online shopping sites.
- H_4: There is a significant difference in the type of products purchased by consumers with different income levels.
- H_5: There is a significant difference in the factors that influence shopping decisions on Flipkart and Amazon based on income.

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DATA COLLECTION

There are several ways of collecting the appropriate data. While deciding about the method of data collection to be used for the study, the researcher should keep in mind, that there are two types of data via primary & secondary data.

1. PRIMARY DATA

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. Primary data for the study has been collected through questionnaire and personal interview from the respondents.

2. SECONDARY DATA

Secondary data on the other hand are those which have already been collected by someone else and which have already been passed through the statistical process. In this study secondary data are collected from the online articles, journals, text books, etc.

TOOLS USED FOR DATA ANALYSIS

Data is collected through structured questionnaire by way of circulating the questionnaire to the respondents. The collected data is tabulated and coded, using simple percentage method and statistical methods the data were analysed and interpretation was given.

Appropriate charts were used to present the data pictorially.

The following tools were used to draw inference of the study.

- **Percentage Analysis**

This is a Univar ate analysis where the percentage of a particular factor with different categories is calculated, in order to help one get fair idea regarding the sample and thereby that of the population.

The number of responses of each category is summarized to percentage format for the convenience to use other statistical tools namely pie chart and bar diagrams.

Percentage = ((a portion)/ (the whole)) *100.

Statistical Techniques

Using SPSS statistical analysis software, the following tests were conducted to test the hypothesis.

- **Chi-Square Test**

Chi-Square test can be used to determine if categorical data shows dependency or the two\ classifications are independent.

DATA ANALYSIS AND INTERPRETATION

Chi-Square Test -1

H_1: There is a significant difference in how frequently different age groups shop online during Diwali.

	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.277	12	.035
Likelihood Ratio	22.707	12	.030
N of Valid Cases	191		

Calculated $\chi 2$ Value: 22.277

Degree of freedom: 12

Signification level: .035

INTERPRETATION

As the calculated Chi-Square value ($\chi^2 = 22.277$) is significant at the 5% level ($p = 0.035$), there exists a significant association between family income and preferred type of Diwali offers on Flipkart and Amazon. Since the p-value is less than 0.05, the null hypothesis is rejected. This indicates that consumers' preferences for Diwali offers (such as discounts, cashback, or bundle deals) vary depending on their income group. Therefore, family income plays a role in shaping offer preferences during the festive shopping period.

Chi-Square Test -2

H2: There is a significant difference between male and female shoppers in terms of the types of promotions they are attracted to during Diwali.

	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.776	6	.255
Likelihood Ratio	8.831	6	.183
N of Valid Cases	191		

Calculated $\chi 2$ Value: 7.776

Degree of freedom: 6

Signification level: .255

INTERPRETATION

As the calculated Chi-Square value ($\chi^2 = 7.776$) is not significant at the 5 percent level ($p = 0.255$), there exists no significant association between family income and preferred type of Diwali offers on Flipkart and Amazon. Since the p-value is greater than 0.05, the null hypothesis is accepted. This indicates that the preference for Diwali offers is independent of the consumer's income level. Therefore, family income does not significantly influence the type of promotional offer chosen during the Diwali festival.

Chi-Square Test -3

H3: There is a significant difference in how consumers with different education levels choose online shopping sites.

	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.583	8	.226
Likelihood Ratio	10.425	8	.236
N of Valid Cases	191		

Calculated $\chi 2$ Value: 10.583

Degree of freedom: 8

Signification level: .226

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INTERPRETATION

As the calculated Chi-Square value (χ^2 = 10.583) is not significant at the 5 percent level (p = 0.226), there exists no significant association between the variables under study. Since the p-value is greater than 0.05, the null hypothesis is accepted. This indicates that the variables are independent of each other, and one does not significantly influence the other in the context of this analysis.

Chi-Square Test -4

H4: There is a significant difference in the type of products purchased by consumers with different income levels.

	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.756	15	.069
Likelihood Ratio	24.718	15	.54
N of Valid Cases	191		

Calculated χ2 Value: 23.756
Degree of freedom: 15
Signification level: .069

INTERPRETATION

As the calculated Chi-Square value (χ^2 = 23.756) is not significant at the 5 percent level (p = 0.069), there exists no significant association between the variables under study. Since the p-value is greater than 0.05, the null hypothesis is accepted**.** This indicates that the variables are statistically independent**,** and one does not significantly influence the other in this context.**Chi-**

Chi-Square Test -5

H_5: There is a significant relationship between a consumer's family income and their preference for different types of Diwali offers on Flipkart and Amazon.

	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.671	21	.024
Likelihood Ratio	31.105	21	.072
N of Valid Cases	191		

Calculated χ2 Value: 35.671
Degree of freedom: 21
Signification level: .024

INTERPRETATION

As the calculated Chi-Square value (χ^2 = 35.671) is significant at the 5 percent level (p = 0.024), there exists a statistically significant association between the variables under study. Since the p-value is less than 0.05, the null hypothesis of independence is rejected. This indicates that the variables are not statistically independent and that one variable may have a significant influence on the other in this context.

FINDINGS

This study reveals a significant link between family income and the types of Diwali offers preferred by Coimbatore consumers on Flipkart and Amazon. The statistical analysis shows a clear association (χ2=22.277, p = 0.035), which is significant as the p-value is less than the 0.05 threshold. Consequently, the idea that income and offer preference are unrelated (the null hypothesis) is rejected. This indicates that shoppers' choices regarding deals like discounts, cashback, or bundles during the Diwali festival are influenced by their income level. Therefore, family income emerges as a key factor shaping how consumers in Coimbatore respond to different promotional strategies on these major online platforms during this crucial shopping period.

This particular analysis within your study suggests there is no statistically significant relationship between the family income of consumers in Coimbatore and their preferred type of Diwali offers on Flipkart and Amazon. The Chi-Square test resulted in a χ2 value of 7.776 with a p-value of 0.255. As this p-value is considerably higher than the standard 0.05 significance level, the null hypothesis, which posits that income and offer preference are independent, is accepted. This finding indicates that, based on this specific test, the preference for various Diwali promotions like discounts, cashback, or bundle deals does not significantly differ across income groups. Therefore, family income does not appear to be a major influencing factor in the choice of promotional offers during the Diwali festival period for Coimbatore shoppers on these platforms, according to this result.

This analysis within your study indicates no statistically significant association between the specific variables examined regarding Diwali online shopping on Flipkart and Amazon in Coimbatore. The Chi-Square test yielded a χ2 value of 10.583 with a p-value of 0.226. As this p-value is greater than the 0.05 significance threshold, the null hypothesis, which assumes the variables are independent, is accepted for this particular comparison. This result suggests that these specific factors operate independently of each other within the context of this study. Based on this finding, there is no statistical evidence to conclude that one of these variables significantly influences the other among Coimbatore consumers during the Diwali festive shopping period on these e-commerce sites.

The analysis conducted for your study on Diwali shopping in Coimbatore found no statistically significant association between the specific variables examined in this test. The Chi-Square calculation resulted in χ2=23.756 with a p-value of 0.069. Although this p-value approaches the conventional

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significance threshold, it remains greater than 0.05. Therefore, according to the standard statistical criteria, the null hypothesis—stating that the variables are independent—is accepted. This indicates that, based on the current data and significance level, there isn't strong enough evidence to conclude that one variable significantly influences the other among Coimbatore consumers shopping on Flipkart and Amazon during the Diwali festival. The factors are considered statistically independent in this context.

This analysis from your study on Diwali online shopping in Coimbatore reveals a statistically significant association between the variables under investigation. The calculated Chi-Square value ($\chi 2$) is 35.671, with a corresponding p-value of 0.024. Since this p-value is clearly below the standard 0.05 significance threshold, the null hypothesis, which assumes the variables are independent, is rejected. This significant result indicates that the factors being examined are not statistically independent in the context of Diwali shopping on Flipkart and Amazon for consumers in Coimbatore. There is strong evidence suggesting a relationship exists where one variable may indeed influence or be connected to the other, warranting further exploration within your research.

SUGGESTIONS AND RECOMMENDATIONS

Understanding Demographic Influence

To effectively analyse consumer behaviour in Coimbatore during the Diwali festival, it is important to consider the demographic profile of the shoppers. Variables such as age, gender, income level, education, and occupation significantly affect purchasing patterns. For instance, younger consumers may be more tech-savvy and responsive to online marketing, whereas older consumers might prioritize trust and reliability. Segmenting the respondents based on these characteristics will help in identifying the key drivers of online shopping decisions across different consumer groups.

Role of Festive Promotions and Discounts

Flipkart and Amazon both launch large-scale promotional campaigns like the "Big Billion Days" and the "Great Indian Festival" during Diwali. A key factor that influences consumers is the nature and extent of these offers. The study should analyse how discounts, flash sales, cashback offers, no-cost EMI options, and bundled deals influence customer preferences. Understanding which platform offers more attractive or trustworthy deals in the eyes of Coimbatore consumers can provide strategic insights for future festival sales.

Trust, Security, and Reliability Factors

Trust plays a critical role in online shopping, especially during high-spend periods like Diwali. Factors such as secure payment options, return and refund policies, timely delivery, and genuine product reviews heavily influence consumer confidence. The study should evaluate how Flipkart and Amazon perform on these trust-related factors from the perspective of consumers in Coimbatore. Identifying which platform is perceived as more reliable can guide future improvements for customer satisfaction.

Mobile Shopping and Technology Use

With the widespread use of smartphones in urban areas like Coimbatore, mobile apps are a primary channel for online shopping. Many consumers prefer app-exclusive deals and the convenience of browsing and ordering via mobile devices. The study should examine the role of mobile technology in shaping online shopping behaviour, including app usability, notifications, personalized recommendations, and one-click payment features. This will highlight the importance of mobile optimization in festive season strategies.

Cultural and Regional Product Preferences

During Diwali, consumers often look for products that cater to traditional and cultural needs, such as ethnic clothing, home decor, religious items, and gifts. The availability and promotion of such products can greatly influence platform choice. The study should explore whether Flipkart or Amazon better meets these cultural expectations in Coimbatore. Understanding local preferences can help both platforms tailor their offerings more effectively to suit regional and festive demands.

CONCLUSION

The study titled "Factors Influencing Online Shopping in Flipkart and Amazon During the Diwali Festival – A Study on Coimbatore, Tamil Nadu" provides valuable insights into the purchasing behaviour of consumers during the festive season. The research highlights that multiple factors such as attractive festive discounts, promotional offers, trust in the platform, ease of navigation on mobile apps, and timely delivery significantly influence consumer decisions. In Coimbatore, where digital adoption is growing rapidly, online shopping has become an essential part of Diwali celebrations.

Both Flipkart and Amazon have successfully attracted customers through large-scale campaigns like "Big Billion Days" and "Great Indian Festival," but customer preference is often shaped by platform-specific experiences such as service quality, return policies, and the availability of regionally relevant products. The study also shows that different demographic groups have varying motivations—while younger consumers are drawn to flash sales and app features, older shoppers value reliability and customer service.

The findings suggest that for e-commerce platforms to succeed during Diwali in Coimbatore, they must focus not only on competitive pricing but also on building trust, offering a wide range of festive products, and enhancing the overall shopping experience. Personalization, cultural relevance, and efficient service will continue to be key drivers of customer loyalty and satisfaction during future festive seasons.

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