



AMAZON'S FESTIVAL OFFERS AND ITS IMPACT ON CONSUMERS: WITH SPECIAL REFERENCE TO CONSUMER OF RAJKOT

Commerce

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ABSTRACT

The main concern of this paper is to analyze the impact of online platform's festival offers on consumers (with special reference to Rajkot). In this research paper researcher collect information of specific platform (Amazon). Data was collected through structured questionnaire (which are primary) and some data was collected from reliable sites and other sources (which are secondary). 98 samples were collect through simple random sampling method from the population. Interpretation given in percentage and conclude it, amazon gives attractive offers to their customers during festival season and its affect to customers in positive. Most of the consumers are attracted for appearance categories with special discounts, varieties, and easy return policy, which are provided by Amazon's Great Indian Festival. It means festival offers more attract to consumers for shopping than regular shopping.

KEYWORDS

Amazon, Online shopping, Consumers, Festival offers, Great Indian Festival, Rajkot.

INTRODUCTION

India is famous for its every festivals and the way in which they are celebrates. For the celebration and for follow some tradition shopping is must for every Indian. Now a days, shopping is more preferable in virtual way. It is in trend due to some reasons like increase in knowledge of internet, increase in availability and usage of electronic gadgets, better internet connection, 24×7 availability, convenience, easy return policy, cash less payment and much more benefits provide to customers.

Online platforms are provide many options to their customers like discount, variety in products, different payment methods, different brands, etc. Researcher selected one of India's trusted online platform "Amazon" for study purpose. Amazon is most trusted platform because it provides not only daily offers (Today's deal), special festival offers (Great Indian Festival) carnival, special offers for prime members, A to Z products & services, large platform for sellers also and give their contribution to India for sustainable development. Now a days, amazon uses AI in AR/VR (augmented reality/ virtual reality) view for customer to satisfy their needs more conveniently (like virtually try on glasses and makeup.)

Amazon started in India in the year 2013. They started to sell books then slowly grown up in multiple categories like grocery to pharmaceutical, other products and prime membership (with OTT and music option). Mr. Amit Agrawal is vice president and country head of amazon. Amazon is known as India's most trusted, innovative and more preferable online platform because they believe in its ability to think globally but act locally.

Objectives

1. To find out which kind of factors effect to customers to shop online.
2. To find out which festive season offers impact more on customers.
3. To analyze why customers preferred shop more during festive season instead of regular day shopping.

Literature Review

Chen, C.et al (2020) researcher explored the effect of product promotion and atmosphere promotion strategy on participation of customers during festival season on online platform. Result showed based on stimulus-response theory is perceived price promotion play major role on customer's mindset.

Patel, V. et al (2023) researcher explored on behavior of consumer during on holiday shopping, analyzed how it different from non-holiday shopping and also analyze service quality during holiday shopping days. Conclude the paper with suggestion to retailer that need to proving them in future with modification in their performance as per the preference of customers.

Narayan, N. et al (2018) this paper analyzed the data of Coimbatore city's customer. Which factors affected to customer's buying behavior during celebration season also suggested some strategies to retailers for took up their sales using questionnaire method and SWOT analysis

method conclude the analysis that lots of impulse shopping during celebration season majorly affected to the apparel products.

Kaushal, T. (2019) researcher analyze online platform's celebration season shopping. Researcher mainly adopted Flip kart and Amazon in that "Diwali festival season 2018". Result prepared based on used SWOT analysis and conclude that future of purchasing during celebration season decided by focusing on online and offline shopping platform because both have their positive points and negative points.

Pandey, K. et al (2023) researcher analyzed that India belong to shifting from offline to online platforms with special benefits in metro as well as non-metro cities. Festive shopping is main factor in growth of e-commerce. Mainly focused on behavior of customer in India during festive season and conclude with suggestion that customers are price sensitive that's why give product at lesser cost.

Methodology

Method of Data Collection: Researcher used primary data collection method for study, which was done through structured questionnaire. Also used secondary data collection method for in-depth details for analysis.

Population and Sample Size: Researcher made Amazon's consumers of Rajkot city as population for study purpose and form that collect the samples which are 98 respondents through Simple Random Sampling method.

Research Design: Researcher were designed the paper in descriptive manner. It means data were describe as it as and get the final result.

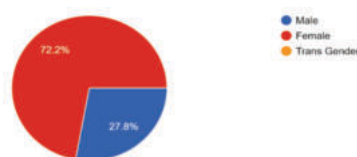
Data Interpretation and Analysis

Researcher used structured questionnaire for data collection. It was made in and distributed to nearby friends and relatives who belongs to Rajkot city through Google form. This questionnaire mainly focused on which factors affects to consumer to shop on virtual platform during festive season and which type of other variables attract more for shop online during festive season. Interpretation and analysis described in simple percentage.

Demographic Factors

There are some basic factors like gender of consumer, belonging age, occupation, income level and other details helps to categories the factors and interpret data simply and easily.

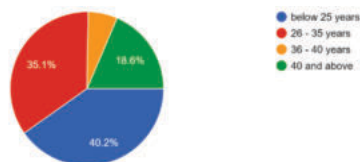
1) Gender:



Graph no: 1

The sample collected for this study consist the 72.2% female respondents and 27.8% male respondents. Which is described that female consumers are more interested shop through online platform during festival carnival offers.

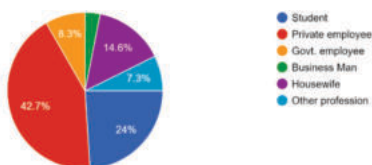
2) Age:



Graph no: 2

From the simple randomly collected data more consumers belong to below 25 years by 40.2%, while from 26-35 years consumers by 35.1%, from 40 and above the age of consumers by 18.6% and 6.1% belongs to 36-40 years age group.

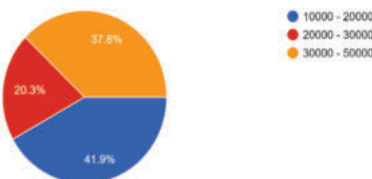
3) Occupation:



Graph no: 3

The other factor affect to consumer behavior for festive shopping is occupation of respondent. Private employee by 42.7%, student by 24%, housewife by 14.6%, Govt. employee by 8.3%, other profession by 7.3% and businessman by 3.1%.

4) Income:

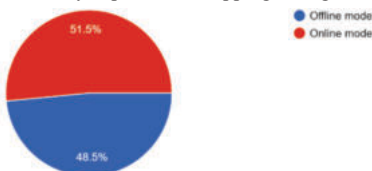


Graph no: 4

The graph shows that 41.9% of respondent belong to 10000-20000 income slab, 37.8% of respondent belong to 30000-50000 income slab while 20.3% of respondent belong to 20000-30000 income slab. Income is most important factor affect to the consumer buying behavior.

Other Questions:

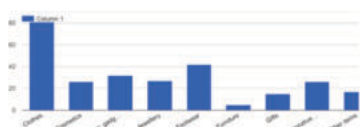
5) Which platform do you prefer for shopping during festive season?



Graph no: 5

Above graph describe that 51.5% respondents accept online mode of shopping while still 48.5% respondents follow offline shopping mode during festive season. It takes time to accept virtual mode.

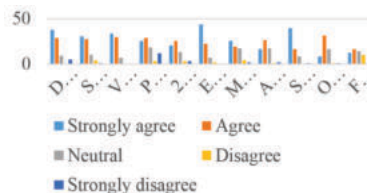
6) Which items do you purchase mostly during festive season from Amazon?



Graph no: 6

The graph shows that there are 9 variables cover for analyze that which category items purchase frequently? Mostly preferred category is cloth by 82.7%, than next is footwear by 42.9%, electronic gadgets by 32.7%, jewelry by 27.6%, cosmetics and decorative items going with same percentage by 26.5%, while other items, gifts and furniture by 17.3%, 15.3% & 5.1% respectively. It means amazon offer lots of bonanza offers to attract the customers during celebration season.

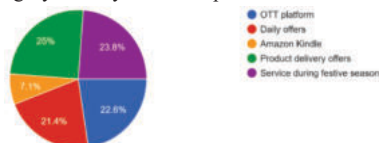
7) Factor impact on customer's buying behavior during festive season?



Graph no: 7

The graph reveals that 38% respondents strongly agree with discounting factor, 30% with brand's offer, and 44% with return policy which is given by amazon to their customers. 34% respondent believe that variety in brand is impacting factor for them.

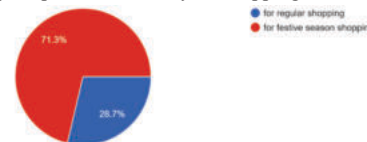
8) Which category attract you most as prime member?



Graph no: 8

The graph reveals that if customer have Amazon prime membership than 25% of respondents attract by product delivery offer, 23.8% respondent by service during festive season, 22.6%, 21.4% and 7.1% respondents attract by OTT platform, daily offers and amazon kindle.

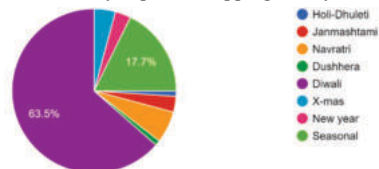
9) When do you spend more money for shopping from amazon?



Graph no: 9

71.3% belong to spending more money for shopping from Amazon during celebration season. It provides special offers and deals regard festive season.

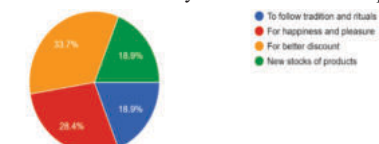
10) In which festivals do you prefer shopping mostly?



Graph no: 10

The list of main Indian festivals given in the graph, it shown that 64% of respondents are going to shop for their loved ones and for friends during Diwali. India is land of festival, they celebrate every festival together but Diwali is special for everyone. While some 17.7% respondents believe in seasonal shopping also.

11) Which reason more suitable to you behind festival shopping?



Graph no: 11

The above graph explain that 33.7% respondent believe in better discount during festive shopping, 28.4% for their loved one's happiness and joy. Other 18.9% believe in to follow the Indian rituals-traditions and for new stock availability.

CONCLUSION

In this article researcher covered to amazon's festival offers and its impact on consumer of Rajkot. Primary data were collected through questionnaire and secondary details collected from India's most trusted and more preferred online platform 'Amazon' for study. Data was collected through structured questionnaire and select randomly samples of 98 respondents with special reference to Rajkot. The major turn in current trend for shopping going to online with 52% during festive season. If it cover the demographic factor than majority of female consumers are more interested for shopping and belong to the less than 25 years age group involved. Amazon provides daily offers also to their customers but for festival shopping mostly people prefer shop cloths from festive carnival. Every year, Great Indian Festival comes with lots offers for their new customers and prime members but customers specially waiting for Diwali. It is proven that customers are more affect by discounts, easy return policy and service provides during festival season by Amazon.

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