

A Study on E-Commerce vs. Physical Stores (How Festivals Shape Consumer Behavior and Logistics Costs)

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Abstract: *This research explores consumer shopping habits during festival periods, including purchase decision drivers, online versus offline preference, and logistical issues. A Google Form survey was administered to 50 participants for data collection. Though discounts lure consumers, they observe a rise in prices of products during festivals, making them pay more attention to online shopping. The logistical problem, in terms of cost and delay in delivery, is still a customer concern. This research attempts to provide an insight into customers' behaviour, their attitudes, and potential areas of improvement when it comes to festival shopping*

Keywords: festival shopping

