

# 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

## I. INTRODUCTION

Festival periods experience increased spending of customers its shoppers choosing both offline and online to meet their purchase requirements the evolution of E-commerce as shift shopping habits yet brick and mortar stores reminds pertinent because of product availability immediately and cultural factors knowing consumer behaviour during festival periods is key for retailers and logistics companies to improve services efficiency and customer satisfaction This research seeks to investigate consumer shopping habits the effect of discounts and promotions and the effect of logistical issues on buying decisions by examining responses across various age groups and gender and education level we aim to determine key factor that influence consumer choices the research also examine the perceptions of pricing strategies by online platforms and the comparative advantage of in store discount. Besides logistics cost and delivery experience play a significant role in influencing consumer satisfaction many consumers appreciate past while others appreciate in store pickup to avoid delays in physical stores despite the benefits post face issues such as congested space, long queues and parking the research investigates these issues to provide insightful information for business and policy maker.

## II. METHODOLOGY

The research was carried out using a formal survey administered via google forms. The questionnaire used in the survey addressed festival shopping aspects, including shopping behaviour, price perception, logistics cost, and retail store challenges. Data was gathered from 50 respondents from various ages, genders, and education levels. The information was analysed using frequency and percentage calculation so that trends and patterns of consumer behaviour could be determined

## III. RESEARCH AND ANALYSIS

PARTICULAR	FREQUENCY	PERCENTAGE(%)
Male	29	58%
Female	19	38%
Prefer not to say	2	4%
Primary Shopping Mode During Festivals	50	100%



Influencing Factors for Festival Shopping	50	100%
Perception of Price Increase Before Festivals (Online Platforms)	50	100%
Reasons for Visiting Physical Stores During Festivals	50	100%
Belief That In-Store Discounts Are Better Than Online Deals	Yes - 33 No - 17	66% 34%
Importance of Fast Delivery During Festivals	50	100%
Experienced Delivery Delays During Festivals	50	100%
Belief That Logistics Costs Increase During Festivals	Yes - 34 No - 16	68% 32%
Preference for In-Store Pickup Over Home Delivery	Yes - 38 No - 12	76% 24%
Difficulties in Physical Stores During Festivals	50	100%
Shopping Method with Higher Logistics Costs During Festivals	50	100%
Additional Comments on Festival Shopping Experience	50	100%

### INTERPRETATION

The survey of 50 participants offers interesting information on consumer behaviour during festival shopping seasons. Most of the participants were males (58%), then females (38%), and a few didn't want to disclose their gender. Most of the participants indicated they shop offline or both offline and online equally during festivals, showing an even shopping pattern. The topmost factor driving shopping choices was discounts and offers, proving that price is still a strong driver. Surprisingly, a large percentage of respondents also think that online sites raise prices just before a festival, indicating some lack of faith in e-commerce strategies around the time of festivals.

Where visiting retail stores was concerned, factors such as social and cultural experiences shopping with family and having products immediately available caught one's attention. Most (66%) also perceived that offline discounts offered in stores were superior compared to online discounts, reinforcing their shopping habits offline during this period. Fast shipping was a very crucial factor for the majority of the participants, indicating customers' expectations of getting things quickly while shopping online during festivals. Delivery delays were also frequently experienced, and almost 68% opined that logistics charges would increase during festive seasons. Consequently, a large percentage (76%) of them indicated that they would prefer in store pickup to home delivery to avoid such problems.

In spite of the popularity of brick-and-mortar stores, issues like crowded places, parking problems, and long lines were often located. Opinions on which mode online or offline incurs greater logistics expenses were divided, with no single opinion dominating. Lastly, further remarks indicated that most consumers appreciate the touch and quality guarantee of offline shopping, whereas others were concerned about receiving wrong or late products when they shop online. Generally, the results show that even though online shopping is convenient, offline shopping continues to reign during festivals because of its social, cultural, and trust-based benefits

### IV. RESULTS

The survey collected 50 responses. Gender-wise, 58% responded as male, 38% as female, and % refund to answer. Most of the respondents were undergraduate students, reflecting a youth and educated market. A total of 46% of the population did both offline and online shopping equally, 40% depended on offline shops, and a paltry 14% used online exclusively.

Deals and discounts were the most significant driver for festival shopping, stated by 52% of the respondents. Further, 44% opined that online website hike prices prior to festivals, whereas 34% were not sure, and 22% disagreed.

While questioning in store visits, 44% had visited stores for social and cultural purposes, followed by 30% who preferred instant availability of products. An overwhelming 66% felt that in store offers were superior to online offers. Swift delivery was considered extremely important by 90% of the respondents in the festival season, but 42% had faced delays. In addition, 68% opined that logistics changes rise during festivals, and 76% would opt for store pickup over



home delivery to prevent delays. Physical shop problems involved crowded spaces (42%), parking issues (20%), and long queues (16%). Finally, opinions were mixed with regard to which form of shopping is more expensive in logistics terms, with 38% responding to physical shops, 26% responding to internet shopping, and 36% seeing no difference. Additional comments were reflective of online shopping dependability issues and exhibited a preference for offline shopping to acquire better quality products and to be trusted.

## **V. FINDINGS AND SUGGESTIONS**

Findings of e-commerce in offline and online shopping the survey reveals several important insights into consumer shopping behaviour during festival seasons:

- Offline shopping is still reigning: Despite the rise of online channels, 86% of the respondents preferred offline shopping or both modes in moderation while celebrating festivals, suggesting that propensity for traditional shopping still found its way.
- Trust and Price sensitivity rules shopping behaviour: The predominant perception on online prices was that they went up before festivals 44%, while distrust in e-commerce pricing manifested with discounts and offers being the strongest mover 52% of the basket which speaks about price consciousness and pessimistic trust in e-commerce pricing.
- Social and Cultural motivations drive visits to stores: Family visits supported better product access 66% expected in store promotions to be more enticing than online.
- Online shopping Expectation Vs Reality: 90% of respondents found timely delivery, while 42% faced a delay, and 76% favoured in store pickups over home delivery, to avoid the logistical inconvenience of the festive seasons.
- Shared problems from both channels: Offline shopping struggles with parking and crowds; Online shopping struggles with charges of wrong or late deliveries. It was split on whether either mode was more expensive with respect to logistics.

Suggestions of offline and online shopping in e-commerce behaviour during festival seasons:

- It should not involve sudden spikes in price which damage consumer trust.
- Retail outlets can create a culturally relevant and family centric experience to amplify the festive shopping experience.
- So, it becomes imperative for e-commerce sites to make progress in the delivery logistics on the eve of the festivals to cater to higher levels of customer expectation.
- Available in-store pickup alternatives will help mitigate shipping delays and improve customer satisfaction.
- Retailers must work to resolve issues related to customers like crowd control, parking, long queues, etc.

## **VI. CONCLUSION**

While online shopping provides convenience, offline shopping remains the top choice during festivals due to trust, social bonding and easy availability of products, the survey reveals. Discounts and offers are big motivators of consumers, but people are still sceptical about online price hikes and delivery issues. The majority prefer fast delivery but logistics problems during festivals are a normal issue. The preference for

In store pickup highlights how hybrid modes of shopping are in demand. All in all, we are stuck with offline shopping. Overall, offline shopping still rules festival shopping habits, fuelled by cultural, emotional, and experiential reasons.

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