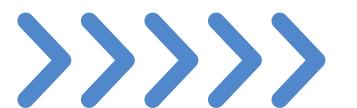


FESTIVALS & SHOPPING TRENDS

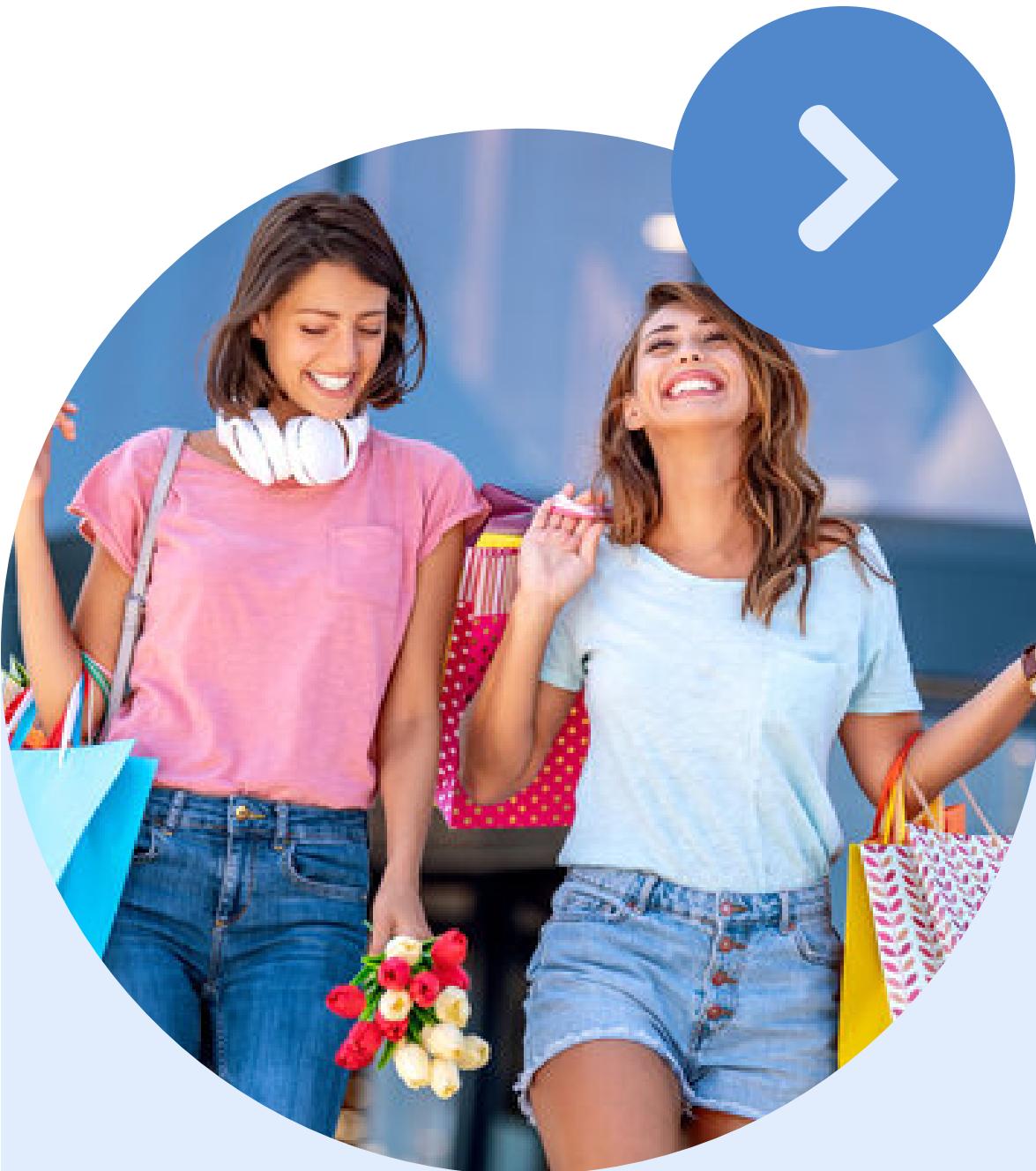
GROUP 11



TEAM MEMBERS

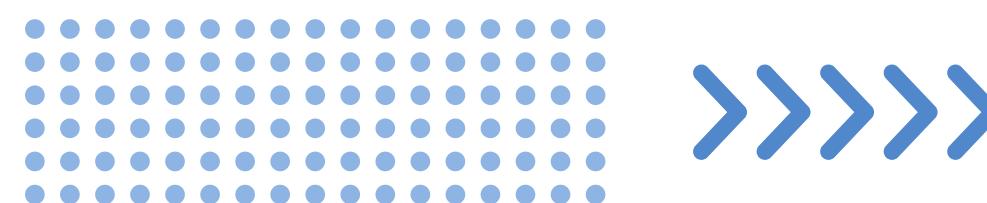
ROLL NO	NAMES
22ME30061	Shambo Haldar
22ME30067	Simran Kumari
22ME30069	Srija Biswas
22ME30073	Ujgare Aaditi Nitin
22ME3EP28	Sarthak Modanwal
22MF10004	Amogh Girish Ubhalkar
22MF10013	Gugulavath Priyanka
22MF10015	Harsh Patidar
22MF10018	Karantodu Sindhu





Introduction

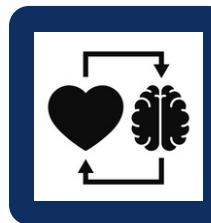
Festivals evoke strong emotional experiences that enhance consumer perceptions, driving higher spending and fostering brand loyalty. The festive atmosphere, combined with social interactions and brand engagements, creates lasting positive associations that influence purchasing behavior.



The Psychology of Festival Spending



- Festivals amplify emotions, leading to impulse purchases and a reduced price sensitivity.
- Festivals offer unique products and experiences not typically available, satisfying consumers' desire for novelty.
- Shared cultural experiences create a sense of belonging, which enhances brand affinity when brands participate or are associated with the event.
- Holidays evoke strong positive emotions like happiness, nostalgia, and a sense of belonging, which marketers capitalize on through advertising and promotions.



FOMO(FEAR OF MISSING OUT)



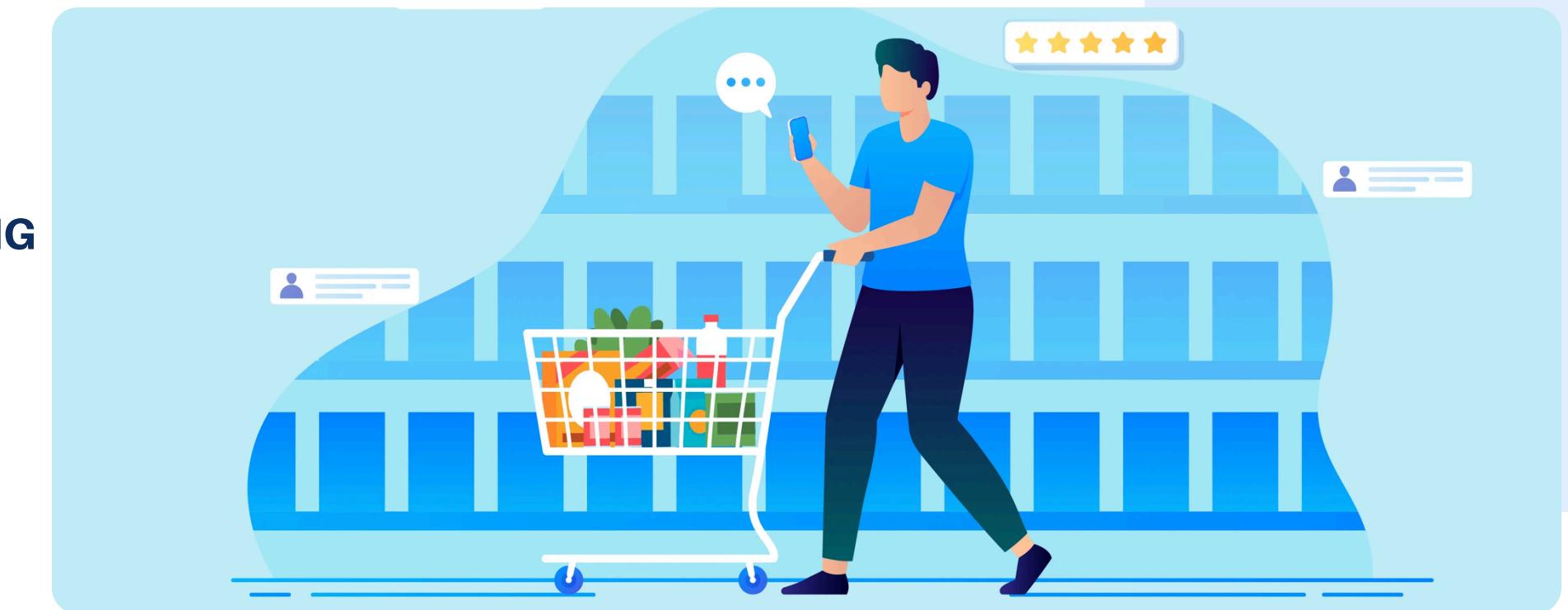
COMMUNITY & BELONGING

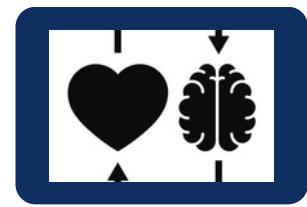


HAPPINESS & NOSTALGIA



NOVELTY SEEKING





FOMO(FEAR OF MISSING OUT)

Limited-time offers and flash sales trigger FOMO, leading to immediate purchases. Example: Countdown timers on e-commerce websites like Myntra or Amazon during festive sales.



HAPPINESS & NOSTALGIA

Emotional advertising campaigns, such as Cadbury's "Kuch Meetha Ho Jaye" during Diwali, enhance consumer engagement. This is indicative of how well the brand's advertising strategy has tapped into memories of past Diwalis, reminding them of the warmth and magic of the festival when growing up.



COMMUNITY & BELONGING

Seeing others shop (crowded stores, trending products, or social media posts) increases purchase likelihood. Example: Flash sales on platforms like Flipkart and Amazon show "X items sold in the last hour," creating urgency.



NOVELTY SEEKING

Limited-time products (e.g., Diwali special sweets, Christmas-themed apparel) attract novelty seekers. Temporary festival markets and pop-up shops cater to those who love discovering new things.



CASE STUDY 1:

Festivals & Fashion Trends



Music festivals are not only an opportunity for people to experience live music and performances but also a major platform for setting and observing fashion trends. These events often serve as a fusion of art, music, and cultural expression.

Glastonbury:

Glastonbury is one of the most famous and long-standing music festivals, with a focus on environmental sustainability and social issues.



Over 200,000 people attend the festival

Layering is key at Glastonbury, as the temperature can vary wildly throughout the day.

Hotels and accommodation bookings surge by 80-90%

Glastonbury attracts a lot of music fans who appreciate 70s and 90s-inspired fashion

Due to frequent mud and rain, wellies have become a festival essential. The combination of practicality and style has led to a rise in fashionable wellies.

The boho style at Glastonbury has been embraced by high-end designers and fashion houses.

Durga Puja

One of India's grandest festivals, is predominantly celebrated in West Bengal,



Durga Puja has played a crucial role in the resurgence of the saree as a fashionable choice for women.

For instance, red sarees in various fabrics saw a 40% increase in sales leading up to Durga Puja in 2019

The revival of the saree, has contributed to a 20-25% increase in saree sales during the festival season.

The Khadi and Village Industries Commission (KVIC) reported a 40% increase in sales in Khadi and its eco-friendly.

According to the All India Gem and Jewellery Domestic Council (GJC), there is an average increase of 30-40% in jewelry sales during the festival.

The saree's prominence during Durga Puja is a symbol of reverence for the goddess Durga, whose strength and grace are embodied in the attire.

Coachella Festival

California, is not only a major music and arts event but also one of the most influential sources of fashion trends.



A place where attendees showcase creative outfits, ranging from boho chic to high fashion.

In 2018, #CoachellaOutfits had over 10 million posts, showing the importance of fashion as a key aspect of festival culture.

In 2019, influencer-driven fashion saw a 12-15% increase in sales for various festival-specific styles like floral crowns, bandeau tops, and flowy skirts.

ASOS reportedly saw a 30-40% increase in sales of festival-specific styles (like fringe, floral prints, and denim). Similarly, Forever 21 has seen a 25-40% increase in festival fashion sales during the Coachella season.

According to a 2019 survey by Eventbrite, 76% of festival attendees said they viewed fashion as an important part of their festival experience.

Searches for glitter makeup spike by 34% leading up to the festival, and temporary tattoos and sparkling face paint remain popular among festival-goers.



CASE STUDY 2: Festival & Culinary Tourism



The global culinary tourism industry is valued at over \$1,100 billion (UNWTO, 2023). Approximately 34% of tourists choose destinations based on culinary appeal, seeking to engage with local cultures through food.

Oktoberfest:
**The world's largest
beer and folk festival,
held annually in Munich**



hosts 6 million+ visitors



generating over €1.2 billion for the local economy, supporting hotels, transport, and retail businesses.

Oktoberfest-style beer brands experience a 15-20% rise in global sales

Traditional Bavarian dishes such as Pretzels, Schweinshaxe (pork knuckle), and Weißwurst (white sausage) see a 300% sales increase in Munich.

Hotels and accommodation bookings surge by 80-90%

food and beverage sales contributing over 40% of the total earnings.



Durga Puja

One of India's grandest festivals, is predominantly celebrated in West Bengal,



The festival attracts 4-5 million tourists

25-30% rise in domestic and international tourist arrivals

food and beverage industry experiences a 35-40% surge in sales, 20-30% rise in sales of imported Indian sweets and groceries.

Boosts the state's economy by an estimated ₹40,000 crore (approx. \$4.8 billion). Accounts for 2.58% of state's GDP

Sweet shops report a 50-60% increase in sales, with Rasgulla, Sandesh, and Mishti Doi being the most popular.

Puja-specific meal bookings at top Bengali restaurants increase by 70-80%, with high demand for traditional dishes

Pongal

A major South Indian harvest festival, is celebrated predominantly in Tamil Nadu



millions of domestic and international tourists
15-20% spike in tourist arrivals in Tamil Nadu

Many travelers participate in farm visits and traditional Pongal cooking experiences, boosting agro-tourism by 30%.

Tamil Nadu's food and beverage industry sees a 30-40% surge in sales

Traditional Pongal dishes, such as Sakkarai Pongal (sweet rice dish) and Ven Pongal (savoury dish), become central to travel experiences.

Restaurants, street food vendors, and culinary experience providers report a 20-30% increase in revenue during Pongal.

Hotels and resorts offer Pongal-themed food festivals, boosting hospitality revenues by 15-25%.



The Role of Social Media: Amplifying the Festival Effect

Its ability to connect people instantly, create viral moments, and amplify experiences makes it a powerful tool in driving attendance, engagement, and post-event buzz. Festivals can harness social media to not only enhance their visibility but also build a community around their brand.



Festival Promotion

Instagram, Facebook, Twitter, and TikTok allow festivals to reach potential attendees before, during, and after the event, helping to build excitement and anticipation.



Real-Time Engagement

Whether it's posting photos, sharing experiences, or using event-specific hashtags, platforms allow attendees to connect and interact with others, creating a sense of community.



User-Generated Content

The use of hashtags, challenges, and viral moments allows the festival to reach new audiences as users share their experiences.





Festival Promotion

Influencer & Celebrity Collaborations

Partnering with influencers and artists to promote the festival and encourage their followers to attend.



Teaser Campaigns & Countdowns

Releasing small glimpses of the festival lineup, special attractions, or ticket sale dates.

Hashtags & Challenges

Creating a unique hashtag and interactive challenges (dance, photo contests) to spread awareness.



Early Bird & Limited-Time Offers

Encouraging urgency in ticket purchases with discounts or VIP perks.



Real-Time Engagement

Live Streaming & Stories

Broadcasting key performances, behind-the-scenes moments, and audience reactions in real time.



User-Generated Content (UGC)

Encouraging attendees to share their experiences using branded hashtags and geotags.



Interactive Polls & Contests

Engaging the audience through polls (e.g., "Which artist are you most excited for?") and giveaways.



Augmented Reality (AR) Filters & Stickers

Offering special festival-themed filters on platforms like Instagram and Snapchat.



67% of shoppers already consider environmentally-friendly fabrics when choosing a brand

Source: McKinsey & Co: Sustainability in Fashion Report 2020

Sustainability and Ethical Consumption at Festivals

Growing Trend

There is a growing demand for sustainable and ethically sourced products at festivals.

Festival Initiatives

Many festivals are adopting zero-waste initiatives and partnering with eco-friendly vendors .

Adaptation Costs

Melting Arctic ice impacts economies through new shipping routes, resource access, and climate-related disruptions, presenting both opportunities and challenges.

On the one hand, melting ice opens up economic opportunities such as energy exploration and trade, but on the other hand, greater environmental threats actually burden the long-term economy.



Sustainable Festival Shopping Trends

Eco-Friendly Decorations: Use of reusable, biodegradable, or upcycled decor



Sustainable Fashion: Buying from ethical brands, thrifting, and choosing quality over quantity.



DIY & Handmade Gifts: Reducing mass production and supporting local artisans.



Eco-Wrapping: Using recycled paper, fabric wraps (furoshiki), or plantable gift tags



The Economic Impact: Festivals as Catalysts for Economies



Multiplier Effect:

The impact of festivals extends beyond direct consumption, enhancing the nation's cultural capital, promoting tourism, and contributing to foreign exchange earnings.

e.g. Diwali, Durga Puja



1. Increased Consumer Spending

- Festivals and trends encourage spending on entertainment, fashion, food, and experiences.
- Consumers derive happiness from participation, driving demand and economic activity.

2. Growth of Local Businesses

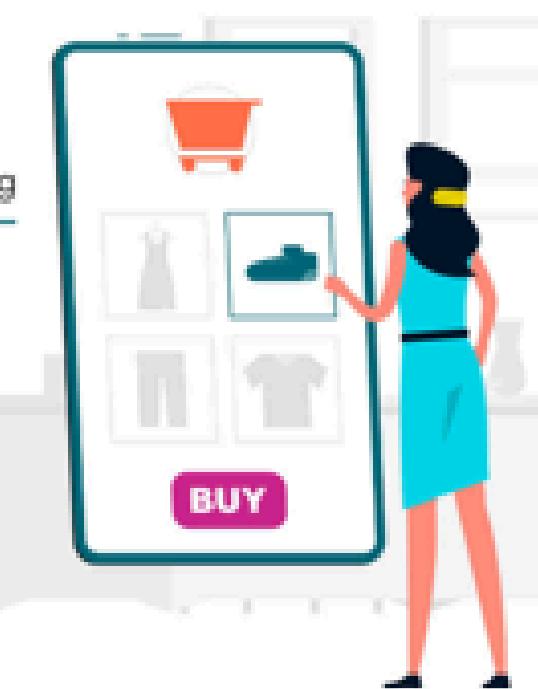
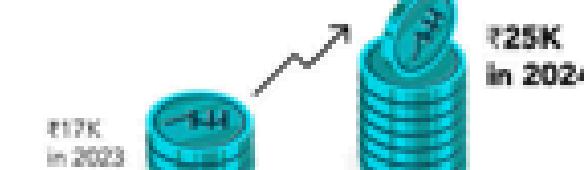
- Small businesses benefit from festival-related sales (food vendors, souvenir shops, hotels).
- Trend-driven demand (e.g., viral food trends or fashion styles) boosts local entrepreneurship.

IMPROVED SPENDING CAPACITY



74% consumers will spend more on festive shopping

47% Increase in Average Budgets For Festive Shopping



70% Growth In Budget for Women shoppers, purchasing across more than two categories

FESTIVE SHOPPING BASKETS



Shopping Cart Favourites:



Tech Savvy Shoppers' Upgrade:
5G-enabled Mobile Phones and Smart TVs

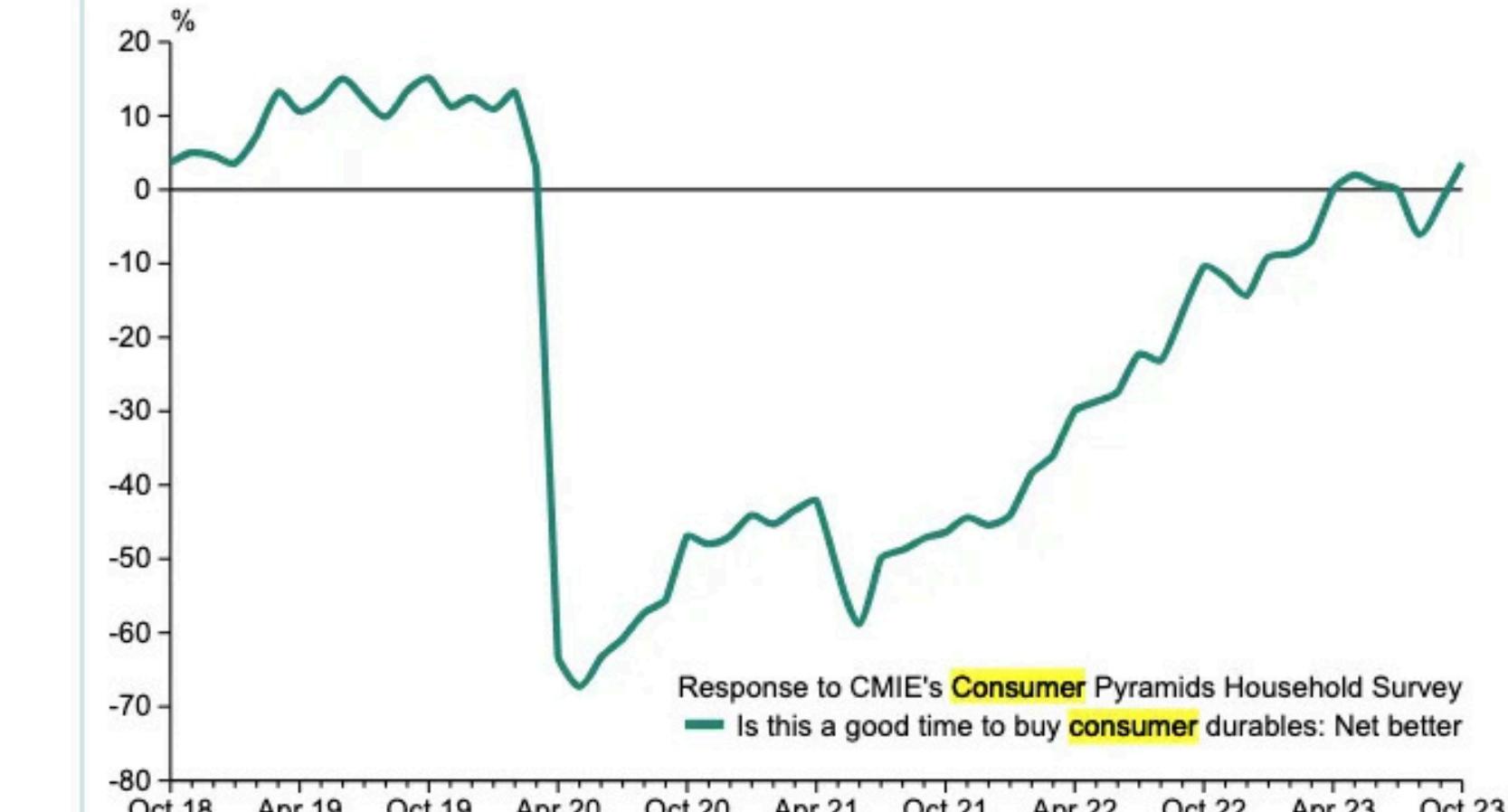
SHOPPING PREFERENCES AND TRENDS

59% of consumers prefer to shop online

58% Consumers Discover Brands Online, Video Ads Being The Top Source

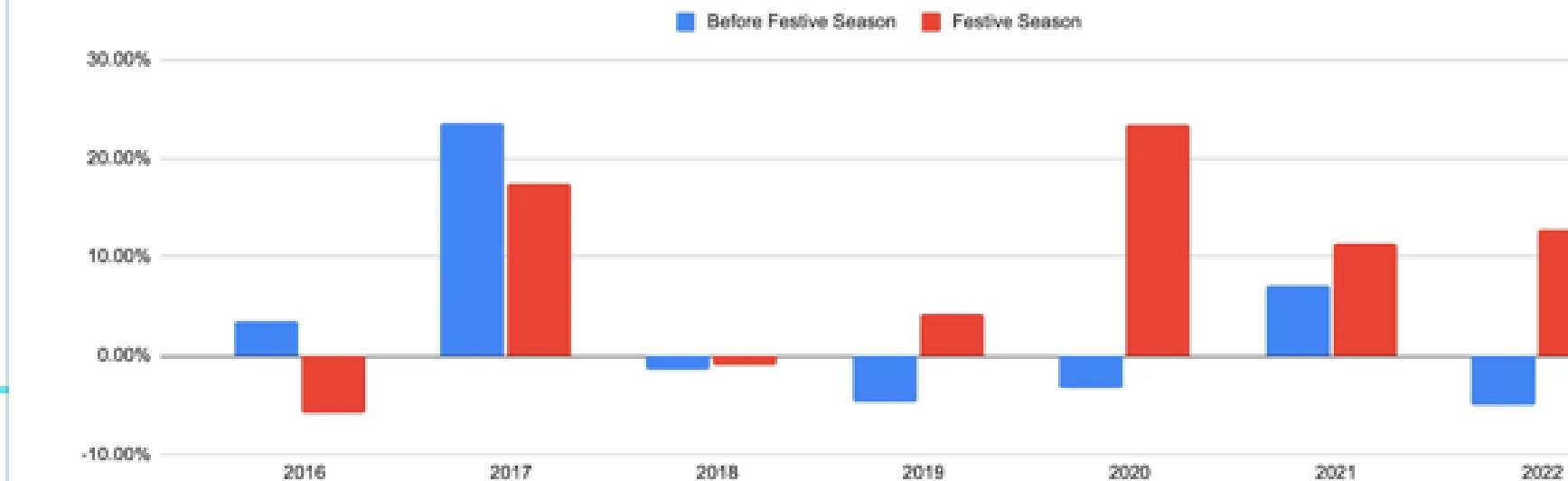
67% consumers prefer paying digitally with UPI leading the way

Net positivity



Centre for Monitoring Indian Economy Pvt. Ltd., 02 Nov 2023

Returns of India Consumption Index





3. Job Creation & Economic Opportunities

- Temporary and long-term employment in event management, tourism, and retail.
- Gig economy (influencers, artists, performers) thrives on trends and festivals.

4. Tourism & Destination Appeal

- Major festivals (music, food, cultural) attract tourists, benefiting local economies.
- Trendy destinations gain popularity, boosting hospitality and travel industries.

5. Psychological and Emotional Well-Being

- Experiential spending leads to greater happiness than material purchases.
- Festivals create memories, social bonding, and cultural appreciation, enhancing life satisfaction.



6. Influence of Social Media & Digital Trends

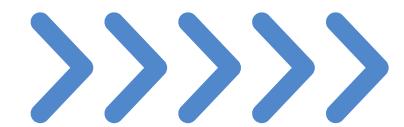
- Online trends amplify festival popularity, increasing participation and revenue.
- Consumers engage in digital spending (tickets, merchandise, virtual experiences).

7. Sustainable and Ethical Consumption Trends

- Eco-friendly and cultural festivals promote responsible consumerism.
- Ethical business trends (sustainable fashion, plant-based food movements) align economic growth with consumer values.



CHALLANGES AND FUTURE



01

Authencity

Maintaining cultural authenticity while navigating the commercialization of festivals is a challenge.

02

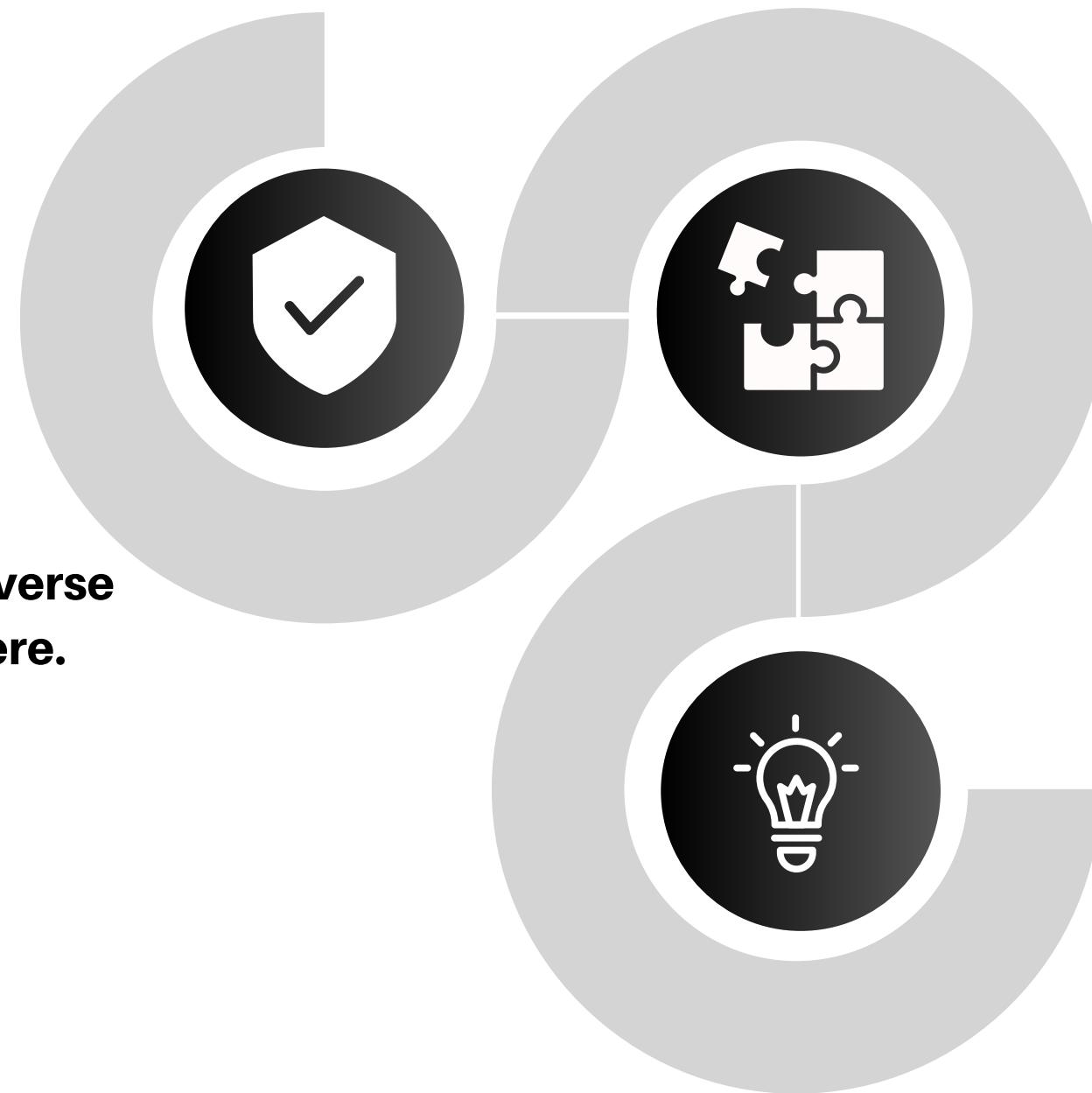
Inclusivity

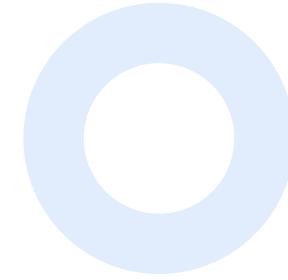
Ensuring festivals are inclusive and accessible to diverse communities is crucial for creating a welcoming atmosphere.

03

Technology

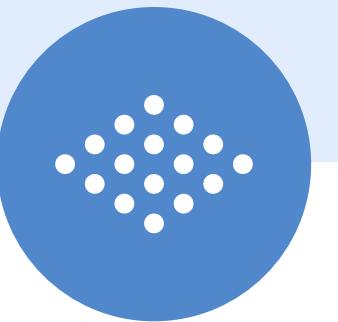
Technology plays a key role in enhancing the festival experience, offering opportunities for virtual and hybrid events.





Conclusion

Festivals are powerful drivers of consumer behavior because they offer unique emotional and social experiences. By creating authentic, sustainable, and inclusive events, brands and festival organizers can enhance consumer happiness and wellbeing. It's essential to consider the influence of cultural events on purchasing decisions and promote responsible consumption that respects cultural values and environmental concerns.



**THANK
YOU!**

