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EFFECTS OF CULTURAL HOLIDAYS ON ONLINE SHOPPING AND ADVERTISING: A COMPARATIVE STUDY BETWEEN USA AND INDIA

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EFFECTS OF CULTURAL HOLIDAYS ON ONLINE SHOPPING AND
ADVERTISING: A COMPARTIVE STUDY BETWEEN USA AND INDIA

A Thesis
Presented to the
Faculty of
California State University,
San Bernardino

In Partial Fulfillment
of the Requirements for the Degree
Master of Science
In
Information Systems and Technology:
Business Intelligence and Analytics

by
Manikanta Gattu
May 2024

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ABSTRACT

In cultural holidays, an exponential increase in sales in online platforms as compared to sales during the regular season is expected. This study aims to compare the effect of cultural holidays on online shopping and advertising in India and USA in 2023. According to Hofstede's second dimension regarding Individualism and Collectivism, most of the US people take shopping decisions individually and whereas in India people will take suggestions from others and collectively shop online. Research questions are: (Q1) How do cultural holidays effect online shopping in USA as compared to India? (Q2) How do different cultural holidays affect Online Advertising in creating awareness about products In USA compared to India?

The findings and conclusions for each question are: (Q1) Online shopping sales are high in last four months (last quarter) in both countries, when compared to other quarters. Because in both countries, most of the cultural festivals and holidays come under these four months therefore, online sales are at the highest numbers in these four months. And US is leading in percentage of sales in every other quarter when compared to India but in Quarter 1 India leads US in percentage. Because in India, people will celebrate Sankranthi festival. There will be a week of holidays for this festival.

in which people would like to buy in online stores. Therefore, this paper can conclude that online shopping will be affected by cultural holidays. (Q2) In

cultural holidays, these two states will run different campaigns according to respective countries' holidays. Holiday-Themed campaigns will be run in both countries for bringing the awareness of products to people. Conclusions for the research questions are: (Q1) Online shopping is significantly affected by cultural holidays in both countries. People would like to shop online during these holidays. (Q2) In cultural holidays, both countries will have holidays-themed advertisements and both countries' online websites have big discount sales in this period so that people will be attracted and shop online. Areas of further studies for each question are: (Q1) Future studies can focus on different geographical locations with different cultural contexts. (Q2) Future studies could focus on other marketing strategies which attract the customers most.

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DEDICATION

I would like to dedicate this project and my whole master's degree to my family and friends who helped me in every way in completing my masters.

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CHAPTER ONE

INTRODUCTION

Online Shopping and Advertising

In today's highly developed technological world, everything has become digital. The whole global marketplace is accessible in one go. In holidays there will be huge scale of online shopping will be done in both countries on which this study is focused. Kong Kaew, 2023 (Kong Kaew et al., 2023) has done Online Marketing and advertising impact on consumer behavior towards purchase intention in online shopping. He mentioned in his further study that, future studies can focus on the different variables which affect online shopping and advertising in different geographical areas. Therefore, this study focuses on how cultural holidays impacts consumer decision making processes, in the United States and India.

Hofstede's second dimension states about individualism and collectivism (Hofstede, 1991). When it comes to US, most of the people decide individually in shopping, whereas in India people will be taking suggestions from others in case of shopping online (Dwivedi et al., 2015). This study became significant because it resembles the further study of Kong Kaew (2023), a study on online marketing and advertising impact on consumer behavior in case of online shopping. This study also resembles the further study of Smith (2013) (R. Smith et al., 2013) where he mentioned that future studies can focus on western countries and non-

western countries. whereas he has done cross-cultural examination of shopping in USA, Norway, and Germany.

Previously shopping was a task, where people must go to the market. With the advancement of technology in recent years, most consumers make their purchases online. Unlimited product and service offerings are available from different companies. Whereas such choices may not be there if they go directly to a physical store. Moreover, they can find the suggestions for those related items by themselves without any help, whereas online advertising is the main key to attract the customers to buy from an online store (Kongkaew et al., 2023). As mentioned, results of this study can answer how does online shopping and advertising in India and USA will be affected by the cultural holidays in respective countries. This study compares the results of the insights from both countries.

The unique cultural aspects of the United States and India play a role, in shaping the online shopping and advertising scenes. In the U.S., where individualism's key online shopping focuses on personalized experiences and advertising often highlights success stories with the help of influencers and secure e-commerce platforms (Chiu et al., 2022). In the US there are different cultural holidays, some of them are New Year's Day, Halloween, Thanksgiving, Christmas etc. (Etzioni & Bloom, 2004). On the other hand, in Indian society online shopping is seen as a group activity influenced by family and friends with advertisements drawing inspiration from cultural symbols and family tales (de

Mooij, 2019). Some of the Cultural Holidays in India are Diwali, Dusshera, Holi, etc. (Garg et al., 2019)

While both cultures rely on media for information the U.S. Emphasizes expression, whereas India values community and shared experiences more strongly (Gupta & Shukla, 2019). For businesses operating in these markets adapting to these subtleties is essential. Customizing advertising approaches to match values, communication methods and consumer preferences leads to a genuine and engaging strategy that fosters successful online interactions, within these distinct cultural landscapes (Araujo et al., 2020).

(Gupta & Shukla, 2019)Advertising is the only key for marketing the products and bringing an awareness of these online websites for online shopping. As the awareness of these websites increases, sales also increase. Moreover, social media is the closest thing to people in current digital marketing. In holidays, all social media websites will offer discounts to consumers to attract them. Some organizations will use their own social media platforms to market their products which reach consumers directly (Kong Kaew et al., 2023).

Problem Statement

This research, centered on the USA and India, will focus on the impacts of different cultural holidays on online shopping and advertising in these two countries. There will be distinct cultures in these countries. As Kong Kaew, 2023 mentioned in his further study, this study is focused on the cultural holidays' effects on online shopping and advertising in US compared to India. By comparing the results, this study can identify how cultural holidays are affecting the decision-making process of consumers in their respective countries. And this study will emphasize the best way to market the product to create an awareness about the products. Furthermore, this study will analyze customer satisfaction and purchase intentions which convey the areas to be focused on advertising in future. (Kong Kaew et al., 2023)

Research Questions

There are two research questions for which this project will answer:

1. How do cultural holidays effect online shopping in the USA compared to India? (Kong Kaew et al., 2023)
2. How do cultural holidays affect Online Advertising in creating awareness about products In USA and India? (Kong Kaew et al., 2023)

Objective of this Project

This cumulating Experience Project is focused on effects of cultural holidays' impacts on online shopping in US compared to India in 2023. This project is taken from the further studies of Kong Kaew 2023. This Cumulative Experience Project also focused on cultural holidays' impacts on online advertising and marketing in both countries in 2023.

Organization of this Project

This cumulating Experience Project is divided into five Chapters Where Chapter 1 includes Introduction of the topic. Chapter 2 reviews past literature review, Chapter 3 is project Methodology and data collection, Chapter 4 is an analysis of the results, Chapter 5 is a Discussion of the findings, Conclusion, and recommendations for future research.

CHAPTER TWO

LITERATURE REVIEW

Background Story

The literature utilized for this project will be discussed in Chapter 2. It focuses on the terminology mentioned in chapters providing background for the researcher's observations concerning the study topics introduced in Chapter One.

Q1. How do cultural holidays affect online shopping in the USA as compared to INDIA?

The influence of cultural holidays, on e-commerce and marketing in the USA and India is a research area for businesses navigating these diverse markets. Previous studies offer insights into how cultural factors impact consumer behavior and advertising tactics in these nations.

Culture is often defined as the shared programming of the mind that sets one group apart from another. This shared mindset plays a role in how people interpret aspects of life. According to Hofstede's research there are six dimensions of differences. (Hofstede, 1991),

Power Distance Index, which deals with inequality and acceptance of power dynamics, second dimension is about individualism Versus Collectivism, which looks at the strength of ties within a community. The third dimension is about Masculinity Versus Femininity, which examines gender roles distribution. The fourth dimension is about uncertainty Avoidance Index which measures how

well individuals handle anxiety. Fifth dimension is about long Versus Short Term Orientation focusing on society's time perspective. The sixth dimension is about indulgence Versus Restraint concerning the degree to which gratification of desires is encouraged or restricted (Hofstede, 1991).

In the United States the prevalent individualistic culture plays a role in shaping shopping preferences. (Hofstede, 1984) Hofstede (1984) underscores Americas focus on choice and independence influencing consumers to seek customized experiences when shopping online (Johnson and Kang et al., 2010). Additionally, U.S. Online advertising often highlights success stories, celebrity endorsements and appeals to goals (R. E. Smith & Yang, 2004). The trust in transactions is notably strong in the U.S. reflecting an expectation for transparent and secure e commerce practices (Cyr et al., 2007). Conversely Indians collectivist cultures significantly influences shopping habits. (Triandis, 1995) Triandis (1995) emphasizes Indian's communal nature, where family and community viewpoints hold sway over decision making processes.

Collectivism also plays a role, in the realm of online shopping turning it into a shared experience where individuals often seek advice and approval from their loved ones and friends (Dwivedi et al., 2015). Advertising strategies in India often incorporate symbols, traditions and narratives centered around family values to resonate with the mindset of society (Singh et al., 2005). Establishing trust is crucial in the market with a reliance on customer reviews, testimonials, and word of mouth recommendations for building credibility (Chandran & Menon,

2004). The influence of social media differs between the United States and India. In the U.S. social media platforms are commonly used for expression and self-promotion (Mangold & Faulds, 2009). While in India they serve as spaces for fostering community connections and sharing experiences (Choudhury & Harrigan, 2014).

In India Research done by (Chatterjee & Shukla, 2020) the role played by festivals like Diwali, Eid, and Holi in encouraging shopping habits with online retailers taking advantage of these events to offer exclusive discounts and deals. Additionally cultural subtleties play a role, in shaping advertising strategies in India with companies incorporating symbols, motifs and languages into their marketing campaigns to attract a wide range of consumers. (Chatterjee & Shukla, 2020). Whereas in US, during cultural holidays like Christmas and Thanksgiving in the United States there is an increase, in online shopping as people look for gifts and items related to the holidays (Nieves-Rodriguez et al., 2017)

Gracia et al. (2015) explores the connection between e service quality and customer loyalty in Spanish speaking nations offering insights into cultural markets. Trust is highlighted as an element influenced by website features and cultural norms impacting shopping decisions on a global scale (Pratesi et al., 2021). The growth of e-commerce calls for an approach that encompasses aspects like sales channels, marketing strategies, inventory management and logistics operations (Ranjan et al., 2021). Changes in grocery shopping habits

during the COVID 19 pandemic underscore the influence of demographics and attitudes with tech generations showing a preference for online convenience. By combining the Expectation Confirmation Model (ECM) and Information Adoption Model (IAM) researchers delve into the processes involved in commerce. In today's business landscape companies are adapting to evolving consumer behaviors by recognizing the significance of reviews that now play a role to traditional word of mouth recommendations in shaping customer acquisition strategies (Kong Kaew et al., 2023). The ubiquitous presence of the Internet in life emphasizes the importance for businesses to grasp what motivates consumer purchases, amidst changing market dynamics. Furthermore, the COVID 19 pandemic has introduced complexities to shopping behaviors in both countries. Concerns about vaccine side effects and adherence to distancing guidelines have led to an increased preference, for shopping as a safer option during these uncertain times (Dholakia & Atik, 2020).

Q2. How different cultural holidays affect Online Advertising in creating awareness about products In USA and India?

Cross cultural variances play a role in the effectiveness of advertising strategies making it essential to tailor approaches, for building brand awareness in diverse countries. Cultural aspects, as identified by (Hofstede, 1980) are key in shaping consumer behaviors and responses to ads. Hofstede's dimensions, which encompass Individualism Collectivism, Power Distance, Uncertainty

Avoidance, Masculinity Femininity, Long Term Orientation, and Indulgence Restraint. (Hofstede, 2011) offer insights into how cultural nuances influence advertising dynamics. Ads emphasizing individuality and personal achievements may resonate more with Individualistic societies while authoritative figures could hold influence in Power Distance nations.

(Mazaheri et al., 2014) have emphasized the impact of values on people's responses to digital ads. To evoke desired attitudes from the audience's advertisers should align preferences with appeals. Authentic values like family, community or national identity should be integrated into advertisements for a connection with the target.

(Gevorgyan & Manucharova, 2015) stress the importance of alignment in ad content. By ensuring that messages resonate with values and symbols relevance is. Awareness is increased among audiences. Genuine cultural symbols, traditions and narratives can enhance the authenticity and engagement of advertisements. Cultural subtleties play a role in building trust, an element in marketing efforts (Han et al., 2023). To establish trust effectively it is crucial to consider the values that influence how people perceive reliability and credibility. Advertisements that address aspects and to show cultural authenticity contribute to building trust among consumer segments.

During Cultural Holidays, in the United States such as Christmas and Thanksgiving, retailers often seize the chance to kick off online marketing efforts. Studies conducted by (Nieves-Rodriguez et al., 2017) underscore the power of

incorporating holiday sentiments and themes in ads to connect with customers effectively boosting brand recognition and interaction. Similarly in India, during cultural festivals like Diwali, Eid and Navratri in India marketers have chances to engage with customers through online ads. Research by (Chatterjee & Shukla, 2020) highlights the significance of matching ad content, with values and customs during these celebrations building brand awareness and customer loyalty among audiences.

Social media, a platform for marketing, reflects cultural distinctions as well. Various cultures show preferences for social media platforms as noted by (Alsaleh et al., 2019). For product promotion advertisers should understand these preferences. Leverage the most popular channels within each cultural context. The post COVID era has introduced dynamics that impact consumer priorities and behaviors (Al Hamli & Sobaih, 2023). According to (Chaturvedi & Dey, 2021) emphasizing safety and wellness issues—tailored to contexts—is essential through pandemic related messaging. In regions, like India where communal well-being is emphasized, focusing on community health initiatives could be advantageous. Conversely in the United States, personal safety and wellness should take precedence.

The evolving landscape of e commerce demands advertisers to adapt to the preferences of their target audience (Gu et al., 2021). Understanding nuances is essential in interactions (Constantin et al., 2015). Advertisers need to

craft campaigns that resonate with customs considering the distinct preferences and behaviors of American and Indian consumers.

CHAPTER THREE

RESEARCH METHODOLOGY

In this research Tableau software will be utilized for data visualization to examine and visualize the gathered data. This comparative study is focused on two datasets concerning Cross-culture variations affecting online shopping and advertising. This research is done on the 2023 datasets collected separately from India and USA. These datasets were obtained from E-commerce revenue collection in India and US in 2023. These datasets encompassed details such as Sales, year, company and more.

Q1. How do cultural holidays affect online shopping in the USA as compared to INDIA?

This study is focuses on comparing the cultural holiday's effects on online shopping and advertising in India and USA. For studying how cultural holidays impacts online shopping and advertising in the USA versus India follows a process of gathering, analyzing and interpreting data. Initially datasets from 2023 are collected related to online shopping and advertising from respective country's government websites covering factors like sales data, collected revenue and revenue in different years. These datasets are then carefully standardized to ensure accuracy and consistency throughout the analysis.

This research is going to be done using Tableau software to analyze the data and visualize the data, Whereas Some of the similar research had done the analysis using different tools. (Liu et al., 2021) has done the cross-cultural comparative analysis between China and US using Linear regression model and probability laws. Whereas (Kong Kaew et al., 2023) has investigated the impact of cultures on online shopping in Thailand using Linear regression model. Coming to (Pratesi et al., 2021), this research used reliability and correlation analysis to investigate the impact of cultural differences on online shopping which is focused on Asia and European countries.

Data Collection:

For this question two data sets of 2023 are being collected from the respective country's government websites. For analysis of US revenue collected in holidays, data set is taken from (Bureau, n.d.), whereas for data set of Indian revenue collected in holidays is taken from (*Statista*, n.d.).

Data Cleaning:

For this study tableau is used to analyze and compare the analysis of results of both countries. Both datasets are mixed up into one dataset. But the dataset, which is collected, cannot fit into the tool, so it is changed to table format which can be fit into Tableau.

Tool:

This study is going to be done by using Tableau, a visualizing tool. Tableau software exploratory data analysis (EDA) visualizes trends in shopping

behavior and advertising strategies within each setting. Various visualizations such as bar graphs, line charts and heatmaps are created to uncover patterns and differences between the USA and India. Additionally statistical tests are used to determine the significance of variations providing insights into how culture influences consumer behavior and marketing effectiveness.

A crucial aspect of the methodology involves an examination of aspects that influence online shopping practices and advertising approaches in both nations. By considering dimensions like individualism collectivism and power distance the study aims to reveal the norms driving consumer choices and marketing tactics. After analyzing the research results, we can combine them to draw conclusions, about how culture influence online shopping and advertising in the USA, versus India.

Q2. How different cultural holidays affect Online Advertising in creating awareness about products In USA and India?

In investigating the influence of cultures, on the effectiveness of advertising and product awareness creation in the USA and India, it is crucial to follow a thorough methodology. Case studies are one of the methods to analyze information.

Case studies have some of the financial reports and graphs from their study. For investigating the cultural holidays' impacts on online shopping in India and USA, I have taken reference from the case study called Successful Digital Marketing Case Studies That Boosted Growth written by Eric Siu, (2024). This

case study can answer how cultural holidays impact the online advertising in India and USA.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

This chapter analyzes the information gathered from various sources and displays the results of every question below. This analysis is done by using Tableau and using some case studies related to cultural holidays' effects on online shopping and advertising.

Q1. How do cultural holidays affect online shopping in the USA as compared to India?

Results of the investigation on cultural holidays' effects on online shopping in USA compared to India explains how online shopping sales have been collected in USA compared to India in 2023. After analyzing the data and visualizing them using Tableau, here are the results given below for respective countries.



Figure 1: Online shopping sales in India during cultural holidays in 2023

From figure 1, which displays cultural holidays' sales in India in 2023, it is shown that in Q4, sales were at 17.60 US billion dollars, which is highest when compared to other Quarters. In Q1, sales were at 16.91 US billion dollars; in Q2, sales were at 16.43 US billion dollars; and in Q3 sales were at 16.58 US billion dollars. Compared to other Quarters, Q4 has highest numbers of sales in India.

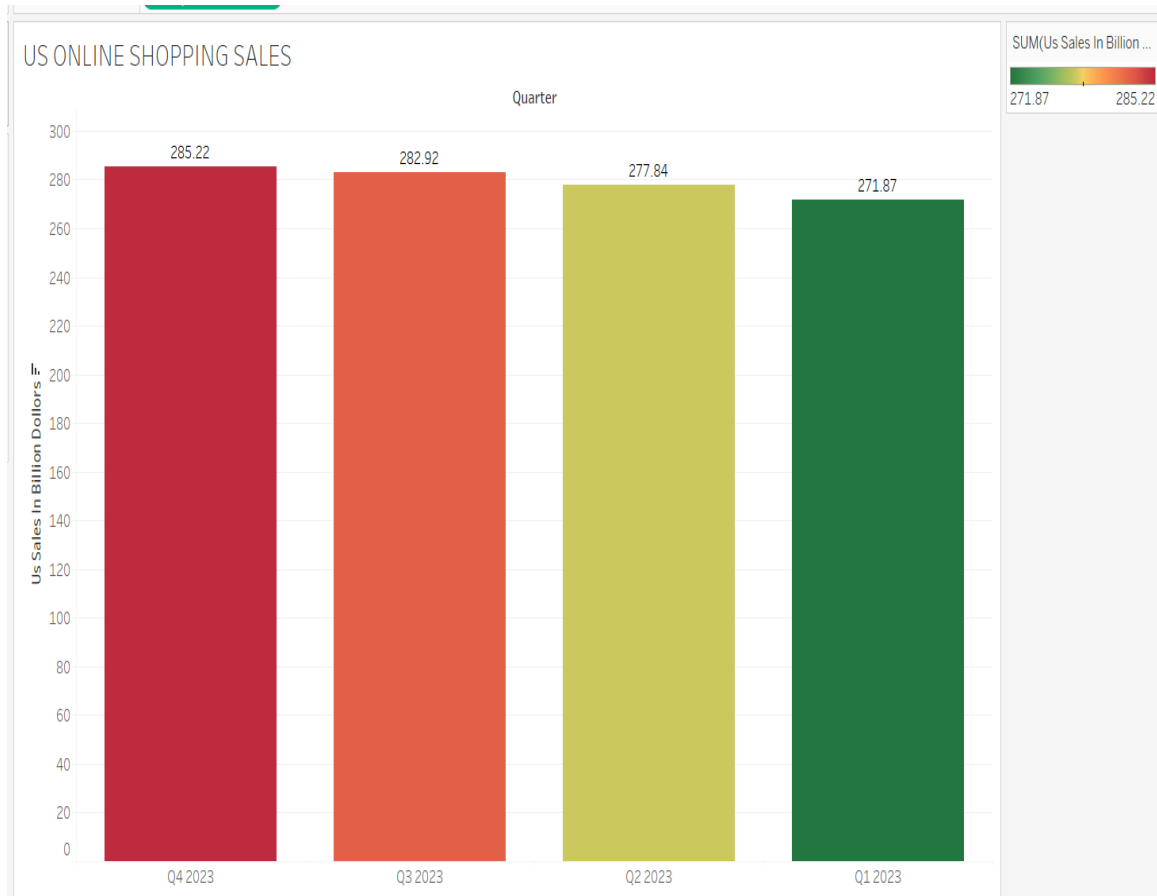


Figure 2: Online shopping Sales in USA during cultural holidays in 2023.

Figure 2 displays online shopping in the USA in 2023. It is shown that in Q4, the US has collected 282.22 US billion dollars, which is highest when compared to other quarters. Coming to Q1, sales were at 271.87 billion US dollars. In Q2, sales were at 277.84 billion US dollars, and in Q3 sales were at 282.92 billion US dollars. Sales are increasing quarter by quarter and were the highest in the last quarter.

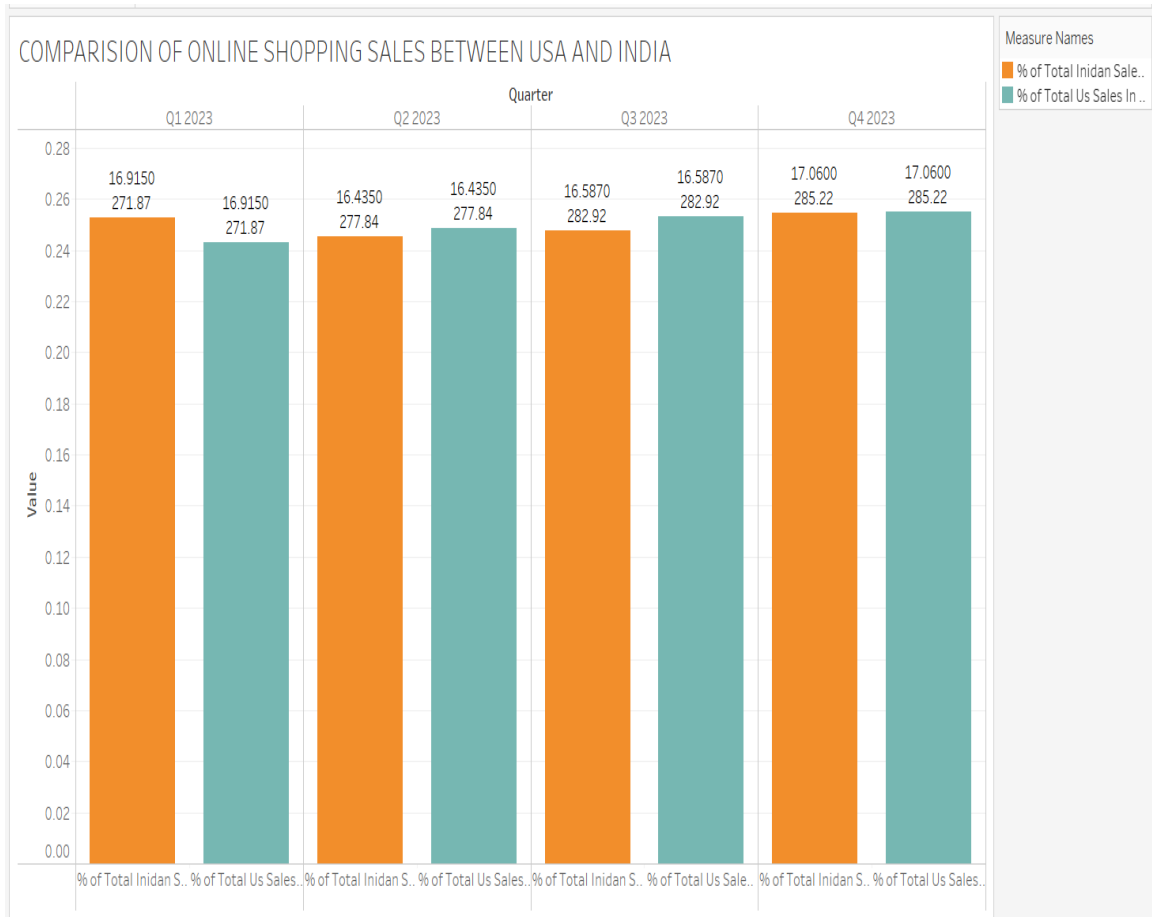


Figure 3: Comparison of online shopping sales between US and India in 2023

Figure 3 explains the comparison of online sales between USA and India in 2023. It shows that both countries have the highest number of sales in Quarter 4 itself. By comparing through percentages, in Q4, US has 25.52% while India has 25.46%. In Q2, US has 25.31% while India has 24.76%, and in Q3, US has 24.85% while India has 24.53%. However, when it comes to percentage of sales in Q1, India has the highest number of percentages, 25.25% while the US has 24.32%.

Q2. How do cultural holidays affect online advertising in creating awareness about products In USA and India?

Referencing case study written by (Siu, 2024), this investigation examines the effects of cultural holidays on online advertising. Cultural holidays such as Thanksgiving, Christmas, and New Years in the United States as well as Diwali, Navratri, and Raksha Bandhan in India. These festive occasions play a role for marketers to roll out targeted campaigns that aim to attract consumer interest and promote product visibility. Additionally, we delve into the characteristics of advertising approaches utilized during cultural holidays in both nations. In the US, advertisers often use themes centered around family gatherings, gift giving, and holiday cheer to connect with consumers during Thanksgiving and Christmas. They frequently incorporate celebrity endorsements, success anecdotes, and aspirational lifestyles in their advertising content to appeal to consumers' values of individualism.

Cultural holidays in India are deeply rooted in traditions, family values, and communal celebrations. Marketers customize their campaigns to reflect these subtiles by highlighting themes of unity, tradition, and the significance of bonds. Symbols, rituals, and narratives that resonate with consumers' cultural heritage are prominently shown in advertising materials during festivals such as Diwali and Navratri. While these holiday seasons, huge discount sales like Great Indian festival and Big Billion days will be run in biggest online platforms called Amazon

and Flipkart respectively. Furthermore, the section evaluates the efficacy of advertising during holidays in raising awareness and stimulating consumer interaction. Performance metrics, like website traffic, click through rates and conversion rates that are analyzed to gauge how holiday-themed campaigns influence consumer behavior. Moreover, the section points out any trends or patterns seen in marketing strategies during various cultural holidays between the United States and India. This involves recognizing messaging styles, visuals, and promotional techniques employed by marketers to leverage the mood and cultural importance of holidays.

A launched advertising format, from Meta, an illustration of how we can strategize to advertise holiday promotions and upcoming sales events in advance is Reminder Ads. These ads enable Instagram users to choose to receive reminders for launches, events, and more. After opting in, users will receive push notifications on their feed leading up to and during the event through their app (Siu, 2024).

When advertising through marketing campaigns during the holiday season, it can impact achieving your desired outcomes. During this time of year, a surge in consumer activity ranging from gift shopping to making travel plans and attending holiday events occurs. By launching a planned marketing campaign, we can leverage this increased online engagement to attract new followers and engage with existing ones. Digital marketing platforms such as Google, Meta, and YouTube offer access to shopper audiences that we can

integrate into our targeting strategies. Utilizing groups such as “Online Shoppers” or those in “In Market for Sales” is a way to connect with new followers who are likely to make purchases online.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND AREAS FOR FURTHER STUDY

This chapter will discuss the results from chapter four and the case studies' findings. This chapter also gives a conclusion and areas for further study for each of the two questions.

Discussion

Q1. How do cultural holidays affect online shopping in the USA as compared to India?

In these four months in India, festivals like Vinayaka Chavathi, Dusshera, Diwali, Christmas, and New Year's Day are celebrated. In India, these festivals are celebrated with different Indian outfits, crackers, and various things. So, the graph of sales in these months will be higher than in other months. There are some big festivals in other months but in these months, many of the festivals come together.

Some of the big e-commerce companies, like Flipkart and Amazon, distribute big discount sales such as Big Billion Days and Great Indian Festival, respectively. During these sales, they give huge discounts for every item. These activities attract customers to buy online. This is why there will be huge sales within these months.

When coming to the USA, in the last 4 months of the year, the US has holidays like Thanksgiving, Christmas, and New Year's Day. In these holidays, people will shop mostly online because all companies offer huge discounts. Therefore, the sales will increase when compared to other months.

When it comes to comparisons between the US and India, In Q1, India leads in sales over the US because Indians celebrate festivals such as Sankranti, Holi, Ramadan, etc. Therefore, people like to shop online for different items related to that festival. This makes significant changes to the graph. This is one of the examples of cultural holidays influencing online shopping. By this example we can conclude that there will be huge influences of cultural holidays on online shopping.

Q2. How do cultural holidays affect online advertising in creating awareness about products In USA and India?

During these occasions, online advertising in the US and India takes on a unique flavor. In the US, holidays such as Thanksgiving and Christmas inspire marketing campaigns that highlight themes of family, gift-giving, and aspirational living. Likewise, Indian festivals focus on traditions, unity, and the bonds of family. Marketers use symbols and themes to establish connections with their target audiences aiming to increase awareness and engagement.

The evaluation of advertising effectiveness during holidays is based on key performance indicators, like website traffic, click through rates, and

conversion rates. By analyzing these metrics, marketers can understand how holiday-themed campaigns impact consumer behavior and engagement levels. Through this analysis, trends emerge in marketing strategies used during these holidays. These trends highlight the messaging styles, visuals, and promotional techniques utilized by marketers to align with the spirit and cultural significance of each holiday. These diverse cultural celebrations provide marketers with opportunities to create tailored campaigns that do not promote products but also resonate with consumers on a level by tapping into cultural values – fostering greater engagement and interaction.

Conclusion

Q1. How do cultural holidays affect online shopping in the USA as compared to India?

In summary the impact of holidays on online shopping is significant especially when comparing the USA and India. While both countries see an increase in purchases during seasons, the specific holidays and their timing play a role in shaping consumer behavior differently. In India, the concentration of festivals like Vinayaka Chavathi, Dusshera, Diwali, Christmas, and New Years Day in the fourth quarter results in a rise in online shopping. E commerce giants such as Flipkart and Amazon take advantage of this by offering discounts during events like Big Billion Days and Great Indian Festival, which drive consumer participation and boost sales. Similarly in the USA holidays like Thanksgiving,

Christmas and New Years Day dominate the quarter of the year. This leads to an uptick in online shopping due to attractive discounts offered by companies. However, the consistent higher sales volume in the USA compared to India throughout the year highlights differences, in culture and economic influences.

Q2. How do cultural holidays affect online advertising in creating awareness about products In USA and India?

The impact of holidays on shopping and advertising strategies holds significant importance in both the United States and India. In the US, there is a surge in activity during Thanksgiving, Christmas, and New Year's Day while India witnesses increased sales during festivals like Diwali and Christmas. Marketers can effectively tailor their campaigns by understanding the intricacies of these celebrations. American campaigns often focus on themes of family, gift-giving, and aspirational living. Likewise, Indian campaigns emphasize traditions, unity, and familial connections.

Evaluating metrics such as website traffic, click through rates, and conversion rates allows marketers to gauge the influence of holiday-themed campaigns on consumer behavior and engagement levels. By pinpointing trends in marketing strategies during these festivities, marketers can enhance their approaches to better resonate with values and consumer preferences. Leveraging holidays present marketers with opportunities to create impactful

campaigns that deeply connect with their target audiences fostering brand awareness, engagement, and driving business success in both countries.

Areas for Further Study

Q1. How do cultural holidays affect online shopping in the USA as compared to India?

The research offers insights into how cultural holidays impact shopping behavior and advertising strategies in the US and India. However, there are some limitations to consider. First, focusing on these two countries may not fully represent shopping behaviors and advertising practices across diverse cultural contexts worldwide. Additionally, this study relies heavily on sources and quantitative analyses, which may not capture the depth and nuances that primary research methods like surveys or interviews with consumers and marketers could provide.

Q2. How do cultural holidays affect online advertising in creating awareness about products In USA and India?

Future studies could do research on other marketing strategies which affect online shopping most and what kind of advertisements attract the customers most. Further research can also focus on the marketing strategies of the most successful advertising companies. Further research can overcome

these limitations by comparing a range of countries and cultures to gain a comprehensive understanding of global online shopping dynamics during cultural holidays.

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