A Study on How Seasonal Digital Marketing and Social Media Platforms Influence Beauty Product Buying in India

Manjari Singh[1], Sanya Yadav[2], Ayush Kumar Maurya[3], Vinitha Vincent[4]
[1,2,3,4] *Xavier Institute of Management & Entrepreneurship, Bangalore.*

Abstract—The rapid expansion of digital media and social networking platforms has significantly transformed consumer buying behavior in the Indian beauty and personal care industry. Seasonal and festival-driven consumption patterns, deeply rooted in India's socio-cultural landscape, have encouraged beauty brands to increasingly rely on seasonal digital marketing strategies such as festival-themed content, limited-time discounts, and platform-specific promotional campaigns. Despite their widespread use, empirical research examining the combined influence of seasonal digital marketing and social media platforms on beauty product buying behavior in India remains limited.

This study aims to analyze how seasonal digital marketing campaigns and social media platforms influence consumer engagement and purchase behavior for beauty products in the Indian market. Using a descriptive and analytical research design, primary data was collected through a structured online survey administered to Indian consumers who actively engage with digital platforms and purchase beauty products during seasonal and festive periods. The study examines the impact of festival-themed content, discount sale offers, and social media platform effectiveness on key consumer outcomes, including engagement quality, purchase frequency, average order value, and sales conversion rates.

The findings of this research highlight that culturally aligned festival-themed digital content significantly enhances emotional engagement and positively influences consumer purchase decisions. Seasonal discount offers were found to increase purchase frequency and impulse buying behavior, particularly when combined with emotionally resonant promotional messaging. Additionally, the effectiveness of social media platforms in driving engagement and sales conversions varied across platforms, with visually driven and direct communication platforms demonstrating stronger performance during seasonal campaigns.

The study contributes to existing literature by addressing the research gap related to seasonality in digital marketing within the beauty industry, particularly in the Indian context. The insights derived from this research offer practical implications for beauty brands in designing effective seasonal digital marketing strategies and optimizing platform-specific campaigns to enhance consumer engagement and sales performance.

Index Terms—Seasonal Digital Marketing; Social Media Platforms; Beauty Products; Consumer Buying Behavior; Festival-Based Promotions; Online Engagement; Purchase Intention; Indian Beauty Market

I. INTRODUCTION

Digital marketing has become a central component of brand strategy due to rapid technological advancements, increased internet penetration, and the widespread use of social media platforms. Businesses increasingly rely on digital channels to reach, engage, and convert consumers in competitive markets (Chaffey & Ellis-Chadwick, 2019; Kotler, Kartajaya, & Setiawan, 2017). In the Indian context, digital marketing plays a crucial role in influencing consumer awareness and purchase decisions, particularly in the beauty and personal care industry, where visual appeal and online engagement are significant drivers of demand.

Social media platforms such as Instagram, YouTube, and WhatsApp have transformed how consumers discover and evaluate beauty products. These platforms facilitate interactive communication, peer influence, and user-generated content, which significantly shape consumer perceptions and buying behavior (Mangold & Faulds, 2009; Kapoor et al., 2018). Beauty brands increasingly leverage these

platforms to promote products through seasonal campaigns, influencer collaborations, and targeted advertisements.

Consumer purchase behavior is influenced by both emotional and rational factors. Emotional elements such as cultural relevance, festive appeal, and storytelling create psychological connections with consumers, while rational factors such as discounts, offers, and perceived value drive transactional decisions (Schiffman & Wisenblit, 2019; Solomon, 2018). In India, festivals act as powerful consumption triggers, making seasonal digital marketing particularly effective in stimulating beauty product purchases.

Despite the growing importance of seasonal digital marketing, limited empirical research has examined how festival-based digital campaigns and social media platforms collectively influence beauty product buying behavior in India. This study addresses this gap by analysing the impact of festival-themed content, discount sale offers, social media platform effectiveness, and engagement quality on sales conversion outcomes in the Indian beauty market.

II. LITERATURE REVIEW

2.1 Digital Marketing Strategies in the Beauty and Cosmetics Industry. Existing research highlights that digital marketing has become indispensable for beauty brands aiming to build awareness, influence consumer perception, and stimulate purchase intention (Chaffey & Ellis-Chadwick, 2019; Belch & Belch, 2021). Studies examining the digital marketing strategies of cosmetic brands in the post-epidemic era emphasize the importance of integrating multiple channels to maintain visibility and consumer engagement (Kotler & Keller, 2016). Online campaigns, when supported by offline touchpoints, have been shown to improve brand recall and short-term sales performance (Belch & Belch, 2021). However, the effectiveness of these strategies depends heavily on consumer demographics, content relevance, and platform synergy (Chaffey & Ellis-Chadwick, 2019). While these studies provide insights into general digital marketing practices, they do not sufficiently analyze the role of seasonal and festival-specific campaigns. Given that beauty consumption often peaks during festive periods, the lack of focused empirical analysis on seasonal digital marketing represents a notable limitation in existing literature (Kotler, Kartajaya, & Setiawan, 2017).

2.2 Impact of Social Media Platforms on Beauty Product Purchase Decisions
Social media platforms have evolved from communication tools into powerful commerce enablers (Mangold & Faulds, 2009). Research comparing platform performance indicates that visual-centric platforms such as Instagram and short-form video platforms significantly enhance product discovery and engagement, especially in the beauty category (Godey et al., 2016). Long-form content platforms, including YouTube, facilitate deeper consumer understanding through tutorials, product demonstrations, and reviews, leading to higher consideration and conversion rates (Cheung, Xiao, & Liu, 2014). However, most existing studies analyze platform effectiveness in isolation and under non-seasonal conditions. There is a lack of granular analysis comparing social media platform performance specifically during seasonal promotions, when consumer attention, competition, and urgency are significantly higher (Kapoor et al., 2018). This gap is particularly relevant in emerging markets such as India, where social media usage patterns and festival-driven consumption behavior differ from Western contexts (Mangold & Faulds, 2009).3.3 Brand Storytelling, Influencer Marketing, and Emotional EngagementPrior studies emphasize the growing influence of brand storytelling and influencer marketing in shaping consumer attitudes toward beauty brands (Godey et al., 2016). Purpose-driven messaging, authentic narratives, and influencer co-creation have been found to strengthen emotional attachment and brand loyalty, particularly among Gen Z consumers (Hollebeek, Glynn, & Brodie, 2014). Emotional engagement plays a critical role in purchase decisions for beauty products, as consumers often associate these products with identity, confidence, and self-expression (Solomon, 2018).During festive seasons, storytelling becomes even more significant, as brands align their messaging with cultural values, traditions, and celebratory moods (Schiffman & Wisenblit, 2019). While existing literature acknowledges the role of storytelling and influencers, it does not sufficiently examine how these elements

interact with seasonal digital campaigns to influence actual buying behavior in the Indian beauty market *(Ajzen, 1991)*.3.4 Sales Promotions, Discounts, and Seasonal Buying PatternsResearch on sales promotions consistently shows that discounts, coupons, and limited-time offers are effective in driving immediate purchase behavior *(Belch & Belch, 2021; Kotler & Keller, 2016)*. Studies focusing on holiday season discounts indicate that consumer spending increases significantly during festive periods, with notable spikes observed around major celebrations *(Schiffman & Wisenblit, 2019)*. However, such promotions often result in short-term sales gains rather than long-term brand loyalty *(Belch & Belch, 2021)*.

In the context of beauty products, concerns related to deceptive advertising, exaggerated discounts, and regulatory gaps have also been highlighted *(Kotler & Keller, 2016)*. While promotional intensity during festive periods is well documented, the combined impact of promotional offers and emotionally driven seasonal content on repeat purchase behavior remains insufficiently explored, especially in the Indian online beauty market *(Solomon, 2018)*.

2.3 Technological Innovations and Digital Communication in Cosmetics Marketing

Emerging technologies such as augmented reality try-ons, AI-driven personalization, and interactive digital content have enhanced consumer engagement in the beauty sector *(Kotler, Kartajaya, & Setiawan, 2017)*. Studies suggest that these tools increase consumer confidence, reduce perceived risk, and improve overall digital shopping experience *(Kapoor et al., 2018)*. Digital communication design in the new media era allows for interactive and two-way engagement, particularly appealing to digitally native consumers *(Hollebeek et al., 2014)*.

However, existing research primarily evaluates these technologies in general marketing contexts. Their role within seasonal digital campaigns, where purchase urgency and emotional involvement are heightened, has not been empirically linked to consumer buying outcomes. This represents another critical gap addressed by the present study *(Chaffey & Ellis-Chadwick, 2019)*

III RESEARCH GAP AND OBJECTIVES

Based on the comprehensive review of existing studies, it is evident that prior research has predominantly focused on:

- Broad digital marketing strategies of beauty and cosmetic brands
- The influence of social media and influencer marketing on consumer engagement
- The effectiveness of promotions in driving short-term sales

However, there is a distinct lack of empirical research examining seasonal digital marketing as an integrated construct. Specifically, existing literature does not adequately address how festival-themed content, seasonal discounts, and social media platform choice collectively influence consumer engagement quality, purchase frequency, and sales conversion in the beauty industry.

Furthermore, limited attention has been given to the Indian market, where cultural diversity and festival-driven consumption patterns significantly shape consumer behavior. The interaction between emotional factors (cultural relevance, festive appeal) and rational factors (price discounts, limited-time offers) within seasonal digital campaigns remains underexplored. This study aims to fill this gap by providing empirical evidence on the influence of seasonal digital marketing and social media platforms on beauty product buying behavior in India .

3.1 RESEARCH OBJECTIVE

The specific objectives of this study are:

1. To analyze the relationship between seasonal digital marketing campaign elements—namely festival-themed content and discount sale offers—and consumer purchase behavior for beauty products in India.
2. To assess the impact of seasonal digital campaigns on consumer engagement quality, purchase frequency, and average order value.
3. To compare the effectiveness of different social media platforms in driving engagement and sales conversions for beauty products during festive and seasonal promotional periods.
4. To examine how culturally aligned digital content influences emotional engagement and impulse buying behavior among Indian beauty consumers.

IV. CONCEPTUAL FRAMEWORK

The conceptual framework of this study illustrates the relationship between key seasonal digital marketing factors and sales conversion outcomes in the Indian beauty market. The framework is developed based on insights from prior digital marketing and consumer behaviour literature, as well as the empirical objectives of the present study.

In the proposed model, Sales Conversion Outcomes are treated as the dependent variable. Sales conversion is operationalized through indicators such as purchase completion, click-through behaviour, purchase frequency, and average order value (AOV) during seasonal and festive marketing campaigns.

Four independent variables are identified as primary drivers of sales conversion outcomes:

Festival-Themed Content
Festival-themed content refers to culturally aligned marketing communication that incorporates festive visuals, narratives, symbols, and emotional storytelling relevant to seasonal celebrations. Such content is expected to enhance emotional engagement and positively influence consumer purchase decisions during festive periods.

Discount Sale Offers
Discount sale offers include time-bound price reductions, festive bundles, flash sales, and limited-period promotions. These offers create a sense of urgency and perceived value, thereby encouraging consumers to complete purchases during seasonal campaigns.

Social Media Platform Effectiveness
Social media platform effectiveness represents the perceived ability of digital platforms (such as Instagram, WhatsApp, and YouTube) to deliver seasonal marketing messages, facilitate interaction, and support the consumer purchase journey. This construct captures platform reach, content suitability, and ease of access to purchase channels.

Engagement Quality
Engagement quality refers to the depth and nature of consumer interactions with seasonal digital content, including likes, comments, shares, and saves. While engagement reflects consumer interest and visibility, its direct influence on transactional outcomes is empirically examined in this study.

The framework proposes direct relationships between the four independent variables and sales conversion outcomes, while recognizing festival type as a contextual element influencing consumer response patterns. This conceptual structure guides the empirical analysis and hypothesis testing undertaken in the study

V. RESEARCH METHODOLOGY

5.1 Research Design
The study employs a descriptive and analytical research design to systematically examine consumer responses to seasonal digital marketing campaigns. This approach enables the identification of patterns, relationships, and trends in consumer behavior related to festive promotions in the beauty sector.

5.2 Data Collection
Primary data was collected through a structured online questionnaire administered to Indian consumers who actively engage with digital platforms and purchase beauty products online.

The survey captured response.s related to exposure to seasonal campaigns, engagement with festival-themed content, perception of discounts, platform preferences, and purchase outcomes. Secondary data was derived from academic literature, prior empirical studies, and documented research findings relevant to digital marketing, social media influence, and seasonal promotions

5.3 Variables of the Study
- IndependentVariables: Festival-themed digital content, seasonal discount offers, and social media platform effectiveness
- DependentVariables: Consumer engagement quality, purchase frequency, average order value, and sales conversion rates
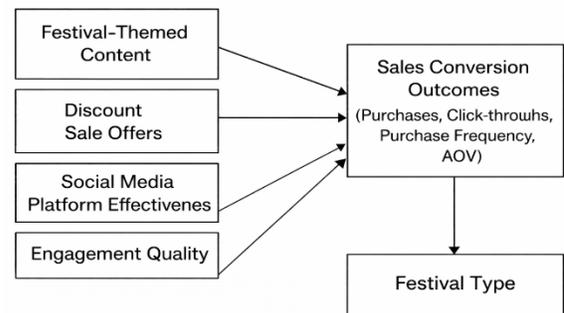
5.4 Research Tools and Analysis Techniques

Quantitative analysis techniques were used to analyze survey data. Descriptive statistics were applied to summarize demographic characteristics and behavioral patterns, while inferential analysis was used to examine relationships between seasonal digital marketing variables and consumer purchase behavior. Appropriate statistical tools were employed to ensure data reliability and validity.

VI. DATA ANALYSIS & INTERPRETATION

The present study was undertaken to examine the relationship between seasonal digital marketing campaign factors and consumer purchase behaviour in the Indian beauty market. Specifically, the study aimed to evaluate how festival-themed content, discount sale offers, social media platform effectiveness, and engagement quality influence sales conversion outcomes major Indian festivals such as Diwali, Navratri, and Eid.

The study collected responses from approximately 250 participants, of which 232 valid responses were retained for final statistical analysis after data screening, cleaning, and elimination of incomplete entries. The statistical analysis was conducted using reliability testing and multiple regression analysis to assess the predictive relationships among the variables.

18–24 age group, followed by 34.5% in the 25–34 age category, suggesting that young adults represent the dominant consumer segment for online beauty purchases during festive seasons.

In terms of digital behaviour, a significant proportion of respondents (34.5%) spend more than four hours daily on social media platforms, reflecting high exposure to digital marketing content. Additionally, festive purchase behaviour shows that most respondents buy beauty products either occasionally (33.6%) or sometimes (27.6%) during festivals, highlighting the relevance of seasonal digital marketing campaigns in influencing consumer buying behaviour.

Reliability Analysis

Prior to conducting inferential statistical tests, the internal consistency of the measurement scale was evaluated using Cronbach's Alpha. The scale consisted of eight items measuring constructs related to seasonal marketing strategies and consumer behaviour.

The Cronbach's Alpha coefficient was found to be 0.762.

According to established methodological standards in social science research, a Cronbach's Alpha value above 0.70 indicates acceptable internal consistency, while values above 0.75 are considered good. The obtained reliability value of 0.762 therefore demonstrates satisfactory reliability and suggests that the items consistently measure the underlying constructs.

This implies that respondents interpreted the questionnaire items in a coherent manner and that the constructs—festival-themed content, discount sale offers, social media platform effectiveness, engagement quality, and sales conversion—are internally stable. Consequently, the data was deemed appropriate for further parametric analysis.

Multiple Regression Analysis

To examine the predictive relationship between the independent variables and the dependent variable (Sales Conversion), a multiple linear regression analysis was performed.

The dependent variable was:

- Sales Conversion (measured through purchase completion, click-through behaviour, purchase frequency, and average order value during seasonal campaigns).

The independent variables included:

- Festival-Themed Content
- Discount Sale Offers

- Social Media Platform Effectiveness
- Engagement Quality

Model Summary

The regression model produced the following statistics:

- R = 0.562
- R^2 = 0.316
- Adjusted R^2 = 0.303
- Standard Error of Estimate = 0.980

The R value of 0.562 indicates a moderate positive correlation between the combined independent variables and sales conversion. This suggests that seasonal marketing campaign factors are meaningfully associated with consumer purchase behaviour.

The R² value of 0.316 indicates that 31.6% of the variance in sales conversion is explained by the four predictors included in the model. In consumer behaviour research, where purchasing decisions are influenced by numerous psychological, economic, and contextual factors, an R² value above 0.30 is considered moderately strong and practically significant.

The Adjusted R² of 0.303 confirms that the explanatory power remains stable even after adjusting for the number of predictors and sample size. This reinforces the robustness of the model.

The Standard Error of Estimate (0.980) indicates moderate dispersion around the regression line, suggesting acceptable predictive accuracy.

Overall, the model demonstrates that seasonal digital marketing strategies play a significant role in influencing purchase outcomes in the Indian beauty market.

ANOVA (Analysis of Variance)

The ANOVA results were as follows:

- $F_{(4, 223)} = 25.718$
- p-value = 0.000

Since the significance value is less than 0.05, the overall regression model is statistically significant. This means that the independent variables collectively provide a better prediction of sales conversion than a model without predictors.

The statistically significant F-value confirms that the relationship between seasonal marketing variables and sales conversion is not due to random chance.

Coefficient Analysis and Interpretation

A detailed examination of standardized beta coefficients provides insight into the relative strength and direction of each predictor variable.

1. Festival-Themed Content

- Standardized Beta (β) = 0.482
- t-value = 7.860
- p-value = 0.000

Festival-themed content emerged as the strongest predictor of sales conversion.

The highly significant positive coefficient indicates that culturally aligned marketing campaigns during Indian festivals substantially increase purchase behaviour. A standardized beta of 0.482 suggests that a one-unit increase in festival-themed marketing effectiveness leads to a nearly half-standard deviation increase in sales conversion.

This finding reflects the deep cultural significance of festivals in India. Festivals are not merely seasonal events; they represent social bonding, gifting rituals, self-expression, and heightened consumption patterns. Beauty products, in particular, are closely associated with festive celebrations due to increased grooming, social gatherings, and gifting practices.

Thus, campaigns that incorporate culturally resonant visuals, traditional motifs, storytelling, and festival symbolism create emotional attachment and enhance purchase intention.

This result strongly supports the first research objective and confirms that festival-themed content plays a dominant role in driving seasonal beauty purchases.

2. Discount Sale Offers

- Standardized Beta (β) = 0.214
- t-value = 3.519
- p-value = 0.001

Discount sale offers were found to have a statistically significant positive effect on sales conversion.

The beta value of 0.214 indicates a moderate effect size. This suggests that promotional pricing strategies such as flash sales, festive bundles, and limited-period discounts increase consumer purchase likelihood.

From a behavioural economics perspective, discounts create perceived value, urgency, and scarcity, which can trigger impulsive purchase decisions. During festive periods, consumers are already predisposed toward spending; therefore, discounts act as a catalyst that accelerates transaction completion.

However, the magnitude of the effect is considerably lower than that of festival-themed content, suggesting that emotional resonance is more influential than purely economic incentives in the Indian festive context.

3. Social Media Platform Effectiveness

- Standardized Beta (β) = -0.117
- t-value = -1.717
- p-value = 0.087

The effect of social media platform effectiveness on sales conversion was not statistically significant at the 5% significance level.

The slightly negative beta value suggests that platform selection alone does not directly increase conversion rates. This implies that merely choosing a particular platform (e.g., Instagram, WhatsApp, YouTube) does not guarantee higher sales outcomes.

This finding suggests that platform choice may influence awareness and reach but does not independently determine purchase behaviour. Consumers may engage with content on one platform but complete transactions through other channels, such as brand websites or e-commerce platforms.

4. Engagement Quality

- Standardized Beta (β) = 0.073
- t-value = 1.137
- p-value = 0.257

Engagement quality was not found to be a statistically significant predictor of sales conversion.

Although engagement metrics such as likes, comments, shares, and saves indicate interaction and visibility, they do not directly translate into purchase completion.

This finding highlights a critical managerial insight: high engagement does not necessarily imply high revenue generation. Engagement may represent interest or entertainment value rather than transac

Reliability

Cronbach's Alpha	N of Items
0.761997722466244	8

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562a	0.315683202888469	0.303408462133105	0.980132630746471

a. Predictors: (Constant), Engagement, FestivalTheme, Discount, SocialMedia

ANOVA

Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regr ession	98.82545 7409506	4	24.70636 4352376 5	25.71 811569 62946	.000 b
	Residual	214.22717416944 1	223	0.960659 9738539 98		
	Total	313.05263157894 8	227			

a. Dependent Variable: SalesConversion

b. Predictors: (Constant), Engagement, FestivalTheme, Discount, SocialMedia

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.13199461188157	0.32849295041539 9		3.446024063688263	0.000679721227267705
	Festival Theme	0.53458856445594 2	0.068012117950822 5	0.48156824120574 1	7.86019580867172	1.622346262133111E-13
	Discount	0.26203064258620 1	0.074462416520868 4	0.21365241977668 2	3.518965067600247	0.000525015250080187
	Social Me	-0.14930062	0.086969074378 6	-0.116 53335	-1.716709	0.0874208238 5200

dia	21816 66	148	71907 86	3389 0471	41
Eng age men t	0.074 27021 67106 924	0.065 31551 09321 987	0.072 82646 99784 048	1.13 7099 2226 9136	0.2567 17164 02705
a. Dependent Variable: SalesConversion					

VII. FINDINGS & DISCUSSION

The findings of this study provide important insights into the effectiveness of seasonal digital marketing strategies in the Indian beauty market.

First, festival-themed content emerged as the most influential determinant of sales conversion. This reinforces the importance of cultural alignment in marketing communication. In collectivist societies such as India, consumption patterns are closely linked to cultural tradi+tions and social rituals. Beauty brands that incorporate festival symbolism, emotional narratives, and traditional aesthetics into their campaigns are more likely to generate stronger purchase responses.

Second, discount sale offers significantly enhance conversion rates, though their influence is secondary to cultural storytelling. This suggests that financial incentives function best when combined with emotional appeal.

Third, the non-significant influence of social media platform effectiveness and engagement quality challenges the common assumption that digital interaction automatically leads to revenue growth. These findings suggest a distinction between awareness-stage metrics and transaction-stage outcomes.

Overall, the study demonstrates that culturally embedded storytelling combined with strategic discounting forms the most effective approach to driving festive-season sales.

The present study investigated the influence of seasonal digital marketing campaign factors—festival-themed content, discount sale offers, social media platform effectiveness, and engagement quality—on sales conversion outcomes in the Indian beauty market. The findings offer meaningful theoretical and managerial implications, particularly in the context of culturally driven consumption behaviour during Indian festive seasons.

1. Dominant Influence of Festival-Themed Content

One of the most significant findings of this study is that festival-themed content emerged as the strongest predictor of sales conversion (β = 0.482, p < 0.001). The magnitude and statistical significance of this relationship indicate that culturally resonant marketing communication plays a central role in influencing consumer purchase decisions during seasonal campaigns.

In the Indian socio-cultural context, festivals such as Diwali, Navratri, and Eid are deeply embedded in traditions of celebration, gifting, self-expression, and social identity. Beauty products, in particular, are closely tied to personal presentation and ritualistic preparation during these occasions. Therefore, when brands design campaigns that incorporate festival symbolism, emotional narratives, traditional aesthetics, and culturally relevant storytelling, they tap into consumers' affective and symbolic motivations.

From a theoretical standpoint, this finding aligns with the Theory of Planned Behaviour (Ajzen, 1991), which suggests that attitudes and subjective norms significantly influence behavioural intention. Festival-themed campaigns may shape positive attitudes toward beauty products while simultaneously reinforcing social norms associated with festive grooming and gifting. Consequently, purchase intention translates more readily into actual conversion.

Furthermore, the high beta coefficient suggests that emotional and cultural alignment outweigh purely rational decision-making factors during festive periods. Consumers are not merely responding to product features; they are responding to meaning, belonging, and emotional relevance. This reinforces the notion that consumption in emerging markets like India is strongly influenced by symbolic value rather than utilitarian value alone.

From a managerial perspective, this finding underscores the importance of culturally embedded storytelling over generic promotional communication. Brands that merely adjust packaging colours without deeply integrating cultural narratives may fail to achieve similar conversion outcomes.

2. Role of Discount Sale Offers in Conversion Behaviour

The regression results also indicate that discount sale offers significantly influence sales conversion ($\beta = 0.214$, p = 0.001). Although the magnitude of this effect is smaller compared to festival-themed content, it remains statistically meaningful and practically relevant.

Discounts function as economic incentives that reduce perceived risk and increase perceived value. During festive seasons, consumers often allocate higher budgets for discretionary spending, including beauty and personal care products. Time-bound offers, festive bundles, and flash sales create urgency and scarcity, which can accelerate purchase decisions.

This finding is consistent with behavioural economics principles, particularly the concept of loss aversion and urgency bias. When consumers perceive that a promotional offer is temporary, they are more likely to act quickly to avoid missing out on potential savings. In addition, bundled offers during festivals may increase average order value (AOV) by encouraging consumers to purchase complementary products.

However, the lower beta coefficient relative to festival-themed content suggests that financial incentives alone are insufficient to drive maximum conversion. While discounts enhance transactional appeal, they are most effective when integrated with emotionally resonant campaign messaging. This implies that rational and emotional drivers operate simultaneously, but emotional drivers have stronger predictive power during culturally significant occasions.

3. Limited Direct Impact of Social Media Platform Effectiveness

Interestingly, the analysis revealed that social media platform effectiveness did not significantly predict sales conversion ($\beta = -0.117$, p = 0.087). Although the relationship approached marginal significance, it did not meet the conventional 5% threshold.

This finding challenges a commonly held managerial assumption that choosing the "right" digital platform directly increases sales outcomes. Instead, the results suggest that platform selection alone does not determine transactional success. Consumers may engage with festival campaigns on one platform (e.g., Instagram) but complete purchases on another channel (e.g., brand website, marketplace app, or offline store).

This indicates that platform effectiveness may play a stronger role in awareness and engagement stages rather than in final conversion. In other words, platforms may serve as touchpoints within a broader omnichannel journey rather than as isolated determinants of purchase behaviour.

Additionally, the Indian digital ecosystem is highly fragmented, with consumers frequently shifting between platforms such as Instagram, WhatsApp, YouTube, and e-commerce marketplaces. Therefore, conversion may depend more on integrated marketing communication strategies than on platform dominance.

This finding suggests that brands should prioritize cohesive cross-platform storytelling and seamless purchasing pathways rather than focusing exclusively on platform metrics.

4. Engagement Quality and the Engagement–Conversion Gap

One of the most notable findings is that engagement quality did not significantly influence sales conversion ($\beta = 0.073$, p = 0.257). This result highlights a critical distinction between digital interaction metrics and actual revenue outcomes.

Engagement metrics such as likes, comments, shares, and saves are often considered indicators of campaign success. However, this study suggests that such metrics do not necessarily translate into purchase completion. High engagement may reflect interest, entertainment value, or social participation without corresponding transactional intent.

This finding contributes to the ongoing debate regarding "vanity metrics" in digital marketing. While engagement can enhance brand visibility and recall, it may not serve as a reliable predictor of immediate sales outcomes, particularly in the context of seasonal promotions.

From a theoretical perspective, this aligns with the hierarchy-of-effects model, which posits that awareness and interest do not automatically lead to action. Consumers may engage with festive beauty content for aspirational or social reasons without progressing to purchase behaviour.

For practitioners, this implies that performance measurement should move beyond engagement indicators toward conversion-focused metrics such as cost per acquisition, repeat purchase rate, and average order value.

5. Relative Importance of Predictors

Based on standardized beta values, the predictors can be ranked in order of influence:

1. Festival-Themed Content (Strongest effect)

2. Discount Sale Offers (Moderate effect)
3. Social Media Platform Effectiveness (Non-significant)
4. Engagement Quality (Non-significant)

This ranking demonstrates that culturally embedded emotional communication exerts the greatest influence on seasonal purchase behaviour, followed by economic incentives.

The findings reinforce the idea that consumer behaviour in the Indian beauty market during festive periods is primarily emotion-driven rather than platform-driven.

6. Alignment with Research Objectives

The first research objective sought to examine the relationship between seasonal digital marketing campaign factors and consumer purchase behaviour. The results strongly support this objective, particularly with respect to festival-themed content and discount sale offers.

The second research objective aimed to evaluate and compare the effectiveness of social media platforms in driving engagement quality and conversion rates. The findings suggest that platform effectiveness and engagement quality do not directly predict conversion outcomes, indicating that their influence may be indirect or mediated through other variables.

7. Broader Implications for the Indian Beauty Market

The Indian beauty market is characterized by rapid digitalization, strong cultural traditions, and high festival-driven consumption spikes. The findings of this study indicate that brands seeking to maximize seasonal performance should prioritize culturally aligned narratives and emotionally resonant storytelling over purely technical or engagement-focused strategies.

The results also suggest that brands should integrate discounts strategically rather than relying on them as primary drivers of conversion. Emotional alignment appears to amplify the effectiveness of promotional incentives.

Moreover, the engagement–conversion gap identified in this study calls for a more sophisticated understanding of digital performance measurement in emerging markets.

8. Theoretical Contribution

This study contributes to marketing literature by empirically demonstrating that in culturally rich markets such as India, symbolic and emotional marketing strategies have greater predictive power than digital engagement metrics in driving purchase outcomes during seasonal campaigns.

The findings extend existing consumer behaviour theories by highlighting the contextual importance of cultural embeddedness in influencing transactional behaviour.

VIII. CONCLUSION

The present study sought to examine the relationship between seasonal digital marketing campaign factors and consumer purchase behaviour in the Indian beauty market. Specifically, the research investigated how festival-themed content, discount sale offers, social media platform effectiveness, and engagement quality influence sales conversion outcomes during major Indian festive periods. Drawing on responses from approximately 250 participants and employing multiple regression analysis, the study provides meaningful insights into the drivers of seasonal purchase behaviour in a culturally rich and digitally evolving marketplace.

The findings demonstrate that seasonal marketing strategies significantly influence consumer purchase behaviour; however, the impact of different factors varies substantially. Among all predictors examined, festival-themed content emerged as the most influential determinant of sales conversion. This result underscores the centrality of cultural resonance in shaping purchase decisions within the Indian context. Festivals in India are not merely commercial events; they are deeply rooted in social identity, emotional expression, tradition, and collective celebration. Beauty products, in particular, are closely associated with festive rituals involving grooming, self-presentation, and gifting. Therefore, marketing campaigns that integrate culturally relevant storytelling, traditional motifs, and emotionally appealing narratives are more likely to generate strong consumer responses and drive actual transaction outcomes.

The study further reveals that discount sale offers also significantly influence sales conversion, though to a lesser extent than festival-themed content. Economic incentives such as time-bound deals, festive bundles, and limited-period promotions create urgency and enhance perceived value, thereby facilitating purchase completion. However, the comparative strength of festival-themed content indicates that emotional

drivers outweigh purely rational price-based motivations during culturally significant periods. This suggests that while promotional discounts enhance conversion efficiency, they are most effective when integrated within a broader culturally aligned marketing strategy.

In contrast, social media platform effectiveness and engagement quality did not demonstrate statistically significant direct effects on sales conversion. This finding provides an important insight into the distinction between digital interaction metrics and actual transactional outcomes. Although social media platforms play a critical role in creating awareness and facilitating brand communication, the choice of platform alone does not determine purchase completion. Similarly, engagement indicators such as likes, comments, shares, and saves may reflect consumer interest or entertainment value, but they do not necessarily translate into buying behaviour. This highlights a potential engagement–conversion gap within digital marketing performance measurement.

Collectively, the findings of this study suggest that in the Indian beauty market, consumer purchase behaviour during seasonal campaigns is primarily influenced by emotional and cultural alignment rather than platform-driven or engagement-driven factors. The results reinforce the importance of understanding cultural context in emerging markets, where consumption patterns are often intertwined with social traditions and symbolic meaning.

From a managerial standpoint, the study provides clear strategic direction for beauty brands operating in India. To maximize seasonal sales performance, brands should prioritize culturally embedded storytelling and emotionally resonant communication strategies during festive periods. Discount offers should be strategically deployed to complement rather than substitute cultural messaging. Additionally, marketing performance evaluation should extend beyond engagement metrics and focus more closely on conversion-oriented indicators such as purchase rate, repeat buying behaviour, and average order value.

From a theoretical perspective, this research contributes to existing consumer behaviour literature by empirically validating the dominant influence of cultural marketing cues in driving transactional outcomes in a collectivist society. It extends traditional digital marketing models by demonstrating that engagement metrics alone may not be sufficient

predictors of conversion, particularly in festival-driven markets.

In conclusion, the study affirms that seasonal digital marketing effectiveness in the Indian beauty sector is shaped primarily by culturally resonant campaign design supported by well-structured promotional incentives. Emotional-cultural alignment, rather than platform-centric strategies or superficial engagement levels, plays the most decisive role in influencing consumer purchase decisions during festive periods. These findings provide a nuanced understanding of digital marketing dynamics in emerging markets and offer a foundation for future research exploring deeper behavioural mechanisms underlying seasonal consumption patterns.

IX. LIMITATIONS AND FUTURE SCOPE

While the present study provides meaningful insights into the relationship between seasonal digital marketing factors and consumer purchase behaviour in the Indian beauty market, several limitations must be acknowledged. Recognizing these limitations not only strengthens the academic rigor of the study but also provides direction for future research.

The study was conducted using responses from approximately 250 participants, with 228 valid responses included in the final statistical analysis. Although this sample size is adequate for regression analysis and provides statistically significant findings, it may limit the generalizability of the results across the broader Indian population.

India is a highly diverse market characterized by significant variations in income levels, regional cultures, digital adoption rates, and consumer purchasing power. The behavioural patterns of urban consumers in metropolitan cities such as Mumbai, Delhi, and Bangalore may differ substantially from those in Tier-2 and Tier-3 cities. Therefore, the findings may primarily reflect digitally active and urban consumer segments rather than the entire Indian beauty market.

Future research should consider employing a larger, geographically stratified sample that includes respondents from multiple regions, income brackets, and demographic categories. A more representative sample would allow for deeper comparative analysis and enhance external validity.

The study adopted a cross-sectional research design, capturing consumer perceptions and behaviours at a single point in time. While this approach is useful for identifying relationships between variables, it does not account for temporal variations in consumer behaviour across different festive seasons or economic cycles.

Seasonal purchase behaviour may vary year to year depending on macroeconomic conditions, disposable income fluctuations, and changing digital trends. For example, spending patterns during Diwali in a post-pandemic recovery phase may differ from those during economic uncertainty.

Future research could adopt a longitudinal research design to track consumer behaviour across multiple festive seasons. Longitudinal data would provide deeper insights into evolving digital engagement patterns, shifting platform preferences, and changing responses to festival-themed marketing strategies.

The dependent variable in this study focused primarily on sales conversion outcomes, including purchase completion and general transactional behaviour. Although purchase frequency and average order value were conceptually included, they were not separately analyzed as distinct dependent variables.

This limits the ability to fully understand how different seasonal marketing factors influence specific dimensions of consumer behaviour, such as impulse buying, repeat purchases, or premium product adoption.

Future studies could adopt a multi-dimensional dependent variable framework, separately analyzing:

- Impulse buying behaviour
- Repeat purchase behaviour
- Brand loyalty
- Average order value (AOV)
- Basket expansion

Such segmentation would provide more nuanced insights into how seasonal digital strategies influence different layers of purchase behaviour.

Although the study examined direct relationships between independent and dependent variables, it did not incorporate moderation or mediation analysis. Several hypotheses, particularly those related to interaction effects (e.g., moderation of discounts on festival content), were not statistically tested due to model limitations.

Consumer behaviour is complex and often influenced by intervening variables such as:

- Brand trust
- .Perceived product quality
- Influencer credibility
- Income level
- Gender
- Age
- Festival type

Future research could employ hierarchical regression analysis, structural equation modelling (SEM), or PROCESS macro techniques to test mediation and moderation effects. Such analysis would provide a more comprehensive understanding of how emotional engagement and economic incentives interact in shaping purchase decisions.

The study measured social media platform effectiveness as a general construct rather than conducting a detailed comparative analysis between individual platforms such as Instagram, Facebook, WhatsApp, and YouTube.

As a result, hypotheses related to platform-specific performance could not be empirically validated. Given the rapidly evolving nature of digital platforms and content formats (e.g., Instagram Reels, YouTube Shorts, WhatsApp broadcast lists), granular analysis of platform-level performance would provide valuable managerial insights.

Future research should conduct comparative platform analysis using platform-specific metrics and behavioural tracking data. Experimental designs comparing different content formats across platforms would yield more actionable findings.

The study utilized self-reported survey responses to measure consumer perceptions and purchase behaviour. While surveys are widely accepted in behavioural research, self-reported data may be subject to biases such as:

- Social desirability bias
- Recall bias
- Response fatigue
- Overestimation of engagement behaviour

Consumers may report higher levels of purchase intention or engagement than actual behaviour reflects.

Future studies could integrate behavioural analytics data from e-commerce platforms, digital ad performance dashboards, or CRM databases to validate self-reported findings. Combining survey data with actual transactional data would enhance the accuracy and reliability of conclusions.

The study focused exclusively on beauty products within the Indian market. While this provides depth within the chosen category, it limits the ability to generalize findings to other sectors such as fashion, electronics, FMCG, or luxury goods.

Different industries may exhibit varying degrees of sensitivity to festival-themed marketing and discount strategies. For example, electronics may respond more strongly to price incentives, while luxury fashion may rely more heavily on emotional storytelling.

Future research could conduct cross-sector comparative analysis to determine whether the dominance of festival-themed content observed in this study holds true across other product categories.

The study is contextually grounded in the Indian market, which is characterized by strong collectivist values and festival-driven consumption cycles. While this cultural specificity enhances contextual relevance, it limits cross-cultural applicability.

Consumer responses to seasonal marketing strategies may differ significantly in individualistic societies where cultural festivals do not hold the same commercial significance.

Future research could conduct cross-cultural comparative studies between India and other emerging markets to assess whether the impact of festival-themed marketing varies across cultural contexts.

Building upon the limitations identified, future research could explore several promising directions:

- Incorporating structural equation modelling to test complex interaction effects between emotional engagement, discount strategies, and platform dynamics.
- Conducting experimental studies manipulating festival-themed intensity and discount levels to measure causal effects on purchase behaviour.
- Investigating the role of influencer marketing during festive campaigns and its interaction with cultural narratives.
- Examining generational differences (Gen Z vs. Millennials) in response to seasonal digital marketing.
- Exploring psychological constructs such as impulse buying tendency, perceived scarcity, and emotional arousal as mediating variables.
- Analyzing omni-channel behaviour by integrating offline retail purchases with online engagement data.
- Studying the long-term brand equity impact of repeated festival-themed campaigns.

Despite these limitations, the study offers valuable empirical evidence regarding the relative importance of cultural storytelling and promotional incentives in driving seasonal beauty purchases in India. The limitations identified provide a roadmap for more sophisticated and multidimensional research designs that can further enhance theoretical and practical understanding of seasonal digital marketing effectiveness.

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