Impact Of Seasonal Campaigns in Digital Marketing: A Case Study of Shopping Apps Influencing Consumer Perspectives in Telangana

B. Kavitha[1], T.D Nagamani[2]
Assistant Professor, Department of Commerce
Kasturba Gandhi Degree & PG College for Women
doi.org/10.64643/IJIRTV12I10-196163-459

Abstract—**Digital marketing has become a major driver of consumer engagement in the modern retail environment, particularly through mobile-based shopping applications. Seasonal campaigns such as festive sales, limited-time discounts, and promotional offers play a crucial role in influencing consumer purchasing behaviour. This study examines the impact of seasonal digital marketing campaigns on consumer behaviour through shopping applications in Telangana. The research investigates how digital advertisements, In AI driven social media promotions, personalization techniques, location-based marketing, and push notifications influence consumer purchasing decisions. The study adopts a quantitative research approach using primary data collected through a structured questionnaire distributed via Google Forms. A total of 229 responses were considered for analysis. The findings reveal that seasonal campaigns, discounts, and social media promotions significantly influence consumer purchasing behaviour. Additionally, personalization and push notifications also contribute to consumer engagement. However, infrastructural limitations such as poor internet connectivity and limited access in remote areas affect the reach of digital marketing strategies. The study highlights the growing importance of AI driven and digital marketing strategies in shaping consumer behaviour and suggests improvements for enhancing marketing effectiveness in emerging digital markets.**

Index Terms—**Seasonal Campaign, Digital Marketing, Shopping Apps, Consumer Perspectives, Pricing and Offers.**

I. INTRODUCTION

Over the past decade, the rapid growth of digital technologies and increased smartphone usage have significantly transformed the retail landscape. Online shopping has become an essential part of modern consumer lifestyles, particularly through mobile-based shopping applications. These applications provide convenience, accessibility, and a wide range of product options, enabling consumers to shop anytime and anywhere.

In the early stages of digital commerce, marketing strategies were relatively uniform and focused mainly on general promotional campaigns. However, with advancements in data analytics and artificial intelligence, digital marketing strategies have evolved to include personalized recommendations, targeted advertisements, seasonal campaigns, and real-time consumer engagement.

In India, the adoption of online shopping platforms has grown rapidly, although regional differences in digital infrastructure, technological awareness, and socio-economic conditions influence the rate of adoption. Telangana, in particular, has witnessed substantial growth in the usage of shopping applications. Many digital retailers increasingly rely on seasonal campaigns such as festival sales, flash sales, and promotional discounts to attract customers and increase sales.

Seasonal marketing campaigns play an important role in influencing consumer purchasing decisions. During festive seasons and special events, shopping applications launch various promotional activities including discount offers, cashback deals, and limited-time sales. These campaigns aim to increase customer engagement, enhance brand visibility, and encourage impulsive buying behaviour.

Despite the growing importance of these strategies, there is limited empirical research examining how seasonal digital marketing campaigns influence consumer behaviour in Telangana. Additionally,

 MARCH 2026

challenges such as limited internet connectivity and digital accessibility in rural areas may affect the reach and effectiveness of digital marketing strategies.

II. REVIEW OF LITERATURE

Islam (2017) carried out research in Thailand focusing on consumer behaviour in the skincare product market. The study used the Theory of Reasoned Action to understand the factors influencing purchasing decisions among male consumers in Bangkok. By incorporating the concept of self-image into the theoretical model, the research showed that beliefs, personal attitudes, social norms, and self-perception significantly affect purchasing behaviour. The findings suggest that consumers often make buying decisions not only based on product benefits but also based on how the product aligns with their self-image and social expectations.

Kumar (2016) examined the influence of emotional appeals in television advertisements for fast-moving consumer goods (FMCG). The study focused particularly on how negative emotional appeals in advertisements affect the cognitive processing of viewers. The findings revealed that the effectiveness of advertising messages depends not only on the information presented but also on the way the message is communicated. Advertisements that successfully evoke emotions tend to capture consumer attention and influence perception more effectively than purely informational messages.

III. STATEMENT OF THE PROBLEM

Shopping applications in Telangana are expanding rapidly due to increasing smartphone usage and improved digital accessibility. However, there is limited empirical evidence regarding how digital advertising, personalization strategies and seasonal promotional campaigns influence consumer trust, loyalty, and purchasing behaviour.

Furthermore, the effectiveness of digital marketing strategies may be affected by regional disparities in socio-economic conditions, technological infrastructure, and internet accessibility. These factors may limit the reach and effectiveness of digital marketing campaigns, particularly in rural and remote areas.

Therefore, it is important to examine how seasonal digital marketing campaigns and promotional strategies influence consumer behaviour and purchasing decisions in Telangana.

IV. OBJECTIVES OF THE STUDY

- To assess the impact of online advertisements during seasonal campaigns conducted by shopping applications.
- To study the role of personalized recommendations in influencing consumer purchasing decisions.
- To analyse the effectiveness of location-based marketing in reaching consumers in remote areas of Telangana.
- To examine how push notifications and marketing alerts influence consumer shopping behaviour.
- To evaluate how price discounts, offers, and promotional incentives influence consumer behaviour during seasonal campaigns.

V. HYPOTHESIS

(ALTERNATIVE HYPOTHESIS)
H1: Digital advertisements during seasonal campaigns significantly influence consumers' purchase intentions and purchasing patterns.
H2: Location-based marketing strategies face limitations in effectively reaching consumers in rural areas of Telangana.

(NULL HYPOTHESIS)
H0: Digital advertisements released by selected shopping apps during seasonal promotional campaigns do not have a significant impact on consumers' purchase intentions or their actual buying behaviour.
H0: Location-based marketing strategies used by shopping applications do not show any significant limitations in reaching consumers who live in the remote areas of Telangana.

VI. RESEARCH METHODOLOGY

The present study adopts a quantitative research approach. Convenience sampling technique was used for data collection.

a) Sample design:

Primary data was collected through a structured questionnaire distributed through Google Forms via WhatsApp groups. Secondary data was collected from books, research journals, articles, newspapers, and online sources to support the theoretical framework of the study.

b) Source of data:

The collected data was analysed using percentage analysis to understand the influence of digital marketing strategies on consumer behaviour.

c) Statistical Tools & Techniques:

The data has been analyzed using simple tables, graphs, simple percentages, M.S Excel M.S Word has been used to analyze the data.

VII. DATA ANALYSES AND INTERPRETATION

A Study was conducted with the help of a questionnaire on a sample size of 229 and the results were obtained the data consisted of Age, Gender, Occupation. This study focuses on Seasonal campaign on digital marketing and shopping Apps influencing consumer perspective in Telangana

- Most respondents notice shopping app ads either sometimes or very often, suggesting they are quite visible in everyday online use. Only a small percentage rarely or never notice them, which shows the ads are generally reaching people well.
- Discounts and offers clearly stand out as the main reason people open shopping app ads, far ahead of other factors. Compared to this, product suggestions, visuals, and brand name seem to play a much smaller role in catching attention
- Most respondents feel digital ads influence their buying decisions to some extent, with many leaning towards moderate or slight impact. Only a smaller group says they are not influenced at all, showing ads still play a noticeable role in purchases

4. During seasonal campaigns (festival sales, special offers), how frequently do you purchase through shopping apps?
229 responses
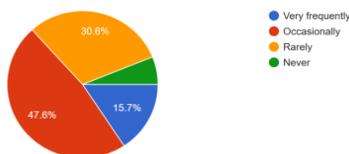
- Most people tend to shop during seasonal campaigns occasionally, showing that these offers

do catch attention but not always lead to frequent purchases. A fair number still buy rarely or not at all, suggesting the impact varies from person to person.

- A clear majority agrees that seasonal ads push them to make unplanned purchases, showing how persuasive these campaigns can be. Only a small group disagrees, which suggests the influence of such ads is quite strong overall.
- Instagram clearly stands out as the main platform where people come to know about shopping app sales, far ahead of the others. Compared to this, YouTube and other platforms play a smaller role, while Facebook hardly has much influence.
- Most respondents feel social media promotions are effective, with many ratings them as somewhat or very effective in spreading awareness about seasonal offers. Only a small number find them ineffective or are unsure, showing overall positive impact.

8. How relevant are the product recommendations you receive from shopping apps?
229 responses
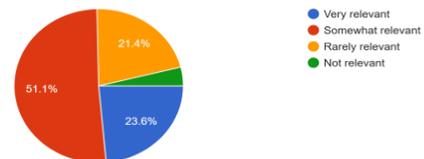
- Most users feel that product recommendations are at least somewhat relevant, showing that apps are generally on the right track in suggesting items. Still, a noticeable share finds them rarely or not relevant, indicating there's room for improvement.
- A strong majority agrees that personalized recommendations increase their chances of buying, showing how impactful they are in influencing decisions. Only a small group disagrees, which means this strategy works well for most users.
- Most respondents say they receive location-based offers at least sometimes, showing that such targeting is quite common. Still, a noticeable number report rarely or never receiving them, suggesting it doesn't reach everyone equally.

11. Location-based marketing helps me discover useful deals near my area.
229 responses
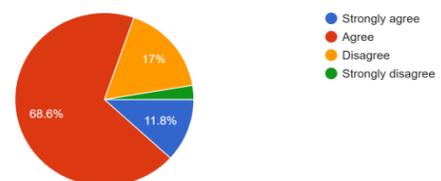
- Most respondents feel that location-based marketing helps them find useful deals nearby, with a clear majority agreeing to it. Only a small group disagrees, showing that this approach works well for many users.
- Many respondents feel that poor internet connectivity sometimes affects their access to shopping app promotions, showing it can be a common issue. While some face it often, a smaller group rarely or never experience such problems.
- Push notifications influence many users at least sometimes, showing they do play a role in shaping shopping decisions. At the same time, a fair number say they are rarely or never influenced, so the impact isn't the same for everyone.

14. Which type of notification attracts you the most?
229 responses
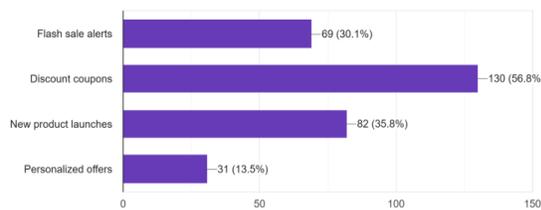
- Discount coupons clearly grab the most attention among users, making them the most attractive type of notification. Flash sales and new product launches follow behind, while personalized offers seem to appeal to fewer people.
- Social media advertising stands out as the most influential strategy by a wide margin, showing how strongly it impacts users. Other methods like personalized recommendations, push notifications, and email/SMS have a much smaller influence in comparison.

16. Price discounts during seasonal campaigns affect my purchasing behaviour.
229 responses
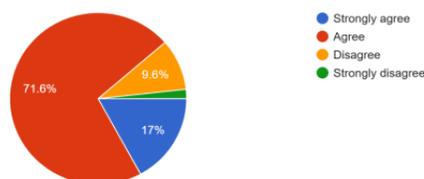
- Most respondents clearly feel that discounts during seasonal sales do influence their buying decisions, with a strong majority leaning towards agreement. Only a small section seems unaffected, showing that price cuts play a major role in shaping purchase behaviour.
- A clear majority of respondents admit that free delivery and cashback offers push them to buy more, with most leaning towards agreement. Very few seem unaffected, showing how these small perks can strongly influence buying decisions.
- Most respondents show a moderate level of trust towards shopping apps running frequent digital campaigns, with fewer expressing complete confidence. A noticeable share still remains slightly doubtful, indicating trust is there but not very strong.
- A large majority of respondents feel that digital advertisements do help build their loyalty towards a shopping app, with most agreeing to it. Only a small portion disagrees, suggesting ads play a noticeable role in shaping customer attachment.
- Most respondents feel that digital marketing strategies are at least moderately effective in influencing their shopping behaviour, with a good number even finding them very effective. Only a small share has little to no impact, showing these strategies do work for the majority.

VIII. FINDINGS OF THE STUDY:

The study examined the impact of seasonal campaigns in digital marketing on consumer perspectives toward shopping apps in Telangana. The findings show that seasonal campaigns play a significant role in attracting consumers to online shopping platforms. Many respondents prefer to purchase products during festival sales, seasonal discounts, and special promotional events because they expect better offers and price reductions. These campaigns create excitement and encourage consumers to explore different products on shopping apps. Digital marketing channels such as social media advertisements, app notifications, and promotional messages help consumers stay informed about these offers. The study also found that young consumers are more influenced by seasonal campaigns as they frequently use shopping apps and follow online promotions. Additional benefits like cashback, free delivery, and combo offers further motivate consumers to make purchases. However, a few respondents felt that some advertised discounts may not always provide the expected savings. Overall, the findings indicate that seasonal campaigns are an effective digital marketing strategy that positively influences consumer perception and increases online shopping behaviour.

IX. CONCLUSION

The study concludes that digital marketing strategies used by shopping applications have a significant influence on consumer purchasing behaviour in Telangana. Seasonal campaigns, discounts, and promotional offers play a crucial role in attracting consumers and encouraging online shopping.

Social media platforms, particularly Instagram, have become powerful tools for promoting seasonal sales and engaging consumers. Personalized recommendations and push notifications further enhance consumer engagement by providing tailored product suggestions.

However, challenges such as poor internet connectivity and limited digital infrastructure in remote areas affect the reach and effectiveness of digital marketing campaigns.

Overall, the findings highlight the growing importance of digital marketing strategies in shaping consumer behaviour and emphasize the need for improved digital infrastructure to ensure wider accessibility and participation in online commerce.

X. LIMITATIONS OF THE STUDY

1. The study is limited to respondents from Telangana.
2. The sample size is relatively small and may not represent the entire population.
3. The study focuses mainly on shopping applications and may not cover all digital retail platforms.

XI. SUGGESTIONS

1. Shopping applications should enhance personalization algorithms to improve recommendation accuracy.
2. Digital marketing campaigns should be designed to reach consumers in rural and remote areas.
3. Companies should improve customer trust by maintaining transparency in promotional offers.
4. Social media marketing strategies should be further strengthened to increase consumer engagement.
5. Improved internet infrastructure is necessary to ensure equal digital access across regions

REFERENCES

[1] "A study on the impact of seasonal sales on online shopping trends in India: A study of Amazon and Flipkart," [Online]. Available: https://share.google/4Z9fY731Mco14VIl0

[2] "Influence of digital marketing in consumer behavior in Hyderabad city," *Journal of Rare Cardiovascular Diseases (JRCD)*, [Online]. Available: https://share.google/TfCPUyrXtBDpCcwlu

[3] "Understanding the impact of digital marketing on consumer buying behaviour: Hyderabad e-commerce portal study," [Online]. Available: https://share.google/eqyDMYenrzRo0WvI9

[4] "Digital marketing's effect on festival shopping," [Online]. Available: https://share.google/pQxUA7FwCAeuiZksi

[5] "Online shopping trends and seasonal sales impact study (Amazon and Flipkart)," [Online]. Available: https://share.google/AJvcyIrod6UkFh6HU

[6] "Research document (PDF)," [Online]. Available: https://share.google/CagvqZ7r9V5VCJXQs

Annexure (Survey Link)

[7] "Consumer survey form (Annexure)," *Google Forms*, [Online]. Available: https://docs.google.com/forms/d/e/1FAIpQLSfzl dbKGfnVmfZqqDqwHWUQXRBYf6dOpamxB apzKjT0sQWjwQ/viewform