Decoding E-Commerce Preferences: The Interplay of Seasonal Sales and Subscription Models in India

Dr. Jyoti Talwar[1] , Ms. Apeksha[1*], Ms. Aadya Agarwal[2], Prof. Monika Arora[1]

[2]Student, 3rd year, B.Sc. (Hons.) Mathematics, [1]Assistant Professor, Department of Mathematics, Miranda House, Delhi, 110007, India.

*Corresponding Author Email: apeksha@mirandahouse.ac.in

*Corresponding Author Phone Number: +91 96506 67251

Abstract: This research investigates how seasonal sales strategies and subscription-based services impact the digital purchasing habits of young Indian consumers. The research is based on responses obtained from the primary questionnaire in June 2024; the insights from 201 respondents aged 18-24 served to assess the influence of promotional sales and subscription commerce on consumer decision-making. The study is supported by reliability analysis; the findings indicate that online shopping is preferred among the participants, with more than half of them delaying purchases until sales periods, and many subscribing to at least one service. Findings from correlation analysis suggest a strong association between individuals who rely on discount-based purchases and tend to switch their platforms, transparency in subscription services cultivates peer reviews, while loyalty incentives moderately influence the expenditure in the fashion sector, and cost savings motivations are not the only factors that contribute to switching of services. While financial motivations influence consumer preferences, long-term engagement is rooted in non-monetary drivers like trust, ease of use, and customization, thus encouraging businesses to employ transparent policies and targeted seasonal strategies.

Keywords: Consumer Behaviour, Online Shopping, Seasonal Trends, Subscription-Based Models, Correlation Analysis

1. INTRODUCTION

The evolving landscape of recent years has highlighted the rapid emergence of India's retail market, which has established itself as a critical pillar of the country's digital marketplace, propelled by widespread digital connectivity, growing smartphone penetration, and rising trust in digital platforms. Invest India, the official investment promotion agency under the Ministry of Commerce and Industry, forecasts that India's e-commerce sector is poised to grow from US$30 billion in 2020 to over US$300 billion by 2030. According to the projections from Invest India, by 2030, India will host approximately 500 million online shoppers, indicating a massive online user base of more than 880 million, ranking India as the world's third-largest digital population. The e-commerce industry has grown substantially, but it still holds a limited share of the market, which reflects the considerable opportunities in non-metropolitan regions. [3, 21]

This boom in online marketplace owes much to the government-led efforts like Digital India, BharatNet, and by promotion of the advanced payment frameworks, such as UPI and Aadhaarlinked services. The pandemic further acted as a catalyst by amplifying the transition to e-commerce through limited physical interactions. The imposition of lockdowns intensified reliance on digital shopping even for daily necessities. During the pandemic, Statista findings revealed a 295% surge in the beauty, wellness, and personal care segment, in contrast to the moderate 15.6% increase in food and grocery sales. This research omits an in-depth analysis of the pandemic, but it clearly observes that it played a significant role in strengthening consumer demand for free delivery, seasonal availability, and transparent subscription services. [13]

A prominent trait of India's digital marketplace is the rhythmic concentration of consumer activity during the major seasonal events and festivals. The major cultural festivals such as Diwali, Rakshabandhan, Holi, and Christmas consistently stimulate surges in online shopping, as evidenced by various industry reports, a majority of consumers shifted to digital commerce during festive periods. Holiday-aligned promotional campaigns intensify these seasonal expenditure patterns. Reports from Redseer analysis document a 20% year-on-year rise in 2024. India's e-commerce GMV reached approximately US$125 billion in FY24 and is projected to grow to around US$345 billion by 2030, reflecting steady compound growth and increasing scale of digital retail. [3, 10]

As seasonal consumption maintains a persistent growth, the Indian e-retail landscape has observed steady growth in subscription-based services. The digital subscription services offered by platforms like Big Basket B Star, Sugarbox, Scribbr, and an expanding list of others deliver multi-feature services, including regular deliveries, customised products, consumer loyalty incentives, and zero shipping charges to strengthen user relationships and satisfaction. Given their potential to address the hassle-free cycling purchasing trends, industries such as grocery and healthcare have witnessed immense success in these models. The insights from government-backed reports by MeitY and NPCI spotlight the expanding contribution of regularised digital transactions to drive the strategies in consumer and platform retention. Collectively, these shifts reveal a widespread reorientation of consumers towards models that are tailored, economically feasible, and streamlined. [20, 22]

The emergence of periodic sales and subscription-based services fuels the digital consumer consumption in India. This study accordingly employs a statistical investigation of these models to evaluate their impact on behavioural patterns. Through a focused analysis of foundational drivers of consumer behaviour in electronic retail, this study seeks to yield the strategies that enhance personalized service, cultivate sustained loyalty, and streamline system efficiency.

2. LITERATURE REVIEW

2.1 Seasonal Promotions and Shopping Behaviour

Amid the ongoing developments in emerging markets, online commerce has transitioned from conventional media to a digitally interactive interface. The scope of commercial internet activities has moved beyond the early reliance on passive web pages and has expanded to captivate a contemporary digitally fluent audience through social networks and dynamic customization. With the integration of digital trends, businesses are deploying approaches that increasingly strive to mold consumer preferences, redefining a shift that challenges traditional marketing and giving rise to fostering interactions with consumers. [19] The proliferation of digital retail has reshaped the influence of brand perception [7] in guiding customer purchasing strategies. As the online retail market is becoming incorporated into our lifestyle, e-retailing platforms such as Amazon and Flipkart must comprehend our necessities to remain competitive. These instances become increasingly common amid the festive season, when vendees are inclined to make purchases repeatedly. India's Diwali Festival 2014 noted a momentous switch to digital commerce, accounting for nearly half of the population. Special deals are a vital motive of e-commerce transactions and frequently trigger impulsive buying behaviour. The noteworthy observation was that the urban females were more active throughout the vacation period. The dominant e-tailing business optimally utilizes the festive season with 'Big Billion Days' or 'Diwali Dhamaka', and individual consumption is amplified as a result of special offers. Regardless, while discounts are significant, the misleading sales offers can lead to duping consumers. The difficulties include traffic surge, intangible costs, out-of-stock articles, and order cancellations, which can deceive buyers. [18] As a follow-up to this, [5] delved into the digital purchasing psychology among postgraduates and confirmed that the discounts constitute a critical element. Moreover, over half of the student body established that product price and quality, personal privacy and security, transaction security, multiple payment options, after-sales service, and convenience act as critical factors.

Extending to this inquiry, the female university students in Coimbatore are seen as trading more often than their male counterparts and displayed a strong inclination for product quality, rather than price. [14] The study contrasted with [18], who accentuated the price sensitivity during the sales period. It imitates the expanding trend among college students, who now opt for platform trust and product credibility. The sentimental and impulsive aspects of pre-holiday shopping. It is highlighted that deals and offers exert a considerable impact on spontaneous purchasing, which is largely influenced by demographics, behavioural, and psychographic influences such as mood upliftment and instant gratification. [9] Among the most standard impulsive e-retailing, Ready-to-Eat products are prominently exhibited. Despite discounts being indispensable for driving sales, they are an unsustainable event. Discontinuation of discounts frequently leads to customer fatigue and higher churn rates. Consequently, marketers were inclined to project that "fake and illusive discounts" came into focus as well. The blossoming retail landscape, specifically during festivities, Omnichannel retailing – a combination of online and offline experiences – is gaining prominence, by amplifying the brick-and-mortar experience under atmospheric design and product arrangement, triggering emotional responses, and encouraging spending [11] Advancing this perspective, studies employed regression analysis to assess these dynamics, evidencing that discounts markedly strengthen monetary consumption patterns, modulate purchasing tendencies, and cultivate long-term customer commitment during seasonal festivities. Nevertheless, they reiterated the importance of offering practical and emotional value that transcends monetary incentives to promote consumer repeated engagement, urging organisations to refrain from dubious marketing claims and should adopt transparency as a core communication principle. [15] Further empirical study of e-commerce sectors like Amazon and Flipkart uncovered substantial surges in both consumer interaction and purchase behaviour amid festivities, promotional offers, and discounts, acting as the main catalysts. [7]

2.2 Subscription Services and Consumer Loyalty

The e-commerce market has undergone a major shift owing to the development of subscription-based models, transitioning beyond conventional singular transactional patterns. The limited-time offers incentivize an interim boost in user perception; however, subscription structures denote longer-term consumer interaction. They often fall into replenishment – consumption of commodity items like diapers and razors, curation – customized offerings in fashion and beauty garnered the greatest popularity, and access – member-only perks, like discount offerings in fashion and food categories. Although they recorded a high churn rate, for the most part, due to logistical inefficiencies and a lack of personalization, it made it difficult for e-commerce companies to recover acquisition costs and to scale their revenues. A broader survey of over 5,000 US customers identifies that close to 15% of individuals engage in online shopping services, specifically the economically well-off younger individuals (25-44) residing in urban areas. [17] This movement was further propelled during the pandemic, thereby rapidly hastening the transition to online retail, with subscription services, spurred by prolonged stay-at-home periods. Consumers' uptake of subscriptions was shaped by a blend of hedonic enjoyment, practicality, affordability, social drivers, and innovation; nevertheless, the hedonic factor most strongly dictated the purchasing intention. The perceived advantages of service were substantially amplified by the ease of access and financial accessibility; in contrast, social influence and innovation were most likely to trigger uncertainties about the risk. Despite the identified risks, they had little to no impact on consumers' purchasing intentions. This attests to a deeper behavioural and attitudinal connection; personal needs are more foundational than social cues in driving ongoing engagement. [6]

Against the backdrop of increasing enthusiasm for tailored services, the fashion and beauty segment subscriptions have risen to prominence within the online services. Users of fashion subscription services were ready to accept unanticipated selections, embracing customized experiences pre-selected by experts and algorithms. The majority of the users were females and attentive to fashion trends, exhibited strong trust in digital interfaces, and embraced novelty and unfamiliarity. As noted by [6], users' first interactions were due to its ease of use and the intrigue of discovery. While hedonic and convenience-driven motivations were key to initial uptake, enduring satisfaction was anchored in the reliability of receiving premium and personalized style products. Customer experience metrics such as efficient returns and customer support were performing well on logistical facets, yet only a minority felt that the items resonated with their aesthetic preferences. This exposed a pressing challenge in curation-centric services, that is, effective individualism should move past algorithmic curation, embracing human-centred design. Thus, the key to retention in curated fashion subscriptions lies not in novelty but rests more on maintaining consistency, ensuring proper fit, and service responsiveness. [12]

The replenishment-based grocery subscriptions proved to be more demanding, which is backed up by the data that subscription participants in the online grocery segment were observed to shop more often and also spent more per month, reflecting stronger platform engagement. In contrast to fashion service, which struggled with consumer dissatisfaction due to mismatches in curated products, grocery services faced setbacks due to rising fulfilment costs. This was especially true as users demanded tightly scheduled and premium delivery slots, which contributed to rising operational costs. To counteract rising logistical costs by setting minimum order values, which incentivize broader purchase behaviour and unlock additional avenues for cross-selling. [16] Contributing to the new perspective, the behavioural foundations of subscription engagement have become a focal point of analysis. The attention given to psychological drivers acknowledges that rising consumer expenditure cannot be attributed to economic utility alone. Empirical findings revealed that only one-third of the overall increase in spending was linked to tangible benefits; meanwhile, the rest was fuelled by psychological factors. Motivated by previous financial commitments, there is a disposition to continue engaging, which was further amplified by the perceived exclusivity of subscriber status, which reinforced the long-term retention. These consumer behaviours emerged as both sustained and exhibiting variations across user types. [4]

Lately, multiservice subscription platforms have gained huge popularity, offering mutual access to a wide range of services in a single payment model. Service aggregation across different sectors like telecommunications, transport, food delivery, and many more has been shown to successfully engage users primarily for their convenience, economic value, and greater overall satisfaction. These integrated platforms appeal through their convenience and multifunctional value, still their efficacy varies significantly across demographic cohorts. It implies that while the nature of service may differ, the underlying user choices are driven by consistent behavioural tendencies. While the operational appeal is tangible, structural shortcomings like vague cancellation policies and inflexible configurations remain central hurdles. Furthermore, coupled with poor service execution and inclusion of irrelevant services, weakens the platform's overall appeal. Even as buyers' expectations grow, the trust of users in the online retail ecosystem has remained largely stable; the broader adoption of such integrated services remains contingent upon the boosting of user awareness regarding both their utilitarian and economic advantages. In contrast to the earlier frameworks, which thrived upon trial-based incentives and novelty to drive the initial engagement, in such cases, consumers must be made aware of the benefits of bundled offerings to retain engagement. [6] The continued engagement of users in services relies on the perceived continuity of applicability and suitability. [2] The research from the past year has deepened the existing insights by emphasizing that e-satisfaction, e-trust, and perceived value act as a major catalyst in repurchasing decisions, in digital-native youth segments. Loyalty among these users is primarily rooted in user-friendly trends in design, authenticity in communication, and functional value. These traits mirror the wider trends across services, highlighting that sustained retention stems from consistency and reliability, not from just initial appeal. The data imply that as subscription tenure increases, so does consumer expenditure, underscoring that familiarity nurtures more immersive and brand entrenchment. [1,8]

Recognizing the notable limitations on promotional period and subscription services, the current study formulates the following research objectives to frame its analytical focus.

- O1: The influence of community type on electronics purchasing behaviour.

- O2: Waiting for seasonal discounts impacts the buyers' choice to change their online stores.
- O3: Transparency in subscription services influences the importance buyers place on reviews.
- Subscription services based on loyalty rewards influence clothing and accessory purchases.
- O5: The impact of motivations for cost savings on switching between subscription services.

RESEARCH METHODOLOGY

The research adopted a data-centric research design to explore the impact of fluctuating seasonal demands and subscription-based models on the behavioural dynamics of digital retail tendencies. The dataset for the analysis was gathered in June 2024 via an organized electronic questionnaire circulated through multiple leading social networking platforms. Participants were drawn from Delhi and its neighbouring territory. The questionnaire was organized into varied categorical units to capture the wide array of consumer behaviour.

- **Socioeconomic information**: Captured demographic characteristics, such as age, gender identity, professional background, and residential arrangement.
- **Online Shopping Behaviour:** Covered patterns on digital purchase behaviour, average expenditure levels, and dominant product choices.
- **Seasonal Purchasing Trends:** Examining consumer psychology during promotions and the underlying drivers swaying purchase decisions.
- **Subscription Preferences:** Investigating usage patterns, consumer contentment, and plausibility of switching services

The questionnaire incorporated both multiple-choice questions and five-point Likert scale items (ranging from 1 = Strongly Agree to 5 = Strongly Disagree), to enable a rigorous quantitative analysis of consumer behavioural tendencies and attitudes informing them. Over three weeks, a total of 234 complete responses were recorded, with the prerequisite that all questionnaire items were set as mandatory to ensure data consistency and prevent omissions. In line with the study's primary demographic and to minimize age-related bias, the final sample was limited to respondents aged 18-24 (n=201) and was further used for analysis. As it is, the digitally active generation with lifelong exposure to internet-based technologies, this age cohort was targeted. Their embedded grasp of digital platforms and the willingness to adopt growing transformations in the electronic world present them as an ideal subject for analysing evolving transitions in consumer trends. Initially, the reliability test of the survey instrument was examined through Cronbach's Alpha, showing the solid internal coherence within the scale. In continuation, descriptive statistical methods were adopted to provide a comprehensive demographic and general trends. Pearson's product correlation coefficient (r) was then employed to decipher the relationships among key variables.

Through the adoption of a conscientiously drafted approach to research, the study constructed the analytical coherence and data fidelity, opening the door for meaningful interpretations and discussions that follow. The findings of the study are anticipated to provide detailed perspectives on how digital-native consumers engage with limited-time sales and subscription-based retail models, delivering strategic revelations for digital commerce and enriching the academic literature.

4. RESULTS AND DISCUSSIONS

4.1 Cronbach's Alpha Reliability Test

The Cronbach's Alpha coefficient was evaluated to determine whether the survey is internally coherent. A Cronbach's Alpha of 0.977, as shown in *Table I* , indicates excellent internal consistency of the 42-item scale. The questionnaire items effectively capture the targeted variables and evaluate the participants' attitudes toward promotional periods and subscription-based business tactics, as affirmed by the strong internal coherence, which further increased the credibility of the results. As the coefficient value meets the standard value of $\alpha \geq 0.70$, it ensures a confident, credible analysis of the findings.

Table I: Reliability Test

No. of questions	Sum of Variance Associated	Variance Associated with Observed Total Score	α
42	41.145	906.673	0.977

4.2 Descriptive Statistics

Socio-Economic Profile

To remove the biases, the study focuses on the 201 responses collected from the age group of 18-24. The demographic information helps the researchers learn more about the socioeconomic conditions of the respondents. *Table II* shows the socioeconomic conditions of the 201 respondents, among whom 37.4% were males and 62.6% were female respondents. In addition to that, most of the respondents were from the city with 41.29%, followed by the large city with 29.35%, 19.90% were from a town, and the least were from suburban areas with only 9.45%.

Table II: Socio-Economic Attributes

Demographic Categories	Frequency	Percentage
Gender		
Male	75	37.31
Female	126	62.69
Community		
Town	40	19.90
Suburban	19	9.45
City	83	41.29
Large City	59	29.35
Job		
Student	180	89.55

Salaried	20	9.95
Business	1	0.50

Additionally, 63.5% of the responses were from students, 9.95% of the responses were from salaried people, and only 1 response was from a businessman. Other than that, 45.77% (92 people) rarely go for dining out, followed by once a month, once a week, multiple times a week, and never, which are 23.38%, 21.89%, 5.47%, and 3.48% respectively. We also asked about the per-person expenditure while dining out which among the 201 responses, most of the respondents, which is 39.80% (80 people), spent only Rs. 250 - Rs. 499, and only 1% (2 people) of the respondents spent more than Rs. 2000.

Seasonal Online Shopping Patterns

The study shows that among 201 responses, 89.05% of respondents prefer online shopping, while only 10.95% do not. Within 89.05%, there is a significant difference based on their gender and the community they live in. *Table III* provides a detailed distribution of the same.

Table III: Online Shopping Participation by Gender and Community

Demographic Categories	**Percentage**
Gender	
Male	33.33
Female	55.72
Community	
Town	17.41
Suburban	6.47
City	36.82
Large City	28.36

More than half of the respondents prefer to shop monthly, with 53.07% (95 people), while only 3.35% (6 people) of respondents shop daily. Also, 14.53% of respondents shop weekly, whereas 29.05% shop rarely. Along with these, respondents tend to buy clothing, groceries, and pharmacy products. However, people tend to buy clothing, electronics, gift items, and home decoration products during the sales period due to the significant discounts available. Consumers usually purchase clothes during the sales period to update their wardrobes. Even retailers focus on electronics and clothes in advertisements during sales to attract consumers. The study also reveals that respondents have a higher propensity to spend more in the sales period (Refer to *Table IV*).

Table IV: Expenditure on Normal vs. Sales Days (%)

Expenses (In Rs.)	Normal Days (%)	Sales Period (%)
Less than 500	16.20	9.50
500 – 999	41.34	34.64
1,000 – 2,999	35.75	41.34
3,000 – 4,999	5.59	9.50
More than 5,000	1.12	5.02

Most people agreed that they change their shopping habits according to different seasons. Along with this, 57.21% of respondents agree that they wait for the sales period to purchase their preferred items at comparatively lower prices. This shows that people exhibit patience in the hope of taking advantage of discounts. Additionally, the study also reveals that they are even willing to change their e-shopping platform if a considerable discount is offered on that platform. Table *V* provides a deeper insight into the same. Furthermore, there are several factors that influence the decision to shop online. For 83.79% of the respondents, seasonal discounts play a major role in influencing the decision, while weather conditions have the least influence, with only 41.34% of respondents. The free shipping charges (76.53%), followed by the availability of seasonal products (55.30%), also play a significant role in influencing the buyers. This suggests that decisions are predominantly affected by monetary benefits, in comparison to the natural factors.

Table V: Respondents' Opinion on Key Consumer Behaviour

Consumer Behaviour	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Waiting for discounts	36.31	27.93	18.44	8.38	8.94
Change in e-stores	35.20	36.87	13.97	8.38	5.59
Availability of seasonal products	18.44	36.87	34.08	7.26	3.35
Weather conditions	13.97	27.37	39.11	11.73	7.82
Free Shipping Charges	45.25	31.28	16.76	1.12	5.59
Seasonal Discounts	55.31	28.49	11.17	1.12	3.91

Subscription Services

Among 89.05% of buyers who shop online, only 45.25% of respondents purchase subscription services, while the remaining 54.75% have not. This reflects that subscription services are yet to be popularized and may not align with the shopping habits of many buyers. Also, some consumers may perceive subscription services as less valuable in comparison to one-time purchases. There can still be a lack of understanding of the benefits.

Table VI: Subscription Service Participation by Gender and Community

Demographic Categories	Percentage
Gender	
Male	53.09
Female	46.91
Community	
Town	11.11
Suburban	6.17
City	39.51
Large City	43.21

The data reveals that around 79.01% respondents are satisfied with the services they are using. The dissatisfaction suggests that there may be significant areas for improvement, such as service quality, customer service, etc. Along with this, 69.1% of the users are willing to switch their services if there is a better alternative anywhere else. Also, 59% of the users are willing to change their stores, even if they are satisfied. These figures suggest that satisfaction alone doesn't guarantee the loyalty of the customers. E-Shopping platforms should continuously evolve their services to keep their consumers happy. The figures also reveal that most of the consumers got to know about the subscription services they are currently using through online advertisements for the same. Apart from this, social media and recommendations from family also play a major role. This suggests that businesses should focus on their advertisements and word-of-mouth. It is also shown that most consumers prefer to subscribe only if significant loyalty rewards are given by the service. It implies that shopping platforms should focus on giving incentives to their loyal consumers, which will also help them retain their consumers and also help them gain new customers. The findings also reveal that dissatisfaction with the service and availability of better alternatives play a major part in cancelling the subscription. Price increments and changes in financial situations are also considerable factors. Businesses should focus on building good customer relationships and also be flexible according to customer needs, which will help them ensure long-term customers. Also, refer to Table *VII* for a better understanding of the consumers' willingness to recommend the services they are currently using.

Table VII: Respondents' Attitudes Toward Online Shopping Services

Consumer Behaviour	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Satisfaction with service	25.93	53.09	14.81	3.70	2.47
Change in online stores	38.27	30.86	25.93	3.70	1.23
Loyalty Rewards	37.04	40.74	16.05	3.70	2.47
Willingness to recommend the service	29.63	40.74	23.46	6.17	0.00

4.3 Pearson Correlation Coefficient

To gain a better picture of the associations among the study's primary elements, exploring both its direction and the robustness, the Pearson Correlation Coefficient (r) was utilized. The crucial conclusions of the research are noted below:

Table VIII: Summary of Pearson Correlation Coefficients for Study Objectives

Objective	Variables Examined	r	Interpretation
O1	Community type ↔ Electronics Purchases	0.0407	Very weak relationship
O2	Waiting for seasonal discounts ↔ Change in online stores	0.6290	Strong Relationship
O3	Transparency in subscription services ↔ Importance of reviews	0.7249	Very Strong
O4	Loyalty rewards in subscriptions ↔Clothing and accessory spending	0.5278	Moderate to strong relationship
O5	Cost-saving motivations ↔ Switching subscription services	0.2704	Weak relationship

O1: Influence of Community Type on Electronics Purchasing Behaviour

The findings reveal a negligible correlation coefficient, r = 0.0407, suggesting no statistically significant relationship, or only a negligible one, between electronic purchasing tendencies and the community types, implying the homogeneity across various community backgrounds. It suggests that while it appears that belonging to different communities might drive technology purchases, this effect appears minimal. Consequently, minimal variation of technology adoption in different demographic locations insinuates that regionally customized marketing approaches will not be sufficient; there is a clear imperative for neutralized marketing strategies.

O2: Waiting for seasonal discounts impacts the buyers' choice to change their online stores
The effect of waiting for seasonal discounts on the decision to switch e-stores is supported by a correlation coefficient of $r = 0.6290$. This suggests a moderate to strong relationship and highlights that high discounts during the seasonal period fascinate consumers to switch their shopping platforms. The low prices drive the consumer shift in loyalty towards their favourite stores. This consumer behaviour indicates that buyers are cost-conscious, and online platforms take advantage of this. These insights helped in reinforcing the e-commerce platforms to work on framing the competitive seasonal offerings.

O3: *Transparency in subscription services influences the importance buyers place on reviews*
A correlation value of $r = 0.7249$ reveals a strong positive relationship. The findings suggest that the high degree of transparency in subscription services enhances consumer trust, which will further play a significant role in the reviews during purchasing. This indicates the interdependence of transparency in subscription services and the trustworthiness of reviews. Online platforms can use this result to prioritize transparency among their policies, like pricing, service terms, and cancellation policies, which will make the reviews more important in the buying decision of consumers.

O4: *Subscription services based on loyalty rewards influence clothing and accessory purchases*
A moderate to strong correlation value of $r = 0.5278$ highlights that loyalty rewards in subscription services drive the spending of consumers in the fashion sector. The data reveals that users value various offers while subscribing to a service. It is a great insight for vendors to start offering incentives, like discounts and rewards, to the users to see high engagement from them. The clothing and accessories sector tends to benefit from the loyalty incentives that make shoppers feel valued.

O5: *The impact of cost savings motivations on switching between subscription services*
The comparatively weak coefficient value of $r = 0.2704$ highlights that financial incentives play a subsidiary role in influencing the subscription switching tendencies of consumers. Contrary to conventional preconceptions, the evidence indicates that cost-saving motives alone are not a decisive factor in motivating buyers to affect their switching behaviour; there are other non-monetary factors – platform usability, user experience, product reliability, and customer support, which outweigh economic motives in shaping consumer preference. To remain competitive, e-retailers should emphasize their focus on delivering comprehensive value that integrates price competitiveness with other rich, customer-focused services.

5. CONCLUSION

The current investigation examined the statistical dynamics of the sales events and subscription-based incentives on digital shopping trends, while specifically giving emphasis on the emerging young generation. The purchasing patterns of this demographic are decisively directed by both seasonal promotions and subscription-based models, albeit their influence activates different motivational triggers.

The descriptive analysis initially revealed that e-shopping is a commanding preference for approximately nine out of ten participants, with more than half strategically scheduling their purchases in accordance with seasonally-based discounts. For the digitally active generation, holiday-centric seasonal promotions serve as more than driving engagement; they meaningfully recalibrate long-term platform loyalty. Although subscription services consumption remains moderate at 45%, transparency and reward mechanisms within those services emerge as greater influencers of consumer loyalty than financial savings. Though positive user experiences are reported, alternative options in the market still divert consumer consideration. The online retail landscape should differentiate itself through constant refinement and sustain consumer allegiance.

In light of these results, it is advisable for virtual stores should consider the following strategic initiatives to capitalize on rising trends:

- Rather than operating primarily as isolated revenue gains, e-commerce firms should reconceptualize seasonal campaigns as loyalty-building mechanisms. To entice bargain-oriented users while fostering consistent platform retention, aligning the sales campaigns with important festivals can be a key driver.
- The intrinsic importance of subscription offerings by enhancing clearly-defined guidelines, convenient opt-out options, and loyalty rewards, each bolstering trust and stimulating word-of-mouth.
- Short-term economic benefits can drive initial attention; nonetheless, a sustained loyal customer base is rooted in experiential differentiators such as personalized engagement, exclusive privileges, and service dependability.
- Ultimately, the purposeful coordination of time-limited discount offers and subscription services exerts a synergistic role in guiding the online consumer habits of emerging digital-native users. A synchronized strategy that combines these facets can efficiently generate engagement and retain consumers for a long time.

This research illuminates the salient aspects of digital consumption among the younger segment; it also highlights the numerous opportunities for subsequent research. Future investigations might incorporate extended demographic cohorts, which would help ascertain the applicability of these findings over the population and identify the demand for tailored engagement tactics for varied consumer needs. Furthermore, as the results' conclusions are shaped by participant-reported measures, which are susceptible to overreporting and inaccuracies, further research should aim to integrate behavioural data and broaden the scope of variables that can help to understand better the observed low correlation values. Given the ever-growing marketplace of e-commerce platforms, subsequent research should explore the specific interface affordances and their impact on user interaction with sales events, along with subscription offerings. In light of the widespread integration of AI-powered recommendation engines and adaptive pricing tools, future inquiry should assess the competence of tailored recommendations in yielding higher consumer acquisition compared to conventional and standardized promotional tactics. Delving into these facets would not only substantiate the empirical support of the study's findings but also contribute to more nuanced and data-driven strategies to advocate the innovation amid the high-velocity, hyper-competitive digital commerce ecosystem.

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