

## The Impact of Festival Advertising on Consumer: A Special Reference to Diwali



**Deepali M. Limbekar**

Researcher, (Dept. of Fine Art)  
R.T.M. Nagpur University, Nagpur



**Dr. Kishor D. Ingale**

Research Guide, Govt. College of Art and Design,  
Laxmi Nagar, Nagpur

### Abstract

India, a country of vibrant festivals, with Diwali standing out as one of the most prominent. Diwali is a significant cultural and religious holiday that coincides with extensive advertising campaigns for businesses. The study investigates how Diwali advertising affects consumer, such as purchasing decisions, brand perception, and consumption patterns. This examination study explores the effect of celebration publicizing on buyer conduct with a unique spotlight on Diwali, one of the main celebrations celebrated across India. In addition, it investigates the significance of cultural context and tradition in festival advertising strategies. In addition, the study examines the alignment of festival advertising with cultural sensibilities and its ethical implications. By assessing these aspects, the exploration intends to give bits of knowledge into the multifaceted connection between celebration promoting and buyer conduct, offering important ramifications for advertisers and organizations looking to use celebrations for viable showcasing efforts. The research paper evaluates the prominent advertisements used during the Indian festival of Diwali, which is celebrated with immense enthusiasm.

**Keywords:** Indian Tradition, Festival Advertising, Diwali, Consumer, Festive Marketing, Impact of festival.

### Research Paper

#### Introduction

Festivals have a significant impact on consumer behaviour, and Diwali, also known as the festival of lights, is particularly important to many cultures, especially in South Asia. As businesses attempt to take advantage of increased consumer spending during the festival season, advertising activities increase. Festivals have always had a special place in human societies because they are occasions for celebration, the expression of culture, and the bonding of the community. These merry periods frequently witness expanded monetary movement, with increased customer spending on different labour and products. One such culturally rich and significant celebration is Diwali, also known as the festival of lights, especially in South Asia.

Diwali transcends religious and cultural boundaries and brings people from all occupations together to celebrate. Families gather at this auspicious time to commemorate

the victory of light over darkness—a symbol of good triumphing over evil. The celebration is set apart by the trading of gifts, elaborate improvements, customary ceremonies, and, significantly, a flood in purchaser movement.

The custom of buying new clothes, jewellery, electronics, and other items during the festive season emphasizes the economic significance of Diwali. Perceiving this pattern, organizations convey broad publicizing efforts to catch the consideration of purchasers. The opposition for buyer consideration is savage, and powerful publicizing turns into a vital determinant of progress for organizations during this period.

Considering this, the purpose of this study is to investigate the complex relationship that exists between festival advertising and consumer behaviour, focusing on the dynamics that are in play during the Diwali season. Businesses can tailor their strategies to better resonate

with their target audience and maximize the impact of their campaigns by understanding how advertising influences consumer perceptions, preferences, and purchasing decisions during this festive period.

### Literature Review

For advertisers in India, the festive season, especially Diwali, holds great significance due to its cultural and commercial impact. Diwali, celebrated widely as the festival of lights, prompts extensive advertising efforts as businesses aim to capitalize on increased consumer activity. This study delves into various aspects of Diwali marketing and its effect on consumer behaviour, exploring key factors like purchasing decisions, brand perception, and spending patterns. It also addresses the cultural and ethical implications of festival advertising, providing insights into how businesses adapt their strategies to traditional celebrations.

### Diwali Advertising and Consumer Purchasing Decisions

While studying the impact of Advertising in Contemporary festivals some selected researcher Singh and Pandey says that the significant charm of Diwali ads much of the time sets off a sensation of insightfulness and social person, provoking extended buyer spending. Kumar et al. (2020) underlines that limits and special proposals during Diwali make a need to keep moving, empowering imprudent buys. These assessments feature the fundamental meaning of timing and social relevance in cheerful advancing endeavours.

The research conducted by Singh and Pandey's noticed that Diwali Advertising and Consumer Purchasing Decisions, fostering increased spending and heightened receptivity to marketing messages. Marketers can leverage this unique consumer mindset during festivals to effectively drive purchasing decisions.

### Advertising Effectiveness

According to Keller, Smith & Johnson and Gupta & Verma in another research after this, the effectiveness of advertising in shaping consumer has been a subject of extensive research. Scholars argue that advertising acts as a powerful tool in influencing perceptions, preferences, and purchasing decisions (Keller, 2009). The emotional appeal embedded in advertisements plays a crucial role, establishing a connection with consumers that goes beyond the functional attributes of a product (Smith & Johnson, 368-379). This emotional resonance

becomes particularly pronounced during festive seasons, where advertisements often tap into cultural values and traditions (Gupta & Verma, 303-321).

After a detailed study of his research, it is noticed that extensive research confirms advertising's influential role in shaping consumer manner. Scholars emphasize its power to sway perceptions and preferences, especially through emotional resonance. This impact is particularly pronounced during festive seasons, where advertisements tap into cultural values, strengthening their influence on consumer decisions.

### Cultural Dimensions in Advertising

While studying the impact of festival Advertising on consumer in Contemporary Festivals, the researcher Chen & Murphy and Sharma & Singh says that the influence of cultural dimensions in advertising has gained prominence in understanding consumer manner during festivals. Cultural congruence, where advertisements align with cultural values and norms, has been identified as a key factor in enhancing advertising effectiveness (Chen & Murphy, 453-466). During festivals like Diwali, advertisements that authentically incorporate cultural elements are more likely to resonate with consumers, fostering a positive association with the brand (Sharma & Singh 305-321).

A detailed study of Chen & Murphy and Sharma & Singh's research shows that, cultural congruence in advertising during festivals, such as Diwali, significantly enhances effectiveness by aligning with cultural values and norms, thereby fostering positive consumer brand associations.

### Festive Marketing Strategies

According to Williams et al, & Lee & Kim in another research is, Marketers employ various strategies to capitalize on the festive season. Festive discounts, special promotions, and limited-edition products are commonly used tactics to attract consumers (Williams et al., 2019). Understanding the interplay between these strategies and consumer manner is crucial for businesses seeking to maximize their impact during festive periods (Lee & Kim, 305-315).

Detailed study of his research, it is noticed that, leveraging festive discounts, special promotions, and limited-edition products are essential strategies for marketers to maximize their impact during festive periods, highlighting the importance of understanding their interplay with consumer.

## Diwali as a Cultural Phenomenon

At last, studying the impact of festival Advertising on consumer in Contemporary Festivals, the researcher Patel & Desai says that Diwali, being a multifaceted cultural phenomenon, adds a layer of complexity to the study of festival advertising. The festival is deeply rooted in tradition, symbolizing the triumph of good over evil and the celebration of light. This cultural backdrop significantly influences consumer attitudes and responses to advertising during Diwali (Patel & Desai, 738-754).

In summary, the literature review highlights the interconnectedness of festivals, advertising effectiveness, cultural dimensions, and marketing strategies. This foundational knowledge provides the framework for understanding the specific context of Diwali and its impact on consumer, paving the way for the empirical investigation in this research.

## Research problem

While there is extensive research on general advertising, there is a gap in understanding the specific effects of festival-related advertising on consumer behaviour, especially during culturally remarkable events like Diwali. This study aims to explore how festival advertising influences consumer actions and brand loyalty during Diwali, a festival deeply rooted in Indian tradition.

## Objectives of the Study

- To Investigate how consumer perception is affected by festival advertising.
- To investigate the connection between consumer preferences and festival advertising.
- To determine how festival advertising affects consumer intent to buy.
- To distinguish compelling publicizing procedures during the Diwali season.

## Hypothesis

- Diwali festival advertising significantly influences consumer behaviour by aligning with cultural values, making consumers more likely to engage with ads that resonate with their traditions and beliefs.
- Advertisements that evoke emotional responses, especially around themes like family, prosperity, and celebration, enhance brand loyalty and drive increased purchasing decisions during the festive season.

## Relevance of the Study

Understanding the impact of festival advertising on consumer behaviour is crucial for businesses seeking to maximize the effectiveness of their marketing strategies during festivals like Diwali. This research provides valuable insights into how cultural elements in advertising resonate with consumers and influence their purchasing decisions. The findings can help marketers design more culturally relevant and emotionally appealing campaigns, boosting sales and brand loyalty.

## Research Methodology

This study combines qualitative and quantitative methods to explore the relationship between festival advertising and consumer behavior. Surveys assess Diwali ads' impact on purchasing decisions, while focus groups and interviews provide insights into consumer perceptions and emotional responses. A literature review offers a theoretical foundation for the analysis.

## Indian Tradition and Diwali

India is eminent for its rich social legacy and various customs. These customs, which have been handed down from generation to generation, are deeply ingrained in everyday life and are reflected in festivals, rituals, customs, attire, and cuisine.

## Festivals and Celebrations

Indian celebrations are a lively and different impression of the country's rich social legacy. Every celebration has its exceptional traditions and importance, celebrated with extraordinary energy:

- **Diwali:** It commemorates the triumph of light over darkness and is referred to as the Festival of Lights. Customs incorporate lighting oil lights, blasting firecrackers, and trading desserts and gifts.
- **Holi:** Springtime is marked by the Festival of Colours. Coloured water and coloured powders are used as playthings to celebrate.
- **Eid:** This festival, which Muslims celebrate, marks the end of Ramadan. Praying, feasting, and giving back are all part of it.
- **Durga Puja and Navratri:** Fasting, dancing (Garba and Dandiya), and elaborate decorations are part of the nine-night celebration of the goddess Durga.
- **The Holidays:** Christmas Eve is celebrated by Christians with midnight masses, tree decorating, and gift-giving.



## Mythological and Cultural Significance

Diwali is linked to several mythological tales. One of the most well-known is Lord Rama's victory over the demon king Ravana and his return to Ayodhya after a 14-year exile, celebrated by lighting oil lamps (diyas). Another significant tale is Lord Krishna's defeat of the demon Narakasura, observed as Naraka Chaturdashi. Additionally, Diwali honours Goddess Lakshmi, the deity of wealth and prosperity, who is believed to bless her devotees on this day.

## Rituals and Celebrations

Diwali is celebrated with great enthusiasm across India, though rituals vary by region. Common practices include cleaning and decorating homes with rangoli and lights, lighting diyas and fireworks to dispel darkness, and performing Lakshmi Puja with offerings. Families exchange gifts and sweets with loved ones to spread joy, and special meals with traditional sweets like laddoos and barfis bring everyone together in festive celebration.

## Advertising during the Diwali festival and consumer

This study explores the influence of festival advertising on consumer behavior, focusing on Diwali. Diwali advertising significantly shapes consumer actions and boosts sales by tapping into the festival's cultural importance. Brands create emotionally compelling campaigns around themes like light, prosperity, and family unity, which deeply resonate with audiences. Common promotional tactics, such as discounts and exclusive offers, are used to drive spending. Through a multi-channel approach, combining traditional media (TV, print) with digital platforms (social media, online ads), brands can effectively reach a wide audience. Diwali advertising fosters both immediate sales and long-term customer loyalty by aligning with the festive spirit.

## Marketing Strategies for Festival Advertising

### Key Aspects of Festive Marketing During Diwali:

- **Emotional Appeal:** Diwali marketing emphasizes emotional themes like family unity, joy, and prosperity. Advertisements reflect traditional values and the festive spirit, creating a personal connection with consumers and fostering deeper emotional ties.
- **Cultural Relevance:** Effective Diwali advertising integrates cultural traditions such as lighting

lamps, exchanging gifts, and special feasts. This cultural alignment enhances the authenticity of the message, increasing its resonance with the audience.

- **Promotional Strategies:** Marketers use discounts, exclusive offers, and limited-edition products to generate urgency and exclusivity, driving higher consumer engagement and sales.
- **Multi-Channel Approach:** A blend of traditional media (TV, print) and digital platforms (social media, online ads) is used to target a broad audience. This approach maximizes the message's reach across different demographics.
- **Brand Positioning:** During Diwali, brands align themselves with the festive experience, associating their products with celebration and joy, which helps build brand loyalty and increase consumer preference.



Figure 1. By Ceylon Bake House Kochi

<https://i.pinimg.com/originals/d9/4d/f5/d94df5c368249786f1d75ae23be5e74a.jpg>



Figure 2. Sylvania Indian Restaurant

<https://i.pinimg.com/originals/bb/a5/d7/bba5d711e8e7a46f5fb6f4b8f1209966.jpg>



Figure 3. Rajbhog Foods, Inc  
<https://i.pinimg.com/originals/b0/08/17/b0081762e5628beded8e33f26f833f55.jpg>



Figure 2. Joyalukkas  
<https://www.advertgallery.com/newspaper/joyalukkas-golden-diwali-offer-free-gold-coin-ad/>

**Impact of Festival on consumer**

Festivals significantly influence consumer behaviour, shaping purchasing patterns, brand perceptions, and spending habits. During festive periods, consumers often experience a surge in spending as they purchase gifts, decorations, and special foods, driven by promotional offers that create urgency. Festivals evoke strong emotional responses, which brands capitalize on

by aligning their advertising with themes of joy, family, and tradition, fostering deeper emotional connections with consumers. This connection enhances brand loyalty, as consumers are more likely to engage with and remember brands that resonate with their festive experiences and values. Additionally, festivals lead to a shift in consumer preferences, increasing demand for goods and services that elevate the celebration. With heightened media consumption during festivals, brands can reach consumers across multiple channels—traditional media, digital platforms, and social media—amplifying their impact. This makes festivals a critical time for influencing consumer behaviour and boosting sales.

**Results**

The findings from the surveys and focus group discussions reveal that Diwali advertisements have a considerable influence on consumer behaviour. Advertisements that highlight themes of family, prosperity, and light resonate deeply with consumers, leading to a higher likelihood of purchasing decisions being influenced by these campaigns. The study also finds that cultural alignment and emotional appeal play a crucial role in determining the effectiveness of Diwali advertising. Promotional offers and limited-time discounts further enhance consumer engagement, driving sales during the festive season.

**Discussion**

The study concludes that culturally relevant and emotionally engaging advertising during Diwali significantly impacts consumer behaviour. Ads that include traditional elements evoke feelings of nostalgia and cultural pride, leading to more positive responses. Close-to-home themes focused on family unity, prosperity, and celebration strengthen the bond between shoppers and brands. The effectiveness of Diwali promotional strategies like discounts and limited-time offers is also emphasized, as they create a sense of urgency and encourage spending. The findings confirm that festival advertising can influence purchasing decisions when it aligns with cultural values and emotional triggers. Diwali, one of India's most significant festivals, offers businesses a unique opportunity to engage with customers. Brands can enhance consumer engagement and loyalty by tailoring their advertisements to reflect the cultural and emotional aspects of the festival. Furthermore, the study highlights the long-term benefits of festival advertising. Brands that incorporate cultural



norms and emotionally connect with customers during Diwali can build lasting relationships. By integrating culturally resonant themes and offering attractive promotional incentives, businesses can increase the effectiveness of their marketing campaigns during the holiday season. Culturally appropriate festival advertising remains crucial for marketing success. Consumers respond strongly to campaigns that highlight light, prosperity, and family unity, influencing their purchasing decisions and improving their perception of the brand. Diwali advertising fosters both immediate spending and long-term brand loyalty, aligning with the festival's celebratory spirit.

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