

A STUDY ON CUSTOMER SATISFACTION ON REVERSE LOGISTICS IN MYNTRA

Submitted in partial fulfilment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHAYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade “A++” by NAAC | 12B Status by UGC | Approved by AICTE

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DECEMBER 2023

DECLARATION

I **THANUJA.T (42410271)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFACTION ON REVERSE LOGISTICS IN MYNTRA**” done by me under the guidance of **Dr.k. Santhanalaxmi** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

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ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr.G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr.A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.k. Santhanalaxmi** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the Training.

THANUJA.T

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	Abstract	1
	List of tables	2
	List of charts	3
1	INTRODUCTION	
	1.1 . Introduction	4
	1.2 . Industry profile	17
	1.3 . Company profile	18
	1.4 . Statement of the problem	22
	1.5 . objectives of the study	22
	1.6 . Need for the study	23
	1.7 Scope of the study	24
	1.8 Limitation of the study	25
2	REVIEW OF LITERATURE	26
3	RESARCH METHODOLOGY	
	3.1. Research Design	35
	3.2. Sources of data	36
	3.3 Sampling technique	35
	3.4 Source of data	36
	3.5 Structure of questionnaire	36
	3.6 Sample size	36
	3.7 Period of study	37
	3.8 Area of study	37
	3.9 Hypothesis	37
	3.10 Analytical Tools	37
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage analysis	39
	4.2. Anova	55

5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1. Findings of the study	56
	5.2. Suggestions & recommendations	57
	5.3. Conclusion	58
	References	
	ANNEXURE I – Questionnaire	61

ABSTRACT

This customer satisfaction report is designed to measure the satisfaction of our valued customers and identify areas for improvement to improve their overall experience. By analyzing comprehensive feedback collected through various channels including surveys, social media platforms and customer service interactions, the report provides a comprehensive view of customer sentiment, expectations, and concerns.

The report begins with an overview of the methods used to collect and analyze customer feedback. It focuses on the sample size, the period of data collection and the techniques employed to ensure the reliability and validity of the data. The report then addresses key findings and insights from our analysis, focusing on different aspects of the customer journey.

Additionally, the report examines qualitative feedback to capture customer sentiments, suggestions, and complaints. Check for recurring issues and identify areas for improvement. Additionally, we emphasize positive feedback and testimonials and highlight areas of excellence and replicable best practices.

To provide a comprehensive picture, this report also considers benchmark data to compare our performance against industry standards and competitors. This comparative analysis gives us a better understanding of our position in the market and where we are leading or lagging.

Ultimately, this customer satisfaction report serves as a key tool for guiding customer-centric decision-making in an organization. By understanding your customers' needs and concerns, you can make targeted improvements that improve the overall customer experience, foster loyalty, and drive long-term business growth.

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	GENDER OF THE RESPONDENTS	39
4.1.2	PRIMARY REASON FOR THE RETURN	40
4.1.3	INITIATING A RETURN ON MYNTRA	41
4.1.4	OVERALL EFFICIENCY OF THE RETURN PROCESS	42
4.1.5	CONVENIENT OF THE RETURN PROCESS	43
4.1.6	TIME TAKEN FOR THE REPLACEMENT	44
4.1.7	TIME TAKE FOR THE REPAYMENT	45
4.1.8	SPEED OF MYNTRA'S RETURN OR REPLACEMENT PROCESS	46
4.1.9	CUSTOMERS'S AWARENSESS ON MYNTRA'S RETURN POLICY	47
4.1.10	CUSTOMERS SATISFACTION ON MYNTRA'S REFUND OR REPLACEMENT PROCESS	48
4.1.11	CUSTOMER'S SATISFACTION ON MYNTRA'S COMMUNICATION DURING THE RETURN PROCESS	49
4.1.12	MYNTRA'S CUSTOMER SERVICE	50
4.1.13	CONVIENCE OF THE RETURN SHIPPING INSTRUCTIONS IN MYNTRA	51
4.1.14	TRANSACTION IN MYNTRA WEBSITE	52
4.1.15	CUSTOMER'S SATISFACTION ON MYNTRA'S RETURN PROCESS	53
4.1.16	CUSTOMERS EXPERIENCE IN MYNTRAS REVERSE LOGISTICS PROCESS	54

LIST OF CHARTS

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	GENDER OF THE RESPONDENTS	39
4.1.2	PRIMARY REASON FOR THE RETURN	40
4.1.3	INITIATING A RETURN ON MYNTRA	41
4.1.4	OVERALL EFFICIENCY OF THE RETURN PROCESS	42
4.1.5	CONVENIENT OF THE RETURN PROCESS	43
4.1.6	TIME TAKEN FOR THE REPLACEMENT	44
4.1.7	TIME TAKE FOR THE REPAYMENT	45
4.1.8	SPEED OF MYNTRA'S RETURN OR REPLACEMENT PROCESS	46
4.1.9	CUSTOMERS'S AWARENSESS ON MYNTRA'S RETURN POLICY	47
4.1.10	CUSTOMERS SATISFACTION ON MYNTRA'S REFUND OR REPLACEMENT PROCESS	48
4.1.11	CUSTOMER'S SATISFACTION ON MYNTRA'S COMMUNICATION DURING THE RETURN PROCESS	49
4.1.12	MYNTRA'S CUSTOMER SERVICE	50
4.1.13	CONVIENCE OF THE RETURN SHIPPING INSTRUCTIONS IN MYNTRA	51
4.1.14	TRANSACTION IN MYNTRA WEBSITE	52
4.1.15	CUSTOMER'S SATISFACTION ON MYNTRA'S RETURN PROCESS	53
4.1.16	CUSTOMERS EXPERIENCE IN MYNTRAS REVERSE LOGISTICS PROCESS	54

CHAPTER 1

INTRODUCTION

1.1 Executive summary

Reverse logistics is an important aspect of supply chain management, including the process of handling product returns, repairs, and exchanges. This executive summary provides an overview of the reverse logistics practices of Myntra, an online fashion and lifestyle retailer in India.

Myntra recognizes the importance of reverse logistics in improving customer satisfaction, streamlining operations, and reducing costs. The company has taken several key initiatives to effectively manage the reverse logistics process and ensure a seamless experience for its customers.

First, Myntra has created a clear and transparent return policy, which allows customers to initiate refunds for various reasons, including size issues, quality concerns, and changes in taste. This policy helps build trust with customers and encourages them to buy with confidence.

To facilitate returns, Myntra has developed an efficient return management system. It includes a user-friendly online interface and a dedicated customer support channel for initiating and tracking return requests. The company also offers flexible return options, including self-return and pickup from the customer's location, making the process even more convenient.

After receiving the returned item, Myntra uses strong inspection and quality control mechanisms. This ensures that only eligible products are accepted for return, reducing the possibility of fraud, and maintaining product integrity. The company also takes preventive measures to prevent the return of fake or counterfeit products and protect the credibility and trust of its customers.

Once the returned item is approved and accepted, Myntra offers several resolution options to the customer. These options include refunds, exchanges, and store credit, depending on customer preferences and product availability.

Myntra aims to optimize customer satisfaction and loyalty by offering diverse solution options.

Myntra also has effective reverse logistics partnerships and collaborations. We have worked with reliable logistics service providers and established a strong network of return centers and warehouses.

REVERSE LOGISTICS DEFINITION

Logistics is defined by The Council of Logistics Management as: The process of planning, implementing, and controlling the efficient, cost effective flow of raw materials, in-process inventory, finished goods and related information from the point of origin to the point of consumption for the purpose of conforming to customer requirements.

Reverse logistics is more than just returns management; it is "activities related to returns avoidance, gatekeeping, disposal and all other after-market supply chain issues". Returns management — increasingly being recognized as affecting competitive positioning — provides an important link between marketing and logistics. The broad nature of its cross-functional impact suggests that firms would benefit by improving internal integration efforts. In particular, a firm's ability to react to and plan for the influence of external factors on the returns management process is improved by such internal integration. In a firm's planning for returns, a primary factor is the remaining value of the material returning and where it may re-enter the supply chain. "Returned goods, or elements of the product, could even be returned to suppliers and supply chain partners for them to re-manufacture".

Third-party logistics providers see that up to 7% of an enterprise's gross sales are captured by return costs. Almost all reverse logistics contracts are customized to fit the size and type of company contracting. The 3PL's themselves realize 12% to 15% profits on this business. "Studies have shown that an average of 4% to 6% of all retail purchases are returned, costing the industry about \$40 billion per year."

IMPORTANCE OF REVERSE LOGISTICS

Many executives compare the amount of money spent processing returns to other supply chain activities and conclude that investing resources elsewhere would yield greater results. Therefore, they just focus on trying to reduce the cost of returns processing. In reality, reverse logistics costs are less than 4% of total supply chain costs for most companies. And while maximizing efficiency is always important, reverse logistics can also provide a wide variety of opportunities for improvements, from customer service and returns processing to supplier relations and an unexpected revenue source. Broadly speaking, there are several key areas where companies can positively impact revenue with reverse logistics activities:

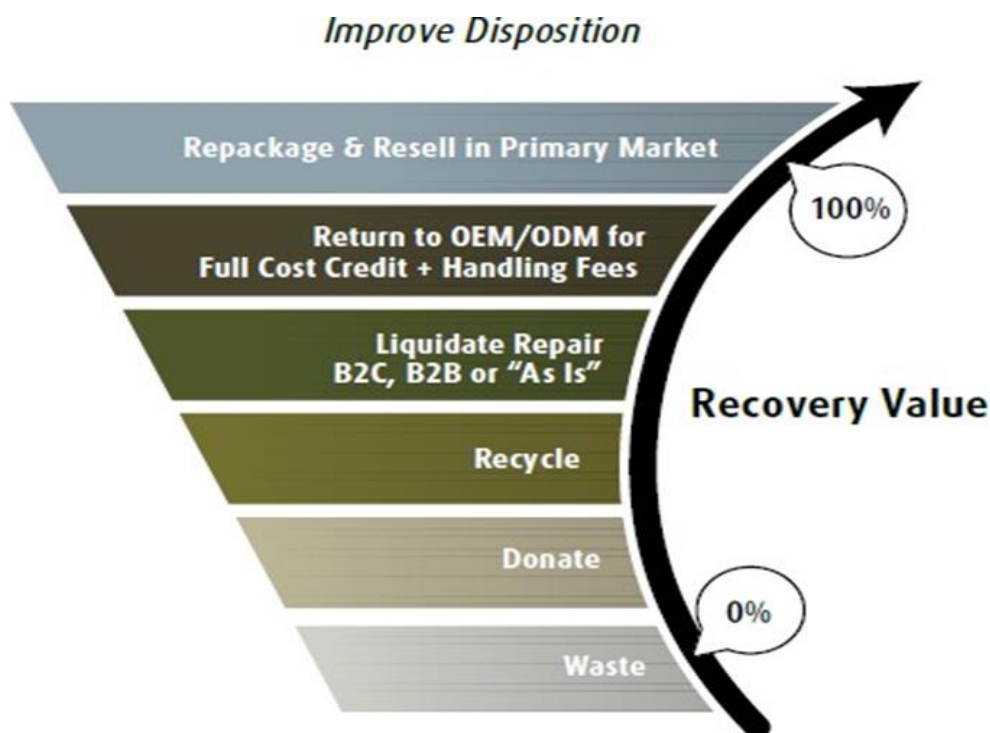
Returns-to-Revenue: Companies that ensure timely delivery and processing of returns position themselves to save more or earn more from the returned product. From refurbishing, repackaging and reselling to parts reclamation and recycling, returned products are often untapped sources for revenue. With the secondary, discount market for products continuing to grow, there are even more reasons to think about returns as revenue opportunities.

Protecting Profits: Handling returns properly and tracking all activities are critical to help companies avoid fines and penalties from various government regulatory agencies such as the FDA, the Consumer Product Safety Commission and other state and federal agencies. In fact, the largest fine to date was issued by the EPA against one of the largest e-waste handlers in New Jersey, totalling nearly \$500,000 in USA.

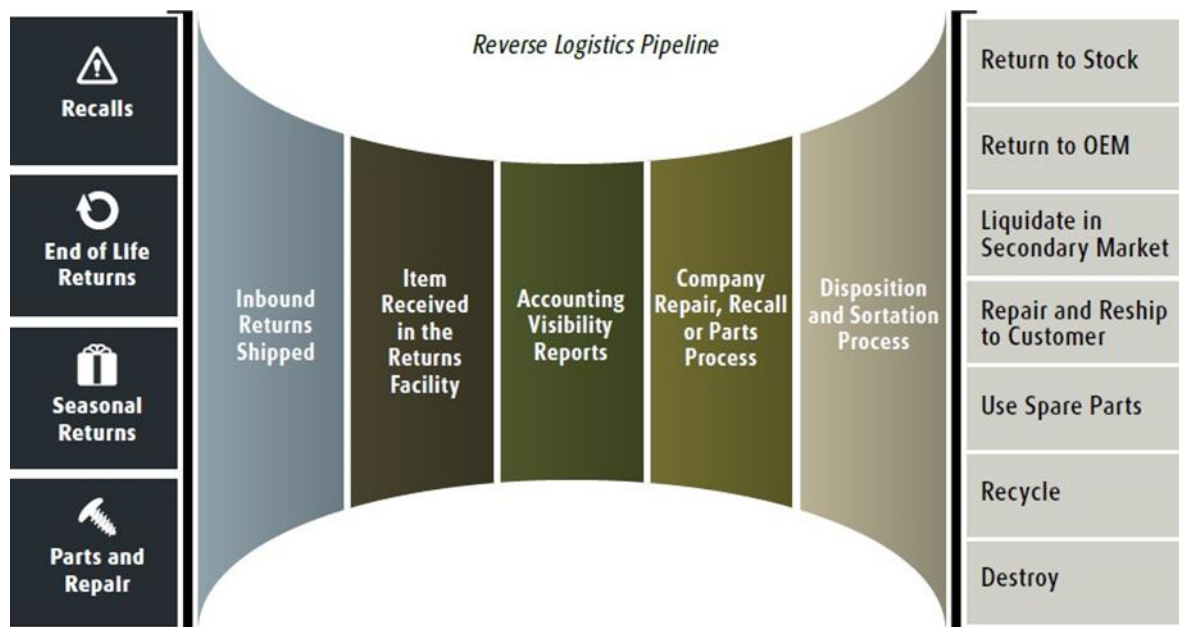
Customer Loyalty: According to a nation-wide survey conducted in 2005, 95% of customers will not buy from a company if they have a bad returns experience.⁵ This, in part, explains why companies considered best-in-class in reverse logistics enjoy a 12% advantage in overall customer satisfaction over their competition.

Disposal Benefits: Knowing what is returned and where it ends up makes it easier for companies to deal with regulatory issues and evaluate returned stock for possible secondary sales channels. There are also other beneficial byproducts to disposing of products, such as avoiding excess inventory carrying costs, minimizing taxes and insurance, and managing staff levels.

Maximize Recovery Rates: Mishandled or completely misplaced returns affect the efficiency of any reverse logistics process, but also means that products could end up being a total loss for a company instead of an opportunity for resale or a spare parts resource.



It may surprise many executives, but truly defective returns are often less than 20% of the products processed through a returns centre. The rest of returns fall into several categories that also must transverse the reverse logistic pipeline, each with their own unique challenges and opportunities. These include recalled products, end- of-life products, seasonal returns and parts. The volume of some of these categories, such as recalled products, can be significantly larger than the number of units returned by customers and often has significantly greater potential liability associated with it.



End-of-Life Products

End-of-life programs are used to pull older, outdated products from the primary saleschannel in order to make way for new models. This is often the case for product categories such as consumer electronics, household goods, software, security equipment and electronic accessories. End-of-life programs provide a process that will enable the manufacturer to keep the latest products on the market while ensuring older models are removed from the market in a controlled fashion. This helps maintain a company's brand image and provides a measure of control over obsolete goods and their final disposition. This category also offers an excellent opportunity for companies

to reclaim spare parts or resell in secondary channels.

Seasonal Products

There are many organizations that depend on a particular season to drive sales. They often provide special packaging to promote their products and plan on repackaging any unsold inventories for sale the following season. Unsold items are recalled by either the original manufacturer (OEM/ODM) or the wholesaler as stipulated in the original sales agreement.

Some product categories, such as soft lines, are sold on the secondary market immediately following the prime selling season. Other products, such as consumer electronics, powered equipment and fragrances, are repackaged and sold in the primary target market within days of being returned. OEM's of all sizes rely on seasonal recall programs to maximize sales, often providing their customers with guaranteed sales options that drive margin to both the buyer and seller.

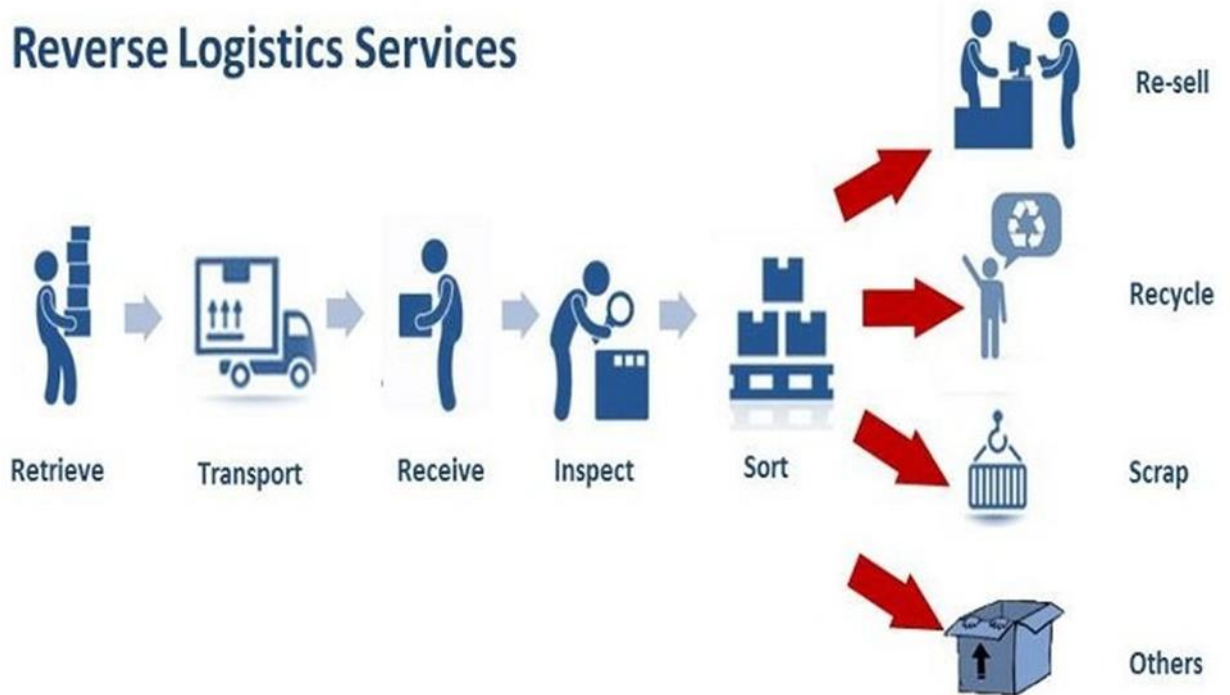
Parts

Parts fall into the last category of assets that depends on a company's reverse logistics program. Companies with significant field repair operations can expect 16% of all parts to be returned.⁴ Of the parts that are returned, studies have found that roughly 25% are inspected, repaired, and/or quickly sent back out to the field for use. Reverse logistics programs enable OEMs and ODMs to reduce their overall investment in parts while maintaining the highest level of service, especially in repair networks that depend on the availability of parts. Providing a way to return unused, reclaimed, overstocked or defective parts streamlines the repair process and minimizes the investment by both manufacturers and field service companies.

In all of these categories, reverse logistics is much larger and includes a broad range of assets that, taken together, can have a significant impact on a company's bottom line. It is worth repeating that while the cost of processing returns is less than 4% of total logistics costs, high-tech companies can average a recovery value of 28% on returned assets and enjoy a 12% competitive advantage in overall customer satisfaction with best-in-class reverse logistics.

A Broad Range of Reverse Logistics Services

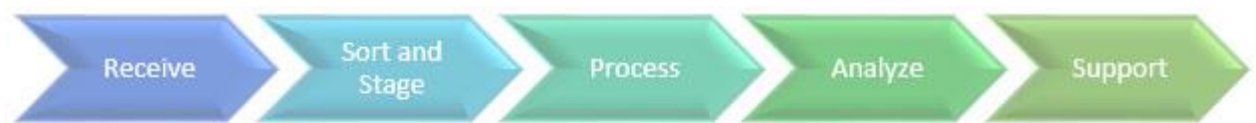
In this era of e-commerce and online shopping, a reliable returns process is necessary for businesses to offer an exceptional customer experience and maintain their competitive edge.



These services include product returns, repairs, recycling, and refurbishment. With a strong focus on handling returns and effectively managing the flow of surplus, defective, or unused materials, products, or equipment, ensuring that the customer's supply chains remain smooth. Handling customer returns, managing warranties or repairs, recycling or refurbishing products, and overseeing the disposal of hazardous materials. Tracking capabilities, provide clients with complete control, transparency, and visibility over their return process. An extensive network of transportation partners and warehouses that allows to transport and store returned goods, minimizing costs and maximizing the value of the products.

STAGES OF REVERSE LOGISTICS PROCESS:

The product returns process occurs when a consumer has returned an item to a store or has sent it back to a catalogue or an internet company. The process typically comprises 5 steps:



Receive: The process begins by providing a returns acknowledgement to the consumer. Also many researchers argue that, right at this stage only, the company must make critical decisions about getting value from the returned item – Whether it will be refurbished/reworked or sold as scrap, whether it will be resold to consumers etc.

Sort and Stage: A company must sort the returned products effectively to ship it out to the concerned department (Reworks/Scrap etc). It can employ labelling cartons and sub-sorting processes to identify the returned goods throughout the Product returns process.

Process: In the third stage, Items move from the sort-and-stage area to the processing station(s). At these stations, the items can be processed in order of their receipt, according to the type of product, by customer type or location, by physical size of the items or some other combination. It is also at this stage that the paperwork received along with the returned product is verified with the electronic records of the company.

Analyze: Analysis of the returned item simply means making a disposition decision to determine the fate of that item and thereby chalking out a re-marketing strategy if the item is being resold for instance.

Support: At the final stage, the focus remains at speedy processing of returns that will reduce the amount of cash tied up in returns inventory, thereby increasing the profitability of the process.

REVERSE LOGISTICS IN INDIA

India is a big country with big challenges. Just picture it; one sixth of the world's population residing in a country only one third the size (by land mass) of the US divided into 28 individual states, each with its own intricate tax and governmental regulations. It is estimated that by the late 2020s, India will overtake China as the most populated country across the globe. Although, like China, the entire country adheres to a single time zone (India Standard time, or IST, is 5.5 hrs ahead of Greenwich Mean Time) there are 18 major languages and over 840 regional dialects spoken in comparison to China's one. As has been seen time and time again in booming hi-tech economies elsewhere around the globe, the message from retailer,

ple: sell as much as possible, as quickly as possible and dominate the market share. The reverse logistics industry has been left in the shadows, and senior management are only now starting to realise the complexity and heartache involved with setting up an efficient service supply and return network.

CUSTOMER SATISFACTION

Customer Satisfaction is defined as the degree of customers' happiness and fulfilment with the products and services provided by an organization and their overall experience with the organization or brand. It is the extent to which a seller with its products and services is able to meet the expectations of the customers.

It is the measure of how content and pleased customers are with a product, service, or overall experience provided by a business. It's like the emotional and practical thumbs-up from customers, indicating that their expectations have been met or exceeded. High customer satisfaction is often associated with loyalty, positive word-of-mouth, and repeat business, making it a key metric for businesses aiming to thrive in the long run. While Customer Satisfaction is necessary for a business to survive, the term is somewhat confusing. It actually means customer happiness with a product, service, or brand but a product or service is often rated as 'Satisfactory' when it is a not-so-good one.

FACTORS AFFECTING CUSTOMER SATISFACTION:

Factors affecting customer satisfaction include:

Product and Service quality:

This factor can be explained by when customers perceive the quality level of a product or a service as satisfactory or exceptional, then their level of satisfaction will be high. In contrast, if the same customers perceive the quality of product or service as poor, they will be discontent and dissatisfied. When discontent, 89% of people switch to a competitor's product following poor customer experiences.

Value:

When clients perceive a benefit from a product or service, they will buy it and feel satisfied. This value primarily comes from the customer service a client receives while buying the product. Approximately 70% of customers note they make decisions to support companies with great customer service.

Prices:

Customers put substantial consideration into a price of a product before purchasing it. They relate the price to the value and quality of the product they are purchasing. If a product has poor quality, they expect the price to be low and if the product has premium quality, customers expect to pay a higher price. Customer satisfaction will be met if the customer feels the price meets the expected value of the product. If the value falls short of expectation, then the client is dissatisfied.

Customer emotion:

Customers who have strong, positive emotions when they receive their expected product or service will feel more satisfied. Their positive perception might encourage them to spend more and increase their loyalty to a company.

MEASURING CUSTOMER SATISFACTION:

Most unhappy clients will never buy from the company they find frustrating and are dissatisfied with. Which makes measuring customer satisfaction imperative to every business. Below are methods designed for measuring customer satisfaction.

Customer Satisfaction Surveys:

This method is a standard one for collecting customers' data about their satisfaction. This method involves asking customers how satisfied they were with a company's product or service without necessarily following up beyond the survey. There are many ways of providing the surveys to clients, which include In-App, Long Email, and Post-Service surveys. In-App surveys involve taking information from clients through the company's website. Long-Email involves asking comprehensive questions from clients using emails. Lastly, Post-Service surveys involve getting a response from a client after delivery. In 2020, 58% of customers in the United States indicated they were contacted by customer service.

Customer Satisfaction Score (CSAT):

This method involves asking the customers to rate their satisfaction in regard to a product, service, or the business facilities. The CSAT score computes the average of all customer responses.

Net Promoter Score (NPS):

This method measures the likeliness of a customer referring another client to a company. In this measurement, customers respond on a scale of 1-10 of how likely they will refer someone else to the product/service of a company.

Customer Effort Score (CES):

This method is quite unique and asks clients for the amount of effort it took them to get their problem solved.

IMPORTANCE OF CUSTOMER SATISFACTION

- Customer satisfaction is important to customer retention. When customers are satisfied with a company's product or services, they tend to be loyal and stay with a particular brand or business. It is six to seven times more expensive to attract a new customer than to retain a new one. Further, a 5% rise in customer retention can lead to a profit increase of 25%.
- Customer satisfaction stabilizes and increases a company's profit margins. These increased and stabilized sales allow company improvement, and raise employee morale and motivation.
- Customer satisfaction leads to depletion in customer churn. Customer churn is a situation where clients no longer use a product. When products meet the customers' expectations, there is a high chance they will use them again and remain loyal for an extended time.
- Customer satisfaction leads to brand exposure and reputation. When clients are impressed by a product, they refer other customers to the company. This is called word-of-mouth advertising. This situation heightens a company's reputation and increase its sales. Approximately 77% of customers view brands favorably if they are proactive in inviting and accepting customer feedback.
- Customer satisfaction leads to increased revenue. A large number of customers results in high sales and, most importantly for a business, increased revenue.

CUSTOMER SATISFACTION IN REVERSE LOGISTICS

Customer satisfaction in reverse logistics pertains to how satisfied customers are with the processes involved in returning products or handling product recalls. This includes aspects such as return policies, ease of returns, transparency in the return process, speed of refund or replacement, and overall customer support during reverse logistics. Businesses that efficiently manage reverse logistics and prioritize customer satisfaction in this aspect can foster trust and loyalty. Effective communication, streamlined return procedures, and

fair policies contribute to a positive customer experience in reverse logistics, ultimately influencing overall satisfaction with the brand.

Reverse logistics helps businesses manage the return, repair, recycling, or disposal of products. It plays a vital role in optimizing the supply chain and contributes to customer satisfaction. Here's how reverse logistics helps itself:

1.Product Returns Management: Efficient handling of product returns ensures customer satisfaction by providing a hassle-free return process, which, in turn, contributes to positive feedback.

2.Quality Control and Improvement: Through the analysis of returned products, businesses can identify defects, understand reasons for returns, and improve product quality, leading to fewer returns in the future.

3.Environmental Sustainability: Proper disposal or recycling of returned products promotes environmental responsibility, which is becoming increasingly important for customers. This, in turn, enhances the company's reputation and customer satisfaction.

4.Cost Savings: Streamlining reverse logistics processes helps in minimizing costs associated with returns, repairs, or replacements. This efficiency can positively impact the company's bottom line, indirectly contributing to customer satisfaction.

5.Customer Loyalty: A well-managed reverse logistics process reflects positively on the brand, enhancing customer trust and loyalty. When customers have confidence in the return process, they are more likely to make future purchases

CUSTOMER SATISFACTION IN REVERSE LOGISTICS INVOLVES SEVERAL KEY ASPECTS:

1. Returns Process Efficiency: A streamlined and easy returns process is essential. Clear instructions, simple packaging, and user-friendly return portals contribute to customer satisfaction.

2. Communication: Keeping customers informed at each step of the return process is crucial. Providing tracking information, confirmation of return receipt, and timely updates build trust and satisfaction.

3. Transparency: Clearly outlining return policies, including refund or exchange procedures, helps manage customer expectations. Transparency reduces confusion and enhances satisfaction.

4. Refund Processing Time: Prompt processing of refunds or exchanges is vital. Delays can lead to frustration. Setting realistic expectations and meeting them contributes to a positive experience.

5. Product Condition Assessment: Clearly communicating the condition assessment process for returned items helps customers understand why a refund may be approved or denied. Fair assessments build trust.

6. Customer Support: Accessible and responsive customer support is critical. Providing assistance with return-related queries promptly can turn a potentially negative experience into a positive one.

7. Feedback Mechanisms: Encouraging customers to provide feedback on their return experience helps identify areas for improvement. Actively using this feedback to enhance reverse logistics processes demonstrates a commitment to customer satisfaction.

8. Environmental Responsibility: If applicable, highlighting eco-friendly practices in reverse logistics, such as recycling or reusing returned items, may enhance customer satisfaction by aligning with environmental values.

9. Return Label Convenience: Providing easy-to-use return labels simplifies the return process for customers. Prepaid labels or digital options can contribute to convenience.

10. Post-Purchase Communication: Following up with customers after the return process to ensure satisfaction and address any outstanding concerns can further enhance the overall customer experience.

customer satisfaction in reverse logistics hinges on efficiency, transparency, clear communication, and responsiveness to customer needs. Regularly assessing and refining these aspects can lead to a positive and customer-centric reverse logistics experience.

1.2 INDUSTRY PROFILE:

MARKET CONDITION:

Indian online fashion retail market is undergoing a remarkable transformation, driven by factors such as the rise in internet and smartphone penetration, the growing acceptance of digital payment systems and the surge in e-commerce sales.

Poised for substantial growth, with an estimated Compound Annual Growth Rate (CAGR) of 18.83 per cent projected between 2022 and 2027, the market size of Indian online fashion retail is expected to increase by an impressive US \$ 28,935.66 million, as per Technavio. These figures highlight the immense opportunities within the sector, making it an attractive prospect for investors and businesses.

The rise of social media and the adoption of augmented reality (AR) and virtual reality (VR) technologies are defining trends that are reshaping the market landscape.

These innovations are not only engaging customers but also helping retailers reduce returns and improve customer confidence. Sustainability is another pivotal trend, driven by environmentally conscious consumers. Brands are increasingly incorporating eco-friendly practices, aligning with consumer preferences for greener alternatives.

Nevertheless, the market faces challenges, primarily payment barriers due to cash preference and limited digital payment infrastructure, particularly in rural areas. Overcoming these hurdles is essential for sustained growth.

On the horizon, opportunities lie in delivering seamless omnichannel experiences, executing strategic marketing initiatives and embracing local sourcing and manufacturing. These strategies will not only aid retailers meet evolving customer demands but also enhance brand recognition and contribute to a more sustainable and competitive fashion industry.

MARKET DEVELOPMENT:

The online fashion retail market in India is poised to grow by USD 28.94 billion accelerating at a CAGR of 18.83% between 2022 and 2027. Additionally, the market is fragmented in nature and shows a YOY growth of 18.05%. The report covers diverse dimensions such as the market size of forecast and historic data, influential drivers, analysis of prominent vendors, and evolving trends, presenting a comprehensive outlook on the global market scenario.

The rise in Internet and smartphone penetration is a major driver propelling the market growth. The comprehensive report of online fashion retail market in India offers crucial insights of the industry's changing dynamics, helping businesses to identify growth opportunities in the constantly evolving digital retail landscape.

Indian online fashion retail market is poised for significant expansion, with an expected 18.83 per cent CAGR between 2022 and 2027, leading to a substantial market size increase to approximately US \$ 28,935.66 million.

1.3 COMPANY PROFILE

HISTORICAL BACKGROUND

MYNTRA



Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007-2008 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart.

Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena; Myntra sold on-demand personalized gift items. It mainly operated on the B2B (business-to-business) model during its initial years. Between 2007 and 2010, the site allowed customers to personalize products such as T-shirts, mugs, mouse pads, and others.

In 2011, Myntra began selling fashion and lifestyle products and moved away from personalisation. By 2012 Myntra offered products from 350 Indian and International brands. The website launched the brands Fastrack Watches and Being Human

In 2014, Myntra was acquired by Flipkart in a deal valued at ₹2,000 crore (US\$250 million). The purchase was influenced by two large common shareholders Tiger Global and Accel Partners. Myntra functions and operates independently. Myntra continues to operate as a standalone brand under Flipkart ownership, focusing primarily on "fashion-conscious" consumers.

In October 2020, the e-commerce company raised INR 1,604 Cr (\$103 Mn) funding from its Singapore-based entity FK Myntra Holdings Private Limited and its parent entity Flipkart.

PROFILE OF MYNTRA

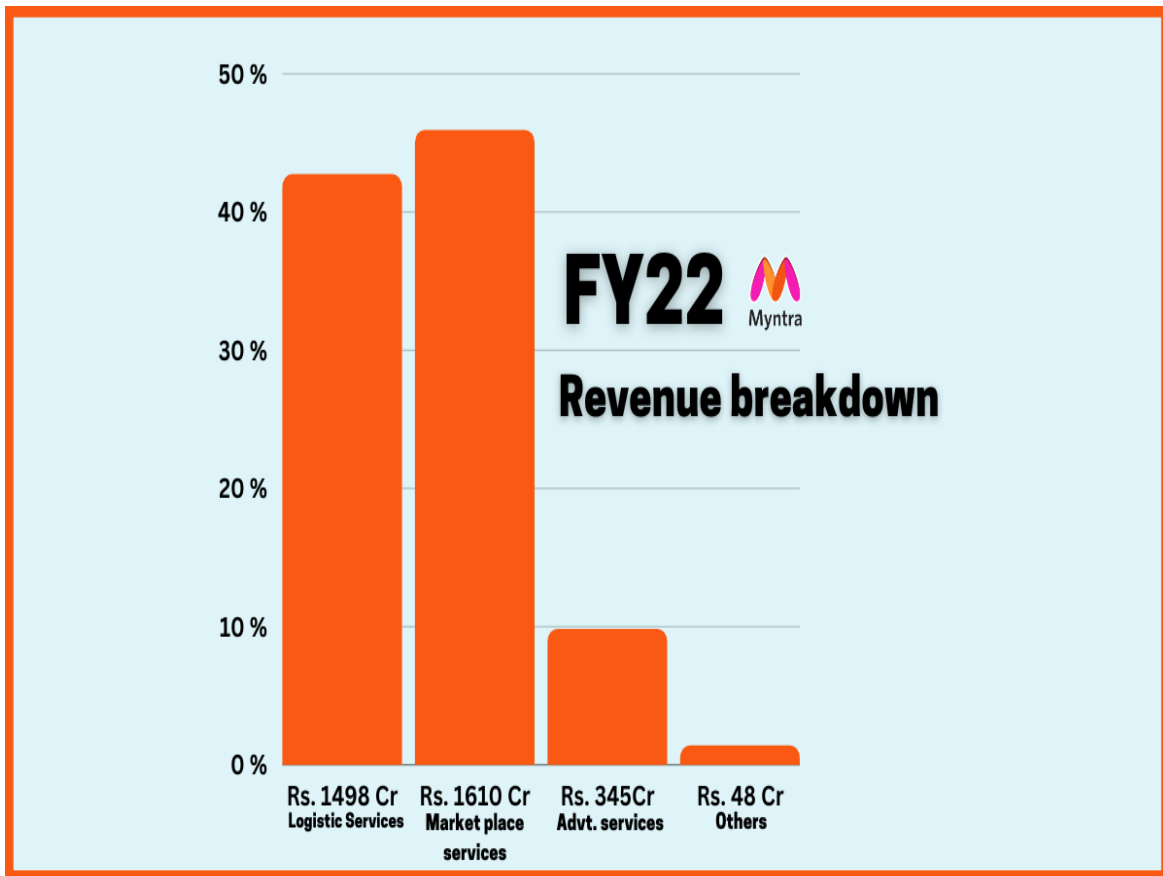
COMPANY NAME	MYNTRA
Headquarters	Bengaluru
Sector	E-commerce
Founders	Mukesh Bansel, Ashutosh Lawania, Vineet Saxena, Sankar Bora, and Raveen sastry
CEO	Nandita Sinha(1 Jan 2022-present)
Founded	2007
Parent organization	Flipkart
Total funding	\$534 mn (April,2022)
Revenue	\$420.7 mn (Rs 4207 crore in FY22)
Valuation	\$1.2 bn (November 2021)
Website	Myntra.com

MYNTRA'S VISION AND MISSION:

Myntra's mission and vision are to provide "a hassle-free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal."

MYNTRA – BUSINESS REVENUE AND MODEL

Myntra operates on an aggregator business model (B2C) of premium brands. Myntra earlier operated on a B2B business model prior to switching its business model to B2C. The business model of Myntra is primarily based on procuring current season merchandise from all its associate brands and making them available on its eCommerce portal as soon as they are available in the respective retail brand outlets.



The major source of revenue for Myntra is Market place and logistics. It generates income from a fixed commission of 4% - 5% which it charges depending on the category and the brand of the product.

MYNTRA'S GROWTH AND REVENUE:

Myntra reports a 60% jump in demand for international brands.

Myntra has now increased its fulfillment centers to five, in cities such as Binola, Bilaspur, Bhiwandi, Bengaluru, and Kolkata. The company is working on strengthening its supply chain network because of its festival season sale. This will enhance capacity for higher storage volumes and optimize last-mile deliveries since the company was expecting over 5.5 million unique customers during its upcoming Big Fashion Festival, which is a 1.8X increase in traffic compared to the previous edition

Myntra has become India's fashion expert that serves millions of customers, with 2000+ world's top fashion brands on the platform. They sell more than 200,000 items on the app on any given day and have achieved approximately \$500M in Gross Merchandise Volume in FY 2015 - 2016. The company recorded a Gross Merchandise Volume (GMV) of \$800 million in January 2016, which is just a notch below its target \$1 billion mark by FY16.

MYNTRA'S AWARD AND RECOGNITIONS

- ❖ Myntra was acknowledged as India's Most Admired & Valuable Power Brand Award 2016 at the 7th Annual India Leadership Conclave & Indian Affairs Business Leadership Awards 2016.
- ❖ Myntra.com was announced as a winner of the Red Herring Global 100 award.
- ❖ CNBC - TV18 recognized Myntra's website as one of the Hottest Internet Companies of the Year.
- ❖ It has also been awarded 'Fashion E-Retailer of the Year 2013' by Franchise India's E-Retail Awards.
- ❖ Myntra online app and website also bagged the title of 'Best E-commerce Website for 2012' by the IMAI – India Digital Awards.
- ❖ The venture was also awarded 'Images Most Admired Retailer of the Year: Non-Store Retail' for 2012 by Images Group.
- ❖ Puma India awarded Myntra with the 'Best E-commerce Partner of the year 2011-12'.

MYNTRA APP

Myntra App, India's no. 1 online fashion destination justifies its fashion relevance by bringing something new and chic to the table on the daily. Fashion trends seem to change at lightning speed, yet the Myntra shopping app has managed to keep up without any hiccups.

Myntra has vowed to serve customers to the best of its ability by introducing its first-ever loyalty program, The Myntra Insider. Gain access to priority delivery, early sales, lucrative deals and other special perks on all your shopping with the Myntra app.

1.4 Identified Problem

While Myntra strives to streamline its reverse logistics process, challenges can still affect customer satisfaction. Below is a summary of the issues identified.

1.Inefficient communication channels: Customers may face difficulties when initiating a return request or seeking assistance in contacting Myntra customer support. Long wait times, unresponsive communication channels, or poor support can prevent customer concerns from being resolved.

2.Delays in Refunds and Exchanges: There may be delays in receiving refunds or exchanges for returned goods. Long processing times and issues with status updates on return requests can negatively impact customer satisfaction and trust in Myntra's reverse logistics process.

3.Limited visibility and tracking: Although Myntra has worked hard to implement tracking mechanisms, sometimes customers still face challenges in tracking the status of their returns. Limited visibility into the returns process can cause customer anxiety and frustration.

Addressing these issues through improved communication channels, better managing damaged products, and visibility and traceability can significantly improve customer satisfaction in Myntra's reverse logistics operation.

1.5 OBJECTIVES OF THE STUDY

1. Evaluate customer satisfaction levels with Myntra's reverse logistics process.
2. Identify factors influencing customer satisfaction in the reverse logistics experience.
3. Assess the efficiency and effectiveness of Myntra's reverse logistics operations.
4. Explore the impact of timely returns and refunds on customer satisfaction.
5. Investigate the role of communication and transparency in the reverse logistics process.
6. Examine the influence of product condition upon return on customer satisfaction.
7. Analyze customer perceptions regarding the ease of initiating and completing returns.
8. Understand the relationship between customer satisfaction in reverse logistics and overall brand loyalty.
9. Identify potential areas for improvement in Myntra's reverse logistics based on customer feedback.
10. Provide actionable recommendations to enhance customer satisfaction in Myntra's reverse logistics.

1.6 NEED FOR STUDY

- 1. Operational Improvement:** Understand how customer satisfaction in reverse logistics can contribute to refining and optimizing Myntra's operational processes.
- 2. Customer Loyalty:** Investigate the link between a positive reverse logistics experience and increased customer loyalty, potentially leading to repeat purchases.
- 3. Competitive Advantage:** Explore how enhancing customer satisfaction in reverse logistics can serve as a competitive advantage for Myntra in the e-commerce industry.
- 4. Brand Reputation:** Assess the impact of efficient reverse logistics on Myntra's overall brand image and reputation, as positive experiences can bolster the brand's standing.
- 5. Cost Management:** Identify opportunities to manage costs associated with returns more effectively, ensuring a balance between customer satisfaction and operational efficiency.
- 6. Market Differentiation:** Investigate how customer-centric reverse logistics practices can differentiate Myntra from competitors, attracting and retaining customers.
- 7. Regulatory Compliance:** Ensure that reverse logistics practices align with regulatory requirements, minimizing potential legal issues and enhancing customer trust.
- 8. Environmental Sustainability:** Evaluate the environmental impact of reverse logistics processes, aligning them with sustainable practices and addressing customer concerns about environmental responsibility.
- 9. Customer Feedback for Improvement:** Use the study to gather valuable customer feedback on reverse logistics, providing insights for continuous improvement and innovation.
- 10. Risk Mitigation:** Identify and mitigate potential risks in the reverse logistics process that could negatively impact customer satisfaction and overall business performance.

1.7 SCOPE OF THE STUDY

1. Customer Segmentation: Examine how different customer segments perceive and experience reverse logistics services on Myntra, providing insights into varied preferences.

2. Geographical Variation: Explore if customer satisfaction with reverse logistics varies across different regions, helping tailor strategies based on regional nuances.

3. Product Categories: Investigate whether customer satisfaction in reverse logistics differs based on the type of products purchased, providing insights into specific challenges and opportunities.

4. Technology Integration: Assess the impact of technology, such as mobile apps or online interfaces, on customer satisfaction in the reverse logistics process.

5. Communication Channels: Analyze the effectiveness of communication channels (email, SMS, etc.) used during the reverse logistics process and their influence on customer satisfaction.

6. Return Policies: Evaluate the impact of Myntra's return policies on customer satisfaction, considering factors like flexibility, clarity, and ease of understanding.

7. Time Sensitivity: Examine the correlation between the speed of processing returns and customer satisfaction, identifying areas for potential improvement in turnaround times.

8. Customer Support Interaction: Investigate how interactions with customer support during the reverse logistics process impact overall customer satisfaction.

9. Comparative Analysis: Compare customer satisfaction in reverse logistics between Myntra and its competitors, providing a benchmark for performance and potential areas for differentiation.

10. Long-Term Impact: Assess the long-term impact of positive reverse logistics experiences on customer retention and lifetime value, contributing to Myntra's overall business sustainability.

1.8 LIMITATIONS OF THE STUDY

1.Sample size and representativeness: The sample size of the study may be limited, which may affect the generalizability of the findings to larger populations. Additionally, this sample may not be fully representative of the various customers and industries involved in reverse logistics, which could potentially bias the results.

2.Self-report bias: Surveys that rely on customer surveys or interviews can be subject to self-report bias. Customers may provide answers that are socially desirable or that do not fully reflect their experience or satisfaction.

3.Response rate and non-response bias: A low response rate in a survey means that the sample of respondents may not be representative of the entire population, which can lead to non-response bias. This may affect the validity of the results and limit the generalizability of the results.

4.Cross-sectional nature of data: Many studies on customer satisfaction in reverse logistics use cross-sectional data that capture a snapshot of the customer experience at a specific point in time. This limits our ability to analyze long-term trends, dynamics, or changes in satisfaction over time.

5.External factors and third-party influence: Customer satisfaction in reverse logistics can be affected by external factors beyond the organization's control, such as shipping delays, third-party logistics providers, and government regulations. These external factors may not be fully considered in the research process.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

1. Reverse logistics is the process of planning, implementing and controlling backward flows of raw materials, in process inventory, packaging and finished goods, from a manufacturing, distribution or use point, to a point of recovery or point of proper disposal (**REVLOG, 1998**). In the broadest sense, this process involves collection, inspection, recycling, refurbishing, and remanufacturing of used or returned products, including leased equipment and machines.

2. **Carter and Ellram (1998)** subdivide the literature on reverse logistics in, general, transportation and packaging, and purchasing. Then, they develop propositions by making use of marketing and management literature. Based on these, they put together a model of the driving forces and constraints for Reverse Logistics. As the authors agree, the propositions lack empirical evidence. We identify Reverse Logistics features other than only driving forces and we accompany it with examples from real practice.

3. Reverse Logistics has become a fundamental activity in modern supply chains, with global companies such as BMW, Xerox, IBM and Caterpillar all adopting Reverse Logistics programmes. According to the Reverse Logistics Executive Council, US firms spend more than an estimated \$35 billion annually for handling, transporting, and processing returned e-products, and this figure continues to grow (**Meyer, 1999**). A growing amount of researchers have begun to move away from much of the earlier operational optimisation models on inventory control and capacity planning, and have started to place a greater stress on the strategic importance of Reverse Logistics.

4. The prevailing studies on reverse logistics network design are driven by an application-oriented approach. Majority of the papers focus on recycling-only networks, such as Louwers et al., 1999, Realff et al., 2004 on carpet recycling, Schultmann et al.

5. **Murphy and Poist** define Reverse Logistics (p.12) as “the movement of goods from a consumer towards a producer in a channel of distribution”.

Therefore, these authors do already touch upon the direction to adopt by the flows considered as Reverse Logistics flows. Any good that may satisfy this condition is considered then as taking part in the Reverse Logistics flows. Producer is not necessarily appointed as the original manufacturer. As far as the distribution channel is concerned, nothing is specified in the definition. Doubts may arise between the two main possibilities to be distinguished: the referred distribution channel being the previously utilized in the forward channel or any other.

6. **Ritchie et al. (2000)** underlines that logistics does not stop with the delivery of goods to customers, but also offers the opportunity for stocks to be returned to suppliers via a feedback loop. He points out, for instance, the increasingly frequent occurrence that product recalls appear to have in the last years in private sector (as his article examine the Reverse Logistics process within the Manchester Royal Infirmary Pharmacy; in this pharmaceutical arena, the efficacy in withdrawing expeditiously the drugs from market, in case of need, result critical). His perspective drives the attention again on the suppliers as final destination of returned products and thus, endorsing the backwards direction of goods flows.

7. **Goggin & Browne (2000)** have recently suggested a taxonomy of resource recovery specifically for end-of-life products with the focus on electronic and electrical equipment. The study is centered on a specific type of product namely, electronic and electrical equipment. Furthermore, only three types of recovery are taken into account.

8. **Dowlatshahi (2000)** classifies the literature on Reverse Logistics according to five categories: global concepts; quantitative models; distribution, warehousing, and transportation; company profiles; and, applications. In the opinion of the author the majority of the articles "lack of depth," "do not describe the basic structure of Reverse Logistics," and "do not define the basic concepts and terms." The author then gives attention to the literature and lists the strategic and operational factors in Reverse Logistics systems. After distinguishing the characteristics of Reverse Logistics, we put together a decision framework integrating a comprehensive list of strategic, tactic and operational matters.

9. **Fleischmann et al. (2000), Akçali et al. (2009), Chanintrakul et al. (2009), Sheriff et al. (2012)** reviewed the literature on RL network design issues. These reviews provide insight to the RL previous research on various issues. However, it was observed that issues like adoption and implementation, forecasting product returns, outsourcing, RL networks from secondary market perspectives, and disposition decisions are not covered in depth.

10. Reverse logistics process and customer satisfaction:

A study by **Rogers and Tiben Lembeck (2001)** shows that customer satisfaction in reverse logistics is influenced by different process steps such as product return, handling, processing, and settlement. Efficient and timely implementation of these steps positively affects customer satisfaction.

11. A research report of **Kivinen (2002)** brings another perspective. He writes that different service providers have different types of Reverse Logistics concept. For instance, some companies may speak only about the recycling of goods, which may actually include sophisticated features of Reverse Logistics. His piece of advice is therefore, between the parties involved, to define clearly what Reverse Logistics will be understood in their relationships, as different persons will most probably have different views about Reverse Logistics.

12. **Veerakamolmal, Pitipong; Lee, Yung-Joon; Fasano, J. P.; Hale, Rhea; Jacques, Mary(2002)** In recent years, there has been increased focus by regulators, manufacturers, and consumers on the issue of product end of life management for electronics. This paper presents an overview of a conceptual study designed to examine the costs and benefits of several different Product Take Back (PTB) scenarios for used electronics equipment. The study utilized a reverse logistics supply chain model to examine the effects of several different factors in PTB programs. The model was done using the IBM supply chain optimization tool known as WIT (Watson Implosion Technology). Using the WIT tool, we were able to determine a theoretical optimal cost scenario for PTB programs. The study was designed to assist IBM internally in determining theoretical optimal Product Take Back program models and determining potential incentives for increasing participation rates.

13. **De Brito and Dekker (2002), Linton et al. (2007), Meade et al. (2007), Rubio et al. (2008), Lambert et al. (2011)** reviewed published literature on various aspects of RL but select issues are either under-represented or not reviewed in their articles. The proposed article aims at filling these gaps in literature by reviewing these issues and finding research gaps for identifying future scope of research.

14. **Sroufe (2003)** considered operational and environmental performance of RL. **Zhu et al. (2007)** evaluated environmental and economic performance of RL practices in recovery operations of an organization.

15. **Blackburn et al. (2004)** state that Reverse Logistics should be given as much attention at the corporate level as forward supply chains and should be viewed and managed as a business process that can create value for the company.

16. Reverse logistics (RL) practices may help in and operational efficiency efficient handling of the end of life products and other returned products for ensuring sustainable supply chain (**Ravi et al., 2005**).

17. RL involves the collection of used or end of life products, inspection, and segregation of products into different classified categories, and disposition them for further processing. This disposition is one of the most important decisions of RL processes for its efficient operational performance (**Prahinski and Kocabasoglu, 2006**), which led to improve the sustainable supply chain performance through improvement in its focused dimensions (**Mangla et al., 2019**).

18. Researchers and practitioners have consistently given attention to the forward supply chains and ignored the reverse flow of supply chains (**Bernon and Cullen, 2007**).

19. **Skinner et al. (2008)** found that the disposition decisions are positively correlated with the economic performance and operational efficiency. Disposition of products varies from industry to industry and may also be product specific depending on factors including price/ value/ shelf life/ transportation cost of the product, and the demand outlook (Skinner et al., 2008).

20. On the other hand, **Pokharel and Mutha (2009)** just try to make a good selection among all publications in their review paper so the number of publications in their paper is low. **Fang et al. (2007)** studied the state of eco-industrial development in China. They reviewed reports on a range of case studies and provided a synthesis of type and scale of experimental eco-industrial development, supply chains and symbioses in eco-industrial development and the CE, and major constraints to eco-industrial development. Following this synthesis, they presented an analysis of the opportunities and constraints with respect to making further progress in eco-industrial development in China.

21. **Pokharel and Mutha (2009)** reviewed 164 articles on important RL features such as product acquisition, pricing, collection of used products, RL network structure vis-à-vis the integration of manufacturing, and remanufacturing facilities of location of facilities for inspection and consolidation activity.

22. RL or CLSC, and some are partial reviews with specific aims, for instance in JIT (**Chan et al. 2010**) or reviewing network design models (**Chanintrakul et al. 2009**)., the papers of **Pokharel and Mutha (2009)** and **Sasikumar and Kannan (2009)** can be mentioned as they analyzed the whole area on reverse logistics. However, both covered papers were published before 2008 and they did not include closed-loop supply chain publications.

23. Disposition greatly influences the operational excellence of RL which directly or indirectly effect the sustainability performance of the system. **Sarkis et al. (2010)** positively examined the contribution of RL in the sustainability.

24. The study by **Mario Turrisi et.al, 2013** aims at impact of reverse logistics on the supply chain performance and the tools and strategies to be implemented by the managers for the smooth management of reverse logistics thereby having optimal and efficient utilization and maintenance of inventory and increase the logistics performance in the organization. This study also suggests future researchers to implement forecasting techniques for reverse logistics.

25. **De Rosa, V., Gebhard, M., Hartmann, E., & Wollenweber, J. (2013).** Robust sustainable bi-directional logistics network design under uncertainty. *International Journal of Production Economics*.

26. For the effective management of the flow of product, all the information pertaining to the product need to be digitized and shared with each of the stakeholders of the supply chain (**Lasi et al., 2014**). This will result in the automation of most of complex RL functions, which will enhance the overall performance of RL. However, performance evaluation is based on the economic and environmental performance measures (Paksoy et al., 2011; Morgan et al., 2018; Huang et al., 2012).

27. For making reverse logistics sustainable, disposition decisions of products after its use are very crucial. Researchers have not explored possible disposition decisions and its impacts on sustainable performance specifically in context to developing countries like India (**Agrawal et al., 2015**). **Vahabzadeh et al. (2015)** have used multi-criteria decision-making tool Fuzzy-VIKOR to explore disposition alternatives for managing reverse logistics but they did not find impact of disposition decisions on performance of RL from sustainability perspective.

28. **Ekahri Mandota, 2015** in her research focuses on the impact reverse logistics of glass bottles on supply chain performance and the challenges faced at Carlsberg Malawi. According to the paper reverse logistics has a positive impact on the profits and business growth. It also reduces the cost of procuring new glass bottles. The study also suggests government to offer economic benefits such as tax redemptions to organizations exercising reverse logistics practices. It also focuses on engaging the supply chain partners in the reverse logistics process such as educating customers on importance of returning glass bottles.

29. **Hosseini, M Reza; Rameezdeen, Raufdeen; Chileshe, Nicholas; Lehmann, Steffen(2015)**

Reverse logistics in construction refers to the movement of products and materials from salvaged buildings to a new construction site. While there is a plethora of studies looking at various aspects of the reverse logistics chain, there is no systematic review of literature on this important subject as applied to the construction industry. Therefore, the objective of this study is to integrate the fragmented body of knowledge on reverse logistics in construction, with the aim of promoting the concept among industry

stakeholders and the wider construction community. Through a qualitative meta-analysis, the study synthesises the findings of previous studies and presents some actions needed by industry stakeholders to promote this concept within the real-life context. First, the trend of research and terminology related with reverse logistics is introduced. Second, it unearths the main advantages and barriers of reverse logistics in construction while providing some suggestions to harness the advantages and mitigate these barriers. Finally, it provides a future research direction based on the review.

30. **Bouzon et al. (2016)** have observed that RL implementation is more popular in developed economies. Developing countries like Brazil, India are facing lot of challenges in managing RL operations for sustainable performance.

31. According to the authors **Salvatore Cannella, et.al, 2016** the flow of inventory in close loop supply chain is an intricate task for the products dropping in for recycle or replenishment (reverse logistics) purpose. The study of reverse logistics factors that influences the performance is analyzed under various market conditions. The outcome presents higher stability in closed loop supply chain as compared to the traditional chain of supply and suggests investing in returns management for dynamic performance.

32. **Antony, P.; Soewito, B.,(2016)** Present level and quality of the environment are directly dependent on our access to natural resources, as well as their sustainability. In particular production activities and phenomena associated with it have a direct impact on the future of our planet. Recycling process, which in large enterprises often becomes an important and integral part of the production program, is usually in small and medium-sized enterprises problematic. We can specify a few factors, which have direct impact on the development and successful application of the effective reverse logistics system. Find the ways to economically acceptable model of reverse logistics, focusing on converting waste materials for renewable energy, is the task in progress.

33. **Sudarto et al. (2017)** examined the correlation of life cycle of the products with the social performance of reverse logistics.

34. In a study of Indian electronic manufacturing organization, **Govindan et al. (2017)** emphasized on need of environmentally sound handling of returned products because of e-waste management regulations in the country. Moreover, sustainability is the essential requirement to compete in global markets in the era of circular economy.

35. **Kateryn Lysenko Ryba, 2017**, in his study has explained the importance of full value product returns, and the complaints in the context of their importance for customer satisfaction. He believes that each perceived customer who will be able to smoothly return the product will be satisfied and will make the purchase once again and can help in building positive relationships and contribute to the growth of customer loyalty.

36. There are very few studies evaluating the social performance along with economic and environmental performance of RL in the era of circular economy (**McWilliams et al., 2016; Slomski et al., 2018; Shaik and Abdul-Kader, 2018**). **Luthra and Mangla (2018)** have observed that top management should take decisions considering sustainability in supply chain operations.

37. **Singh and Agrawal (2018)** have used TOPSIS approach to analyze strategies for dispositions. Agrawal et al. (2016) have used graph theory approach in context to outsourcing decisions in RL.

38. According to the study conducted by **NNC Pushpamali, et.al, 2020** the paper states the role of Reverse Logistics on Supply Chain performance at construction industry in South East Queensland, Australia. The paper examines reverse logistics practices and achieves that it reduces the sourcing cost of

materials as compared to new materials. The paper is limited to qualitative analysis. The paper concludes that used materials if meet the industry specifications can have similar performance without affecting construction time or quality of the project with substantially lower cost.

39.Information transparency and tracking:

Transparency and visibility during the reverse logistics process have a positive impact on customer satisfaction. **Gupta et al. (2021)** found that providing customers with real-time updates, tracking capabilities, and clear information about the status of their return contributed to greater satisfaction.

40. The logistics of return flows, called Reverse Logistics, aims at executing product recovery efficiently” (**Hillegersberg et al**). When the authors stress the meaning of return flows they only admit end of life (EOL) products either for customer use, or for obsolescence in the forward supply chain. Apart from the activities included by Thierry et al. within the PRM, Hillegersberg et al., unlike them, admits also energy recovered by incineration. The list of products susceptible of returning is in this case more restricted.

41., P. Zhenqiang an Bao; Congwei, Zhu; Yuqin, Zhao; Quanke,

This article constructs reverse logistic network based on uncertain environment, integrates the reverse logistics network and distribution network, and forms a closed network. An optimization model based on cost is established to help intermediate center, manufacturing center and remanufacturing center make location decision. A gray model GM (1, 1) is used to predict the product holdings of the collection points, and then prediction results are carried into the cost optimization model and a solution is got. Finally, an example is given to verify the effectiveness and feasibility of the model.

42. In the article **“Reverse logistics processes in plastic supply chains”** by Magdalena says that plastic play a crucial role in the development of the economy and helps in the sustainable growth as well. Plastics are used in various ways, in vehicle it is used to lighten the weight of the car to increase fuel usage, in manufacturing company it is used for packaging of the merchandise, in food industry it is used to protect food from getting exploited by keeping it in plastic. Whatever we use need plastic but at the same time it is a kind of material which is non-recyclable in nature. It also says that plastic industry needs to use reverse logistic to allocated and channelize used plastic in a productive manner. It can be done by recovering and treating plastic waste under well planned environmental standards and by taking comprehensive approach into consideration for usage of the plastic.

43. In the article **“The components of reverse logistics management”** by Punyapon focuses on components of reverse logistics. To find out the appropriate solution, researcher used two methods such as qualitative and focus group method where she had interviewed 21 and 15 people from logistic and supply chain industries. After a proper research she found out that First is Return Policy and Procedure (RPP) which was the guidelines for operation relating to product return from the wholesaler or retailer back to the starting point which is manufacturing site. Second is Remanufacturing or Refurbishment (ROR) which was a process from the beginning that was component sorting for inspection to know the value which are send back for the remanufacturing process for recycle and reuse.

44. . In the article **“Reverse logistic: Overview and challenges for supply chain management”** by Sergio Rubio and Beartriz Jimenez says that Reverse logistic is a main part of an industry and now all the companies and professionals are considering the recovery of products as a

business opportunity. Most challenging part is to design the reverse logistic network. Which includes collection, inspection and recovery process. Now we have good amount of data to work on these line because there are many a professionals and various organisation started showing their interest towards RL activities.

45. In the article **“Investigation of barriers and factors affecting the reverse logistics of waste management practise: A case study in Thailand”** by Sumalee Pumpinyo and Vilas shows that in Thailand reverse logistic is mainly performed by the informal sector and those are classified into downstream, middle stream and upstream. If waste can be separated from the sources can actually reduce the cost, where else end users wants to continue recycling waste, waste cleanliness and correct sorting in the production house. It also says that non-franchise SCs in Thailand should improve their worker skills, technology and economies of scale through proper training and development of information system. Development in this sector can sustain recycling and training programs for RL specialist and supportive initiatives from the government to improve recycling practises in the nation.

46. In article “Reverse logistic and challenges: supply chain management of automobile industry” by Syed Abdul and Yu Zhang says that reverse logistic can be defined as the process of transferring the products from their final destination for making an appropriate disposal. With time, the important of RL is growing in the automobile sector. Now, it is very important for the organisation to focus on RL in order to utilise the resources properly. This study focuses on various problems faced by the automobile industry in implementing the RL. These challenges namely are less willingness to pay, competition, lack of support from the retailers, negative perception of the consumer and distributors.

47. In the article “The importance of reverse logistics” by Guldem Elmas and Fevzi Erdogmus shows reverse logistics is into demand now. Many a firm has started investing into reverse logistics in order to reduce the cost, increase revenues and increase customer services at the same time. To implement the RL activities properly it is important to design the RL network properly. At times, RL activities becomes a survival kit when firm’s name and goodwill are on the stake. In today’s economy it is important to respond to the internal and external changes and with that it is equally important to use fair approach in manufacturing product and following the environmental standards properly.

2.2 Research Gap

Research gap 1: Service Quality and Customer Satisfaction: Examine the relationship between service quality and customer satisfaction. Identify gaps in understanding how different aspects of service quality, such as reliability and responsiveness, affect customer satisfaction and loyalty.

Research gap 2: Customer satisfaction in service recovery processes: examine gaps in understanding the role of service recovery processes in improving customer satisfaction. Investigating effective strategies and interventions to restore customer satisfaction after service failures and complaints.

CHAPTER 3

RESEARCH METHODOLOGY

3.1: METHODOLOGY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find customer satisfaction on reverse logistics. This time research methodology is framed for the purpose of finding the level of customer satisfaction reverse logistics in Myntra. To know the satisfaction of the customers data is collected through a structured questionnaire.

3.2 RESEARCH DESIGN

A research design is the arrangement of conditions for the collection and analysis of data in a manner that may result in an economy in procedure. It stands for planning for the collection of the relevant data and the techniques to be used in the analysis, keeping in view the objective of the research availability of time.

Descriptive research method:

Descriptive research seeks to describe and analyse the characteristics, behaviour, or situation of a particular group, event, or phenomenon. It aims to answer the who, what, when, where, and how questions and provide an overview of the research topic. Descriptive research generally uses quantitative techniques such as surveys, structured observations, and secondary data analysis. We focus on collecting objective and measurable data and often use statistical analysis to summarize and present results. Descriptive research helps researchers to understand and explain the current state or condition of a particular topic.

3.3 SAMPLING TECHNIQUE

Convenience sampling method:

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

Population of the project is Myntra's customers. Myntra customers are people who use Myntra online shopping platform. Myntra is an India-based e-commerce website and app that specializes in fashion and lifestyle products, offering a wide range of apparel, accessories, footwear and more. Myntra's customers are diverse in terms of preferences and shopping behaviour. This researcher used Convenience sampling method to collect data from the respondents using a questionnaire, the questionnaire contains of 20 questions and it was collected from 100 respondents. The respondents are given a

questionnaire through google forms and some of the responses are collected in person.

3.4. SOURCES OF DATA

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types

PRIMARY DATA:

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

SECONDARY DATA:

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

3.5. STRUCTURE OF QUESTIONNAIRE

There are two broad types of questions open ended or open questions, and closed ended or closed questions. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose.

3.6 SAMPLE SIZE

The sample size for this research project is 100.

SAMPLE DESIGN

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only non- probability sampling is used.

➤ Sampling

- Sampling design : Non-probability sampling
- Sampling technique : convenience sampling
- Sample unit : Customers
- Sample size : 100 respondents

3.7 PERIOD OF STUDY

The period of the study is to determine that research process is carried out for 3 months.

3.8 AREA OF STUDY

When conducting a survey on customer satisfaction in reverse logistics, the selection of respondents is important to ensure the validity and reliability of the survey. Ideal candidates should have experience or direct involvement in reverse logistics processes.

Customers: The main group of respondents is customers who have gone through the reverse logistics process, including returning products, requesting repair or replacement, and contacting customer support about returns. Their feedback provides insight into satisfaction, perceptions, and expectations.

3.9 HYPOTHESIS

NULL HYPOTHESIS(H0): There is no significant relationship between the level of transparency and communication in reverse logistics processes and customer satisfaction; any observed correlation is purely due to chance.

ALTERNATIVE HYPOTHESIS(H1): Improved efficiency and speed in reverse logistics operations lead to a higher level of customer satisfaction, suggesting that a quicker resolution of returns or exchanges positively influences customers' overall satisfaction with the process.

3.10 TOOLS FOR ANALYSIS

- Anova

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

Data Collection:

Data collected through Google Forms provides a convenient and versatile way to collect information from your respondents. Google Forms is an online survey tool that allows researchers to create customizable forms to collect data directly from respondents.

Customer Satisfaction Analysis:

Analyse customer feedback, reviews, and complaints to gain insights into areas for improvement in service quality, delivery speed, and customer satisfaction. Customer satisfaction analysis involves evaluating and measuring customer satisfaction with products, services, or the overall customer experience. It aims to understand customer perceptions, expectations, and feedback, identify areas for improvement, and improve customer satisfaction. By conducting a comprehensive customer satisfaction analysis and taking appropriate actions based on the results, you can strengthen customer loyalty, increase customer retention, and drive overall business success.

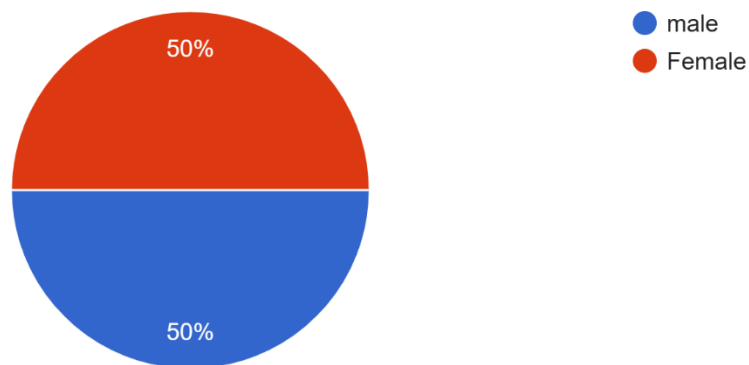
4.1 PERCENTAGE ANALYSIS:

4.1.1 Table indicating the gender of respondents

SNO	Gender	No of Respondents	Percentage Analysis
1	male	50	50%
2	Female	50	50%
TOTAL		100	100%

Gender

100 responses



Interpretation:

From the above table it is interpreted that the gender of the respondents is male 50% and number of respondents in female are 50 %

INFERENCE

The respondents both male and female are equally 50%

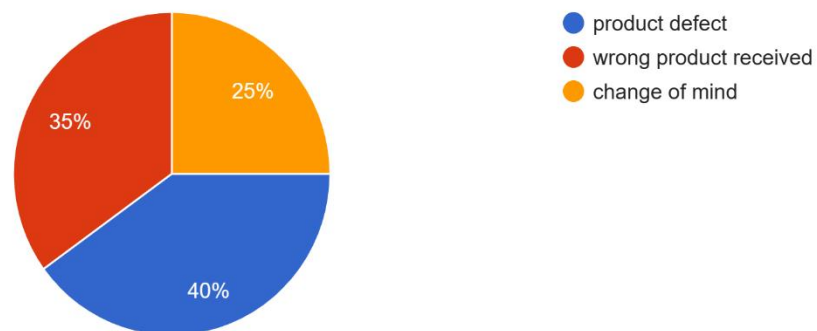
4.1.2 TABLE INDICATING THE PRIMARY REASON FOR THE RETURN OF THE PRODUCT

What was the primary reason for returning the product?

	Frequency	Percent	Valid percent	Cumulative percent
Product defect	40	40	40	40
Wrong product received	35	35	35	75
Change of mind	25	25	25	100
Total	100	100	100	

What was the primary reason for returning the product?

100 responses



INTERPRETATION:

From the above table it is interpreted that maximum number of Myntra users chose the primary reason for returning the product as product defect 40% and wrong product 35%. Only 25% of users chose change of mind.

INFERENCE:

Majority 40% of respondents reason for the return of the product is defect

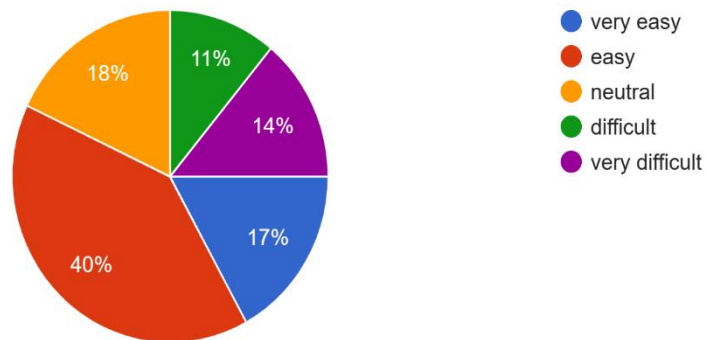
4.1.3 TABLE INDICATING HOW EASY WAS IT TO INITIATE RETURN ON MYNTRA APP OR WEBSITE

How easy was it to initiate a return or exchange on Myntra's website or app?

	Frequency	percent	Valid percent	Cumulative percent
Very easy	17	17	17	17
Easy	40	40	40	57
Neutral	18	18	18	75
Difficult	11	11	11	86
Very difficult	14	14	14	100
Total	100	100	100	

How easy was it to initiate a return or exchange on Myntra's website or app?

100 responses



INTERFERENCE:

From the above table it is interpreted that the number of respondents were 17% is very easy, 40% is easy, 18% is neutral, 11% is difficult, 14% is very difficult.

INFERENCE:

Majority of 40% respondents finds it easy to initiate a return or exchange on Myntra's website or app.

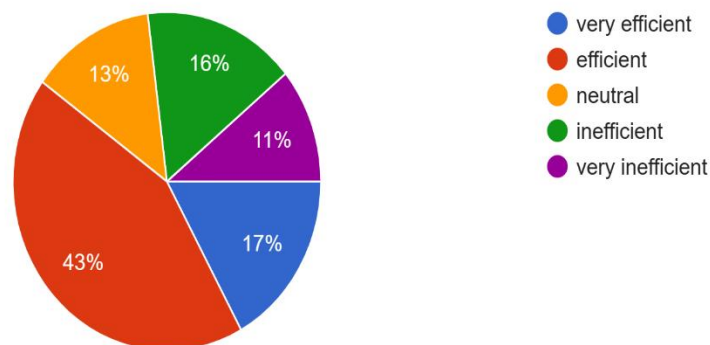
4.1.4 TABLE INDICATING OVERALL EFFICIENCY OF THE RETURN PROCESS

How would you rate the overall efficiency of the return process?

	Frequency	percent	Valid percent	Cumulative percent
Very efficient	17	17	17	17
Efficient	43	43	43	60
Neutral	13	13	13	73
Inefficient	16	16	16	89
Very inefficient	11	11	11	100
Total	100	100	100	

How would you rate the overall efficiency of the return process?

100 responses



INTERFERENCE:

From the above table it is interpreted that the number of respondents were 17% is very efficient, 43% is efficient, 13% is neutral, 16% is inefficient, 11% is very inefficient.

INFERENCE:

Majority 43% of the respondents rated the overall efficiency of the return process as efficient.

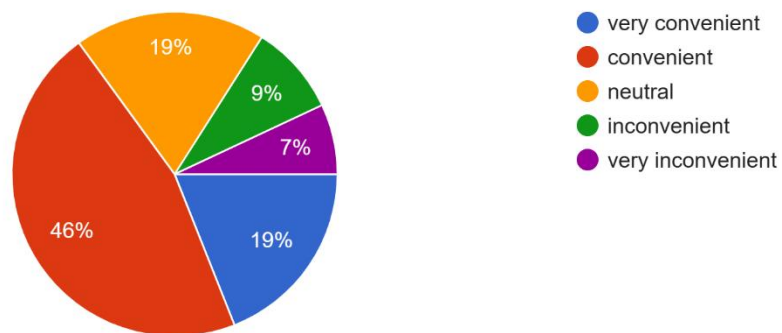
4.1.5 TABLE INDICATING THE CONVENIENT OF THE RETURN PROCESS

Did you find the return process convenient?

	Frequency	percent	Valid percent	Cumulative percent
Very convenient	19	19	19	19
Convenient	46	46	46	65
Neutral	19	19	19	84
Inconvenient	09	9	9	93
Very inconvenient	07	7	7	100
Total	100	100		

Did you find the return process convenient?

100 responses



INTERFERENCE:

From the above table it is interpreted that number of respondents were 19% is very convenient, 46% is convenient, 19% is neutral, 9% is inconvenient, 7% is very inconvenient.

INFERENCE:

Majority of 46% respondents finds the return process as convenient.

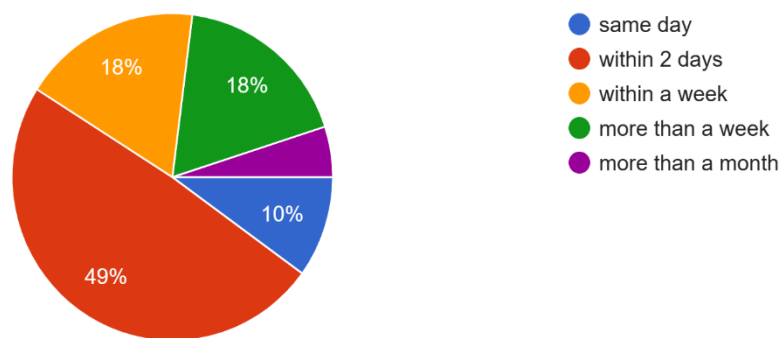
4.1.6 TABLE INDICATING THE TIME TAKEN FOR THE REPLACEMENT

How much time they take to provide a replacement?

	Frequency	percent	Valid percent	Cumulative percent
Same day	10	10	10	10
Within 2 days	49	49	49	59
Within a week	18	18	18	77
More than a week	18	18	18	95
More than a month	05	5	5	100
Total	100	100	100	

How much time they take to provide a replacement?

100 responses



INTERFERENCE:

From the above table it is interpreted that number of respondents were 10% is same day, 49% is within 2 days, 18% is within a week, 18% is more than a week, 5% is more than a month.

INFERENCE:

Majority 49% of the respondents says the time taken for the replacement is within 2 days.

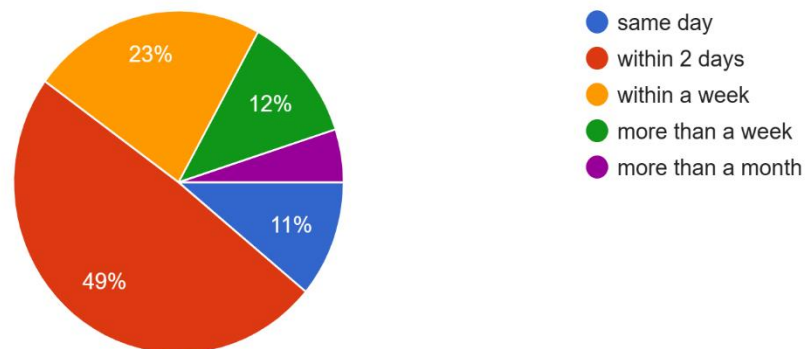
4.1.7 TABLE INDICATING THE TIME TAKEN FOR REFUND

How much time did it take to provide a refund?

	Frequency	percent	Valid percent	Cumulative percent
Same day	11	11	11	11
Within 2 days	49	49	49	60
Within a week	23	23	23	83
More than a week	12	12	12	95
More than a month	05	5	5	100
Total	100	100	100	

How much time did it take to provide a refund?

100 responses



INTERFERENCE:

From the above table it is interpreted that number of respondents were 11% is same day, 49% is within 2 days, 23% is within a week, 12% is more than a week, 5% is more than a month.

INFERENCE:

Majority 49% of the respondents says the time taken for the replacement is within 2 days.

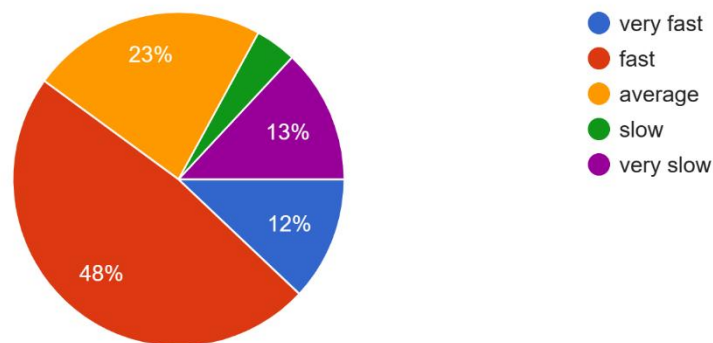
4.1.8 TABLE INDICATING THE SPEED OF MYNTRA'S RETURN PROCESS

How would you rate the speed of Myntra's return or exchange process?

	Frequency	percent	Valid percent	Cumulative percent
Very fast	12	12	12	12
Fast	48	48	48	60
Average	23	23	23	83
Slow	04	4	4	87
Very slow	13	13	13	100
Total	100	100	100	

How would you rate the speed of Myntra's return or exchange process?

100 responses



INTERFERENCE:

From the above table it is interpreted that number of respondents were 12% is very fast, 48% is fast, 23% is average, 4% is slow, 13% is very slow.

INFERENCE:

Majority 48% of the respondents rated Myntra's return or exchange process as fast.

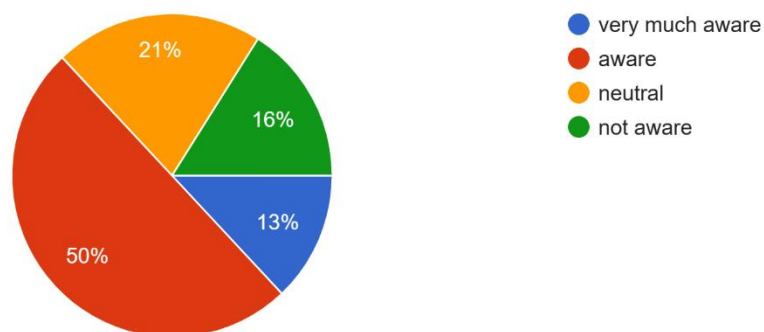
4.1.9 TABLE INDICATING THE CUSTOMER'S AWARENESS OF THE MYNTRA'S RETURN POLICY

Were you aware of the returns policy before initiating the return?

	Frequency	percent	Valid percent	Cumulative percent
Very much aware	13	13	13	13
Aware	50	50	50	63
Neutral	21	21	21	84
Not aware	16	16	16	100
Total	100	100	100	

Were you aware of the returns policy before initiating the return?

100 responses



INTERFERENCE:

From the above table it is interpreted that number of respondents were 13% is very much aware, 50% is aware, 21% is neutral, 16% is not aware.

INFERENCE:

Majority 50% of respondents were aware of the Myntra's return or exchange process.

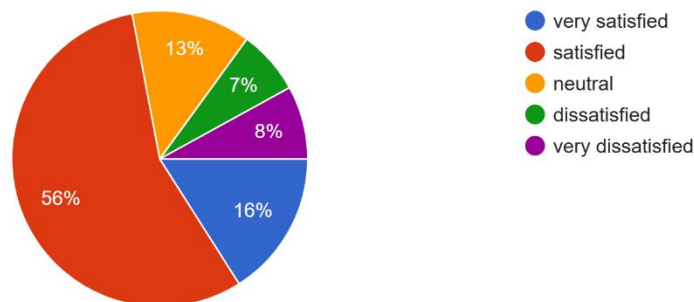
4.1.10 TABLE INDICATING CUSTOMER'S SATISFACTION ON MYNTRA'S REFUND OR REPLACEMENT PROCESS

If applicable, how satisfied were you with the refund or replacement process?

	Frequency	percent	Valid percent	Cumulative percent
Very satisfied	16	16	16	16
Satisfied	56	56	56	72
Neutral	13	13	13	85
Dissatisfied	07	7	7	92
Very dissatisfied	08	8	8	100
Total	100	100	100	

If applicable, how satisfied were you with the refund or replacement process?

100 responses



INTERFERENCE:

From the above table it is interpreted that the number of respondents were 16% is very satisfied, 56% is satisfied, 13% is neutral, 7% is dissatisfied, 8% is very dissatisfied.

INFERENCE:

Majority of 56% of the respondents were satisfied with the Myntra's refund or replacement process.

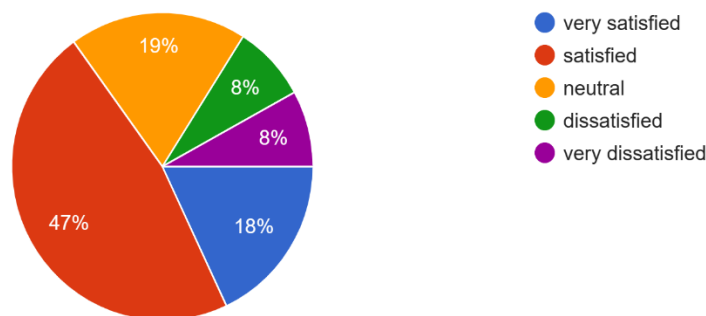
4.1.11 TABLE INDICATING CUSTOMER'S SATISFACTION WITH THE COMMUNICATION DURING THE RETURN PROCESS

How satisfied were you with the communication during the return process (e.g., updates on return status, expected refund/credit information)?

	Frequency	percent	Valid percent	Cumulative percent
Very satisfied	18	18	18	18
Satisfied	47	47	47	65
Neutral	19	19	19	84
Dissatisfied	08	8	8	92
Very dissatisfied	08	8	8	100
Total	100	100	100	

How satisfied were you with the communication during the return process (e.g., updates on return status, expected refund/credit information)?

100 responses



INTERFERENCE:

From the above table is interpreted that the number of respondents were 19 % is very satisfied, 47% is satisfied, 19% is neutral, 8% is dissatisfied, 8% is very dissatisfied.

INFERENCE:

Majority 47% of the respondents were satisfied with the communication during the return process.

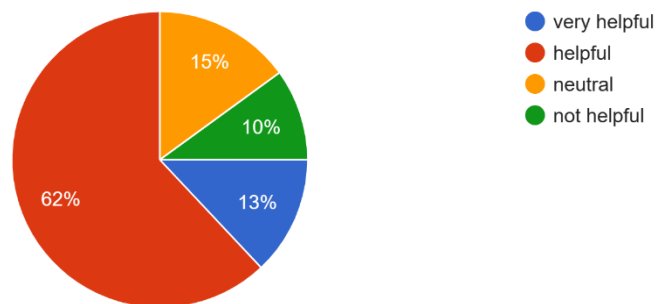
4.1.12 TABLE INDICATING HOW MYNTRA'S CUSTOMER SERVICE HELPFUL AND RESPONSIVE DURING THE RETURN

Were the Myntra customer service representatives helpful and responsive during your return or exchange process?

	Frequency	percent	Valid percent	Cumulative percent
Very helpful	13	13	13	13
Helpful	62	62	62	75
Neutral	15	15	15	90
Not helpful	10	10	10	100
Total	100	100	100	

Were the Myntra customer service representatives helpful and responsive during your return or exchange process?

100 responses



INTERFERENCE:

From the above table it is interpreted that the number of respondents were 13% is very helpful, 62% is helpful, 15% is neutral, 10% is not helpful.

INFERENCE:

Majority 62% of the respondents says that the Myntra customer service representatives were helpful and responsive during the return or exchange process.

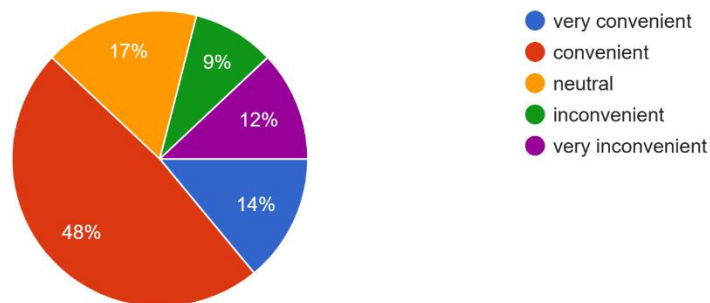
4.1.13 TABLE INDICATING THE CONVIENCE OF THE RETURN SHIPPING INSTRUCTIONS IN MYNTRA

Were the return shipping instructions clear and convenient to follow?

	Frequency	percent	Valid percent	Cumulative percent
Very convenient	14	14	14	14
Convenient	48	48	48	62
Neutral	17	17	17	79
Inconvenient	09	9	9	88
Very inconvenient	12	12	12	100
Total	100	100	100	

Were the return shipping instructions clear and convenient to follow?

100 responses



INTERFERENCE:

From the above table it is interpreted that the number of respondents were 14% is very convenient, 48% is convenient, 17% is neutral, 9% is inconvenient, 12% is very inconvenient.

INFERENCE:

Majority 48% of the respondents were convenient with the shipping instructions of the return.

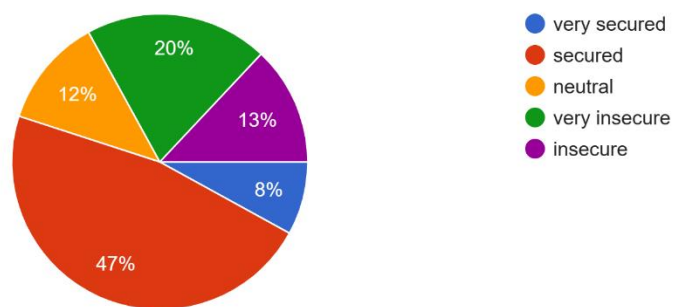
4.1.14 TABLE INDICATING SECURENESS OF THE MYNTRA TRANSACTION

How secure are your transactions with Myntra?

	Frequency	percent	Valid percent	Cumulative percent
Very secured	08	8	8	8
Secured	47	47	47	55
Neutral	12	12	12	67
Very insecure	20	20	20	87
Insecure	13	13	13	100
Total	100	100		

How secure are your transactions with Myntra?

100 responses



INTERFERENCE:

From the above table it is interpreted that the number of respondents were 8% is very secured, 47% is secured, 12% is neutral, 20% is very insecure, 13% is insecure.

INFERENCE:

Majority 47% of the respondents says that the Myntra's transaction process is secured.

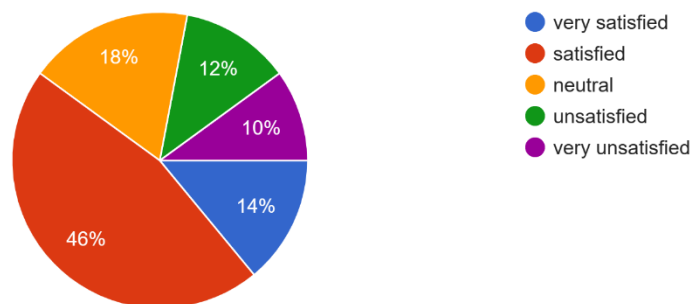
4.1.15 TABLE INDICATING CUSTOMER'S SATISFACTION IN MYNTRA'S RETURN PROCESS

How satisfied were you with the Myntra's return and exchange process?

	Frequency	percent	Valid percent	Cumulative percent
Very satisfied	14	14	14	14
Satisfied	46	46	46	60
Neutral	18	18	18	78
Unsatisfied	12	12	12	90
Very unsatisfied	10	10	10	100
Total	100	100	100	

How satisfied were you with the Myntra's return and exchange process?

100 responses



INTERFERENCE:

From the above table it is interpreted that the number of respondents were 14% is very satisfied, 46% is satisfied, 18% is neutral, 12% is unsatisfied, 10% is very unsatisfied.

INFERENCE:

Majority 46% of the respondents were satisfied with the Myntra's return process.

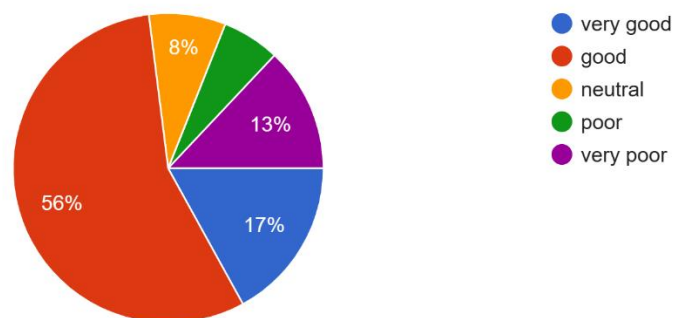
4.1.16 TABLE INDICATING THE CUSTOMER'S EXPERIENCE IN MYNTRA'S REVERSE LOGISTICS PROCESS

How was your overall experience in Myntra's reverse logistics process?

	Frequency	percent	Valid percent	Cumulative percent
Very good	17	17	17	17
Good	56	56	56	73
Average	08	8	8	81
Poor	06	6	6	87
Very poor	13	13	13	100
Total	100	100	100	

How was your overall experience in myntra's reverse logistics process?

100 responses



INTERFERENCE:

From the above table it is interpreted that the number of respondents were 17% is very good, 56% is good, 8% is neutral, 6% is poor, 13% is very poor.

INFERENCE:

Majority 56% of the respondents rated Good for the overall experience in Myntra's reverse logistics process

HYPOTHESIS:

NULL HYPOTHESIS(H0): There is no significant relationship between the level of transparency and communication in reverse logistics processes and customer satisfaction; any observed correlation is purely due to chance.

ALTERNATIVE HYPOTHESIS(H1): Improved efficiency and speed in reverse logistics operations lead to a higher level of customer satisfaction, suggesting that a quicker resolution of returns or exchanges positively influences customers' overall satisfaction with the process.

ANOVA

Source of variation	Sum of square	df	Mean square	F	P Value	Ferit
Between groups	247.7773333	14	17.69838095	14.66814883	1.398133	1.698432265
Within groups	1791.78	1485	1.206585859			
Total	2039.557333	1499				

The p value is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected

CHAPTER- 5

FINDINGS, SUGGESTIONS, AND CONCLUSION

5.1. FINDINGS

- Majority 40% of respondents reason for the return of the product is defect.
- Majority of 40% respondents finds it easy to initiate a return or exchange on Myntra's website or app.
- Majority 43% of the respondents rated the overall efficiency of the return process as efficient.
- Majority of 46% respondents finds the return process as convenient.
- Majority 49% of the respondents says the time taken for the replacement is within 2 days
- Majority 49% of the respondents says the time taken for the replacement is within 2 days.
- Majority 48% of the respondents rated Myntra's return or exchange process as fast.
- Majority 50% of respondents were aware of the Myntra's return or exchange process.
- Majority of 56% of the respondents were satisfied with the Myntra's refund or replacement process.
- Majority 47% of the respondents were satisfied with the communication during the return process.
- Majority 62% of the respondents says that the Myntra customer service representatives were helpful and responsive during the return or exchange process.
- Majority 48% of the respondents were convenient with the shipping instructions of the return.
- Majority 47% of the respondents says that the Myntra's transaction process is secured.
- Majority 46% of the respondents were satisfied with the Myntra's return process.
- Majority 56% of the respondents rated Good for the overall experience in Myntra's reverse logistics process.

5.2. SUGGESTIONS

1.Improve customer service:

First, even if you have an efficient reverse logistics process, you need to put minimal effort into it. And how to achieve it? Reduce efficiency. One strategy is to do your best to avoid returns in the first place. A good customer service team can help prevent returns and improve customer satisfaction by addressing consumer concerns over the phone or via email. Monitoring customer concerns also helps companies identify recurring quality control issues with their products. If you're wondering what you can do, it's a good idea to browse past posts on improving customer service for new ideas.

2.Place the return label in the original packaging:

Place a return label on the original shipment to reduce delays and improve customer satisfaction. In many cases, businesses can include royalty-free postage on invoices, which customers simply tear off and stick for quick, hassle-free reimbursement.

This not only makes the consumer happy but also helps to get the product back to the seller as soon as possible and preferably in its original condition. Reverse logistics can be a complicated matter, but even simple changes in operations can produce great results. Through careful monitoring and a commitment to customer satisfaction, any business can reduce costs, reduce losses, and improve customer retention.

5.3 CONCLUSION:

In conclusion, the study on reverse logistics at Myntra highlights the crucial link between efficient returns processes and customer satisfaction. The findings underscore the need for streamlined reverse logistics systems to enhance the overall shopping experience. Implementing improvements in this area can contribute significantly to customer satisfaction, ultimately fostering loyalty and positive brand perception for Myntra in the competitive e-commerce landscape.

In-depth analysis of the reverse logistics system at Myntra reveals that an optimized and customer-centric returns process is pivotal in shaping overall customer satisfaction. The study demonstrated that a seamless return experience positively influences customer perception, as it not only addresses post-purchase concerns but also enhances trust and loyalty. By delving into the intricacies of Myntra's reverse logistics, this research underscores the importance of timely communication, transparent policies, and efficient processing in ensuring customer satisfaction. Recommendations arising from the study advocate for ongoing enhancements to Myntra's reverse logistics infrastructure, aiming at further refining the customer journey and solidifying the brand's position in the competitive e-commerce market.

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ANNEXURE – QUESTIONNAIRE

A STUDY ON CUSTOMER SATISFACTION ON REVERSE LOGISTICS IN MYNTRA

Email

1. Name:

2. Gender

- ☐ Male
- ☐ Female

3. What was the primary reason for returning the product?

- ☐ Product defect
- ☐ Wrong product received
- ☐ Change of mind

4. How easy was it to initiate a return or exchange on Myntra's website or app?

- ☐ Very easy
- ☐ Easy
- ☐ Neutral
- ☐ Difficult
- ☐ Very difficult

5. Were you aware of the returns policy before initiating the return?

- ☐ Very much aware
- ☐ Aware
- ☐ Neutral
- ☐ Not aware

6. How would you rate the overall efficiency of the return process?

- ☐ Very efficient
- ☐ Efficient
- ☐ Neutral
- ☐ Inefficient
- ☐ Very inefficient

7. Did you find the return process convenient?

- ☐ Very convenient
- ☐ Convenient
- ☐ Neutral
- ☐ Inconvenient
- ☐ Very inconvenient

8. How much time they take to provide a replacement?

- ☐ Same day
- ☐ Within 2 days
- ☐ Within a week
- ☐ More than a week
- ☐ More than a month

9. How much time did it take to provide a refund?

- ☐ Same day
- ☐ Within 2 days
- ☐ Within a week
- ☐ More than a week
- ☐ More than a month

10. How would you rate the speed of Myntra's return or exchange process?

- ☐ Very fast
- ☐ Fast
- ☐ Neutral
- ☐ Slow
- ☐ Very slow

11. If applicable, how satisfied were you with the refund or replacement process?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

12. How satisfied were you with the communication during the return process (e.g., updates on return status, expected refund/credit information)?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

13. Were the Myntra customer service representatives helpful and responsive during your return or exchange process?

- ☐ Very helpful
- ☐ Helpful
- ☐ Neutral
- ☐ Not helpful

14. Were the return shipping instructions clear and convenient to follow?

- ☐ Very convenient
- ☐ Convenient
- ☐ Neutral
- ☐ Inconvenient
- ☐ Very inconvenient

15. Did you experience any issues when returning items to myntra?

- ☐ Yes
- ☐ No
- ☐ Maybe

16. How secure are your transactions with Myntra?

- ☐ Very secure
- ☐ Secure
- ☐ Neutral
- ☐ Insecure
- ☐ Very insecure

17. How likely are you to continue shopping with Myntra after a positive return or exchange experience?

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

18. How satisfied were you with the Myntra's return and exchange process?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

19. How likely would you recommend Myntra to your circle?

- ☐ Very likely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very unlikely

20. How was your overall experience in Myntra's reverse logistics process?

- ☐ Very good
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Very poor

A STUDY ON CUSTOMER SATISFACTION ON REVERSE LOGISTICS IN MYNTRA

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ABSTRACT

This customer satisfaction report is designed to measure the satisfaction of our valued customers and identify areas for improvement to improve their overall experience. By analyzing comprehensive feedback collected through various channels including surveys, social media platforms and customer service interactions, the report provides a comprehensive view of customer sentiment, expectations, and concerns. The report begins with an overview of the methods used to collect and analyze customer feedback. It focuses on the sample size, the period of data collection and the techniques employed to ensure the reliability and validity of the data. The report then addresses key findings and insights from our analysis, focusing on different aspects of the customer journey.

KEYWORDS:

Customer satisfaction, overall experience, customer expectations and feedback.

INTRODUCTION:

Reverse logistics is an important aspect of supply chain management, including the process of handling product returns, repairs, and exchanges. This executive summary provides an overview of the reverse logistics practices of Myntra, an online fashion and lifestyle retailer in India. Myntra recognizes the importance of reverse logistics in improving customer satisfaction, streamlining operations, and reducing costs. The company has taken several key initiatives to effectively manage the reverse logistics process and ensure a seamless experience for its customers.

Reverse logistics is more than just returns management; it is "activities related to returns avoidance, gatekeeping, disposal and all other after-market supply chain issues". Returns management increasingly being recognized as affecting competitive positioning provides an important link between marketing and logistics. The broad nature of its cross-functional impact suggests that firms would benefit by improving internal integration efforts. In particular, a firm's ability to react to and plan for the influence of external factors on the returns management process is improved by such internal integration. In a firm's planning for returns, a primary factor is the remaining value of the material returning and where it may re-enter the supply chain. "Returned goods, or elements of the product, could even be returned to suppliers and supply chain partners for them to re-manufacture".

OBJECTIVES:

1. Evaluate customer satisfaction levels with Myntra's reverse logistics process.
2. Identify factors influencing customer satisfaction in the reverse logistics experience.
3. Assess the efficiency and effectiveness of Myntra's reverse logistics operations.
4. Explore the impact of timely returns and refunds on customer satisfaction.
5. Investigate the role of communication and transparency in the reverse logistics process

SCOPE OF THE STUDY

1. Customer Segmentation: Examine how different customer segments perceive and experience reverse logistics services on Myntra, providing insights into varied preferences.
2. Geographical Variation: Explore if customer satisfaction with reverse logistics varies across different regions, helping tailor strategies based on regional nuances.
3. Product Categories: Investigate whether customer satisfaction in reverse logistics differs based on the type of products purchased, providing insights into specific challenges and opportunities.
4. Technology Integration: Assess the impact of technology, such as mobile apps or online interfaces, on customer satisfaction in the reverse logistics process.
5. Communication Channels: Analyze the effectiveness of communication channels (email, SMS, etc.) used during the reverse logistics process and their influence on customer satisfaction.

NEED FOR STUDY

1. Operational Improvement: Understand how customer satisfaction in reverse logistics can contribute to refining and optimizing Myntra's operational processes.
2. Customer Loyalty: Investigate the link between a positive reverse logistics experience and increased customer loyalty, potentially leading to repeat purchases.
3. Competitive Advantage: Explore how enhancing customer satisfaction in reverse logistics can serve as a competitive advantage for Myntra in the e-commerce industry.
4. Brand Reputation: Assess the impact of efficient reverse logistics on Myntra's overall brand image and reputation, as positive experiences can bolster the brand's standing.
5. Cost Management: Identify opportunities to manage costs associated with returns more effectively, ensuring a balance between customer satisfaction and operational efficiency.

REVIEW OF LITERATURE:

Reverse logistics process and customer satisfaction:

A study by **Rogers and Tiben Lembeck (2001)** shows that customer satisfaction in reverse logistics is influenced by different process steps such as product return, handling, processing, and settlement. Efficient and timely implementation of these steps positively affects customer satisfaction.

Communication and customer support:

Effective communication channels and responsive customer support play an important role in customer satisfaction. **De Brito and Decker (2003)** emphasized the importance of clear and timely communication during the reverse logistics process to address customer concerns, provide updates, and build trust.

Information transparency and tracking:

Transparency and visibility during the reverse logistics process have a positive impact on customer satisfaction. **Gupta et al. (2021)** found that providing customers with real-time updates, tracking capabilities, and clear information about the status of their return contributed to greater satisfaction.

Fleischmann et al. (2000), **Akçah et al. (2009)**, **Chanintrakul et al. (2009)**, **Sheriff et al. (2012)** reviewed the literature on RL network design issues. These reviews provide insight to the RL previous research on various issues. However, it was observed that issues like adoption and implementation, forecasting product returns, outsourcing, RL networks from secondary market perspectives, and disposition decisions are not covered in depth.

Ritchie et al. (2000) underlines that logistics does not stop with the delivery of goods to customers, but also offers the opportunity for stocks to be returned to suppliers via a feedback loop. He points out, for instance, the increasingly frequent occurrence that product recalls appear to have in the last years in private sector (as his article examine the Reverse Logistics process within the Manchester Royal Infirmary Pharmacy; in this pharmaceutical arena, the efficacy in withdrawing expeditiously the drugs from market, in case of need, result critical). His perspective drives the attention again on the suppliers as final destination of returned products and thus, endorsing the backwards direction of goods flow.

De Brito and Dekker (2002), Linton et al. (2007), Meade et al. (2007), Rubio et al. (2008), Lambert et al. (2011) reviewed published literature on various aspects of RL but select issues are either under-represented or not reviewed in their articles. The proposed article aims at filling these gaps in literature by reviewing these issues and finding research gaps for identifying future scope of research.

Govindan et al. (2015) reviewed 382 articles covering whole area of RL providing in depth insight from different perspectives but reviewed very few articles on forecasting product returns and outsourcing. Adoption and implementation as well as disposition decisions are not dealt.

RESEARCH DESIGN:

The study is descriptive in nature. This research is basically fact finding with adequate interpretation using simple analysis of data and by developing thinking and elaborating of patterns and obtaining tentative generalizations as hypothesis.

SOURCES OF DATA:

Primary Data – Questionnaire given to 100 respondents

Secondary Data - Websites and, Published reports & Review of literature from published articles.

PERCENTAGE ANALYSIS:

Research questions are always answered with a descriptive statistic generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories

HYPOTHESIS:

NULL HYPOTHESIS(H0): There is no significant relationship between the level of transparency and communication in reverse logistics processes and customer satisfaction; any observed correlation is purely due to chance.

ALTERNATIVE HYPOTHESIS(H1): Improved efficiency and speed in reverse logistics operations lead to a higher level of customer satisfaction, suggesting that a quicker resolution of returns or exchanges positively influences customers' overall satisfaction with the process.

ANOVA

Source of variation	Sum of square	df	Mean square	F	P Value	Ferit
Between groups	247.7773333	14	17.69838095	14.66814883	1.39813	1.698432265
Within groups	1791.78	1485	1.206585859			
Total	2039.557333	1499				

The p value is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected

FINDINGS

- Majority 40% of respondents reason for the return of the product is defect.
- Majority of 40% respondents finds it easy to initiate a return or exchange on Myntra's website or app.
- Majority 43% of the respondents rated the overall efficiency of the return process as efficient.
- Majority of 46% respondents finds the return process as convenient.
- Majority 49% of the respondents says the time taken for the replacement is within 2 days
- Majority 49% of the respondents says the time taken for the replacement is within 2 days.
- Majority 48% of the respondents rated Myntra's return or exchange process as fast.
- Majority 50% of respondents were aware of the Myntra's return or exchange process.
- Majority of 56% of the respondents were satisfied with the Myntra's refund or replacement process.
- Majority 47% of the respondents were satisfied with the communication during the return process.
- Majority 62% of the respondents says that the Myntra customer service representatives were helpful and responsive during the return or exchange process.
- Majority 48% of the respondents were convenient with the shipping instructions of the return.
- Majority 47% of the respondents says that the Myntra's transaction process is secured.
- Majority 46% of the respondents were satisfied with the Myntra's return process.
- Majority 56% of the respondents rated Good for the overall experience in Myntra's reverse logistics process

SUGGESTIONS AND RECOMMENDATIONS

1.Improve customer service:

First, even if you have an efficient reverse logistics process, you need to put minimal effort into it. And how to achieve it? Reduce efficiency. One strategy is to do your best to avoid returns in the first place. A good customer service team can help prevent returns and improve customer satisfaction by addressing consumer concerns over the phone or via email. Monitoring customer concerns also helps companies identify recurring

quality control issues with their products. If you're wondering what you can do, it's a good idea to browse past posts on improving customer service for new ideas.

2.Place the return label in the original packaging:

Place a return label on the original shipment to reduce delays and improve customer satisfaction. In many cases, businesses can include royalty-free postage on invoices, which customers simply tear off and stick for quick, hassle-free reimbursement. This not only makes the consumer happy but also helps to get the product back to the seller as soon as possible and preferably in its original condition. Reverse logistics can be a complicated matter, but even simple changes in operations can produce great results. Through careful monitoring and a commitment to customer satisfaction, any business can reduce costs, reduce losses, and improve customer retention.

LIMITATIONS OF THIS STUDY

1.Sample size and representativeness: The sample size of the study may be limited, which may affect the generalizability of the findings to larger populations. Additionally, this sample may not be fully representative of the various customers and industries involved in reverse logistics, which could potentially bias the results.

2.Self-report bias: Surveys that rely on customer surveys or interviews can be subject to self-report bias. Customers may provide answers that are socially desirable or that do not fully reflect their experience or satisfaction.

3.Response rate and non-response bias: A low response rate in a survey means that the sample of respondents may not be representative of the entire population, which can lead to non-response bias. This may affect the validity of the results and limit the generalizability of the results.

CONCLUSION

In conclusion, the study on reverse logistics at Myntra highlights the crucial link between efficient returns processes and customer satisfaction. The findings underscore the need for streamlined reverse logistics systems to enhance the overall shopping experience. Implementing improvements in this area can contribute significantly to customer satisfaction, ultimately fostering loyalty and positive brand perception for Myntra in the competitive e-commerce landscape. In-depth analysis of the reverse logistics system at Myntra reveals that an optimized and customer-centric returns process is pivotal in shaping overall customer satisfaction. The study demonstrated that a seamless return experience positively influences customer perception, as it not only addresses post-purchase concerns but also enhances trust and loyalty.

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