

**A STUDY ON ONLINE MARKETING
STRATEGIES OF MYNTRA**

Submitted in partial fulfillment of the requirement for the reward of

Bachelor of Commerce

BY

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**DEPARTMENT OF BACHELOR OF COMMERCE
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

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

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI – 600119**

MAY 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of
SARAN M (39740209) who has done the Project work entitled **A STUDY
ON ONLINE MARKETING STRATEGIES OF MYNTRA** under my
supervision from.

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Submitted for Viva voice Examination held on _____

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DECLARATION

I **SARAN M (39740209)**. Hereby **declare** that the Project Report entitled “ **A STUDY ON ONLINE MARKETING STRATEGIES OF MYNTRA**” done by me under the guidance of **Dr.M.JOHN PAUL** Department of Management Studies is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

DATE:

PLACE: CHENNAI

SARAN M

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 itsuccessfully. I am grateful to them.

I convey my sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of BusinessAdministration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressivereviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.M.JOHN PAUL, Assistant Professor of the Department, School of Management** 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 Business Administration who were helpful in many ways for the completion ofthe project.

SARAN M

TABLE OF CONTANT

CHAPTER NO	TITLE	PAGE NO
	LIST OF TABLE	
	LIST OF FIGURE	
1	1.1 INTRODUCTION	1-4
	1.2 STATEMENT OF THE PROBLEM	5
	1.3 OBJECTIVE OF THE STUDY	5
	1.4 SCOP OF STUDY	5
	1.5 NEED OF STUDY	5
	1.6 HYPOTHESIS TESTING	6
	1.7 RESEARCH OF DATA	6
	1.8 SOURCE OF DATA	
	1.9 SAMPLE SIZE	6
	1.10 TOOLS AND TECHNIQUES	7
	1.12 LIMITATIONS	7
	1.13 CHAPTER PLAN	8
2	2.1 REVIW OF LITERATURE	9
3	3.1 ORGANIGATION PROFITE OF MYTRA	12
	3.2 INDUSTRY PROFILE	15
4	DATA ANALYSIS AND INTERPREATATION	
	4.1 PIE CHART	18
	4.2 WEIGHT AGE CLASSIFICATION	20
	4.3 TABLE CLASSIFICATION	22
	4.4 BAR GRAPH CLASSIFICATION	23
5	FINDINGS SUGGESTIONS AND CONCLUSION	

	5.1 FINDING OF STUDY	62
	5.2 SUGGESTIONS	63
	5.3 CONCLUTION	64
	ANNEXURE (AUESTIONNAIRE)	68-69

Abstract:

As technology emerges, people prefer handheld devices like Smartphones for transactions. The companies like Amazon, Flipkart, Myntra, Snap deal, Paytm have come up with mobile applications to cater to changing trends.

This research deals with the factors influencing the customers to switch to m-commerce platforms from e-commerce websites. It also studies how Myntra performs through M- Commerce platforms in the fashion apparel industry.

Keywords: Myntra, e-commerce, m-commerce, Factors, Online shopping.

LIST OF TABLE

Table No	Particulars	Page No
4.1	Frequency of Gender Classification	22
4.2	Frequency of Age Classification	23
4.3	Frequency of Occupation Classification	24-25
4.4	Frequency of Classification the basics of Education qualification	26
4.5	Frequency of buy product from Myntra	28
4.6	Frequency of shopping Myntra	29
4.7	Frequency of other website using Apart from Myntra	31
4.8	Frequency of product purchased though Myntra	33
4.9	Frequency of factors to buy in Myntra	35
4.10	Analysis of motivation factors to buy in Myntra	36
4.11	Frequency of selection of product in Myntra	38
4.12	Frequency of marketing strategies help company to increase the sales	40
4.13	Frequency of strategies of Myntra	42
4.14	Frequency promotional strategies of Myntra	43
4.15	Frequency rates the promotions of myntra	45
4.16	Frequency got special offer from myntra	47
4.17	Frequency product information of myntra	48
4.18	Frequency satisfied product information of Myntra	49
4.19	Frequency problems faced by the customers of Myntra	50

LIST OF FIGURE

Table No	Particulars	Page no
4.1	Chart Depicting of Gender Classification	22
4.2	Chart Depicting of Age Classification	23
4.3	Chart Depicting of Occupation Classification	24-25
4.4	Chart Depicting of Classification the basics of Education qualification	26
4.5	Chart Depicting of buy product from Myntra	28
4.6	Chart Depicting of shopping Myntra	29
4.7	Frequency of other website using Apart from Myntra	31
4.8	Chart Depicting of product purchased though Myntra	33
4.9	Chart Depicting of factors to buy in Myntra	35
4.10	Chart Depicting of Analysis of motivation factors to buy in Myntra	36
4.11	Chart Depicting of selection of product in Myntra	38
4.12	Chart Depicting of marketing strategies help company to increase the sales	40
4.13	Chart Depicting of strategies of Myntra	42
4.14	Chart Depicting of promotional strategies of Myntra	43
4.15	Chart Depicting of rates the promotions of myntra	45
4.16	Chart Depicting of got special offer from myntra	47
4.17	Chart Depicting of product information of myntra	48
4.18	Chart Depicting of satisfied product information of Myntra	49
4.19	Chart Depicting of problems faced by the customers of Myntra	50

CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

Online marketing is a set of powerful tools and methodologies used for promoting products and service through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to extra channels and marketing mechanism available on the internet. Online marketing is advertising and marketing the products or services of a business over Internet. Online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps. Online marketing strategy is critical for organization operating in markets with high internet penetration.

Online shops introduced the physical analogy of goods and services at a regular “bricks and mortar” shopping centres or retail Centre and many types of online shopping. Business-to-consumer (B2C) online shopping and business-to-business (B2B) online shopping. Online stores in business to buy from other business. Online stores enable the customer to check the firm’s product and services to view the images or photos of the products and informing the product information’s and specifications, price etc... Online marketing strategy is a critical for organization operated with very high internet penetration. Online marketing strategies are

- **Social media marketing**
- **Email marketing**
- **Content marketing**

- **Social media marketing**

Social media marketing is the utilization of social media stages and sites to advance an item or administration. Despite the fact that the terms e-marketing and computerized marketing are as yet prevailing in the scholarly community, social media marketing is winding up more prevalent for the two specialists and scientists. Most social media stages have worked in information examination apparatuses, which empower organizations to track the advance, achievement, and engagement of advertisement crusades. Organizations address a scope of partners through social media marketing, including present and potential clients, present and potential representatives, columnists, bloggers, and the overall population. On a vital level, social media marketing incorporates the administration of a marketing effort, administration, setting the degree.

- **Email marketing**

Email marketing is the act of sending of sending a business message, commonly to a gathering of individuals, utilizing email. In its broadest sense, each email sent to a potential or current client could be considered email marketing. It more often than not includes utilizing email to send commercials, ask for business, or request deals or gifts, and is intended to construct steadfastness, trust, or brand mindfulness. Marketing emails can be sent to a bought lead list or a present client database. The term as a rule alludes to sending email messages with the motivation behind improving a shipper's association with present or past clients, empowering client dependability and rehash business, getting new clients or persuading current clients to buy something instantly, and sharing outsider promotions.

- **Content marketing**

Content marketing implies pulling in and changing prospects into clients by making and sharing important free content. The motivation behind content marketing is to help the organization to make feasible brand steadfastness and give significant data to buyers, and in addition make eagerness to buy items from the organization later on. This generally new type of marketing

normally does not include coordinate deals. Rather, it fabricates trust and affinity with the gathering of people. Digital content marketing is a management process that uses digital products through different electronic channels to identify, forecast and satisfy the content requirements of a particular audience. It must be consistently updated and added to in order to influence the behaviour of customers.

One of the challenges in online marketing is that based on communication using technologies where hardly a week goes by without a search engine, ranking logarithm update or a social network update, keeping track of the technical changes alone becomes a major task and then there is need to work out how these changes affect an individual organization and ultimately its business model. The internet has given a new definition to business and has hitting high shares to increase sales.

1.2 Statement of the problem

Online marketing is playing a vital role today. Marketing strategies are very important for creating awareness about the products. This is the one tool where customers can easily get to know about the product features, varieties, price, and other contents which are very essential for the customers for making buying decision. On the other hand the company will also be benefited as these strategies helps in increasing sales of products. Hence this study id undertaken to know how effective the marketing strategies are helpful in increasing the sales of products with respect to Myntra.

1.3 Objectives of the study

- To know the online marketing strategies of the Myntra
- To analyze the promotional strategies of Myntra
- To find the level of satisfaction to the customers of Myntra
- To study the effectiveness of online marketing strategies in increasing the sale of products of Myntra

1.4 Scope of study

This study is done with reference to the Myntra, Manjeri. Which helps to understand about implementation of online marketing strategies for increasing sales of consumable products in Myntra

1.5 Need of the study

Online marketing is important, because it aligns with the way consumer market purchasing decisions. Studies by analyse such as gather indicate that increasing number of consumers use social media and research on mobile internet to carry out preliminary products and price research before making final decisions. Online marketing enables to build relation with consumers and

prospects through regular, low cost personalized communication. Hence this study is intended to know the online marketing strategies used by Myntra to increase the sales.

1.6 HYPOTHESIS TESTING

HO: There is no significant difference between the male and female in respect of satisfaction level of 6 features of Myntra

1.7 RESEARCH METHODOLOGY

The research methodology used in this study is mainly designed as an empirical work based on both secondary data and primary data, obtained through pre-tested questionnaire, internet browsing, direct personal interviews of selected persons involved in this sector as well as.

1.8. SOURCE OF DATA

1.8.1 SOURCE OF PRIMARY DATA

The study makes use of primary data. The primary data collected through the questionnaire from the 50 customers of Myntra.

1.8.2 SOURCE OF SECONDARY DATA

The Main sources of secondary data are websites, books, magazines etc.

1.9 SAMPLE SIZE

The study is conducted on the basis of 50 selected sample and findings are drawn based on their response.

1.10 Sampling technique

Simple random sampling technique has been chosen for selecting the sample for this study.

1.11 TOOLS AND TECHNIQUES

1.11.1 TOOLS FOR DATA COLLECTION

The required data for the study has been collected through questionnaire

1.11.2 TOOLS USED FOR DATA REPRESENTATION

Tables, graphs and charts used to present data.

1.11.3 TOOLS USED FOR DATA ANALYSIS

Percentage analysis, average analysis, weighted average analysis and chi square analysis used for data analysis.

1.12 LIMITATIONS

Following are the main limitation of the study

- Sample size is very low
- Opinion is based on a particular area
- Respondent's bias might have influenced
- Same customers refused to co-operate
- Customer's response are deemed and believed to true to their knowledge
- Average response by respondents

1.13 CHAPTER PLAN

The study contains five chapters .The **first chapter** deals introduction, research methodology such has statement of problem, objectives, scope and methodology and limitations. The **second chapter** explains the review of literature.

The **third chapter** explains the organization profile and industrial profile of Myntra. The **fourth chapter** contains the analysis and interpretation of data collected from sample units. The **fifth chapter** includes findings, suggestion and conclusion.

CHAPTER-2

REVIEW OF LITERATURE

J Suresh Reddy has published article in Indian Journal of Marketing. Title of article is “Impact of E-commerce on marketing”. Marketing is one of the business function most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide on-going information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term

Vikas Bondar has published his article on “sales and marketing strategies”. Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

Victor Van Valenhas published article “Is Your Marketing Smart?” Today advertisers not only need to cater to and directly pinpoint a precise targeted audience, but they need to customize their advertisements as well. In print mediums, you have an idea of who will see your ad. For example, you know Femina magazine would be great to target women so you can promote your new beauty product in this magazine. But when it comes to online venues, how can you target the right audience when millions are browsing? Solution to this problem is Yahoo! SmartAds product, an innovative new advertising platform that allows marketers to deliver tailored ads to highly targeted audiences. SmartAds combines Yahoo!'s consumer insights and media capabilities with new ad serving technology. It automatically converts campaign creative and targeted offerings into highly-customized, relevant ad displays.

Dr.Rajesh Mahajan and Prof. Sunil Kumar have published their research paper entitled” Organisational Participation in Web Based E-markets” in Indian Journal of Marketing. The present research work on “Organisational Participation in Web Based Emarkets” is an attempt to know the level and nature of participation by the industrial units located in Punjab, primarily

dealing in Hand Tools and Sports goods. Web penetration is surprisingly helping this organization to exploit the markets globally.

Measurements /Finding:

- The use of Internet penetration is growing rapidly because of the cost factor. The cost of accessing Internet is about Rs.1400 per month, which is quite low as compared to the incomparable benefits of the Internet.
- Web advertising is quite popular in the industrial units of Punjab. Further the big organization is tremendous by exploiting the e-markets by launching attractive websites. The use of web advertising is influenced by the size of the organization.

Kingsnorth, S. (2017) Digital Marketing Strategy, shared that digital marketing and business strategy are concepts that should be integrated and grow together. Further research into specific digital marketing strategies, would be a valuable contribution to the field of digital marketing and current body of work. In-depth, qualitative and quantitative analysis would provide supporting evidence of the effectiveness or ineffectiveness of specific strategies. Further comparative studies between traditional marketing and digital marketing would give researchers and companies a better understanding of differences between the two approaches. Digital marketing is an innovative, influential contribution to the field of marketing.

CHAPTER-3

ORGANIZATION PROFILE

&

INDUSRTY PROFILE

3.1 ORGANIZATION PROFILE OF MYNTRA

Myntra is an Indian fashion E-commerce market place company headquarter in Bangalore, Karnataka, India. Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena in February 2007. Indian Institute Of Technology graduates with a focus on personalization of gift items, and soon expanded to set up regional offices in New Delhi, Mumbai and Chennai. By 2010, Myntra shifted its focus to the online retailing of branded apparel.

In May 2014, Myntra merged with Flipkart to compete against Amazon which entered the Indian market in June 2013 and other established offline retailers like Future Group, Aditya Birla Group and Reliance Retail

Vision:

“To become Amazon of India”

Mission

“Providing a delightful customer experience”

Products

In Myntra many types brands available Nike, Reebok, Puma, Adidas, Decathlon, FIFA, John Miller Asics, Lee, Lotto, Indigo Nation etc.

- Men, (clothing, footwear, accessories, watches, shoes etc...)
- Women, (clothing, footwear, accessories, watches, shoes etc...)
- Kids, (clothing, footwear, accessories, watches, shoes etc...)
- Home & Living, (bed linen & furnishing, curtains, lamps and lighting, kitchen etc...)
- Personal Care (fragrances, make up, grooming, skin & hair items etc...)

Achievements and awards

- Awarded 'Fashion E- retailer of the Year 2013' by Franchise India – Indian E-Retail Awards
- Awarded 'Best E-commerce Website for 2012' by IAMAI – India Digital Awards
- Awarded 'Images Most Admired Retailer of the Year: Non–Store Retail' for 2012 by Images Group

- Awarded 'Best E-commerce Partner of the year 2011-12' by Puma India

Competitors

- Flipkart
- Amazon
- Snapdeal
- Jabong
- E-bay

SWOT analysis

Strengths

- monetary assistance provided
- reduced labour costs
- existing distribution and sales networks
- domestic market
- high profitability and revenue

Weaknesses

- future market size
- small business units

Opportunities

- income level is at a constant increase
- growing economy
- new products and services

Threats

- price changes
- financial capacity

3.2 Industry profile

Online shopping is a type of electronic trade which enable the purchasers to specifically purchase administrations or merchandise from a vender over the Internet utilizing a web programs. Customers shows a result by going to the retailers looking among elective sellers utilizing the shopping indexes. And similar items valuating at various e commerce retailers. In 2016, clients can shop the online utilizing a scope of various computers s and gadgets, including desktop computers s, portable computers, tablet computers and cell phones.

History

The online shopping channel is started in 1994, with the principal offering of collection ‘Ten Summons’s Tales’ And chocolates and wines and blossoms took after and among the spear heading the retailer classifications powered the developing online shops. Many types of items did well as they are small items which customers didn’t have the touch and feel keeping in mind the end goal to purchase. Yet in addition critically in the good 'old days there were couple of customers online and they were from a thin fragment.

Growth

As the incomes from online deals kept on developing essentially scientists recognized distinctive sorts of online customers, Swaminathan and Rohm distinguished 4 classifications and named them "comfort customers, assortment searchers, adjusted purchasers, and store-situated customers". They concentrated on shopping inspirations and found that the assortment of items accessible and the apparent comfort of the purchasing online experience were critical spurring factors. This was distinctive for the disconnected customers, and who were more spurred by recreational and efficient intentions.

Online shops mostly use credit card in order to make payment. Different methods in payments. Such as cash on delivery, card on delivery, debit card, etc. Mostly customers used cash or card on delivery and debit or credit cards.

The first W.W.W (World Wide Web) server and browser, in 1990 created by Tim Berners-Lee and, 1991 it opened for commercial use. After the subsequent technological and innovations

emerged in 1994.and Pizza Hut started online pizza shop, Netscape's SSLV2 encrypted standard for secured transfer of data, and it is the first intershops online shopping system. In 1994 first secure retail transactions over the web is Internet shopping Network. After in 1995 Amazon launched its online shopping site and eBay was also started in 1995. And many other online shopping sites opened .Retailers have increased sales and services prior to availing through for building testing and managing demands.

Major players

- FLIPKART
- MYNTRA
- JABONG
- AMAZON
- SNAPDEAL
- ETC...

CHAPTER-4

ANALYSIS OF DATA

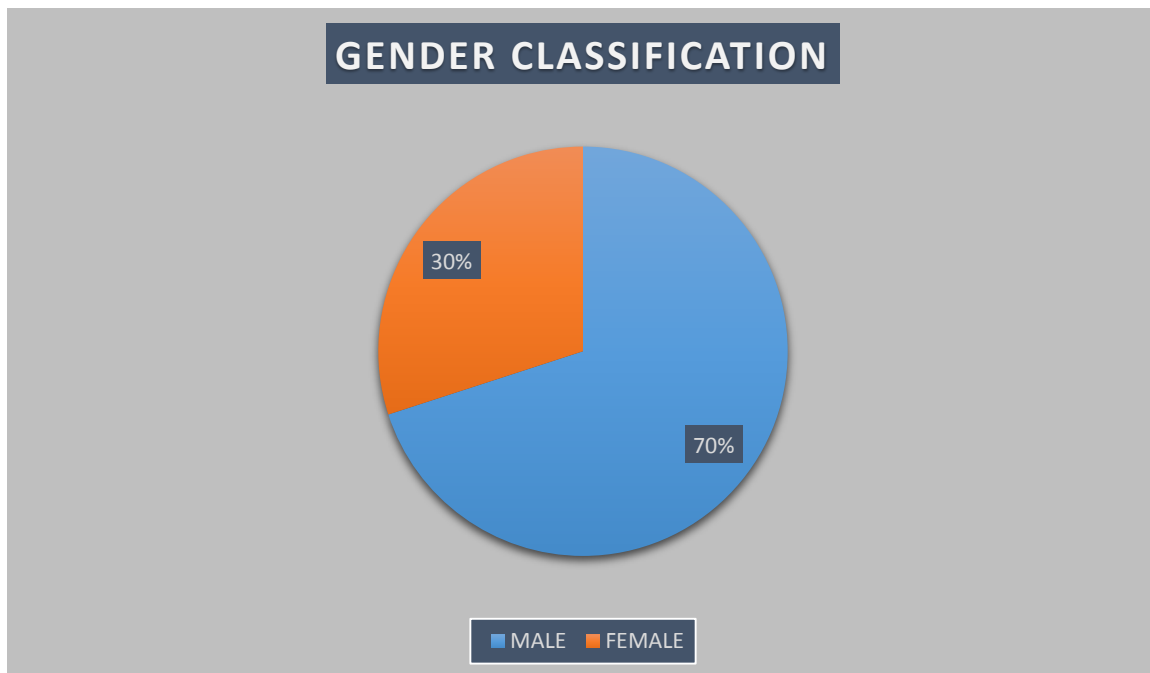
GENDER CLASSIFICATION

Table 4.1

GENDER	NO.OF RESPONDENT	PERCENTAGE
MALE	35	70%
FEMALE	15	30%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.1



INTERPRETATION;

The table shows that 35 respondents are male and remaining 15 respondents are female.

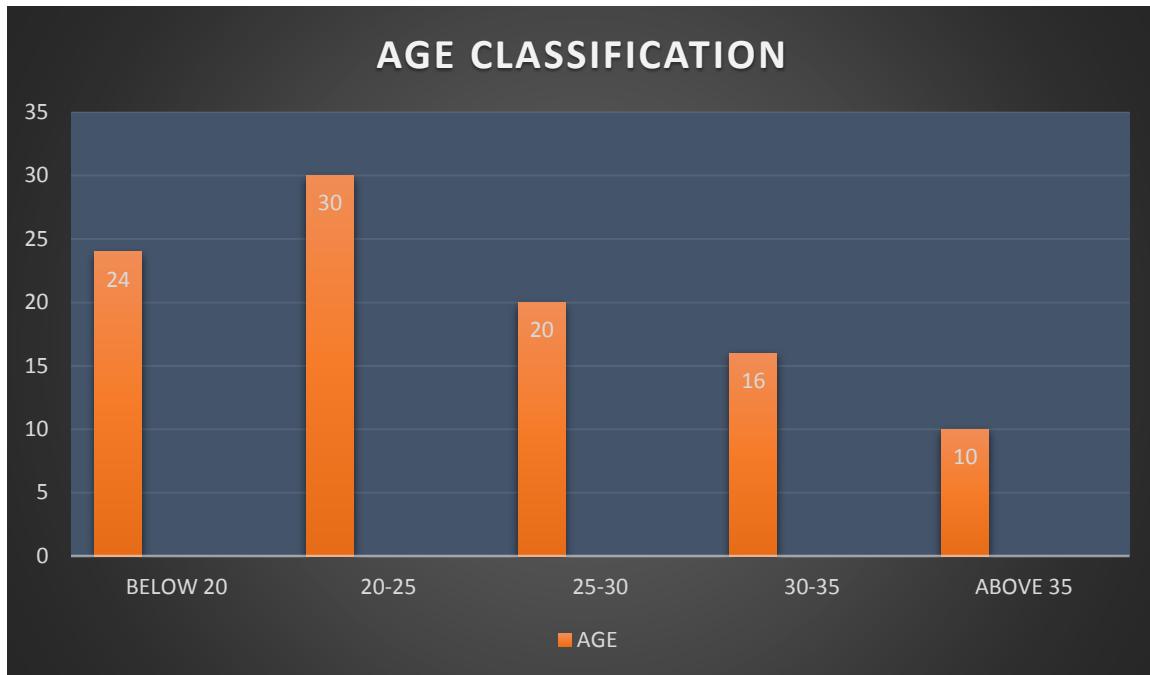
AGE CLASSIFICATION

Table 4.2

AGE	NO.OF RESPONDENT	PERCENTAGE
BELOW 20	12	24%
20-25	15	30%
25-30	10	20%
30-35	8	16%
ABOW 35	5	10%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.2



INTERPRETATION;

The table shows that 12 respondents are below 20 age, 15 respondents are 20-25 age, 10 respondents are 25-30 age, 8 respondents are 30-35 age and 5 respondents are above35 age.

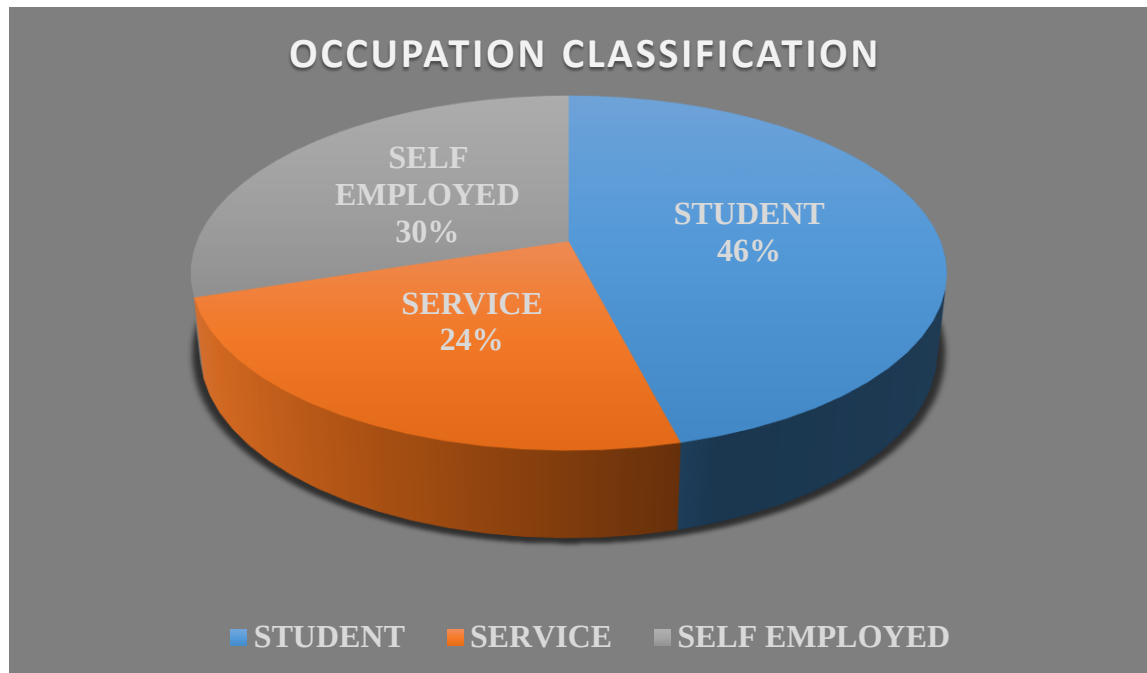
OCCUPATION CLASSIFICATION

Table 4.3

OCCUPATION	NO. OF RESPONDENT	PERCENTAGE
STUDENT	23	46%
SERVICE	12	24%
SELF EMPLOYED	15	30%
TOTAL	50	100%

(Source; Primary data)

Chart 4.3



INTERPRETATION;

The table shows the 23 respondents are student, 12 respondents are worked in service and 15 respondents are self-employed.

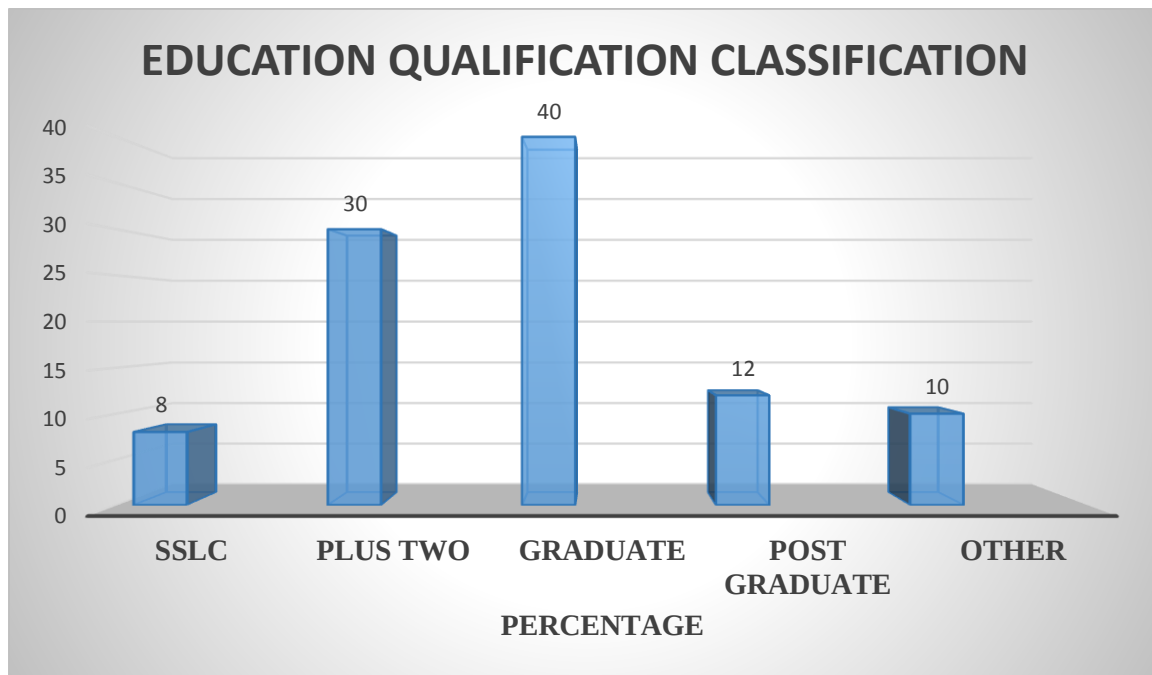
CLASSIFICATION ON THE BASIS OF EDUCATION QUALIFICATION

Table 4.4

EDUCATION QUALIFICATION	NO. OF RESPONDENT	PERCENTAGE
SSLC	4	8%
PLUS TWO	15	30%
GRADUATE	20	40%
POST GRADUATE	6	12%
OTHER	5	10%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.4



INTERPRETAION;

The table shows that respondents education qualification. 4 respondents are SSLC, 15 respondents are plus two, 20 respondents are graduate, 6 respondents are post graduate, and remaining 5 respondents are other.

CLASSIFICATION ON THE BASIS OF RESPONDENTS BUY THE PRODUCTS FROM MYNTRA

Table 4.5

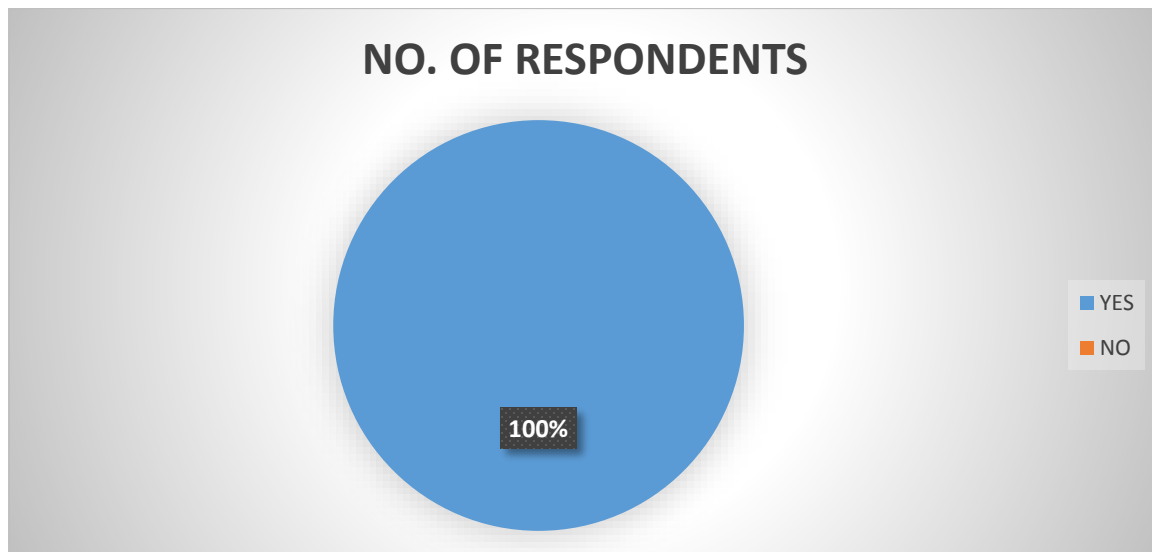
Table shows the no. of respondents buy the products from Myntra

PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
YES	50	100%
NO	0	0
TOTAL	50	100%

(Source; Primary data)

Chart 4.5

The graph shows that no. of respondents buy the products from Myntra



INTERPRETATION;

The table shows that 50 respondents are buying products through Myntra (only select the Myntra customers)

The pie chart shows that the all respondents are buy the products through Myntra because the availability of products, discounts, price, attractive offers etc. (Only select the Myntra customers)

PATTERN OF SHOPPING IN MYNTRA

Table 4.6

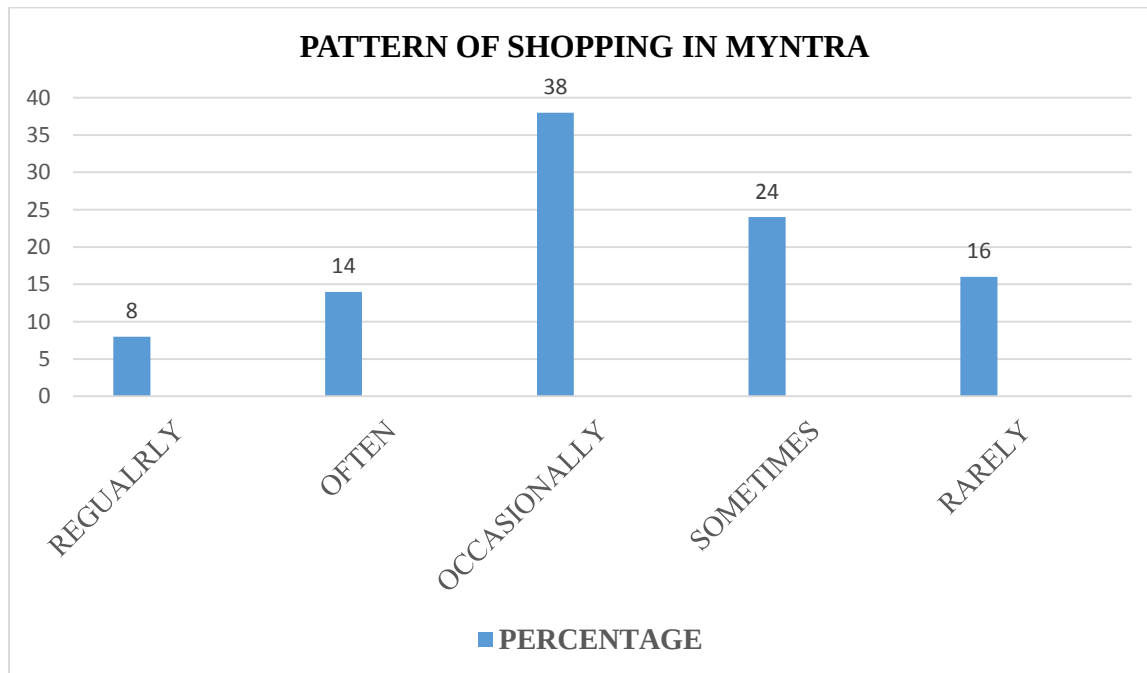
Table shows that no. of respondents often buy the product through online

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE
REGULARLY	4	8%
OFTEN	7	14%
OCCASIONALLY	19	38%
SOMETIMES	12	24%
RARELY	8	16%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.6

The graph showing the no. of respondents often buy the product through online



INTERPRETATION;

The table shows that 8% of respondents are buying regularly, 14% of respondents are buying often, 38% of respondents are buying occasionally, 24% of respondents are buying sometimes and 16% of respondents are buying rarely.

The graph shows that the majority of the respondents are buying occasionally. Majority of the respondents are occasional shoppers. Only few of them are buying regularly as there may not be the requirement.

CLASSIFICATION ON THE BASIS OF OTHER WEBSITES USING APART FROM MYNTRA

Table 4.7

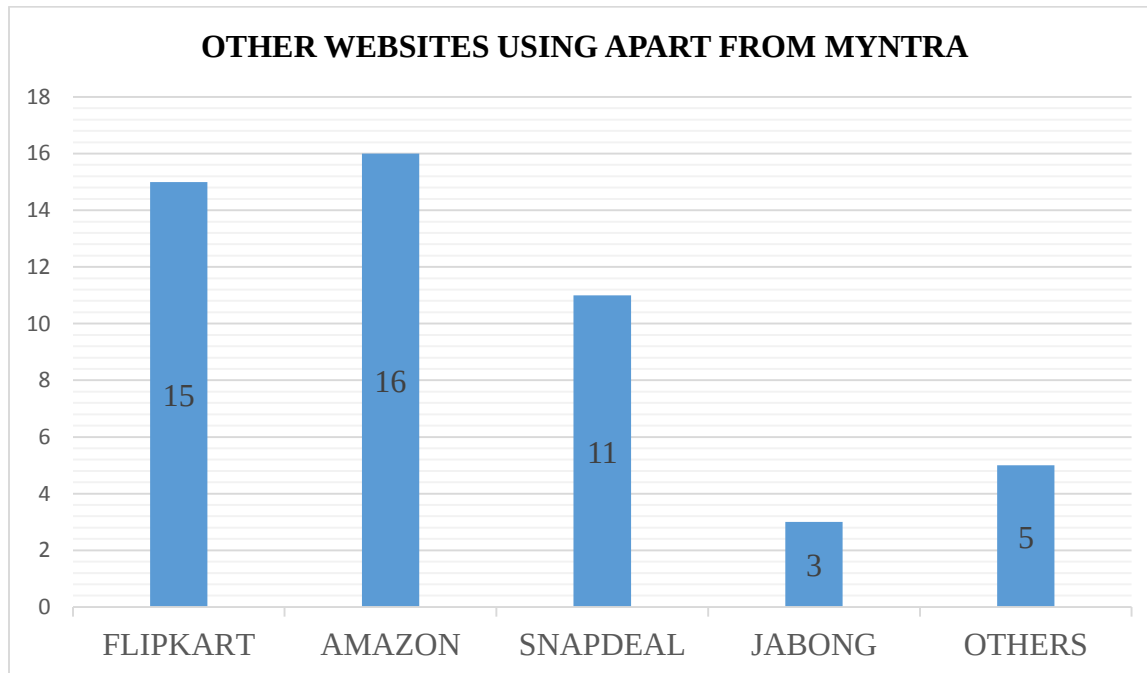
The table shows that respondents using other websites apart from Myntra

WEBSITES	NO.OF RESPONDENTS	PERCENTAGE
FLIPKART	15	30%
AMAZON	16	32%
SNAPDEAL	11	22%
JABONG	3	6%
OTHER	5	10%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.7

The graph showing the no. of respondent using other websites apart from Myntra



INTERPRETATION;

The table shows that no. of respondents in 30% respondents are preferring Flipkart, and 32% respondents are preferring Amazon and 22% respondents are preferring Snapdeal and 6% of respondents are preferring Jabong and remaining 10% respondents are preferring other online shops.

The table shows that majority of respondents are preferring Amazon and Flipkart. This might be because of the quality services provided by Amazon in terms of in time delivery; price, product quality, effective promotion etc. and minority of the respondents prefer the other online shops. Today most of the customers are buying products through online only so to retain and attract the

customers the online shopping stores need to promote using latest strategies in an effective and attractive manner so that customers will prefer most.

PRODUCT PURCHASED THROUGH MYNTRA

Table 4.8

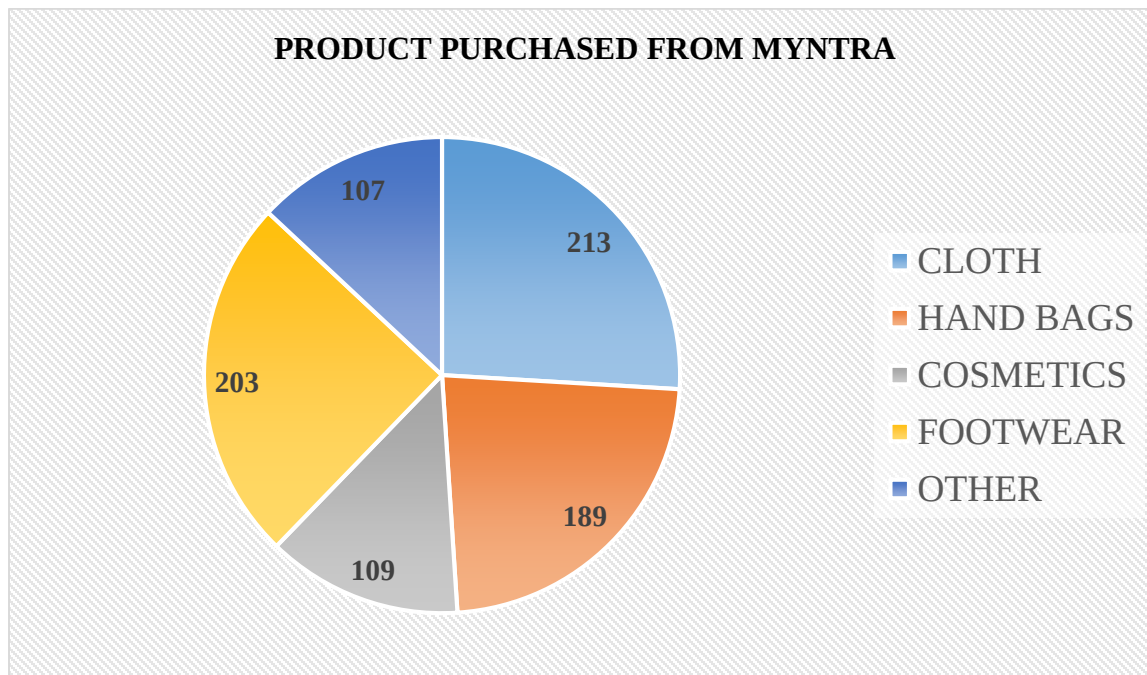
The table shows that categories of products that the consumer buys in Myntra

PARTICULARS	TOTAL	RANK
CLOTHING	213	1
HAND BAGS	189	3
COSMETICS	109	4
FOOTWEAR	203	2
OTHER	107	5

(Source; Primary Data)

Chart 4.8

The graph showing the no. of respondents purchased the types of products through Myntra



INTERPRETATION:

The table shows that the clothing is the most preferred product respondents buy in Myntra because the variety of cloths, brand and quality etc. And minority of respondents buys other types of products.

The graph shows that the majority of the respondents buy cloths in Myntra. This is due to the varieties of cloths and attractive offers and discounts etc... And minority of respondents buys other types of products.

MOTIVATION FACTORS TO BUY IN MYNTRA

Table 4.9

The table shows that factors motivates to buy in Myntra

Factors	5	4	3	2	1
Delivery time	13	24	6	3	4
Price	9	12	20	5	4
Quality	43	6	1	0	0
Availability	3	6	9	21	11
Brand	22	20	8	0	0
Size	1	5	7	16	21
Payment mechanism	11	24	13	2	0

(Source; Primary Data)

ANALYSIS OF MOTIVATION FACTORS TO BUY IN MYNTRA

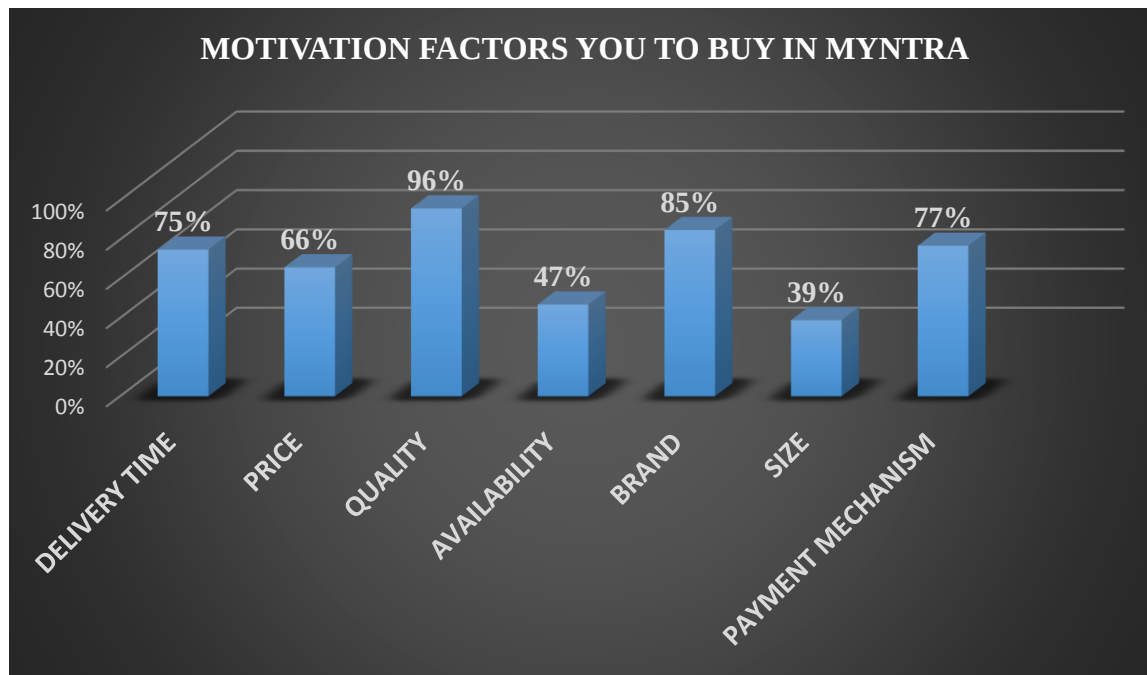
Table 4.10

Factors	5	4	3	2	1	TOTAL	PERCENTAGE
Delivery time	65	96	18	6	4	189	75%
Price	45	48	60	10	4	167	66%
Quality	215	24	3	0	0	242	96%
Availability	15	24	27	42	11	119	47%
Brand	110	80	24	0	0	214	85%
Size	5	20	21	32	21	99	39%
Payment mechanism	55	96	39	4	0	194	77%

(Source; Primary Data)

Chart 4.9

The graph showing the no. of factors motivates to buy product through Myntra



INTERPRETATION:

The table shows that 75% respondents express that delivery time factor motivates them and 66% respondents are using price factor and 96% respondents are using quality factor and 47% respondents are using availability factor and 85% respondents are using brand factors and 39% of respondents are using size factor and 77% respondents are using payment mechanism factor.

The respondents express that quality is the factor that motivates them to buy products through online. Quality is one of the major factors that the customers consider most while buying products

compared to the other factors. And minority of respondent's size factor motivates to buy product through online.

NO. OF RESPONDENTS SEES BEFORE MAKING A SELECTION OF PRODUCT IN MYNTRA

Table 4.11

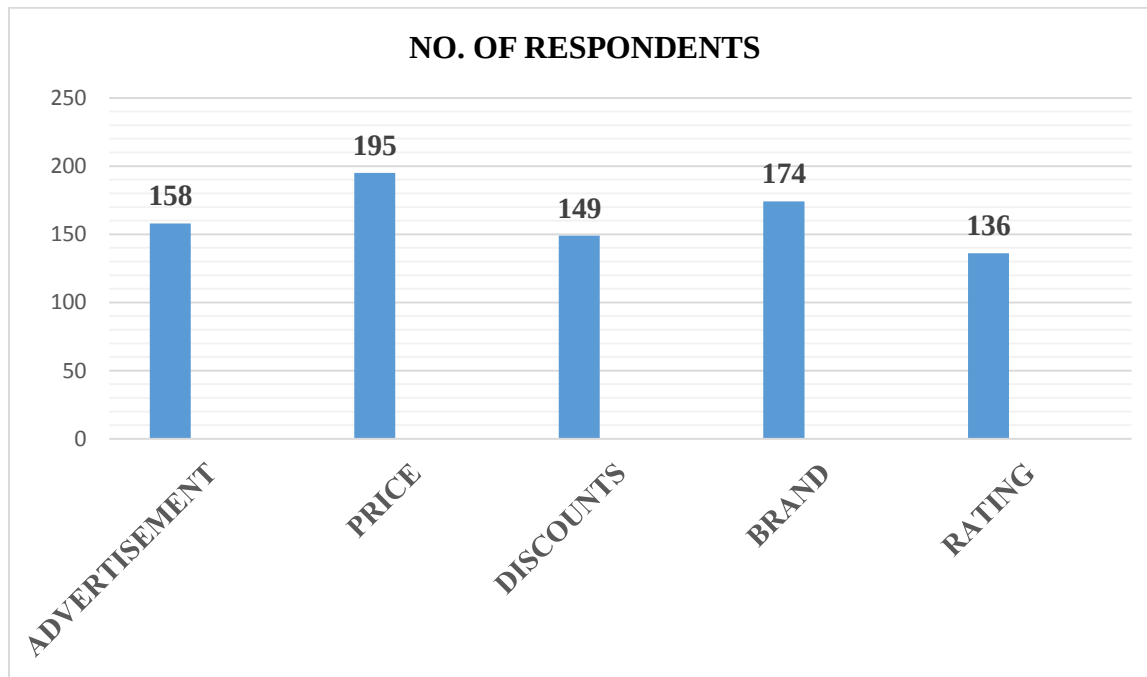
The table shows that the no. of respondents sees before making a selection of products in Myntra

FACTORS	TOTAL	RANK
ADVERTISEMENT	158	3
PRICE	195	1
DISCOUNTS	149	4
BRAND	174	2
RATING	136	5

(Source; Primary Data)

Chart 4.10

The graph showing the no. of respondents sees before making a selection of products in Myntra



INTERPRETATION:

The table shows that the no. of respondents sees before making a selection of products in Myntra. 10% respondents are selection of products by rating and 40% respondents are selection of products by price and 30% respondents are selection of products by brand and remaining 20% respondents are selection of products by advertisement.

The graph shows that majority of respondents make selection of products by considering the price factor because of attractive offers and discounts and minority are considering rating of products while selecting products of Myntra.

RESPONDENTS THINK THE MARKETING STRATEGIES HELP COMPANY TO INCREASE THE SALES

Table 4.12

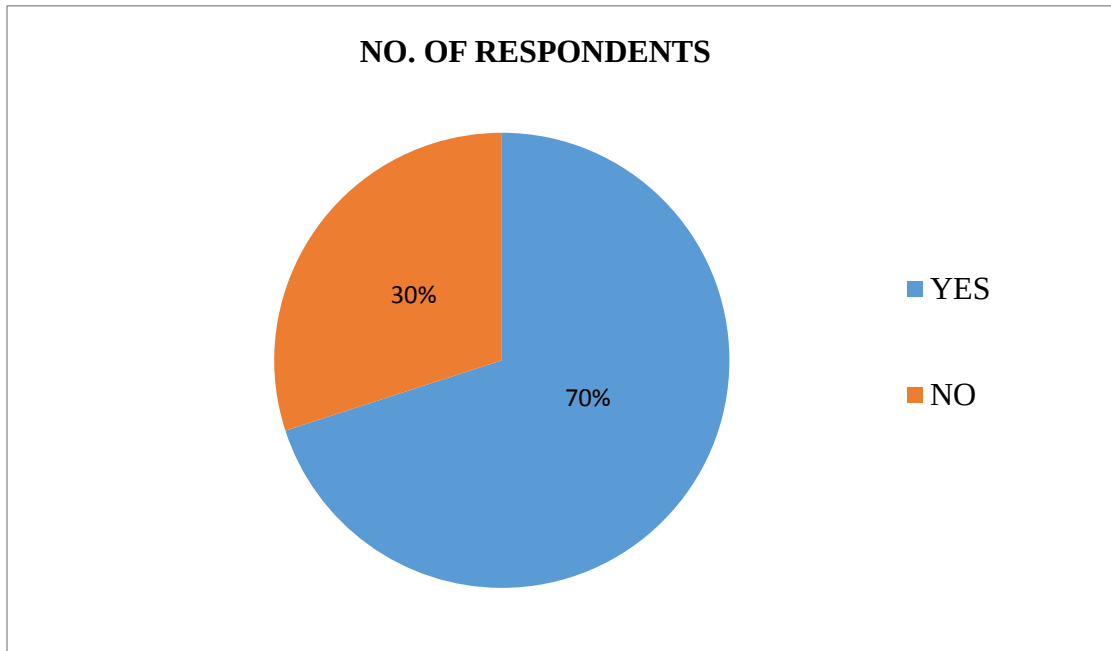
The table shows the no. of respondents think the marketing strategies helps company to increase the sales

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	35	70%
NO	15	30%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.11

The graph shows the no. of respondents think the marketing strategies helps company to increase the sales



INTERPRETATION:

The table shows the no. of respondents 70% think the marketing strategies helps company to increase the sales and 30% think the marketing strategies not helps company to increase the sales. The shows that majority of respondents are think the strategies helps company to increase the sales and minority of respondents think marketing strategies not helps company to increase the sales.

PROMOTIONAL STRATEGIES OF MYNTRA

Table 4.13

The table shows that respondents rate the promotional strategies of Myntra

PROMOTIONAL STRATEGIES	5	4	3	2	1
Coupon bought	3	5	8	30	4
Festival offer	2	1	0	16	31
End of reason sale	5	14	22	7	2
Delivery charge	28	14	6	2	0
Discounts & deals	16	22	12	0	0

(Source; Primary Data)

ANALYSIS OF PROMOTIONAL STRATEGIES OF MYNTRA

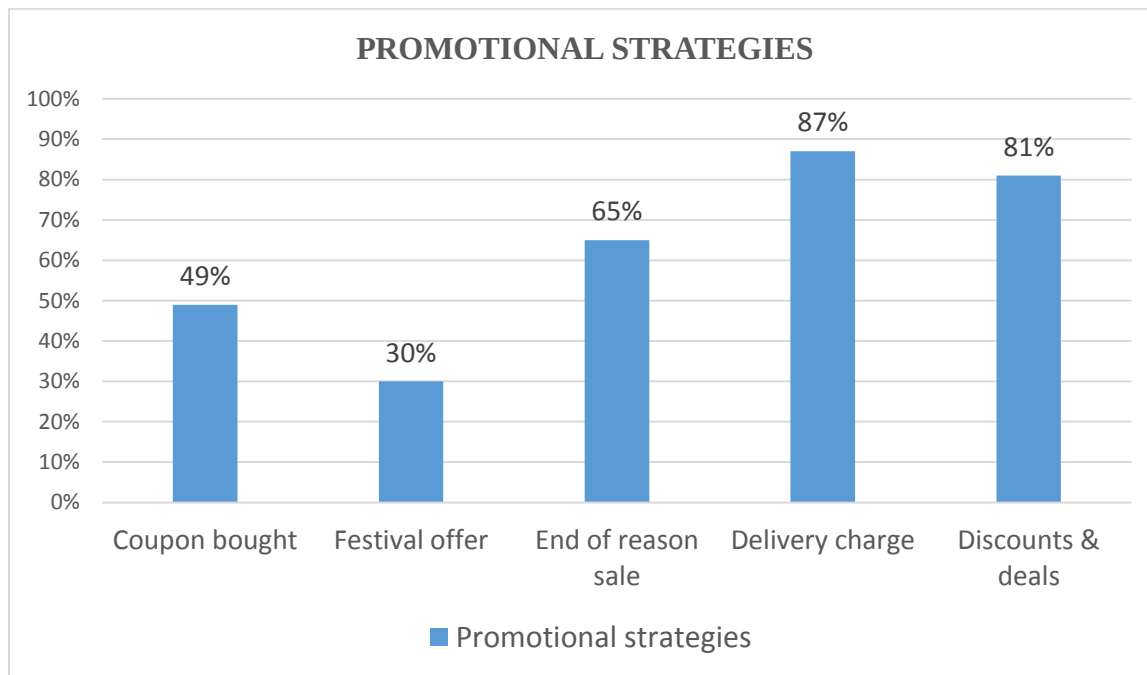
Table 4.14

PROMOTIONAL STRATEGIES	5	4	3	2	1	TOTAL	PERCENTAGE
Coupon bought	15	20	24	60	314	123	49%
Festival offer	10	4	0	32	2	77	30%
End of reason sale	25	56	66	14	0	163	65%
Delivery charge	140	56	18	4	0	218	87%
Discounts & deals	80	88	36	0	0	204	81%

(Source; Primary Data)

Chart 4.12

The graph shows the promotional strategies of Myntra



INTERPRETATION:

The above table shows 87% of respondents have rates delivery charge and 81%, 65% respondents had rates the discounts & deals, end of reason sale respectively. Whereas 49%, 30% of respondents rates only have coupon bought and festival offer.

RESPONDENTS RATES THE PROMOTIONS OF MYNTRA

Table 4.15

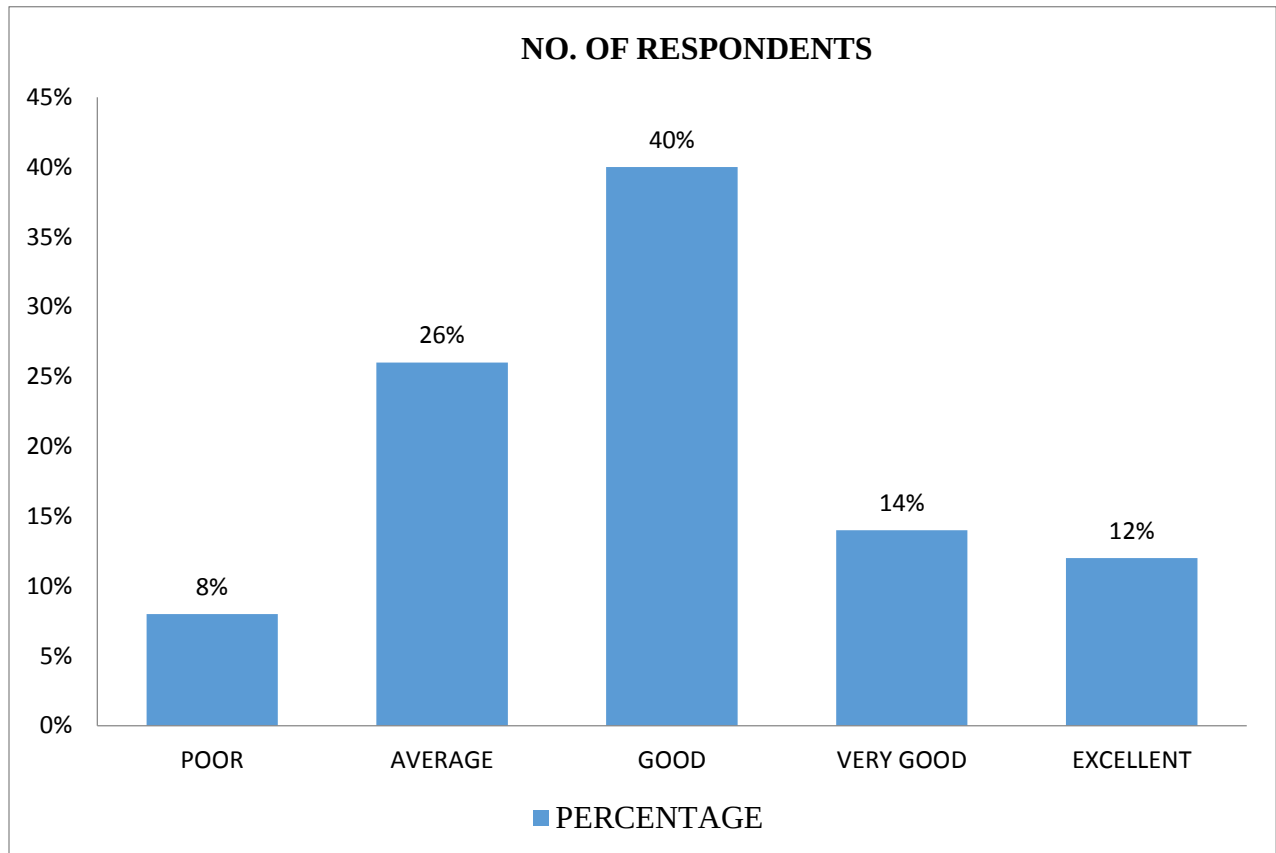
The table shows that no. of respondents rates the promotion of Myntra in comparison to others

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
POOR	4	8%
AVERAGE	13	26%
GOOD	20	40%
VERY GOOD	7	14%
EXCELLENT	6	12%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.13

The graph the no. of respondents rates the promotion of Myntra in comparison to others



INTERPRETATION:

The table shows that the 8% respondents are poor rating about Myntra and 26% respondents are average rating about Myntra and 40% respondents are good rating about Myntra and 14% respondents are very good rating about Myntra and remaining 12% respondents are excellent rating about Myntra.

The graph shows that the majority of respondents are good rating about the Myntra because of good quality of products and attractive offers and discounts etc...And minority of respondents is poor rating about Myntra.

RESPONDENTS HAVE GOT ANY SPECIAL OFFER FROM MYNTRA

Table 4.16

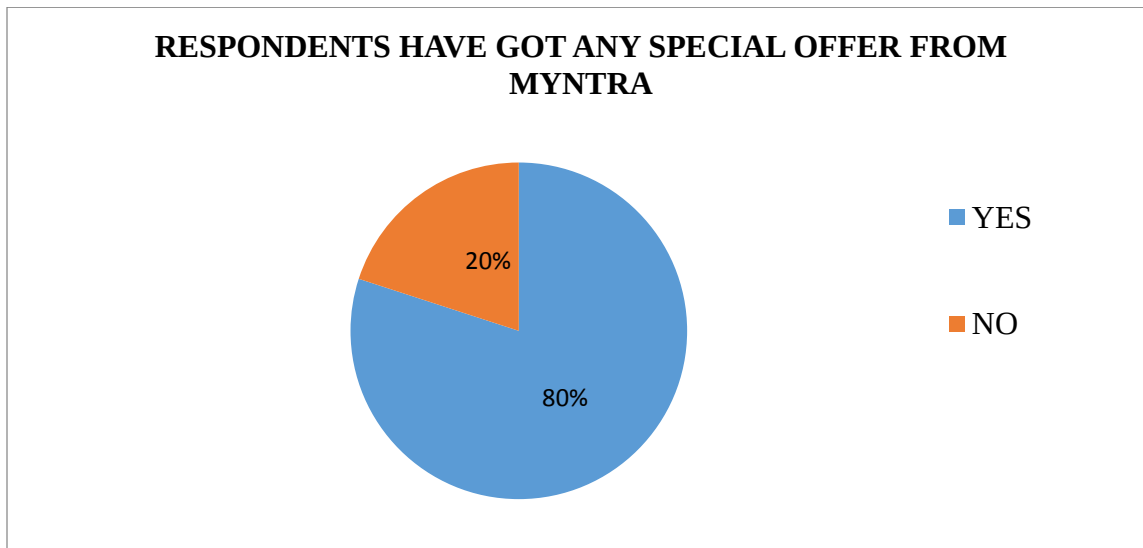
The table shows the no. of respondents have got any special offer from myntra

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	40	80%
NO	10	20%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.14

The graph shows the no. of respondents have got any special offer from Myntra



INTERPRETATION:

The table shows that 80% no. of respondent have got any special offer from Myntra and 20% have not got any special offer from Myntra.

The graph in majority of respondents is got any special offers from Myntra. Because more purchasing have provides any special offers. And minority of respondents have not got any offers.

RESPONDENTS ARE SATISFIED WITH THE PRODUCT INFORMATION OF MYNTRA

Table 4.17

The table shows that no. of respondents are satisfied with the product information of Myntra

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
VERY MUCH SATISFIED	5	10%
SATISFIED	10	20%
NEUTRAL	25	50%
DISSATISFIED	6	12%
HIGHLY DISSATISFIED	4	8%
TOTAL	50	100%

(Source; Primary Data)

ANALYSIS OF RESPONDENTS ARE SATISFIED WITH THE PRODUCT INFORMATION OF MYNTRA

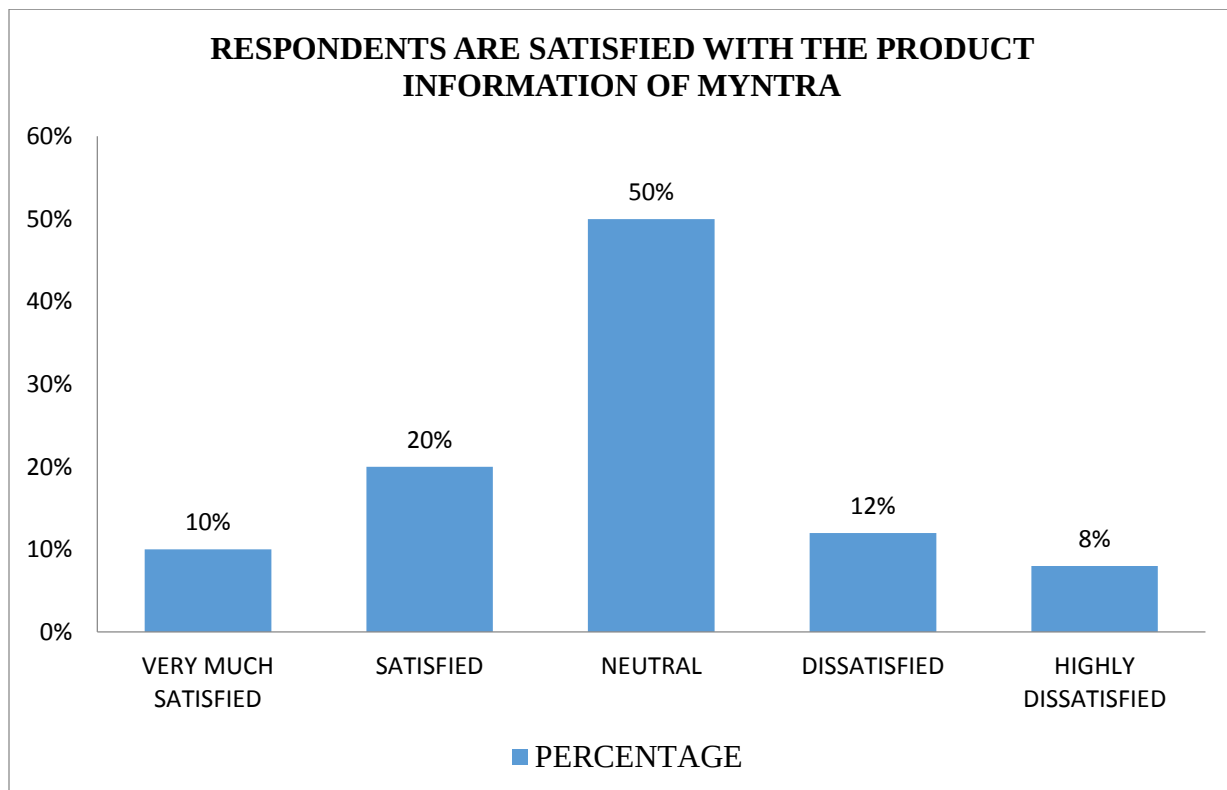
Table 4.18

VERY MUCH SATISFIED (5)	SATISFIED (4)	NEUTRAL (3)	DISSATISFIED (2)	HIGHLY DISSATISFIED (1)	TOTAL	WEIGHTED AVERAGE
25	40	75	12	4	156	0.62

(Source; Primary Data)

Chart 4.15

The graph shows that no. of respondents are satisfied with the product information of myntra



INTERPRETATION:

The graph shows that the 10% of respondents are very much satisfied with the product information of Myntra and 20% of respondents are satisfied with the product information of Myntra and 50% of respondents are very neutral with the product information of Myntra and 12 %of respondents dissatisfied with the product information of Myntra and 8% of respondents are highly dissatisfied with the product information of Myntra.

PROBLEMS FACED BY THE CUSTOMERS OF MYNTRA

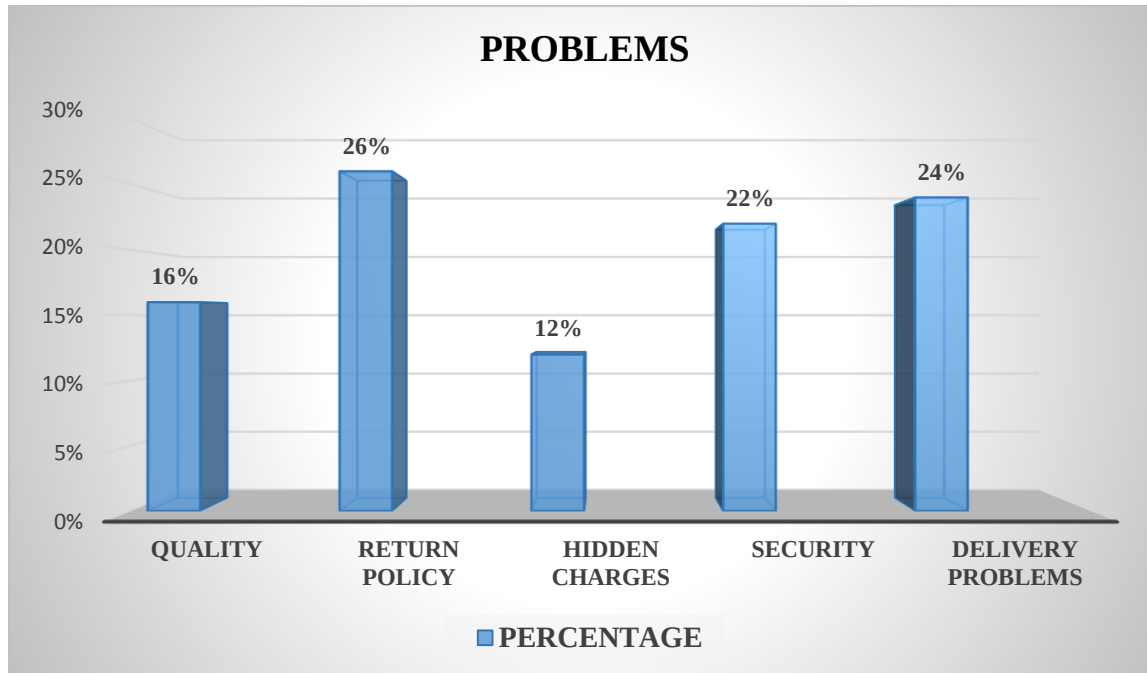
Table 4.19

The table shows the problems faced by the customers of Myntra

PROBLEMS	NO.OF RESPONDENTS	PERCENTAGE
QUALITY	8	16%
RETURN POLICY	13	26%
HIDDEN CHARGES	6	12%
SECURITY	11	22%
DELIVERY PROBLEMS	12	24%
TOATAL	50	100%

(Source; Primary Data)

Chart 4.16



INTERPRETATION;

The table shows the problems faced by the Myntra customers. 26% are return policy problems, 24% are delivery problems, 22% are security problems, 16% are quality problems and 12% are hidden charges while conducting online purchase through Myntra.

This is done to know the problems faced by the customers of Myntra. From this we can identify that the return policy gets 1st rank. Delivery problems, security, quality and hidden charges got the 2nd, 3rd, 4th and 5th rank respectively.

RESPONDENTS SATISFIED THE FOLLOWING FEATURES OF MYNTRA

Table 4.20

Table shows the no. of respondent satisfied the following features of Myntra

FEATURES	VERY MUCH SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED
DISCOUNTS	12	15	18	2	3
CUSTOMER SERVICE	8	12	23	5	2
DELIVERY TIME	10	30	8	2	0
CASH ON DELIVERY	6	16	19	8	1
EXCHANGE	13	11	9	12	5
PACKAGING	7	19	11	9	4

(Source; Primary Data)

ANALYSIS OF RESPONDENTS SATISFIED THE FOLLOWING FEATURES OF MYNTRA

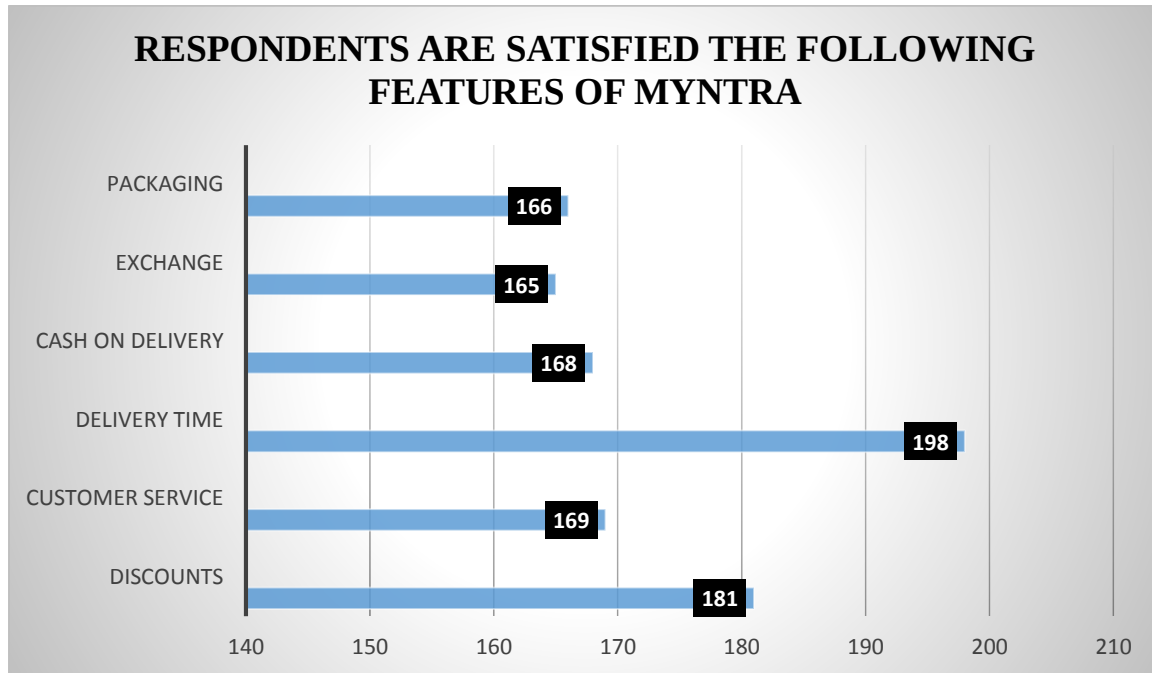
Table 4.21

Analysis of respondents satisfied the following features of Myntra

FEATURES	VERY MUCH SATISFIED (5)	SATISFIED(4)	NEUTRAL(3)	DISSATISFIED(2)	HIGHLY DISSATISFIED (1)	TOTAL	WEIGHTED AVERAGE	RANK
DISCOUNTS	60	60	54	4	3	181	0.72	2
CUSTOMER SERVICE	40	48	69	10	2	169	0.67	3
DELIVERY TIME	50	120	24	4	0	198	0.79	1
CASH ON DELIVERY	30	64	57	16	1	168	0.67	4
EXCHANGE	65	44	27	24	5	165	0.66	6
PACKAGING	35	76	33	18	4	166	0.66	5

(Source; Primary Data)

Chart 4.17



INTERPRETAION;

The graph shows that the satisfaction level of customers in the features of Myntra. Delivery time got 1st rank, discount got 2nd rank, customer service got 3rd rank, cash on delivery got 4th rank, packaging got 5th rank and exchange got 6th rank.

RESPONDENTS LIKE TO RECOMMEND OTHERS TO BUY PRODUCTS OF MYNTRA

Table 4.22

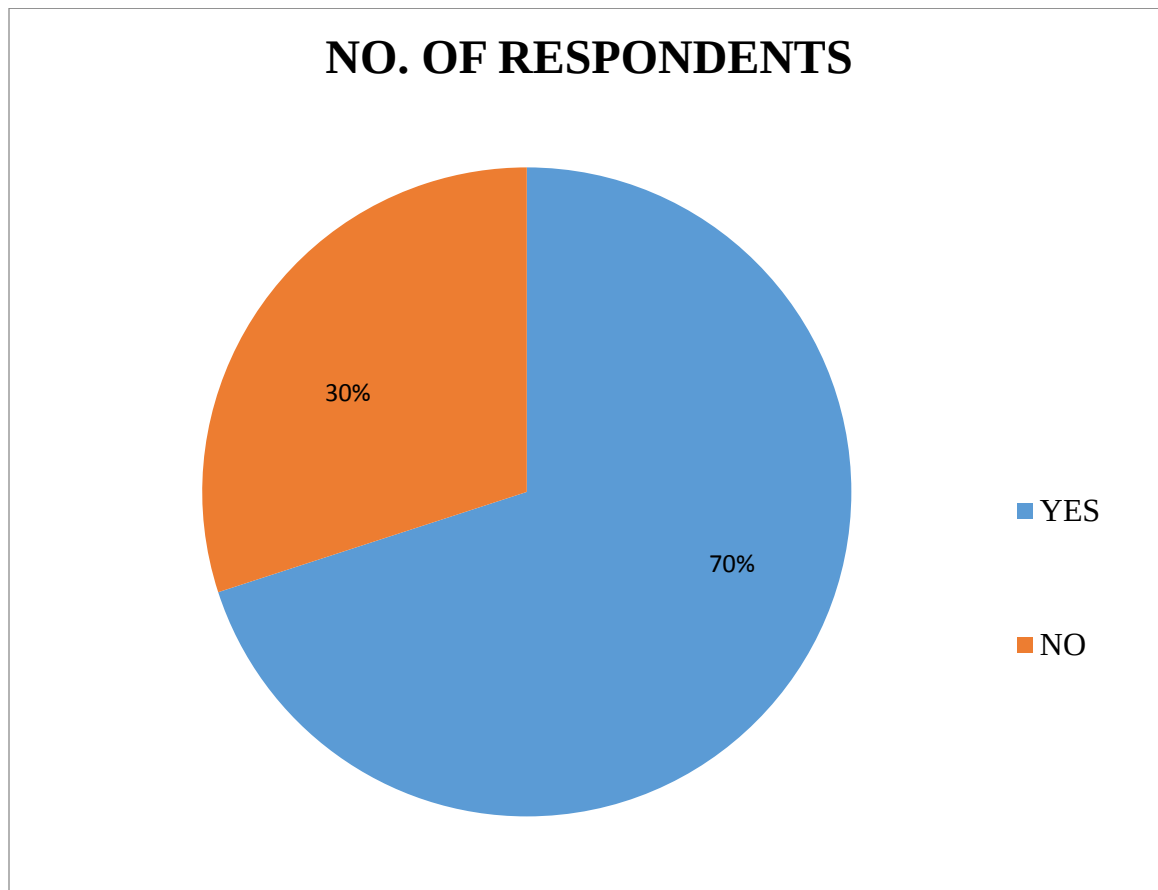
The table showing the no. of respondents like to recommend others to buy products of Myntra

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
YES	35	70%
NO	15	30%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.18

The graph showing the no. of respondents like to recommend others to buy products of Myntra



INTERPRETATION:

The table shows that the 70% of respondents like to recommend others to buy products of Myntra and 30% respondents are not like to recommend others to buy products of Myntra.

The graph shows that the majority of respondents are respondents like to recommend others to buy products of Myntra because of good quality of products and attractive offers and discounts and good return policy etc...And minority of respondents are not like to recommend others to buy products of Myntra.

HYPOTHESIS TESTING

➤ MALE AND FEMALE FACTORS EFFECTING SATISFACTION LEVEL

1. Whether there is significant difference between gender with respect of satisfaction level

	Satisfied	Dissatisfied	Total
Male	24	11	35
Female	10	5	15
Total	34	16	50

(Source; Primary Data)

HO: There is no significant difference between the male and female in respect of satisfaction level of 6 features of Myntra

H1: There is significant difference between the male and female in respect of satisfaction level of 6 features of Myntra

O	E	O-E	(O-E) ²	(O-E) ² /E
24	23.8	0.2	0.04	0.016807
11	11.2	-0.2	0.04	0.035714
10	10.2	-0.2	0.04	0.039216
5	4.8	0.2	0.04	0.083333
Total				0.17507

(Source; primary data)

$$\text{Chi square} = \sum (O-E)^2 / E = 0.17507$$

$$\text{DF} = (r-1) (c-1) = (4-1) (5-1) = 12$$

Level of significance = .05

Table value = 21.02

INTERPRETATION;

The calculated value of chi-square test is less than table value. Hence the hypothesis drawn is sustained and accepted. It is established that, there is no significant difference between the male and female in respect of satisfaction level of customers.

CHAPTER-5

FINDINGS, SUGGESTIONS & CONCLUSION

5.1 SUMMARY

The project entitled “A study on implementation of online marketing strategies for increasing sale of consumables product in Myntra, Manjeri”. The main objective of the study was to analyze the promotional strategies of Myntra.

This project was successfully completed through five chapters. The first chapter of the project contains introduction. It includes objective, scope, sampling technique source of data and limitations of the study.

The second chapter includes review of literature. The third chapter of project is company profile and industrial profile. It includes the achievements, awards, history and growth of Myntra. The study is conducted through direct personal interview of 50 individuals of various social groups with the help of well-structured questionnaire. Respondent of selected samples are duly tabulated, analyzed and interpreted by using various statistical tools are included in the fourth chapter.

The researcher while conducting the study comes across many findings, suggestions and conclusions. All these includes in fifth chapter.

5.2 FINDINGS

The following are the findings that appeared while analysing the study

- 87% of respondents have rates the delivery charge is the high promotional strategies of Myntra
- Most of the respondents (96%) have rates the quality is the high factor for motivates them to buy products through Myntra. Whereas size and availability are least factor
- 70% of respondents are affect the promotion strategy of buying decision in Myntra
- 69.8% of respondents are satisfied the some features of Myntra
- Majority of the respondents are buying the product through online in occasionally (32%)
- 32% of respondents are prefer Amazon and 30% of respondents are prefer Flipkart for online shopping
- 42% of respondents purchase clothing and near 32% of respondents purchase footwear in Myntra
- Most of the respondents ranked 1st for price and next is brand factor are considering for the selection of product
- 40% of respondents are good rating about the Myntra
- 80% of respondents are got any special offers from Myntra
- 50% of respondents are neutral with the product information of Myntra
- Among the respondent 26% of respondents felt problem in return policy and 24% of respondents felt problem in delivery while conducting online purchase in Myntra
- 70% of respondents are respondents like to recommend others to buy products of Myntra
- There are no significant difference between the male and female in respect of satisfaction level of customers

5.3 SUGGESTIONS

The following are the suggestions that appeared while analysing the study

- Since few of the customers are buying products through offline, awareness need to be created for increasing online payment mode
- Usage of products by the customers is required to be more as few of the customers are buying yearly also
- Promotional strategies need to be improved so as to motivate the customers to make buying decision
- The company has to make ease for searching products what they are looking for
- Special offer need to be provided for attracting the customers
- Complete information about the product need to be advertised for better understanding of the product
- Lucky draw, coupons, etc. are required to promote the customers and also to increase the sales
- The company has to give inform all customers for the new products launching time
- Ensure quick delivery
- Lack of out of stock should consider

5.4 CONCLUSION

Today online marketing strategies are very important for the customers to get to know about the products and also for the company to increase their sales which in turn helps to achieve their goals like profitability and survival. Marketing strategies are means for achieving the organizational goals. Social media marketing, e-mail marketing, content marketing etc. are some of the online marketing strategies that helps consumers in selecting the right products at the right time and at the right cost where customers can get a clear understanding of the products. Customer satisfaction is one of the major and significant factors that has to be met with the help of various marketing tools and techniques. Here an attempt is made to understand the implementation of online marketing strategies by Myntra in increasing the sale of products. It can be concluded that, Myntra has adopted various strategies so as to help customers and also to increase the sale of products in the highly competitive market.

APPENDIX

QUESTIONNAIRE

Dear Respondent,

We are students from MEASS College, Areekode currently pursuing for M.COM course as a part of curriculum. We are required to do a project work. We will be pleased if you kindly spare few minutes for filling up the questionnaire. Whatever Information provided by you will be kept confidential used only for the purpose of our study.

1. Name :

2. Gender : Male ☐ Female ☐

3. Age : Below 20 ☐ 20-25 ☐ 25-30 ☐
30-35 ☐ Above 35 ☐

4. Occupation : Student ☐ Service ☐
Self employed ☐

5. Education qualification: SSLC ☐ Plus two ☐ Graduate ☐
Post graduate ☐ other ☐

6. Do you purchase from Myntra?
Yes ☐ No ☐

7. How often do you purchase online?

Regularly ☐ Often ☐ occasionally ☐ sometimes ☐ rarely ☐

8. Which of the other websites, you are using apart from Myntra?

Flipkart ☐ Snapdeal ☐ Amazon ☐ Jabong ☐
Other ☐

9. Which of the product have you purchase in Myntra? (Rank 1-5)

Cloth ☐

Hand bags ☐

Cosmetics ☐

Footwear ☐

Other ☐

10. Rate the following factors that motivates you to buy in Myntra?

Factors	5	4	3	2	1
Delivery Time					
Price					
Quality					
Availability					
Brand					
Size					
Payment Mechanism					

11. Rank the following factors influence you before making a selection of product in Myntra?

Factors	Rank
Rating	
Brand	
Discounts	
Advertisement	
Price	

12. Do you think marketing strategies help company to increase sales?

Yes ☐

No ☐

13. Rate the following promotional strategies of Myntra?

Promotional strategies	5	4	3	2	1
Coupon bought					
Festival offer					
End of reason sale					
Delivery charge					
Discounts & deals					

14. Please rate the promotions of Myntra in comparison to others?

Poor ☐ Average ☐ Good ☐ Very Good ☐

Excellent ☐

15. Have you hope a special offer from Myntra?

Yes ☐

No ☐

16. Are you satisfied with product information displayed in Myntra?

Very much satisfied ☐

Satisfied ☐

Neutral ☐

Dissatisfied ☐

Highly dissatisfied ☐

17. What are the inconvenience and discomforty you have in Myntra?

Quality Return policy Hidden charges

Security Delivery problem

18. Are you satisfied the following features of Myntra?

Features	Very much satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Discounts					
Customer service					
Delivery Time					
Cash on delivery					
Exchange					
Packaging					

19. Would you recommend others to buy products of Myntra?

Yes No