

**A STUDY ON CONSUMER'S ATTITUDE TOWARDS MYNTRA IN  
DIGITAL MARKETING**

Submitted in partial fulfilment of the award of

**BACHELOR OF BUSINESS ADMINISTRATION**

By

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(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC  
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**April 2022**



**SATHYABAMA**

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## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of **HARESH S (39280058)** who carried out the project entitled "**A STUDY ON CONSUMER'S ATTITUDE TOWARDS MYNTRA IN DIGITAL MARKETING**" Student of Sathyabama Institute Of Science and Technology under my supervision from January 2022 to March 2022.

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**Submitted for viva voce Examination held on\_\_\_\_\_**

**Internal Examiner**

**External Examiner**

## **DECLARATION**

I **HARESH.S(39280058)**, hereby declare that the project entitled “**A STUDY ON CONSUMER’S ATTITUDE TOWARDS MYNTRA IN DIGITAL MARKETING**” done by me under guidance of **DR.N.KUMAR MA.,MPhil.,MBA.,Ph.D., Assistant professor of the department of Business Administration** at Sathyabama Institute Of Science and Technology is submitted in partial fulfilment of the requirement for the award of **BACHLORES OF BUSINESS ADMINISTRATION** degree.

**DATE:**

**PLACE: CHENNAI**

**SIGNATURE OF THE CANDIDATE**

## ACKNOWLEDGEMENT

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## **ABSTRACT**

The importance of this study is to examine the customer satisfaction towards Myntra.com users in Chennai. Also tried to find out various attributes of Myntra users of Chennai city towards the online shopping. For this study survey was conducted. The data will be collected from respondents through scheduled containing questions. The study result concluded that future of e-tailers in India especially in cities looking very bright. Myntra.com offering best prices, good products and completely easy shopping experience for our customers. The success of any e-tailer company in India is depending upon its popularity, its branding image, its unique & fair policies, and its customer relations etc.

**KEYWORDS** - Customer attitude, E-commerce, Myntra, Online Shopping.

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## **CHAPTER-1**

### **INTRODUCTION**

#### **1.1INTRODUCTION**

Recently at present time online shopping or E-tailing is the new trend (Transformative Change) of shopping in India that is used to refer to computer-based-shopping or E-shopping same like Internet banking or E-banking. Over that past few years, online shopping or E-tailing gor has increased percentage of online buyer's in India. New concept of the online shopping is a great example of the business revolution in India. We can say that E-tailing in India is currently experiencing a period of rapid development. E-tailing in India is a rich segment waiting to be explore. Actually, E-tailing is a form of E-commerce. In online shopping, buyers (consumers) purchase the products (Like: -Apparel, electronic appliances, footwear, Home & Kitchen Appliances, etc.) directly from the E-tailors by using a web browser. I think in India E-shopping or online shopping is the new buzzword.

Competing in a high-pressure business scenario has become a challenge for retailers. As an effective alternative sales channel sellers are looking at the internet, which gives them direct access to target customers. Online retailing (also known as e-tail) is a web-enabled interface between a retailer and its target consumers for selling products and services on the web with the facility of ecommerce. These kinds of retailers are also known as e-tailors. Almost all big retailers are now electronically present on the World Wide Web.

The online shopping environment has gone through a lot of transformation and today it is still developing in a much diversified way. It has become very popular in the areas of apparel, arts and crafts, books, car rentals, computers and electronics, cosmetics, financial services, gifts and novelties, etc. Some of the major advantages of e-retailing which makes it popular among the retailers are: low investment cost, direct access to target customers, quick return on investment.

This kind of retail format helps the retailers to serve their customer quickly and more efficiently by offering them a detailed portfolio of products and services. On the other hand, availability of the point of transaction data helps the retailers to analyze and interpret their target customers. It has become the most efficient way to offer valuable information to the customers like discounts, promotions, new and existing products as per the customer requirements and past shopping behavior. Availability of plenty of information about the products has increased the confidence level among the consumers.

## **1.2 INDUSTRY PROFILE**

Myntra is an Indian fashion e-commerce marketplace company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007 with a focus on personalization of gift items. By 2010, Myntra shifted its focus to the online retailing of branded apparel. In May 2014, Myntra.com acquired by 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. Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena, Myntra was in the business of on-demand personalization of gift items. It mainly operated on the B2B (business-to-business) model during its initial years. Myntra tied up with various popular brands to retail a wide range of latest merchandise from these brands.

## **1.3 COMPANY PROFILE**

Myntra is a leading online store, offering a comprehensive range of fashion and lifestyle products. It allows shoppers to choose from a wide variety of national and international brands. Myntra sells everything from clothing to fashion accessories, footwear, watches, sunglasses, personal care and grooming items, sports and active wear, and bags and backpacks. Myntra also sells home & living products such as bed linen, furnishing, home decor items, cookware, utensils, and lamps and lighting.

While there are other online fashion and lifestyle stores, many people prefer to shop at Myntra. One reason is that the company offers the latest in fashion and some of the most unique products. Myntra has also launched special programs such as 'easy 30 day return & exchange' and 'try & buy'. These provide complete peace of mind to users and ensure that their anxieties about online shopping are completely eliminated.

### **1.3.1 HISTROY**

Myntra began its journey as a B2B player in 2007. During its initial years, the company focused primarily on selling on-demand personalized gift items. It became a hub for customers who wanted to get personalized items such as mugs, T-shirts, mouse pads, etc. From 2011, Myntra switched over to fashion and lifestyle products and discontinued its personalization business. In 2014, Myntra was acquired by Flipkart. The deal was valued at USD 280 million. However, Myntra continues to function as an independent company.

### **1.3.2 FUNDING**

Myntra has received investments worth USD 333.1 million via twelve rounds of funding. Some of the leading investors include Accel Partners, NEA-IndoU Ventures, IDG Ventures, Tiger Global, and Premji Invest. Myntra has also received funding from some private investors.

### **1.3.3 ACQUISITIONS**

To strengthen its business ecosystem, Myntra has made several acquisitions during the last decade. Some of these include Exclusively, Cubeit, HRX, Jabong, InLogg, 20Dresses, Blink, and Pretr Online Services.

### **1.3.4 ABOUT THE FOUNDER**

Myntra was founded by Mukesh Bansal, Ashutosh Lawania and Vineet Saxena. Mukesh is a computer science engineering graduate from IIT Kanpur. Prior to launching Myntra, he had worked with companies such as Deloitte, eWanted, Centrata, NexTag, and NewScale. Mukesh currently works as the CEO of curefit, a company in which he is a co-founder.

## CHAPTER-2

### REVIEW OF LITERATURE

#### 2.1 LIST OF REVIEWS

Internet shopping is still in development stage and limited research studies have been done. But various international studies have been undertaken in other countries.

- **DUBROVSKI (2001)** The strategies that marketers are using have not adequately addressed the changing demands of the consumer to ensure customer satisfaction (Day & Landon, 1977). The marketing function limits the scope of marketing strategies in operating successfully online. New electronic communication marketing variables have exploded the alternatives available to customers Globally. These changes have redefined many of the old views of marketing, trade and power. Furthermore, many researchers recognize and accept that customer satisfaction is a logical measurement of success in market exchanges.
- **Crawford (1997)** in his paper said that traditional consumer behaviour shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post purchase behaviour.
- **Bellman et al (1999)** examined various predictors for whether an individual will purchase online and they concluded that demographic variables such, age and income, have a modest impact on the decision of whether to buy online, whereas the most important determinant of online shopping was previous behaviour, such as earlier purchases. Therefore demographic factors are not much influenced on the purchases.
- According to **Modahl 2000, Kotler and Armstrong (2000)** stated that persons buying behaviour is influenced by four key psychological factors i.e motivation, perception, learning and belief oriented attitude.
- **Ernst and Young (2000)** reported that Internet users purchased online because of good product selection, competitive prices, and ease of use, but were concerned about shipping costs, lack of opportunity to prior examining the products, as well as, the confidentiality of credit card and personal information.

- **Vyas and Srinivas (2002)** in their paper stated that majority of the internet users were having positive attitude towards online buying of products/services. There exists a need for developing awareness about consumers' rights and cyber laws. They also emphasized on better distribution system for online products.
- **Ahn et al. (2004); Lee and Joshi (2007)** found that delivery performance has significant influence on customer satisfaction.
- A piece of study carried out by **Monsuwe et al (2004)** collectively provides all the related literature review regarding the factors that drive consumers to shop online. As a further step, this paper encompasses the literature review regarding advantages, problems and consumers' expectations of online shopping, and examines the perceptions of adopters of online purchases compared to Internet users who preferred the traditional way of shopping.
- **Alam and Yasim (2010)** reported that that website design, reliability, product variety and delivery performances are the four key factors influencing consumers satisfaction of online shopping.
- **Adrita Goswami et.al (2013)** Studied "Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town" study concludes that online customers are satisfied. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers.
- According to **Ankit goel et al (2014)** study found that service after sale provided by sellers are quite excellent and what they assure makes buyers comfortable therefore, online shopping getting more success. Another piece of work **from Ather Akhlaq et al (2014)** concluded that technology is accepting theories of consumer it is helping researchers to know the demand from global online shopping.
- **Prashant singh (2014)** made study on consumer's buying behaviour on myntra (India) and found that any e-tailer will be get success depends on fair policies, brand image and popularity.
- According to the **Alina Babar et.al (2014)**, behaviour of the consumers. regarding technology of internet is medium level and in other hand it should be free from physical and mental effort and even if online shopping not make any financial risk, there consumer attitude towards online shopping will be positive.

- **Alka Kumawat and Tandon (2014)** made study using questionnaire with 200 customers as a sample. The study revealed that customers are very satisfied towards online shopping because of the delivery system is working effectively therefore customers are doing shopping again and again.
- According to **Mohanapriya.S** "Online shopping has grown in popularity over the years mainly because people find it convenient from the comfort of their home or office. One of the most enticing factors about online shopping is popularity during a holiday season, it alleviates the need to wait in long lines or search from store to store for a particular item. The main scope of the study is to know about customer satisfaction towards online shopping. The present study reveals about reasons for preferring an online website and satisfaction towards online websites".
- **Ryan (2004)** conducted a research on the mosaic of institutional issues associated with gaining credibility for internet marketing standards. Strong claims for a predominantly self-regulatory approach are reviewed in conjunction with other factors that inhibit credibility, namely: competing internet worldviews, weak moral coherency and offline ambiguity about respective institutional roles, especially as regards moral dimensions of notions of regulation and self-regulation.
- **Wang (2006)** conducted a research to examine the current use and predict future Web-based marketing activities of U.S. convention and visitor bureaus. A survey was sent to 600 randomly selected American convention and visitor bureaus with a focus on assessing the applications included in the bureaus Web sites, their Web site promotion techniques, and customer relationship management programs in relation to these Websites. The results indicate that most bureaus Internet marketing activities are relatively limited, focusing on providing travel information to prospective visitors.
- **Bengtsson (2007)** stated that adopting the Internet for advanced marketing operations opens up challenging opportunities for firms of all sizes. However, such adoption might destroy investments in present market channels and thus has the characteristics of radical innovation. The results of analysis show that composition of factors on which firms base their decision to adopt advanced. Internet-based marketing operations varies significantly with firm size.
- **Chinting (2010)** stated that few school or educational studies have simultaneously explored both internet marketing and organizational commitment, and of those that have, only direct effects were examined. This study clarifies the relationship between school organization's internet marketing and teachers organizational commitment by examining the mediating role of teachers job involvement and job satisfaction.

- According to **Sharma and Mittal (2009)** in their study "Prospects of e commerce in India", mentions that India is showing tremendous growth in the Ecommerce. Undoubtedly, with the population of millions of people, online shopping shows unlimited potential in India. Today E-commerce is a common word in Indian society and it has become an integral part of our daily life. There are websites providing a number of goods and services.
- **Ramirez Nicolas (2010)** state that "The Internet has changed many facets of our daily lives: the way we relate and communicate with one another, how we interact with a bank, read newspapers or watch television. Even the way we buy and sell. These changes have occurred due to the constant flow of companies offering new business models and innovative formulae, Discount coupons have always been a powerful marketing tool. Whether inserted in printed media or posted through letter boxes, they attracted new customers and were also offered at the time of purchase to promote consumer loyalty by encouraging repeat purchases at outlet.

## **CHAPTER-3**

### **RESEARCH METHODOLOGY**

#### **3.1 NEED OF THE STUDY**

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 the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of **CONSUMER'S ATTITUDE TOWARDS MYNTRA IN DIGITAL MARKETING.**

#### **3.2 SCOPE OF THE STUDY**

This study aims at studying client servicing and business development process. It is a continues process. This study helps me to get the reality check of a market where actual comparison between the classroom knowledge and the real situation can be done by just learning theory and facing actual situations it concepts and practices might vary. The study helps to understand the different concepts of digital marketing, but while implementing it might differ from situation to situation.

This study helps to understand and know how to deal with different kinds of customers or a client and how to make impressive online campaigns.

If E-Marketers analyze and understand the factors influencing Indian customers online behavior, they can further fine-tune their business strategies towards customer preferences.

This study deals with the customers' attitude towards the following aspects of online shopping and how the presence or lack of these aspects in an online shopping environment affects customer satisfaction.

- Product categories that customers purchase online
- Quality & availability of the product
- Mode and Speed of delivery of the product
- Product price / Offers provided for online shoppers
- Payment options available for the customers
- Shipping. Return and Exchange policies
- Features of the shopping website such as
  - Design
  - Information provided
  - Accessibility
  - Ease of use

### **3.3 OBJECTIVE OF THE STUDY**

- To know whether the price is less in Myntra compared to other websites. To evaluate the growth of Myntra.
- To analyse the consumer interest on the Myntra website.
- To determine the factors effecting Myntra.
- To find out the factors that attracts the consumers towards Myntra.
- To identify the key factors which influence consumer's buying behaviour.
- To study about consumers satisfaction level.
- To know the consumers awareness and perception about the products and services

### **3.4 RESEARCH METHODOLOGY**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analyzed?

### **3.5 RESEARCH DESIGN**

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem research. The design of a study defines the study type (descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and sub-type (eg.,descriptive-longitudinal case study), research problem. hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan.

### **3.6 SAMPLE SIZE**

Nearby 100 samples were taken for the study on consumer attitude towards Myntra in digital marketing.

### **3.7 STRUCTURE OF QUESTIONNAIRE**

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's satisfaction.

### **3.8 PERIOD OF STUDY**

The duration of study is from January 2021 to March 2021 which is a three months of study.

### **3.9 ANALYTICAL TOOLS**

#### **1. 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.

#### **2. Bar graphs**

It is a chart or graph that presents categorical data with rectangular bars with heights or lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally. A vertical bar chart is sometimes called a column chart.

A bar graph shows comparisons among discrete categories. One axis of chart shows the specific categories being compared, and the other axis represents a measured value. Some bar graphs present bars clustered in groups of more than one, showing the values of more than one measured variable.

#### **3. Pie charts**

A pie chart is a circular statistical graphic, which is divided into slices to illustrate numerical proportion. In a pie chart, the arc length of each slice is proportional to the quantity it represents. While it is named for its resemblance to a pie which has been sliced, there are variations on the way it can be presented.

### **3.10 LIMITATIONS OF THE STUDY**

The study is confined to Chennai district only

- The study is based upon the consumer Satisfaction towards Myntra in Digital Marketing and the respondents total is 100 only due to time shortage.
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias.

## CHAPTER-4

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 PERTCENTAGE ANALYSIS

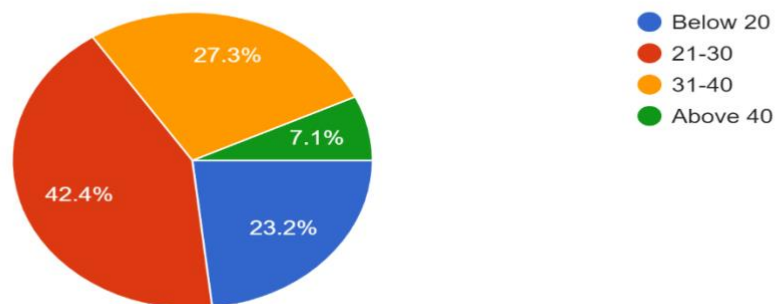
Table 4.1.1 Age of the respondent

| S.NO  | PARTICULARS | PERCENTAGE |
|-------|-------------|------------|
| 1     | Below-20    | 23.2%      |
| 2     | 21-30       | 42.4%      |
| 3     | 31-40       | 27.3%      |
| 4     | Above 40    | 7.1%       |
| TOTAL |             | 100%       |

Source: Primary data

**Fig:4.1.1 Age of the respondent**

Age of the respondent  
99 responses



From the above table it is clear that 23.2% of the respondent belongs to the age group below 20 years and 42.4% belong to the age group 21-30 years and 27.3% belong to the age 31-40 and 7.1% of the respondent is above 40 years.

#### Inference

Majority (42.4%) of the respondent are age between 21-30 years.

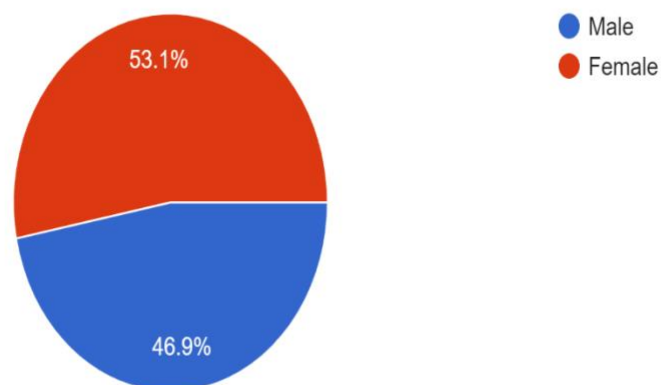
**Table 4.1.2 Gender of the respondents**

| S.NO         | PARTICULARS | PERCENTAGE  |
|--------------|-------------|-------------|
| 1            | MALE        | 53.1%       |
| 2            | FEMALE      | 46.9%       |
| <b>TOTAL</b> |             | <b>100%</b> |

Source: Primary data

**GENDER OF THE RESPONDENT**

98 responses



**FIG 4.1.2 Gender of the respondent**

It is clear that the above table shows 53.1% most of the respondents belong to female and finally 46.9% of the respondent belong to male category.

**Inference**

Majority (53.1%) of the respondents are female.

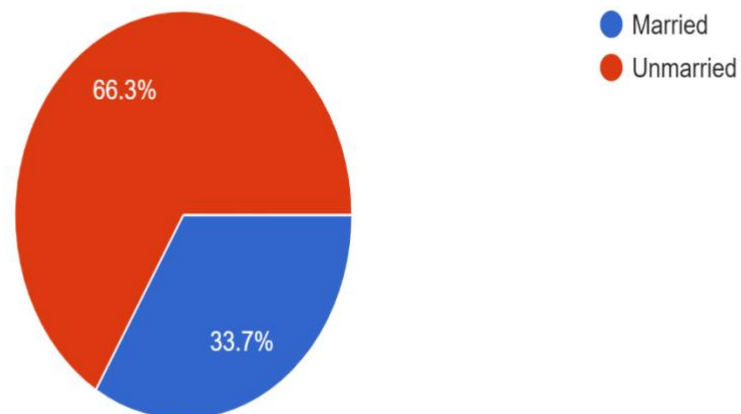
**Table 4.1.3: Martial status of the respondent**

| S.NO  | PARTICULAR | PERCENTAGE |
|-------|------------|------------|
| 1     | Married    | 33.7%      |
| 2     | Unmarried  | 66.3%      |
| TOTAL |            | 100%       |

Source: Primary data

Martial status of the respondent

98 responses



**Fig:4.1.3 Martial status of the respondent.**

It is clear that the above table shows most of the respondent are unmarried (66.3%) and 33.7 in Married.

### **Inference**

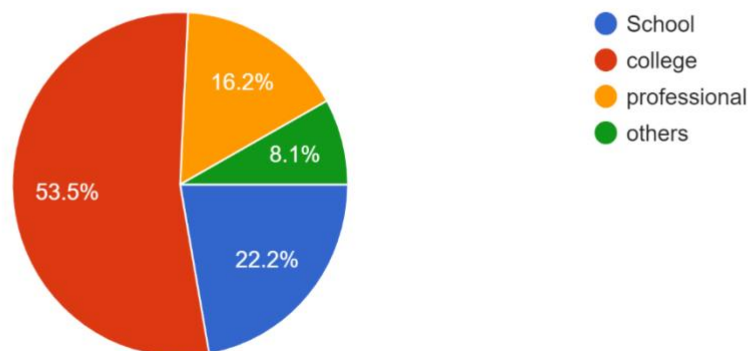
Majority (66.3%) of the respondent are unmarried.

**Table 4.1.4 Occupation of the respondent**

| S.NO         | PARTICULAR   | PERCENTAGE  |
|--------------|--------------|-------------|
| 1            | School       | 22.2%       |
| 2            | Collage      | 53.5%       |
| 3            | Professional | 16.2%       |
| 4            | Other        | 8.1%        |
| <b>TOTAL</b> |              | <b>100%</b> |

**Source: Primary data**

Education qualification of the respondent  
99 responses



**Fig.4.1.4 Occupation of the respondent**

From the above table it is interpreted that the number of respondents were 22.2% is school, 53.5% is collage,16.2% is professional, 8.1% is others.

### **Inference**

Majority (53.5%) of the respondents are College.

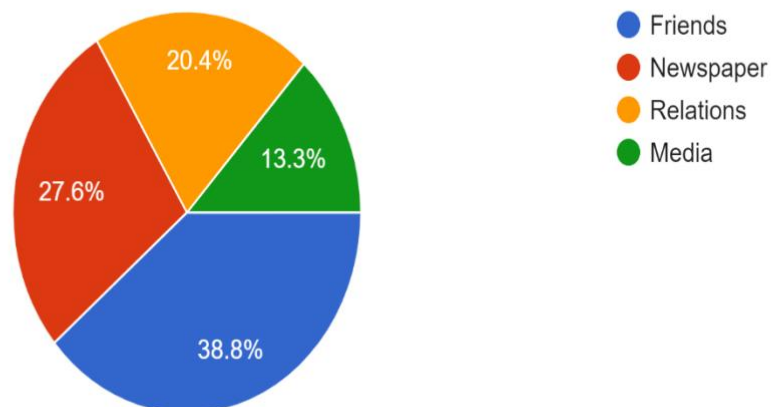
**Table 4.1.5 Online marketing in Myntra**

| S.NO         | PARTICULAR | PERCENTAGE  |
|--------------|------------|-------------|
| 1            | Friends    | 38.8%       |
| 2            | Newspaper  | 27.6%       |
| 3            | Relations  | 20.4%       |
| 4            | Media      | 13.3%       |
| <b>TOTAL</b> |            | <b>100%</b> |

**Source: Primary data**

How do you know about online marketing in Myntra ?

98 responses



**Fig:4.1.5 Online marketing in Myntra.**

From the above table it is interpreted that the number of respondents were 38.8% is Friends, 27.6% is Newspaper, 20.4% is Relations, 13.3% is Media.

### **Inference**

Majority (38.8%) of the respondents are Friends.

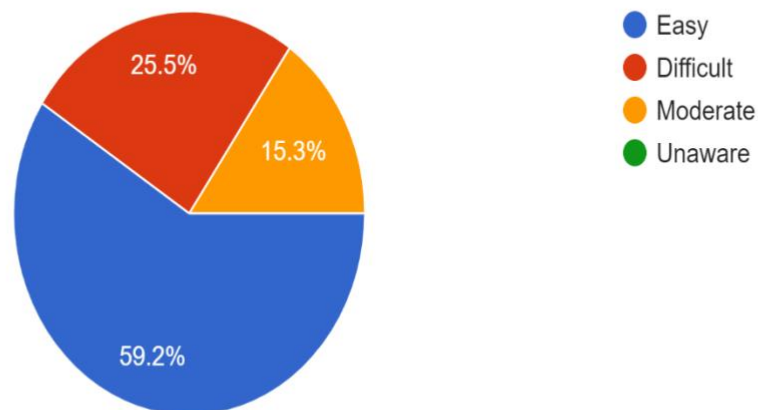
**Table 4.1.6 Online payment in Myntra**

| S.NO         | PARTICULAR | PERCENTAGE  |
|--------------|------------|-------------|
| 1            | Easy       | 59.2%       |
| 2            | Difficult  | 25.5%       |
| 3            | Moderate   | 15.3%       |
| 4            | Unaware    | 0%          |
| <b>TOTAL</b> |            | <b>100%</b> |

Source: Primary data

What about Online Payment in Myntra ?

98 responses



**Fig: 4.1.6 Online payment in Myntra**

From the above table it is interpreted that the number of respondents were 59.2% is Easy, 25.5% is Difficult, 15.3% is Moderate.

### **Inference**

Majority (59.2%) of the respondents are Easy.

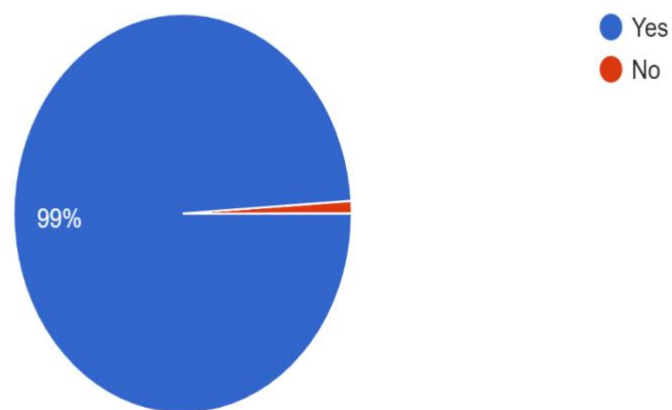
**Table 4.1.7 Account maintained safe in Myntra.**

| S.NO         | PARTICULAR | PERCENTAGE  |
|--------------|------------|-------------|
| 1            | Yes        | 99%         |
| 2            | No         | 1%          |
| <b>TOTAL</b> |            | <b>100%</b> |

Source: Primary data

Is your account maintained safe in Myntra ?

98 responses



**Fig:4.1.7 Account maintained safe in Myntra**

From the above table it is interpreted that the number of respondents were 99% is yes,1% is No.

### **Inference**

Majority (99%) of the respondents are yes.

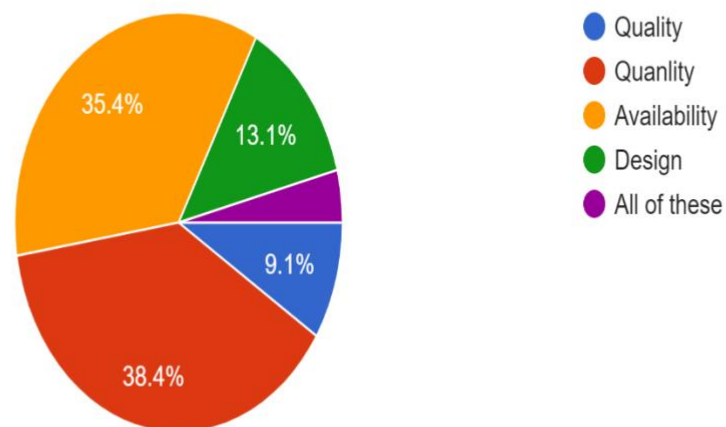
**Table 4.1.8 Makes you Purchase in Myntra.**

| S.NO         | PARTICULARS  | PERCENTAGE  |
|--------------|--------------|-------------|
| 1            | Quality      | 9.1%        |
| 2            | Quantity     | 38.4%       |
| 3            | Availability | 35.4%       |
| 4            | Design       | 13.1%       |
| 5            | All of these | 0%          |
| <b>TOTAL</b> |              | <b>100%</b> |

Source: Primary data

What makes you to Purchase in Myntra ?

99 responses



**Fig:4.1.8 Makes you to purchase in Myntra.**

From the above table it is interpreted that the number of respondents were 9.1% is quality, 38.4% is quantity, 35.4% is Availability, 13.1% is Design.

### **Inference**

Majority (38.4%) of the respondents were Quantity.

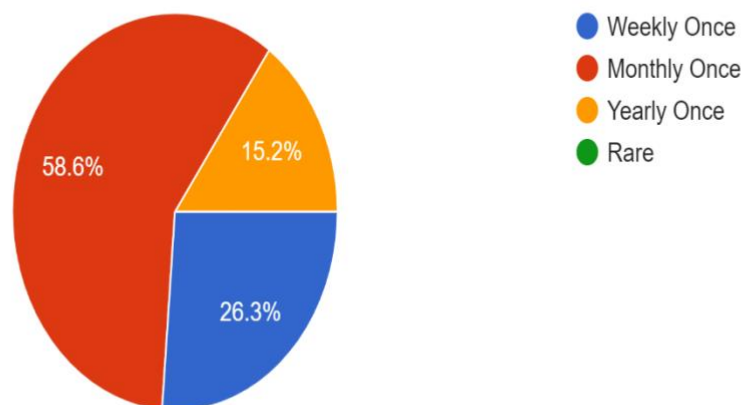
**Table 4.1.9 Offen you purchase products in Myntra.**

| S.NO         | PARTICULARS  | PERCENTAGE  |
|--------------|--------------|-------------|
| 1            | Weekly once  | 26.3        |
| 2            | Monthly once | 58.6%       |
| 3            | Yearly once  | 15.2%       |
| 4            | Rare         | 0%          |
| <b>TOTAL</b> |              | <b>100%</b> |

Source: Primary data

How offen you purchase products in Myntra ?

99 responses



**Fig 4.1.9 Offen you purchase products in Myntra.**

From the above table it is interpreted that the number of respondents were 26.3% is weekly once, 58.6% is Monthly once, 15.2% is yearly once.

### **Inference**

Majority (58.6%) of the respondents were weekly once.

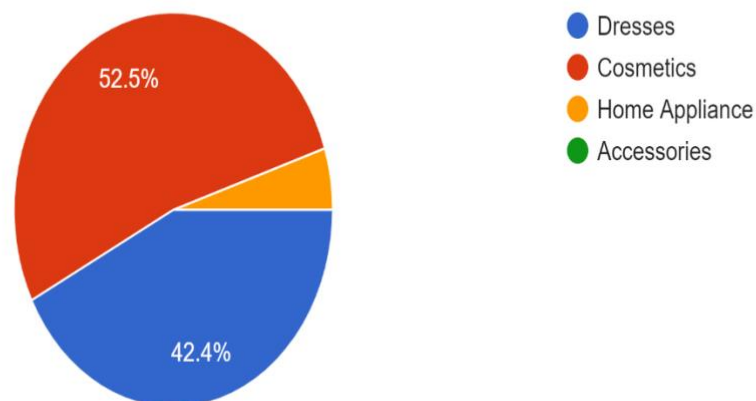
**Table 4.1.10 Type of product you purchase in Myntra.**

| S.NO         | PARTICULAR     | PERCENTAGE  |
|--------------|----------------|-------------|
| 1            | Dresses        | 42.4%       |
| 2            | Cosmetics      | 52.5%       |
| 3            | Home appliance | 5.1%        |
| 4            | Accessories    | 0%          |
| <b>TOTAL</b> |                | <b>100%</b> |

Source: Primary data

What type of product you purchase in Myntra ?

99 responses



**Fig:4.1.10 Type of products you purchase in Myntra.**

From the above table it is interpreted that the number of respondents were 42.4% is Dresses, 52.5% is Cosmetics, 5.1% is Home Appliance.

### **Inference**

Majority (52.5%) of the respondents are Cosmetics.

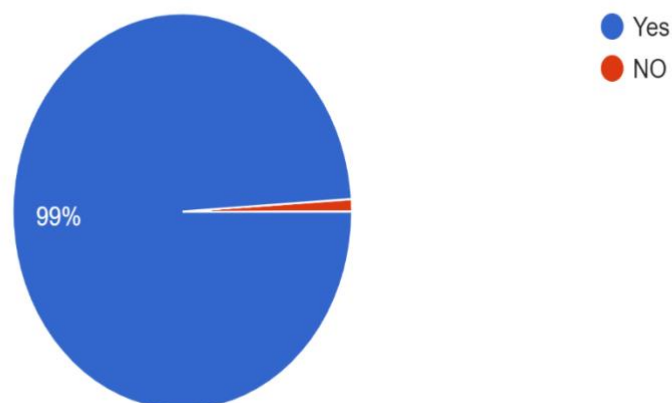
**Table 4.1.11 In-depth information about product.**

| S.NO         | PARTICULAR | PERCENTAGE  |
|--------------|------------|-------------|
| 1            | YES        | 99%         |
| 2            | NO         | 1%          |
| <b>TOTAL</b> |            | <b>100%</b> |

Source: Primary data

Is this website provide in-depth information about product in Myntra.

99 responses



**Fig:4.1.11 In-depth information about product.**

From the above table it is interpreted that the number of respondents were 99% yes,1% is No.

### **Inference**

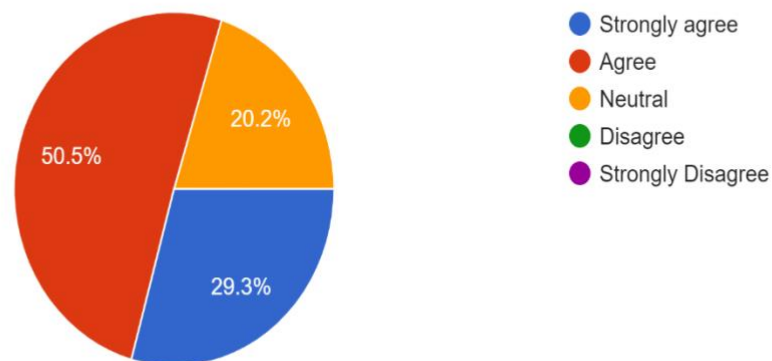
Majority (99%) of the respondents were yes.

**Table 4.1.12 Myntra delivery product**

| S.NO         | PARTICULAR        | PERCENTAGE  |
|--------------|-------------------|-------------|
| 1            | Strongly agree    | 29.3%       |
| 2            | Agree             | 50.5%       |
| 3            | Neutral           | 20.2%       |
| 4            | Disagree          | 0%          |
| 5            | Strongly disagree | 0%          |
| <b>TOTAL</b> |                   | <b>100%</b> |

Source: Primary data

How you trust Myntra delivery product  
99 responses



**Fig:4.1.12 Myntra delivery product**

From the above table it is interpreted that the number of respondents were 29.3% is Strongly agree, 50.5% is Agree, 20.2% is Neutral.

### **Inference**

Majority (50.5%) of the respondents are strongly agree.

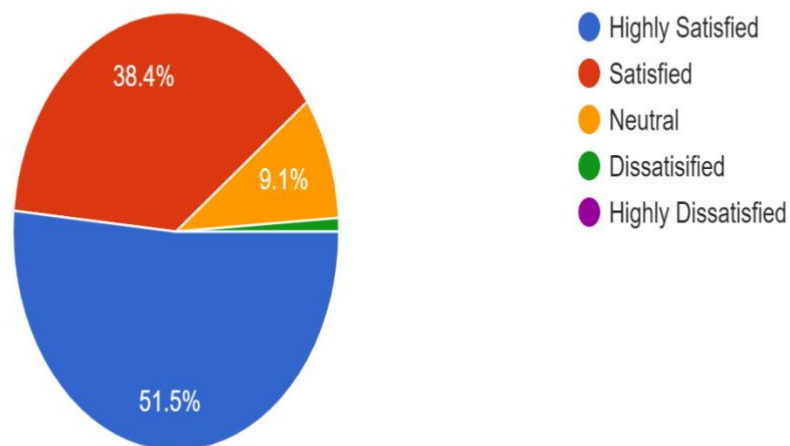
**Table 4.1.13 Rate the Product confirmation in Myntra.**

| S.NO         | PARTICULAR          | PERCENTAGE  |
|--------------|---------------------|-------------|
| 1            | Highly satisfied    | 51.5%       |
| 2            | Satisfied           | 38.4%       |
| 3            | Neutral             | 9.1%        |
| 4            | Dissatisfied        | 0%          |
| 5            | Highly dissatisfied | 0%          |
| <b>TOTAL</b> |                     | <b>100%</b> |

Source: primary data

Rate the product confirmation in Myntra

99 responses



**Fig:4.1.13 Rate the product confirmation in Myntra.**

From the above table it is interpreted that the number of respondents were 51.5% is Highly satisfied, 38.4% is Satisfied, 9.1% is Neutral.

### **Inference**

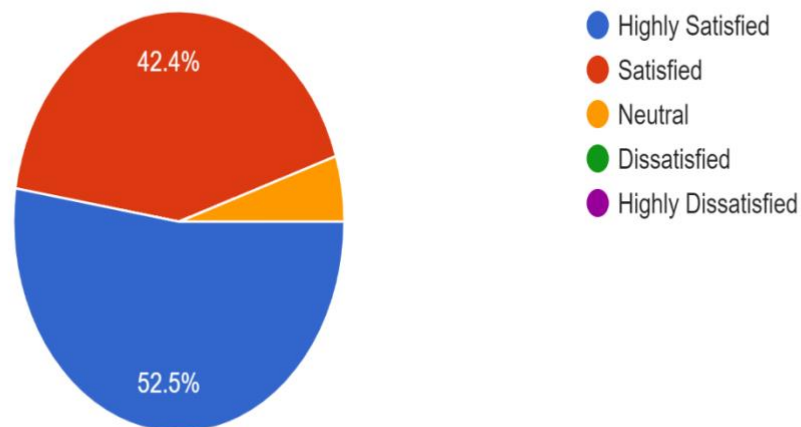
Majority (51.5%) of the respondents were Highly satisfied.

**Table 4.1.14 Rate the product reasonable price in Myntra.**

| S.NO         | PARTICULAR          | PERCENTAGE  |
|--------------|---------------------|-------------|
| 1            | Highly satisfied    | 52.5%       |
| 2            | Satisfied           | 42.4%       |
| 3            | Neutral             | 5.1%        |
| 4            | Dissatisfied        | 0%          |
| 5            | Highly dissatisfied | 0%          |
| <b>TOTAL</b> |                     | <b>100%</b> |

Source: Primary data

Rate the product reasonable price in Myntra  
99 responses



**Fig:4.1.14 Rate the product reasonable price in Myntra.**

From the above table it is interpreted that the number of respondents were 52.5% is Highly satisfied, 42.4% is Satisfied, 5.1% is Neutral.

### **Inference**

Majority (52.5%) of the respondents were satisfied.

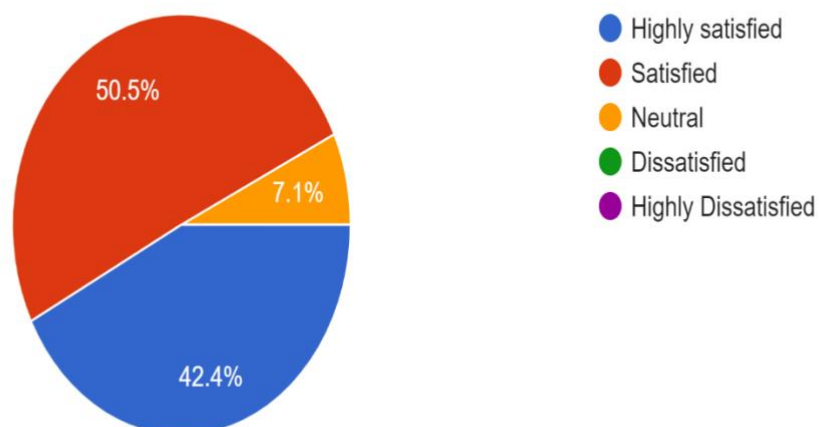
**Table 4.1.15 Rate the quality of product in Myntra.**

| S.NO         | PARTICULAR          | PERCENTAGE  |
|--------------|---------------------|-------------|
| 1            | Highly satisfied    | 42.4%       |
| 2            | Satisfied           | 50.5%       |
| 3            | Neutral             | 7.1%        |
| 4            | Dissatisfied        | 0%          |
| 5            | Highly dissatisfied | 0%          |
| <b>TOTAL</b> |                     | <b>100%</b> |

Source: Primary data

Rate the quality of product in Myntra.

99 responses



**Fig:4.1.15 Rate the quality of product in Myntra.**

From the above table it is interpreted that the number of respondents were 42.4% is Highly satisfied, 50.5% is Satisfied, 7.1% is Neutral.

### **Inference**

Majority (50.5%) of the respondents were Satisfied.

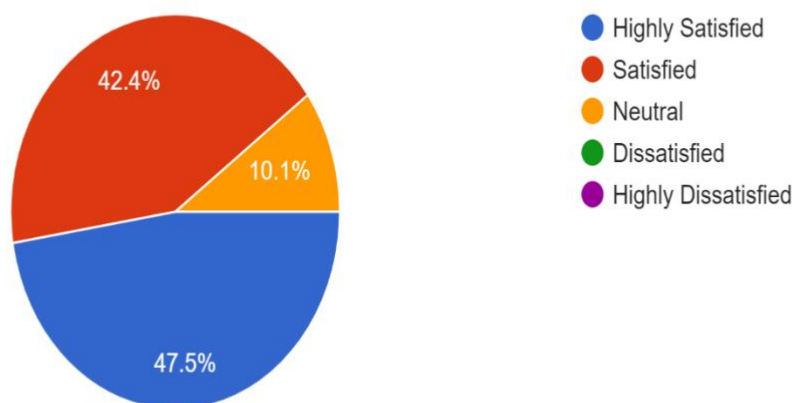
**Table 4.1.16 Through about warranty and guarantee in Myntra.**

| S.NO         | PARTICULAR          | PERCENTAGE |
|--------------|---------------------|------------|
| 1            | Highly satisfied    |            |
| 2            | Satisfied           |            |
| 3            | Neutral             |            |
| 4            | Dissatisfied        |            |
| 5            | Highly dissatisfied |            |
| <b>TOTAL</b> |                     |            |

Source: Primary data

What is your through about warranty and Guarantee in Myntra ?

99 responses



**Fig:4.1.16 Through about warranty and guarantee in Myntra.**

From the above table it is interpreted that the number of respondents were 47.5% is Highly satisfied, 42.4% is Satisfied, 10.1% is Neutral.

### **Inference**

Majority (47.5%) of the respondents are Highly satisfied.

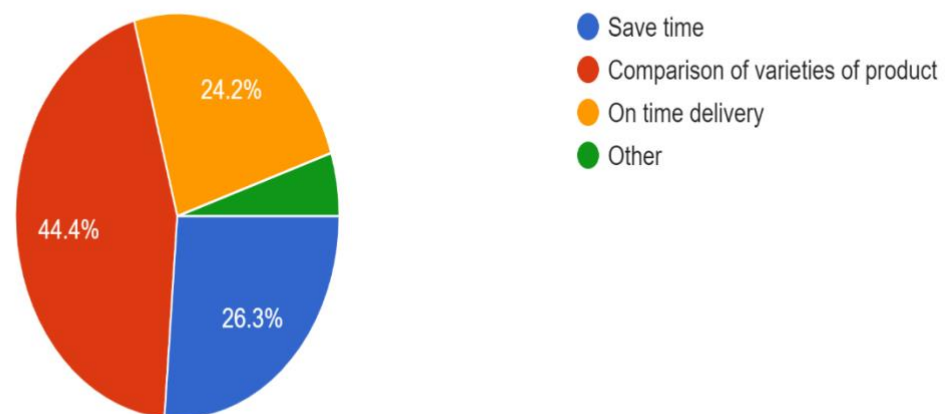
**Table:4.1.17 Benefits of online shopping with Myntra.**

| S.NO         | PARTICULAR                         | PERCENTAGE  |
|--------------|------------------------------------|-------------|
| 1            | Save time                          | 26.3%       |
| 2            | Comparison of varieties of product | 44.4%       |
| 3            | On time delivery                   | 24.2%       |
| 4            | Other                              | 5.1%        |
| <b>TOTAL</b> |                                    | <b>100%</b> |

Source: Primary data

Benefits of online shopping with Myntra.

99 responses



**Fig:4.1.17 Benefits of online shopping with Myntra.**

From the above table it is interpreted that the number of respondents were 26.3% is Save time, 44.4% is Comparison of varieties of product, 24.2% is on time delivery.

### **Inference**

Majority (44.4%) of the respondents are Comparison of varieties of product.

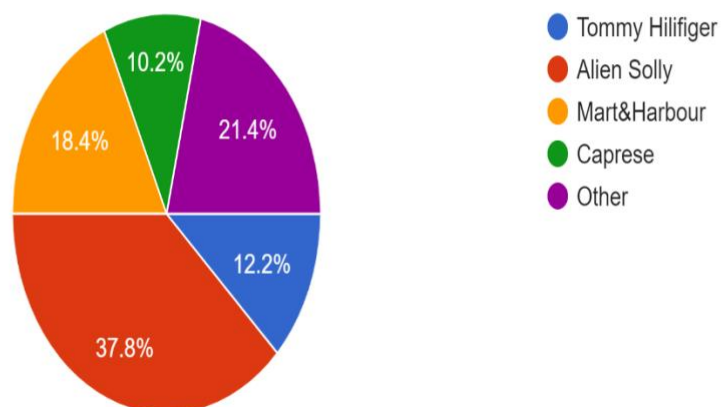
**Table:4.1.18 Types of brand you prefer in Myntra.**

| S.NO         | PARTICULAR     | PERCENTAGE  |
|--------------|----------------|-------------|
| 1            | Tommy Hilfiger | 12.2%       |
| 2            | Alien solly    | 37.8%       |
| 3            | Mart&Harbour   | 18.4%       |
| 4            | Caprese        | 10.2%       |
| 5            | Other          | 21.4%       |
| <b>TOTAL</b> |                | <b>100%</b> |

Source: Primary data

What types of brand you prefer in Myntra

98 responses



**Fig:4.1.18 Types of brand you prefer in Myntra.**

From the above table it is interpreted that the number of respondents were 12.2% is Tommy Hilfiger, 37.8% is Alien solly, 18.4% is Mart&Harbour, 10.2% is Caprese, 21.4 is Others.

### **Inference**

Majority (37.8%) of the respondents are Alien solly.

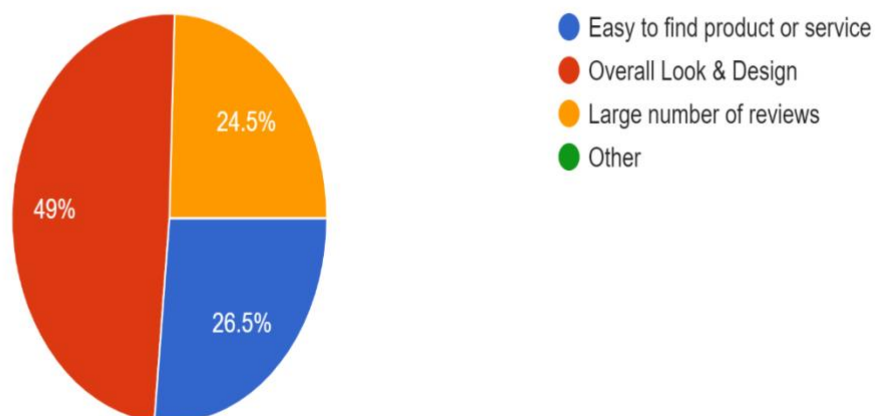
**Table 4.1.19 Factor influence on online shopping with Myntra.**

| S.NO         | PARTICULAR                      | PERCENTAGE  |
|--------------|---------------------------------|-------------|
| 1            | Easy to find product or service | 26.5%       |
| 2            | Overall look & design           | 49%         |
| 3            | Large number of reviews         | 24.5%       |
| 4            | Other                           | 0%          |
| <b>TOTAL</b> |                                 | <b>100%</b> |

Source: Primary data

Which factors influence more on online shopping with Myntra?

98 responses



**Fig:4.1.19 Factor influence on online shopping with Myntra.**

From the above table it is interpreted that the number of respondents were 26.5% is Easy to understand, 49% is Overall look and design, 24.5% is Large number of reviews.

### **Inference**

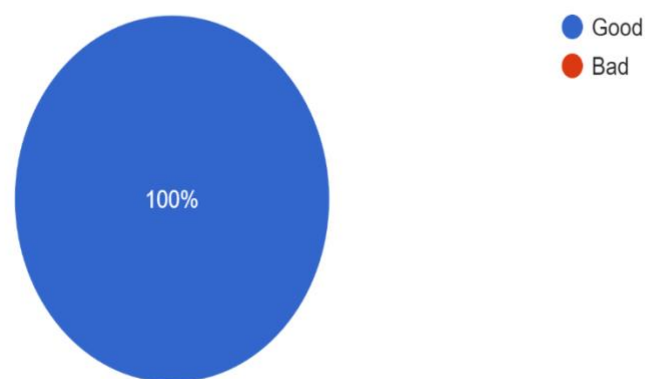
Majority (49%) of the respondents are Overall look & design.

**Table 4.1.20 Inquires are answer promptly.**

| S.NO         | PARTICULAR | PERCENTAGE  |
|--------------|------------|-------------|
| 1            | Yes        | 100%        |
| 2            | No         | 0%          |
| <b>TOTAL</b> |            | <b>100%</b> |

Source: Primary data

Inquires are answer promptly  
96 responses



**Fig:4.1.20 Inquires are answer promptly**

From the above table it is interpreted that the number of respondents were 100% is yes,0% is No.

### **Inference**

Majority (100%) of the respondents were yes.

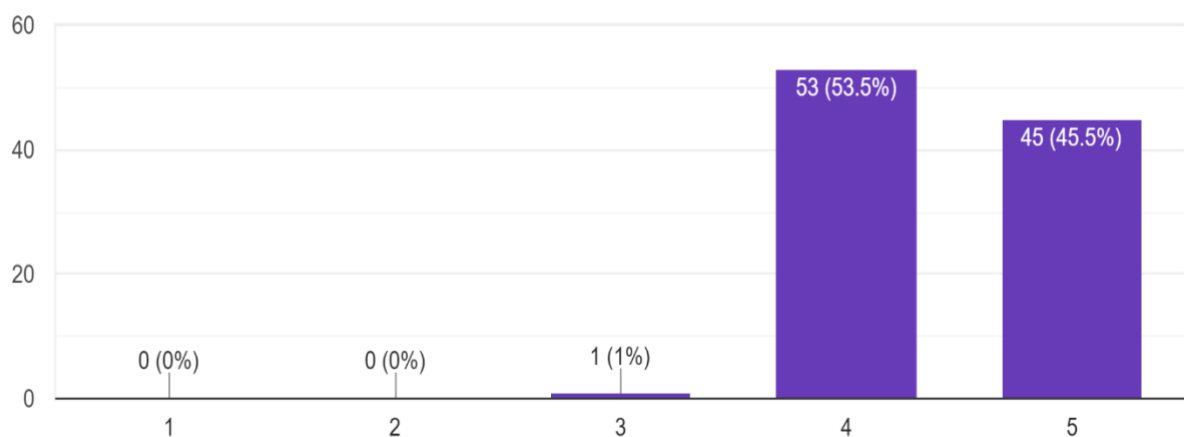
**Table 4.1.21 Rate your overall experience in Myntra.**

| S.NO         | PARTICULAR | PERCENTAGE  |
|--------------|------------|-------------|
| 1            | 5          | 45.5%       |
| 2            | 4          | 53.5%       |
| 3            | 3          | 1%          |
| 4            | 2          | 0%          |
| 5            | 1          | 0%          |
| <b>TOTAL</b> |            | <b>100%</b> |

Source: primary data

Rate your overall experience in myntra

99 responses



**Fig:4.1.21 Rate your overall experience in Myntra.**

From the above table it is interpreted that the number of respondents were gave 5 stars as 45.5%, gave 4 star as 53.5%, gave 3 star as 1%.

### **Inference**

Majority (53.5%) of the respondents gave as 5 star.

## 4.2 HYPOTHESIS

Success! The contingency table below provides the following information: the observed cell totals, (the expected cell totals) and [the chi-square statistic for each cell].

The chi-square statistic, p-value and statement of significance appear beneath the table. Blue means you're dealing with dependent variables; red, independent.

| Results       |                   |                   |  |  |  |                   |
|---------------|-------------------|-------------------|--|--|--|-------------------|
|               | Married           | Unmarried         |  |  |  | Row Totals        |
| Male          | 54 (71.00) [4.07] | 46 (29.00) [9.97] |  |  |  | 100               |
| Female        | 88 (71.00) [4.07] | 12 (29.00) [9.97] |  |  |  | 100               |
|               |                   |                   |  |  |  |                   |
|               |                   |                   |  |  |  |                   |
|               |                   |                   |  |  |  |                   |
| Column Totals | 142               | 58                |  |  |  | 200 (Grand Total) |

The chi-square statistic is 28.0719. The p-value is <.00001. The result is significant at  $p < .05$ .

## CHAPTER 5

### FINDIND AND SUGGESSTIONS

#### 5.1 FINDINGS

- Majority (42.4%) of the respondent are age between 21-30 years.
- Majority (53.1%) of the respondents are female.
- Majority (66.3%) of the respondent are unmarried.
- Majority (53.5%) of the respondents are College.
- Majority (38.8%) of the respondents Know about online marketing in Myntra through Friends.
- Majority (59.2%) of the respondents are Easy to pay online method.
- Majority (99%) of the respondents account maintained safe in Myntra.
- Majority (38.4%) of the respondents make purchase for Quantity.
- Majority (58.6%) of the respondents purchase products in weekly once.
- Majority (52.5%) of the respondents are Cosmetics.
- Majority (99%) of the respondents were yes for in-depth information about product in Myntra
- Majority (50.5%) of the respondents are strongly agree in delivery product in Myntra.
- Majority (51.5%) of the respondents were Highly satisfied in product confirmation in Myntra.
- Majority (52.5%) of the respondents were satisfied in product reasonable price in Myntra.
- Majority (50.5%) of the respondents were Satisfied quality of product in Myntra.
- Majority (47.5%) of the respondents are Highly satisfied in Warranty and guarantee in Myntra.
- Majority (44.4%) of the respondents are Comparison of varieties of product.
- Majority (37.8%) of the respondents are prefer in Alien solly brand.
- Majority (49%) of the respondents are Overall look & design in factor influence on online shopping.
- Majority (100%) of the respondents are good in inquires are answer promptly.
- Majority (53.5%) of the respondents gave as 5 star for overall experience in Myntra.

## 5.2 SUGGESTION

- Promotional activities for online shopping can be made more effective to attract even more customers
- Some of the customers have difficult in online payment, so the company needs to improve online payments method
- Company should increase Products in Home appliance and accessories products More.
- Company should provide more warranty and guarantee options to consumers
- Company should increase EMI options in payment for consumers.

## **CHAPTER 6**

### **SUMMARY AND CONCLUSION**

#### **6.1 CONCLUSION**

In this research, the survey of consumer attitude towards Myntra in digital marketing that the respondents were useful in adopting the digital marketing techniques. Digital marketing techniques are fully based on the website and the advertisements provided over there. In this study the consumers were highly accepted that purchase decisions were made based on the website ads and its performance. It would seem an obvious growth strategy in a company by using multimedia technology and it is evident that Myntra was adopted among the respondents.

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## APPENDIX (QUESTIONNAIRE)

- 1.What is your Name\_\_\_\_\_
- 2.what is your age?  
A) Below 20 B) 21-30 C)31-40 D) Above 40
- 3.what is your Gender?  
A) Male B) Female
4. what is your Martial status?  
A) Married B) Unmarried
- 5) What is your Educational Qualification?  
A) School B) Collage C) Professional D) Other
- 6) How do you know about online marketing in Myntra?  
A) Friends B) Newspaper C) Relations D) Media
- 7) What about Online Payment in Myntra?  
A) Easy B) Difficult C) Moderate D) Unaware
- 8) Is your account maintained safe in Myntra?  
A) Yes B) No
- 9) What makes you to Purchase in Myntra?  
A) Quality B) Quantity C) Availability D) Design E) All of these
- 10) How offen you purchase products in Myntra?  
A) Weekly once B) Monthly once C) yearly once D) Rare
- 11) What type of product you purchase in Myntra?  
A) Dresses B) Cosmetics C) Home appliance D) Accessories
- 12) Is this website Provide in-depth information about product in Myntra.  
A) Yes B) No
- 13) How you trust Myntra delivery product?  
A) Strongly agree B) Agree C) Neutral D) Disagree E) Strongly disagree
- 14) Rate the product confirmation in Myntra?  
A) Highly satisfied B) Satisfied C) Neutral D) Dissatisfied E) Highly satisfied
15. Rate the product reasonable price in Myntra?

A) Highly satisfied B) Satisfied C) Neutral D) Dissatisfied E) Highly satisfied

16) Rate the quality of product in Myntra?

A) Highly satisfied B) Satisfied C) Neutral D) Dissatisfied E) Highly satisfied

17) What is your through about warranty and Guarantee in Myntra?

A) Highly satisfied B) Satisfied C) Neutral D) Dissatisfied E) Highly satisfied

18) Benefits of online shopping with Myntra?

A) Save time B) Comparison of varieties of product C) On Time delivery D) Other

19) What types of brand you prefer in Myntra?

A) Tommy Hilifiger B) Alien solly C) Mart & HARBOUR D) Other

20) Which factors influence more on online shopping with Myntra?

A) Easy to find product or service B) Overall look & reviews D) Orther

21) Inquires are answer promptly.

A) Good B) Bad

22) Rate your overall experience in Myntra?

