

A SURVEY ON THE ONLINE SHOPPING EXPERIENCE WITH MYNTRA APPLICATION

Submitted in partial fulfillment of the requirements for the award of

BACHELOR OF BUSINESS ADMINISTRATION

BY

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REG NO: 38280092



**DEPARTMENT OF BUSINESS ADMINISTRATION
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 - 600 119**

MARCH 2021



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SCHOOL OF BUSINESS ADMINISTRATION

This is to certify that this Project Report is the BONAFIDE work of **M VARAPRASAD (38280092)** who carried out the project entitle **-A STUDY ON ONLINE SHOPPING EXPERIENCE WITH MYNTRA APPLICATION"** under our supervision from January 2021 to March 2021.

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Submitted for Viva voce Examination held on _____

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DECLARATION

I **M.Varaprasad (Reg no: 38280092)** hereby declare that the project report entitled “**A SURVEY ON THE ONLINE SHOPPING EXPERIENCE WITH MYNTRA APPLICATION**” done by me under the guidance of **Dr. ILANKADHIR M.** at Sathyabama Institute of Science and Technology, Chennai is submitted in partial fulfillment of the requirements for the award of bachelor of business administration degree.

DATE: 17/03/2021

PLACE: CHENNAI

M.VARAPRASAD

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VARAPRASAD.M

ABSTRACT

The importance of this study is to examine the customer satisfaction towards Myntra users in Chennai city. 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 the future retailer in India especially in cities looking very bright. Myntra offering the best prices, goods products and completely easy shopping experience for our customer. The success of a retailer company in India is depending upon its popularity, its branding image, its unique & fairpolitics, and its customer relations etc.

This qualitative study discusses in detail the pros and cons of Myntra's motive of takings bold step and what is the future of this decision in the back drop of the Indian market where a slow transition is taking place from e-commerce tom-commerce platform.

Keywords: Myntra, E-commerce, online shopping.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Established by MUKESH BANSAL along with A SHUTOSH LAWANIA, VINNET SEXENA Myntra sold on – demand personalized gift items. It's mainly operated on the B2B (business-to-business) model during its Initial years. Between 2007 and 2010, the site allowed customers to personalize products such as T-shirts, mugs, mouse pads, and others. In MAY 2015, Myntra shut its website to become a mobile app based retailer abling clients to just purchase through smart phones. The move came after Myntra asserted that 95 percent of the internet traffic came through mobiles and 70 percent deals were created through smart phones. The changing technology scenario was a wonderful opportunity for retail brands to personalize and customize the experience for users. From the perspective of a brand, after the download of an application by the customer, the application would be logged in always. Thus the brand would be able together user data like length of browsing time, repeat buying, information sharing platforms used etc. Organizations would also start having their own data analytics to better serve the users as well as to supporting their marketing activities¹. One such company was Myntra.



1.2 INDUSTRY PROFILE

India's e-trade business sector was worth about \$3.8 billion in 2009, and it went up to \$12.6 billion in 2013. In 2013, the e-retail fragment was worth US\$2.3 billion. Around 70% of India's e-trade business sector was travel related. As indicated by Google India, there were 35 million online customers in India in 2014 Q1 and was estimated to cross 100 million imprints by end of year 2016. The major players in e-trade industry were FLIPKART, HOMESHOP18, SNAPDEAL, INDIATIMES shopping and MAKEMYTRIP, MYNTRA etc. An e-commerce firm would be any business that derives a substantial part of its total revenue from internet transactions. Additionally, a pure play firm would be one that derives all of its revenue through e-commerce. The sector has experienced phenomenal growth, breaking down old shopping habits & including new ones. Also, inspiring a new way that people transact. Indians, in a matter of minutes, can literally shop from a wide range of services and goods, from travel, movies, clothes, groceries, pharmaceutical products, gadgets & even handymen services such as plumbers, electricians, etc. E-commerce in India is now characterized by low pricing, fast shipping and a multitude of options to choose from. India is home to over 5000 e-commerce hubs dedicated exclusively to exploiting the burgeoning growth rate of this sector. Though the bug e-commerce seems to have been late to catch on in India, it doesn't look very likely to deflate or even disinflation anytime soon. The e-commerce market in India has enjoyed robust growth of almost 55 per cent for the last six years. Though e-commerce has been around since fifteen years, the pertinent environs are now finally in place to drive such market ahead.

1.3 COMPANY PROFILE:

Myntra.com, an Indian e-trade organization of design and casual lifestyle items, had its headquarter situated in Bangalore. Built in 2007 by MUKESH BANSAL alongside A SHUTO SHLAWANIA and VINEET SAXENA, MYNTRA was in the trade of on-demand personalization of gift items. It basically worked on the B2B model amid its introductory years.

By 2010, MYNTRA moved its center to the web retailing of brand e-clothing. Somewhere around 2007 and 2010, the online entrance permitted clients to customize items, for example, T-shirts, mugs, mouse cushions, timetables, watches, teddy bears, pendants and so forth. After just 3 years, Myntra turned into India's biggest personalization stage with more than half of the market share.

In 2011, MYNTRA extended its index to incorporate style and way of life items and moved far from personalization. Myntra tied up with different well-known brands to distribute an extensive variety of most recent stock from these brands. Myntra offer edit ends from 350 Indian and International brands by 2012. Myntra likewise had easygoing wear for men and ladies. The site saw the dispatch of -FASTRACK“ watches and of Being Human, the brand.

In May 2014, Myntra.com converged with FLIPKART to contend with Amazon which entered the Indian market in June 2013 and other established offline retailers like Future Group, Aditya Birla Group and Reliance Retail. In 2014, Myntra portfolio included around 1, 50,000 results of more than 1000 brands extending from worldwide brands to designer brands and diffusion zone of around 9000 pin codes in India.

—Fashion is a very personal experience. We believe that only mobile can truly deliver this experience as it captures user's lifestyle and context in manner that no other medium does. Think of all the hardware and software features that one can leverage like camera, contact, location etc. to understand the user's context and deliver the

experience that is deeply personalized|| MUKESHBANSAL, MYNTRACEO,2015·

The organization said that 95 percent of Internet traffic came through mobile, and 70 percent deals were produced through smart phones. So regardless of the fact that desktop clients relinquished the site, they weren't generally losing excessively. Interestingly, more than 50 percent of their mobile activity was originating from Tier II & III urban communities, which would keep on growing. Requesting garments online would appear to be coherent just when a certain brand wasn't accessible in your city and that was the reason Myntra's attention on Tier II & III urban areas boded well.

CHAPTER 2

REVIEW OF LITERATURE

2.1 LIST OF REVIEWS

Crawford (1997): Said that traditional consumer behavior online 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 behavior.

SOLOMON (1998): Studied the online shopping and said that it is the study of the processes involved when an individual selects, purchases, uses of products, services, ideas, or experiences to satisfy needs and desires. In view For the Internet to spread out as a detail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice.

HARCOURT, W. (Ed.). (1999): Women at Inter-net: creating new cultures in cyberspace. United Kingdom: BIDDLES Ltd. Explores women's access to and knowledge of the Internet, across the world, and suggest concrete implications in order to increase women's engagement with new information technologies.

O'CASS (2000): Clothing, as a matter of fact, is a kind of necessity that helps keep our bodies warm. Human beings cannot live without the protection from clothes in adverse conditions and this signifies how important clothing is for us. Nowadays, in addition to the basic functions, clothes can also serve as fashion items, which can tell how significant an individual is, express the status an individual has and what their person all image.

DUBROVSKI (2001): 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 exchange.

VYAS AND SHRINIVAS (2002): In the 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 cyberlaws. They also emphasize a better distribution system for online products.

MAGGI (2003): The growth in the number of online shoppers is greater than the growth in internet users, indicating that more internet users are becoming comfortable to shop online.

KWON & LEE (2003): Fashion retailers have been attempting to use multi-channel systems to enhance opportunities to go shopping and ultimately to increase profits. Due to ease of accessibility, consumers can buy an apparel product wherever and whenever they want using their smart phones and computers.

SHERGILL AND CHEN (2005): Conducted a study on 'Web-Based Shopping Consumer's Attitudes Towards Online Shopping in New Zealand'. The model included several indicators belonging to four major categories; the value of the product, the shopping experience, the quality of service offered by the website and the risk perceptions of Internet retail shopping. The study concluded that regular web buyers were much more satisfied with all website variables than trial web buyers.

EUROMONITOR INTERNATIONAL (2006): New scientific developments, techniques, products and media type, has contributed the Indian fashion industry ingenerating mega revenues and this has in turn added to the growth of cosmetic industry. Rising hygiene and beauty consciousness due to changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, and growth in retail segment and wider availability are the reasons.

BENBASET (2006): Relevant exogenous factors in this context are —consumer traits| —situational factors| —product characteristics| —previous online shopping experiences and trust in online shopping| By incorporating these exogenous factors next to the basic determinants of consumers' perception and intention to use a technology, the frame work is applicable in the online shopping context. Together, these effects and influences on consumers' perception toward online shopping provide a frame work for understanding consumers' intentions to shop on the Internet.

SCOTT (2007): According to the cosmetics industry, cosmetics play a huge role in and are an essential part of what many women consider important about their outward appearance. Many women feel inadequate in terms of their self-esteem and self-confidence, which can affect the revaluation of personal beauty.

SOLOMON & RABOLT (2009): Fashion is a billion-dollar industry employing millions of people around the world. Ever since the economy became more global, consumers have to a large extent been affected by this fast evolving industry. Fashion reflects our society and our culture, likewise it reflects how people define themselves. People tend to equate fashion with clothing and accessories even though fashion processes affect all types of cultural phenomena. Fashion can be found in almost any human activity. The term involves change and can be defined as series of short term trends.

ALAM and YASIM (2010): Reported that website design, reliability, product variety and delivery performances are the four key factors influencing consumer's satisfaction of online shopping.

KHAN (2011): He said that —E-commerce is being fitting from several positive trends, including the continued roll out of broadband, increasing use comfort shopping online and the decline of certain brick and mortar retailers.¶

Just and Ling (2012): He said that —Online shopping as the process a customer takes to purchase a service and product over the internet. A consumer may at his or her leisure buy from the comfort of their own home products from an online store.

GEISSLER (2012): The shopping motivation literature is abound with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking) therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donahue and Gilliland were used to measure innovativeness and risk a version.

ADRITA GO SWAMI (2013): Studied —Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Johan Town¶ study concludes that online customers are satisfaction. 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.

DR.RENUKASHARMA (2014): stated that there is huge scope of web-stores in various areas and in almost all the segments. The young population is the biggest attraction of this industry and they may contribute substantially to the growth of online shopping in India. The majority of internet users are youngsters, the majority of goods and services demanded are related to only this segment. Travel planning is one of the biggest services used by Indian online shoppers. The present study has several implications for business strategists.

MICHAEL ADU KWARTENG (2016): Stated that the advent of the Internet continues to open new frontiers in digital marketing. One visible impact of the Internet in marketing has been the growing increase in online transactions which profits marketers and seemingly satisfied by emerging functions.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Need for study

- To study the effectiveness of Myntra.
- What kind of problems faced by customer through Myntra.
- To study the enhancement to made in Myntra.

3.2 Objectives of study

- To examine the effectiveness of Myntra.
- To analysis the customer expectations and development in Myntra.
- To investigate the customer satisfaction of online shopping in Myntra.

3.2.1 Primary Data

Collected directly from the respondent with the help of questionnaire.

3.2.2 Secondary Data

Secondary data collected from various source, i.e., internet, books, website, company, reports, journals, company profile.

3.3 RESEARCH DESIGN:

Descriptive research design:

Descriptive research is a study designed to depict the participants in an accurate way more simply put, descriptive research is all about describing people who take part in the study.

3.4 SAMPLING TECHNIQUE

TYPE OF SAMPLING METHOD

A convenience sample data collection method used for study. A convenience sample is one of the main types of non-profitability sampling method. A convenience sample is made up of people who are easy to reach

3.5 PERIOD OF STUDY

The period of time taken to conduct the survey and preparation of the research paper is two months.

3.6 LIMITATIONS OF THE STUDY

- The data is collected only from respondents living in Chennai city, so it can not represent the whole population.
- Time constraint is the main limitation.
- The sample size of the study is limited to 120 respondents.

3.7 SAMPLING AREA

This study is mainly done with preference of customers in Chennai.

3.8 SAMPLING SIZE

A Survey is collected as a questionnaire assize of containing 120 samples through Google forms.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondent

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	18 TO 20	46	38.3
2	20 TO 28	50	39.2
3	28 TO 35	18	15
4	35 ABOVE	9	7.5
	TOTAL	120	100

SOURCE: Primary data

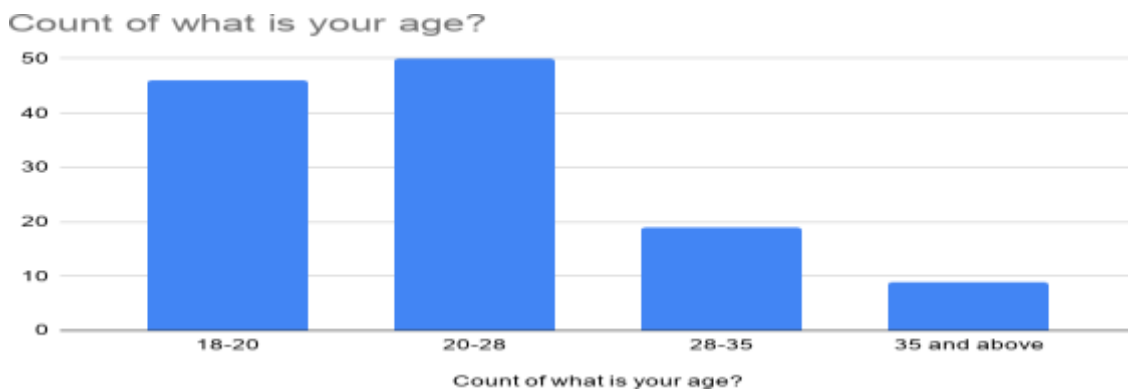


Chart 4.1.1: Age of respondents

INTERPRETATION

From the above table it is interpreted that the number of respondent between 18 to 20 age of respondent are 38.3%, between 20 to 28 age of respondent are 39.2 % between 28 to 35 age of respondent are 15%, 35 and above age of respondents are 7.5%.

INFERENCE

Majority (39.2%) of the respondents are age between 20 to 28 years.

TABLE 4.1.2: OCCUPATION

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	GOVT JOB	14	11.7
2	PRIVATEJOB	29	24.2
3	BUSINESS	18	15
4	OTHERS	62	49.2
	TOTAL	120	100

SOURCE: Primary Data

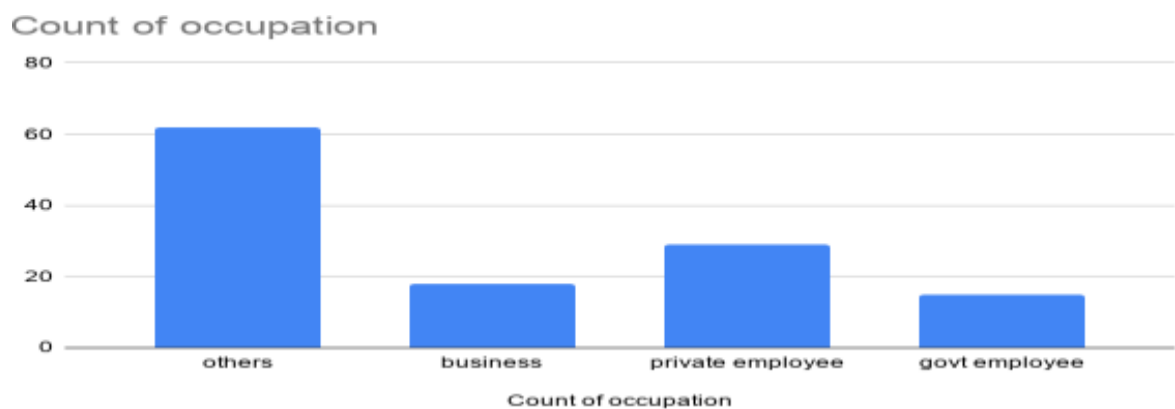


Chart 4.1.2: occupation

INTERPRETATION

From the above table it is interpreted that the number of respondents were 11.7% is GOVT job 24.2% is private job 15% is Business, 49.2% is others mention.

INFERENCE

Majority (49.2%) of the respondent are others

TABLE 4.1.3: GENDER OF RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	FEMALE	51	11.7
2	MALE	70	24.2
	TOTAL	120	100

SOURCE: Primary Data

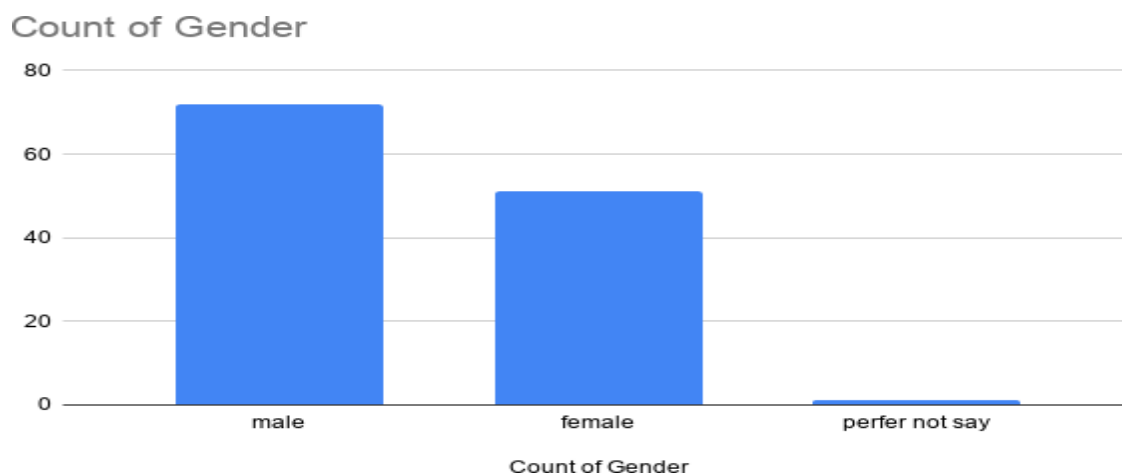


Chart 4.1.3: Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondent is 56.7%, 0.8% are not prefer to say and female respondent is 42.5%.

Inference

Majority (56.7%) of the respondents are Male.

TABLE 4.1.4: MARITAL STATUS

S.NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	UNMARRIED	80	66.9
2	MARRIED	40	33.1
TOTAL		120	100

SOURCE: Primary Data

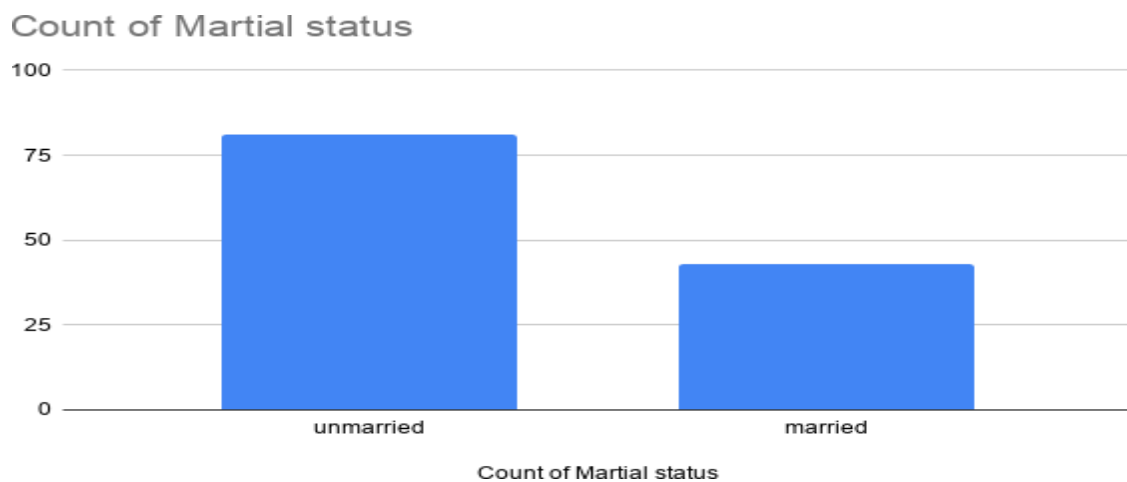


CHART 4.1.4: MARITAL STATUS

Interpretation

From the above table it is interpreted that the number of respondents were 66.9% in unmarried, 33.1% in married

Inference

Majority (66.9%) of the respondents are Unmarried.

TABLE 4.1.5: INCOME

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	10000-20000	44	35.5
2	20000-30000	35	24.8
3	30000-40000	31	28.9
4	MORE THAN 50 +	10	10.7
	TOTAL	120	100

SOURCE: Primary Data

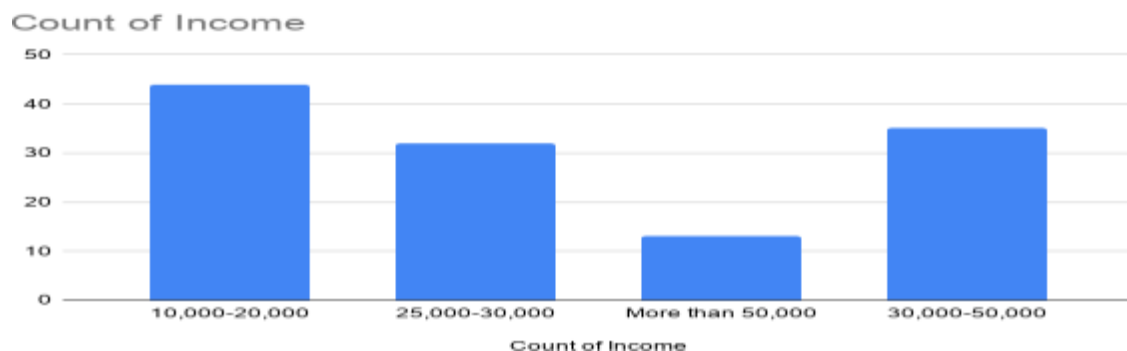


CHART 4.1.5: INCOME OF RESPONDENT

Interpretation

From the above table it is interpreted that the number of respondents 10000 above is 35.5%, 25000 above is 24.8% 30000 above is 28.9%, more than 50000 is 10.7%.

Inference

Majority (35.5%) of the respondents are 10000 and above

TABLE 4.1.6: COST OF PRODUCT

S NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	HIGH	31	24.8
2	MEDIUM	67	54.5
3	LOW	16	13.2
4	TOO HIGH	6	7.4
	TOTAL	120	100

SOURCE: Primary Data

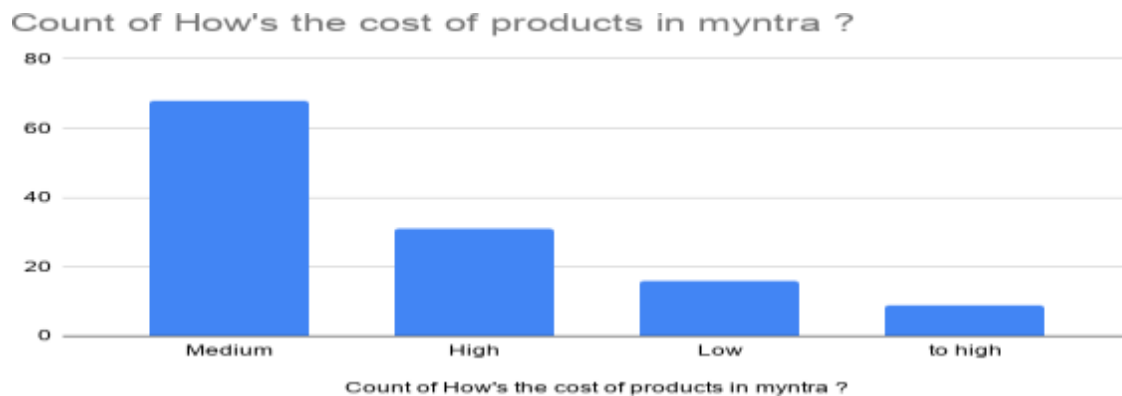


CHART 4.1.6: COST OF PRODUCT

Interpretation

From the above table it is interpreted that the cost of products in Myntra respondents high is 24.8%, medium is 54.5%, low is 13.2%, too high is 7.4%

Inference

Majority (54.5%) of the respondents are medium in cost.

TABLE 4.1.7: PREFER TO PURCHASE THROUGH MYNTRA

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	STRONGLY AGREE	10	10.8
2	AGREE	90	69.2
3	DISAGREE	13	12.1
4	STRONGLY DISAGREE	7	8
	TOTAL	120	100

SOURCE: Primary Data



CHART 4.1.7: PREFER TO PURCHASE THROUGH MYNTRA

Interpretation

From the above table it is interpreted that prefer to purchase products in Myntra 87.6% says yes and 12.4% says no.

Inference

Majority (82.6%) of the respondents are yes.

TABLE 4.1.8: ARRIVE AT THE DATE

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	PUNCTUALLY	10	12
2	NOT TO SHARP	44	35.2
3	ARRIVE AT THE END	42	33.6
4	TO LATE	24	19.2
	TOTAL	120	100

SOURCE: Primary Data



CHART 4.1.8: ARRIVE AT THE DATE

Interpretation

From the above table it is interpreted that prefer to purchase products in Myntra 82.6% says yes and 17.4% says no.

Inference

Majority (82.6%) of the respondents are yes.

TABLE 4.1.9: CUSTOMER SERVICE CARE

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	GOOD	39	19
2	VERY GOOD	37	30.6
3	EXCELLENT	25	32.2
4	FAIR	16	13.2
5	POOR	3	5
	TOTAL	120	100

SOURCE: Primary Data



CHART 4.1.9: CUSTOMER SERVICE CARE

Interpretation

From the above table it is interpreted that the customer service in Mynta respondents excellent is 19%, very good is 30.6%, good is 32.2%, fair is 13.2%, and poor is 5.0%

Inference

Majority (32.2%) of the respondents are good.

TABLE 4.1.10: DELIVERY CHARGE

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	HIGH	61	48.8
2	TOO HIGH	42	34.7
3	LOW	17	16.5
	TOTAL	120	100

SOURCE: Primary Data



CHART 4.1.10: DELIVERY CHARGES

Interpretation

From the above table it is interpreted that the delivery charges in Myntra respondents high is 48.8%, too high is 34.7%, low is 16.5%.

Inference

Majority (48.8%) of the respondents are high.

TABLE 4.1.11: PAYMENT MODE OR METHOD

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	CREDIT CARD	17	12.4
2	DEBIT CARD	45	37.2
3	NET BANKING	34	28.1
4	OTHERS	24	22.3
	TOTAL	120	100

SOURCE: Primary Data

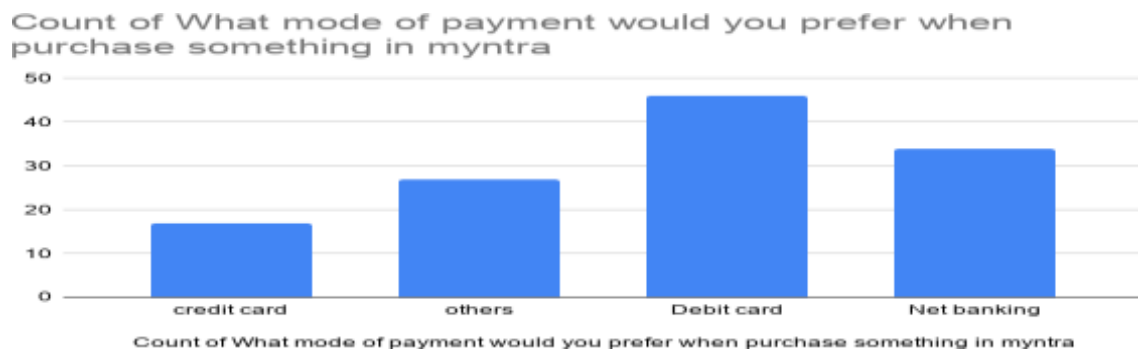


CHART 4.1.11: PAYMENT MODE OR METHOD

Interpretation

From the above table it is interpreted that the payment mode or method in Myntra respondent credit card is 37.2%, debit card is 28.1%. Net banking is 22.3% and others 12.4%.

Inference

Majority (37.2%) of the respondents are debit banking.

TABLE 4.1.12: RETURN POLICY

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	YES	85	86.1
2	NO	14	9.0
3	TIME PERIOD TO RETURN	12	2.0
4	EXCHANGE ONLY	9	1.0
	TOTAL	120	100

SOURCE: Primary Data



CHART 4.1.12: RETURN POLICY

Interpretation

From the above table it is interpreted that prefer to purchase products in Myntra 86.1% says yes and 13.9% says no.

Inference

Majority (86.1%) of the respondents are yes.

TABLE 4.1.13: RATING

S NO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	ONE	14	11.4
2	TWO	33	19.5
3	THREE	52	42.3
4	FOUR	21	19.5
	TOTAL	120	100

SOURCE: Primary Data



CHART 4.1.13: RATING

Interpretation

From the above table it is interpreted that prefer orating 11.4% is one, 26.8% is two, 42.3% is three, 19.5% is four.

Inference

Majority (42.3%) of the respondents are three.

TABLE 4.1.14: PROMOTIONAL OFFERS

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	ALWAYS	32	26
2	RARELY	36	28.5
3	SOME TIMES	44	35.8
4	NEVER	8	9.8
	TOTAL	120	100

SOURCE: Primary Data



CHART 4.1.14: PROMOTIONAL OFFERS

Interpretation

From the above table it is interpreted that any promotional offers in Myntra 26% are always, 28.5% is rarely, 35.8% is sometimes and 9.8% is never.

Inference

Majority (35.8%) of the respondents are sometimes they will get any promotional offers.

TABLE 4.1.15: QUALITY AND QUANTITY

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	STRONGLY AGREE	60	42.8
2	AGREE	25	38.6
3	DISAGREE	24	14.3
4	STRONGLY DISAGREE	11	4.3
	TOTAL	120	100

SOURCE: Primary Data

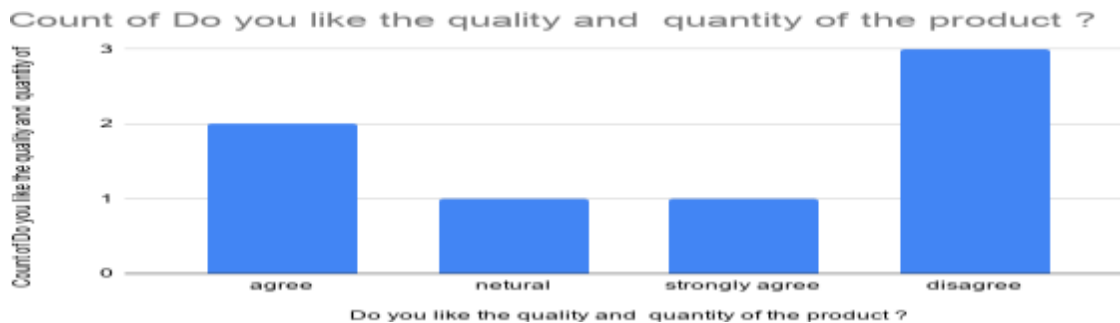


CHART 4.1.15: QUALITY AND QUANTITY

Interpretation

From the above table it is interpreted that quality and quantity in Myntra 82.9% is yes and 17.1 % says no.

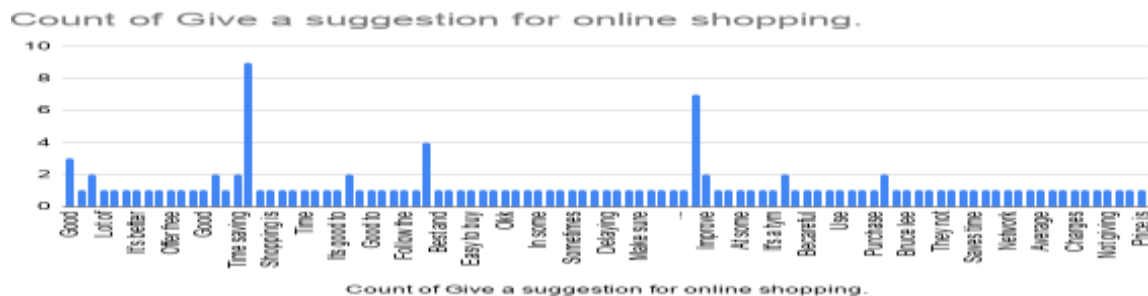
Inference

Majority (82.9%) of the respondents is yes about quality and quantity is good.

TABLE 4.1.16: GIVE A SUGGESTION FOR A ONLINE SHOPPING

SNO	PARTICULARS	NO OF RESPONDENT	PERCENTAGE
1	GOOD	20	14.3
2	TIME SAVING	30	28.6
3	EASY TO BUY	45	42.9
4	IMPROVE THE QUALITY	25	14.3
	TOTAL	120	100

SOURCE: Primary Data

**CHART 4.1.16: SUGGESTION**

Interpretation

From the above table it is interpreted that good, time saving easy to buy and improve the quality in myntra is 14.3%, 28.6%, 42.9% and 14.3%

Inference

Majority (42.9%) of the respondents says easy to buy in online shopping.

CHAPTER 5

5.1 FINDINGS

1. Majority (39.2%) of the respondents are age between 20 to 28 years.
2. Majority (49.2%) of the respondent are others.
3. Majority (56.7%) of the respondents are Male.
4. Majority (66.9%) of the respondents are Unmarried.
5. Majority (35.5%) of the respondents are 10000 and above.
6. Majority (54.5%) of the respondents are medium in cost.
7. Majority (87.6%) of the respondents are yes.
8. Majority (82.6%) of the respondents are yes.
9. Majority (32.2%) of the respondents are good.
10. Majority (48.8%) of the respondents are high.
11. Majority (37.2%) of the respondents are debit banking.
12. Majority (86.1%) of the respondents are yes.
13. Majority (42.3%) of the respondents are three.
14. Majority (35.8%) of the respondents are sometimes they will get any promotional offers.
15. Majority (82.9%) of the respondents is yes about quality and quantity is good.
16. Majority (42.9%) of the respondents says easy to buy in online shopping.

5.2 SUGGESTION

- As there no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning respondents.
- Even though consumers are educated they are not interested to purchase products through online because of infrastructure shortage, they do not know how to order the products online and they have lack of confidence on payments. so the vendor companies and online service providers have to create awareness to consumers as how to order the product online.
- Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal.
- Most of the customers expecting change and, enter the new models of products in the Myntra application.

CHAPTER 6

CONCLUSION

6.1 CONCLUSION

The e-commerce has been in the peak in India during past 2 years, the fast growing technological changes has opened an option of online selling and purchase for a common man in India . The Research provides information about an overall analysis of a leading e-commerce platform in India and thereby examines their strategies with respect to E-business and marketing. The Overall Brand Value of MYNTRA is good, but it is facing some tough competition from its global competitors like Snapdeal and Amazon. But according to this research paper analysis if talking about domestic market i.e. India, Flipkart is the most superior E-business portal which is aggressively expanding & planting its roots deep into the Indian market & at the same time shifting the mindset of the people i.e. from going & shopping from physical store to online stores.

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Questionnaire

Personal Details:

1. Name:
2. Age:
3. Gender: a) male b) female
4. Marital status: a) married b) unmarried
5. Education: a) ssc b) H.s.c c) U.G d) P.G
6. Income: a) less than 3 lakhs b) 3 lakhs to 6 lakhs c) 6 lakhs to 9 lakhs
7. Profession: a) employees b) business man c) student d) others
8. Are you prefer to purchase in online shopping through Myntra? a) Not so often b) mostly c) rarely d) never
9. How's the cost of products in Myntra? a) High b) low c) too high d) others
10. Do you like the quality and quantity of products in Myntra? a) Strongly agree b) agree c) neutral d) disagree
11. Do you get any promotional offers in Myntra? a) Always b) rarely c) sometimes d) never
12. Is that products will arrive sharply at date of delivery? a) Punctually b) not to sharp c) arrived before date d) too late
13. How was the customer care service in Myntra? a) Poor b) good c) fair d) excellent
14. What do you think about the price of delivery charge in Myntra? a) High b) too

high c) low

15. Give a suggestion of products in Myntra site.

16. What mode of payment would you prefer when purchase something in Myntra? a) Credit card b) debit card c) net banking d) others

17. Is that return policy available in Myntra? A) Yes b) no c) time period for return d) exchange only

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