



ANALYTICAL STUDY ON MYNTRA ONLINE SHOPPING

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ABSTRACT

The importance of this study is to examine the customer satisfaction towards Myntra.com users in India. Also tried to find out various attributes of Myntra users of India towards the online shopping. For this study survey was conducted. The data will be collected from respondents through scheduled containing questions. The study results concluded that future of e-tailers in India especially in cities is 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.

INTRODUCTION TO ONLINE SHOPPING

Online shopping or e-shopping is searching for and purchasing goods and services over the internet through the use of a web browser. The main allure of online shopping is that consumers can find and purchase items they need (which are then shipped to their front door) without ever leaving the house. Today, almost anything can be purchased through online shopping, amounting to billions of dollars a year in sales.

REVIEW OF LITERATURE

- **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.
- 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.

- **Ahn et al. (2004); Lee and Joshi (2007);** found that delivery performance has significant influence on customer satisfaction.

STATEMENT OF THE PROBLEM

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scams, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase. The problem area of this survey is consumer's satisfaction and attitudes towards Myntra online shopping will determine the factors that influence customers to shop Myntra online and those factors will help the marketers to formulate their strategies towards online marketing.

OBJECTIVES

- To find out the factors influencing Myntra online shopping
- To know the prescription of respondents on Myntra in product online shopping
- To study about consumers satisfaction level.
- To analyse and evaluate the effectiveness of Myntra online shopping.

RESEARCH METHODOLOGY

This study will be based on both primary and secondary data. Primary data will be collected from the field through questionnaire and secondary data will be collected from books, journals and websites.

TOOL USED FOR ANALYSIS

To analysis the data which has been collected by the researcher, the tool of analysis was employed are;

- Simple percentage method.

SIMPLE PERCENTAGE METHOD

Simple percentage analysis the percentage method is used for comparing certain feature.

$$\text{Simple Percentage} = \frac{\text{Actual population}}{\text{Sample size}} \times 100$$

SAMPLING DESGIN:

The research was designed extracted the given mentioned objectives and the following tools were used to collect the required essential data.

SAMPLING FRAME:

The sample frame represents the Number of respondents that were contacted during the survey it also represents the profession of the respondents that were connected for information.

ANALAYSIS AND INTERPRETAIONS

FREQUENCY ANALYSIS

4.1 Frequency analysis on Gender, Age and Educational qualification.

SL.NO	PARTICULARS	FREQUENCY	PERCENTAGE
1	Gender		
	Male	5	10%
	Female	45	90%
2	Age groups in years		
	20-30 years	25	50%
	30-40 years	20	40%
	40-50 years	3	6%
	Above 50 years	2	4%
3	Education Qualification		
	HSC	10	20
	Graduates	20	40
	Doctor / Engineers	12	24
	Illiterates	8	16

Source: Primary Data

INFERENCE

From the above table 1, it is inferred that, majority 90% of the respondents are female and remaining are male. 50% of the respondents are in the age group of 20-30 years and 40% of the respondents are graduates

SUGGESTIONS

- Promotional activities for online shopping can be made more effective to attract even more customers.
- There should be increase in the level of importance.
- Product rate should be reasonable.

- Security system in online payment can be made much safer to avoid various issues.
- More important should be given for magazine advertisement.
- Cash on delivery option is much safe then giving the credit card number for purchase.
- Online shopping deliver the products on time but it fails to satisfied our need.
- It saves time.

CONCLUSION

In this research, the survey of consumer attitude towards Myntra online shopping with reference to revealed that the respondents were useful in adopting the digital shopping techniques. Myntra enables the customer to browse before they market, and to research the product so they have more confidence in what the customers are buying. Online shopping becomes more enjoyable and easier than real-world marketing. Digital shopping 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. Myntra was adopted among the respondents.

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