



“A STUDY ON MYNTRA AND FLIPKART ON ONLINE PURCHASE”

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ABSTRACT

In recent years, retailing in India has undergone a major shift. Once upon a time, retail in India's organised and unorganised sectors were separated into two distinct categories. A new phenomenon in retail has emerged in recent years, however. Electronic commerce or online retailing is an example of this. It's safe to say that this will be the norm in the future. As a result of the widespread use of the internet and socioeconomic changes, India has become an ideal location for online retailing. A variety of factors are contributing to an increase in the popularity of online shopping, including a greater number of people having access to the internet and better security measures. When it comes to making an educated guess about the likelihood of an online customer making a purchase, this paper is designed to do just that! A structured questionnaire was used to collect information from online users. You can predict whether or not a customer will buy something online using six factors. According to the findings of the study, online consumers with low probability of purchasing online are clearly distinguished from those with high probability of purchasing online by their evaluation of alternatives.

INTRODUCTION

In India there were more than 300 million users of internet in the starting of the year 2015. And the growth in India was 32% per year. But because of the smart phones became common and also the easy availability of internet (3G and 4G) of Indian mobile users led India as an important set of customers. The varying technology set-up gave a wonderful chance for retails brands to personalize and customize the new experiences for users. From the perspective of a brand, when the customer downloads any application and logged into it, the application would be logged in always till customers logged out. Thus the brand would be able to gather data of users like browsing time length; repetition of buying, platforms used for Information sharing etc. that organization would also start having their own data analytics to better serve the users as well as to supporting their marketing activities. On such company was myntra and flipkart.

SOCIAL MEDIA ROLE IN ONLINE APPARELS SALES PROMOTION

After e-shopping and convenient shopping, social shopping is one thing that is taking the clothing retail industry by a rapid. It is a superior way to deal with shop online by interlinking retailing with electronic diversion sorting out districts. While shopping, one request that is undeniable to present is "What does this resemble?" with the help of virtual diversion, whether one is buying coming up or on the web, they can guide friends and family going before purchasing a garment. Online retailers are helping their arrangements and participating in the remunerations by using on their social presence on frameworks organization objections. Extending client association expects a huge part in growing arrangements in clothing retail. An investigation study done by EBay checks more than \$ 3 billion without fail to be the future market for virtual amusement in retail. Searching for articles of clothing is a strategy for blending and dress retailers are clouting on it to build a social shopping stage. Purchasing of consumable product which generally depends upon style,

choice and plan of the state of the art progress like Apparels rely upon customers' mind science whether or not to make interest; it is obviously transforming into a piece of client lead assessment. Consequently, it has become incredibly fundamental that makers of Apparels should be known about the experiences and viewpoints of the different client. Late pieces of information conveyed by electronic diversion examination firm Campalyst uncover that the super 10 American clothing a furthermore, trim brands on Face book have a commonplace of 14.7 million individual's devotees. A piece of the top names in such manner have a spot with Converse, Victoria's Secret and Nike. An identical circumstance settle in Europe, where the crucially 10 retail style brands on Face book get 12.7 million partners generally.

ONLINE SHOPPING BEHAVIOR

The subject of whenever anyplace shopping requests to buyers who can't get some much needed rest their bustling timetables to go out and shop. Remembering this, numerous web-based shops have jumped up in the internet offering items right from books, music CDs, family products, food to furniture and vehicles. The buyers can likewise profit of an assortment of administrations for correspondence, consultancy, etc. Online retail deals are the quickest developing portion of retailing, outperforming the development pace of retailing in general.⁷ In early web based retailing, a web presence and low costs were accepted to be key drivers of progress. All the more as of late past having a basic web-based presence and low costs, administration has become fundamental for making client faithfulness and further developing client satisfaction⁸. The greater part of the organizations are running their on-line entries to sell their items/administrations on-line. However, web based shopping is extremely normal external India, its development in Indian Market, which is an enormous and key purchaser market, is as yet not in accordance with the worldwide market. The likely development of on-line shopping has set off leading a concentrate on-line shopping in India.

MYNTRA

With the high acknowledgment of its shopping applications for cell phones, online design retailer Myntra is presently considering making a social foundation of sorts for the style cognizant. The stage will offer clients everyday counsel on style from specialists, as well as different portions. The stage, which will have different social highlights and can match up information from a client's circle in different stages, for example, Facebook, WhatsApp or Google schedule, with their assent, could be prepared in around a half year. It would assist with building a local area of Myntra clients, with design as a topic. "As far as commitment, we are seeing our versatile applications clients opening those applications very nearly five times each month, and that implies the tenacity is a lot higher contrasted with work area clients, who visit our site just one time per month. We are attempting to figure how we might change their way of behaving and make the clients visit our site consistently, in similar way as they actually look at Facebook, WhatsApp or news consistently," said Abhishek Rajan, head of versatile business, Myntra. "We are trusting in a half year, we will actually want to think of that sort of an encounter, one that is more tuned towards commitment and which could ultimately prompt shopping."

FLIPKART

Flipkart's development has been remarkable and our tech frameworks have needed to scale quickly to keep up. We have embraced administration arranged design (SOA) building huge number of miniature administrations that power explicit client encounters —, for example, search administration, item postings administration, evaluating motor, assessing conveyance dates and so on. Each miniature help keeps up with area information in their preferred information store be it MySQL, HBase, Redis, Elasticsearch and the sky is the limit from there. Examination, Insights, Data Science and, surprisingly, other miniature help groups rely upon information from numerous groups to maintain the same old thing. Flipkart Data Platform (FDP) gives the capacities important to the groups to consume and follow up on this information.

To give a few viewpoints on the information scale at Flipkart, FDP right now deals with an 800+ hubs Hadoop bunch to store in excess of 35 PB of information. We additionally run near 25,000 figure pipelines on our Yarn bunch. Everyday TBs of information is ingested into FDP and it additionally handles information spikes due to deal occasions. The tech stack significantly contains HDFS, Hive, Yarn, MR, Spark, Storm and different API administrations supporting the meta layer of the information.

By and large FDP can be separated into following undeniable level parts.

Ingestion System

- Cluster Data Processing System
- Constant Processing System
- Report Visualization
- Question Platform

MYNTRA MARKETING STRATEGY

Some time ago clients could gain admittance to marked attire just from display areas and marked stores. However, on account of the ecommerce stage Myntra we get our number one design brands conveyed extremely close to home. Being known as a centre point of online design, Myntra is certainly adding a dash of style to our closet and making shopping fun. Additionally, the credit of offering very good quality brands as well as reasonable design toward the edges of the nation goes to the showcasing technique of Myntra.

The justification for why we are talking about the advertising procedure of Myntra is its 86% expansion in client base during its "Finish of Reason Sale" (EORS). Such humongous achievement calls for research on promoting technique pulled in more than 7 lakhs, new clients, on its foundation during the EORS deal the year before. Shopping on Myntra was a stressbuster for some during the lockdown time frame the year before. However, what made them purchase from Myntra was serious areas of strength for them methodologies that attracted clients to their foundation. Thus, let us investigate the techniques that Myntra is embracing to make a large number of clients.

MYNTRA MARKETING STRATEGY INFLUENCER MARKETING.

Myntra impacts its clients to purchase from them by teaming up with powerhouses. There are different substance makers, famous people, design bloggers, and bloggers via online entertainment stages. They make content for their specialty crowd and have a devoted crowd base that follows what powerhouses propose. The forces to be reckoned with make looks wearing the attire from Myntra and advance the brand.

Myntra doesn't just team up with powerhouses with a great many supporters base yet in addition works together with miniature powerhouses having 10K to 50K devotees on Instagram. On Myntra's Instagram page, they share posts by such miniature powerhouses. Myntra as of late sent off a computerized unscripted TV drama for powerhouses. The title of the show is "Myntra Fashion Superstar" to chase after design powerhouses on its shopping stage. The show included popular superstar passes judgment on industry like Sushmita Sen and Manish Malhotra. It was a show that acquired notoriety due to its different subject to chase after forces to be reckoned with. It gave a stage to forces to be reckoned with to introduce their style and make a design proclamation.

EMAIL MARKETING

In the event that an email is sufficiently alluring, it can make a deal. Myntra's Email promoting methodology makes most clients click on the Call-to-activity button. The messages that they make are stylishly engaging, and assuming that is the situation, think about what ponders they would have done on their foundation. To draw in a client, an email needs to zero in the two on the substance and the format, and that is the thing makes Myntra's email major areas of strength for promoting.

Myntra utilizes its email promoting efforts to make its current clients purchase from the stage. Likewise, Myntra informs the clients about a deal, rebate, or offers on unambiguous brands. Likewise, Myntra makes dread of passing up a great opportunity (FOMO) with their email titles so the client makes a motivation buy.

SEO and SEM

Where does Myntra get traffic on its foundation?

Presently, this is areas of strength for an in light of the fact that 40.57% of the traffic that Myntra gets is from online hunts. From the 40.57% of its inquiry traffic, 80.02% comes from its site improvement system, and 19.98% of search traffic comes from paid notices. It implies Myntra in a real sense controls the web search tool by serious areas of strength for them promoting and enhancement methodology. An internet based stage must areas of strength for have and SEM system to increment traffic on its site, and Myntra is setting a model here.

Advertisements: Online and Offline

With regards to commercials, Myntra passes on out no channel to publicize their web based shopping stage. Be it paper promotions for an impending deal or a TV plug highlighting famous big names, Myntra takes a stab at everything. Myntra's TV advertisements are named in territorial dialects to pitch crowds from various districts. One of its promotion crusades named "UnSkippable" was sent off in Tamil, Telugu, Kannada, and Hindi. A brand running effort in India needs to ensure that its promotions are open to every one of the sorts of crowds and language ought not be a boundary in conveying the brand message. **Myntra additionally runs supported promotions on Facebook, Instagram, Snapchat, and other virtual entertainment stages. Google promotions are likewise a piece of their ad methodology.**

FLIPKART MARKETING STRATEGY

As per Grant Thornton India,

- Online business in India keeps on building up some momentum, with all out market size expected to arrive at USD 188 billion by 2025
- 974 million web clients, 220 million online customers in India by 2025
- With different areas going on the web, online business keeps on working through numerous channels - in light of industry and plans of action

Also, in this tremendous potential online business market of India, Flipkart is one of the two chiefs. We should find out about the manner in which Flipkart do showcasing methodology.

Flipkart's overall Marketing Strategy

Flipkart's driving publicizing technique revolves around every single touchpoint their clients are accessible at. It uses the majority of its monetary arrangement on various high level channels including both paid and regular publicizing. Moreover, since India has actually experienced progressed change, the undertakings of Flipkart are paying off. Flipkart also puts earnestly in genius endorsing and awe-inspiring phenomenon publicizing. India is crazy over Bollywood and Flipkart uses this to expose issues about their picture and to promote their organizations. Ranbir Kapoor, Alia Bhatt, Varun Dhawan and Shraddha Kapoor have all been brand clergymen who were commonly featured in Flipkart's promotions and high level publicizing endeavors. We ought to reveal Flipkart's Digital Advancing Strategy.

Target Audience

Flipkart targets any individual who rides the web and who comes up short on ability to manage shopping. Anyway it's vested party is scattered over various market pieces as clients from everything section establishments can find things that temptation for their premium, 90% of its group is between the age get-together of 16 - 35 . It lays revolve around people searching for grouping and who like to experience an issue free shopping draw nearer from home. It endeavours to stretch out its organizations to every region in the country where transports are possible. It composes canny promoting strategies to clutch the thought of group hold the purchasing power, to affect that electronic shopping is better than standard shopping.

Search Engine optimization

Flipkart being the greatest electronic retailer in India has worked immensely on improving its establishment to rank on the web search device. Each time someone searches for a thing, Flipkart appears among the super 2 results, and it is all possible in light of the fact that Flipkart has concentrated on SEO.

As indicated by Uber suggest, an expression gadget by Neil Patel, Flipkart has a pursuit volume of 45,500,000 while 22.5M people click on SEO achieves India.

The regular site page that situations in the primary 10 has 560 backlinks and a space score of 93. These subtleties are genuinely shocking. The diagram shows the month to month search volume of Flipkart. out of which 11.3 million were compact endeavours while 44.3 million workspace look.

Online shopping Behaviour of Apparels

We propose a clothing web based shopping webpage that the style guide exists on the web. The style consultant, who has point by point information about the design in genuine shop, chooses and organizes the garments of the client's inclination. Nonetheless, the client, who didn't have natty gritty information about the design, couldn't pick the garments reasonable for the client's inclination from among the up-and-comer of a lot of garments on a customary clothing shopping site. Then, at that point, we form the framework that dissects the client's inclination by the AHP procedure, makes to the group by the connection of garments, and examines the market container. Thus, this framework can organize the garments proper for the blessing of a singular client. Additionally, this framework can propose the suggestion of other garments in view of past deals information.

Clothing Market Trends

Critical examples influencing the apparel market include:

Usage of Block Chain Technology

Clothing creators are using block chain advancement for relentless quality in the creation organization, following, starting following, and safeguarded development confirmation. Block chain is a decentralized, scattered record that stores trades progressively. Like an informational index is shared across individuals overall or classified association, each client on the association has a copy of the normal informational index that makes it unbelievable for a harmful client to change or change the things in this record. This record can add-on the data and it can't be changed. Lavishness stock mix LVMH shipped off a block chain stage to work with clients' approval of luxury things. That record gives purchasers valid information about the thing. London based organizer, Martine Jarlgaard, conveyed the fundamental garments with shrewd names that are recorded on a block chain. Every movement of the collecting of the thing was recorded from the normal substances to the final product with in general setting stamps.

Man-made thinking in Designing Clothing

Clothing creating associations are placing assets into man-made thinking (AI) and AI to anticipate subjects in moving models, frames, assortments, styles, and client looking about the thing. Tommy Hilfiger pronounced an association with IBM and the style foundation of development to cultivate a man-made intellectual prowess system with Infor Design and Tech lab for an endeavor called Reimagine Retail, to show how AI limits including PC vision, normal language understanding, and significant learning methodology expressly ready with style data. These AI mechanical assemblies were applied to 15,000 of Tommy Hilfiger's thing pictures, 600,000 straightforwardly open runway pictures, and very nearly 100,000 models from surface objections. PC put together insight made encounters with respect to Tommy Hilfiger's style and diagrams, moving assortments, and AI delivered plans. Another association, San Francisco-based, Stitch Fix that passes clothing on to clients with the help of online cosmetologists is working with AI. Join Fix is right now arranging pieces of clothing made by computations that perceive examples and styles missing in the stock considering the blends of the client's decisions of their main tones, models, and materials that are picked by AI systems.

Competitive Scenario outline apparel industries.

The material business uses around 105 million people clearly and indirectly. India's overall material items during FY 2017-18 stayed at US\$ 37.74 billion. The Indian materials industry is extraordinarily moved, right from fibre to form. The Indian material industry, at the present time surveyed at around US\$ 150 billion, should show up at US\$ 230 billion by 2020. The business (counting shaded and printed) pulled in Foreign Direct Investment (FDI) worth US\$ 2.82 billion from April 2000 to December 2017. Indian Textile Industry is performing great in general notwithstanding the way that there is colossal earnestness of the Indian Textile Industry. The apparel market comprises of deals of clothing by elements (associations, sole brokers and organizations) that assembling attire. Attire alludes to dress or pieces of clothing overall. Clothing producers cut and sew (i.e., buy texture and slice and sew to make an article of clothing) as well as produce articles of clothing by first weaving texture and afterward cutting and sewing the texture into a piece of clothing.

Name of author	Source	Finding
HARINADH KARMAKAR (2019)	In their study”“social media changes the way to communicate and advertise our brand in easy access.	Social media is used not only for communication purpose but can be used as an excellent marketing tool. And there is growth of approximately 9% in person using social media every year.
JYOTIRMOYEE BHATTACHARIYA & ADRIAN B. Ellison (2015)	“ Building Business Resilience with social media in B2B environment”	The Emergence of Responsive Customer Relationship management process on twitter
Shilpa Arora and Suman Preet Kaur (2015), A	Comparative Study of leading Ecommerce Websites .	The effect of e-business are as of now tracked in all areas. This paper separates the two emerging beasts of e-business i.e. Flipkart and Myntra.
Devendra Agarwal and Sumaiya faizyab (2015)	India’s leading E-Business gate ways	Relative examination of Flipkart.com, Myntra , Estraight: India's Leading E-business Gateways. Online business passages are as of now moving in India. Right after analyzing the whole model of E-exchange I found in a general sense three strategies have created all through some time frame here and each has its own Pros and cons.

LITERATURE REVIEW

K FRANCIS SUDHAKAR and HABEEB SYED (2015).	A comparative studybetween FLIPKART and Myntra.	Web ended up being even more exceptional and essential instrument for every individual's need and how people work. Web shopping made so normal for everyone with their thing assortments and clear technique for buying things. An undertaking has been made to in a general sense review different corporate and business level philosophies of two significant e-rear ends and those are Flipkart and Myntra.
Dr. Komal Chopra and PrernaBhan (2016)	Study of E - Com Retail Models in India.	The E-Com business region is succeeding and adapted to serious areas of strength for an in Asia. This paper gives a design unbounded of E-Com in India and talks about the future improvement verticals in India's ECom. The outcomes reveal that solace and markdown offers expect an essential part in the buying decision of the customer.

Crawford, (2015)	Buyer behaviour shopping online.	Crawford, (2015)in his paper said that conventional buyer behavior shopping has its own model, which the purchasing system begins from the problem recognition, data search, assessment of choices, then, at that point, buy, last post buy behavior
Modahl 2016 Kotler and Armstrong (2016)	People purchasing conduct is affected by four key mental variables.	As indicated by Modahl 2016 Kotler and Armstrong (2016) expressed that people purchasing conduct is affected by four key mental variables i.e motivation, insight, learning and conviction situated demeanor
Ernst and Young (2015)	Announced that internet clients bought online.	Ernst and Young (2015) announced that Internet clients bought online because of great item determination, serious costs, and convenience, yet were concerned about delivery costs, absence of chance to earlier inspecting the items, as well as, the classification of charge card and individual data
Vyas and Srinivas (2017)	Web based purchasing of items / administrations	Vyas and Srinivas (2017), in their paper expressed that larger part of the internet users were having uplifting outlook towards web based purchasing of items/administrations. There exists a requirement for creating mindfulness about customers' privileges and digital regulations. They additionally underlined on better dispersion framework for online item.
Ahn et al. (2014); Lee and Joshi (2017);	Consumer Loyalty	Ahn et al. (2014);Lee and Joshi (2017);found that conveyance execution has significant impact on consumer loyalty
Monsuwe et al (2016)	A piece of study completed whole survey.	A piece of study finished by Monsuwe et al (2016) on the entire gives all the connected composing review with respect to the factors that drive purchasers to shop on the web. As a further development, this paper consolidates the composing study as for advantages, issues and buyers' suspicions for electronic shopping, and takes a gander at the perspective on adopters of online purchases stood out from Internet clients who inclined toward the regular way to deal with shopping.

Alam and Yasim (2017)	Buyer fulfilment of internet shopping.	Alam and Yasim (2017)revealed that that web architecture, dependability, product variety and conveyance exhibitions are the four key elements affecting buyers' fulfilment of internet shopping
Adrita Goswami et.al (2016).	Examined "Consumer loyalty towards Online Shopping mind.	The Special Reference to Teenage Group of Jorhat Town" study infers that web-based clients are fulfilled. This exploration expressly indicatethat online advertiser ought to give more significance on cost factor and after salefactor. In this opposition time every one of the web-based advertisers ought to need to focus on the consumer loyalty's to hold the current clients and bring to the table new plan step by step to draw in the new clients.
Ankit goel et al (2017)	Internet shopping getting more achievement	As per Ankit goel et al (2017)investigation discovered that assistance after deal given by venders are very phenomenal and what they guarantee makes buyers comfortable accordingly, internet shopping getting more achievement.
Ryan (2016)	Competing internet prespectives	Ryan (2016) led an exploration on the mosaic of institutional issues associated with acquiring believability for internet showcasing guidelines. Strong claims for a prevalently self-administrative methodology are investigated in conjunction with different variables that repress believability, in particular: competing internet perspectives, frail moral coherency and disconnected uncertainty about respective institutional jobs, particularly as respects moral components of notions of guideline and selfguideline
Wang (2016)	Social media influencer based promotion	Wang (2016) led an examination to look at the ongoing use and predict future Web-based promoting exercises of U.S. show and guest bureaus . That's what the outcomes show most authorities' Internet advertising activities are moderately restricted, zeroing in on giving travel data to planned guests.

PROBLEM STATEMENT

Internet shopping is well known and contributes fundamentally in India's e-trade. Myntra and Flipkart are two greatest players in web based retailing. This is the investigation of online shopping habits of metropolitan young people of India. The review is a work to figure out the responses of following research problems: Which online retailer is liked by metropolitan youth and what do they purchase online? Do they utilize versatile application of their most loved internet based retailer? Do they visit informal communication destinations of their most loved web-based retailer? How virtual entertainment stages are being utilized by Flipkart and Myntra?

OBJECTIVES OF THE STUDY

Based on the research gap identified from the existing literature, this research focuses on analysing the influence that has on customer buying behaviour towards products in India. Followings are the specific objectives of the study:

1. To identify the key factors which influence consumer's buying behaviour.
2. To know the comparative apparel purchasing behaviour of consumers for Myntra and Flipkart brands.
3. To Study the consumer satisfaction in Flipkart and Myntra brands.
4. To know how consumers are reacting to those advertisements of Flipkart and Myntra.
5. To know whether the price is less in Myntra compared to Flipkart.

RESEARCH METHODOLOGY

Research is a specialty of logical examination. It alludes to a quest for information. The importance of exploration is defined by Learner's Dictionary English as "a cautious examination or request, particularly through look for new realities in any part of information."

Research Methodology is a method for dealing with the exploration problem effectively. The exploration begins when the issue or goal of the investigation is identified, for which an exploration report is written.

Graphic: - Descriptive research includes various types of reviews and truth discovery inquiries. The main reason for thorough investigation is to depict the situation as it currently exists. The primary characteristics of this strategy are that the scientist has no control over the factors; he can only report what has happened and what is happening.

Methodology: In Analytical research, the specialist must use existing facts or data and examine them in order to make a basic assessment of material. The deliberate, speculative examination of the procedures used in a field of study is known as a system. It includes a speculative assessment of the collection of strategies and guidelines associated with a piece of data. In general, it combines ideas such as perspective, theoretical model, stages, and quantitative or abstract procedures. Rose and Irny (2005) A technique does not choose to provide plans, so it is not the same as a methodology. Taking everything into consideration, it provides speculative support for determining which strategy, set of methodologies, or best practises can be applied to a specific case, for example, to figure a specific result.

Research: The course of evaluation appeared as a result of man's primary goal of being in tune with his momentum situation and also sorting out nature. To accomplish this, man employs the inclusion and thinking contraptions available to him. Man uses understanding and authoritative sources outside of his immediate circle in the same way. Experience and authority are rich and vast wellsprings of hypothesis, which rely primarily on great judgement data and random events, so making conclusions on events is generally inappropriate. In this way, a casual research theory plan based on experience and authority is chosen. The focus of research is on legitimate reasoning, which can be inductive, sane, or both.

SOURCES OF DATA

For this research paper, primary data has been collected from people and students across India. The respondents are spread across a range of occupations, sharing their views through the standard questionnaire shared with them. Along with that, Secondary Data has been withdrawn from obtaining a Literature Review of published articles. Primary data in this study is collected through: - Questionnaire Method Secondary data in this study is collected through: - Books, Newspaper, Magazines

RESEARCH DESIGN

A research design is a master plan or model for conducting formal research. My investigation is a descriptive investigation. This study is descriptive in nature because it is based on primary data and is focused on fact investigation.

RESEARCH PLAN

Type of study: Because of the size of the population and the time constraints, it was not feasible for me to cover the entire population for the purpose of completing my research. As a result, I chose a sample study over a census study. Research is a multifaceted activity. It is used in all social, behavioural, educational, economic, and management sciences in various forms. The following research types can be classified based on the approach and method used in the study.

PLAN OF EVALUATION: An example configuration is a clear arrangement for obtaining an example from a specific population. It alludes to the method or system that an analyst would use in selecting things to be crept in the example, such as the size of the test. Testing was not completely completed prior to receiving information.

Sampling Frame:

The list of sampling units from which sample is taken is called sampling frame

Sample Design

In this study we have taken sample size of 100 people who give their views on online shopping on Myntra and Flipkart. Data we have surveyed in youth category and some further grow wise 30-40 ages this data we have collected from college students and some friends and read some articles.

In the present study, **convenience sampling method** has been used.

DESCRIPTIVE STATISTICS

In this research, we have made a questionnaire with the set of questions which are relevant to our topic “A study on Myntra and Flipkart on online purchase”. Questionnaire was sent to 100 respondents and data was collected from them. In our study, we want to know the perception of consumer towards online shopping websites like Flipkart and Myntra. Tounderstand the comparative apparel purchasing behaviour of consumers for Myntra and Flipkart brand.

DATA ANALYSIS & INTERPRETATION

OBJECTIVE 1

To identify the key factors which influence consumer’s buying behaviour

Q. Which of these factors are important to you when you make the decision about to purchase clothes from online shop?

Descriptive Variables	Percentage
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Security	18%
Pricing	33%
Delivery Time	19%
Reputation of the company	14%
Guarantee & Warrantee	16%

By the above graph we can see that pricing is the most important factor for most of the people who shops online i.e. 33% out of 100 people. And delivery time is 19 % while guarantee & warrantee is 16% important factor for people who shop online clothes. Reputation of the company is 14% and security for customer is 18%

Q. Barriers which keep you away from online shopping?

Safety of payment	21%
Pricing	13%
High Shipping Rate	20%
Delivery Slow	13%
Low trust level of Online Store	33%

By the above data we can see that low trust level of online store is the most common barrier in online shopping According to 33% out of 100 people says this and Safety of payment is next barrier in online shopping for 21% people according to this survey. Another factor is high shipping charge which is 20% and slow delivery is barrier in online shopping for 13% of people out of 100 people according to this survey. Rest 13% is pricing

Q. Problem faced by you while shopping online

Extra charges and delivery delay	39%
Product Arrive in damage condition	19%
Product did not arrive at all	6%
Refund Policy	13%
Wrong product was sent	23%

We can see in above figure that extra charges and delivery delay is the most common problem faced by 39% of people out of 100 people. Wrong product delivery is problem faced by 23 % of people and 19% of people face problem of product arrived in damaged condition and 13 % of people faced problem in refund policy.

OBJECTIVE 2

To know the comparative apparel purchasing behaviour of consumers for Myntra and Flipkart brands

Q. Which website do you usually use to shop?

Myntra	39%
Flipkart	61%

As we can see the data represent that Flipkart users are 61% and Myntra users are 39% are out of 100 responses.

Q. Which website do you prefer for buying clothes online?

Myntra	72%
Flipkart	28%

Out of 100 responses 72% people prefer Myntra for buying clothes and only 28% people prefer buying clothes from Flipkart.

Q. Rate your experience with e-commerce (Flipkart and Myntra) website on the following parameter on a 5-point scale.

Very Good	24%
Good	56%
Average	20%
Poor	
Very Poor	

As we can see this data represents that out of 100 peoples 56% of people had good experience while shopping from Myntra and Flipkart. And 24% people have very good experience, while 20% of people out of 100 had average experience with e-commerce websites.

Q. So far, you generally satisfied with the price offer among these online sellers

Strongly agree	13%
Agree	47%
Neutral	32%
Strongly disagree	4%
Disagree	4%

We can see in above graph that 47% of 100 agreed on the general satisfaction with the price offer among these online sellers. 32% have neutral opinion and 13% of 100 strongly agreed on the satisfaction with price offered by these online sellers. 4% disagreed and rest 4% strongly disagreed on the satisfaction by price of online seller.

Q. You will not repurchase the product again in online shop if there is a great different between your expectation & real product

Strongly agree	24%
Agree	32%
Neutral	34%
Strongly disagree	5%
Disagree	5%

By the above data 34% of 100 have neutral agreed about the opinion that they will not repurchase the product online if there is a great difference between their experience & real product. 32% of 97 agreed and 24% strongly agreed on the above mentioned point 5% disagreed and rest 5% strongly disagreed on the same above mentioned point.

OBJECTIVE 3

Q. Are you satisfied by the product and services provided by Flipkart?

Strongly agree	7%
Agree	51%
Neutral	32%
Strongly disagree	6%
Disagree	4%

By the above data we can see that 51% of 100 agreed on the satisfaction by the product and services provided by Flipkart. 32% have neutral opinion and 7% of 100 strongly agreed about the satisfaction by product and services by Flipkart

Rest 4% disagreed and 7% strongly disagreed upon the satisfaction.

Q. Are you satisfied by the product and services provided by Myntra?

Strongly agree	17%
Agree	55%
Neutral	24%
Strongly disagree	3%
Disagree	1%

By the above data we can see that 55% of 100 agreed on the satisfaction by the product and services provided by Myntra. 24% have neutral opinion and 17% of 100 strongly agreed about the satisfaction by product and services by Flipkart Rest 1% disagreed and 3% strongly disagreed upon the satisfaction

Q. Is the layout of the Flipkart website is helpful for easy search for products?

Strongly Agree	25%
Agree	51%
Neutral	19%
Strongly disagree	4%
Disagree	1%

By the above graphs we can interpret that 51% people among 100 finds the layout of websites flipkart helpful in searching product. 19 % people have neutral opinion on this. 25% people strongly agree that layout of flipkart is helpful in searching product. 4% people strongly disagree on this and 1% disagreed on the same

OBJECTIVE 4

To know how consumers are reacting to those advertisements of flipkart and myntra.

Q. Which medium of advertisement has an impact on your buying decision?

Television	5%
Social media	68%
Newspapers	6%
Digital marketing	18%
Email marketing	3%

From above chart we can see that most common medium of advertisement is social media. Social media advertisement impact buying decision of 68% people out of 100. Followed by 18 % through digital marketing. 6% people get influence by newspaper advertisement, 5% people through television and 3% people get influence in buying decision through email marketing.

OBJECTIVE 5

To know whether the price is less in Myntra compared to Flipkart.

Q. Do you think that price offered by Myntra is lesser than price offered by Flipkart?

Strongly agree	10%
Agree	25%
Neutral	28%

Strongly disagree	13%
Disagree	24%

As we can interpret from above data that 24% people feels that price offer in Myntra is not lesser than Flipkart. Majority of people thinks that price offered in Flipkart is lesser than price offered in Myntra.

Q. Do you think that price offered by Flipkart is lesser than price offered by Myntra?

Strongly agree	21%
Agree	40%
Neutral	29%
Strongly disagree	4%
Disagree	6%

We can see by above data that 40% out of 100 people agrees upon the opinion that price offered by Flipkart is lesser that price offered by Myntra. 29% of people have neutral opinion and 21% have strongly agreed upon the same point Rest 4% strongly disagrees and 6% disagrees upon the above opinion.

FINDINGS

The total number of responses received were 100. People who participated in survey were above 18. Mostly educated people and college student's responses were taken. Major responses were received from the female. Majority of people who participated in survey do online shopping. In comparison with Myntra and Flipkart people prefer to order things from Flipkart. But for clothing maximum number of people choose myntra over flipkart. Factors that affect consumer while online shopping was pricing and delivery time of product. Problem faced by maximum responded was low trust level of online store and extra charges and delivery delayed of product. Social media advertisement makes most impact on buying decision on consumers. Most people have neutral reaction on satisfaction on buying products online. Most important factor is the price of product while shopping online. Majority of people agrees that priced offered by flipkart is less as compared to myntra where in myntra price are higher than flipkart. People are more satisfied by the product and services offered by myntra as compared to flipkart. People agreed to not repurchase products again if there is great difference between expectations and real products. Respondents finds layout of Flipkart easy to search products.

RECOMMENDATIONS

In this pandemic the technology social media plays vital role during the festive time. Many web-application had grabbed the mind of customers by giving them a super deal and many offers that is discount on the brand.

Flipkart works well, but not enough. There are countless situations in which people have felt that pressing can be extraordinary. It may be very large, small/expensive, or the item may not have been handled with care.

CONCLUSION

Today, consumers are most likely to make purchases online, and the study found that men spend most of their time online, but like women, online sites suffer from safety issues and a lack of touch and feel. I do not purchase products from product. The current survey was conducted on a college campus with her population of 100 respondents using a random sampling method. This study primarily focuses on the online shopping behaviour of both men and women.

The survey was conducted based on various factors such as gender and age. Based on these factors, we found that most of the responses were from men over the age of 18, most of them college students. This study helps us understand the factors that influence consumers' online shopping decisions on college campuses. The information generated above can help businesses formulate new strategies and attract more consumers to their company, and knowing people's pulse rates can help them stay ahead of the competition.

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