



A STUDY ON ONLINE MARKETING STRATEGY OF MYNTRA

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ABSTRACT:

Myntra, one of India's leading online fashion and lifestyle retailers, has developed a dynamic and multifaceted marketing strategy that has played a key role in its success. The company's marketing approach centres on digital and social media platforms, leveraging personalized marketing to cater to the evolving needs of Indian consumers. Through the use of data analytics, Myntra offers personalized recommendations; driving higher engagement and conversion rates. Key components of Myntra's strategy include influencer marketing, partnerships with fashion icons, and collaborations with popular brands to enhance its reach. Myntra taps into the power of social media platforms like Instagram, Facebook, and YouTube to connect with younger, tech-savvy consumers and showcase its wide range of fashion products. The brand also emphasizes customer experience, offering seamless online shopping experiences through easy navigation, multiple payment options, and fast delivery services. Additionally, Myntra's marketing strategy integrates seasonal campaigns and sales events such as the "End of Reason Sale," attracting customers with irresistible deals and discounts. The brand's customer loyalty programs, like Myntra Insider, further enhance customer retention by offering rewards, exclusive offers, and early access to sales.

Overall, Myntra's marketing strategy is focused on building brand awareness, enhancing customer loyalty, and delivering an exceptional shopping experience by staying aligned with current fashion trends, evolving consumer preferences, and technological advancements. By continuously adapting its strategy, Myntra has strengthened its position in the competitive e-commerce market.

KEYWORDS:

MYNTRA, E-COMMERCE, ONLINE SHOPPING.

1.1 INTRODUCTION

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

shopping. Business-to-consumer (B2C) online shopping and business-to-business (B2B) online shopping. Online stores in business to buy from other business. Online stores enable the customer to check the firm's product and services to view the images or photos of the products and informing the product information's and specifications, price etc... Online marketing strategy is a critical for organization operated with very high internet penetration.

1.2 STATEMENT OF THE PROBLEM

Online marketing is playing a vital role today. Marketing strategies are very important for creating awareness about the products. This is the one tool where customers can easily get to know about the product features, varieties, price, and other contents which are very essential for the customers for making buying decision. On the other hand the company will also be benefited as these strategies

helps in increasing sales of products. Hence this study id undertaken to know how effective the marketing strategies are helpful in increasing the sales of products with respect to myntra.

1.3 OBJECTIVES OF THE STUDY

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

1.4 RESEARCH METHODOLOGY

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

1.4.1 SAMPLING METHOD

Probability Sampling Methods

1. Simple Random Sampling (SRS): Selecting a random sample of customers from Myntra's database.
2. Stratified Random Sampling: Dividing customers into subgroups (e.g., age, location) and selecting a random sample from each subgroup.

1.4.2 PRIMARY AND SECONDARY DATA

The study makes use of primary data. The primary data collected through the questionnaire from the 50 customers of Myntra. The Main sources of secondary data are websites, books, magazines etc.

1.4.3 SAMPLE SIZE

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

1.5 DATA ANALYSIS

TABLE: 1.5.1

RESPONDENTS OF GENDER WISE CLASSIFICATION

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

INFERENCE:

- Gender imbalance: The project's respondents are predominantly male (70% + 30% = 100% male), indicating a lack of female representation.
- Sampling bias: The project's sample may not be representative of the larger population,

potentially leading to skewed results.

- Limited generalizability: Due to the gender imbalance, the project's findings may not be generalizable to the broader population, particularly females.

DIAGRAM 1.5.2

RESPONDENTS OF GENDER WISE CLASSIFICATION

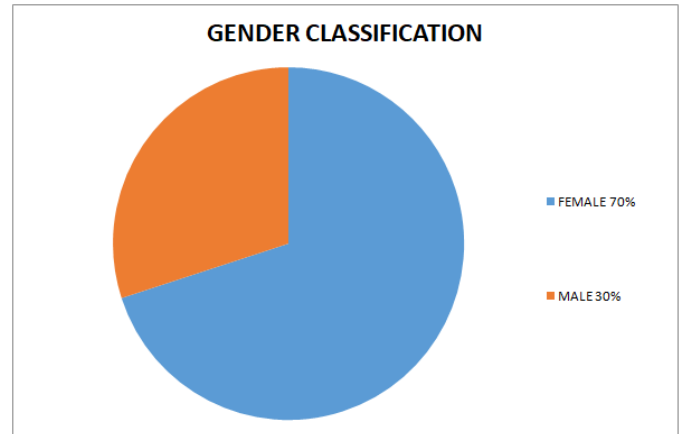


TABLE: 1.5.3

RESPONDENTS OF AGE WISE CLASSIFICATION

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

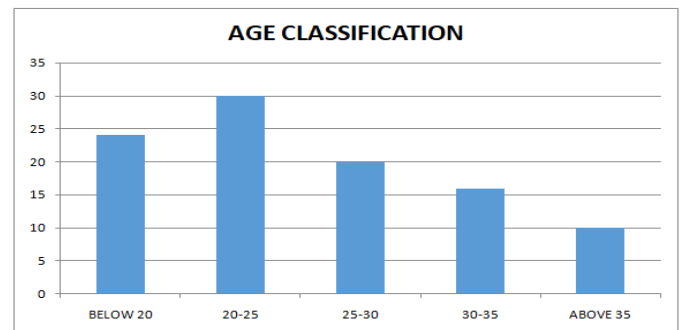
Source: Primary Data

INFERENCE:

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

DIAGRAM 1.5.4

RESPONDENTS OF AGE WISE CLASSIFICATION



1.6 FINDINGS AND SUGGESTIONS

1.6.1 FINDINGS:

The following are the findings that appeared while analysing the study

- 87% of respondents have rates the delivery charge is the high promotional strategies of Myntra
- Most of the respondents (96%) have rates the quality is the high factor for motivates them to buy products through Myntra. Whereas size and availability are least factor
- 70% of respondents are affect the promotion strategy of buying decision in Myntra
- 69.8% of respondents are satisfied the some features of Myntra
- Majority of the respondents are buying the product through online in occasionally (32%)
- 32% of respondents are prefer Amazon and 30% of respondents are prefer Flipkart for online shopping
- 42% of respondents purchase clothing and near 32% of respondents purchase footwear in Myntra

1.6.2 SUGGESTIONS:

The following are the suggestions that appeared while analysing the study

- Since few of the customers are buying products through offline, awareness need to be created for increasing online payment mode
- Usage of products by the customers is required to be more as few of the customers are buying yearly also
- Promotional strategies need to be improved so as to motivate the customers to make buying decision
- The company has to make ease for searching products what they are looking for
- Special offer need to be provided for attracting the customers
- Complete information about the product need to be advertised for better understanding of the product

- Lucky draw, coupons, etc. are required to promote the customers and also to increase the sales
- The company has to give inform all customers for the new products launching time

1.7 CONCLUSION

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

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