A Comparative Study between Myntra and Ajio

[1]Dr. M. Mahesh Kumar, [2] A Abdul Rishiq

[1]M. Com., M.Phil., MBA., PGDCA., PhD, Associate Professor & Head, Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science.
[2]Student, Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science

INTRODUCTION:

E-commerce is also known as electronic commerce, which is an activity of electronically buying and selling of the products and services through the use of the internet as a medium. There are various technologies that are involved in doing e-commerce business such as internet marketing, mobile commerce, electronic data interchange and inventory management systems etc. E- commerce is one the largest electronic industries.

This type of electronic service is continuously seeing rapid growth. Electronic commerce has totally changed the lifestyle and living standard of the consumers. Most of the customers, especially youngsters are moving from brick-and-mortar shops to online business sites. They see it as a more comfortable and easy way to do the transaction as it reduces their use of time which is more time consuming in case of traditional commerce. The need of e-commerce emerged from the need to use computers more efficiently in banks & corporations. As the competition is increasing on a rapid basis, most of the organizations are looking forward to increasing customer satisfaction and information exchange which will build a set of trust in the minds of consumers regarding the organization. Ecommerce was basically started by banks by introducing electronic funds transfer**.**

STATEMENT OF THE PROBLEM:

From the past six years, there has been a sudden rise in automation and new virtual techniques used by e-commerce players to reduce the cost of manpower and make themselves look more innovative and superior to the other.

Here, many consumers may be happy with the new vibe but there may be a bunch of people who may prefer the websites functioning the old way.

We tend to find out if access automation has affected the satisfaction levels of consumers and in what way.

OBJECTIVES OF THE STUDY:

- To identify and analyze customer satisfaction factors between Myntra and Ajio.
- To identify the factors that can improve the customer satisfaction of online fashion retail stores.
- To provide relevant suggestions and future recommendations based on the findings.

SCOPE OF THE STUDY:

- To determine the factors that are necessary for online customer satisfaction.
- To determine the factors that lower the online satisfaction level.
- To find out which e-commerce platforms ie. Myntra and Ajio are the best.

LIMITATIONS OF THE STUDY:

- The sample size is very small and is only limited to 100 respondents.
- The area of study was confined with respect to geographical region.
- There was a time constraint while performing the research.

RESEARCH METHODOLOGY:

- Descriptive research is used in this study in order to identify the customer preference influencing factors and determine the customer's level of satisfaction.

- The method used was a questionnaire.

Data Representation:

- Table

- Percentage

- Charts

Sampling Unit:

The Study population includes normal consumers and the Sampling Unit for Study was Individual Customer.

Sampling Size:

100 Respondents.

Collection of data:

Primary data:

→ Observation method

→ Structured questionnaire

Secondary data:

→ Books

→ Articles and research paper

→ Internet

REVIEW OF LITERATURE:

Ankur kumar rastogi (2019)-

This study attempts to analyze the features related to the buying behavior of online shoppers. Consumer buying behavior in respect of online shopping was studied using different socio- economic variables. It also provides support that helps researchers understand the drivers of consumers' attitude and goal to shop on the Internet, and consumers' perceptions regarding ease of use and usefulness. Conclusions derived from the analysis can be used as a useful guide for market orientation. The outcomes of the study suggest that assessment of consumer buying behavior can contribute to a better understanding of consumer buying behavior in respect of online shopping.

Dahiya Richa (2018)-

On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in the Indian Market, which is a large and strategic consumer market, is still not in line with the global market. The potential growth of on-line shopping has triggered the idea of conducting a study on on-line shopping in India.

Mohanapriya.S and Anusuya.D(2017)-

The present technological development with respect to the internet has given a platform to a new marketing system. This study brought to the fact that most of the online customers are educated people and students who have a positive perception towards online shopping, in risk perception particularly concerns about online security, is preventing many people from online shopping. Ensuring adequate safety measures in delivery of products are a challenging task in front of online sellers to maximize their sales. Online traders have to resolve these problems and also need to introduce a wide range of products with additional discounts. This will create more demand from customers.

SIMPLE PERCENTAGE ANALYSIS:

A simple analysis of calculating a percentage using the number of respondents and total sample size multiplied by 100 to get the percentage.

SIMPLE PERCENTAGE = __NO. OF RESPONDENS__ **x 100**
TOTAL SAMPLE SIZE

TABLE NO 4.1

GENDER OF THE RESPONDENTS

Gender	No.of. Respondents	Percentage
Male	57	57%
Female	43	43%
Total	100	100

INTERPRETATION:

From the above information, 57% of respondents are male and 43% respondents are female.

TABLE NO 4.2

FAVORING OVER OFFLINE SHOPPING

Options	No.of. respondents	Percentage
Yes	73	73%
No	27	27%
Total	100	100%

INTERPREATION:

From the above information, 73% of respondents are in favor of online shopping over offline shopping and the remaining 27% of respondents are against it.

TABLE NO 4.3

MOST BOUGHT PRODUCT

Options	No.of respondents	Percentage
Footwear	25	25%
Clothing	58	58%
Accessories	15	15%
Watches	2	2%
Total	100	100%

INTERPRETATION:

From the above information, 25% of respondents buy footwear the most in online shopping, 58% of respondents buy clothing the most in online shopping, 15% of respondents buy accessories the most in online shopping and 2% of respondents buy watches the most in online shopping.

TABLE 4.4

OCCUPATION OF THE RESPONDENTS

Occupation	No.of respondents	Percentage
Student	60	60%
Own business	26	26%
Government employee	5	5%
Private employee	9	9%

Total	100	100%

INTERPREATION:

From the above information, the students have about 60% of responses, own business Respondents have about 26% of responses, the government employee respondents have about 5% of responses and the private employee respondents have about 9% of responses.

TABLE 4.5

FACTORS IN MYNTRA

Options	No.of responses	Rank
Price	56	2
Quality	70	1
Offers	40	3
Hasslefree convenience	8	4
Total	174	

INTERPRETATION:

From the above table, the respondents have opted quality the most, the price of the product ranks 2nd, the offers have ranked 3rd and Hasslefree convenience lies the last as 4th.

TABLE 4.6

FACTORS ON AJIO

Options	No.of responses	Rank
Price	53	3
Quality	66	1
Offers	55	2
Hasslefree convenience	7	4
Total	181	

INTERPRETATION:

From the above table, the respondents have opted quality the most, the offers for the product ranks 2nd, the price of the product has ranked 3rd and Hasslefree convenience lies the last as 4th

FINDINGS:

1. The majority 57% of respondents are Male.

2. The majority 50% of respondents are from the age group of 21-30.

3. The majority 71% of respondents are from the educational level of UG.

4. The majority 60% of respondents are students.

5. The most 47% of respondents have income below 10000.

6. The most 43% of respondents came to use between 1-2 years.

7. The most 43% of respondents use online shopping frequently.

8. The majority 74% of respondents are aware of online shopping through social media.

9. The most 40% of respondents spend in online shopping between 501-1000 in a month.

10. The majority 66% of respondents chose Myntra based on price.

11. The majority 59% of respondents chose Myntra based on discounts.

12. The majority 58% of respondents buy clothing products the most in online shopping.

13. The majority 73% of respondents are in favor of online shopping over offline.

14. The majority of respondents have opted for the highest rank on price of a product in online shopping.

15. The majority of respondents have opted for the highest rank on quality of the product on Myntra.

16. The majority of respondents have opted for the highest rank on quality of the product on Ajio.

17. The majority of respondents gave 4 points for Myntra overall.

18. The majority of respondents gave 4 points for Ajio overall.

SUGGESTIONS:

- They should focus on timely deliveries because there are dissatisfied customers.

- Wide range of quality products with affordable prices must be sold.

- Creative and catchy advertisements should be created to grab customer attention and increase customer engagement.

- User interface on websites and mobile applications plays a vital role in customer satisfaction. Therefore, the companies should focus on the interface and website designing in order to satisfy their customers.

CONCLUSION:

With the advancement in technology, more and more people are shifting towards e- commerce platforms for shopping. However, retaining old and attracting new customers is not as easy as it seems on the online platform. Having a clear understanding about the customers and their needs is a must if an online retailer wants to satisfy their customers and to be successful in the online market. Keeping the customer satisfied is a very cumbersome task, especially when the competition is vast, and the customers' expectations are high. The behavior of customers while doing online shopping is not only dependent upon their unique character like age, gender, occupation, or educational background. The online retailers also need to understand certain other aspects which satisfies or dissatisfies their customer. These satisfaction factors include ease of access of retail application, product quality, variety, stock availability, affordability, offers and discounts, timely delivery, etc. Hence based on this study most of the respondents prefer Myntra over Ajio.

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