



A Study of the Buying Behaviour of the Customers towards Online Shopping: A Special Reference to Myntra

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ABSTRACT

This study aims to investigate consumer behaviour towards online shopping, which further examines various factors. This research aims to find the users' "Attitude towards MYNTRA online shopping towards digital marketing to analyse the perception and awareness of the consumers towards online shopping. The sample required for the study has been collected through structured questionnaire. The sample size for the study taken is 60. So as per technology development all the consumers are moving towards online shopping through the digital marketing. The findings of the study showed that online marketing is a viable marketing communication channel which has significant effect on the regularity of visits and consumer patronage of online stores. Based on the findings, it was recommended that companies should ascribe to market their goods and services via online shopping stores and/or develop and launch indigenous websites where customers can make purchases. For further testing of the impact of shopping websites on behaviour of electronic devices buyers, further studies should replicate the theory and methodology used in this study, with other products and websites.

Keywords: Online Marketing, Customer Dependency, Consumer Behaviour

Introduction

Electronic Commerce (E-Commerce) means buying and selling of goods, products, or services over the internet. These services provided online over the internet network. Transaction of money, funds, and data are also considered as E-commerce. These business transactions can be done in four ways: Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Customer to Business (C2B). The standard definition of E-commerce is a commercial transaction which is happened over the internet. Online stores like Amazon, Flipkart, Shopify, Myntra, Ebay, Quikr, Olx are examples of E-commerce websites.

In this research we are focused to Myntra, one of India's leading fashion, beauty and lifestyle destinations, on Monday said that the 16th edition of its flagship EORS-16 (End of Reason Sale) witnessed over 70 per cent growth in traffic over business as usual (BAU) on Day One. India shopped a record-breaking 50 lakh products in the first 24 hours of Myntra's EORS sale that is being held from June 11-16 of 2022. On Day One, 2.6 million items were shipped within the first 24 hours of the event. Women's western wear category saw demand for 14 lakhs tops and t-shirts and 7.6 lakhs kurtas on Day One.

Objectives

- To identify the preference preferred by the customer from the Myntra
- To identify the sources of awareness of the company
- To identify the factors facilitating online shopping

Research methodology

The research methodology is a comprehensive method of collecting knowledge about a subject. Several different methodologies are used for different forms of research, and several scientific results are made as a consequence. The organisation of study is a way of resolving the problems of study systematically. The research methodology is as follows:

Data Collection and Source

A quantitative consumer behaviour study was performed by the online survey. Descriptive study has been utilized in this study. This survey was conducted through a self-administered questionnaire shared through google form. A total 50 sample size were identified through random sampling method. The responses collected from the sample was evaluated through descriptive statistics method.

Data Analysis and Interpretation

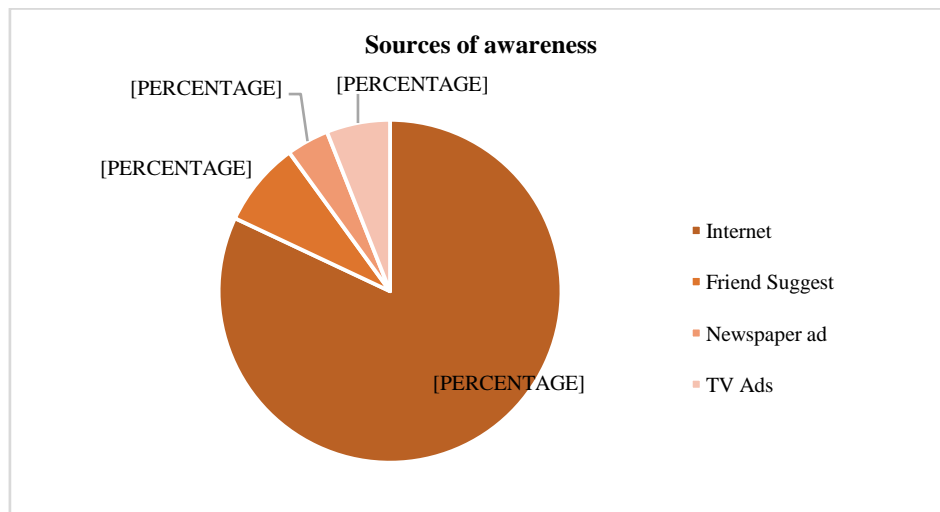
In order to fulfil the objective, the researcher has utilized the descriptive statistics to observe the study.

Demographic Analysis

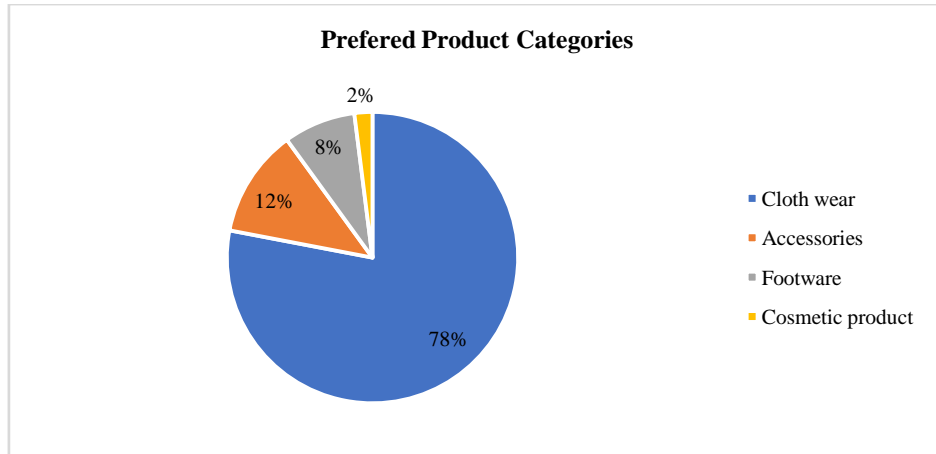
Variable		Frequency	Percentage
Total		50	100%
Gender	Male	20	40%
	Female	30	60%
AGE(Years)	Below Years	3	6%
	Between 19-24	40	80%
	Between 25-30	5	10%
	Above 30	2	4%
Occupation	Student	42	84%
	Service Professionals	6	12%
	Business Professionals	2	4%

In the demographic profile total of 50 responded to the survey in which 40% male and 60% were female. Majority of the respondents were undergraduate and between the age of 19-24 and least of them were above the age of 25 years and above. Students were 84%, service professionals were 12% and only 4% were business professionals. The maximum respondent was between the age group of 19-24 years that is 80%, 6% respondents were below the age of 18, 14% were above of the age group 25.

The data represents that maximum young female are inclined towards the online shopping through Myntra.



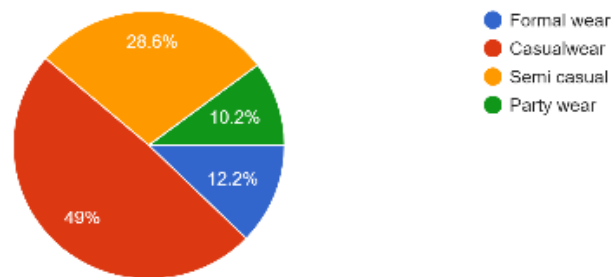
The data states that the maximum respondents are aware about the company through their online presence so we can say that the company has built their strong presence over the internet and taken the advantages of the maximum presence of youngsters.



When it comes to preference of the users it is discover that the most of them are preferring for the cloths wear with 73.5% and is being followed by the accessories and after that footwear and cosmetic product.

7. What style of cloth wear apparel do you prefer mostly to purchase from Myntra?

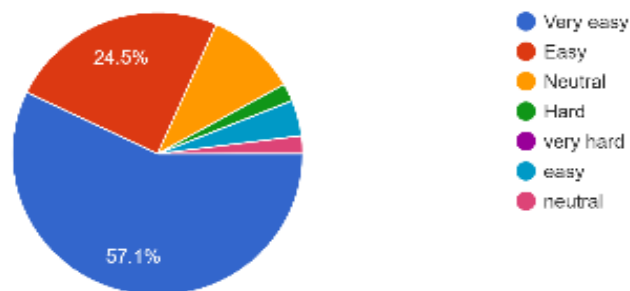
49 responses



It has been observed that most of the respondents have shown their preference towards the casual wear which is most purchase items highlighted in the study.

8. Is it Easy to access the Myntra apps or website

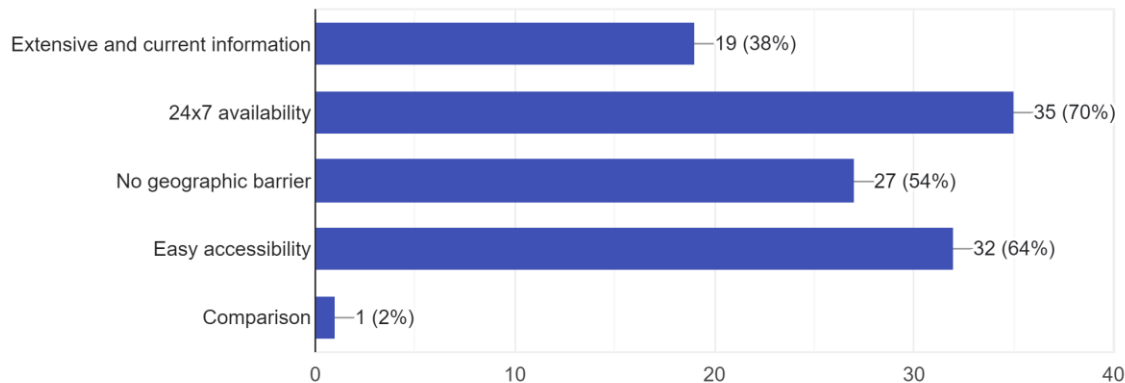
49 responses



Considering the accessibility of the application of Myntra, 57.1% of the respondents of the study clearly stated that the applications is very easy. Hence, we can conclude that the respondents have agreed to the fact that the application is really user friendly

9. Factors facilitating online shopping

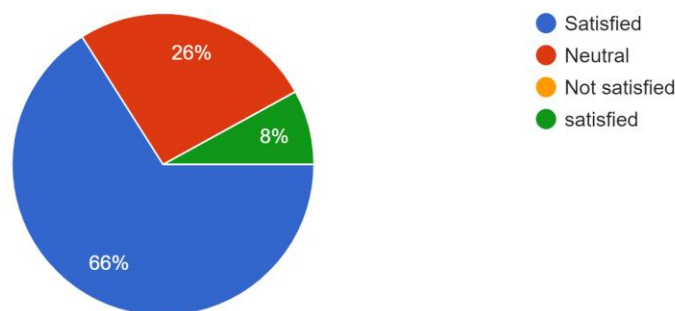
50 responses



There are various factors that influence the online shopping. But among the various factors highlighted in the study, majority of the respondents have agreed that they prefer online shopping because of the 24x7 availability and easy accessibility, which is clearly observed in the application of Myntra. Further 54% of the respondents also stated that they prefer online shopping even because of the factor that there is no geographic barriers in case of online shopping.

10. Overall rating for Myntra

50 responses



Finally, the respondents have shown a high degree of satisfaction towards the Myntra online shopping. While 26% have shown neutral degree and 8% have displayed their dissatisfaction towards the brand Myntra.

Conclusion

In the recent era Online shopping has turned out to be a highly preferable platform. This demand for online shopping has evoked many brands to enter this area and with such competitive players in the market, it turns out to be highly essential for the players to find their own markets and position in the minds of the customers with their parity of differences. However, there are certain common elements of the online shopping which must be carefully taken care of. Myntra has turned out to be a brand which quite famous in the apparel section especially the female dresses. There are various categories catered to the customers but the most preferable one is the casual wear. The growing customer inclination towards the brand is because of its high accessible user friendly platform. This is something which is considered by most of the online shopping brands. Surely with the upcoming era, more players are going to enter this competitive zone and they would surely have to have their own preferable markets.

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