IMPACT OF DIGITAL MARKETING STRATEGIES ON THE MARKETING EFFECTIVENESS AND CUSTOMER SATISFACTION: A STUDY WITH SPECIAL REFERENCE TO MYNTRA

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1. INTRODUCTION

Online advertising is a hard and fast of effective equipment and methodologies used for selling merchandise and carrier thru the net. Online advertising consists of a much broader variety of advertising factors than conventional enterprise advertising because of greater channels and advertising mechanism to be had at the net. Online advertising is marketing and marketing and advertising the goods or offerings of a enterprise over Internet. Online advertising is based upon web sites or emails to attain to the customers and it's miles mixed with e-trade to facilitate the enterprise transactions. In on line advertising, you could sell the goods and offerings through web sites, blogs, email, social media, forums, and cellular Apps. Online advertising approach is crucial for agency running in markets with excessive net penetration. Online stores delivered the bodily analogy of products and offerings at a regular ï¿½bricks and morterï¿½ purchasing centres or retail Centre and lots of kinds of on line purchasing. Business-to-customer (B2C), on line purchasing and enterprise-to-enterprise (B2B) on line purchasing. Online shops in enterprise to shop for from different enterprise.

Online shops allow the patron to test the firm product and offerings to view the pix or pix of the goods and informing the product records and specifications, charge , Online advertising approach is a crucial for agency operated with very excessive net penetration. Online advertising techniques are: Social media advertising, Email advertising and Content advertising.

2. STATEMENT OF THE PROBLEM

Online advertising is gambling a essential function today. Marketing techniques are very critical for developing attention approximately the goods. This is the only device in which clients can without difficulty get to recognise approximately the product capabilities, varieties, charge, and different contents which might be very critical for the clients for making shopping for decision. On the opposite hand the organization can also be benefited as those techniques enables in growing income of merchandise. Hence this observe identity undertaken to recognise how powerful the advertising techniques are useful in growing the income of merchandise with admire to Myntra.

Objectives:

- To recognize the net advertising techniques of the Myntra
- To examine the promotional techniques of Myntra
- To locate the extent of pride to the clients of Myntra
- To observe the effectiveness of on line advertising techniques in growing the sale of merchandise of Myntra

Need:

Online advertising is critical, as it aligns with the manner customer marketplace buying decisions. Studies with the aid of using examine including collect suggest that growing quantity of customers use social media and studies on cellular net to perform initial merchandise and charge studies earlier than making very last decisions. Online advertising allows to construct relation with customers and Prospects thru regular, low fee personalised communication. Hence this observe is meant to recognise the net advertising techniques utilized by Myntra to growth the income.

3. RESEARCH METHODOLOGY

The studies method used on this observe is specifically designed as an empirical paintings primarily based totally on each secondary statistics and number one statistics, received thru pre-examined questionnaire, net browsing, direct non-public interviews of decided on men and women concerned

on this region as nicely as. The observe uses number one statistics. The number one statistics gathered thru the questionnaire from the 50 clients of Myntra. The Main reassets of secondary statistics are web sites, books, magazines etc.

The observe is carried out on the premise of fifty decided on pattern and findings are drawn primarily based totally on their response. Simple random sampling approach has been selected for deciding on the pattern for this observe. Following are the primary drawback of the observe. Sample length may be very low. Opinion is primarily based totally on a selected place. Respondent bias may have influenced. This observe is accomplished almost about the Myntra, PERUMBAKKAM place in Chennai city. This enables to recognize approximately implementation of on line advertising techniques for growing income of consumable merchandise in Myntra.

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.

Source of primary data:

The study makes use of primary data. The primary data collected through the questionnaire from the 50 customers of Myntra.

Source of secondary data:

The Main sources of secondary data are websites, books, magazines etc.

4. SAMPLE SIZE

The study is conducted on the basis of 50 selected sample and findings are drawn based on their response. Sampling technique. Simple random sampling technique has been chosen for selecting the sample for this study.

Tools for data collection:

The required data for the study has been collected through questionnaire

Tools used for data representation:

Tables, graphs and charts used to present data.

Tools used for data analysis:

Percentage analysis, average analysis, weighted average analysis and chi square analysis used for data analysis.

Gender	Frequency	Percentage	Frequency of purchase	Frequency	Percentage
Male	35	70%	Regularly	4	8%
Female	15	3O%	Often	7	14%
Total	5	100%	Occasionally	19	38%
Age	Frequency	Percentage	Sometimes	12	24%
Below 20	12	24%	Rarely	8	16%
20-25	15	30%	Site using	Rank	%
25-30	10	20%	Flipkart	15	30%
30-35	8	16%	Amazon	16	32%
Abow 35	5	10%	Snapdeal	11	22%
Total	50	100%	Jabong	3	6%
Occupation	Frequency	Percentage	Other	5	10%
Student	23	46%	Products purchase	Frequency	Rank
Service	12	24%	Clothing	213	1
Self employed	15	30%	Hand bags	189	3
Total	50	100%	Cosmetics	109	4
Edu.qualification	Frequency	Percentage	Footwear	203	2
SSLC	4	8%	Other	107	5
Plus two	15	30%	Status of using	Frequency	Percentage
Graduate	20	40%	Yes	50	100%

Post graduate	6	12%	No	0	0
Other	5	10%	Total	50	100%
Total	50	100%			

Organization Profile of Myntra:

Myntra is an Indian style E-trade marketplace area organization headquarters in Bangalore, Karnataka, India. Established with the aid of using Mukesh Bansal at the side of Ashutosh Lawania and Vineet Saxena in February 2007.Indian Institute Of Technology graduates with a focal point on personalization of present items, and shortly increased to installation nearby workplaces in New Delhi, Mumbai and Chennai. By 2010, Myntra shifted its cognizance to the net retailing of branded apparel. In May 2014,Myntra merged with Flipkart to compete towards Amazon which entered the Indian marketplace in June 2013 and different installed offline stores like Future Group, Aditya Birla Group and Reliance Retail.

5. DATA EVALUATION AND RESULTS DISCUSSION

Profile of Digital platform users and some insights:

The table shows that 35 respondents are male and remaining 15 respondents are female. Similarly, 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 above35 age. 4 respondents are SSLC, 15 respondents are plus two, 20 respondents are graduate, 6 respondents are post graduate, and remaining 5 respondents are other. The results shows that, shows that the all respondents are buy the products through Myntra because the availability of products, discounts, price, attractive offers etc. (Only select the Myntra customers).

The DATA shows that 8% of respondents are buying regularly, 14% of respondents are buying often, 38% of respondents are buying occasionally, 24% of respondents are buying sometimes and 16% of respondents are buying rarely. The majority of the respondents are buying occasionally. Majority of the respondents are occasional shoppers. Only few of them are buying regularly as there may not be the requirement. The table shows that no. of respondents in 30% respondents are preferring Flipkart, and 32% respondents are preferring Amazon and 22% respondents are preferring Snapdeal and 6% of respondents are preferring Jabong and remaining 10% respondents are preferring other online shops. The table shows that majority of respondents are preferring Amazon and Flipkart. This might be because of the quality services provided by Amazon in terms of in time delivery; price, product quality, effective promotion etc. and minority of the respondents prefer the other online shops. Today most of the customers are buying products through online only so to retain and attract the customers the online shopping stores need to promote using latest strategies in an effective and attractive manner so that customers will prefer most.

The table shows that the clothing is the most preferred product respondents buys in Myntra because the variety of cloths, brand and quality etc. And minority of respondents buys other types of products. The graph shows that the majority of the respondents buy cloths in Myntra. This is due to the varieties of cloths and attractive offers and discounts etc... And minority of respondents buys other types of products.

Table -2: Showing the motivators to go for Digital platforms and Myntra

Factors	5-SA	4-A	3-SWA	2-DA	1-SDA
Delivery time	13	24	6	3	4
Price	9	12	20	5	4
Quality	43	6	1	0	0
Availability	3	6	9	21	11
Brand	22	20	8	0	0
Size	1	5	7	16	21
Payment mechanism	11	24	13	2	0

The table shows that75% respondents express that delivery time factor motivates them and 66% respondents are using price factor and96% respondents are using quality factor and 47% respondents are using availability factor and 85% respondents are using brand factors and 39% of respondents are using size factor and 77% respondents are using payment mechanism factor.The respondents express that quality is the factor that motivates them to buy products through online. Quality is one of the major factors that the customers consider most while buying products compared to the other factors. And minority of respondent's size factor motivates to buy product through online.

Table-3: Factors of Decision making in Digital platform Purchase

Factors	Total	Rank
Advertisement	158	3
Price	195	1
Discounts	149	4
Brand	174	2

Rating	136	5

The table shows that the no. of respondents sees before making a selection of products in Myntra. 10% respondents are selection of products by rating and 40% respondents are selection of products by price and 30% respondents are selection of products by brand and remaining 20% respondents are selection of products by advertisement. The graph shows that majority of respondents make selection of products by considering the price factor because of attractive offers and discounts and minority are considering rating of products while selecting products of Myntra.

Table-4: Promotional strategies of Myntra

Promotional Strategies	5- Excellent	4-Very Good	3-Good	2-Average	1-Poor
Coupon bought	3	5	8	30	4
Festival offer	2	1	0	16	31
End of reason sale	5	14	22	7	2
Delivery charge	28	14	6	2	0
Discounts & deals	16	22	12	0	0

The above table shows 87% of respondents have rates delivery charge and 81%, 65% respondents had rates the discounts & deals, end of reason sale respectively. Whereas 49%, 30% of respondents rates only have coupon bought and festival offer.

Table-5: respondents rating towards promotional strategies of Digital platforms

Particulars	No. of respondents	Percentage
Poor	4	8%
Average	13	26%
Good	20	40%
Very good	7	14%
Excellent	6	12%
Total	50	100%

The table shows that the 8% respondents are poor rating about Myntra and 26% respondents are average rating about Myntra and 40% respondents are good rating about Myntra and 14% respondents are very good rating about Myntra and remaining 12% respondents are excellent rating about Myntra. The graph shows that the majority of respondents are good rating about the Myntra because of good quality of products and attractive offers and discounts etc...And minority of respondents is poor rating about Myntra.

Table-5: Customer satisfaction observed towards Digital platforms

Particulars	No.of respondents	Percentage
Very much satisfied	5	10%
Satisfied	10	20%
Neutral	25	50%
Dissatisfied	6	12%
Highly dissatisfied	4	8%
Total	**50**	**100%**

The table shows that the 10% of respondents are very much satisfied with the product information of Myntra and 20% of respondents are satisfied with the product information of Myntra and 50% of respondents are very neutral with the product information of Myntra and 12 %of respondents dissatisfied with the product information of Myntra and 8% of respondents are highly dissatisfied with the product information of Myntra

Table-7: Problems faced by customers of digital platforms

Problems	No.of respondents	Percentage
Quality	8	16%
Return policy	13	26%

Hidden charges	6	12%
Security	11	22%
Delivery problems	12	24%
Toatal	**50**	**100%**

The table shows the problems faced by the Myntra customers. 26% are return policy problems, 24% are delivery problems, 22% are security problems, 16% are quality problems and 12% are hidden charges while conducting online purchase through Myntra. This is done to know the problems faced by the customers of Myntra. From this we can identify that the return policy gets 1st rank. Delivery problems, security, quality and hidden charges got the 2nd, 3rd, 4th and 5th rank respectively

Table-8: Respondents satisfaction level towards Myntra

Features	Very much satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Discounts	12	15	18	2	3
Customer service	8	12	23	5	2
Delivery time	10	30	8	2	0
Cash on delivery	6	16	19	8	1
Exchange	13	11	9	12	5
Packaging	7	19	11	9	4

The table shows that, the satisfaction level of customers in the features of Myntra. Delivery time got 1st rank, discount got 2nd rank, customer service got 3rd rank, cash on delivery got 4th rank, packaging got 5th rank and exchange got 6th rank.

6. RECOMMENDATIONS

The following are the recommendations s 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. Ensure quick delivery and Lack of out of stock should consider.

7. FINDINGS

- 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 affecting 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
- Most of the respondents ranked 1st for price and next is brand factor are considering for the selection of product
- 40% of respondents are good rating about the Myntra
- 80% of respondents are got any special offers from Myntra
- 50% of respondents are neutral with the product information of Myntra
- Among the respondent 26% of respondents felt problem in return policy and 24% of respondents felt problem in delivery while conducting online purchase in Myntra
- 70% of respondents are respondents like to recommend others to buy products of Myntra
- There are no significant difference between the male and female in respect of satisfaction level of customers.

8.   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
- Ensure quick delivery
- Lack of out of stock should consider.

9.   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. The following are the findings that appeared while analysing the study. The project entitled "A study on implementation of online marketing strategies for increasing sale of consumables product in Myntra, PERUMBAKKAM". The main objective of the study was to analyze the promotional strategies of Myntra.

This RESEARCH was successfully completed through five chapters. The first chapter of the project contains introduction. It includes objective, scope, sampling technique source of data and limitations of the study.

The second chapter includes review of literature. The third chapter of project is company profile and industrial profile. It includes the achievements, awards, history and growth of Myntra. The study is conducted through direct personal interview of 50 individuals of various social groups with the help of well-structured questionnaire. Respondent of selected samples are duly tabulated, analyzed and interpreted by using various statistical tools are included in the fourth chapter.

The researcher while conducting the study comes across many findings, suggestions and conclusions. All these includes in fifth chapter

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