



Customer Satisfaction with Myntra

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ABSTRACT

Satisfying our customers is an important part of staying in business in the modern world of global competition, we must satisfy and even delight our customers with the value of our products and loyalty. Customer satisfaction is a responsibility of the business it would try to give the peak of satisfaction to its customers. Myntra raised almost \$5 million in the first round \$14 million in the second round \$20 million in the third round and \$50 million from Premji Invest. Customer satisfaction with Myntra is high just because people love the wide range of products and convenient shopping experience.

Keywords: Online, Shopping, Discount, Offer, Sale, Internet Marketing, Smartphone.

Introduction

Online shopping is a form of electronic commerce that allows consumers to directly buy goods or services from a seller over the internet using a web browser. Myntra is a major Indian fashion e-commerce company. Myntra headquarters are located in Bengaluru, Karnataka, India. Myntra is online shopping where we can shop and buy various products for a wide range of clothing accessories toys jewelry home décor products etc. Myntra offers various brands like Nike, Puma, Hp Adidas, H&M, etc. Myntra collaborates with various brands, both national and international, to provide a wide range of options to its customers. They have features like easy returns cash on delivery and personalized recommendations to enhance the shopping experience. Customer satisfaction with Myntra is generally positive. Many buyers appreciate the wide range of products and convenient shopping experience. Myntra has also a responsive customer support team that addresses any concerns or issues promptly. It's always a good idea to check product reviews and ratings before buying products from Myntra.

Literature review

We have studied and explored the customer satisfaction level of Myntra and highlighted various factors that contribute to it. Our study found that such as website design, speed delivery, product quality, customer service, and after-sales services of Myntra is satisfactory. The feedback pattern is too good in Myntra. Another research the importance of personalized recommendations and easy navigation on the platform, it gives a notification system that tells about the sale and new design.

Data and Methodology

Myntra include lots of steps in term of the research methodology on the topic of customer satisfaction Myntra

- Fashion e-commerce business.
- Express delivery service.
- Myntra received its initial funding from the Erasmic venture fund, Sasha Mirchandani from Mumbai Angels.

- Myntra raised almost \$5 million in the first round \$14 million in the second round \$20 million in the third round and \$50 million from Premji Invest.

Define research objective:

- What are we going achieve by studying customer satisfaction on Myntra?

Questionaries design

- Create questions on their services product, customer service, etc

Research design

- Qualitative, quantitative sampling, reviewing, online comments, and through survey

Data analysis

- Using stactical analysis
- Asking open-ended questions through an interview survey

Data collection

- Through service
- Through questionaries
- Secondary data

Findings

- Myntra is an online fashion and lifestyle store that targets their audience of young fashion-conscious people aged 18-24
- People mostly prefer to shop with mobile applications rather than logging into the official website due to the shopping experience
- Most people buy a product from Myntra because they offer the largest in-season product catalog and authentic products in different categories
- They also prefer their customer cash on delivery and a 30-day return policy
- According to the global data survey of clothing and footwear shoppers of Myntra 50.2% are male and 49.8% female

Conclusion

This concludes that customer is highly satisfied with Myntra

They appreciate the wide variety and ranges of products and the convenient shopping experience. Overall Myntra received positive feedback from its customer for their delivery service, quality product, etc.

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