



# IMPLEMENTATION OF ONLINE MARKETING STRATEGIES FOR INCREASING SALE OF CONSUMABLE PRODUCTS IN MYNTRA

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## ABSTRACT :

This study explores the implementation of online marketing strategies to increase the sales of consumable products on Myntra, a leading Indian e-commerce platform. The purpose of the research is to evaluate the effectiveness of digital marketing techniques such as SEO, social media marketing, influencer collaborations, personalized recommendations, and promotional campaigns in driving customer engagement and purchase behavior. The methodology includes descriptive research using primary data from surveys and secondary data from published literature. Findings indicate that discounts, product quality, and influencer promotions significantly influence purchase decisions. While promotional efforts have increased, challenges such as high pricing and limited product variety persist. The study concludes that a multi-dimensional, data-driven marketing approach can enhance Myntra's competitiveness in the consumable segment.

**Keywords:** online marketing, consumable products, Myntra, e-commerce, customer engagement

## INTRODUCTION

The e-commerce landscape in India has evolved rapidly, with platforms like Myntra expanding into consumable product categories such as skincare, cosmetics, and wellness items. Online marketing strategies play a crucial role in enhancing visibility and customer acquisition in this competitive space. This paper examines the digital marketing practices used by Myntra and evaluates their impact on consumer behavior and sales.

## LITERATURE REVIEW

Previous studies emphasize the importance of social media engagement (Schivinski et al., 2016), user-generated content (Collins, 2016), and experiential marketing (Luo et al., 2011) in influencing online purchase decisions. Chaffey & Ellis-Chadwick (2012) propose structured digital strategies for business growth. Insights from these literatures form the theoretical foundation for evaluating Myntra's approach.

## METHODOLOGY

**Research Design:** A descriptive research design was adopted.

### *Data Collection:*

- **Primary:** Online surveys and interviews with Myntra users and digital marketers
- **Secondary:** Review of case studies, reports, and academic literature

Sampling: Random sampling with 112 respondents, mostly aged 18-25, predominantly female, and regular online shoppers.

Data Analysis: Quantitative tools (percentages, charts) and qualitative feedback were analyzed.

**TABLE NO: 4.5**

The table shows which online marketing strategy most influences respondents purchasing decisions.

| Most influential online marketing strategy? | No. Of. Respondents | Percentage |
|---|---------------------|------------|
| Social media advertisement                  | 17                  | 15.2       |
| Influencer promotions                       | 27                  | 24.1       |
| Discounts and Offers                        | 57                  | 50.9       |
| Email marketing                             | 9                   | 8          |
| Product recommendations                     | 2                   | 1.8        |
| TOTAL                                       | 112                 | 100        |

**INTERPRETATION:**

The majority of respondents (50.9%) are most influenced by discounts and offers when making purchases. Influencer promotions play a significant role, impacting 24.1% of buyers, while social media advertisements influence 15.2%. Email marketing affects 8% of respondents, and product recommendations have the least impact at 1.8%. This suggests that price incentives are the strongest motivator, followed by social influence and advertising.

**TABLE NO: 4.13**

The table shows what challenges do respondents face when purchasing consumable products on Myntra.

| Challenges in purchasing consumables on Myntra? | No. Of. Respondents | Percentage |
|---|---------------------|------------|
| Limited product                                 | 42                  | 37.5       |
| High prices                                     | 47                  | 42         |
| Delayed delivery                                | 17                  | 15.2       |
| Lack of trust in online consumables             | 6                   | 5.4        |
| TOTAL   | 112                 | 100        |

**INTERPRETATION:**

High prices (42%) and limited product availability (37.5%) are the biggest challenges for shoppers on Myntra. Delayed delivery affects 15.2%, while only 5.4% cite a lack of trust in online consumables. This suggests pricing and product variety are key areas for improvement.

**TABLE NO: 4.14**

The table shows what improvements would encourage respondents to purchase more consumable products on Myntra.

| Improvements to boost Myntra consumable purchases? | No. Of. Respondents | Percentage |
|--|---------------------|------------|
| Better product descriptions                        | 21                  | 18.8       |
| More discounts and offers                          | 59                  | 52.7       |
| Faster delivery services                           | 24                  | 21.4       |
| Enhanced customer support                          | 8                   | 7.1        |
| TOTAL  | 112                 | 100        |

**INTERPRETATION:**

More discounts and offers (52.7%) are the top improvement that would encourage more purchases, followed by faster delivery (21.4%) and better product descriptions (18.8%). Enhanced customer support (7.1%) is the least prioritized, highlighting that pricing and convenience matter most to shoppers.

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## RESULTS AND DISCUSSION

1. Majority (50.9%) of the respondents were most influenced by discounts and offers while purchasing from Myntra. (Source: Table No. 4.5 – Most Influential Online Marketing Strategy)

2. Most (42%) of the respondents felt that high prices were the main challenge in purchasing consumable products on Myntra. (Source: Table No. 4.13 – Challenges in Purchasing Consumables on Myntra)
3. Majority (52.7%) of the respondents suggested that more discounts and offers would encourage them to purchase more consumable products on Myntra. (Source: Table No. 4.14 – Improvements to Encourage More Purchases)

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## CONCLUSION

Online marketing has a significant influence on consumer behavior in the consumable products segment. Strategic use of promotions, personalization, and digital engagement can drive sales and improve brand loyalty for Myntra. Continuous improvement in marketing tactics and customer experience is essential for long-term success.

## ACKNOWLEDGEMENTS

I first and foremost thank the almighty for having bestowed his blessings on me to complete the project.

I am indebted to our beloved principal Dr. S. Palaniammal, Sri Krishna Adithya College of Arts and Science, Coimbatore for her support and encouragement. I take this opportunity to thank Dr.P.S.Chandni, Dean of Commerce and Dr.B.Gunasekaran, Program Co-ordinator, Department of Commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore for providing extensive support and guidance in completion of this project work.

I thank my project guide, Dr.A. Ramasethu, Assistant professor, Department of Commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore for her timely advice and guidelines which assisted me in completing the project work successfully. I would like to express my gratitude to all the faculty members of Department of Commerce Sri Krishna Adithya College of Arts and Science, Coimbatore under whose valuable guidance the project work was done. My special thanks to my **Parents, Friends** and **Well-wishers** for their moral support throughout the project work period.

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