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Implementation of Online Marketing Strategies for Increasing Sale of Consumable Products in Myntra

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INTRODUCTION

Online marketing is a collection of effective tools and techniques for advertising goods and services online. Because there are more channels and marketing tools available online, online marketing encompasses a greater variety of marketing components than traditional business marketing. Online marketing is the practice of promoting and selling a company's goods and services via the Internet. Online marketing uses email or websites to connect with consumers, and it works in tandem with e-commerce to make business transactions easier.

Websites, blogs, email, social media, forums, and mobile apps are all ways to advertise products and services in online marketing.

For businesses operating in markets where internet usage is high, an online marketing strategy is essential. The physical analogy of goods was introduced by online retailers, and For businesses operating in markets where internet usage is high, an online marketing strategy is essential. The physical analogy of goods and services at traditional "bricks and mortar" shopping centres or retail centres was introduced by online retailers, along with a variety of online shopping options. business-to-business (B2B) and business-to-consumer (B2C) online purchasing. Internet retailers in business to purchase goods from other companies.

Online retailers allow customers to examine the company's goods and services, view product photos or images, and learn about product details, including price and specifications. For businesses with a high internet penetration rate, an online marketing strategy is essential. Social media marketing is one type of online marketing strategy.

Email advertising

OBJECTIVES OF THE STUDY

- To be aware of Myntra's internet marketing tactics
- To evaluate Myntra's marketing tactics
- To determine the degree of satisfaction among Myntra's customers
- To investigate how well online marketing techniques work to boost Myntra's product sales

SCOPE OF STUDY

The Myntra is the subject of this investigation. which makes it easier to comprehend how online marketing techniques are being used to boost Myntra's sales of consumable goods.

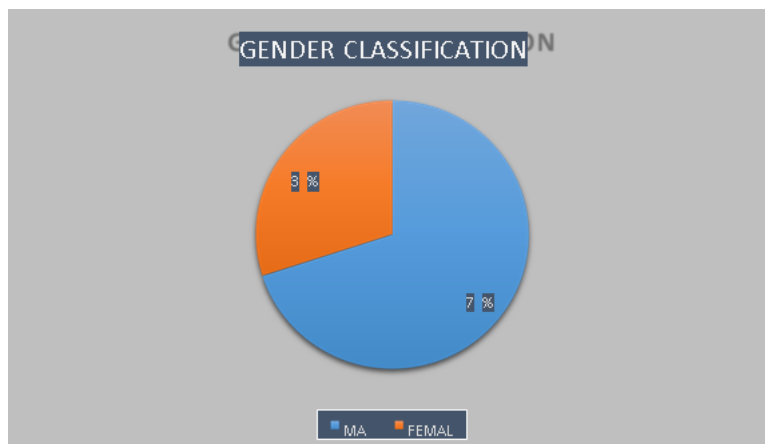
GENDER CLASSIFICATION

GENDER	NO. OF RESPONDENT	PERCENTAGE
MALE	100	70%
FEMALE	43	30%
TOTAL	143	100%

SOURCE: PRIMARY DATA

INTERPRETATION;

According to the table, 43 respondents are female and 100 respondents are male.



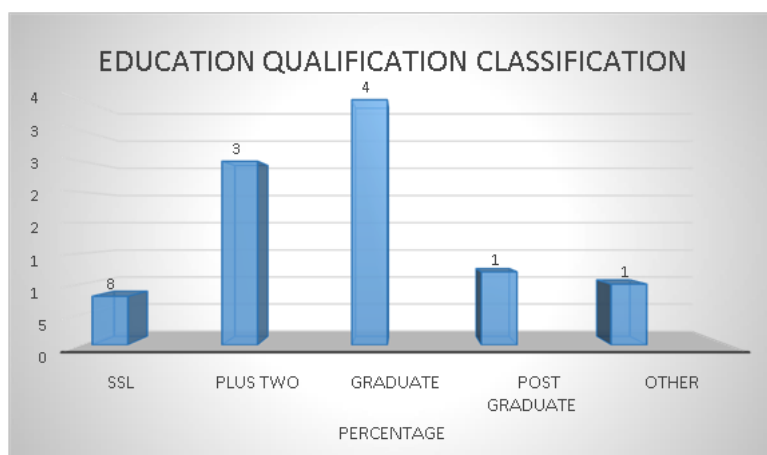
CLASSIFICATION ON THE BASIS OF EDUCATION QUALIFICATION

EDUCATION QUALIFICATION	NO. OF RESPONDENT	PERCENTAGE
SSLC	11	8%
PLUS TWO	43	30%
GRADUATE	57	40%
POST GRADUATE	17	12%
OTHER	15	10%
TOTAL	143	100%

SOURCE: PRIMARY DATA

INTERPRETATION;

The respondents' educational background is displayed in the table. Eleven of the respondents are SSLC, forty-three are plus two, fifty-seven are graduates, seventeen are postgraduate, and the remaining fifteen are other.



SUGGESTIONS

The following recommendations surfaced during the study's analysis:

- Since few customers purchase products offline, awareness must be raised to increase the use of online payment methods;
- Customers' product usage must increase as fewer customers purchase each year;
- Promotional strategies must be enhanced to encourage customers to make purchases;
- The business must make it simple for customers to search for the products they want to purchase; To draw clients, a special offer must be made.

CONCLUSION

Online marketing techniques are crucial these days for both increasing sales and educating consumers about the products, which helps businesses reach their objectives of survival and profitability. The goals of the organisation can be attained through the use of marketing strategies. Online marketing techniques like social media marketing, email marketing, content marketing, and others help customers choose the best products at the right price and time while also giving them a thorough understanding of the products. One of the most important and crucial requirements that must be satisfied with the aid of different marketing tools and strategies is customer satisfaction.

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