

Myntra Clone

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INTRODUCTION:

Internet Marketing in its simplest terms refers to the marketing and selling of goods and services using the internet as the sales and distribution medium. The Internet has reduced the world into a global village, has made distance irrelevant and time zones little more than an inconvenience. Businesses in the remote parts of India can easily service clients in the bright cities of America, while goods produced in China are sold to consumers in all parts of the world. Internet Marketing offers anybody over a certain age with access to a computer and access to an Internet connection, the opportunity to go into business for themselves with little or no start-up costs.

REVIEW OF LITERATURE

V.Kumar and Denish Shah 2011 have published research paper entitled “Pushing and Pulling on the Internet “The internet is fast emerging as a domain sales channel. The Internet is expanding& it influences consumer which shifts the consumer behaviour. It has changed the way product awareness, developed new modes of product consideration.

JK Corley, Z Jourdan, 2013, The amount of research related to Internet marketing has grown rapidly since the dawn of the Internet Age. A review of the literature base will help identify the topics that have been explored as well as identify topics for the further research.

J Suresh Reddy, 2014 has published article “Impact of E-commerce on marketing”. Marketing is one of the business function most dramatically affected by emerging information

technologies. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases.

T. Shenbhagavadivu , 2015 has published the article " A Study on Customer Satisfaction towards online shopping " focused on understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

Vikas Bondar, 2015 has published his article on “sales and marketing strategies”. Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites.

OBJECTIVE OF THE STUDY

- ✓ To study the case of internet marketing in Myntra.
- ✓ To study the effectiveness of Myntra.
- ✓ To study the reach of Myntra to the consumer.
- ✓ To study about the customer satisfaction of online shopping at Myntra.
- ✓ To study the consumers expectation and developments in online shopping.

RESEARCH METHODOLOGY

Sources of Data Primary data

The data those are collected as fresh for first time and happen to be original in character are called as primary data. Primary data collected with the help of questionnaire.

Secondary Data

Secondary data are collected from various sources, ie Internet, Books, Website, Company reports, Journals, Company profile

Sample Design - Population - All consumers of Myntra in Coimbatore

Sample size - 100

Sampling Method - Non probability sampling

Tools for Analysis - (a) Percentage analysis, (b) Chi-square analysis

Hypothesis Testing

H0.1 There is a no significant relationship between gender and opinion of service offered by Myntra..

HO.2 There is a no significant relationship between Occupation Online Purchase at Myntra.

Findings of the Chi - Square tests:

1. The significant value $.253 > 0.05$, the null hypothesis is rejected and the alternate hypothesis is accepted stating that, their exists relationship between gender and opinion of service offered by Myntra.
2. The significant value $.009$ is not greater than the table value 0.05 , the alternate hypothesis is rejected and the null hypothesis is accepted stating that, their no significant relationship between occupation and online purchase at Myntra.

SUGGESTIONS

Though the majority of respondents are like to online purchase at Myntra, the customer satisfaction is a very good level towards Myntra online shopping. Include customer reviews and make sure of more availability of products, Offer free shipping. In short, the data collected has been analyzed with different statistics method. Tables had been used in analyzing the demographics and also the personal information of the respondents. Majority of the respondents are not interested to online shopping at any website. Because they do not trust online shopping, the product physical appearance is totally differing from the image and the buying product. That is an only minus to all online shopping websites.

CONCLUSION

E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has till now been very difficult to achieve via traditional marketing methods. The development of internet marketing and social media advertising has led to examples of businesses in recent years that appear to little more than categories and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result. In the next few years, online marketing in India will strengthen even further.

Reference

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