

PROJECT DISSERTATION REPORT ON

“A Study of Brand Positioning of fashion e-retailer with reference to Myntra”

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(2K18/MBA/092)

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CERTIFICATE FROM THE INSTITUTE

This is to certify that the project report entitled, “**A STUDY OF BRAND POSITIONING OF FASHION E-RETAILER WITH REFERENCE TO MYNTRA**”, is bonafide record of work done by **Ms. Akshita Sharma** submitted to Delhi School of Management, DTU in partial fulfillment of the requirements for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION** under my supervision and guidance.

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STUDENT DECLARATION

I hereby declare that this project work entitled “**A STUDY OF BRAND POSITIONING OF ONLINE FASHION E-RETAILER WITH REFERENCE TO MYNTRA**” is a record of the project work carried out by me under the guidance of **Mr. Mohit Beniwal**, Assistant Professor of MBA Department of Delhi School of Management, DTU in partial fulfillment of the requirements for the award of the degree of **MASTER OF BUSINESS ADMINISTRATION**.

I also declare that this project report has not been submitted by me, fully or partially for the award of any other degree, diploma, title or recognition before.

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EXECUTIVE SUMMARY

Brand Positioning has consistently assumed a significant job in Consumer purchasing dynamic. Organizations goes through bunches of cash for its Branding and to arrive at the client with positive brand picture. This investigation is directed to perceive what significance does a purchaser have in buying choice in design e-retail industry with extraordinary reference to organization Myntra.

In the time of globalization electronic promoting is an extraordinary unrest. In the course of the most recent decade greatest business associations are running with mechanical change. Internet shopping or promoting is the utilization of innovation (i.e., PC) for better advertising execution.

In the event that E-advertisers realize the variables influencing shopper conduct while purchasing style items, and the connections between these elements and the sort of online purchasers, at that point they can additionally build up their showcasing systems to change over likely clients into dynamic ones, while holding existing on the web clients. This task is a piece of study, and spotlights on factors which online purchasers remember while looking for design items from e-retailers. This examination found that item data, item accessibility and configuration, estimating, offers, dispatching charges and security/protection are the prevailing variables which impact purchaser impression of web based buying. Customer conduct is supposed to be an applied control as certain choices are essentially influenced by their conduct or anticipated activities. The two points of view that look for use of its information are miniaturized scale and cultural viewpoints. Web is changing the manner in which shoppers shop and purchase merchandise and enterprises, and has quickly developed into a worldwide marvel. Numerous organizations have begun utilizing the Internet with the point of cutting advertising costs, accordingly diminishing the cost of their items and administrations so as to remain ahead in profoundly serious markets. Organizations additionally utilize the Internet to pass on, impart and spread data, to sell the item, to take criticism and furthermore to lead fulfillment studies with clients.

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1. INTRODUCTION

1.1 Indian Retail Market

The Indian retail showcase is developing as one of the most powerful and quick paced division pulling in a few new household and worldwide players. It constitutes greater than 10 % of the India's Gross Domestic Product (GDP). India is at the 5th place in terms of retail space. With expanding entrance of networks, the agreeableness of web based purchasing is relied upon to develop at a sensational pace.

The Indian retail showcase is fundamentally commanded by food and basic food item (~67 percent) trailed by clothing and embellishments (~8 percent), gems and watches (~8 percent) and others.

India has seen an exceptional shopping upheaval as far as retail arranges, dispersion channels and purchaser purchasing conduct. There has been an expansion in buying intensity of shoppers attributable to the development of white collar class with higher portion of discretionary cashflow, simple monetary choices, and so forth. The customers today are increasingly instructed and very much educated hence getting progressively trial and ready to attempt new items and new methods of buys.

1.2 Organization Profile

Company Name	Myntra
Type of business	Private
Type of site	E commerce
Founders	Mukesh Bansal, Vineet Saxena, Ashutosh Lawania
CEO	Amar Nagam
Parent Company	Flipkart
Subsidiaries	Fitiquette, Roadster
Launched in	2007
Competitors	Jabong, Limeroad, Amazon, Yepme

1.2.1 History

Founder : Mukesh Bansal , Ashutosh Lawania and Vineet Saxena

It worked on the business-to-plan of action during its underlying years. In the later years, Myntra started providing customized products also to buyers which included t-shirts, mugs, cushions, and others.

Later, it diverted from personalization and started selling fashion products to it's customers. By 2012 Myntra offered items from 350 Indian and International brands. It sells the brands Fastrack Watches and Being Human.

In 2014 Myntra was obtained by Flipkart in an arrangement esteemed at two thousand crore. The buy was affected by two enormous normal investors Tiger Global and Accel Partners. Myntra works and works freely. Myntra keeps on working as an independent brand under Flipkart proprietorship, concentrating principally on "design cognizant" buyers.

In 2014, Myntra's portfolio included around one lakh fifty thousand results of more than thousand brands, with a dispersion region of around nine thousand pin codes in India. In 2015, Ananth Narayanan turned into the Chief Executive Officer of Myntra.

On 10 May 2015, Myntra declared that it would close down its site, and serve clients only through its versatile application starting 15 May. The administration had just ceased its portable site for the application. Myntra defended its choice by expressing that ninety-five percent of traffic on its site came through cell phones, and that seventy percent of its buys were performed on cell phones.

1.2.2 Brands

Myntra takes into account clients with decision of clothing, frill, makeup and footwear from more than 500 driving Indian and worldwide brands. Conspicuous brands incorporate Adidas, Nike, Puma, Catwalk, Inc 5, United Colors of Benetton, FCUK, Timberland, Avirate, FabIndia and Biba to give some examples. You can likewise shop from some as of late presented names, for example, - Roadster, Sher Singh, Dressberry, Kook N Keech and so on.

In the current customer driven time, Indian design industry is holding hands with innovative headways. Retailers are logically tolerating inventive thoughts and strategies to make a critical and customized shopping experience, simultaneously guaranteeing lower coordinations and operational cost along these lines prompting higher incomes. With expanding web infiltration, online business is required to develop at moderately higher rate in contrast with ordinary retail channels. With expanding acknowledgment of private marks inside the Indian shoppers, e-retailers are wandering into private names.

E-following can assume a urgent job in uniting discount and circulation channels, and in creating India-explicit plans of action. By temperance of the points of interest talked about in past areas, e-following can cut down the expense of appropriation and can supplement the development of conventional retail. In future, e-retail is relied upon to make a stride ahead in receiving Omni channel retail technique, catching higher piece of the overall industry.

1.2.3 SWOT analysis of Myntra

STRENGTH	WEAKNESS
<ol style="list-style-type: none"> 1. Merger with flipkart has expanded its quality and limit 2. Maintenance of its freedom much after merger. 3. Offering of more than 1.5 lakhs items with more than 1000 brands 4. Productive gracefully chain and conveyance capacity encourages it to take into account 90,000+ areas. 5. End of season deal – an immense achievement, Rs.90 crore worth of merchandise sold 6. Great promoting and advertising efforts on TV, web 	<p>Intense competition means limited market share growth</p>
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Selling private marks can expand their edge 2. Partnership with superstar architects, Bollywood films can expand its design bid. 3. Marriage assortment to tap the large wedding market in India 4. Venture into worldwide markets can help business 	<ol style="list-style-type: none"> 1. Worldwide contenders like Amazon gradually making its raid 2. Design section is getting well known prompting expanded rivalry 3. Monetary changes and horrible government strategies 4. Adding to its specialty suggestion is its application just business choice and shutting site may keep it from catching the developing on the web space.

2. THEORETICAL BACKGROUND

2.1 E-Tailing in India

India is relied upon to get one of the world's quickest developing e-tail markets, driven by vigorous interest in the segment and fast increment in the quantity of web clients. Under Government activities like 'Advanced India', Internet has infiltrated to four hundred million clients, forty eight thousand gram panchayats are associated by optical strands under Bharatnet program and around one hundred and twenty million approach broadband. The expanding range of Internet reach across topographies of India combined with corporatization of attire area is clearing path for rise of online business as a significant retail divert in clothing class.

E-following development occurred in India beginning with books and media as the key classification. Hardware joined the e-tail fleeting trend straightaway and clothing, way of life were the third item classes. Different classifications that have discovered footing incorporate child care, home and living, and so on. The appropriation of e-tail in clothing and design industry is opposed by the customers' eagerness to

contact and-feel the item before settling on buy choice. To address this issue, activities like money down, simple return and trade, limits and offers are being actualized to urge purchasers to utilize online channel for shopping.

E-retailers have quickly scaled up their item contributions, giving a wide decision to clients. A few players have embraced commercial center models (unadulterated or oversaw) which has empowered them to offer more classifications, more brands and more prominent market go after brands. E-retailers are settling on Omnichannel retail model by opening their physical store to catch a greater piece of the overall industry. Furthermore, E-rears are likewise putting into studios to improve consistency in item inventory for various providers, in this manner upgrading client's shopping experience.

Alongside quicker and simpler route, most e-posteriors give definite particulars of the items to make it simpler for buyers to settle on buy choices. For example, high goals pictures and zoom in highlights are given on the site to grandstand the subtleties of the items. Various pictures from various points empower itemized perspective on item. Estimation diagrams help the client to settle on the correct fit choice in the event of attire items, and so on.

Web based shopping is regularly seen as a danger to physical organizations. While the facts demonstrate that web based business is the eventual fate of retail, it isn't really a danger to customary retail. With the ascent of Omni channel retail, web based business is enhancing customary retail by empowering organizations to contact clients at a few touch focuses. It is the same with regards to form situated organizations.

The design business in India is gradually getting used to internet business. The discoveries of an exploration directed by Myntra uncovered that the quantity of online design customers, pegged at 60Mn as of now, is anticipated to develop to 120Mn by 2020. With the approach of web based shopping, India has seen an extensive change in the purchasing conduct of buyers throughout the years. This has caused a move in the market elements for design based organizations.

Explanations behind these progressions can be clarified as beneath

Non-urban India has become a developing business sector

Buyers from littler towns and urban communities of urban and semi-urban India have shown up. The accessibility of modest information packs and vernacular substance has made them less incredulous about shopping on the web. With presentation to media, the majority have become more optimistic regarding design. The constrained openness to disconnected brand retail outlets in non-urban India combined with appealing offers and limits that online commercial centers give, they are progressively taking a gander at utilizing on the web channel for shopping.

Expanded interest for premium brands

With the expanding prevalence of internet business, the design and way of life fragment has seen an ascent in the interest for quick style and premium brands. Because of higher expendable livelihoods and presentation to media, the present normal customer has advanced and are prepared to purchase worldwide and extravagance brands.

Brands need to become social and advanced first

The time of broad communications promoting is a relic of times gone by. In the present advanced period, computerized advertisers connect with purchasers where they invest a large portion of their energy - on the web. It is significant for style organizations to recognize the channels and stages that their objective gathering utilizes the most and structure their advanced advertising efforts around them. Brands today tailor their showcasing efforts around the interests and purchasing conduct of clients and design based organizations need to adjust to it as well. Computerized influencers have additionally developed as incredible promoting accomplices and brand hoping to arrive at their objective gathering need to investigate influencer showcasing to supplement their other advanced advertising endeavors.

Organizations need to customize client experience

Clients today expect and acknowledge customized shopping encounters. Regardless of whether it is an application warning or an online networking promotion, focusing on shoppers at the perfect spot and ideal time has gotten basic for web based business organizations. Comfort best the rundown of needs of the present occupied purchaser and brands that contact buyers right where they are, assuming an immense job in transformations.

Style marks today need to think worldwide and act locally. They have to adjust to more up to date organizations of promoting, for example, expanding their advanced nearness across social stages. Brands can adequately serve the nearby market by finding some kind of harmony among disconnected and online nearness. On the coordinations end, organizations should take a shot at successful sourcing and flexibly fasten for shorter go to showcase cycles. Advertisers today approach a tremendous expanse of client information that gives them unrivaled understanding into client inclinations and conduct. Organizations can use this information to give a customized client

experience across touchpoints. This permits shoppers to shop on channels that are generally advantageous to them and assists organizations with expanding their range past conventional retail outlets. Omni channel shopping empowers customers to blend and match channels dependent on their necessities.

2.2 Indian Fashion Industry

For the clothing and apparel sector the new emerging market is India, mirroring a quickly developing white collar class and an inexorably ground-breaking fabricating division. These powers, along with solid monetary basics and developing technically knowledgeable, make India unreasonably significant for universal brands to overlook. India is set to develop from an undeniably significant sourcing center point into one of the most appealing buyer showcases outside the Western world.

India's clothing business sector will be worth around 60 dollars billion by next two years, making it the sixth biggest on the planet, equivalent to the United Kingdom's and Germany's. To gather speed around customary stores, Indian players are advancing: retailers are utilizing innovation to upgrade the in-store involvement in computerized advertising shows and improved checkout. The development in the clothing part is additionally being driven by expanding technical education among shoppers. Ten years back, innovation was for the couple of, with only five million cell phones in a nation of around one billion individuals and just forty-five million Internet clients. These figures have since expanded to three hundred fifty-five million and four hundred and sixty million, separately, in 2018, and they are relied upon to twofold in next two years, when in excess of nine hundred million Indian purchasers will be on the web. Web based business pioneers are moving to arrangements dependent on man-made reasoning.

Ananth Narayanan, CEO of Myntra, referenced "Personalization and curation dependent on close to home taste will turn into much increasingly significant. It's not tied in with having the biggest determination; it's tied in with introducing the most fitting choice to the client in question."

2.2.1 Growth factors of e-tail in India

Development of computerized entrance

India is amidst a computerized upset. Mobiles have become the most favored gadget to get to web. The accessibility and moderateness of cell phones with access to modest web information combined with the ascent in extra cash is powering the development of advanced infiltration.

The advanced client segment is relied upon to extend past the conventional generalization, with a noteworthy development in female and more established Internet clients in coming years. This will bring about a bigger market size across various geologies, age and sexual orientations and not only a little focused on gathering. The assorted variety in the Internet clients will encourage an open door for online retailers to extend their item portfolio according to the expanding client base.

Effect of advanced age

However, Internet has infiltrated to 400 million clients today, yet they are distinctive in utilization

conduct and needs. 60 percent of country Internet clients go web based utilizing Internet empowered telephones and not cell phones. The significant utilization of Internet in rustic customers is constrained to diversion, training and interpersonal interaction. The online buy conduct is best anticipated by the 'advanced age' (years spent on the web), and not by socioeconomics. With an expansion in computerized age, the web clients even from country zones are required to utilize e-retail for settling on their buy choice. Expanding style requests in little urban communities and towns – with the media introduction, rising mindfulness, developing yearnings and expanding portion of extra cash, Indian purchasers are hoping to gain admittance to worldwide design brands. Restricted reach of physical retail outlets of brands in littler urban areas gives a chance to online retailers. Overwhelming limits and advancements, accessibility of select items, altered understanding, accessibility of worldwide brands, and so on. Have made buyers living in Tier - II and - III urban areas and semi-urban territories relocate to these online channels.

Improved flexibly chain and end conveyance coordination

Internet business is totally subject to successful gracefully chain the board. Fruitful gracefully chain the executives organizes and incorporates exercises like assembling, tasks, transportation and physical dispersion of item with last mile network to end clients into a consistent procedure. For client securing from customary method of physical channel and their maintenance, it is important to give redone shopping experience to the buyer by giving a few accommodation alternatives like different installment choices, method of conveyance, purpose of conveyance, and so on.

Development of private marks

With expanding adequacy of private marks among Indian shoppers, e-retailers are going into this developing fragment. The entrance to thorough enlightening information on shopper's purchasing conduct and inclinations have given a bit of leeway to online retailers as far as understanding the purchaser's needs. With private names, online retailers can expand their incomes inferable from lower dissemination overheads, lesser number of middle people and unimportant advertising cost engaged with private names.

2.2.2 Challenges

Competitive intensity

Changing client inclinations and their serious interest has made e-following a profoundly serious business which brings about money copy with ordinary advancements/limits. High limits by e-retailers to secure clients have prompted incredible client desires, low unwaveringness and misfortunes.

Sub-optimal logistics and infrastructural bottlenecks

The vast majority of the coordination organizations don't have container India reach. As certain districts are not effectively open, retailers need to drop such requests because of powerlessness of coordination accomplices to offer support in those zones. Insufficient framework, for example, poor states of streets, thruway, and so on., is one of the primary difficulties looked by the e-retailers bringing about a significant detour in their development story.

Inability to convert returns into retails

The regular physical channel can change over the arrival of item into deals. Buyers when go to shop to restore the item, they by and large shop for different products because of simple openness to different plans and assortment in the shop, which isn't the equivalent if there should be an occurrence of web based shopping.

Different drivers for online purchase

The buy drivers are totally different across various geologies, locales and populace focuses. Factors, for example, advancements, markdown and offers are the key driving variable for online buy over all the districts – metros, level - I and II urban communities. Yet, there are other locale explicit factors, for example, accessibility of new items, better item arrangements, simple merchandise exchange, expedited service choices, and so forth., which drive development in various urban communities and areas. Along these lines e-rears need to create various methodologies for various locales and topographies.

2.3 Factors affecting online shopping of fashion products

Hazard

At the point when consumers purchase items from web based platform they can't assess the quality of the item from a physical perspective. Other factors are the late delivery of item, improper packaging leading to issues with the item and furthermore there may emerge a chance where the item size and shading might contrast in comparison to as viewed on the website.

Earlier online purchasing experience

An individual's prior engagement with such platforms matters a huge deal in terms of shaping their excitement to use it again or to just opt offline buying. The individual's encounter with these online platforms can either be fabulous and satisfying or could be terrible, and it matters a lot as it creates a stereotype in the consumer's thinking. So these components hugely impact internet shopping on these platforms.

Quality

What decides the recurrence of internet shopping by a consumer is the quality of item at online platforms and physical stores, which differ a great deal. Quality likewise conveys great influencing nature over any sort of shopping. As a customer, they need items of good standard as they utilize their hard earned money on this. All in all, as the consumer feels satisfied and happy about the item purchased, thus quality is an essential need no matter from where its purchased.

Substantial quality

A consumer can easily decide whether an item can be of use or satisfy his/her needs when buying from an offline market as he/she can look, touch and asses the product's quality before making a purchase. An individual's need to go for purchasing or not is often defined by whether he/she can

see and feel an item.

Conveyance time

In physical shopping the ownership of the merchandise is promptly given to the purchaser. But when its done online it takes a good 7-8 days to receive the item. So this is a main consideration which influences the web based shopping. Individuals need a their product as soon as possible; the delivery time is the also one of the main reasons influencing the buying behavior of consumers.

Salary

The contrast is visible between an individual with lower salary and one with higher earnings/salary, as the latter buys more frequently from web-based selling platforms. Salary assumes a significant role in buying items via websites. Higher salary individuals want to buy online more as it saves time and give more options. More the salary more is the frequency of online shopping and vice versa.

Choice and inclination

With time there is a definite change in the choices and inclination of the consumer; and it also changes from from client to client. Choice and inclination thus impact internet purchasing. Elderly folks' purchase items for their sort of usage. Youngsters use to buy their essence of item. Each consumer or purchaser decisions are distinctive in nature according to their age.

Product details

There might be incorrectness in the details given in the shopping website regarding the item and the consumer might now be aware of all the details about the item and this would influence the purchasing decision. These information would differ from website to website and hence the consumer might not be able to make a decision with the partial information being available. There might be a huge amount of difference in the quality of the item in comparison to what's promised and the one that the consumer receives at his doorstep.

Assortment

There are numerous assortment and choices that are available to a consumer in the online shopping websites which is often not the case in physical stores. The online seller's inventory contains items from the whole significant brand and a large number of different options are available to the consumer which is not the case with the offline stores. On the web and disconnected both shopping gives assortment of range from different brands. Assortment plays a huge influence and has a big impact on the market. Bigger the assortment of item in shop more the sales and the other way around. Individuals for the most part want to go where more assortment of items are available.

Tactful shopping

In a physical store consumers are shy in purchasing some items such as undergarments while buying these products online provide secrecy and privacy to the consumer which ensures the whole purchasing process is comfortable for the consumer. In online shopping there is no salesperson who might ask for questions about the product you are looking for, hence there is not reluctance in going through the variety of options and choosing the best.

Offers

Every minute, every hour and every day there are new and exciting offers that come up in the various online shopping websites. These offers are often related to discounts, Interest-free EMIs, Debit and Credit card offers, purchase coupons, referral coupons, free-delivery, and many more. The offline stores run no chance to compete with these offers that influence hugely to lure and attract the customers. Offers have an incredible impact in purchasing.

Moment of delight

The delay in receiving the item when purchased online somehow affects the consumer's choice and thus because of this reason many consumer's might opt for purchasing via physical stores. This instant satisfaction is provided by offline stores.

Products available

In many instances there are certain items that a consumer can purchase/discover only on Web based shopping and this is huge positive for consumers. This acts as an advantage by giving more assortment of merchandise.

3 LITERATURE REVIEW

The wide-ranging literature review has been carried-on to comprehend the customer behavior and their online shopping experience. The study explains and streamlines the main factors that the customer consider when they settle on a buying choice. Following this, we go ahead and comprehend what and why customers do, and do not buy any specific item online/offline. All these behaviors are documented and observed specifically for Indian cities and districts with importance to the decisions on purchasing choices of the customers. All the more explicitly the study inspected the interrelationships among quality, word-of-mouth, brand-image, and loyalty with regards to purchasing from online websites.

3.1 Characteristics of e-consumers

20th-century e-shopper is young, specialist and well-off with decent salaries and developed educational attainment. They admire time more than money, which in turn makes the earning individuals and double-pay or singular-parent family units with time-constraints the preferred choice of target for online retailers.

Verifying work shows that pay and obtaining power have unfailingly been found to impact buyers' decision to move from physical shops to virtual stores. Those customers who have a better knowledge in terms of internet, smartphones and laptop usage are in fact potentially more frequent buyers. Buyers who use internet more often, and are more informed and skilled with internet usage have a higher frequency of online shopping experiences and are better contender to be trapped in the habit of shopping on these websites in this online world.

One of the dominant aspects is the risk-taking tendency. It is moreover a stunning component. E-customers have more inclination towards taking risks. These educated individuals, as progressively certain pioneers, are generously all the more mentioning and have increasingly noticeable order over the purchasing system from beginning to zenith.

Uncertainties about items and shopping structures, the reliability of the e-retailer, or the ease-of-shopping and economic benefit they wish to get from online shopping define the price versus profit of this platform for customers.

Apparently individuals nowadays, especially the younger generation, are getting progressively conscious about what they wear and their image among their friends and society. And these buyers take shopping as an activity that provides happiness, inner satisfaction and that helps their mind and body feel better. It is fundamental to observe that such consumers appreciate high standards of service. Any online shopping company will have happy and satisfied customers if the website and app has a interface that's intuitive and easy to use, and gives its customers a vivifying experience.

3.2 Perception of Online Shopping

The e-shopper's impression of their experience while shopping on the web is furthermore a factor to consider. Exactly when the purchaser's experience outperforms their wants, there is a high chance they will get steadfast towards that particular e-retailer. This satisfaction relies upon different features

for instance, how fulfilling the experience was, the way smooth the trade was and the effortlessness of coordinated effort. The e-purchaser's perception will in like manner change dependent upon what kind of thing they are wanting to purchase.

The things which require looking before purchase, (for instance, books) will be not exactly equivalent to things that are purchased through experiences, (for instance, articles of clothing). Zhou et al (2007) in like manner communicated that the e-purchasers' acknowledgment will move dependent upon the kind of thing in light of the fact that the risk factors are various for each.

A couple of purchasers don't shop online considering the way that they consider standard to be as being mitigating and fun. It improves their perspective and changes into a social activity which they can do with their sidekicks. Various factors which may impact the impression of e-purchaser are: that they are so introduced to the market, publicize dubiousness and the circumstance of adversaries in the market. Almost, age Y is joined to electronic shopping and contributes their vitality examining and fantasizing about online things. They are careful towards bargains headways and are influenced by celebrities with respect to form.

A continuous assessment found that for all intents and purposes half of the respondents went through in any event one hour reliably on online retail locales. It was similarly found by then men's style has driven more men to participate in web shopping.

3.3 Purchase & Behavioral Intention

The current market has numerous online consumers who have tried and tested online shopping and opt for it rather than offline. This has led to the retailing industry to create a dominating market presence.

Further, the lifestyle choices of the current generation has led to the behavioral changes which suits them to buy apparels online as it is convenient and easy.

3.4 Time saving

Time is furthermore observed as one of a factor that relates with desire to purchase in a shopping setting. It is acknowledged that purchasers have their own impression of time, whether or not to shop from the web. Accomplishing the shopping trip at the most punctual open door suggests the effective organized clients and they lean toward store choices favoring smart shopping; people who abhorrence shopping and moving closer for proficient retail stores insinuates the money related clients or known as "issue solvers".

While purchasing online, it is easy and unique for purchasers who select to purchase at the online store. Online shopping fabricates search viability by taking out traveling costs and mental costs gets comfort e-shopping.

Taking a gander at on the web and standard shopping; web shopping was viewed as saving extra time. Clients who regard solace can get the upsides of thing and organizations with less effort and this would have a positive relationship with customers' intensity.

Mentioned things are honestly passed on to the door is the best eagerness to various buyers considering the way that web shopping doesn't anticipates that us should leave the hours or office. The essential drive of online shopping is that the web is productive and accessible 24 hours of the day. Shopping in the web saves time and effort since buyers can shop at whatever point in the comfort of their home; especially for purchasers who have little proportion of recreation time because of extended working hours.

Purchasers expect helpful transport in the online store as they scrutinize and "web shopping" is just unclear as they visit the "disconnected stores" and they "make demand exchange" basically like they "buy the item". Online shopping offers better expenses on the things and it grants purchasers to shop more quickly than other shopping alternatives, and this will lead individual to be inclined to manufacture their shopping from the web.

Online shopping requires least effort, weight and time hypothesis for purchasers to examine the whole thing blend; clients can choose the correct decisions profitably in light of the fact that they can expand basic data about firms, things and brands.

3.5 Efficiency to meet consumers' want

As showed by Grewal et al (2002), online shopping is dynamically capable in tending to the customers' needs and needs. It allows the customers to easily accomplish data about the brand\'s thing quality, availability, thing points of interest and expenses, and difference that and those of another brand. This infers they would now have the option to choose progressively insightful purchasing decisions in a way which is past the domain of creative mind through standard shopping. Additionally, they can buy anonymously, which is useful with respect to singular things that they may feel cumbersome buying in stores.

3.6 Situational factors for online shopping

To get a handle on the purchasers inspirations to partake in shopping on the web, it is basic to think about the situational factors that lead to it. Following are the situational factors-

Time confinement

Most consumers clarify that to make online purchases is a direct result of high accessibility and unfathomable convenience. Shopping from home extras them the effort of journeying in light of the fact that it grants them to shop straightforwardly from their home. This is especially helpful for

people who have long working hours and next to no extra a perfect chance to shop, as the web grants buyers to shop at whatever point during the 24 hours in a day.

Stability

These are exhibited by those consumers who are bounded to buy items sitting indoors at home either because of physical inability or any other constraint.

Geological factor

It is related to the partition customers as often as possible need to make an outing to the stores which have the things they need. Along these lines, online shopping energizes them rout this weight. For instance, various people living in involved urban zones probably won't have the fitting transportation to make an excursion to progressively direct shops. They may be constrained to shop at the over the top town territories in case it was not for the decision to shop on the web.

Inaccessibility of item

The accompanying segment relates to conditions when a specific OK is ought to have been purchased and it isn't open in standard shops. An instance of this is bigger estimated articles of clothing or shoes, subsequently web shopping is a basic choice to secure such items.

Intrigue of choices

How captivating alternatives are is the last situational factor. This suggests if a store in the shopper's district is selling a comparative conventional.

Comfort

It is an essential issue which rouses clients to choose electronic shopping. Most of the ebb and flow composing research with respect to comfort has focused on the squares and cement traditional retail condition. E-customers are progressively acquainted with settlement instead of comprehension. For them, settlement is the most basic perspective when causing purchases as they to have confined time and are not as pained by purchasing stock without truly reaching them.

3.7 Online apparel shopping

“Online help personalization for apparel shopping”. This examination researches the components of online assistance personalization in the internet garments retailing setting, as to clients' genuine electronic shopping works out, this assessment observationally presents the components of online help personalization with respect to online clothing retailing. Speculative and regulatory consequences are moreover analyzed as for online help the board. Considering the results, Web based clothing retailers may benefit by making various types of personalization benefits by improving shopping objectives of their customers, explicitly, of the people who are dedicated to the retailers.

Agrawal, Mohan Sandhir, Vidushi Gupta, Gaurav (2010), "Rising Profile of Online Attire Customers in India\" Internet shopping is most normal these days in the made world especially in the USA. Online shopping in some countries such as in India is yet to get strong and extended. The point hasn't been explored solidly either. Towards researching the rising profile and perceiving contrasts amongst the USA and Indian online clients, this assessment reports a survey and a couple of other trial tests. The examination reveals an enormous potential for changing over Indian in-store clients into online buyers.

Speculation of Contemplated action explains conviction manner – buying objectives associations for web apparel shopping. In like way, Advancement, Appropriation Hypothesis pushed the explanations of buyers' decision methodology for web shopping determination. Contact Feel perspective at whatever point included by visual experiences will add to customers' bit of leeway and heading for web garments shopping. Social implications through social channels and articulation of – mouth strategy should be taken in examinations by sponsors.

Goldsmith and Flynn's (2004) study suggested that online dress purchase is persuaded more by Web imaginativeness than by clothing creative mind. The motivation driving this assessment was to separate the fragment and mental attributes that lead buyers to buy clothing on the web. Study looked into the general impact of two or three key factors on extent of web garments purchasing. Section factors (age, sex, and pay) had a minor impact in clarifying web apparel purchasing. Pointers like excitement and experience are better with everything taken into account and history set apart by purchasing garments from files. Style imagination has slight association with electronic buying yet structure incorporation has not. It makes the inclination that being an Internet pioneer and a developed rundown customer are more farsighted of web based apparel shopping than a fervor for style. Three critical implications of the examination were; starting, a client with record shopping history is logically unquestionable client in web based garments setting. Second, inventiveness has some undertaking to complete. Online Clothing shopping will pace vitality as Internet shopping overall creates. Third, if clients incorporate all the more explicitly grouping doesn't ensure moreover shopping in that class paying little mind to online clothing shopping being another medium.

4 RESEARCH METHODOLOGY

4.1 Objectives of study

The research has been directed with the accompanying goals:

- To study the impact on buyer's inclination of online style store over disconnected store and to realize the variables influencing the inclination dependent on purchaser's conviction, supposition and conduct
- To study the effect of segment factors on the disposition of clients towards internet shopping
- To do the inside and out examination of why online mode to purchase design related items are expanding step by step
- To study why it is distinctive to purchase style item online than purchasing different items
- To comprehend the elements which impact the inclination of shopper for Myntra over its clients
- To analyze the rising patterns in design item internet shopping in India.
- To assess the degree and difficulties of style web based shopping in our country.
- To learn the patterns of most recent improvements in the style online retail business in our country and the attention to the equivalent among the individuals.
- To investigate the situation of Myntra among its clients
- To recognize the key quality regions of Myntra which furnish client with more noteworthy fulfillment
- To recognize the regions where Myntra is missing behind
- To study the impact of web composition and method of connection with clients on its inclination
- To break down the impact of estimating designs on shopper conduct
- To investigate the adjustment in business example to accomplish consumer loyalty
- TO study the impact of client assistance on shopper's disposition
- To study the different brand situating components influencing on shopper purchasing conduct towards Myntra.
- Brand symbolism
- Brand judgment

4.2 Scope of The Study

This research is kept distinctly to Indian e- clients just with generally little size of test to its populace. This examination has been directed to break down the altering system in internet purchasing in the design fragment, and the inclinations of the clients in web based spending and the progressions happening in this division in the progression of latest years with the elements affecting the client's choice.

4.3 Limitations of the study

Regardless of every single earnest exertion, the research isn't secure in nature. It experiences assortment of confinements because of the accompanying reasons:

- The study is restricted topographically.
- Besides that, the point by point study has been directed taking on 50 retail locations dependent on helpful examining.
- Time is additionally a constraining element as the examination is directed in an extremely limited ability to focus time.
- The test size itself is moderately little. To exactly evaluate purchasers' impression of net based spending on disposition, a bigger example size is appealing.
- There are others factors that could have impact the buyer's demeanor however were excluded.

4.4 Rationale of the study

Web based shopping is much better than customary shopping as everything to us at our entryway step just with accessibility of web. This will help organizations in understanding factors that assume a significant job in impacting client's disposition to purchase online there by helping advertisers in creating techniques which drives customers to slender toward network based shopping. Prior examinations gave a lot of consideration on purchaser's mindset towards web based shopping in created countries where web entrance is high and purchasers are profoundly advanced in it and how purchasing style item without preliminary is troublesome from purchasing different items. Among these factors the hazard view of customers was displayed to be the primary discriminator between individuals who obtaining on the web and people who doesn't accepting on the web. Other separating factors were right over and shopping procedure reasonableness of product, client care and convenience of the web based shopping website. Customer's demeanor towards web based shopping influences their purchasing choices. Be that as it may, in India where web entrance is altogether low and purchasers are not all that developed in this space, this investigation has been directed to know the status of customer's demeanor towards web based shopping particularly design items regarding Myntra.

4.5 Research Design

The Research Design utilized for this undertaking is Descriptive.

Enlightening Research is an investigation envisioned to represent the member and their conduct in most exact manner. It is tied in with representing folks who contribute in the examination. Elucidating Research can likewise be elucidated as a declaration of issues as they are available with the specialist having no influence over factor factors. In its quintessence, Descriptive examinations are exploited to reveal different measures of the wonder. In its famous organization, enlightening investigation is exploited to describe attributes or potentially conduct of Sample populace.

4.5.1 Reasons to select descriptive quantitative research

Our research with respect to User's demeanor towards style online retailer Myntra is an enlightening investigation since we merely need to pull an image of our subject as what are the components that impact purchasers to shop design items on the web. As a rule, two kinds of investigation techniques are being exploited measureable and subjective. I might want to go for measureable strategy in my examination as it is an exact way. Time is essential trait for dynamic while choosing research technique. Quantitative investigation can be quicker as contrast with subjective as it is conceivable to gauge the time plan, though subjective can be moderately long in span. Examination extends typically done for scholastic reasons are constrained to time as our exploration is likewise being done for scholarly reason and is time constrained so that is the reason I will favor quantitative methodology.

Three main inspirations behind engaging examinations can be illuminated as clarifying, depicting and favorable survey findings.

4.5.2 Advantage of Descriptive Research

1. In Descriptive Research there is plausibility to watch the phenomenon in a entirely characteristic and unaltered regular habitat.
2. It offers us the chance to integrate the subjective and measureable plans for data assortment.
3. It is less boring than Measureable tests.
4. It is feasible in breaking down non-qualified subjects and matters.

4.5.3 Disadvantages of Descriptive Research

1. Descriptive Studies can't test or check the investigation issue significantly.

2.Study outcomes may reflect certain degree of inclination because of the time off of factual tests.

3.The dominant part of elucidating considers are not 'repeatable' since their observational characteristics.

4.Descriptive examinations are not useful in recognizing the reason behind portrayed phenomenon.

Data will be gathered from the individuals who does web based shopping (in any event now and again), for the undertaking work. The study information gathered during the examination incorporates the information gathered through poll.

The investigation was made through a review of online style retail location Myntra and looks for the feelings and Suggestions of the respondents towards Myntra. The exploration configuration is elucidating in nature as the investigation incorporates the assortment of information through questionnaire and conversation.

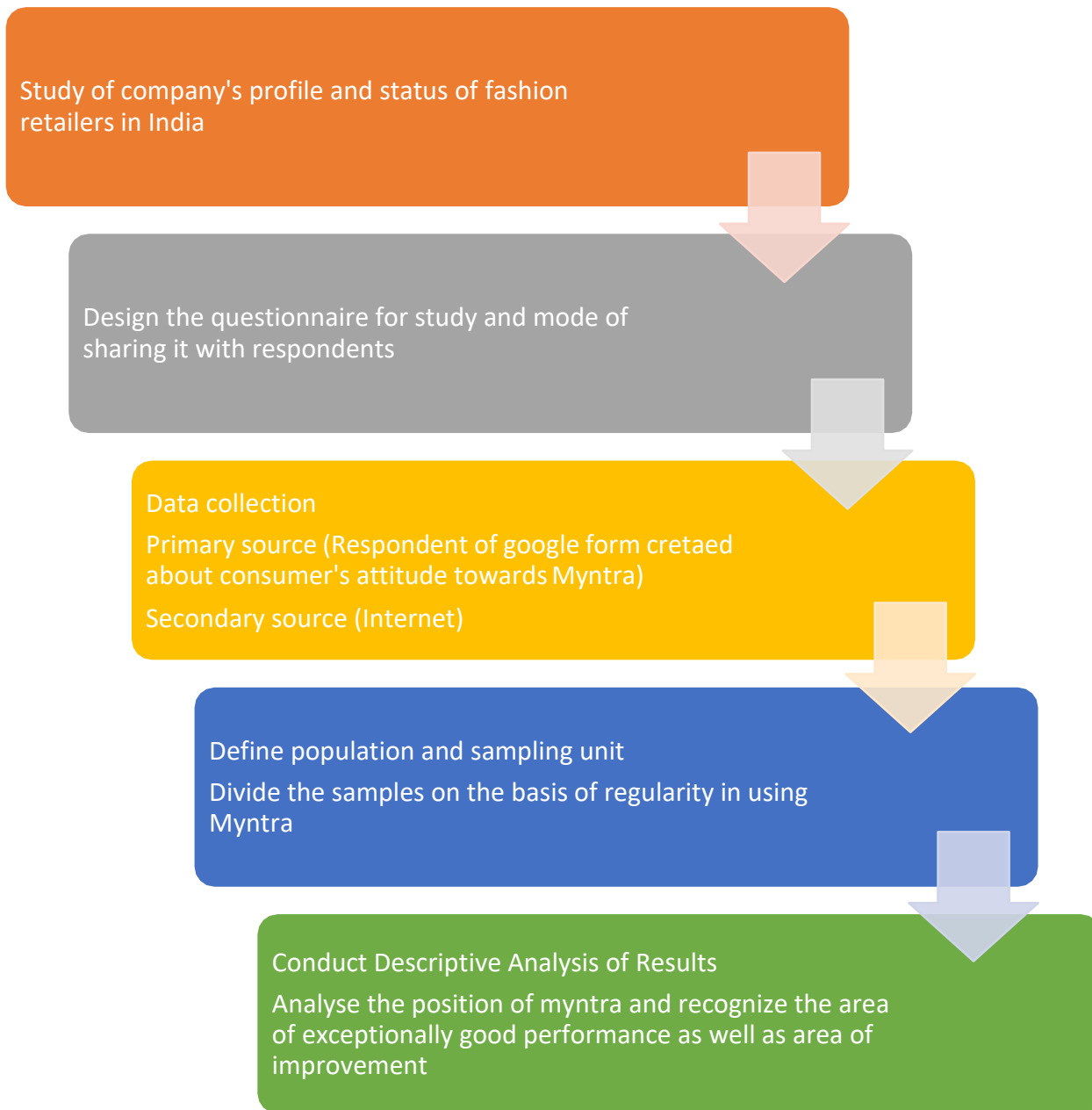
4.6 Methods of Data Collection

With regards to information assortment there are two approaches by and large used by specialists to gather material, crucial and noncompulsory approach. On the off chance that we talk about crucial information it incorporates perception strategy, Interview/survey strategy, contextual analysis technique, projective methods and sociometry. While, optional information is one which is now gathered by some other specialist not for the purpose behind specific investigation or exploration. Significantly, I utilized essential information assortment strategy that included survey from buyers as what are the components that impact customers to buy on the web.

The examination depends chiefly on Primary information and upheld by Secondary information.

4.6.1 Primary Data

The essential or the direct information was gathered with the assistance of self-regulated polls glided utilizing google structure for the review bolstered by conversation and individual meetings with clients. The respondents were gotten some information about the Myntra. What's more, there shopping experience and the fulfillment level.



STEPS USED IN RESEARCH PROCESS

4.6.2 Secondary Data

The significant wellspring of optional or supporting information is Internet. Information for the examination was gotten through after Secondary information sources: Research considers, books, diaries, magazines, papers, online diaries, articles web joins and so on. The data on style retail industry and friends profile of Myntra as entire was gathered from the Internet.

4.6 Sampling

Sampling unit: Customers of Myntra

Sampling frame: Individuals between 10 years to 60 years

Sample size: 80 respondents

Sampling Technique: The examination was essentially picked on client's overview. The strategy utilized in this undertaking is Convenience Sampling. A Convenience Sample is a sort of non-likelihood Sampling Method where the illustration taken from a gathering of individuals simple to contact or to reach.

5 DATA ANALYSIS

Data are treasured simply after examination. Data examination contains changing over the organization of information documented insights into spellbinding descriptions plus/or deductions around connections. The data assembled will be defined as a coding sheet and the fitting Pie diagrams and Bar-graph will be utilized for simple comprehension of the task work.

Sex ratio

Gender	Frequency (f)	Percentage
Male	39	48.8%
Female	41	51.2%
Total	80	100%

Age group

Age interval	Frequency (f)	Percentage
15-20 years	1	1.3%
21-25 years	52	65%
26-30 years	20	25%
31-40 years	2	2.5%
Above 40 years	5	6.3%
Total	80	100%

Frequency of buying fashion products online

Time interval	Frequency (f)	Percentage
Multiple times a week	3	3.8%
Once a week	2	2.5%
Every other week	13	16.3%
Once a month	28	35%
Less than once a month	34	42.5%
Total	80	100%

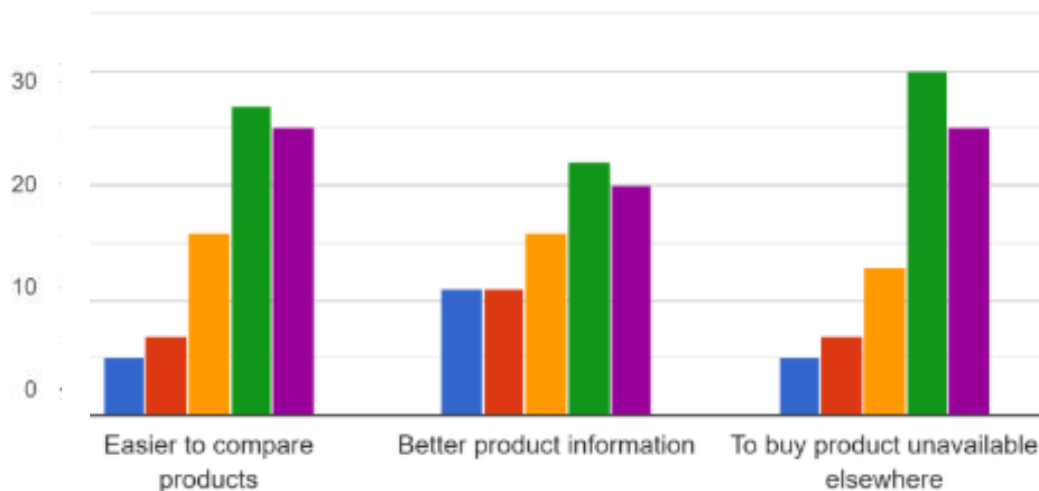
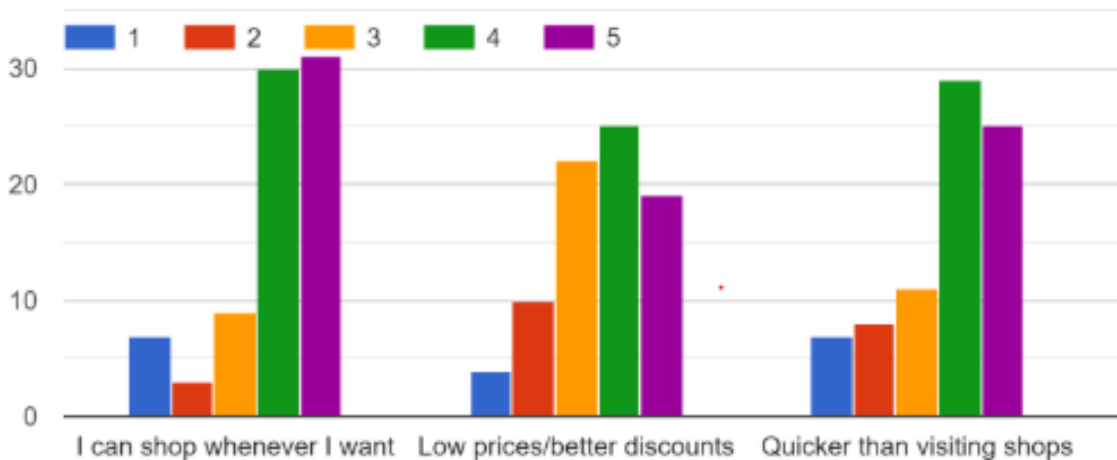
Frequency of buying fashion products from Mynta

Time interval	Frequency (f)	Percentage
Once or twice a month	27	33.8%
Almost every week	2	2.5%
Definitely 10+ times a month	0	0%
Only on special occasions	51	63.7%
Total	80	100%

5.1 Factors affecting the choice of online vs offline shopping

Participants were asked to rate several factors as lower prices, faster than go to stores, stress-free to compare goods, better product information etc. on the scale of 1 to 5 where 5 was considered the strongest reason to prefer online shopping rather than visiting a shop.

- 31 participants out of 80 considered the strongest reason to prefer online shopping was the convenience to choose the time for shopping. They preferred to because they were able to shop whenever they wanted. It wasn't restricted to market time.
- Lower prices/ better discounts available on online sites was major reason to prefer for 19 participants.
- Whereas easy to compare products, quicker than visiting shops and buying the products unavailable elsewhere stands almost similar. 25 participants were preferring each of these as strongest reasons to shop online.
- For 20 participants' better product information was the strongest reason.



5.2 Competitors of Myntra preferred by participants

Participants mentioned several competitors when asked which online fashion retailer they would prefer if not Myntra. Among those names Amazon was on the top of the list as competitors. Other than that flipkart, Jabong, HnM, Shein, Ajo, clubfactory, Zara, Lifestyle, Limeroad, Bewkoof, Koovs, Stalkbuylove, shopclues, Street style store were mentioned in the form.

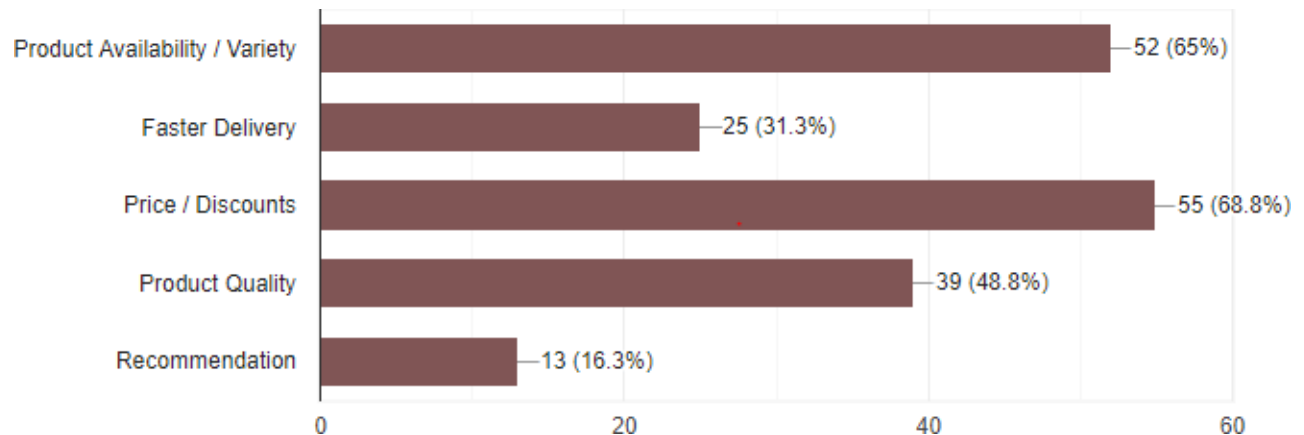
Few of the participants also written the offline shopping always as their first choice.

Few participants mentioned the choice depends on the factors which have already been covered in the above section like better discount offers, product information provided etc.

One respondent commented about unsatisfactory fabric quality from Myntra.

5.3 Factors affecting the preference of Myntra

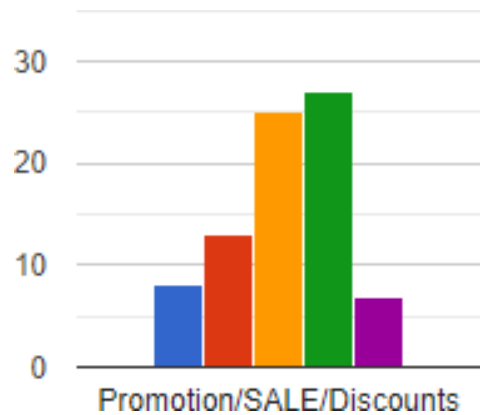
- 65% of the participants (52) prefer the Myntra over its competitor because of the wider product availability and variety.
- 68.8% of the participants (55) choose Myntra for its discount offers and lower prices.
- 48.8% of the participants (39) considers the product quality of Myntra better than its competitors and give it preference over others.
- 25 participants which makes 31.3% of total chooses it for its faster delivery service whereas 13 consider it because of the recommendations.



5.4 Satisfaction based on different factors from Myntra

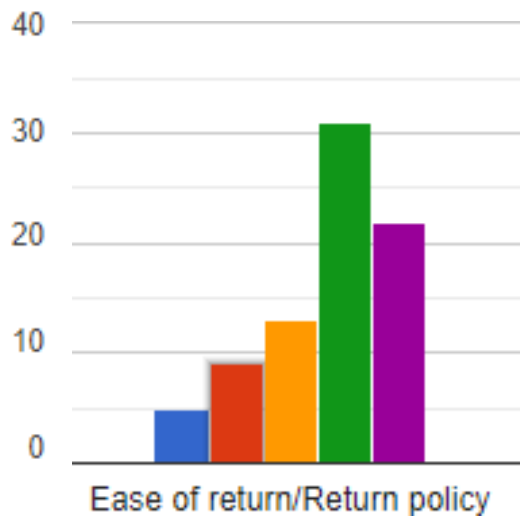
Participants were asked to rate Myntra on the scale of 1 to 5 where 1 denotes highly dissatisfied and 5 denoted highly satisfied on different factors which influence their buying decision too.

5.4.1 Promotions/Sales/Discounts



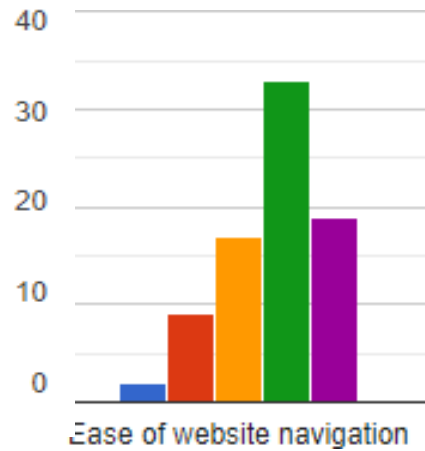
- Only 7 participants were extremely pleased from the promotions/sales/discounts provided by Myntra whereas 8 participants were very disappointed from the promotion/sales/discount of Myntra.
- 27 participants rated Myntra 4(satisfied) on the basis of promotion/sale/discount whereas 13 rated Myntra 2(dissatisfied) on the same factor.
- 25 participants were neutral towards promotion/sales/discounts provided by Myntra.

5.4.2 Ease of return/Return Policy



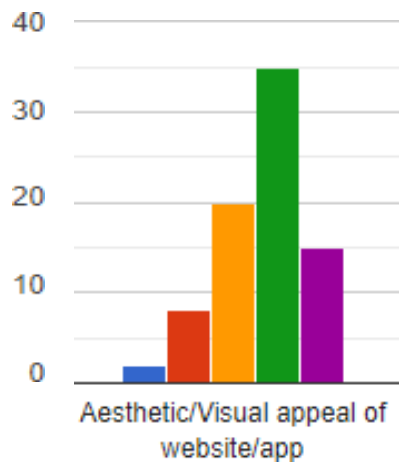
- Only 22 participants were extremely pleased from the return policy of Myntra whereas 5 participants were extremely displeased from the return policy of Myntra.
- 31 participants rated Myntra 4(satisfied) on the basis of return policy whereas 9 rated Myntra 2(dissatisfied) on the same factor.
- 25 participants were neutral towards return policy provided by Myntra.

5.4.3 Ease of Website Navigation



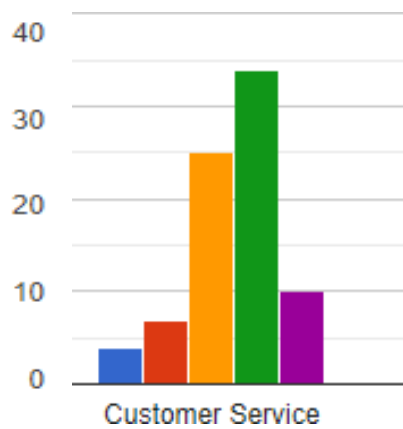
- 19 participants were extremely pleased from the ease of website navigation of Myntra whereas only 2 participants were extremely displeased from the website user friendliness of Myntra.
- 33 participants rated Myntra 4(satisfied) on the basis of ease of website navigation whereas 9 rated Myntra 2(dissatisfied) on the same factor.
- 17 participants were neutral towards user friendliness of Myntra’s website.

5.4.4 Aesthetic /Visual appeal of website/app



- 15 participants were extremely pleased from the aesthetic appeal of website/app of Myntra whereas only 2 participants were extremely displeased from the website’s aesthetic appeal Myntra.
- 35 participants rated Myntra 4(satisfied) on the basis of aesthetic appeal of website/app whereas 8 rated Myntra 2(dissatisfied) on the same factor.
- 20 participants were neutral towards aesthetic appeal of Myntra’s website/app.

5.4.5 Customer service



- 14 participants were extremely pleased from the customer service of Myntra whereas only 4 participants were extremely displeased from its customer service.
- 34 participants rated Myntra 4(satisfied) on the basis of its customer service whereas 7 rated Myntra 2(dissatisfied) on the same factor.
- 25 participants were neutral towards customer service of Myntra.

5.4.6 Shipping charges



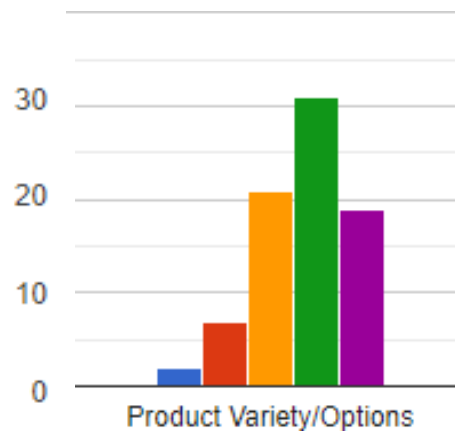
- Only 3 participants were highly satisfied from the shipping cost of Myntra whereas 9 participants were highly dissatisfied from its shipping cost.
- 16 participants rated Myntra 4(satisfied) on the basis of its shipping charges whereas 18 rated Myntra 2(dissatisfied) on the same factor.
- 34 participants were neutral towards shipping charges put by Myntra.

5.4.7 Delivery time



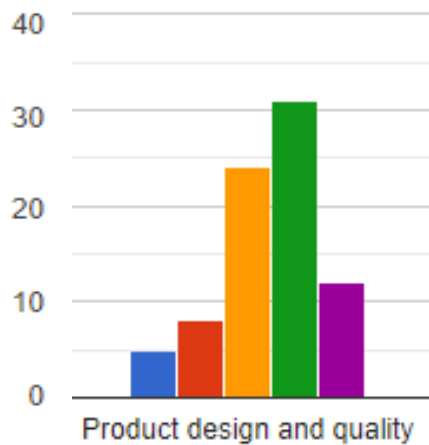
- 11 participants were extremely pleased from the delivery time taken by Myntra whereas only 3 participants were extremely displeased from its delivery time taken.
- 29 participants rated Myntra 4(satisfied) on the basis of its delivery time whereas 11 rated Myntra 2(dissatisfied) on the same factor.
- 26 participants were neutral towards delivery time taken by Myntra.

5.4.8 Product variety /options



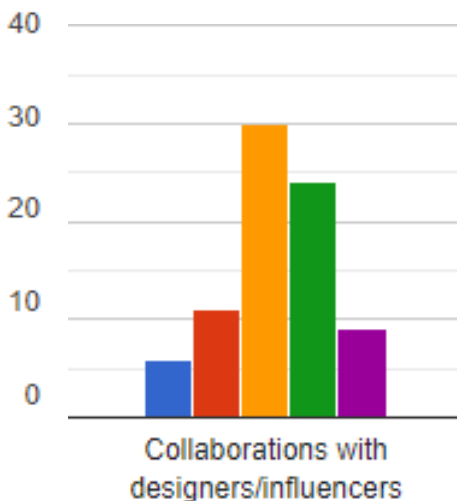
- 19 participants were extremely pleased from the product variety option provided by Myntra whereas only 2 participants were extremely displeased from its product availability.
- 31 participants rated Myntra 4(satisfied) on the basis of its product availability whereas 7 rated Myntra 2(dissatisfied) on the same factor.
- 21 participants were neutral towards product variety options given by Myntra.

5.4.9 Product design & quality



- 12 participants were highly satisfied from the product design and quality of Myntra whereas only 5 participants were highly dissatisfied from its product design and quality.
- 31 participants rated Myntra 4(satisfied) on the basis of its product design and quality whereas 8 rated Myntra 2(dissatisfied) on the same factor.
- 24 participants were neutral towards product design and quality given by Myntra.

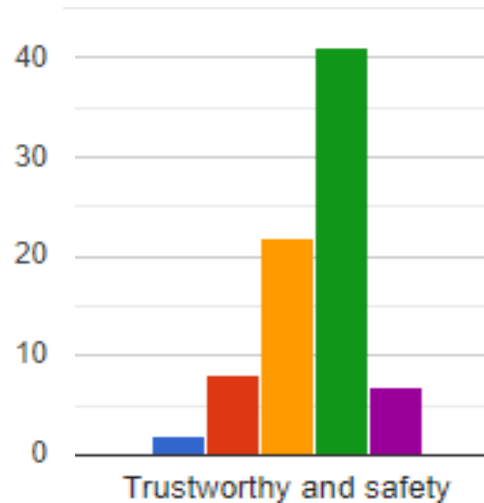
5.4.10 Collaboration with designers and influencers



- 9 participants were highly satisfied from the Myntra's collaboration with designers and influencers whereas only 6 participants were highly dissatisfied from its collaboration with designers and influencers.
- 24 participants rated Myntra 4(satisfied) on the basis of its collaboration with designers and influencers whereas 11 rated Myntra 2(dissatisfied) on the same factor.

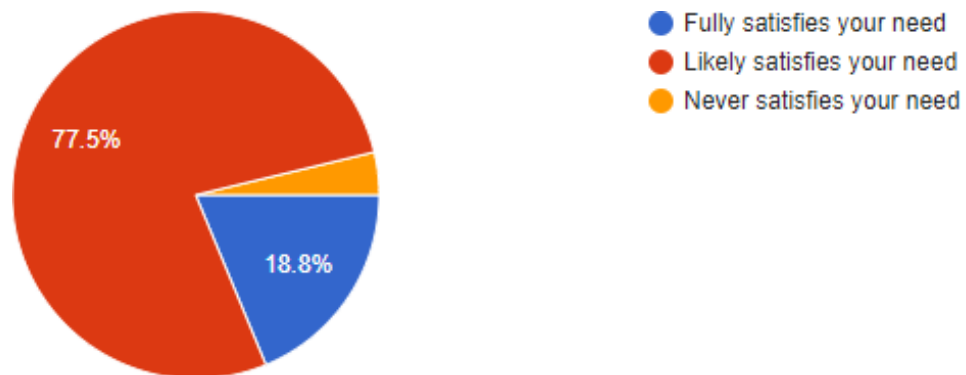
- 30 participants were neutral towards collaboration with designer and influencers of Myntra.

5.4.11 Trustworthy and Safety



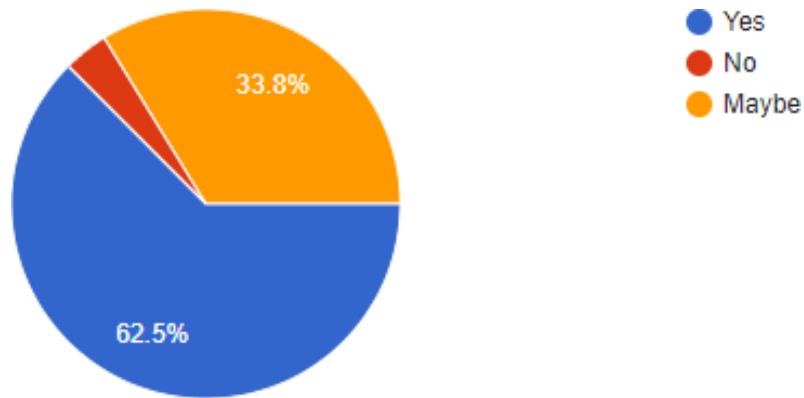
- 7 participants were extremely pleased from the trustworthiness and safety provided by Myntra whereas only 2 participants were extremely displeased from its trustworthiness and safety.
- 41 participants rated Myntra 4(satisfied) on the basis of its trustworthiness and safety whereas 8 rated Myntra 2(dissatisfied) on the same factor.
- 22 participants were neutral toward trustworthiness and safety provided by Myntra.

5.5 Overall opinion towards Myntra



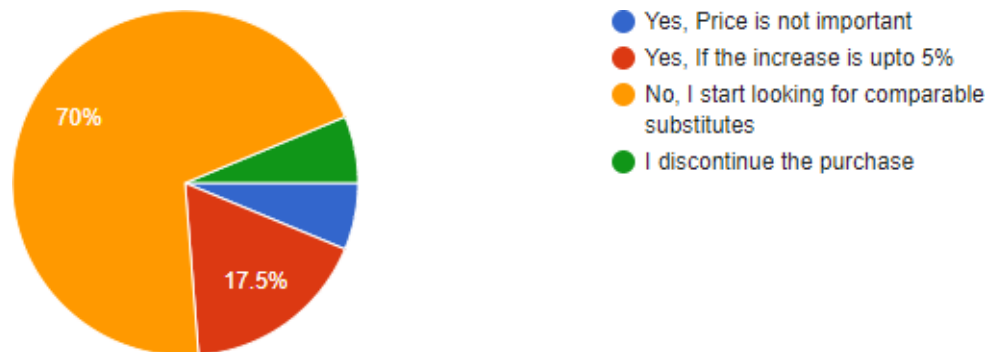
- Only 15 participants (18.8%) were fully satisfied from the services provided by Myntra.
- 62 participants (77.5%) were likely satisfied by the Myntra. They were neutrally affected by its services which leads to look for better options available.
- Only 3 participants (3.7%) were never satisfied from the services provided by Myntra.

5.6 Confidence in buying from Myntra



- 50 participants (62.5%) felt fully confident while making purchase from Myntra.
- 3 participants (3.7%) didn't feel confident while they made purchase from the Myntra.
- 27 participants (33.8%) were somewhat confident while making purchase from Myntra.

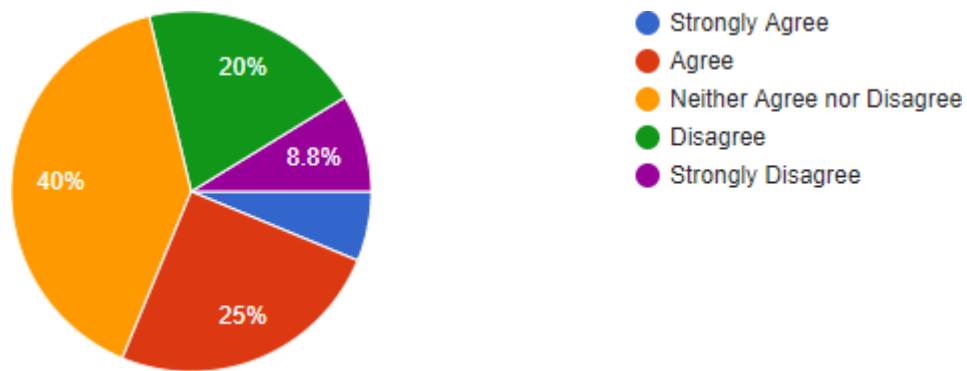
5.7 Effect of price rise on the preference for Myntra



- 5 participants (6.3%) preferred Myntra in spite of the price rise of the products.
- 14 participants (17.5%) still preferred Myntra in-spite of the price rise but only if it's up to 5%.

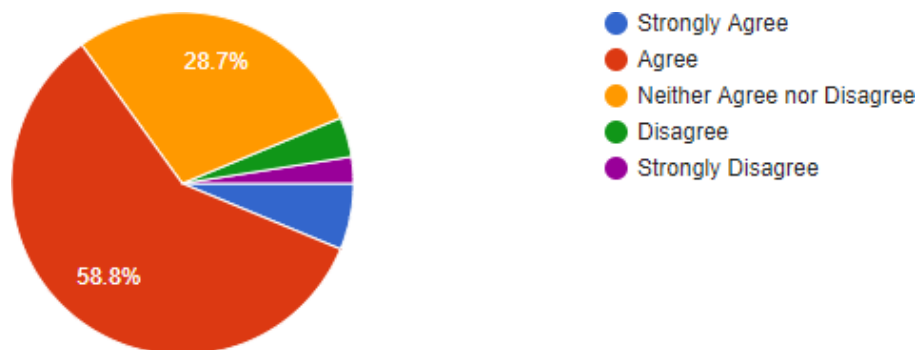
- 56 participants (70%) started looking for comparable substitutes whenever there is price rise in the products of Myntra
- 5 participants (6.3%) preferred to discontinue the purchase when price rise noticed in the products of Myntra.

5.8 Customer Loyalty towards Myntra



- 5 participants (6.3%) considered themselves strongly loyal towards Myntra whereas 7 participants (8.8%) strongly disagreed for being loyal towards Myntra.
- 20 participants (25%) were agreed for being loyal whereas 16 participants (20%) disagreed for being loyal.
- 32 participants (40%) were neutral for being loyal towards Myntra. They neither agreed nor disagreed.

5.9 Recommendation to friend, family or colleague



- 5 participants (6.3%) strongly agreed to recommend Myntra to their friends, family or colleagues whereas 2 participants (2.5%) strongly disagreed to recommend Myntra.
- 47 participants (58.8%) were agreed to recommend Myntra whereas 3 participants (3.7%) disagreed to do the same.
- 23 participants (28.7%) were neutral to recommend Myntra to their friends, family or colleagues. They neither agreed nor disagreed.

6 FINDINGS AND RECOMMENDATIONS

6.1 Findings

- Major reason individuals lean toward internet shopping of items over disconnected is the accommodation to shop at whatever point they need. Client wouldn't like to be time bound while doing the shopping which is significant downside of disconnected shopping. A devoted opportunity to go out and complete it within a time period isn't constrained at this point.
- Most individuals additionally perform internet shopping due to the item inaccessibility at certain spots. Online retailers make it simple for clients to discover the item and get it without burning through a lot of time and vitality. Simple to think about items is likewise the factor which prompts lean toward internet shopping over disconnected for client.
- Selling design item online isn't uncommon sight now-a-days. Numerous organizations are as of now settled business on the web and are attempting to sell design items moreover. Little undertakings and nearby players are additionally going into internet selling market with their items. Significant contenders of Myntra incorporates flipkart, Jabong, HnM, Shein, Ajo, clubfactory, Zara, Lifestyle, Limeroad, Bewkoof, Koovs, Stalkbuylove, shopclues, Street style store.
- Respondents think about valuing, rebate, offers motivation to lean toward Myntra over its rivals. Valuing system gave by Myntra to draw in the clients incorporates different deals season, markdown offers, group evaluating, serious estimating and so forth. Item accessibility is likewise motivation to lean toward Myntra for its clients.
- Most of the respondents are fulfilled by the value, markdown and offers given by Myntra. Myntra faces extreme rivalry from a few organizations that has brought about the usage of serious valuing technique. Myntra has kept item costs at sensible and pocket-accommodating rates to draw consumers and raise its part of the total business. It has likewise embraced a special approach and offers a few motivations to attract its clients to its entry.
- More than half of the respondents were fulfilled from the arrival strategy of Myntra. Return and Exchange strategy of Myntra was defined remembering the need and necessity of the nearby and ordinary citizens and updates time to time. In spite of the fact that, there are sure terms and conditions for it obviously referenced on their application/site.
- Mostly respondents are fulfilled from the Myntra's site/application advance and ease of use. Myntra has the technique to become "application just" retailer yet at later stage it needed to move towards site too for client ease.
- More than half clients are fulfilled from the client assistance of Myntra with the exception of some terrible experience. People at Myntra adopt a proactive strategy to comprehend the

client's torment focuses and wow focuses to exceed expectations in consumer loyalty. Client wow is one of the ten fundamental beliefs painted on various columns and dividers inside the workplace of Myntra. Relationship with client is considered a long ways ahead than value-based.

- However, respondents were not fulfilled from the conveyance charges for the items. Myntra's conveyance charges are as yet viewed as higher than its rivals.
- Most of the respondents were fulfilled from the item structure, assortment and nature of Myntra. Myntra's Rapid stage utilizes man-made brainpower to recoil the assembling procedure from 180 days to under 45 for its quick style items. For example, Moda Rapido, Myntra's in-house quick style brand fueled by Artificial Intelligence is the main design brand in the nation to offer a completely robotized plan assortment, with no human structure mediation.
- More than 70% respondents, consider that their need is likely fulfilled by Myntra. Their dependability towards the organization despite everything relies upon different variables. One of the significant factor to impact the decision is value rise. The greater part of the respondents begin searching for comparative alternatives any place there is value ascend in the items or better evaluating choice, offers accessible on some other site or disconnected store.
- More than half respondents consented to prescribe Myntra to their family, companions and associate.
- The Single term depicts buyers purchasing involvement

Positive words - Extraordinary, Wow, Great, Exceptional, Excellent, Advantageous, Happy, Contented, Memorable, Dynamic, Delightful, Good, Joyous, and Secure

Negative words - Poor, Terrible, Bad, Negative, Sad and Unhappy. By and large, nearly dominant part of e-shoppers expressed positive words.

6.2 Conclusions

The shopping of fashion apparels and products is picking up dramatic pace as the way of living of people is changing ever so fast. The current generation is earning relatively more and usually opt for convenience and comfort and thus rely more on online purchasing of products more than anyone. All over the country the internet connectivity has improved to a huge extent and also more than 400 million people use smartphones, and other devices with internet connectivity which has added to the ever-increasing consumer base which prefer web-based shopping. The expansion of online shopping has become a popular path for buyers to shop over the web. As per the observation, this change and adoption of online shopping is due to the various advantages that it provides over usual brick & mortar stores such as frequent online sales, interest-free EMIs, discounts on debit and credit card usage, cash on delivery, easy return options, huge variety of products available etc. As the time passes more and more people will try and choose online

shopping as the internet connectivity penetrates further and social media becomes omnipresent, and the standard of living upsurges. The young generation governs a large share in the online consumer base, with India's youth contributing a larger proportion than the global internet users. The age group of 18-35 which are called as generation 'Y' are the users that mostly prefer online shopping and adopted purchasing online at a much faster rate. These online consumers keep factors like discounts, product quality and payment methods as favorable qualities of online shopping. Customers' preference to buy online is emboldened by the quality of product available, genuine reviews from other users and the Brand Image.

The organized fashion e-retailers need to consider the priority factors which impact the buyer purchasing decision. This research has discovered that Comfort, Convenience, Familiarity, Quality, Recent Design, Discounts, Variety, Marketing/Ads, and Sales Promotion are all things considered high effect factors. On the off chance that the sorted out style e-retailer commits errors in any of these high effect store related elements the purchaser may get disappointed and it might antagonistically influence the customer's expectation to buy array from that specific clothing store. Direct value markdown is seen as the best type of deals advancement as it doesn't initiate purchasers to purchase pointless attire. Nature of product was the most significant viewpoint that customers considered while picking a sorted out retail outlet while looking for attire.

E-advertising additionally offers companies/online platforms the opportunity to gather information about their customer base to a degree that has till now been hard to accomplish by means of conventional marketing strategies. The emergence of new marketing strategies and channels such as web advertising and using social media has helped numerous businesses to spread their consumer base. In the years to follow the development of social media marketing and online marketing will definitely happen at a rapid pace.

By and large, the vast majority of e-customers have had a satisfactory experience with the online shopping platforms and sellers in terms of the services and quality being offered to them. Thus, in order to increase the consumer base and lure new customers, the fashion e-retailers should concentrate on the factors that the consumers deem important.

6.3 Recommendations

- More rebate contrasted with physical stores is a significant draw for the clients to shop from e-retailers, to keep up this substantial limits in the drawn out business will be the significant test for Myntra. Cost estimation and future arranging of evaluating, limited time exercises will be basic to provide food showcase requests.
- Currently Myntra offer not many or no Loyalty programs for e-shoppers which the majority of the strong stores give. To boost client lifetime esteem for long haul run Loyalty Programs for existing high worth e-purchasers ought to be propelled.
- Myntra's conveyance takes considerably more time in the remote regions and at certain spots administrations are not yet accessible. Longer time taken raises the earlier decision for disconnected retailers. To bring the client base up in those regions, transporting time ought to be decreased.

- A 'Stock out' circumstance emerges, when a new item is released, which leads to the situation when the sellers run out of inventory of the product and thus it makes the e-customer to hold up the purchase and wait longer. These circumstances should be appropriately checked, strategized and the expected sales number should be determined.
- Most of the corporate houses in India offer Festive shopping cards for their workers as a piece of corporate commitment. Myntra need to dispatch such a bubbly shopping cards, for example, Diwali, New Year, Bonus, Loyalty, and so on.
- During significant deals days' stocks inaccessibility is a significant concern. Item request determining ought to be done and movement should be pre-arranged so as to keep away from spot stock out circumstance.

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8. APPENDIX (Questionnaire)

1. Name
2. Age group
 - 15-20 Years
 - 21-25 Years
 - 26-30 Years
 - 31-40 Years
 - Above 40 Years
3. Gender
 - Male
 - Female
4. On Average, how often do you shop for fashion products?
 - Multiple times a week
 - Once a week
 - Every other week
 - Once a month
 - Less than once a month
5. What makes you like to shop online rather than visiting shop? Rate on the scale of 1 to 5 where 5 being the strongest reason.
 - I can shop whenever I want
 - Low prices/better discounts
 - Quicker than visiting shops
 - Easier to compare products
 - Better product information
 - To buy product unavailable elsewhere
6. How often do you buy products from Myntra?
 - Once or twice a month
 - Almost every single week
 - Definitely 10+ times a month
 - Only on special occasions
7. Which competitors, if any, did you consider before using Myntra?
8. Which aspects lead you to your choice?
 - Product Availability / Variety
 - Faster Delivery
 - Price / Discounts
 - Product Quality
 - Recommendation

9. How much do you rate Myntra on following factors on the scale of 1(highly dissatisfied) to 5(highly satisfied)?

- Promotion/SALE/Discounts
- Ease of return/Return policy
- Ease of website navigation
- Customer Service
- Aesthetic/Visual appeal of website/app
- Shipping cost
- Delivery time
- Product Variety/Options
- Product design and quality
- Collaborations with designers/influencers
- Trustworthy and safety

10. What is your overall opinion for online retail store Myntra?

- Fully satisfies your need
- Likely satisfies your need
- Never satisfies your need

11. Are you confident while buying from Myntra?

- Yes
- No
- Maybe

12. Do you continue purchasing the product from Myntra in-spite of price rise?

- Yes, Price is not important
- Yes, If the increase is upto 5%
- No, I start looking for comparable substitutes
- I discontinue the purchase

13. Do you consider yourself loyal customer of Myntra?

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

14. Would you recommend Myntra to family, friend or colleague?

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree

15. Comment Section