
A Study on Consumer Buying Behaviour of Myntra

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Abstract

With the rapid rise of e-commerce in India, understanding consumer behavior has become vital for online retailers. This research examines the factors influencing consumer buying behavior on Myntra, a leading fashion and lifestyle e-commerce platform. The study aims to analyze consumer preferences, satisfaction levels, demographic influences, and the impact of online promotional strategies. A structured questionnaire was used to gather data from 50 respondents in Lucknow. The findings reveal that time-saving, convenience, and product variety are the major drivers of online shopping. While most consumers are satisfied with Myntra's service, concerns remain regarding product expectations and post-purchase experiences. Recommendations are provided to improve customer satisfaction and promote trust in e-commerce platforms.

Keywords

Consumer Behaviour, E-Commerce, Myntra, Online Shopping, Customer Satisfaction, Digital Retail, Purchase Decision, Online Advertising

1. Introduction

E-commerce has transformed the shopping landscape, allowing customers to purchase products with ease from anywhere at any time. In India, platforms like Myntra have become household names, especially among urban youth. Online retail has revolutionized the fashion industry by offering consumers convenience, variety, and deals. However, this digital shift also presents challenges in terms of consumer trust, product expectations, and service quality. This study explores how consumers interact with Myntra and what drives their online purchase decisions.

2. Objectives of the Study

- To assess consumer preferences towards shopping on Myntra.
- To identify factors influencing online purchase decisions.
- To evaluate post-purchase behavior and satisfaction.
- To analyze the role of demographics in online shopping.
- To understand consumer perceptions of security, advertising, and promotional offers.
- To suggest improvements to enhance the online shopping experience.

3. Literature Review

Research shows that online shopping behavior is influenced by multiple factors such as convenience, product variety, security, and peer influence. Studies by Sharma & Verma (2020) emphasize the importance of trust and ease of navigation in online platforms. Kumar et al. (2019) observed that demographics like age and income significantly influence online purchase decisions. Bhattacharya (2021) highlights concerns over product quality and mismatch between online images and real products. Singh (2022) further notes that promotional offers and advertising are strong motivators for digital purchases.

4. Research Methodology

This study used a descriptive research design to understand consumer behavior related to Myntra.

Population and Sample: The target population included online shoppers in Lucknow. A sample of 50 respondents was selected using judgemental sampling.

Data Collection: Primary data was collected through a structured questionnaire. Secondary data came from books, websites, and company reports.

Tools for Analysis: Data was analyzed using simple percentage analysis and charts to interpret customer responses.

5. Data Analysis and Interpretation

- 48% respondents discovered Myntra through friends, 18% via advertisements.
- 84% preferred online payments, showing trust in Myntra's security systems.
- 60% chose Myntra for time-saving, followed by 26% citing affordability.
- 88% responded positively to shopping during offers.
- 52% mainly bought clothes; others included electronics and cosmetics.
- 84% believed online payments on Myntra are secure.
- 76% agreed Myntra mostly matches the 'What You See Is What You Get' policy.
- 48% rated after-sale support as average; only 28% rated it as good or excellent.
- 74% were satisfied with their purchase experience.
- 100% of respondents would recommend Myntra to others.

6. Findings

- Myntra attracts mostly youth aged 18-35 with moderate income and tech-savvy behavior.
- Time-saving and ease of use are major drivers.
- Offers and advertising influence buying behavior.
- Customers trust Myntra's payment security.
- Post-purchase services are generally acceptable but need improvement.
- Product expectations sometimes do not match real products.

7. Recommendations

- Improve the accuracy of product representation (images, descriptions).
- Enhance after-sales support services.
- Personalize promotions and deals using user data.

- Continue investing in strong and secure payment systems.
- Offer tutorials or guides to first-time online shoppers.

8. Limitations

- The sample size was limited to 50 respondents from one city.
- Findings may not represent national-level customer behavior.
- Responses are subjective and may include personal bias.

9. Conclusion

Myntra is seen as a reliable and convenient platform for online shopping, especially among the youth. While most users appreciate the ease and security it offers, some areas like product expectation accuracy and after-sale service require attention. With ongoing improvements, Myntra can further strengthen customer loyalty and continue to be a market leader in fashion e-commerce.

10. References

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