
PROJECT REPORT

**Submitted for the Degree of B.Com. Honours in Accounting
& Finance Under University of Calcutta**

**ONLINE SHOPPING:
A CASE STUDY ON MYNTRA**

Submitted by

Name of Student : RIYA SHAW

C.U .Registration No. : 144-1211-0752-20

C.U .Roll No. : 201144-11-0071

College Roll No: BH0310

Name of the College: Bangabasi Morning College,

Supervised by

Name of the Supervisor: DR. MOUMITA SARKAR (SAMANTA)

Name of the College : Bangabasi Morning College

Year of Submission

May, 2023

SUPERVISOR'S CERTIFICATE

This is to certify that **RIYA SHAW** a student of B. Com Honours in Accounting & Finance of **Bangabasi Morning College** under the University of Calcutta as worked under my supervision and guidance for her Project

Work and prepared a Project Report with the title “**ONLINE SHOPPING: A CASE STUDY ON MYNTRA**”.

The Project Report, which she is submitting, is her genuine and original work to the best of my knowledge.

Place: **Kolkata**

Signature:

Date:

Name: Dr. Moumita Sarkar (Samanta)

Designation: Assistant Professor

Name of the College: **BANGABASI MORNING COLLEGE**

STUDENT DECLARATION

I hereby declare that the project work with the title **A CASE STUDY ON MYNTRA** by me for the partial fulfillment of the degree of B. Com Honours in Accounting & Finance under the University of Calcutta is my original work and has not been submitted earlier to any other University/Institution for the fulfillment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledge providing details of such literature in the reference.

Place : KOLKATA

Signature :

Date :

Name : RIYA SHAW

C.U. Registration No. :144-1211-0752-20

C.U. Roll No. :201144-11-0071

College Roll No.: BH0310

ACKNOWLEDGEMENT

I convey my heartfelt appreciation to **RIYA SHAW** without whose cordial and active supervision the project could not have come into light. I also extend my thanks to all other teachers of my college for their commendable efforts to bring out this project in a very short span of time.

Again I am thankful to **MOUMITA SARKAR (SAMANTA)** for reposing confidence on me to write on this dynamic subject and share his vast knowledge for the completion of this project .

Moreover , I am also thankful to all other learned members of my college for valuable suggestions regarding the project.

My sincere thank to **Amitava Dutta** , Principal of Bangabasi Morning College, for giving me this opportunity to carry out this project.

Date :

(Signature of the student)

INTRODUCTION

1.1 INTRODUCTION

Online marketing is a set of powerful tools and methodologies used for promoting products and service through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to extra channels and marketing mechanism available on the internet. Online marketing is advertising and marketing the products or services of a business over Internet. Online marketing relies upon websites or emails to reach to the users and it is combined with e-commerce to facilitate the business transactions. In online marketing, you can promote the products and services via websites, blogs, email, social media, forums, and mobile Apps. Online marketing strategy is critical for organization operating in markets with high internet penetration.

Online shops introduced the physical analogy of goods and services at a regular “bricks and mortar” shopping centres or retail Centre and many types of online shopping. Business to consumer (B2C) online shopping and business-to-business (B2B) online shopping. Online stores in business to buy from other business. Online stores enable the customer to check the firm’s product and services to view the images or photos of the products and informing the product information’s and specifications, price etc... Online marketing strategy is a critical for organization operated with very high internet penetration. Online marketing strategies are

- **Social media marketing**
- **Email marketing**
- **Content marketing**

Social media marketing

Social media marketing is the utilization of social media stages and sites to advance an item or administration. Despite the fact that the terms e-marketing and computerized marketing are as yet prevailing in the scholarly community, social media marketing is winding up more prevalent for the two specialists and scientists. Most social media stages have worked in information examination apparatuses, which empower organizations to track the advance, achievement, and engagement of advertisement crusades. Organizations address a scope of partners through social

media marketing, including present and potential clients, present and potential representatives, columnists, bloggers, and the overall population. On a vital level, social media marketing incorporates the administration of a marketing effort, administration, setting the degree.

Email marketing

Email marketing is the act of sending of sending a business message, commonly to a gathering of individuals, utilizing email. In its broadest sense, each email sent to a potential or current client could be considered email marketing. It more often than not includes utilizing email to send commercials, ask for business, or request deals or gifts, and is intended to construct steadfastness, trust, or brand mindfulness. Marketing emails can be sent to a bought lead list or a present client database. The term as a rule alludes to sending email messages with the motivation behind improving a shipper's association with present or past clients, empowering client dependability and rehash business, getting new clients or persuading current clients to buy something instantly, and sharing outsider promotions.

□ Content marketing

Content marketing implies pulling in and changing prospects into clients by making and sharing important free content. The motivation behind content marketing is to help the organization to make feasible brand steadfastness and give significant data to buyers, and in addition make eagerness to buy items from the organization later on. This generally new type of marketing normally does not include coordinate deals. Rather, it fabricates trust and affinity with the gathering of people. Digital content marketing is a management process that uses digital products through different electronic channels to identify, forecast and satisfy the content requirements of a particular audience. It must be consistently updated and added to in order to influence the behaviour of customers.

One of the challenges in online marketing is that based on communication using technologies where hardly a week goes by without a search engine, ranking logarithm update or a social network update, keeping track of the technical changes alone becomes a major task and then there is need to work out how there changes affect an individual organization and ultimately its business model. The internet has given a new definition to business and has hitting high shares to increase sales.

REVIEW OF LITERATURE

J Suresh Reddy has published article in Indian Journal of Marketing. Title of article is “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 on-going information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term

Vikas Bondar 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. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we get all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

Victor Van Valenhas published article “Is Your Marketing Smart?” Today advertisers not only need to cater to and directly pinpoint a precise targeted audience, but they need to customize their advertisements as well. In print mediums, you have an idea of who will see your ad. For example, you know Femina magazine would be great to target women so you can promote your new beauty product in this magazine. But when it comes to online venues, how can you target the right audience when millions are browsing? Solution to this problem is Yahoo! SmartAds product, an innovative new advertising platform that allows marketers to deliver tailored ads to highly targeted audiences. SmartAds combines Yahoo!'s consumer insights and media capabilities with new ad serving technology. It automatically converts campaign creative and targeted offerings into highly customized, relevant ad displays.

Dr.Rajesh Mahajan and Prof. Sunil Kumar have published their research paper entitled” Organisational Participation in Web Based E-markets” in Indian Journal of Marketing. The present research work on “Organisational Participation in Web Based Emarkets” is an attempt to know the level and nature of participation by the industrial units located in Punjab, primarily dealing in Hand Tools and Sports goods. Web penetration is surprisingly helping this organization to exploit the markets globally.

Measurements /Finding:

- The use of Internet penetration is growing rapidly because of the cost factor. The cost of accessing Internet is about Rs.1400 per month, which is quite low as compared to the incomparable benefits of the Internet.
- Web advertising is quite popular in the industrial units of Punjab. Further the big organization is tremendous by exploiting the e-markets by launching attractive websites. The use of web advertising is influenced by the size of the organization.

Kingsnorth, S. (2017) Digital Marketing Strategy, shared that digital marketing and business strategy are concepts that should be integrated and grow together. Further research into specific digital marketing strategies, would be a valuable contribution to the field of digital marketing and current body of work. In-depth, qualitative and quantitative analysis would provide supporting evidence of the effectiveness or ineffectiveness of specific strategies. Further comparative studies between traditional marketing and digital marketing would give researchers and companies a better understanding of differences between the two approaches. Digital marketing is an innovative, influential contribution to the field of marketing.

1.2 Statement of the problem

Online marketing is playing a vital role today. Marketing strategies are very important for creating awareness about the products. This is the one tool where customers can easily get to know about the product features, varieties, price, and other contents which are very essential for the customers for making buying decision. On the other hand the company will also be benefited as these strategies helps in increasing sales of products. Hence this study id undertaken to know how effective the marketing strategies are helpful in increasing the sales of products with respect to Myntra.

1.3 Objectives of the study

- To know the online marketing strategies of the Myntra
- To analyze the promotional strategies of Myntra
- To find the level of satisfaction to the customers of Myntra
- To study the effectiveness of online marketing strategies in increasing the sale of products of Myntra

1.4 Scope of study

This study is done with reference to the Myntra. Which helps to understand about implementation of online marketing strategies for increasing sales of consumable products in Myntra

1.5 Need of the study

Online marketing is important, because it aligns with the way consumer market purchasing decisions. Studies by analyse such as gather indicate that increasing number of consumers use social media and research on mobile internet to carry out preliminary products and price research before making final decisions. Online marketing enables to build relation with consumers and prospects through regular, low cost personalized communication. Hence this study is intended to know the online marketing strategies used by Myntra to increase the sales.

1.6 RESEARCH METHODOLOGY

The research methodology used in this study is mainly designed as an empirical work based on both secondary data and primary data, obtained through pre-tested questionnaire, internet browsing, direct personal interviews of selected persons involved in this sector as well as.

1.7 SOURCE OF DATA

• SOURCE OF PRIMARY DATA

The study makes use of primary data. The primary data collected through the questionnaire from the 50 customers of Myntra.

• SOURCE OF SECONDARY DATA

The Main sources of secondary data are websites, books, magazines etc.

1.9 SAMPLE SIZE

The study is conducted on the basis of 50 selected sample and findings are drawn based on their response.

1.10 Sampling technique

Simple random sampling technique has been chosen for selecting the sample for this study.

1.11 TOOLS AND TECHNIQUES

1.11.1 TOOLS FOR DATA COLLECTION

The required data for the study has been collected through questionnaire

1.11.2 TOOLS USED FOR DATA REPRESENTATION

Tables, graphs and charts used to present data.

1.11.3 TOOLS USED FOR DATA ANALYSIS

Percentage analysis, average analysis, weighted average analysis and chi square analysis used for data analysis.

1.12 LIMITATIONS

Following are the main limitation of the study

- Sample size is very low
- Opinion is based on a particular area
- Respondent's bias might have influenced
- Same customers refused to co-operate
- Customer's response are deemed and believed to true to their knowledge
- Average response by respondents

1.13 CHAPTER PLAN

The study contains five chapters. The **first chapter** deals introduction, research methodology such has statement of problem, objectives, scope and methodology and limitations. The **second chapter** explains the review of literature.

The **third chapter** explains the organization profile and industrial profile of Myntra. The **fourth chapter** contains the analysis and interpretation of data collected from sample units. The **fifth chapter** includes findings, suggestion and conclusion

CHAPTER-2

ORGANIZATION PROFILE & INDUSTRY

PROFILE

3.1 ORGANIZATION PROFILE OF MYNTRA

Myntra is an Indian fashion E-commerce market place company headquarter in Bangalore, Karnataka, India. Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena in February 2007. Indian Institute Of Technology graduates with a focus on personalization of gift items, and soon expanded to set up regional offices in New Delhi, Mumbai and Chennai. By 2010, Myntra shifted its focus to the online retailing of branded apparel.

In May 2014, Myntra merged with Flipkart to compete against Amazon which entered the Indian market in June 2013 and other established offline retailers like Future Group, Aditya Birla Group and Reliance Retail

Vision:

“To become Amazon of India”

Mission

“Providing a delightful customer experience”

Products

In Myntra many types brands available Nike, Reebok, Puma, Adidas, Decathlon, FIFA, John Miller Asics, Lee, Lotto, Indigo Nation etc.

- Men, (clothing, footwear, accessories, watches, shoes etc...)
- Women, (clothing, footwear, accessories, watches, shoes etc...)
- Kids, (clothing, footwear, accessories, watches, shoes etc...)
- Home & Living, (bed linen & furnishing, curtains, lamps and lighting, kitchen &c...) Personal Care (frances, make up, grooming, skin & hair items etc...)

Achievements and awards

- Awarded 'Fashion E- retailer of the Year 2013' by Franchise India – Indian E-Retail Awards
- Awarded 'Best E-commerce Website for 2012' by IAMAI – India Digital Awards
- Awarded 'Images Most Admired Retailer of the Year: Non–Store Retail' for 2012 by Images Group
- Awarded 'Best E-commerce Partner of the year 2011-12' by Puma India

Competitors

- Flipkart
- Amazon
- Snapdeal
- Jabong
- E-bay

SWOT analysis

Strengths

- monetary assistance provided
- reduced labour costs
- existing distribution and sales networks
- domestic market
- high profitability and revenue

Weaknesses

- future market size
- small business units

Opportunities

- income level is at a constant increase
- growing economy
- new products and services

Threats

- price changes
- financial capacity

3.2 Industry profile

Online shopping is a type of electronic trade which enable the purchasers to specifically purchase administrations or merchandise from a vender over the Internet utilizing a web programs. Customers shows a result by going to the retailers looking among elective sellers utilizing the shopping indexes. And similar items valuating at various e commerce retailers. In 2016, clients can shop the online utilizing a scope of various computers s and gadgets, including desktop computers s, portable computers, tablet computers and cell phones.

History

The online shopping channel is started in 1994, with the principal offering of collection 'Ten Summons's Tales' And chocolates and wines and blossoms took after and among the spear heading the retailer classifications powered the developing online shops. Many types of items did well as they are small items which customers didn't have the touch and feel keeping in mind the end goal to purchase. Yet in addition critically in the good 'old days there were couple of customers online and they were from a thin fragment.

Growth

As the incomes from online deals kept on developing essentially scientists recognized distinctive sorts of online customers, Swaminathan and Rohm distinguished 4 classifications and named them "comfort customers, assortment searchers, adjusted purchasers, and store-situated customers". They concentrated on shopping inspirations and found that the assortment of items accessible and the apparent comfort of the purchasing online experience were critical spurring factors. This was distinctive for the disconnected customers, and who were more spurred by recreational and efficient intentions.

Online shops mostly use credit card in order to make payment. Different methods in payments. Such as cash on delivery, card on delivery, debit card, etc. Mostly customers used cash or card on delivery and debit or credit cards.

The first W.W.W (World Wide Web) server and browser, in 1990 created by Tim Berners-Lee and, 1991 it opened for commercial use. After the subsequent technological and innovations emerged in 1994.and Pizza Hut started online pizza shop, Netscape's SSLV2 encrypted standard

for secured transfer of data, and it is the first intershops online shopping system. In 1994 first secure retail transactions over the web is Internet shopping Network. After in 1995 Amazon launched its online shopping site and eBay was also started in 1995. And many other online shopping sites opened .Retailers have increased sales and services prior to availing through for building testing and managing demands.

Major players

- FLIPKART
- MYNTRA
- JABONG
- AMAZON
- SNAPDEAL
- ETC...

ANALYSIS OF DATA

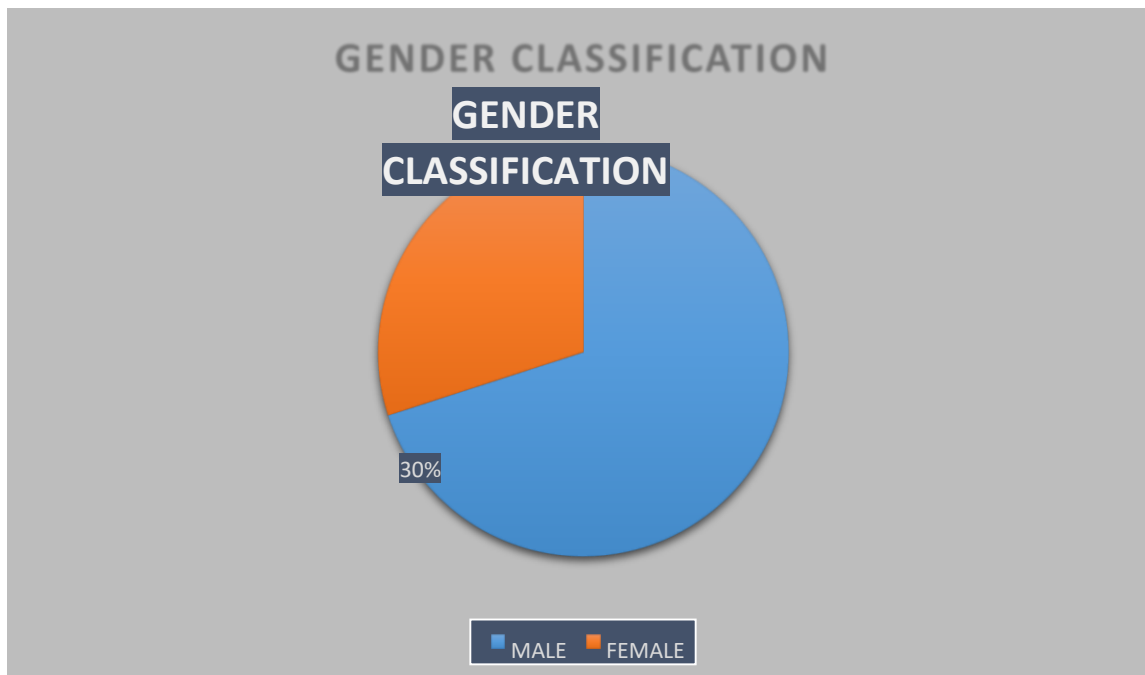
GENDER CLASSIFICATION

Table 4.1

GENDER	NO.OF RESPONDENT	PERCENTAGE
MALE	35	70%
FEMALE	15	30%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.1



INTERPRETATION;

The table shows that 35 respondents are male and remaining 15 respondents are female.

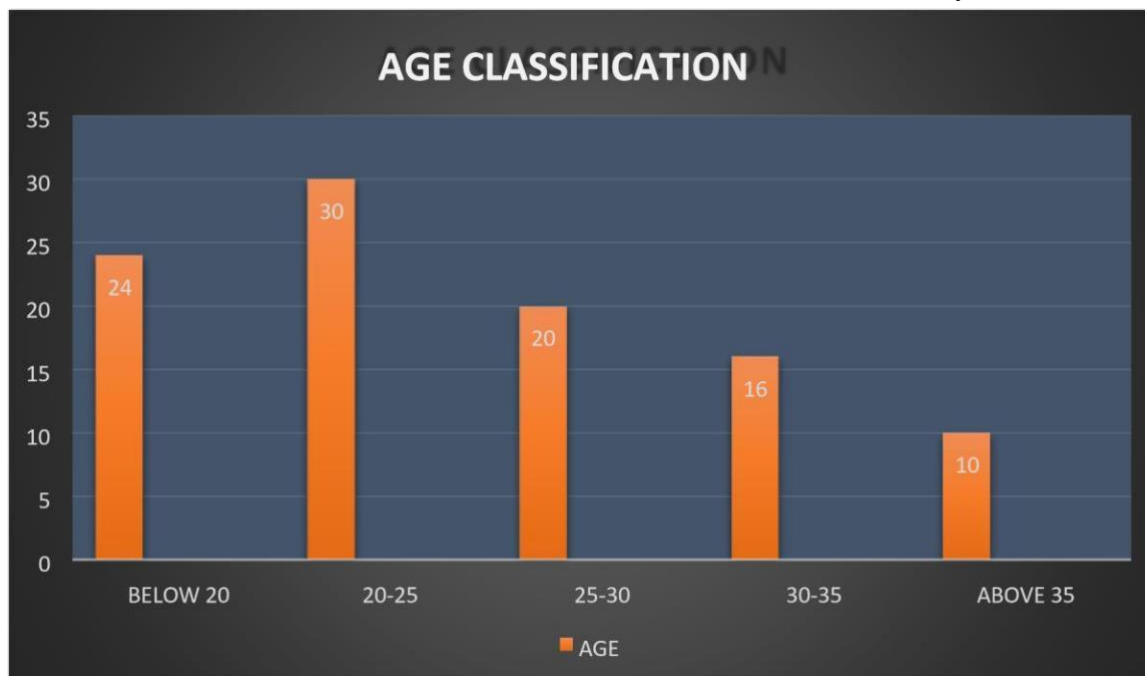
AGE CLASSIFICATION

Table 4.2

AGE	NO.OF RESPONDENT	PERCENTAGE
BELOW 20	12	24%
20-25	15	30%
25-30	10	20%
30-35	8	16%
ABOW 35	5	10%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.2



INTERPRETATION;

The table shows that 12 respondents are below 20 age, 15 respondents are 20-25 age, 10 respondents are 25-30 age, 8 respondents are 30-35 age and 5 respondents are above35 age.

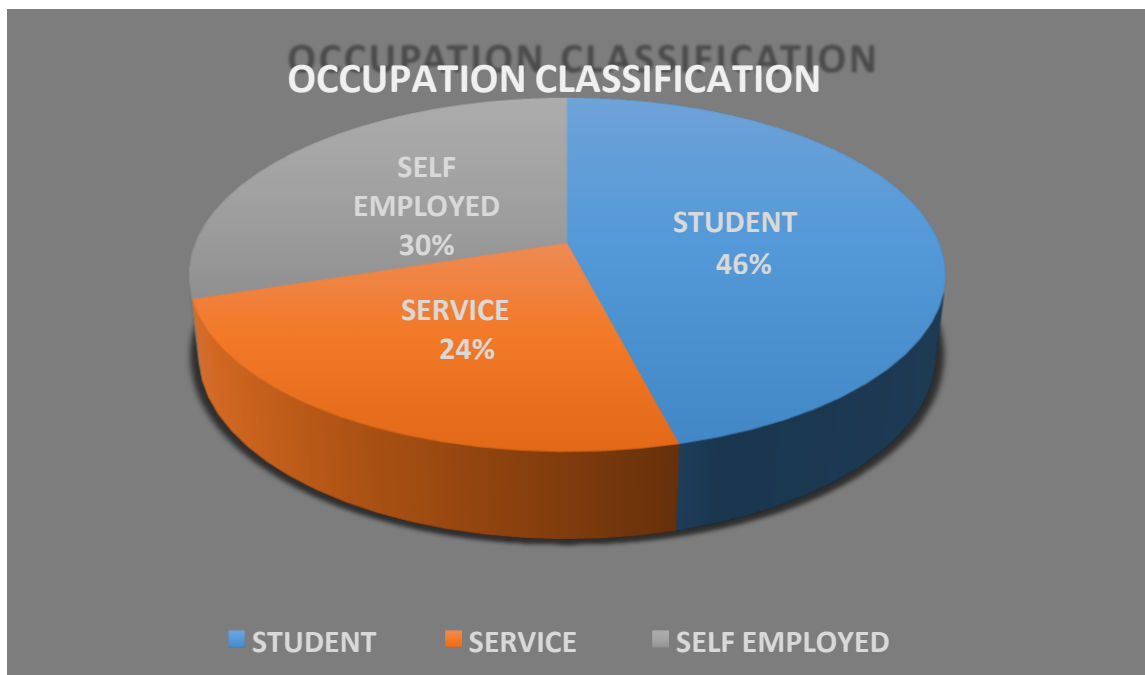
OCCUPATION CLASSIFICATION

Table 4.3

OCCUPATION	NO. OF RESPONDENT	PERCENTAGE
STUDENT	23	46%
SERVICE	12	24%
SELF EMPLOYED	15	30%
TOTAL	50	100%

(Source; Primary data)

Chart 4.3



INTERPRETATION;

The table shows the 23 respondents are student, 12 respondents are worked in service and 15 respondents are self-employed.

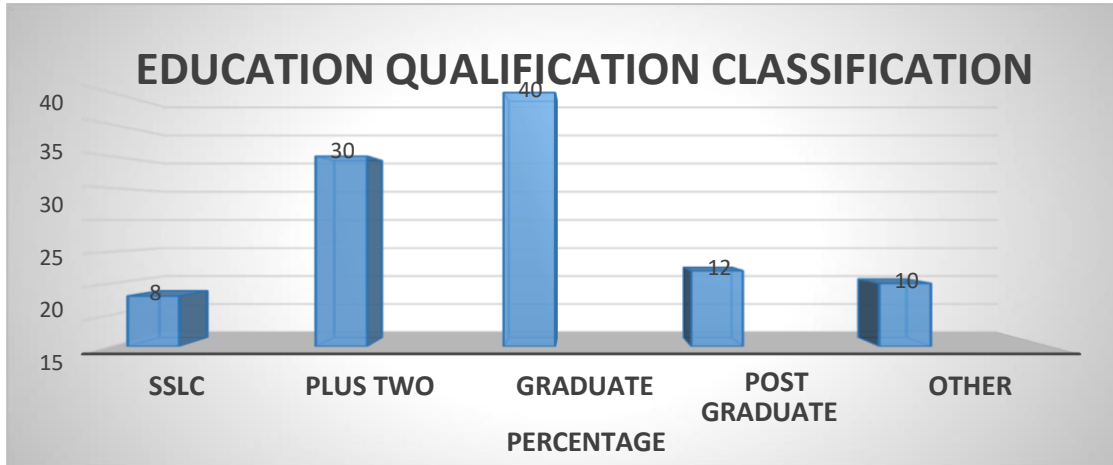
CLASSIFICATION ON THE BASIS OF EDUCATION QUALIFICATION

EDUCATION QUALIFICATION	NO. OF RESPONDENT	PERCENTAGE
SSLC	4	8%
PLUS TWO	15	30%
GRADUATE	20	40%
POST GRADUATE	6	12%
OTHER	5	10%
TOTAL	50	100%

Table 4.4

(Source; Primary Data)

Chart 4.4



INTERPRETAION;

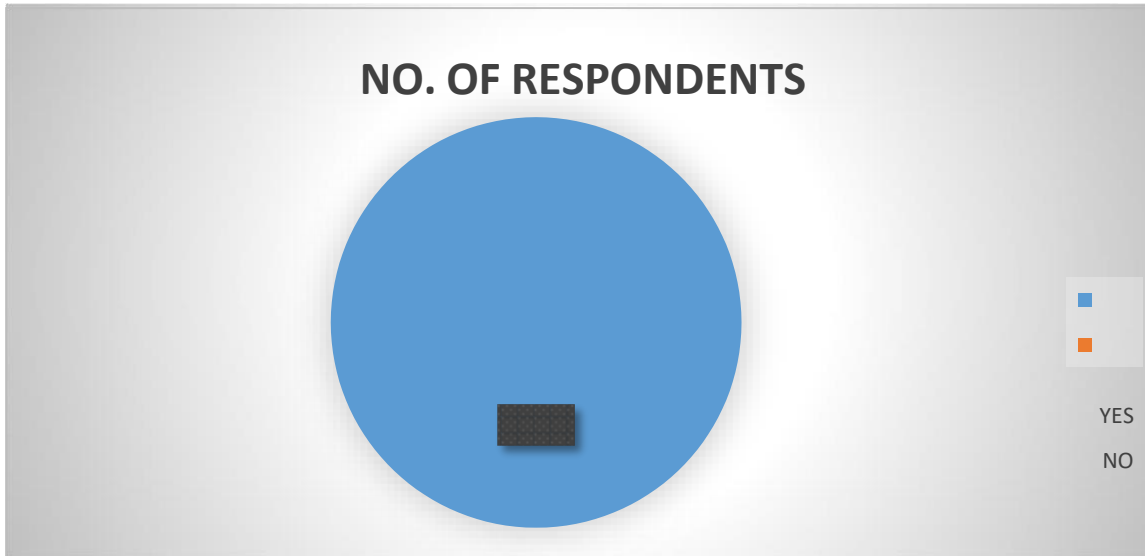
The table shows that respondents education qualification. 4 respondents are SSLC, 15 respondents are plus two, 20 respondents are graduate, 6 respondents are post graduate, and remaining 5 respondents are other.

CLASSIFICATION ON THE BASIS OF RESPONDENTS BUY THE PRODUCTS FROM MYNTRA

Table 4.5

Table shows the no. of respondents buy the products from Myntra

PARTICULARS	NO.OF RESPONDENT	PERCENTAGE
YES	50	100%
NO	0	0
TOTAL	50	100%



(Source; Primary data)

Chart 4.5

The graph shows that no. of respondents buy the products from Myntra

INTERPRETATION;

The table shows that 50 respondents are buying products through Myntra (only select the Myntra customers)

The pie chart shows that the all respondents are buy the products through Myntra because the availability of products, discounts, price, attractive offers etc. (Only select the Myntra customers)

PATTERN OF SHOPPING IN MYNTRA

Table 4.6

Table shows that no. of respondents often buy the product through online

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE
REGULARLY	4	8%
OFTEN	7	14%
OCCASIONALLY	19	38%
SOMETIMES	12	24%
RARELY	8	16%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.6

The graph showing the no. of respondents often buy the product through online

PATTERN OF SHOPPING IN MYNTRA

INTERPRETATION;

The table shows that 8% of respondents are buying regularly, 14% of respondents are buying often, 38% of respondents are buying occasionally, 24% of respondents are buying sometimes and 16% of respondents are buying rarely.

The graph shows that the majority of the respondents are buying occasionally. Majority of the respondents are occasional shoppers. Only few of them are buying regularly as there may not be the requirement.

CLASSIFICATION ON THE BASIS OF OTHER WEBSITES USING APART FROM MYNTRA

Table 4.7

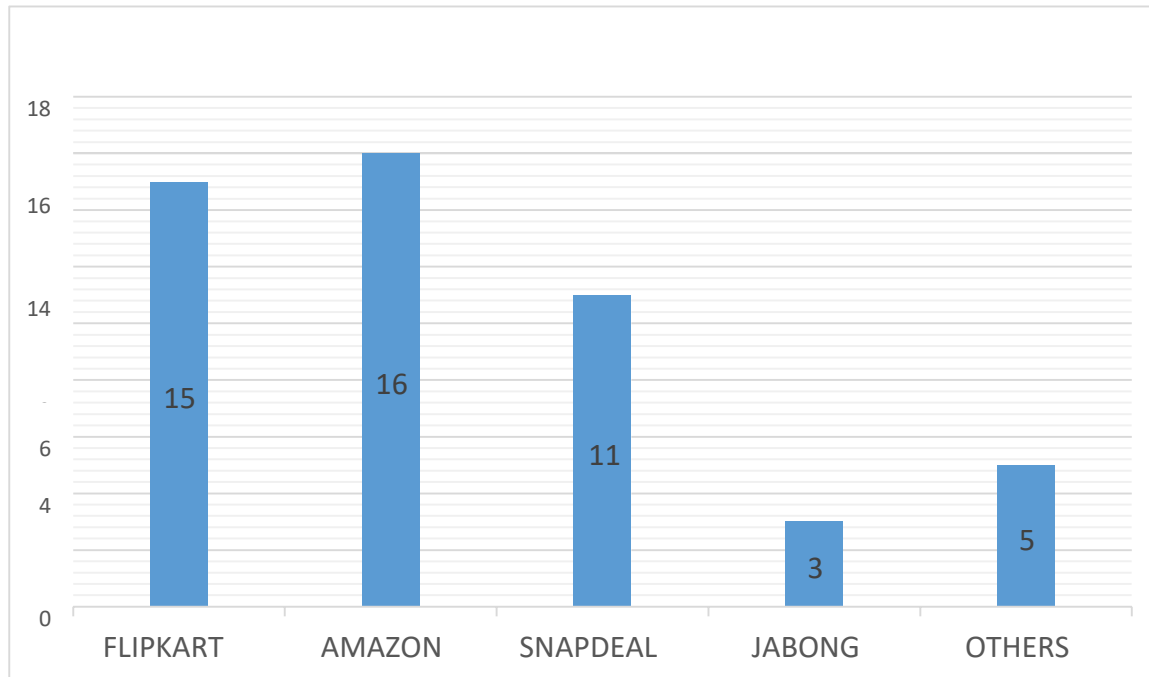
The table shows that respondents using other websites apart from Myntra

WEBSITES	NO.OF RESPONDENTS	PERCENTAGE
FLIPKART	15	30%
AMAZON	16	32%
SNAPDEAL	11	22%
JABONG	3	6%
OTHER	5	10%
TOTAL	50	100%

(Source; Primary Data)

Chart 4.7

The graph showing the no. of respondent using other websites apart from Myntra



OTHER WEBSITES USING APART FROM MYNTRA INTERPRETATION;

The table shows that no. of respondents in 30% respondents are preferring Flipkart, and 32% respondents are preferring Amazon and 22% respondents are preferring Snapdeal and 6% of respondents are preferring Jabong and remaining 10% respondents are preferring other online shops.

The table shows that majority of respondents are preferring Amazon and Flipkart. This might be because of the quality services provided by Amazon in terms of in time delivery; price, product quality, effective promotion etc. and minority of the respondents prefer the other online shops. Today most of the customers are buying products through online only so to retain and attract the customers the online shopping stores need to promote using latest strategies in an effective and attractive manner so that customers will prefer most.

RANKING OF PRODUCTS PURCHASED THROUGH MYNTRA

Table 4.8

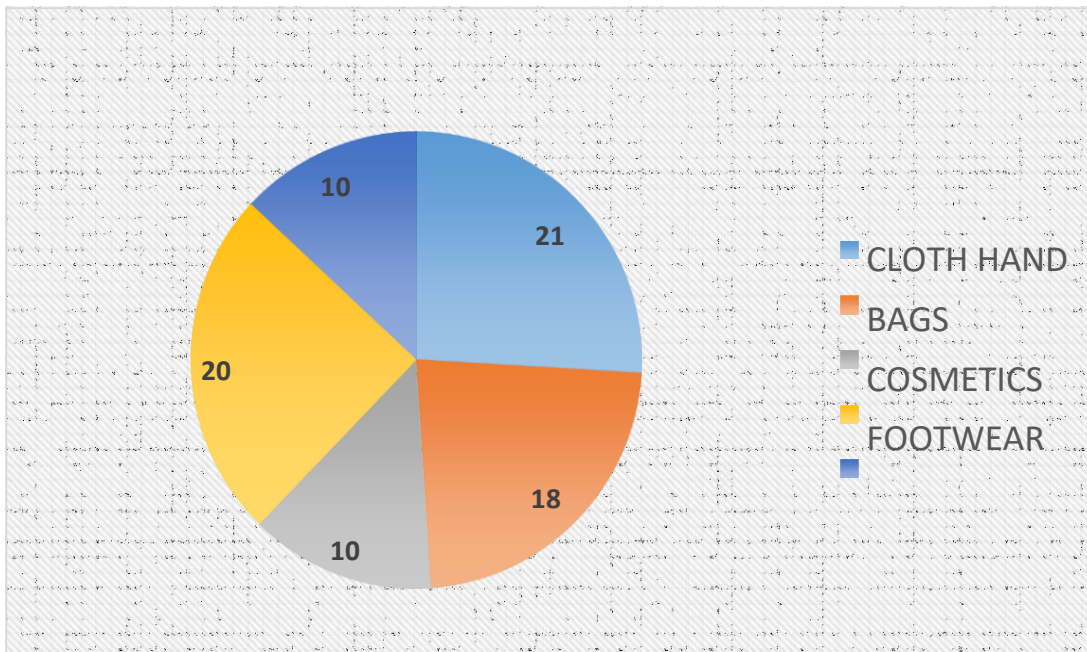
The table shows that categories of products that the consumer buys in Myntra

PARTICULARS	RANK
CLOTHING	1
HAND BAGS	3
COSMETICS	4
FOOTWEAR	2
OTHER	5

(Source; Primary Data)

Chart 4.8

The graph showing the no. of respondents purchased the types of products through Myntra



PRODUCT PURCHASED FROM MYNTRA

INTERPRETATION:

The table shows that the clothing is the most preferred product respondents buy in Myntra because the variety of cloths, brand and quality etc. And minority of respondents buys other types of products.

The graph shows that the majority of the respondents buy cloths in Myntra. This is due to the varieties of cloths and attractive offers and discounts etc... And minority of respondents buys other types of products.

RANKING OF FACTORS INDUCING CUSTOMERS TO BUY IN MYNTRA

Table 4.9

The table shows that factors motivate to buy in Myntra

Factors	5	4	3	2	1
Delivery time	13	24	6	3	4
Price	9	12	20	5	4
Quality	43	6	1	0	0
Availability	3	6	9	21	11
Brand	22	20	8	0	0
Size	1	5	7	16	21
Payment mechanism	11	24	13	2	0

(Source; Primary Data)

FINDINGS, SUGGESTIONS & CONCLUSION

5.1 SUMMARY

The project entitled “A study on implementation of online marketing strategies for increasing sale of consumables product in Myntra, Manjeri”. The main objective of the study was to analyze the promotional strategies of Myntra.

This project was successfully completed through five chapters. The first chapter of the project contains introduction. It includes objective, scope, sampling technique source of data and limitations of the study.

The second chapter includes review of literature. The third chapter of project is company profile and industrial profile. It includes the achievements, awards, history and growth of Myntra. The study is conducted through direct personal interview of 50 individuals of various social groups with the help of well-structured questionnaire. Respondent of selected samples are duly tabulated, analyzed and interpreted by using various statistical tools are included in the fourth chapter.

The researcher while conducting the study comes across many findings, suggestions and conclusions. All these includes in fifth chapter.

5.2 FINDINGS

The following are the findings that appeared while analysing the study

- 87% of respondents have rates the delivery charge is the high promotional strategies of Myntra
 - Most of the respondents (96%) have rates the quality is the high factor for motivates them to buy products through Myntra. Whereas size and availability are least factor 70% of respondents are affect the promotion strategy of buying decision in Myntra
- 69.8% of respondents are satisfied the some features of Myntra
- Majority of the respondents are buying the product through online in occasionally (32%)
- 32% of respondents are prefer Amazon and 30% of respondents are prefer Flipkart for online shopping
- 42% of respondents purchase clothing and near 32% of respondents purchase

footwear in Myntra

- Most of the respondents ranked 1st for price and next is brand factor are considering for the selection of product
- 40% of respondents are good rating about the Myntra
- 80% of respondents are got any special offers from Myntra
- 50% of respondents are neutral with the product information of Myntra
- Among the respondent 26% of respondents felt problem in return policy and 24% of respondents felt problem in delivery while conducting online purchase in Myntra
- 70% of respondents are respondents like to recommend others to buy products of Myntra
- There are no significant difference between the male and female in respect of satisfaction level of customers

5.3 SUGGESTIONS

The following are the suggestions that appeared while analysing the study

- Since few of the customers are buying products through offline, awareness need to be created for increasing online payment mode
- Usage of products by the customers is required to be more as few of the customers are buying yearly also
- Promotional strategies need to be improved so as to motivate the customers to make buying decision
- The company has to make ease for searching products what they are looking for
- Special offer need to be provided for attracting the customers
- Complete information about the product need to be advertised for better understanding of the product
- Lucky draw, coupons, etc. are required to promote the customers and also to increase the sales
- The company has to give inform all customers for the new products launching time
- Ensure quick delivery
- Lack of out of stock should consider

5.4 CONCLUSION

Today online marketing strategies are very important for the customers to get to know about the products and also for the company to increase their sales which in turn helps to achieve their goals like profitability and survival. Marketing strategies are means for achieving the organizational goals. Social media marketing, e-mail marketing, content marketing etc. are some of the online marketing strategies that helps consumers in selecting the right products at the right time and at the right cost where customers can get a clear understanding of the products. Customer satisfaction is one of the major and significant factors that has to be met with the help of various marketing tools and techniques. Here an attempt is made to understand the implementation of online marketing strategies by Myntra in increasing the sale of products. It can be concluded that, Myntra has adopted various strategies so as to help customers and also to increase the sale of products in the highly competitive market

BIBLIOGRAPHY

Journals

- Butler, P. and Peppard, J, (1998).Consumer purchasing on the internet: Processes and prospects, *European Management Journal*, 16(5), 600-610.
- Hooda Sanjay and Aggarwal Sandeep (2012), “Consumer Behaviour Towards EMarketing: A Study Of Jaipur Consumers”, *Journal of Arts, Science and Commerce*, Vol. III, Issue 2(2), pp. 107-118
- Kanchan, U., Kumar, N., & Gupta, A. (2015). A study of online purchase behaviour of customers in India. *ICTACT Journal on Management Studies*, 1(03), 2395-1664.
- Kumar, V., & Kumari, K. (2014). A shift Paradigm of Consumer towards Online shopping. *Journal of Business and Management Research*, 16.

Questionnaire

Dear Respondent,

We are students from BANGABASI MORNING COLLEGE, currently pursuing for B.COM (H) course as a part of curriculum. We are required to do a project work. We will be pleased if you kindly spare few minutes for filling up the questionnaire. Whatever Information provided by you will be kept confidential used only for the purpose of our study.

1. Name :

2. Gender : Male Female

3. Age : Below 20 20-25 25-30
30-35 Above 35

4. Occupation : Student Service Self employed

5. Education qualification: SSLC Plus two Graduate
Post graduate other

6. Do you purchase from Myntra? Yes No

7. How often do you purchase online?

Regularly Often occasionally sometimes rarely

8. Which of the other websites, you are using apart from Myntra?

Flipkart Snapdeal Amazon Jabong

Other

9. Which of the product have you purchase in Myntra? (Rank 1-5)

Clothing Hand bags Cosmetics Footwear Other

10. Rate the following factors that motivates you to buy in Myntra?

Factors	5	4	3	2	1
Delivery Time					
Price					
Quality					
Availability					
Brand					
Size					
Payment Mechanism					