

A PROJECT REPORT ON MARKETING STRATEGIES AT MYNTRA

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ABSTRACT

Myntra has established a strong foothold in India's online fashion industry through a comprehensive, technology-driven marketing strategy. The company attracts, engages, and retains fashion-conscious consumers by leveraging digital platforms, data analytics, personalized promotions, and influencer collaborations. A core element is its event-based sales model, highlighted by the End of Reason Sale (EORS), which creates urgency through limited-time discounts, flash deals, and exclusive launches. These mega events significantly increase traffic, conversions, and brand visibility.

Keywords: Myntra, Marketing Strategies, Digital Marketing, Influencer Marketing, End of Reason Sale, Personalization, Loyalty Program, AI Marketing.

I. INTRODUCTION

Marketing helps firms thrive. In today's competitive business environment, well-planned marketing strategies promote products and services, attract customers, and ensure long-term profitability. Companies create sophisticated marketing strategies to reach their target market and convert prospects into buyers. Client needs, market trends, competitor research, and promotional strategy are covered. Marketing aims to please customers and meet business goals.

Marketing strategies are crucial in today's competitive market. Rapid technological advances, globalization, changing client needs, and fierce competition have altered business. Companies must move beyond traditional selling. Instead, firms must deploy creative, customer-focused marketing. A solid marketing strategy helps organizations identify market strengths, weaknesses, opportunities, and threats. Planning and analysis may help companies position their products in consumers' minds.

II. NEED OF THE STUDY

Rapid e-commerce expansion in India has altered the retail business, especially fashion. Online fashion platforms are popular owing to ease, variety, reasonable cost, and digital payment alternatives. Myntra is a prominent Indian online fashion and lifestyle store. In a competitive digital market, the firm uses unique marketing methods to attract, engage, and keep consumers. This research is needed since e-commerce enterprises' marketing techniques are becoming more important. Customer tastes change quickly in online fashion, so firms must adjust their marketing strategies to stay relevant. Myntra uses digital marketing,

influencer partnerships, seasonal sales campaigns, tailored suggestions, and social media promotions. Understanding these techniques might reveal how the corporation maintains market dominance and consumer loyalty.

III. OBJECTIVES OF THE STUDY

- 1) The goal is to analyze Myntra's marketing methods in the online fashion retail business.
- 2) Evaluate Myntra's promotional and advertising techniques' success.
- 3) Analyze the impact of digital marketing and social media on Myntra's company development.
- 4) Analyze consumer reaction to Myntra's marketing initiatives.
- 5) Determine variables influencing Myntra product purchases.

IV. SCOPE OF THE STUDY

The research examines Myntra's online fashion marketing techniques. The research focuses on how Myntra gets consumers, delivers its brand message, and stays competitive. Research includes Myntra's digital marketing, promotional activities, influencer marketing, brand alliances, and sales events. It also studies how these methods affect consumer behavior and purchases. Since Myntra operates mostly online, the research also examines how mobile apps, social media, and website marketing reach target buyers. The research just covers Myntra marketing and consumer reactions. The research may gather and analyze Myntra consumers' comments and experiences. The company's marketing and promotional methods are also reviewed.

V. RESEARCH METHODOLOGY

The methodical procedure utilized to gather, examine, and evaluate data in order to carry out the study is referred to as research methodology. Both primary and secondary data sources may be employed in this study on Myntra's marketing tactics.

1. Research Design:

This study used a descriptive research approach. This kind of study aids in characterizing the traits, viewpoints, and actions of consumers with reference to Myntra's marketing tactics.

2. Data Collection Methods:

There are two primary ways to get the data for this study:

- **Primary Data:** Using surveys or questionnaires, primary data is gathered straight from respondents. Consumers that use the Myntra platform may be questioned about their preferences, experiences, and thoughts on the company's marketing initiatives and special offers.
- **Secondary Data:** Information on Myntra and the e-commerce sector is gathered from pre-existing sources, including corporate websites, research papers, books, journals, online publications, and marketing reports.

3. Sample Size:

A sample of around 100 respondents who utilize Myntra's online platform may be included in the research. The purpose of selecting the respondents is to learn how they see Myntra's marketing tactics.

4. Sampling Technique:

This research may use the convenience sampling approach, in which participants are chosen according to their availability and desire to take part in the survey.

VI. REVIEW OF LITERATURE

Shankar et al. (2018) found that innovative social media engagement may boost brand awareness. "Promotion through social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) has become important as more shoppers use them for marketing shopping decisions.

Hanna et al. (2018) said marketers must comprehend online social marketing initiatives and programs and use performance assessment indicators. Global market dynamics are shifting due to youthful audience access to and use of social media. Organizations should prioritize strategic integration in their marketing communication plans.

M. Salehi. Digital marketing is a cheaper and quicker approach to contact buyers directly, making it the best option for businesses to promote locally or worldwide (et al., 2019). Comparatively, both methods of marketing enable traders and marketers conduct business. Each has pros and cons. Traditional marketing allows customers to see and touch actual products and services, but its area of influence is limited. Digital marketing introduces goods and services to internet users. Internet marketing is slicker, quicker, and easier. Digital marketing has more benefits than conventional marketing.

Yazdanifard. Digital marketing is an intriguing issue for marketing scholars, according to et al. (2019). A novel technique to sell a product/service internationally to the intended market. This study introduced a new digital marketing method in electronic commerce and shows how marketers need it to succeed. This frees marketing managers to focus on more valuable activities like business development marketing strategies.

Digital marketing is young, but its influence is tremendous, frightening, and confusing, according to Chaffey (2020). Businesses want to start and use digital marketing, one of the most significant elements in the promotion mix, but they don't know how. Today, social media like Facebook, Google Plus, Twitter, and others have changed consumer attitudes and views. This digital marketing used a large consumer network with solid data and real-time customer input. Digital marketing uses current technology to boost consumer understanding by matching their demands and desires.

According to Zhang et al. (2020), blogs as a digital marketing tool have increased sales income, particularly for items where buyers can read reviews and comment about their experiences. Businesses have found internet reviews effective as part of their strategic marketing.

VII. DATA ANALYSIS & INTERPRETATION

1. How did you first learn about Myntra?

Source of Awareness	Number of Respondents	Percentage (%)
Television Advertisements	20	20%
Social media	35	35%
Friends/Family	15	15%
Online Ads	25	25%
Other	5	5%
Total	100	100%

INTERPRETATION: - Social media is the main way that people find Myntra, an Indian fashion e-commerce site, followed by internet ads and TV advertising. According to the findings, social media is the most powerful channel, demonstrating the effect of respondents' digital participation. While television continues to be a conventional but reliable source of awareness, online advertisements also contribute significantly to consumer attraction. Through word-of-mouth communication, friends and relatives make a modest contribution. Only a tiny portion of participants chose other sources. In the current market scenario, digital marketing platforms successfully dominate client awareness and brand reach.

2: Marketing Platform Influencing Most

Platform	Respondents	Percentage
Instagram	38	38%
Facebook	15	15%
YouTube	22	22%
Email Marketing	10	10%
Mobile Notifications	15	15%
Total	100	100%

INTERPRETATION: - Myntra's most effective marketing medium is Instagram, which shows high interaction with visual and influencer-based content. Because of its video evaluations and ads, YouTube also has a big impact. Email marketing has the least impact, while Facebook and mobile alerts have a modest impact.

3: Attractiveness of Advertisements

Option	Respondents	Percentage
Very Attractive	30	30%
Attractive	40	40%
Neutral	15	15%
Unattractive	10	10%
Very Unattractive	5	5%
Total	100	100%

INTERPRETATION: - The majority of respondents think Myntra ads are appealing or very appealing, demonstrating successful innovative marketing techniques. Appeal is increased by the utilization of contemporary images, influencers, and seasonal themes. A tiny percentage is indifferent or unsatisfied, indicating that customization and relevance might be strengthened. The fact that so few respondents thought the advertisements were ugly indicates a generally favorable opinion of the brand.

4: Satisfaction with Discounts and Offers

Option	Respondents	Percentage
Highly Satisfied	28	28%
Satisfied	42	42%
Neutral	15	15%
Dissatisfied	10	10%
Highly Dissatisfied	5	5%
Total	100	100%

INTERPRETATION: - Strong customer support for pricing tactics is seen by the majority of respondents' satisfaction or great satisfaction with Myntra's discounts and offers. Customers are successfully drawn in by advertising marketing and seasonal reductions. A tiny portion, nevertheless, indicate discontent, perhaps as a result of anticipating larger or more regular reductions. Moderate participation with promotional efforts is indicated by neutral replies. In general, Myntra's discount approach works well to keep consumers and promote recurring purchases, but further enhancements to provide customization might boost customer happiness and market competitiveness.

VIII. FINDINGS

- Digital channels dominate awareness: The majority of respondents found Myntra through online advertisements (25%) and social media (35%), demonstrating a significant digital impact over conventional media such as TV (20%).

- The most powerful marketing platform is Instagram (38%), followed by YouTube (22%), showing that engagement is best driven by visual and video content.
- Strong creative marketing execution is indicated by the fact that 70% of respondents found advertisements attractive or very attractive.
- 70% of respondents are happy or very satisfied with discounts and offers, indicating that pricing strategies significantly influence consumer engagement.

IX. SUGGESTIONS

- Make your email marketing approach stronger. Myntra may enhance emails with better images, tailored offers, and special discounts since email marketing has the least impact.
- Increase the availability of specialty products. Expanding niche and regional fashion categories may be beneficial since a small number of consumers rated product variety as mediocre or poor.
- Improve the structure and frequency of discounts. Discounts work, but some customers are not fully satisfied. Myntra could replace generic offers with more customized, user-specific discount schemes.
- Reduce reliance on celebrity endorsements. Myntra should balance influencer marketing with product quality and value-based messaging, as endorsements have only a limited impact.

X. CONCLUSION

The research on Myntra's marketing methods and consumer perception shows that the platform dominates the Indian online fashion e-commerce sector. The results show that digital marketing channels, particularly Instagram and YouTube, are crucial to brand recognition and customer behavior. Traditional media like TV contribute, but less. Overall, respondents are satisfied with Myntra's product selection, price strategy, shipping method, return and refund policy, and customer care. Prices remain a major motivation in online purchasing, as discounts, seasonal specials, and promotional offers are the top variables influencing purchase choices.

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