A STUDY ON CUSTOMER SATISFACTION WITH ONLINE SHOPPING ON MYNTRA, A SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT:
E-tailing has become a transformative trend in India, reshaping how goods and services are marketed and purchased. This study examines customer satisfaction with Myntra's online shopping in Coimbatore City, highlighting the transformative impact of. Key benefits, including lower costs, direct customer access, and faster returns, have fueled its growth. Based on responses from 142 participants, the research identifies gaps between customer expectations and experiences, providing insights to enhance satisfaction and optimize e-tailing strategies.
Keywords: E-tailing, online shopping, internet marketing, sale.

STATEMENT OF THE PROBLEM:
This study has helped to recognize the customer Awareness about the online shopping broadly consists of various commercial content formats delivered by servicing through online shopping .home delivery, cash on delivery .specifically the problem is to access .how well Myntra meets the expectations of customer in Coimbatore .To know the Mindset of the customer towards online shopping and how its impact on the mind of the customer.

OBJECTIVES OF THE STUDY:
- To study about the Demographic profile of Myntra.
- To identify the respondents perception about online shopping
- To analyse the factor influencing the buying behaviours towards online shopping ☐ To examine the customer satisfaction of online shopping at Myntra.

SCOPE OF STUDY:
This study focuses on understanding customer awareness and perceptions of online shopping, with an emphasis on myntra   services in Coimbatore. It aims to evaluate Myntra's ability to meet customer expectations, particularly in terms of key features like home delivery and cash on-delivery options. The research also explores customer attitudes towards online shopping and examines how these perceptions influence their purchasing decisions. By analyzing consumer behavior, preferences, and satisfaction levels, the study seeks to offer comprehensive insights into Myntra's performance and its contribution to building customer satisfaction and loyalty in the competitive online retail market.

REVIEW OF LITERATURE:
 Sharma and Mittal (2009), in their study "Prospects of E-commerce in India," highlight the rapid growth of e-commerce driven by a 288-million-strong middle class and rising real estate costs. In 2007-08, travel portals dominated 50% of the Rs.4800crore market, with MakeMyTrip.com contributing Rs.1000crore. E-commerce has become integral to daily life, offering diverse products across categories like apparel, electronics, and real estate. The study also predicts a 65% annual growth rate in the travel portal segment, showcasing the dynamic expansion of e-commerce in India.
Kumar and Denish Shah (2011), in "Pushing and Pulling on the Internet," examine the internet's growing role as a dominant sales channel, reshaping consumer behavior and purchasing decisions. They highlight its multifaceted impact, from global communication and information searches to online shopping. The study emphasizes how internet technology has revolutionized marketing and business

services, replacing traditional methods like TV and print with internet marketing, now central to modern strategies.

T. Shenbhagavadivu (2015), in "A Study on Customer Satisfaction Towards Online
Shopping," examines consumer attitudes and highlights the benefits and risks of online shopping, such as credit card fraud and quality concerns. The study emphasizes the need for policies to mitigate risks and improve consumer trust. Understanding factors influencing online shopping behavior is crucial for marketers to stay competitive and enhance customer satisfaction. Through e-marketing and internet communication, businesses can refine offerings, improve customer service, and boost the appeal of online shopping, which continues to grow in convenience and popularity.

Jayaprakash K., Balakrishnan N., and Sivaraj C. (2016) studied factors influencing rural consumers' online shopping behavior. Key factors include saving time and money, trendy shopping, leisure shopping, discounts, and ease of comparison. Other important aspects are product variety, convenient payment options, reliable replacements, after-sales service, and free home delivery.

Dr. P. Senthilkumar (2017) highlighted a shift from traditional, time-intensive shopping to an internet-oriented approach driven by digital technologies like e-commerce and electronic data interchange. This transformation has streamlined shopping, making it faster and more efficient, significantly altering consumer behavior and business operations.

Mohanapriya S. highlights that online shopping has gained significant popularity over the years, primarily because of the convenience it offers, allowing people to shop from the comfort of their homes or offices. One of the most attractive aspects of online shopping is its increased use during holiday seasons, as it eliminates the hassle of standing in long queues or searching multiple stores for a specific item. The study focuses on understanding customer satisfaction with online shopping and explores the reasons why consumers prefer online platforms. The findings provide insights into customer preferences and satisfaction levels when using online websites, shedding light on the factors that drive their choice of online shopping over traditional methods.

LIMITATIONS OF THE STUDY:
- The study is limited by a sample size of only 142 respondents.
- The study is limited to customers in Coimbatore, which may not fully reflect the diverse demographic of Myntra's customer base in other regions.

RESERCH METHODOLOGY:

SOURCES OF DATA PRIMARY DATA:

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

SECONDARY DATA:

Secondary data are collected from various source , ie internet websites, journals , company profile.

SAMPLE DESIGN:

Population – All consumers of myntra in Coimbatore.

SAMPLE SIZE -142

TOOLS FOR ANALYSIS:
- Simple percentage
- Chi test
- Rank

 ANALYSIS AND INTERPRETATION:

SIMPLE PERCENTAGE ANALYSIS

 TABLE: 1.1.1   DEMOGRAPHIC PROFILE

Categories	High respondents	No of respondents	percentage
gender	Female	72	50.7
family type	Joint family	75	52.8
marital status	unmarried	101	71.1
salary	Upto Rs.15000	53	37.3

Interpretation

The above table describes the demographic profile of 100 respondents, 72(50.7%)of the respondents are female, 75(52.8%) of the respondents family type is joint family, 101(71.1) are unmarried respondents, 53 respondents report a monthly salary of up to Rs.15000.

TABLE: 1.1.2   Typical Spending on Online Shopping

Typical Spending on Online Shopping	Frequency	Percent
Below Rs.2000	87	61.3
Rs.2000 to Rs.5000	51	35.9
Rs.5000 to Rs.8000	3	2.1
Above Rs.10000	1	.7
Total	142	100.0

Source : Primary Data

Table depicts the typical spending on online shopping among respondents. The data reveals that 61.3% of respondents spend below Rs.2000, followed by 35.9% who spend between Rs.2000 and Rs.5000. Only 2.1% spend between Rs.5000 and Rs.8000, and 0.7% spend above Rs.10,000. This indicates that the majority of respondents tend to spend conservatively on online shopping.

The majority of respondents (61.3%) spend below Rs.2000 on online shopping

TABLE:1.1.3 Regular Customer Status on Myntra

Regular Customer Status	Frequency	Percent
Yes	85	59.9
No	57	40.1
Total	142	100.0

Source: Primary Data

The table highlights the regular customer status of respondents on Myntra. The data indicates that 59.9% of respondents identify as regular customers, while 40.1% are not regular customers. This suggests that the majority of respondents consistently shop on Myntra.The majority of respondents (59.9%) are regular customers on Myntra.

TABLE: 1.1.4   Factors Influencing Online Shopping Decisions

Factors Influencing Online Shopping	Frequency	Percent
Cash on delivery	43	30.3
Discount Price	56	39.4
Combo Offer	25	17.6
After Sales Service	18	12.7
Total	142	100.0

Source: Primary Data

The Table shows the factors influencing online shopping decisions among respondents.The data indicates that 39.4% of respondents prioritize discount prices, followed by 30.3% who prefer cash on delivery. Combo offers influence 17.6% of respondents, while 12.7% consider after-sales service as a key factor. This suggests that discount prices are the most significant factor in influencing online shopping decisions.

Most respondents (39.4%) consider discount prices as the primary factor influencing their online shopping decisions.

TABLE: 1.1.5 Preferred Payment Methods for Online Shopping

Payment Methods for Online Shopping	Frequency	Percent
UPI	13	9.2
Net Banking	14	9.9
Cash on Delivery	108	76.1
Credit Card	7	4.9
Total	142	100.0

Source :Primary Data

The above table represents the preferred payment methods for online shopping among Respondents The data reveals that 76.1% of respondents prefer cash on delivery, followed by 9.9% using net banking, 9.2% opting for UPI, and 4.9% using credit cards. This indicates that cash on delivery is the most favored payment method among respondents.

The majority of respondents (76.1%) prefer cash on delivery for online shopping.

TABLE: 1.1.6 Key Aspects of Online Shopping Appeal

Aspects of Online Shopping Appeal	Frequency	Percent
Discount	59	41.5
Celebrity Endorsement	12	8.5
Product Features	71	50.0

Total	142	100.0

Source: Primary Data

The above table highlights the key aspects of online shopping appeal among
respondents. The data reveals that 50.0% of respondents are attracted by product features, followed by 41.5% who prioritize discounts. Only 8.5% consider celebrity endorsements as a key appeal factor. This indicates that product features hold the greatest appeal in online the majority of respondents (50.0%) find product features to be the most appealing aspect of online shopping.

TableNo.1.1.7 Exploration of New Aspects in Online Shopping

Exploration of New Aspects in Online Shopping	Frequency	Percent
Convenience	15	10.6
Trust and Security	39	27.5
Customer Satisfaction	72	50.7
Delivery and Refund	16	11.3
Total	142	100.0

Source: Primary Data

The above table shows the exploration of new aspects in online shopping among respondents. The data reveals that 50.7% of respondents focus on customer satisfaction, followed by 27.5% emphasizing trust and security. Delivery and refund processes account for 11.3%, while convenience is considered by 10.6%. This highlights that customer satisfaction is the primary aspect explored in online shopping. The majority of respondents (50.7%) prioritize customer satisfaction in exploring new aspects of online shopping

Table No. 1.1.8 Priorities When Shopping Online

Priorities When Shopping	Frequency	Percent
Price	34	23.9
Convenience	37	26.1
Product of Variety	71	50.0
Total	142	100.0

Source: Primary Data

The above table highlights the priorities of respondents when shopping online. The Data shows that 50.0% of respondents prioritize product variety, followed by 26.1% who value convenience and 23.9% who consider price as their main priority. This indicates that product variety is the key focus for most online shoppers. The majority of respondents (50.0%) prioritize product variety when shopping.

Table No. 1.1.9Timeliness of Product Delivery

Timeliness of Product Delivery	Frequency	Percent

Yes	130	91.5
No	12	8.5
Total	142	100.0

Source: Primary Data

The above table presents the timeliness of product delivery as perceived by respondents. The data reveals that 91.5% of respondents agreed that products were delivered on time, while only 8.5% reported delays. This indicates a high level of satisfaction with the timeliness of product delivery. The majority of respondents (91.5%) confirmed the timely delivery of products.

CHI-SQUARE ANALYSIS:

Hypothesis no 1

Null Hypothesis (H_0): There is no significant relationship between Age and Frequency of Shopping on Myntra Online

Alternative Hypothesis (H_a): There is a significant relationship between Age and Frequency of Shopping on Myntra Online.

Table no 2.1.1

Age * Frequency of Shopping on Myntra Online Cross tabulation				
Count				
		Frequency of Shopping on Myntra Online		Total
		Yes	No	
Age	15 to 21 years	31	28	59
	22 to 30 years	47	18	65
	31 to 40 years	14	1	15
	Above 40 years	1	2	3
Total		93	49	142

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)

Pearson Chi-Square	12.232[a]	3	.007
Likelihood Ratio	13.484	3	.004
Linear-by-Linear Association	5.664	1	.017
N of Valid Cases	142		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.04.			

The chi-square analysis for Hypothesis No. 1 reveals that the calculated Pearson ChiSquare value (12.232) has an Asymptotic Significance (2-sided) of 0.007, which is less than the alpha level of 0.05. This indicates a significant relationship between Age and Frequency of Shopping on Myntra Online. Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted.

Hypothesis No.2
Null Hypothesis (H_0): There is no significant relationship between Education and Influencers of Online Shopping Decisions
Alternative Hypothesis (H_a): There is a significant relationship between Education and Influencers of Online Shopping Decisions

Table no 2.1.2

Education * Influencers of Online Shopping Decisions Cross tabulation						
Count						
		Influencers of Online Shopping Decisions				Total
		Relatives	Friends	Children	Neighbour	
Education	UG	10	69	2	8	89
	PG	8	31	2	4	45
	Other	2	4	2	0	8
Total		20	104	6	12	142
Chi-Square Tests						

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.273[a]	6	.056
Likelihood Ratio	8.684	6	.192
Linear-by-Linear Association	.200	1	.655
N of Valid Cases	142		
a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .34.			

The chi-square analysis for Hypothesis No. 2 reveals that the calculated Pearson Chi-Square value (12.273) has an Asymptotic Significance (2-sided) of 0.056, which is greater than the alpha level of 0.05. This indicates that there is no significant relationship between Education and Influencers of Online Shopping Decisions. Therefore, the null hypothesis (H0) is accepted, and the alternative hypothesis (Ha) is rejected.

RANK ANALYSIS:
Table 3.1.1 Satisfied level of product quality in myntra

S.NO	VARIENCE	NO OF RESPONDENTS	RANK
1	Highly satisfied	11	3
2	satisfied	84	1
3	neutral	45	2
4	dissatisfied	2	4

Source: primary data
The above table represents the satisfied level of product in myntra ,the respondents gave satisfied as 1st rank ,neutral as 2nd rank ,highly Satisfied as 3rd rank ,Dissatisfied as 4th rank.

Table3.1.2 customer most preferred product on myntra

S.NO	VARIENCE	NO OF RESPONDANTS	RANK
1	Clothing	41	1
2	footwear	12	6
3	Jewellery	13	5
4	care personal products	19	4
5	Home accessories	24	2
6	Beauty&Gromming	23	3
7	Luggage	10	7

The above table represents the products preference in myntra the respondents gave clothing as 1st rank, home accessories as 2nd rank, Beaut & Gromming as 3rd rank, personal care products as 4th rank, jewellery as 5th rank, footwear as 6th rank, luggage as 7th rank.

 FINDINGS:
   ☐ Most respondents (45.8%) belong to the age group of 22 to 30 years.
   ☐ The majority of respondents (50.7%) are female.
   ☐ The majority of respondents (62.7%) have an undergraduate qualification.
   ☐ Most respondents (44.4%) have a salary range of Rs.15,000 to Rs.25,000.
   ☐ The majority of respondents (71.1%) are unmarried.
   ☐ The majority of respondents (52.8%) are from joint families.
   ☐ The majority of respondents (65.5%) have shopped on Myntra online.
   ☐ The majority of respondents (61.3%) spend below Rs.2000 on online shopping.
   ☐ Most respondents (39.4%) consider discount prices as the primary factor influencing their
     online shopping decisions.
   ☐ The majority of respondents (50.0%) find product features to be the most appealing aspect of online shopping.
   ☐ The majority of respondents (73.2%) are influenced by friends in their online shopping decisions.

- Most respondents (41.5%) visit Myntra on a monthly basis.514
- The majority of respondents (59.9%) are regular customers on Myntra.
- The majority of respondents (50.7%) prioritize customer satisfaction in exploring new aspects of online shopping.
- The majority of respondents (50.0%) prioritize product variety when shopping online.
- The majority of respondents (91.5%) confirmed the timely delivery of products.
- The majority of respondents (76.1%) prefer cash on delivery for online shopping.
- The majority of respondents (91.5%) are satisfied with Myntra's return policy.
- The majority of respondents (59.2%) are satisfied with product pricing.
- Most respondents (45.1%) rated their overall experience with Myntra as good.
- There is a significant relationship between Age and Frequency of Shopping on Myntra Online
- There is no significant relationship between Education and Influencers of Online Shopping Decisions

SUGGESTIONS:

Myntra can attract more price-sensitive customers by continuing to offer discounts and maintaining competitive, transparent pricing. Enhancing product diversity and appealing features, along with monthly promotional campaigns, can sustain customer interest and cater to frequent shoppers. Strengthening word-of-mouth marketing through influencers and loyal customers, alongside improved loyalty programs, may boost repeat purchases. Ensuring consistent, timely delivery and promoting secure payment options like cash on delivery can enhance customer trust. Simplifying the return process further and expanding product categories will help appeal to a broader audience while maintaining high satisfaction levels.

CONCLUSION:

In conclusion, Myntra's focus on timely delivery, product features, competitive pricing, and user-friendly policies has successfully met customer expectations in Coimbatore. Trust and affordability, driven by cash-on-delivery and discounts, remain key factors for its popularity. To further strengthen its market position, Myntra can enhance online payment security, improve customer engagement through targeted marketing, and leverage loyalty programs and word-ofmouth recommendations. By tailoring strategies to younger shoppers and maintaining universal appeal, Myntra can continue to innovate and deliver a superior shopping experience, sustaining its competitive edge in Coimbatore and beyond.

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