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Impact of digital marketing strategies on the marketing effectiveness and customer satisfaction: A study with special reference to Myntra

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Abstract

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 and Content marketing.

Keywords: Digital Marketing Strategies, Customer Satisfaction, Myntra, B2C

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 and Content marketing.

1.1 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.

1.2 Objectives of the study

- To know the online marketing strategies of the Myntra
- To analyse 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

1.3 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.

1.4 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. The study makes use of primary data. The primary data collected through the

questionnaire from the 50 customers of Myntra. The Main sources of secondary data are websites, books, magazines etc. The study is conducted on the basis of 50 selected sample and findings are drawn based on their response. Simple random sampling technique has been chosen for selecting the sample for this study. 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. This study is done with reference to the Myntra, Manjeri area in Chennai city. This helps to understand about implementation of online marketing strategies for increasing sales of consumable products in Myntra.

2. 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.

3. Data analysis and results discussion

Table 1: Profile of Digital platform users and some insights

Gender	Frequency	Percentage	Frequency of purchase	Frequency	Percentage
Male	35	70%	Regularly	4	8%
Female	15	30%	Often	7	14%
Total	5	100%	Occasionally	19	38%
Age	Frequency	Percentage	Sometimes	12	24%
Below 20	12	24%	Rarely	8	16%
20-25	15	30%	Site using	Rank	%
25-30	10	20%	Flipkart	15	30%
30-35	8	16%	Amazon	16	32%
Above 35	5	10%	Snapdeal	11	22%
Total	50	100%	Jabong	3	6%
Occupation	Frequency	Percentage	Other	5	10%
Student	23	46%	Products purchase	Frequency	Rank
Service	12	24%	Clothing	213	1
Self employed	15	30%	Hand bags	189	3
Total	50	100%	Cosmetics	109	4
Edu.qualification	Frequency	Percentage	Footwear	203	2
SSLC	4	8%	Other	107	5
Plus two	15	30%	Status of using	Frequency	Percentage
Graduate	20	40%	Yes	50	100%
Post graduate	6	12%	No	0	0
Other	5	10%	Total	50	100%
Total	50	100%			

Source: Primary data/Questionnaire

The table shows that 35 respondents are male and remaining 15 respondents are female. Similarly, 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. 4 respondents are SSLC, 15 respondents are plus two, 20 respondents are graduate, 6 respondents are post graduate, and remaining 5 respondents are other. The results show that, 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). 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 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. 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.

The table shows that the clothing is the most preferred product respondents buys 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.

Table 2: Showing the motivators to go for Digital platforms and Myntra

Factors	5-SA	4-A	3-SWA	2-DA	1-SDA
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/Questionnaire

The table shows that 75% respondents express that delivery time factor motivates them and 66% respondents are using price factor and 96% respondents are using quality factor and 47% respondents are using availability factor and 85% respondents are using brand factors and 39% of respondents are using size factor and 77% respondents are using payment mechanism factor. The respondents express that quality is the factor that motivates them to buy products through online. Quality is one of the major factors that the customers consider most while buying products compared to the other factors. And minority of respondent's size factor motivates to buy product through online.

Table 3: Factors of Decision making in Digital platform Purchase

Factors	Total	Rank
Advertisement	158	3
Price	195	1
Discounts	149	4
Brand	174	2
Rating	136	5

Source: Primary data/Questionnaire

The table shows that the no. of respondents sees before making a selection of products in Myntra. 10% respondents are selection of products by rating and 40% respondents are selection of products by price and 30% respondents are selection of products by brand and remaining 20%

respondents are selection of products by advertisement. The graph shows that majority of respondents make selection of products by considering the price factor because of attractive offers and discounts and minority are considering rating of products while selecting products of Myntra.

Table 4: Promotional strategies of Myntra

Promotional Strategies	5-Excellent	4-Very Good	3-Good	2-Average	1-Poor
Coupon bought	3	5	8	30	4
Festival offer	2	1	0	16	31
End of reason sale	5	14	22	7	2
Delivery charge	28	14	6	2	0
Discounts & deals	16	22	12	0	0

Source: Primary data/Questionnaire

The above table shows 87% of respondents have rates delivery charge and 81%, 65% respondents had rated the discounts & deals, end of reason sale respectively. Whereas 49%, 30% of respondent's rates only have coupon bought and festival offer.

Table 5: Respondents rating towards promotional strategies of Digital platforms

Particulars	No. of respondents	Percentage
Poor	4	8%
Average	13	26%
Good	20	40%
Very good	7	14%
Excellent	6	12%
Total	50	100%

The table shows that the 8% respondents are poor rating about Myntra and 26% respondents are average rating about Myntra and 40% respondents are good rating about Myntra and 14% respondents are very good rating about Myntra and remaining 12% respondents are excellent rating about Myntra. The graph shows that the majority of respondents are good rating about the Myntra because of good quality of products and attractive offers and discounts etc... And minority of respondents is poor rating about Myntra.

Table 6: Customer satisfaction observed towards Digital platforms

Particulars	No. of respondents	Percentage
Very much satisfied	5	10%
Satisfied	10	20%
Neutral	25	50%
Dissatisfied	6	12%
Highly dissatisfied	4	8%
Total	50	100%

Source: Primary data/Questionnaire

The graph shows that the 10% of respondents are very much satisfied with the product information of Myntra and 20% of respondents are satisfied with the product information of Myntra and 50% of respondents are very neutral with the product information of Myntra and 12 %of respondents dissatisfied with the product information of Myntra and 8% of respondents are highly dissatisfied with the product information of Myntra.

Table 7: Problems faced by customers of digital platforms

Problems	No. of respondents	Percentage
Quality	8	16%
Return policy	13	26%
Hidden charges	6	12%
Security	11	22%
Delivery problems	12	24%
Total	50	100%

Source: Primary data/Questionnaire

The table shows the problems faced by the Myntra customers. 26% are return policy problems, 24% are delivery problems, 22% are security problems, 16% are quality problems and 12% are hidden charges while conducting online purchase through Myntra. This is done to know the problems faced by the customers of Myntra. From this we can identify that the return policy gets 1st rank. Delivery problems, security, quality and hidden charges got the 2nd, 3rd, 4th and 5th rank respectively.

Table 8: Respondents satisfaction level towards Myntra

Features	Very much satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Discounts	12	15	18	2	3
Customer service	8	12	23	5	2
Delivery time	10	30	8	2	0
Cash on delivery	6	16	19	8	1
Exchange	13	11	9	12	5
Packaging	7	19	11	9	4

Source: Primary data/Questionnaire

The table shows that, the satisfaction level of customers in the features of Myntra. Delivery time got 1st rank, discount got 2nd rank, customer service got 3rd rank, cash on delivery got 4th rank, packaging got 5th rank and exchange got 6th rank.

4. Suggestions and recommendations

The following are the suggestions that appeared while analysing the study. Since few of the customers are buying products through offline, awareness needs 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 needs 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 and Lack of out of stock should consider.

5. Summary and 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.

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