



# A STUDY ON CUSTOMER SATISFACTION TOWARDS MYNTRA APP IN SPECIAL REFERENCE TO COIMBATORE CITY

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## ABSTRACT

*Electronic commerce support selling, buying and trading of product or services over the internet. Internet marketing first began 1990 with just text-based website which offered product information. Now with the growth in the utilization of the internet it is observed the internet marketing is not just selling of product alone but in addition to this it also involves information about product.. With the significant growth of internet usage, internet marketing is found to expand its horizons. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, and smartphones. Online shopping has gained a lot of importance in the present marketing condition. But every application are not known to the public.*

**KEY WORDS:** *Internet marketing, smartphone, text-based websites*

## 1. INTRODUCTION

Purchasing product or services over the internet, online shopping has attained immense popularity in recent days mainly because people find it convenient and easy to shop from the comfort of their home or office and also eased from the trouble of moving from shop to shop in search of good of choice. Retail is a process of selling goods and services to customers through multiple channels of distribution. Internet marketing utilizes the power of electronic commerce which refers to any market on the internet. With the significant growth of internet usage, internet marketing is found to expand its horizons.

## 2. STATEMENT OF PROBLEM

Myntra is considered as the fashion dealing app. Most of the women go for online shopping nowadays. The problem area of the survey is consumer awareness and satisfaction of Myntra App among women in Coimbatore.

## 3. OBJECTIVES OF STUDY

- To know the women customer satisfaction level with Myntra App.
- To study business models of Myntra App.
- To study future of Indian e- commerce industry.

## 4. RESEARCH METHODOLOGY

Sources of Data	Primary and Secondary data
Sampling technique	Convenient sampling
Sample size	140 respondents
Tools and Technique	Simple percentage analysis, Likert scale analysis.



#### 4. TABLE

**Table Showing Preference of Respondents Towards**

S.No	Purchasing Options	No.Of Respondents	Percentage
1	Service	27	19.2%
2	Discount and offers	35	25%
3	Choices of products	29	20.17%
4	Schemes and offers	18	12.85%
5	Others	31	22.14%
	<b>TOTAL</b>	<b>140</b>	<b>100%</b>

#### 5. REVIEW OF LITERATURE

**Dr.J.Sulaiman (2016)** study assessed the level of satisfaction of the online customer relating to their various demographic variables, website chosen for online purchase, product feature as well as website features. The analysis part of the study revealed the demographic variables are significantly expect in case of the annual income where it is insignificant. With regards to the websites chosen and the level of satisfaction of the online customer they relationship is not significant. From the point of type of the product purchased the level of satisfaction of the online customer is not significant.

**Dr.P.Senthilkumar (2017)** pointed out the consumer had sufficient time to visit shopping center's searching for various product. Many consumers prefers bargaining and decide the purchase after physical examination of the commodities. The entire process can range from few hours to week depending on the quality, quantity and source of purchase. Today there is radical change in entire scenario. Everything in todays world intyernet oriented like electronic data interchange E-Mail, E-Business and E-Commerce. E-Commerce is exchange of information using networking based technologies.

#### 6. FINDINGS

- ↪ It is found that Majority 84.3% of the respondents are Unmarried
- ↪ It is found that Majority 65.7% of the respondents are Nuclear family.
- ↪ It is found that Majority 68.6% of the respondents belongs to Undergraduate.
- ↪ It is found that Majority 77.1% of the respondents earn income below 50000.
- ↪ It is found that Majority 69.3% of the respondents belongs to Professionals.
- ↪ It is found that Majority 42.9% of respondents saying that convenience is the reason for choosing online shopping.
- ↪ It is found that Majority 48.6% of respondents are using Amazon online application.

- ↪ It is found that Majority 48.6% of the consumers are satisfied by using online shopping.
- ↪ It is found that Majority 50% of the consumers are giving importance to the Trust as an Mostly important factor influenced in online shopping.
- ↪ It is found that Majority 50.7% of the consumers are giving importance to the Discount as an important factor influenced in online shopping.
- ↪ It is found that Majority 34.2% of the consumers are giving importance to the Schemes and Offers as an important factor influenced in online shopping .
- ↪ It is found that Majority 46.4% of the consumers are giving importance to the Service as an important factor influenced in online shopping .
- ↪ It is found that Majority 39.3% of the consumers are in the neutral position in awareness about Myntra App.
- ↪ It is found that Majority 67% of the consumers are using Myntra App Recently because there not having more awareness about this Mynta App.
- ↪ It is found that Majority 26.4% of the consumers are saying that Low risk is the important factor influence them to use Myntra App.
- ↪ It is found that Majority 58.6% of the consumers are mostly using cash on delivery as their regular mode of payment.

#### Findings from Likert Scale Analysis

The likert scale value is 3.8 which is greater than the mid value (3), so the re respondents are satisfied on online shopping .

#### 7. SUGGESTIONS

In Myntra app there are more procedures to do our online shopping so it is difficult to use this so the procedures can be reduced. It is little diifficult to do the process because illustrate will face more difficulties to use this Myntra app so processes can be understandable. Till know there is no proper



awareness among the people so advertising activities can be even more better.

## 8. CONCLUSION

This study we came to know that the awareness about the myntra app is very less among the people. But the users of myntra app were very comfortable and they are benefitted by the application. Promotional activities must be improved to increase the users of myntra app. Most of the respondents are women so women are becoming an successful entrepreneur so that our economy also becoming developed.

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