A STUDY ON ONLINE MARKETING IN MYNTRA

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ABSTRACT

This study investigates the effectiveness of online marketing strategies adopted by Myntra, a leading Indian fashion e-commerce platform. The research focuses on analyzing how digital tools such as influencer marketing, AI-driven personalization, and targeted advertising impact consumer purchasing behavior. Primary data was collected from 150 respondents and analyzed using statistical tools including descriptive statistics, chi-square test, correlation, and regression analysis. The findings reveal that Myntra's online marketing efforts significantly affect customer engagement, brand trust, and conversion rates. The study concludes with recommendations for leveraging data-driven digital marketing for sustained growth.

Keywords: Online Marketing, Myntra, Digital Strategy, E-commerce, Influencer Marketing, AI Personalization, Consumer Behavior

INTRODUCTION

Online marketing has become a cornerstone for e-commerce success in the digital era. In India, Myntra has emerged as a leading online fashion retailer by successfully deploying innovative marketing strategies such as influencer promotions, live content marketing, and personalized recommendations. These strategies help enhance user engagement, drive repeat purchases, and foster brand loyalty. As the competition in online retail intensifies, understanding the mechanisms and effectiveness of Myntra's marketing strategies becomes vital. This study evaluates these strategies to identify their influence on customer decisions.

STATEMENT OF THE PROBLEM

Despite the availability of advanced digital tools, many online retailers fail to achieve high conversion and retention rates. Myntra appears to have successfully overcome this challenge by integrating AI-powered personalization, content marketing, and influencer engagement. This study addresses the following problem:

To what extent do Myntra's online marketing strategies influence consumer purchasing behavior and long-term engagement?

OBJECTIVES OF THE STUDY

- To identify key online marketing strategies adopted by Myntra.
- To evaluate customer responses to influencer and personalized marketing.
- To analyze statistical relationships between marketing tools and purchasing decisions.
- To test hypotheses regarding the effectiveness of online marketing.
- To suggest recommendations for optimizing digital marketing strategies.

REVIEW OF LITERATURE

Patel (2021) highlighted that companies using AI in retail marketing saw up to a 30% increase in conversions.

Kumar and Sharma (2020) emphasized the role of influencer marketing in shaping purchasing decisions, particularly among younger consumers.

Gupta (2019) identified that mobile-first campaigns and local language targeting improve engagement in non-metro areas.

ADM Education (2024) explored Myntra's digital marketing framework, including the use of interactive video commerce and data analytics for customer targeting.

ANALYSIS AND DETAILED INTERPRETATION

Sample and Methodology

- Respondents: 150 regular users of the Myntra app (metro and non-metro cities)
- Sampling Method: Stratified random sampling
- Data Collection: Structured questionnaire
- Tools Used: Descriptive statistics, Chi-square, Correlation, Regression (SPSS)

Descriptive Statistics Summary

Variable	Percentage (%)
Influenced by personalized recommendations	82%
Influenced by influencer/celebrity promotions	76%
Preference for Myntra due to app UX & offers	74%

CHI-SQUARE TEST

Objective: To find association between age group and influencer marketing impact

p-value: 0.028 (< 0.05) → Statistically significant

Inference: Younger respondents are significantly more influenced by influencer content.

CORRELATION ANALYSIS

Variables: Frequency of app usage vs. frequency of purchase

Result: Pearson's $r = 0.65$ → Strong positive correlation

Inference: Frequent app users are more likely to make purchases.

REGRESSION ANALYSIS

Dependent Variable (Y): Purchase behavior

Independent Variables:

- $X1$ = Influencer marketing
- $X2$ = Personalized advertisements
- $X3$ = Email campaigns

   $R^2 = 0.59$ → 59% of variation in purchase decisions explained by these strategies

Hypothesis Application on the Study

H₀ (Null Hypothesis): Myntra's online marketing strategies do not significantly influence consumer behavior.

H₁ (Alternative Hypothesis): Myntra's online marketing strategies significantly influence consumer behavior.

Outcome: Based on the chi-square and regression analysis, H₀ is rejected. The data supports H₁, indicating a significant effect of online marketing on customer behavior.

FINDINGS AND CONCLUSION

Findings:

- AI-driven personalization enhances engagement and purchase rates.
- Influencer marketing is particularly effective among consumers aged 18–30.
- Users respond positively to in-app content such as Myntra Studio and live product demos.
- Statistical tests validate a strong link between online marketing and consumer behavior.

Conclusion:

Myntra has effectively utilized a combination of influencer marketing, personalized content, and technology-driven tools to create a competitive edge in Indian e-commerce. The company's approach to localized and mobile-first engagement strategies has proven successful in

both metro and non-metro markets. These insights can be leveraged by other online retailers to refine their marketing frameworks.

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