

Project Report

“Effect of promotion & discount offered by Myntra on consumers”

Submitted to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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NAAC Re-Accredited "A" Grade Autonomous



In Academic Year 2020-21

Department of Management Sciences and Research
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Certificate

This is to certify that "**Bhumika nageshwar**" has submitted the project report titled "**Effect of promotion & discount offered by Mynta on consumers**", towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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DECLARATION

I here-by declare that the project with title "Effect of promotion & discount offered by Myntra on consumers " has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me

- **Bhumika nageshwar**

Place: Nagpur

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Acknowledgement

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I would like to thank all those who helped me in making this project complete and successful.

- Bhumika nageshwar

Place: Nagpur

Date:

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INTRODUCTION OF PROJECT

Definition -Promotion is defined as the co-ordinated self-initiated efforts to establish channel of information and persuasion to facilitate or foster the sale of goods or services, or the acceptance of ideas.

On simple words we can elaborate promotion as, A marketing tool, used as a strategy to communicate between the sellers and buyers. Through this, the seller tries to influence and convince the buyers to buy their products or services. It assists in spreading the word about the product or services or company to the people. The company uses this process to improve its public image. This technique of marketing creates an interest in the mindset of the customers and can also retain them as a loyal customer.

The modern age is the age of severe competition. Therefore, manufacturers have to think of new and unfamiliar ways of communication about their products to the customers. Demand creation is an imperative need of business. Sales do not take place automatically without promotion or marketing communication even though a product is superb.

In essence, promotion involves the creation and expansion of demand. After product development, it is introduced in the market and its demand is created through promotional activities. Promotion is just like the spark plug in the marketing mix of a firm.

Promotion is a term used frequently in marketing and is one of the elements of marketing mix. It refers to raising customer awareness of a product or brand, generating sales and creating brand loyalty. It involves an entire set of activities that communicate about the product, brand or service to the user. The basic idea behind promotion is to make people aware, attract and induce to buy the product, in preference over other similar products available in the market

Advertising and promotional efforts help businesses establish themselves in the market as viable brands. Unknown companies can become known quantities through their marketing efforts and can create an image of their liking in the process. For example, when a business launches a marketing campaign that equates its products with Babe Ruth, the Empire State Building and Broadway, the consumer may infer that the brand is touting itself as a New York icon. The brand may be new and the products largely unknown, but the message will draw the attention of consumers, who may give it a try. Advertising and promotion can do more than just maintain the strength of your primary market; they can also expose you to new secondary markets that add revenue and possibilities for your development. Marketing attracts the general consumer and can affect industry professionals. If a company sees that your brand delivers what it needs, it might ask you to

deliver product on a wholesale basis. New secondary markets can even exceed the value of your primary market over time.

Sales promotions are a marketing communication tool for stimulating revenue or providing incentives or extra value to distributors, sales staff, or customers over a short time period. Sales promotion activities include special offers, displays, demonstrations, and other nonrecurring selling efforts that aren't part of the ordinary routine. As an additional incentive to buy, these tools can be directed at consumers, retailers and other distribution partners, or the manufacturer's own sales force. The consumer discount rate is a fundamental concept underlying virtually all intertemporal consumer-choice and capital-growth models. In other words, the discount rate is the intertemporal marginal rate of substitution, evaluated at a stationary consumption path, it is a common mistake to believe that promotion by business is all about advertising.

Defining marketing communication is tricky because, in a real sense, everything an organization does has communication potential. The price placed on a product communicates something very specific about the product. A company that chooses to distribute its products strictly through discount stores sends a distinct message to the market. A business that follows strict environmental practices says much about the organization.

Marketing communication refers to activities deliberately focused on promoting an offering among target audiences. The following definition helps to clarify this term: Marketing communication includes all the messages, media, and activities used by an organization to communicate with the market and help persuade target audiences to accept its messages and take action accordingly.

In today's marketing environment, promotion involves **integrated communication marketing (IMC)**. In a nutshell, IMC involves bringing together a variety of different communication tools to deliver a common message and make a desired impact on customers' perceptions and behavior. As an experienced consumer in the English-speaking world, you have almost certainly been the target of IMC activities (practically every time you "like" a TV show, article, or a meme on Facebook, you are participating in an IMC effort!).

- **Integrated marketing communication** is the process of coordinating all this activity across different communication methods. Note that a central theme of this definition is persuasion: persuading people to believe something, to desire something, and/or to do something. Effective marketing communication is goal directed, and it is aligned with an organization's marketing strategy. It aims to deliver a particular message to a specific audience with a targeted purpose of altering perceptions and/or behavior. Integrated marketing communication (IMC) makes marketing activity more efficient and effective because it relies on multiple communication methods and customer touch points to deliver a consistent message in multiple means and in more compelling ways.

- **The Promotion Mix: Marketing Communication Methods**

The promotion mix refers to how marketers combine a range of marketing communication methods to execute their marketing activities. Different methods of marketing communication have distinct advantages and complexities, and it requires skill and experience to deploy them effectively. Not surprisingly, marketing communication methods evolve over time as new communication tools and capabilities become available to marketers and the people they target.

Seven common methods of marketing communication are described below:

- **Advertising:** Any paid form of presenting ideas, goods, or services by an identified sponsor. Historically, advertising messages have been tailored to a group and employ mass media such as radio, television, newspaper, and magazines. Advertising may also target individuals according to their profile characteristics or behaviour; examples are the weekly ads mailed by supermarkets to local residents or online banner ads targeted to individuals based on the sites they visit or their Internet search terms.
- **Public relations (PR):** The purpose of public relations is to create goodwill between an organization (or the things it promotes) and the “public” or target segments it is trying to reach. This happens through unpaid or earned promotional opportunities: articles, press and media coverage, winning awards, giving presentations at conferences and events, and otherwise getting favourable attention through vehicles not paid for by the sponsor. Although organizations earn rather than pay for the PR attention they receive, they may spend significant resources on the activities, events, and people who generate this attention.
- **Personal selling:** Personal selling uses people to develop relationships with target audiences for the purpose of selling products and services. Personal selling puts an emphasis on face-to-face interaction
- **Sales Promotion:** It covers those marketing activities other than advertising, publicity and personal selling that stimulate consumer purchasing and dealer effectiveness. Such activities are displays, shows, exhibitions, demonstrations, and many other non-routine selling efforts at the point of purchase. Sales promotion tries to complement the other means of promotion.

All kinds of promotion play the role of communication channels between the marketer (the source and the sender of message) and the consumer (the receiver of the message). Promotion as an element of marketing mix has three broad objectives- (a) information, (b) persuasion, (c) reminding. The overall objectives of promotion is, of course, influencing the buyer behaviour and his predispositions (needs, attitudes, goals, beliefs, values and preferences).

➤ **Some special Characteristics of promotion are: -**

- ✓ **Reminding Act** – When the target market has already been persuaded of the product's benefits, the marketing communication serves the purpose of reminding the consumer, so that while assessing the options for consumption, the consumer considers the product. Rewinding act of promotion helps to trigger the customer's memory.
- ✓ **Persuading Act**– It is done to induce desired favourable behaviour from the consumer. Persuasion normally becomes the main promotion goal when the product enters the growth stage of life cycle. By this time the target market should have general product awareness and some knowledge of how the product is fulfilling wants. Hence, the promotional nature switches from informing consumers about the product category to persuading them to purchase.
- ✓ **Interpersonal Element** – Marketing communication serves as a central element of the way in which people relate to and cooperate with each other and attending the interpersonal event which is the building block of society. Along with sending and receiving information in order to cooperate individuals are constantly communicating their self-images to all around them.
- ✓ **Human Skill** – Marketing communication serves as a human skill as it is concerned with the state of mind of the communicator and with the state of mind of the person intended to receive the communication. Communications objectives are often specified as outcomes of attitude change.
- ✓ **5. Constant Activity**– One of its important features is that it is a constant activity. It is a universal and essential feature of human expression and organisation.
- ✓ **6. Information Transaction**– It is information transaction as it is related with sending and receiving knowledge, ideas, facts, figures, goals, emotions and values, a ceaseless activity of all human beings, and therefore also of all human organisations.
- ✓ **7. Differentiating Act** – Marketing communication try to keep out competing products from consumer decision-making by making promoted product more attractive and a closer match to their needs.
- ✓ **8. Informing Act** – Providing data into the consumer's mindful and appreciative thought processes to ensure that promoted product is considered as an attractive option in consumption. Marketing communication seeks to convert an existing need into want or to stimulate interest in a new product. As

new product cannot establish itself against more mature products unless potential buyers do not have information about the product.

- ✓ **9. Marketing Tool** – Communication can be viewed as neutral and compassionate, a form of human interaction which helps society and the organisations within it to work well, and which can only benefit those who take part in it. It is a selective art, as important for what it does not convey as for what it do .
- ✓ **10. Customer Oriented** – The producer is responsible to perform the promotional activities and obtain all the required information about the present as well as prospective customers, so that products may be offered to the market as per their needs and wants, through marketing communication, the company tries to persuade and request the customers to purchase their goods or services

. The reason behind & purpose behind is promotion A good product, an efficient channel, and appropriate price are not enough by themselves. Communication and convincing elements should supplement to offer contrasts to the efforts 'of competitors. It may even be stated that the competitive characteristics of promotion defines its vital role in marketing strategy. Communication is a necessary element in everyday and in every walk of life. People communicate for many reasons. A dynamic society cannot be there without sufficient modes of communication. Members of the society seek amusement, ask help, give help, provide information, all through some form of communication developed over centuries. Promotion is the mode of communication adopted by business community for achieving certain specific objectives. From the point of view of a seller such communications may become necessary to modify consumer behavior and thoughts and/or to reinforce existing behavior of consumers.

➤ **A firm uses different tools for its promotional activities which are as follows:**

(i) Advertising: Advertising is the most commonly used tool for informing the present and prospective consumers about the product, its quality, features, availability, etc. It is a paid form of non-personal communication through different media about a product, idea, a service or an organisation by an identified sponsor. It can be done through print media like newspapers, magazines, and electronic media like through radio, television, etc.

(ii) Publicity: This is a non-paid process of generating wide range of communication to contribute a favourable attitude towards the product and the organisation, e.g., articles in newspapers about an organisation, its products and policies. The other tools of publicity are press conference, publication and news in the electronic media etc. It is published or broadcasted without charging any money from the firm.

(iii) Personal Selling: When representatives of different companies try to persuade the customers personally it is called personal selling. It is a direct presentation of the product to the consumers or prospective buyers. It refers to the use of salespersons to persuade the buyers to act favourably and buy the product.

(iv) Sales Promotion: This refers to short- term and temporary incentives to purchase or induce trials of new goods. The tool includes contests, games, gifts, trade shows, discounts, etc. All marketing communications must be planned as part of a total system and not as independent pieces. Promotional methods constitute the promotion-mix which has the following four ingredients. All promotional methods try to influence consumer's attitude, beliefs, ways of living or life styles, values and preferences towards a company and its products, and thereby, influence his/her behaviour.

Effect of promotion and customer offering Advertising and promotion are essential components of a successful business. Their effects include brand establishment, growth within your target market segment, the discovery of new secondary markets, the development of customer loyalty and defense against competition. Businesses without marketing strategies may save money, but they operate at a distinct disadvantage.

➤ **There are some several discounts and offers-**

- **Price Discounts** - has positive relationship towards consumer buying behavior According Kardes (1999), is a free sample of sales promotion techniques to increase our sales. When a company creates a new product and performs in the market. People are not aware of a new product. The marketing manager of the company tries to increase sales or introduce the new product by using different tools. Free Sample is one of the tools of sales promotion. In free sample of marketing managers goes on the market to suit different traders or clients and give them the free sample.
- **Free Sample** - has positive relationship towards consumer buying behavior Technology promotion "buy one get one free" is one of the types of bonus packages in which consumers are offered the additional product at the normal price, but it was found in an improved package. Consumer would be easily convinced to buy products that do not require additional fees and higher perceived by consumers (Sinha and Smith, 2000) value. In addition, this technique would be beneficial for promoting retailers SALE speed relative to price promotions.
- **Buy-one-get-one-free-** has positive relationship towards consumer buying behavior In terms of buying behavior, consumers often endless search to meet your needs and satisfaction of finding something new or better, as each own behavior, attitude and thinking, while the selection of products, services and make purchase decisions. As a result, there is a wealth of literature that has examined the behavior of consumers to buy and studies have reported that many factors that may affect the conduct or to buy or not to buy a consumer product.

Company profile



Myntra

Myntra is an Indian fashion e-commerce company headquartered in Bangalore, Karnataka, India. The company was founded in 2007 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart. Before going through it let's see the history of Myntra.

Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena; Myntra sold on-demand personalized gift items. It mainly operated on the B2B (business-to-business) model during its initial years. Between 2007 and 2010, the site allowed customers to personalize products such as T-shirts, mugs, mouse pads, and others.

In 2011, Myntra began selling fashion and lifestyle products and moved away from personalisation. By 2012 Myntra offered products from 350 Indian and International brands. The website launched the brands Fastrack Watches and Being Human.

In 2014 Myntra was acquired by Flipkart in a deal valued at ₹2,000 crore (US\$280 million). The purchase was influenced by two large common shareholders Tiger Global and Accel Partners. Myntra functions and operates independently. Myntra continues to operate as a standalone brand under Flipkart ownership, focusing primarily on "fashion-conscious" consumers.

In 2014, Myntra's portfolio included about 1,50,000 products of over 1000 brands, with a distribution area of around 9000 pin codes in India. In 2015, Ananth Narayanan became the Chief Executive Officer of Myntra.

On 10 May 2015, Myntra announced that it would shut down its website, and serve customers exclusively through its mobile app beginning 15 May. The service had already discontinued its mobile website in favour of the app. Myntra justified its decision by stating that 95% of traffic on its website came via mobile devices, and that 70% of its purchases were performed on smart phones. The move received mixed reception, and resulted in a 10% decline in sales. In February 2016, acknowledging the failure of the "app-only" model, Myntra announced that it would revive its website.

In September 2017, Myntra negotiated the rights to manage Holdings' 15 offline stores in India. Myntra reported a net loss of ₹151.20 crore in the financial year 2017-18.

In January 2021, Myntra changed its logo, after a police complaint was registered that the logo resembles a naked woman. The complaint was filed by a woman named Naaz Patel, who runs an NGO called Avesta Foundation.

➤ **Acquisitions and investments of Myntra:**

In October 2007, Myntra received its initial funding from Erasmic Venture Fund (now known as Accel Partners), Sasha Mirchandani from Mumbai Angels and a few other investors. In November 2008, Myntra raised almost \$5 million from NEA-IndoUS Ventures, IDG Ventures and Accel Partners. Myntra raised \$14 million in a Series B round of funding. This round of investment was led by Tiger Global, a private equity firm; the existing investors IDG Ventures and Indo-US Venture Partners also put in substantial amount towards funding Myntra. Towards the end of 2011, Myntra.com raised \$20 million in its third round of funding, again led by Tiger Global. In February 2014, Myntra raised additional \$50 Million (Rs.310 crore) funding from Premji Invest and few other Private Investors.^[27] In April 2015, Myntra acquired Bengaluru-based mobile app development platform company Native5, with a view to strengthen and expand Myntra's mobile technology team.

In July 2016, Myntra acquired mobile-based content aggregation platform Cubeit, to strengthen and expand its technology team. Also, they acquired their rival Jabong.com to become India's largest fashion platform. In October 2017, Myntra partnered with Ministry of Textiles to promote handloom industry

In April 2017, the company acquired In Logg, a city-based technology platform for the e-commerce sector.

In April 2018, Myntra bought Bangalore-based start-up Wit works, a maker of wearable devices to strengthen its technology team

\$50 to \$500 million

Employees

1001-5000

➤ **Some Strategy of Myntra that brought them Immense Success are:**

➤ Myntra has been founded by some IIT passed out graduates in the year 2007. It was not the first company in India to work on the e-commerce platform. So, the competition was high. The strategy it pulled up for

success had been their marketing mix. They worked on the niche of garments and fashion. Gradually they covered all segments of the same and created a completed coverage of all lifestyle items. It made them a brand in Indian Market by 2014.

- Technology has been another great area that Myntra worked on. Starting initially at the online platform, they continued to upgrade themselves with technology. Understanding the trend of users, they switched to Mobile app version swiftly. It gave a big thrust to its competitors by 2016.
- Logistics had remained the key success area for Myntra too. They expanded fast to cover around 9000 Pin codes in India and thus created a sensation to its competitors. The distance between physical buying and buying from an e-commerce platform can be shortened with a highly nurtured logistics. Myntra ensured the same to retain its supremacy in the Fashion world of India.
- In terms of promotion, Myntra never left out any platform for its success. However, their approach was not like the other competitors. A perfect strategy has been knitted every time by them in social network marketing. Marketing on Facebook, YouTube, and Twitter was focussed but was not made rigorous to disturb the users. Solution providing attitude has been maintained to reach users every moment. Most of the time, their advertisement strategy remained targeted at the core competency. They held over the competitors – and thereby placed their style statement prominently.
- In the case of physical marketing, Myntra never targeted to cover the Metropolitan cities with banners and hoardings. Rather, they took up the matter seriously and strategically. Personalized sports Jersey of Team India, IPL or FIFA has been a well-thought promotion plan from Myntra. It placed them differently above all its rivals.
- The inclusion of style icons in Advertisements and Promotion has not been ignored for expansion. But here too, they marked themselves different, by choosing the style icons. With most of the Bollywood superstars as their brand ambassadors, they also pulled in sports personalities.
- Their strategy of marketing, the promotion was backed up highly by the huge stock of over 150000 products from over 1000 brands. This made them awarded to be the best e-retailer in the year 2012 and again in 2013.

There was a time when customers could get access to branded apparel only from showrooms and branded stores. But thanks to the ecommerce platform Myntra we get our favorite fashion brands delivered right at our doorsteps. Being called a hub of online

fashion, Myntra is definitely adding a touch of style to our wardrobe and making shopping fun. Moreover, the credit of offering high-end brands as well as affordable fashion in the corners of the country goes to the marketing strategy of Myntra.

The reason why we are discussing the marketing strategy of Myntra is its 86% increase in customer base during its “End of Reason Sale” (EORS).Such humongous success calls for research on its marketing strategy that attracted over 7 lakh, new customers, on its platform during the EORS sale last year. Shopping on Myntra was a stressbuster for many during the lockdown period last year. But what made them buy from Myntra was their strong promotional strategies that drew customers to their platform.

So, let us take a look at the E-commerce strategies that Myntra is adopting to make millions of customers.

- ✓ **Myntra recently launched a digital reality show for influencers. The title of the show is “Myntra Fashion Superstar” to hunt for fashion influencers on its shopping platform** Such humongous success calls for research on its marketing strategy that attracted over 7 lakh, new customers, on its platform during the EORS sale last year. Shopping on Myntra was a stressbuster for many during the lockdown period last year. But what made them buy from Myntra was their strong promotional strategies that drew customers to their platform.

The founders of Myntra were **Mukesh Bansal, Vineet Saxena, and Ashutosh Lawania**. In 2007, Myntra was launched as something different from what it is today. The focus of Myntra was to sell personalized gifts. Back then, it was a B2B business model. But in 2010, Myntra made a shift from personalizing gifts to online retailing of branded apparel.

Myntra made tie-ups with various famous brands and retailed the latest merchandise of these brands. Soon it Myntra started selling international and high-end brands and also entered the lifestyle section.

Today Myntra is selling over 500 Indian and international brands, from Nike, Adidas, Biba, Dress berry, Mango, Only, and so much more. Delivering across 9000 pin codes, Myntra is most favorite online shopping platform and loved by fashionistas.

Myntra influences its customers to buy from them by collaborating with influencers. There are various content creators, celebrities, fashion bloggers, and bloggers on social media platforms. They create content for their niche audience and have a loyal audience base that follows what influencers suggest. The influencers create looks wearing the apparel from Myntra and promote the brand.

Myntra does not only collaborate with influencers with millions of followers base but also **collaborates with micro-influencers having 10K to 50K followers on Instagram**. On Myntra's Instagram page, they share posts by such micro-influencers.

- ✓ **Myntra recently launched a digital reality show for influencers. The title of the show is “Myntra Fashion Superstar” to hunt for fashion influencers on its shopping platform.** The show featured famous **celebrity judges industry like Sushmita Sen and Manish Malhotra**. It was a show that gained popularity because of its different theme to hunt for influencers. It gave a platform to influencers to present their style and create a fashion statement.
- ✓ **Myntra Affiliate Program gives a “refer and earn” platform to affiliates. The bloggers can join the affiliate program and post reviews of Myntra products and services, and with referrals, they get paid by Myntra.** With this program, Myntra attracts on its shopping platform. Affiliates post on their website, write blogs, give product reviews and testimonials on their products, and the audience that view such reviews tend to purchase from Myntra. It is a win-win for affiliates and Myntra because affiliates can get a commission for their reviews, and Myntra attracts more customer

- ✓ **Myntra uses its email marketing campaigns to make its existing customers buy from the platform. Also, Myntra notifies the customers about a sale, discount, or offers on specific brands** If an email is attractive enough, then it can definitely make a sale. Myntra's Email marketing strategy makes most customers click on the Call-to-action button. The emails that they create are aesthetically appealing, and if that is the case, guess what wonders they would have done on their platform. To attract a user, an email has to focus both on the content and the layout, and that's what makes Myntra's email marketing strong. Also, Myntra creates fear of missing out (FOMO) with their email subject lines so that the customer makes an impulse purchase

- ✓ **Now, this is a strong one because 40.57% of the traffic that Myntra gets is from online searches. From the 40.57% of its search traffic, 80.02% comes from its search engine optimization strategy, and 19.98% of search traffic comes from paid advertisements** It means Myntra literally rules the search engine by their strong paid marketing and optimization strategy. An online platform has to have strong SEO and SEM strategy to increase traffic on its website, and Myntra is setting an example here.

- ✓ **Myntra also runs sponsored ads on Facebook, Instagram, Snapchat, and other social media platforms. Google ads are also a part of their advertisement strategy.** When it comes to advertisements, Myntra does not leave out any channel to advertise their online shopping platform. Be it newspaper ads for an upcoming sale or a television commercial featuring popular celebrities, Myntra tries everything. Myntra's television commercials are dubbed in regional languages to pitch audiences from different regions. One of its ad campaigns titled "UnSkippable" was launched in Tamil, Telugu, Kannada, and Hindi. A brand running campaign in India has to make sure that its advertisements

accessible to all the kind of audiences and language should not be a barrier in communicating the brand message.

Myntra is not only focussing its marketing strategy on selling its brand but it is also engaging audiences with its content. Myntra is engaging audiences with their blog website where they publish blogs related to fashion and lifestyle. Also, their latest who Myntra Fashion Superstar was a part of their strategy to engage customers.

Myntra's SMS marketing in two words is "Short and Sweet." If you are sending an SMS, it has to short and still convey the point. Myntra's SMS usually consist of short phrases like "Saturdays are for relaxing and shopping."

"It's on the house! Buy 1, get 2 Free."

"Oh no, Summer Sale ends at midnight."

- ✓ **Myntra through this program, partners with various OTT platforms, lifestyle brands, food and dining brands, and gaming brands like, Lenskart, Flipkart, Zoomin, Fasoos, Oven Story, Zee5, and various other brands partner with Myntra with the Insider program.** For offline visibility, Myntra uses the conventional strategy of advertising on billboards. So, it demonstrates they are advertising everywhere, be it offline or online.

The biggest online shopping platform needs an ambassador that the whole country loves. Bhuvan Bam is the digital brand ambassador of Myntra. Everyone knows who Bhuvan Bam is and is loved for what he does. Having him as their digital brand ambassador Myntra increases its digital and engages with tech-savvy, Millenials, and Gen-Z generation audience.

- ✓ **Myntra Masterclass is another strategy of engaging the customers on their online shopping platform.** Through this masterclass, Celebrity stylist gives fashion advise to

customers. It consists of various episodes wherein each of the episodes the stylist come with some fashion tips for the audience. That's how they turn their audience into customers

➤ **How Myntra shored up demand during COVID-19 lockdown**

Fashion e-commerce player Myntra's strategy to expand its footprint into tier 2 and 3 markets is paying off during the Covid-19 lockdown. The online player is seeing demand picking up from hitherto untapped markets.

Amar Nagaram, CEO, Myntra, told *Business Line* that the demand from these markets is picking up because consumers there have unrestricted access to premium brands and styles through the online platform. Prior to the lockdown, customers in these geographies could travel to the nearest tier 1 or metro city to buy premium products. With travel restrictions in place during the lockdown, customers in these regions are shifting to online shopping. Myntra had expanded its footprints by adding 4,000 new pin codes this year, most of them in untapped geographies in tier 2 and 3 markets. "Though the purchase cart value will be lower than a repeat customer, we're bullish about the retention of the new customers coming to the platform," Nagaram said.

Myntra has also invested in safeguards to avoid the transmission of Covid-19 via physical contact. For example, digital payments have gone up by 60 per cent on Myntra in comparison to pre-Covid times.

The only challenge that remains for the company is last-mile delivery, because of the situations on ground being inconsistent and dynamic in different parts of the country, said Nagaram. However, the company is bullish that it can overcome these headwinds with its wide network.

92.32% 1.22% [India](#)

2.96% 31.67% [United States](#)

0.41% 27.83% [Canada](#)

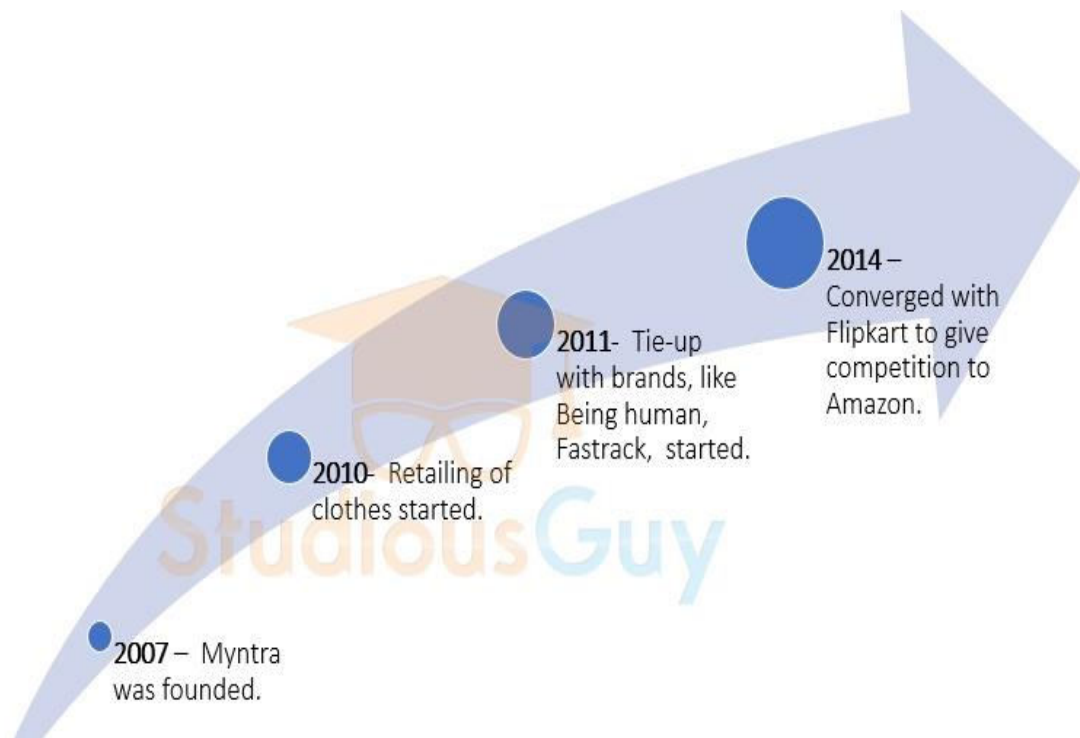
0.39% **19.50%** [United Arab Emirates](#)

0.37% **1.24%** [Saudi Arabia](#)

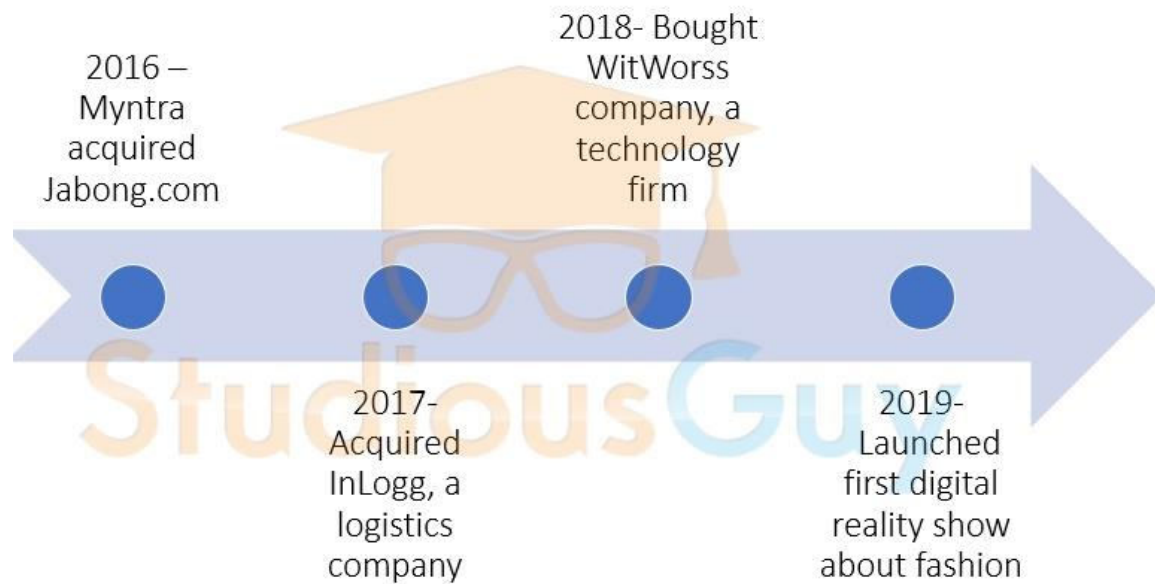
- TRAFFIC TO MYNTRA

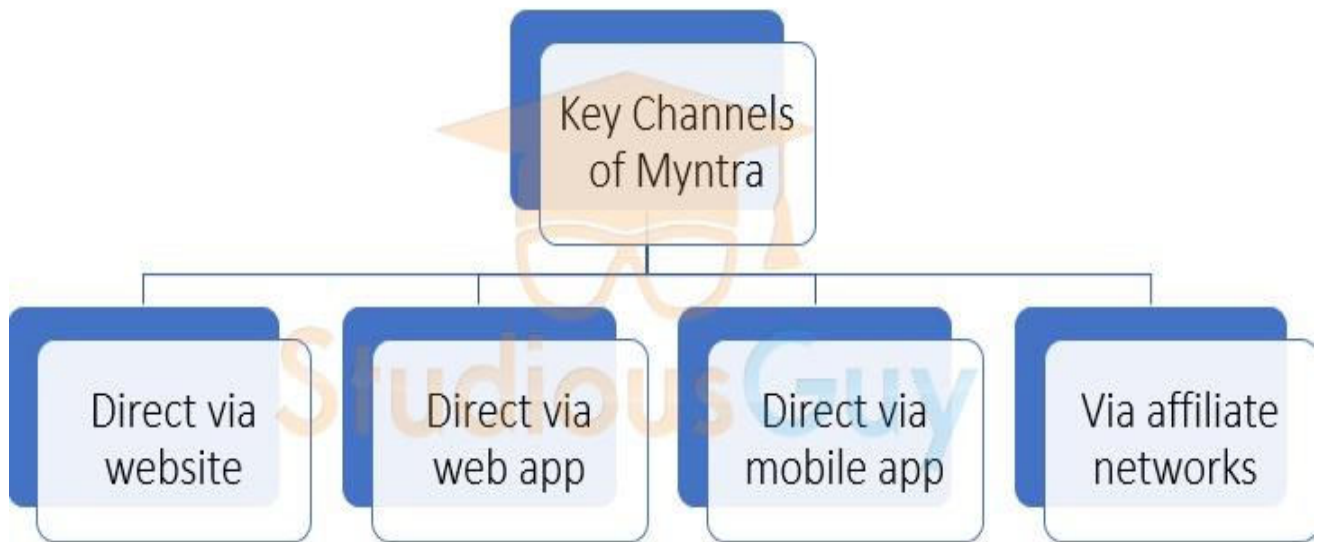
Speaking about the future projections for Myntra, Nagaram said: “We are facing more tailwinds than headwinds as a business and which is giving us more confidence about the coming year.”

When asked how Myntra differentiates itself from parent Flipkart’s apparels business, he said: “Right from the experience, price points and collections, there is a distinction. The overlapping fashion is negligible between the two platforms. While Flipkart caters to the masses for entry-level customers, Myntra is an outlet for premium and upper premium range of products for consumers who are comfortable going upwards in the fashion stride. This also goes hand in hand to provide a gradual transition from mass selections to becoming selective about brands



In 2010, it started web retailing of clothes. In the same period, it also started trade in customized items. In 2014, Myntra converged with Flipkart to give competition to Amazon that had entered the Indian market in 2013. In this period Myntra started selling over 1000 brands to over 9000 pin codes of India





➤ **Myntra during pandemic and lockdown**

MUMBAI : When the nation went under a lockdown on 25 March, fashion and lifestyle brand Myntra had no clue what impact the lockdown will bring to their business. And with the focus on essentials, Myntra quickly realised that it did not have much of a role to play in the lockdown.

But Amar Nagaram, Myntra's chief executive officer, was constantly asked by his team what Myntra can do in such challenging times.

"To be honest, we thought of launching grocery delivery on Myntra but then realised our friends at Big Basket and Flipkart are doing a much better job of it and decided not to get into it," said Nagaram on Mint's webinar on 'Pivot or Perish' on Thursday.

But then an opportunity opened up. "We realised that if our own employees are finding it hard to get masks and protective gears, what about the consumer?" he says.

So Myntra quickly brought in its partner fashion brands and started making masks and personal protective gears.

"We realised that more than ever before, the consumer centric thought process has to be prevalent," said Nagaram, adding that e-commerce came with a set of apprehensions specially in the fashion segment where most of Myntra's consumer base was not comfortable with finding a different trend or style or brands as it comes with size issues. "Now those apprehensions got overshadowed by health and safety concerns and this is the time where we needed to step up our game and augment some of the behaviour that was being demonstrated in the offline space," said Nagaram.

So when Myntra realised that the way people are working from home and spending time in front of their computers, there is a need for lounge wear and leisure wear. "We reached out to our partners who gave us work from home essentials and fashion essentials and we stayed relevant for the customer."

Conclusion

Summing up everything, a clear story of Myntra can be sketched – Success from day one! Yes, this has been possible only because of change adaptability. Myntra remained an icon on e-commerce platform in India, recognized for the random and rapid changes. It changed its strategy in marketing and promotions, from time to time and worked intelligently there. It changed its platform from B2B to B2C at the right time, when the expansion was knocking at their door. They opened up the windows to the government for making a partnership, to giant e-commerce platforms like Flipkart. They actually offered for a merger and even to hundreds of brands to increase their gallery size.

In one word, they proved themselves as the leader of the e-commerce fashion world in the Indian market.

Myntra is a perfect example for all companies with their clear message. They could make them realize that well-knitted strategy and flexibility in approach can easily transform a company to Monopoly.

NEEDS AND OBJECTIVE

➤ **How they build Client Relationships** Giving your customers great value for good quality products can greatly improve their loyalty to your store. This is especially true for first time buyers who were influenced to try your products because of your sale offer.

✓ **Monetized Inventory** Discounting items allows to dispose of old inventory and even items that you don't plan on selling anymore. Placing these items in front of your store to make them more visible to your customers and offer them at a bigger discount. Providing a short-term incentive to customers will not hurt their bottom line

✓ **Need and awareness of the study (Effect of consumer promotion and discount offering of Myntra) is also important because it have some cons too:**

- There is rarely any lasting to increase in sales when sales promotion discontinued sales become immediately Low.
- These costs reduce the actual benefits
- Regular customer may have some doubts about quality considerations due to excessive sales promotion.
- Sales promotion can persuade users to expect a lower price in the future, and potentially damage 'quality'.

● **Objectives of the Study/Research**

The general purpose of the research is to study the significant role of the sales promotion that influence the consumer's buying behavior. With the increasing competition, today all businesses are using the sales promotional activities for competitive advantage in the marketplace.

✓ **To know the reason behind increasing day by day sale.**

✓ **To research the influencing behavior of consumer towards the brand.**

✓ **To study the case of internet marketing of Myntra.**

- ✓ **To study the reach of Myntra to consumers.**
- ✓ **To find out the effective platform of myntra which generates more consumer**
- ✓ **To identify and analyze customer complaining factors between myntra**

LITERATURE REVIEW

The topic of the study is more simplified with the definitions and the explaining the outcomes of the research that were conducted previously on related topics

E-commerce is the conduct of business via internet which relates to activities of information searching, purchasing or exchanging products and services; also maintaining customer relationship without face to face meeting unlike transaction done in traditional way. Often e-commerce is wrongfully perceived as a way of doing business between web retailers and web end customers but rather e-commerce encompasses an entire range on conducting online business whether it's the interaction between business to business, business to customer, and business to government.

A business person has to keep on thinking almost all the time. He has to think not only about the profit and loss of his business but also about expanding the business. Businesses have to keep on growing in order to stay in competition for a long time. The growth is only possible when a business is getting more return for its efforts than the amounts it is spending. When a business in running condition it is easy to do analysis on what's working for it and what's not working. With this data you can create new promotions.

Promotions are the attractive offers that businesses offer to their customers only for a limited time. During this limited period the company has to tie some goals and targets to its efforts. A business cannot run a promotion without setting targets. Even if a promotion is launched without a particular aim, the businesspersons will never know how successful the promotion is. It has to be mentioned here that businesses have to repeat their promotions and they can only do so when they know what promotions were most productive for them.

Sales Promotion is one of the techniques to attract consumers to purchase more or try a product or service. **The outcomes of promotion include sales increased, amount of materials used and attract new consumers.** For example, price promotion refers to temporary price reduction which offers to consumers or increase in materials. The characteristic is the retailer would label a specific percentage or cash saving for the products or services. Previous studies indicated that a sudden increase of sales would experience by retailers because of price-conscious of consumer

➤ **Here is some outcomes form the research made previously on the same topics;**

POSITIONING - Myntra is positioned as an online fashion and lifestyle shop in the minds of people which especially cater upper middle to affluent class. It will push the fashion quotient even further and

highlight myntra as a unique style and personality brand. It has used social networking sites to expand the customer base

- Positioned itself as a fashionable new age brand.
- Viral marketing to increase the popularity coupled with discounts and referral discounts.
- Cross campaigns through emails, cinemas and homepage.
- Above the line advertisements.
- Doesn't sell DEEPLY DISCOUNTED PRODUCTS.

ADVERTISEMENTS - The challenge for the advertisements is to communicate the unique benefits myntra.com offers by transposing those advantages on real life shopping and to educate and captivate the audience on the positives of what the realm holds. They lately came up with an outdoor campaign named "shop online" to spread awareness about the brand and to showcase the gazillions of national and international brands being retailed under one banner.

Myntra came up with Television commercial lately which is Above-The-Line advertising. The first TVC ad was created by Taproot India with the theme "Real life mein aisa hota hai kya?" highlighting the various benefits of online shopping like free home delivery, cash on delivery and 30 day return policy. Myntra also unfurled OOH (out of home) campaign to build awareness.

PROMOTIONS –

Ad words: Ad words are Google ads on search engines, when people search for any product related keywords it appears. They have bought ad slots on various websites related to their products to tap the untapped market. For example facebook and inkfruit. Initially online websites pull off their promotions online which is low on budget and high on impact.

SEM (Search Engine Marketing): Myntra will go bankrupt if it will invest all their capital on ad words. SEM is the process through which a website gets traffic or visibility on search engines. Myntra is doing SEM through articles and link exchanges; they are very technical in nature and often needs experts.

Myntra has developed Style mynt blog wherein they have provided customers with latest fashion styles of the season through their range of products. Link exchange is an effective internet marketing system that makes it easy to increase traffic to your website. With increased link popularity comes increased search engine ranking and if channelized efficiently, it can become cash cow for the company. It gets company direct traffic, helps is in building relationship with other websites and search engine optimization. The promotion codes have been made to lure customers through discounts and coupons.

Bengaluru : Flipkart-owned fashion marketplace Myntra noted 86% increase in the number of customers from tier 2 and 3 cities - the highest so far - in its recently concluded End of Reason Sale (EORS), indicating a shift in consumer behavior and preference for online shopping amid the lockdown. It was the first online sale post Covid-19 lockdown that was being looked upon by brands to bring the first wave of normalcy and to win back shoppers.

According to the fashion etailer, about 3.5 million customers shopped during EORS, with over 7 lakh first-timers. The platform sold nearly 19000 items per minute at peak and recorded about 30% growth in YOY traffic during the event.

Amar Nagaram, chief executive of Myntra, said, “The present edition of EORS witnessed integration with 400 offline stores through technology. Over 3.5 million customers shopped during the event, with about 13.5 million uniique visitors. We have recorded an 86% increase in the number of customers from Tier 2 and 3 cities and beyond, the highest so far.”

“End-of-season sale is a reality for both offline and online retail companies. While most offline companies offer those clearance sale for six weeks, we did it for only two days,” the Myntra CEO reasoned. Myntra holds an end-of-season sale twice a year — January and July.

He says Myntra is focused on profitability and not so much on discounts. Already unit-wise profitable, the company is targeting full profitability in the next financial year.

The two-day sale was two times the value of revenues earned through the previous end-of-season in January, the CEO said. Compared with the non-sale days, the numbers were up 23 times.

Also, he said, an end-of-season sale is “a huge customer acquisition channel for the company”. Around 30 per cent of the transactions came from new ones. Estimates suggest most new customers would shop through the year on the platform. Around 80 per cent on Myntra are repeat customers.

Among the other statistics thrown up during the two-day sale include three million orders placed and 7,000 orders a minute at peak time.

✓ **INCREASING DAY BY DAY SALE**

Myntra processed over 8,000 orders and sold 18,800 items per minute at peak and recorded over 30 per cent growth in traffic year-on-year during the event. About 3.5 million customers shopped during EORS, with over 700,000 first-timers, 56 per cent of who are from tier-2 cities and beyond. The top tier-2 and 3 cities include Guwahati, Bhubaneswar, Dehradun, Imphal, Aizawl and Panchkula. The most popular men’s product has been T-shirts, selling over 1.7 million units and the most sought after product by women has been kurtas, selling about 800,000 units in total.

“Over 3.5 million customers shopped during the event, with about 13.5 million unique visitors, generating close to 120 million sessions,” said Amar Nagaram, CEO, Myntra. “We have recorded an 86 per cent increase in the number of customers from tier 2 and 3 cities and beyond, the highest so far.”

During the July sale, Myntra had introduced ‘price reveal’ – whereby prices are revealed a day prior to the sale, and the customer can add items in the cart. Once the sale begins officially, they can pay for it immediately. Besides price reveal, this time Myntra has introduced gamification to enable customers to play a game on the app, accumulate points and stand a chance to win early access to the sale. All this is

expected to increase their customer base by 450-500 percent, which should help them throughout the year in revenues Online fashion portal Myntra expects to gain 4 lakh new customers and a 25-time jump in daily sales during its three day End of Reason Sale (EORS) from June 24 to 26. Myntra owned Jabong which shares 27% of its customer base with the fashion portal will also be a part of the sale and is expected to see a 15x jump in sales

The three day sale will see participation from 1800 brands with discounts between 50-80% across. Consumers can take a pick from over 1 crore products which will be a part of the event.





✓ **CUSTOMER BEHAVIOUR**

Study conveys that although consumers have a positive attitude towards online shopping but their attitude towards online purchases is low. Also, consumer demographics like place and sex does not affect consumers' attitude. However, consumer demographics like age and income do affect the consumer's attitude " concluded that prospective online shoppers have increased due to the rise in the number of internet users and online retailers should aim to get maximum market share.

Managers may concentrate on one or more of these viewpoints, depending on their needs. Some methodological recommendations are also presented by the study that help managers determine what viewpoints to follow. And technological advancements and convenience are the two factors that play a major role while shopping online

The effects of customer satisfaction with e-commerce system , results showed that all established relationships are relevant in study, e-commerce service quality and customer expectations have affected customer satisfaction with that e-commerce is doing fairly well to please customers around the world according to their requirements. online marketing consumer can benefit from price reduction because of the increase in competition among suppliers. the factors that influence online shopping satisfaction of customers suggests that website design, transaction capability, delivery, information quality, security or privacy

✓ **PLATFORMS**

-  **Facebook - 44.46%**
-  **Youtube - 39.60%**
-  **whatsapp - 4.84%**
-  **Instagram - 4.45%**

-  LinkedIn - 2.96%

✓ **COMPLAINT FACTOR**

Myntra (560/1252)

1252 -Total Complaints

560-Total Resolved

44.73%- Consumer Satisfaction

REASEARCH METHODOLOGY

➤ **SAMPLE SIZE**

Research methodology determines the systematic and scientific procedures that drive the study to the results and the findings of the study.

The population for the study is comprised of all types of customers. The population was heterogeneous because it comprised of all types of customers. For this research, a random sampling technique was used to sample 20 and concerned variety of diversity for more applicable outcome for the research questions. The non-probability sampling technique was used for this research to determine the effect on the behavior of the consumers for the sales promotion they come across. This technique is considered to be appropriate use to seek the consumer's responses for the questions.

DATA COLLECTION

The data for the study were collected through both primary and secondary means. The primary data were collected through the questionnaire to the randomly selected samples. The questionnaires were completed by the respondents with average of 15 minutes. The aim of collecting the data was to establish the influence of the sales promotion on consumers buying behavior. Secondary data was obtained through websites and goggle reviews.

Questionnaire served as the main data collection instrument used. The questionnaire proves to be the most common research instrument, appropriate enough to help the researcher ask questions and obtain data with ease

On the survey we had 7 questions:-

- Age group
 - 0-10
 - 13-25
 - 26- 35
- Gender
 - Male
 - Female
- Do you like the products and services of Myntra ?
 - Yes
 - No

- Not tried yet

- When you will prefer to buy mostly ?
 - During sale
 - Seasonal
 - Normal days
 - Other

- At which platform do you mostly see adds of myntra?
 - Google
 - Instagram
 - Youtube
 - Facebook
 - Others

- At which platform do you mostly revert back to adds and visit it ?
 - Facebook
 - Youtube
 - Instagram
 - Goggle
 - Others

- Have you ever found any complaint after delivery ? and have they solved?
 - Yes, they resolved
 - Yes, they didn't resolved
 - No

The questionnaire was administered through the Google forms online to make it quick and effective to the randomly selected consumers.

The diverse customers were selected for the responses and researcher used the Google forms for acquiring the data as the quantitative approach for the data collection. The topics of the research effect of sales promotion and the research questions of this research are fulfilled with the collection of the data from random customer.

ANALYSIS AND INTERPRETATION OF DATA

Analyzing data involved reducing and arranging the data, synthesizing searching for significant patterns and discovering what important and noted three steps involved in analyzing data: organizing, interpreting and summarizing data. Statistical tools such as bar graphs and were used for presenting the data collected for this study.

The data analysis is the important part of this research and Microsoft Excel have been used for calculation and measurement of the data that had been collected for the outcome and analysis. The data were collected randomly for the systematic analysis and output of the data

Following were the analysis we came across:-

Here we are going to analyse the data on the basis of some relevant facts and proofs we have collected after survey and questionnaire.

➤ **Gender**

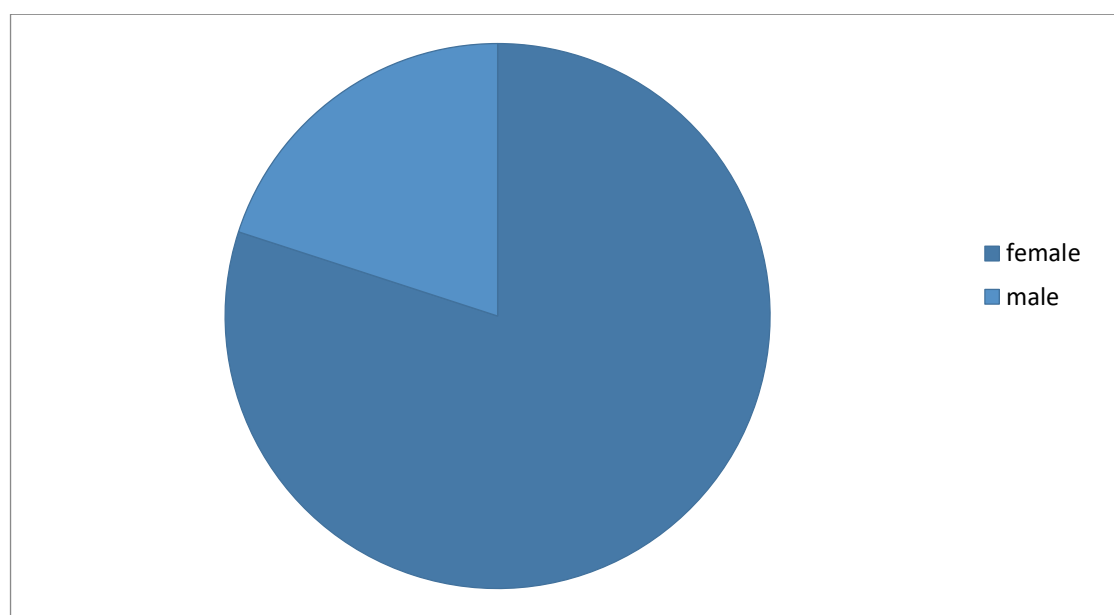


Figure 1. Showing the number of male and female respondent

Out of 20 people 80% female and 20% male on the survey

➤ **Age group**

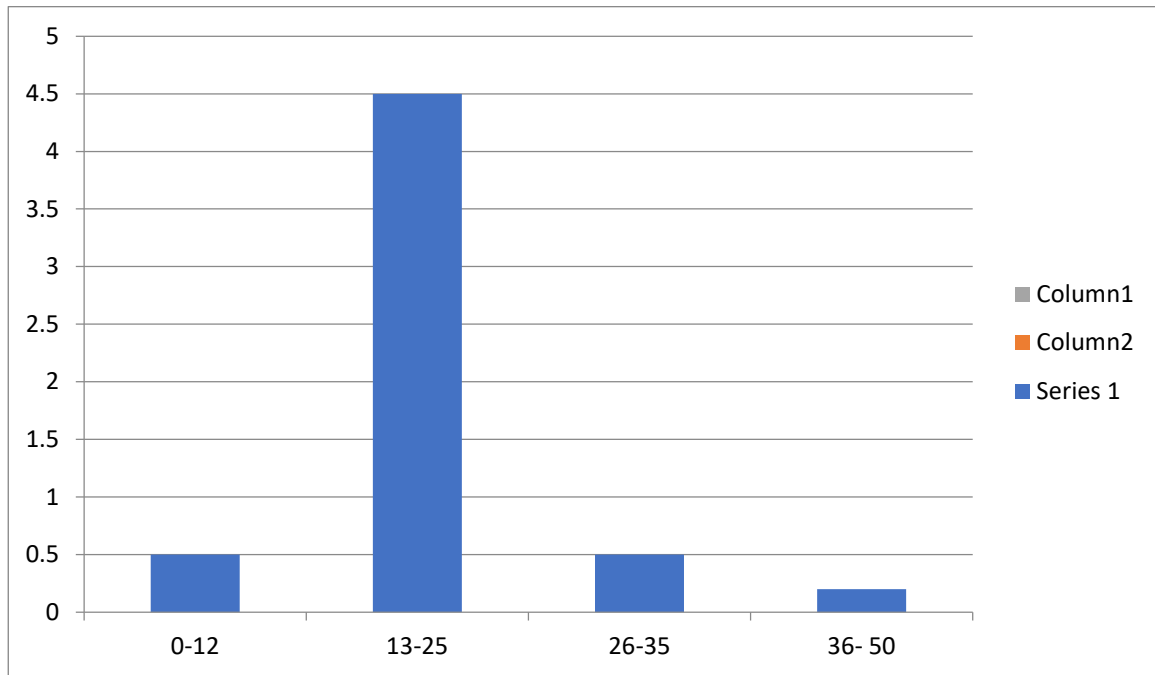


Figure2. Distribution of respondents based on age group.

➤ **Do you like the products & services of Myntra?**

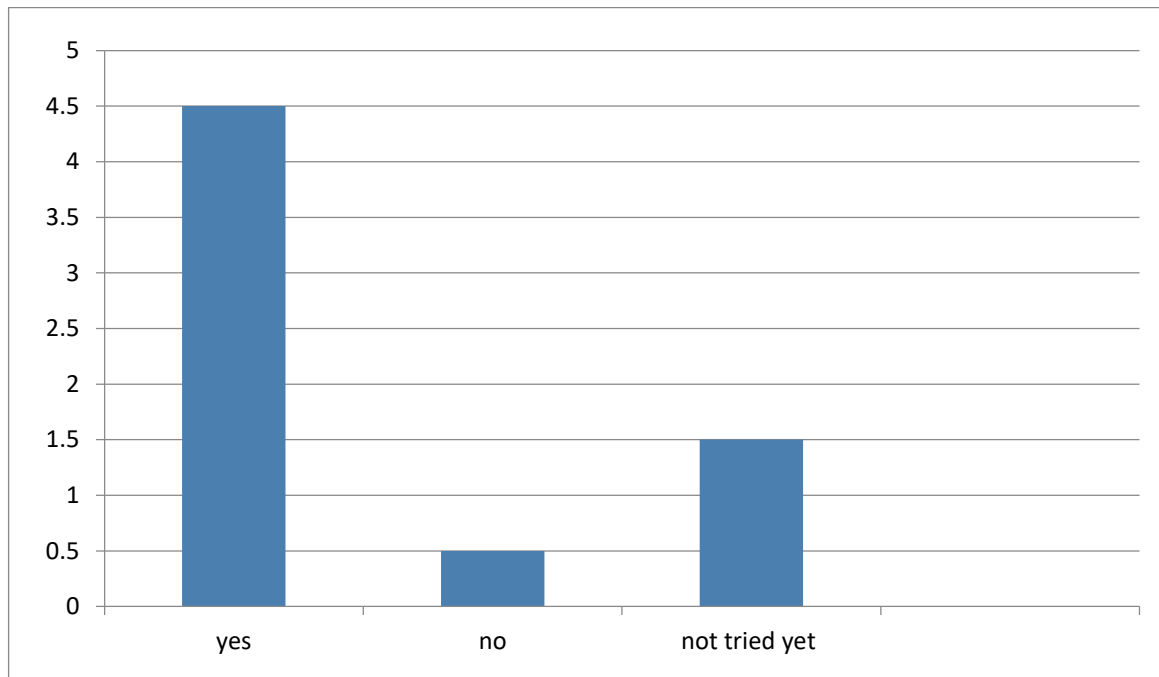


Figure 3. Like and dislikes for the products

➤ **When will you prefer to buy ?**

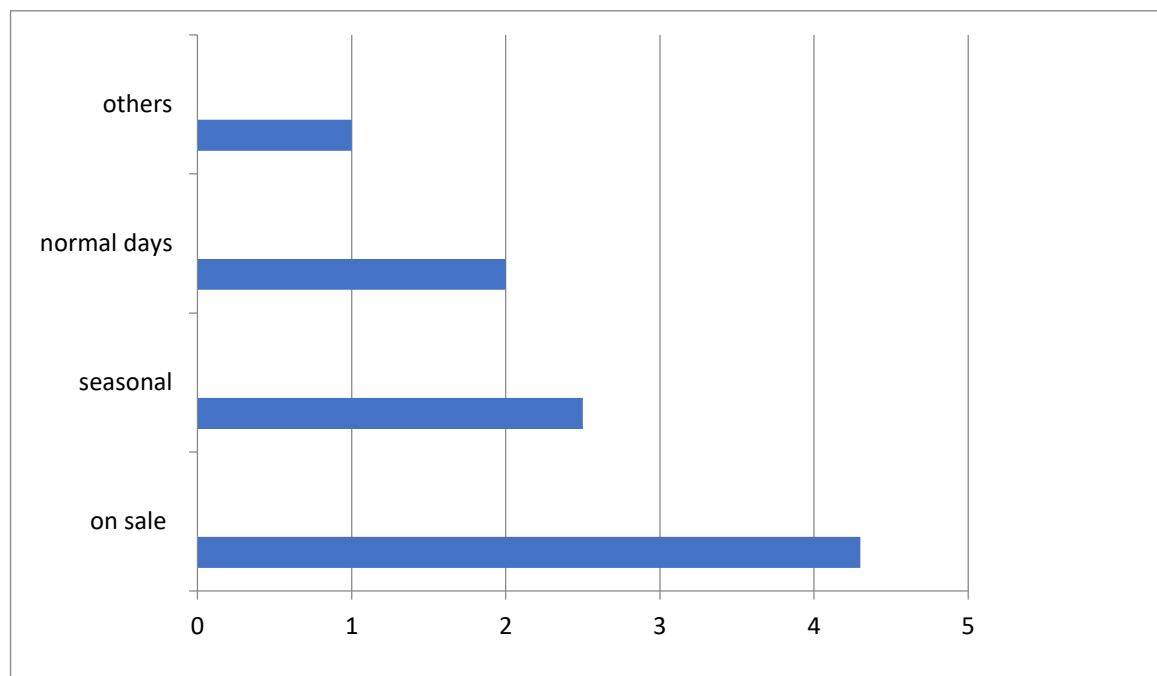


Figure 4 . Mostly when people prefer to buy from Myntra.

➤ **Have you ever found any complain after delivery ? and have they solved .**

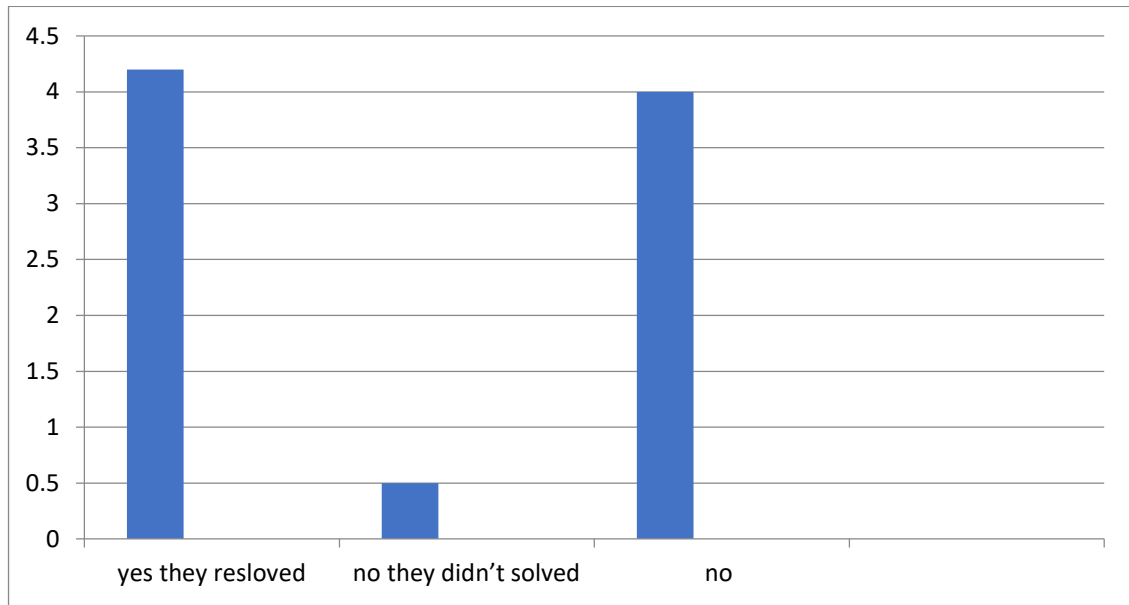


Figure5. Number of complaint arrived and solved.

➤ **Showing adds**

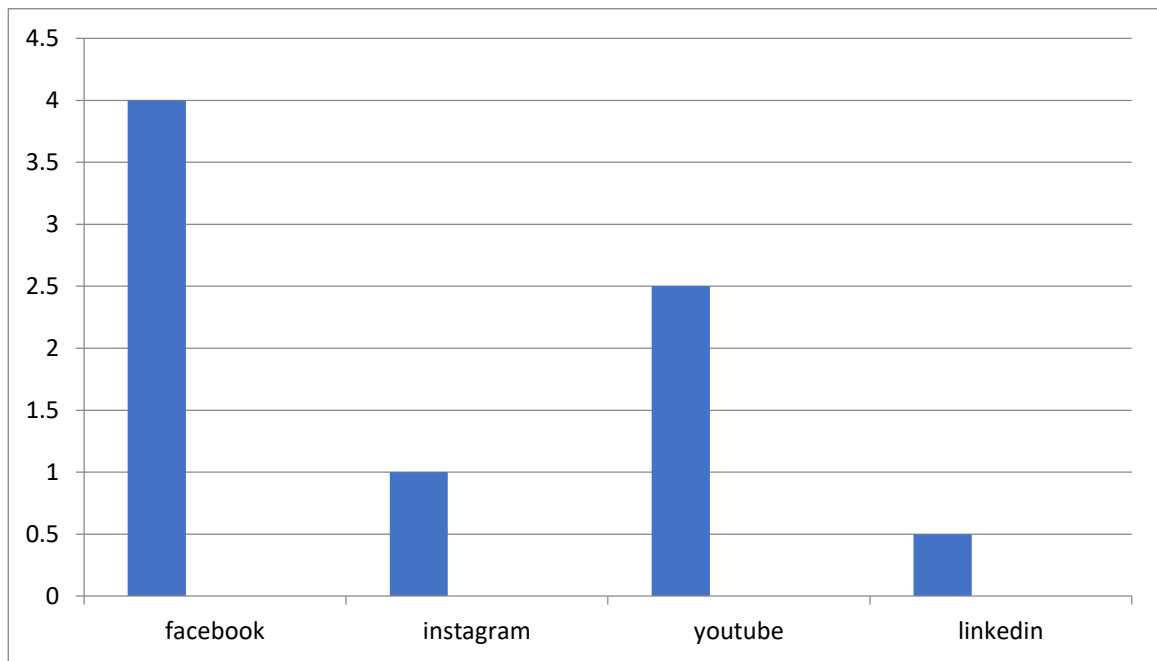


Figure 6. Most using platforms for adds.

➤ **CUSTOMER GET ADDS**

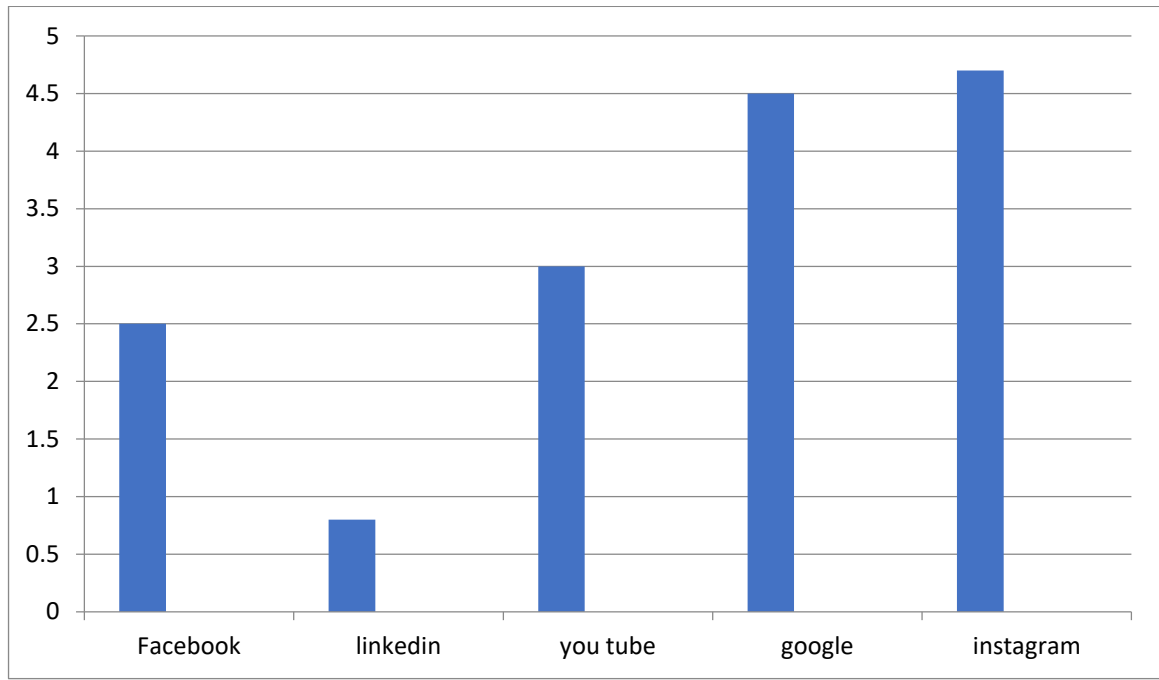


Figure7. platforms where most consumer received ads.

➤ **CUSTOMER REVERT BACK**

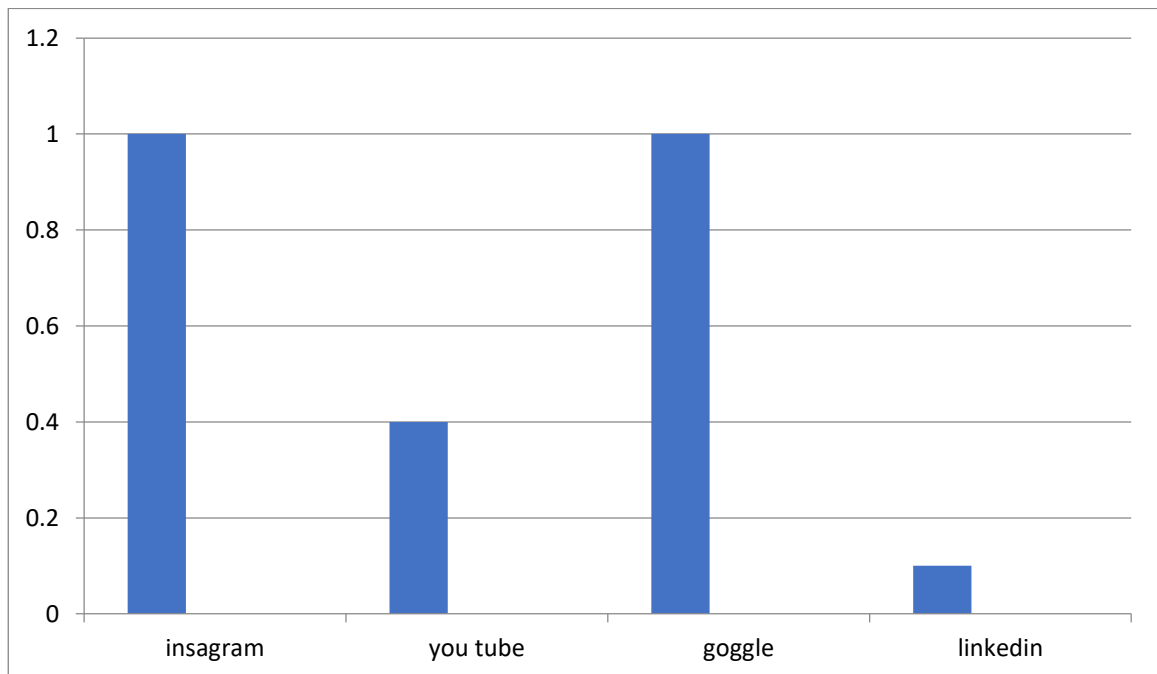


Figure8. where mostly customer revert back on ads and visit.

➤ **INTERPRETATION**

The calculation of data shows that most of the people like products and shopping, also to spent lot of time for it. The patterns of people change with the sales promotion especially coupon discount and other promotion. On figure 1. (4.5 out of 5) peoples like the products and services and (1 out of 5) have not tried yet. And on figure2.we conclude that people of (12 - 30) yrs like to buy products on sale and (2 out of 4) half of the population like to buy during season or on occasion . There is not much relation between the respondents who like sales promotion and spending time for shopping or looking for sales promotions. The age, gender, and the interest in shopping would make lot difference in successful of sales promotion to the stores and the type of sales promotional activities , so we can say that its impact on myntra and customer is very effective. People between 12 to 25yrs old, love to shop fashionable and trending items from their and mostly 80% are female , and in the case on figure5. (4.2 out of 5) has arrives complain which was solved by them and (4 out of 5) haven't arise any kind of problem on products that means . Generally there is very less chance to arise complaint, and if arise so they solved it

On figure 4 we can see on the graph that according to myntra, the most promoting platform from instagram, LinkedIn, YouTube, whatsapp & facebook is facebook by 44.96% and according to customer and viewers they mostly revert back and go on instagram and goggle adds may be the reason could be, at this age they are most active in these platforms .

SUGGESTION & RECOMMENDATION

➤ **The study portrayed that they are lacking on some important factors which should be consider to increase the sales and customer base too :-**

- ✓ They should concentrate more on collaborating with the brands who produce for adults and around 40 yrs old.
- ✓ Wide range of quality products with affordable prices must be sold.
- ✓ Creative and catchy advertisements should be created to grab customer attention and increase customer engagement.
- ✓ They should focus on timely deliveries because waiting dissatisfies customers
- ✓ User interface on websites and mobile applications plays a vital role in customer satisfaction. Therefore, the companies should focus on the interface and website designing in order to satisfy their customers.
- ✓ They should reach to the person who haven't tried yet and whats the reason behind it.

- ✓ Scope and platform should be added more in order to grab customers and market share
- ✓ Has to win the faith of the customers first regarding the delivery of the product

CONCLUSION

Sales promotions practice is a prominent feature for many business and industries in recent competitive market and as well consumers are much aware of various sales promotional strategies practiced. As per the finding through the research on effect of sales promotion on the consumers behavior, regardless of the age, gender, occupation, and the frequency of shopping, the sales promotion have the crucial effect on the change in pattern and behavior of the consumers towards the different strategies of sales promotion. The research has taken the vital step to identify the factors that influences buying behavior of consumers, but it also has certain limitations. There was only 49 respondents' participation in this study.

he business and industry people have come up with lots of sales promotion strategies these days for competing and survivals. One of the key promotional tools used in marketing the products and services is sales promotion. The study reveals that the sales promotion has an influence in the purchase decision of consumers though their entire decision depends on making purchase anytime they will to. The consumers may be doubtful in some cases, but the offering of discounts and price-off deals and such kinds of services satisfies the customers.

The study shows that sales promotion plays the important role in the marketing program for marketers and retailers and customers are too satisfied with sales promotional tools such as price discounts, coupons, free samples and "buy one get one free".

In conclusion, consumer's attitude towards different promotional tools on buying behavior is favorable. This study supports that sales promotion are effective means for marketers and cost effective compared to other integrated marketing tools such as advertising. It shows that the sales promotion tools are supplementary or complementary to existing business as an additional marketing strategy

With the advancement in technology, more and more people are shifting towards e-commerce platforms for shopping. However, retaining old and attracting new customers is not as easy as it seems on the online platform. Having a clear understanding about the customers and their needs is must if an online retailer wants to satisfy their customers and to be successful in the online market. Keeping the customer satisfied is a very cumbersome task, especially when the competition is vast, and the customers' expectations are high. The behavior of customers while doing online shopping is not only dependent upon their unique character like age, gender, occupation, or educational background. The online retailers also need to understand certain other aspects which satisfies or dissatisfies their customer. These satisfaction factors include ease of access of retail application, product quality, variety, stock availability, affordability, offers and discounts, timely delivery, etc.

➤ **HYPOTHESIS TESTING**

- ✓ **H₀** - They have no impact as a buying behavior depends on the need of the consumer.

Some sort of products is their which is on the need basis. They can't wait till the sale or sometimes they assume if they will buy on sale then there might be any quality issue.

- ✓ **H₁** - The discount and customer promotion have a great impact on consumer.

- Customers don't always know what they need. By outlining the features and benefits through advertising, the company helps the customer understand how the product fulfils an existing need. For example, My Pillow does a lot of advertising for its patented pillow designed to help you sleep better. Most people might just think that pillow is a pillow and not pay attention to the more expensive pillow at the store.

What My Pillow does is to help customers understand that there is a reason that they aren't getting the best night's sleep and that this is the last pillow they will need to solve their sleeping issues. Promotions are limited time offers or special pricing on products. Promotions help get people excited to **buy now** because there is a sense of urgency. Promotions which state that the price won't remain this low or that there are limited quantities will definitely get people to the store. Without promotion, consumers might wait

until they have an urgent need for a product or that they will wait to buy until they are in the area near the mall.

➤ **LIMITATION**

- ✓ The study is limited to the online customers of Myntra
- ✓ The sample size is very small and is only limited to 20 respondents.
- ✓ The area of study was confined with respect to geographical region.
- ✓ There was constraint in keeping the questionnaire concise.
- ✓ There was time constraint while performing the research which was 50mins only
- ✓ Self reported data.

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