

Customer Satisfaction in E-Commerce A Case Study: Myntra

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## Abstract

E-commerce in India has been experiencing remarkable growth, successfully changing the way people transact. People today can shop literally everywhere within minutes, be it their workstations or homes, and most importantly, at any time of the day at their leisure. With increase in E-portal, the purchasing power and decision making power has increased, due to this switching speed has been increasing day by day which happens due to low satisfaction levels. Retail on Internet is witnessing very positive growth trends with various new E-commerce vendors hitting the market and each diversifying to meet the competition and Myntra.com is a one stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra.com aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal.

*Keywords:* e-commerce, Myntra, experience

## **Introduction**

Mynta has come a long way and is India's pioneer in the online fashion trade. It all began when three IIT-Kanpur alumni – Vineet Saxena, Ashutosh Lawania, and Mukesh Bansal. Mynta, being a leading fashion e-commerce site, with a whopping customer base of 15 million on average. E-commerce has become famous among the customers because of:

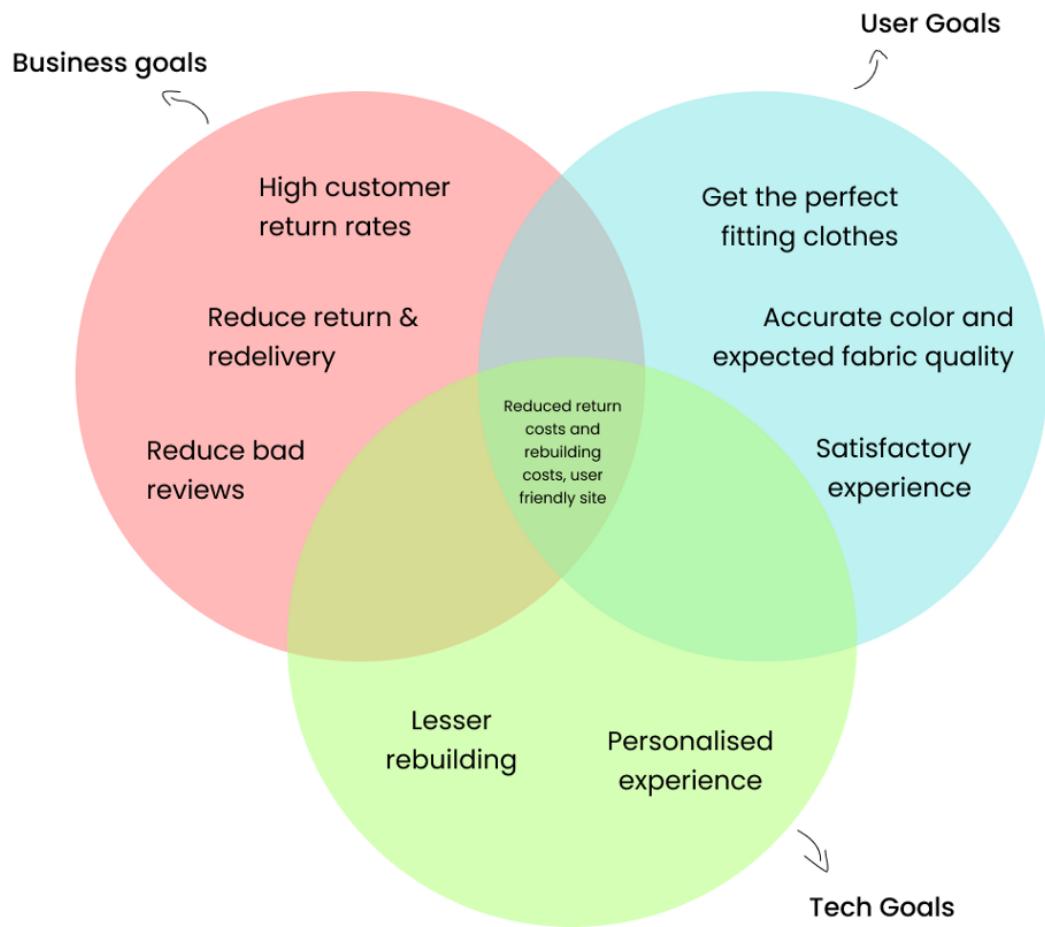
- Availability
- Comfort
- Better offers
- Wide variety of products
- Customized attention
- Lesser Costs

The exclusive products the company provides include –

- The biggest collection of in-season items
- Genuine goods 100 percent
- Cash on Delivery
- 24 Hour Distribution
- 30 Day Free return policy
- Try its policy before you buy
- Styling ideas for the chosen items (Various ideas for styling)

There are five significant stages in which consumers decide to purchase. Consumer attempts to analyze the difference between his current states with the expected change due to meeting the need during the first stage. The company analysis is trying to reduce its losses due to

returns and exchange requests from customers due to wrong product sizes, Fabric Quality, or product colors. These may induce bad reviews and a reduced customer return rate. Reducing the number of returns and exchanges of the product without hurting a great product ordering experience. The ultimate goal of the company with this problem statement is to reduce product returns, pickup & re-delivery costs, get better reviews, and increased customer return rates. The users' needs are simple. They expect correct fitting clothes, good fabric quality, accurate color and satisfaction from the purchase, and no stress about returns and re-delivery waiting. Analyze what are the main factors which are responsible for the satisfaction level of the consumers on the e-commerce website. For proving this theory, primary research was conducted users were asked a range of questions from an image of the portal to the sales offers to influence their purchase decision. The major positive correlations between Satisfaction but overall all the independent factors had a positive correlation with the dependent factor i.e.Satisfaction. And the primary data collected supported the calculations with a majority in favor of the satisfaction level of the consumers using e-commerce websites



**Purpose of the study:**

The purpose of this study is to identify the potential of online purchases and their experience.

Exactly what amount is thought about the preparation and acknowledgment of customers receiving web shopping on such item and the variables which impact consumers' satisfaction buying it on the web. This concentrate additionally analyzes whether demographic profile, past web shopping experience, saw advantages, customers' ways of life, saw traders' dependability impact purchasers' fulfillment towards web shopping. It is difficult to cover all the potential variables. The goal is to make sense of the most critical variables which may profoundly influence the purchasers' fulfillment towards web shopping.

**Review of Literature**

- I. Tim Worstall (2015) argues in his article that significant changes are taking place in developed countries where customers turn to purchasing online rather than shopping in malls.
- II. Shilpi Kulshrestha(2017) behavior aspect of customer loyalty towards online web site of Myntra.com and understand the working of ERP model of Myntra and will construct the outline scenario, technical aspect and another needs for developing a ERP (Enterprise Resource Planning) Model for retention of loyal customers.

## **Research Methodology**

### **Aim**

The study aims to empirically investigate the relationship between perceived service quality, satisfaction, image, discounts, and user interface in e-commerce. The scope of this paper is however limited to the residents of India, chosen for their responses, on the principle of convenience sampling. And within India, the top players in the e-commerce segment in India were chosen based on their popularity. This study attempts to identify factors that influence customer satisfaction and also focus on the understanding disposition of customers towards online shopping.

### **Objectives**

1. To identify the factors which are important to the satisfaction level of the customer.
2. To understand the possibilities to increase engagement with existing customers.
3. To determine the factors that lower the online satisfaction level.

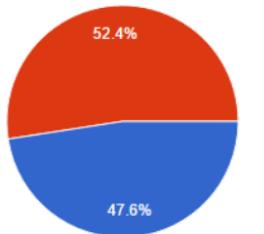
## Methodology

Questionnaire and Surveys	Questionnaires are survey instruments designed for collecting self-report information from people about their characteristics, thoughts, feelings, perceptions, behaviors, or attitudes.
Competitive benchmark	Competitive analysis helps is the process of researching to evaluate the usability and learnability of competitors' products, services, strategies, or features.
Literature review	Literature reviews are an integral part of academic papers, but are also a useful component of any design project, to collect and synthesize research on a given topic.
Interviews	fundamental research method for direct contact with participants, to collect firsthand personal accounts of experience, opinions, attitudes, and perceptions. Real time data
Secondary research	consists of information collected and synthesized from existing data, rather than original material sourced through primary research with participants
Site search analytics	Analyzing the words and phrases entered into a site search gives organizations insight into what people are looking for, which is an opportunity to evaluate how well site content meets those needs.
User Journey Maps	A user journey map is a visualization of the experiences people have when interacting with a product or service, so that each moment can be individually evaluated and improved.

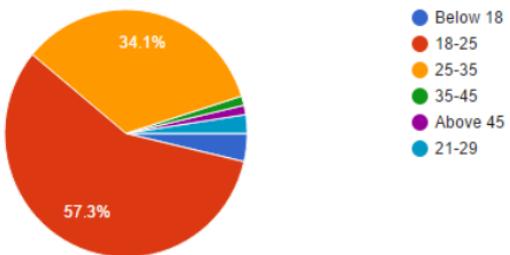
The sample size that is taken here for the study is fifty which comprises both males and females aging between 16-60. Primary Data was collected by administering a Structured Questionnaire to the selected sample group by applying a convenience sampling method based on judgment. Analysis of data is done through a quantitative approach. Percentage analysis has been incorporated into the analysis of data. Secondary Data Collection was collected through the use of published journals, articles by authors who highlighted their views about this topic, and reports published in the newspapers. Descriptive Survey Methodology has been incorporated into this research. Descriptive Survey Attempt to describe the current condition and discover the current situation in the area of study. The respondents mainly consist of people of Gandhinagar.

## Findings & Analysis

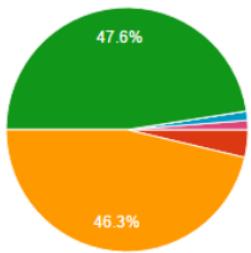
*Gender of respondents*



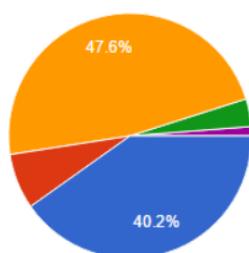
*Age*



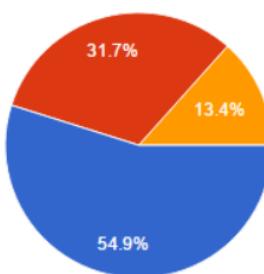
*Education*



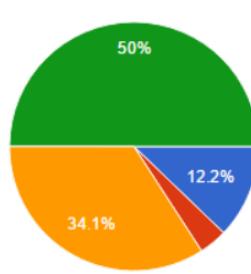
*Occupation*



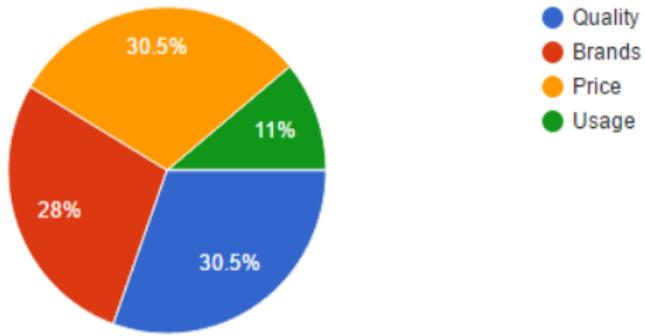
*City type*



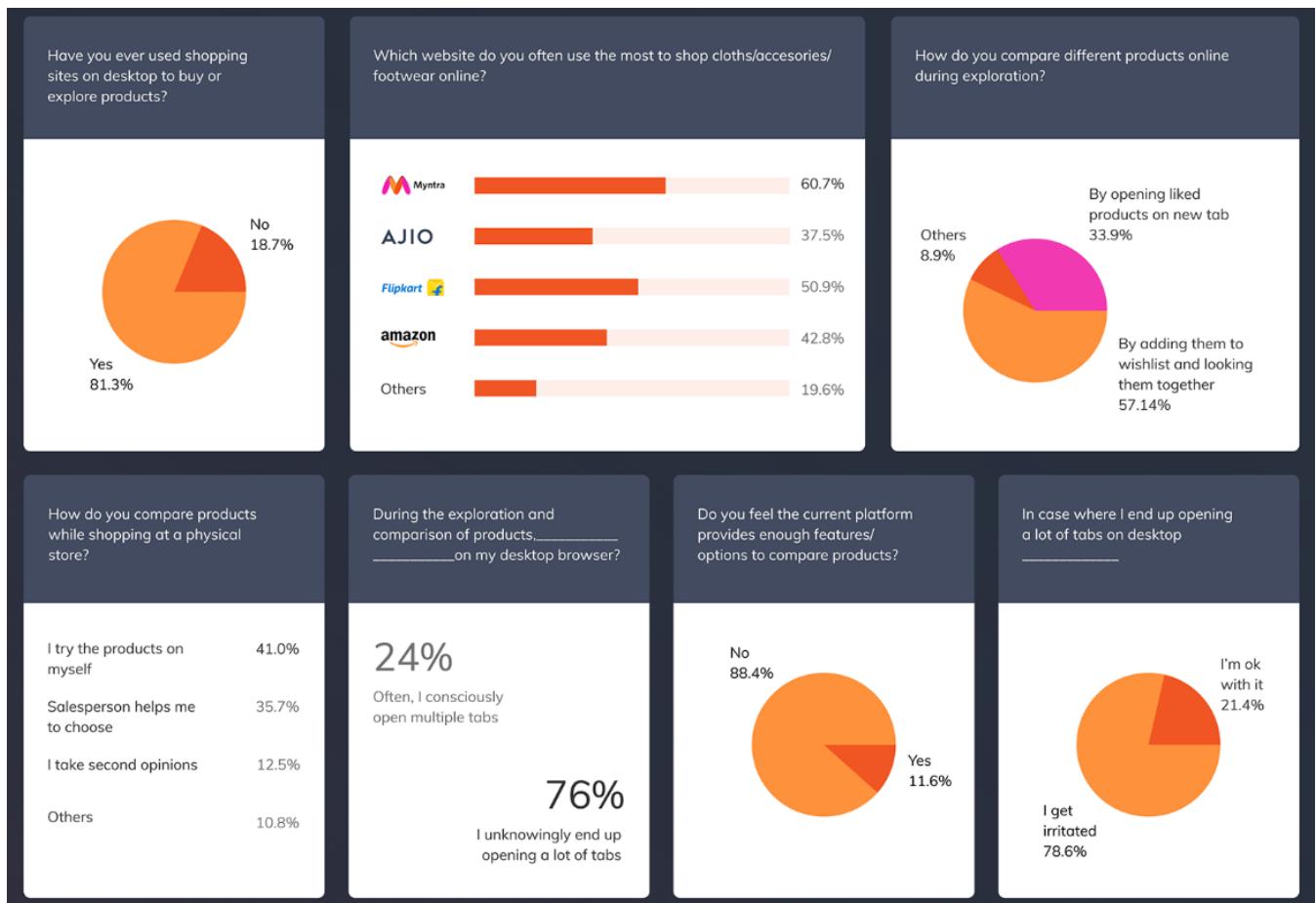
*Times they have shopped online*



### ***Basic factors***



### **Qualitative data :**



### Ecommerce fashion industry: statistics

#### 1. Industry-wide data

According to Statista, the e-commerce fashion industry's compound annual growth rate (CAGR) is tipped to reach 14.2% between 2017 and 2025, with the industry hitting a \$672.71 billion valuation by 2023. India is the eighth largest market for eCommerce with a revenue of US\$63 billion in 2021, placing it ahead of Indonesia and behind France.

Returns are a big problem! In 2020, online return deliveries were estimated to cost businesses \$550 billion globally. Possible reasons for returns?

- Low satisfaction
- poor quality
- bought wrong item
- wrong size
- item dont match
- buyers remorse
- late delivery
- during payment extra cost of GST(cancellation of order)

#### **Driving this growth are five notable opportunities:**

- Expanding global markets
- Increasing online access and smartphone penetration
- Emerging worldwide middle classes with disposable income
- Harnessing the power of celebrity and influencer culture

***The biggest threats to established e-commerce brands include:***

- The death of brand loyalty due to market saturation
- Pressure from consumers to use ethically sourced and green manufacturing materials
- Technological advancements with virtual worlds, such as NFTs and the metaverse

***Divides Deepen Between Fast Fashion and Designer Brands.*** Call it H.E.N.R.Y. (high earners not rich yet) versus C.A.R.L.Y. (can't afford real life yet), "Generation C" versus "Generation N," new-luxury versus dollar-shoppers ... or simply brands versus commodities. Regardless of the name, the divide between the haves and have-nots has never been more stark. Or, rather, between those willing to pay for appearances (H.E.N.R.Y.) and those who don't have the luxury (C.A.R.L.Y.). Economic gaps are likewise bifurcating commerce. Recent history is littered with mid-market mishaps — both online and off. In the US, income and wealth gaps have both deepened over the last decades'

***Profitability & Sustainability Storm the 2022 Fashion Runway.*** The struggle for profitability isn't new. Even before coronavirus, its casualties were mounting. Given fashion's focus on self-expression, it makes sense that modern fashion consumers actively seek personalized experiences. Personalization digs into the customer's behaviors, preferences, and purchase history to determine how best to deliver value to them moving forward.

## Results

According to a report by the Confederation of Indian Industry and Deloitte Touche Tohmatsu India LLP, the growth in B2C e-commerce is stated to be supported by a rise in the number of online shoppers, from 20 million in 2013 to 220 million in 2020, and with three times increase in average spending by online shoppers, from \$147 in 2013 to \$464 in 2020. The report points out that the online retailers who have resorted to heavy discounting to acquire customers, a strategy that has helped them increase gross sales, will prove to be non-sustainable in the long run for them. “Cash-on-delivery remains a popular mode of payment for Indian e-commerce transactions

The introduction of AR could unlock digital clothing sales, increase conversions and decrease e-commerce returns. AR clothing try-on generally refers to the ability for three-dimensional digital clothing to automatically appear on a person as they move in real time, usually either via their phones but also via laptops or other devices. Unlike a static image that is retroactively fitted in a digital garment, it behaves the same way as Snapchat face filters: when your body moves, the item reacts in sync, responding to the wearer’s movements, measurements, and environment in a way that appears to be realistic. Interacting with your virtual assets with digital media with the help of AR and passing it on to the social media platforms.

This will not be commercial because videos and images are used in the entire body, privacy is at stake. People can compare current trend while sitting comfortably. It will be difficult for AI to determine the height and body type of a person so as to compare. Hence can incorporate a fun AR of graphic tee for the target audience i.e. millennials and gen-z. Also enabling comparison feature in the app.

How might we compare products while being on the same page

Add an element in the app/website feature of compare.



**Sizes:** S, M, L, XL

**Rs. 559** ~~Rs. 2700~~ (60% OFF)

The screenshot shows a product listing for men's jackets on the Mynta website. The top navigation bar includes links for MEN, WOMEN, KIDS, HOME & LIVING, and BEAUTY. The main search bar shows the query "Jackets For Men & Women". Below the search bar, there are filters for GENDER (Men, Women, Boys, Girls), BRAND (Roadster, Campus Sutra, Puma, Hangup, Fort Collins, HERE&NOW, Mast & Harbour, Allen Solly Junior), and PRICE (Rs. 259 to Rs. 6,444, Rs. 6,444 to Rs. 12,629, Rs. 12,629 to Rs. 18,814, Rs. 18,814 to Rs. 24,999). The main content area displays a grid of men's jackets from brands like HIGHLANDER, DILLINGER, PERFKT-U, Proline Active, WROGN, HRX by Hrithik Roshan, and HERE&NOW. One jacket from the DILLINGER brand is highlighted with a price of Rs. 559, a 60% discount, and a red dot indicating it has been added to the comparison list. The bottom right corner of the screenshot shows a snippet of the user interface with a heart icon and a compare icon.

The screenshot shows a comparison page on the Mynta website. At the top, there is a navigation bar with categories: MEN, WOMEN, KIDS, HOME & LIVING, and BEAUTY. To the right of the navigation are user icons for Compare (with a red notification dot), Profile, Wishlist, and Bag (with a red notification dot). Below the navigation, the URL is "Home / Clothing / Compare" and there is a link to "Compare Basket". A dropdown menu for sorting is set to "Sort by: Newest first".

The main content area is titled "Today & Yesterday" and features three categories of pullovers:

- Pullovers 1**: Price Range: 2000-1000. This category includes five images of men wearing different pullover styles. Below the images is a color palette with five options: grey, blue, brown, orange, and black.
- Pullovers 1**: Price Range: 2000-1000. This category includes four images of men wearing dark-colored pullovers. Below the images is a color palette with four options: black, grey, white, and orange.
- Pullovers 1**: Price Range: 2000-1000. This category includes three images of men wearing dark-colored pullovers. Below the images is a color palette with three options: black, grey, and white.

Below these sections, there is a heading "Older" followed by two more categories of pullovers:

- A row of three images showing different pullover styles.
- A row of five images showing men wearing various pullover styles.
- A row of three images showing men wearing dark-colored pullovers.

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