



**Prahladrai Dalmia Lions College of**  
**Commerce and Economics**

- NAME : Varun Bhimrao Sarwade
- CLASS: TY-BAMMC
- ROLLNO: 3060
- EXAM: SEM 5 internal
- SUBJECT : Advertising and Marketing research
- RESEARCH TOPIC: The Role of Digital Marketing in Enhancing Myntra's E-commerce Platform among age and gender in mumbai suburbs
- PROF-IN-CHARGE: Mohini Nadkarni
- DATE: 20/08/2024
- SIGNATURE: \_\_\_\_\_

# **The Role of Digital Marketing in Enhancing Myntra's E-commerce Platform among age and gender in mumbai suburbs**

## ➤ Abstract :

This research delves into the extent to which Myntra's digital marketing enhances its e-commerce platform, targeting different age and gender groups residing in Mumbai's suburban region. Our findings suggest that personalized strategies like interactive content aimed at the youth or gender-specific deals have resulted to significant gains in brand awareness, customer loyalty and sales volume. In addition, the study underscores Myntra's accomplishments through use of data driven methodology that connects with diverse buyer categories emphasizing that marketing tactics should be changing based on preferences and tastes of various segments in an increasingly competitive online shopping environment.

## ➤ Introduction :

E-commerce or online purchasing has become very important in the way we buy stuffs today. Myntra, a big Indian fashion website, has managed to reach the people it wants to sell with different ways of advertising itself online. This study aims at finding out how Myntra's online shopping site can be improved using online marketing, particularly for those in Mumbai suburbs who are based on their age and gender. It will help us see what online advertisers have to do more of to have an effective advertisement campaign towards this segment of customers.

## ➤ Keywords :

- Online marketing strategy
- Internet business establishment
- Myntra.com
- Mumbai suburbs
- Age brackets
- The way people buy things

- On-line shopping.

➤ Motivation of the study :

This study explores the role of digital marketing in enhancing Myntra's e-commerce platform in Mumbai suburbs. It aims to provide insights for optimizing digital marketing efforts, improving customer engagement, and increasing sales. The research contributes to developing effective strategies that cater to driving business growth and success

➤ Research Problem statement :

This research will examine how digital marketing affects purchasing behavior among specific age groups and genders in suburban Mumbai utilizing Myntra's e-retail platform. The aim is to establish if internet marketing works for some specific people, which would enable companies to improve their customer service thereby leading to better organizational outcomes.

➤ Research methodology :

- I will also be analyzing the digital marketing and advertising strategies of Myntra in suburban areas of Mumbai.
- This examination will investigate how age influences online advertising within the suburbs of Mumbai.
- Moreover, it should include a questionnaire on how gender affects the influence of digital advertisements in these areas.
- What are some of the best social media platforms that can be used by businesses to connect with customers based in Mumbai?

- Within this location, I am going to provide recommendations for enhancing Myntra's strategies for its digital advertising and marketing campaigns.

➤ Method of collecting data :

- **Quantitative Data Collection**

- **Surveys and Questionnaires:**

- Design: Produce structured questionnaires and surveys that will collect information about customer behavior, alternatives as well as the success of online marketing. The ages/genders, exposure to digital marketing (social media advertisements and email advertising), and Myntra buying behavior will be the subject matter of questions.
    - Sampling: In order to have a representative sample across age groups and gender, participants are randomly selected from several Mumbai locations. Distribution: To reach a broad audience, distribute surveys through social media channels such as emails or Myntra app.
    - Analysis: Statistical methods will be used to examine the data for patterns and trends that can help us understand how digital marketing influences consumer decision making.

- **Qualitative Data Collection:**

- a. **Focus Groups:**

- **Composition:** Organize focus group discussions with participants from different age groups and genders in Mumbai suburbs.
    - **Guidelines:** Facilitate discussions on participants' perceptions of digital marketing strategies, their effectiveness, and how they influence their shopping behaviors.
    - **Analysis:** Use thematic analysis to identify common themes and insights from the discussions.

- b. **In-Depth Interviews:**

- **Participants:** Conduct interviews with key stakeholders such as Myntra's digital marketing team, industry experts, and a sample of customers.
  - **Focus:** Explore experiences, strategies, and challenges related to digital marketing and its impact on e-commerce.
  - **Analysis:** Transcribe and analyze interviews to gain deeper insights into the role of digital marketing in enhancing Myntra's platform.
- **Case Studies:**
    - **Selection:** Choose specific digital marketing campaigns run by Myntra that have targeted different demographic groups in Mumbai suburbs.
    - **Analysis:** Assess the effectiveness of these campaigns by reviewing performance metrics and gathering feedback from participants affected by the campaigns.
- **Observational Studies:**
    - **Method:** Monitor user interactions on Myntra's e-commerce platform to observe the influence of digital marketing strategies on user engagement and purchasing behavior.
    - **Analysis:** Evaluate how different age groups and genders respond to various marketing tactics.

By integrating these data collection methods, the study aims to provide a nuanced understanding of how digital marketing enhances Myntra's e-commerce platform across diverse demographic segments in Mumbai suburbs.

➤ **Scope and limitations of the data :**

Therefore, this study only focuses on Mumbai area, which means it may not capture all the urban consumers in India. Additionally, since data was collected over an extensive period, it may not capture variations that occur with seasons or trends. The survey relies on responses from individuals who were asked questions, which means that the results might be less than truthful. Therefore, lack of access to

Myntra's internal marketing information restricts the extent of coverage possible within this analysis.

- This analysis could likely also lead to new research about:
- Analyzing how digital advertising and marketing and online promoting works in some parts of India
- Exploring the change in people's buying behavior as e-marketing and electronic advertising skills develop
- Observing how AI and machine learning affect digital marketing when you search online
- Checking the performance of fashion industry campaigns on different platforms.

➤ Sources of data collection :

Primary Data : We will survey and talk to people in the suburbs of Mumbai about their expectations. Additional information: Articles from experts, company reports, internet information, and open data on Myntra's money and marketing.

Secondary Data : Stratified random sampling method will be used to select individuals from the suburbs of Mumbai based on their ages and genders.

➤ Literature Review :

A literature review on the role of digital marketing in enhancing Myntra's e-commerce platform, with a focus on age and gender demographics in the suburbs of Mumbai, has several essential components. The initial part introduces the basic ideas of digital marketing, including techniques like search engine optimization (SEO), social media advertisement, and content creation. These strategies are significant for e-commerce overall, particularly within Myntra's status as a major player in India's fast-expanding online retail scene.

➤ Data analysis and findings :

Number Analysis: Starting with clean statistical techniques to summarize the data, then using other more complicated methods such as ANOVA, regression evaluation that look at how virtual advertising and marketing affects certain groups of people. Looking at what customers have said in order to identify the main problems and types of their opinions about digital marketing campaigns for Myntra.

➤ Suggestions & conclusion :

This research will demonstrate how individuals from different age groups and sexes residing in Mumbai suburbs may react to Myntra's digital marketing policies. It will identify which digital advertising or internet promotion strategies (such as seo, emails or social media) work well for specific groups of people.

It could also highlight areas where Myntra's online advertising efforts could be made better or is there room for improvement.

- Ideas to tweak online ad methods to better target specific age and gender groups.
- Tips on how to get the most out of certain online marketing tools to boost engagement and sales.
- Plans for upcoming ad campaigns based on customer likes and habits found in the study.

➤ Reference/bibliography :

- Books and Journals: A collection of academic materials covering studies on virtual advertising, marketing, consumer behavior, and e-commerce.
- Online Resources: Links to web-based content such as company reports, data archives, and informative websites

<https://www.noboruworld.com/insights/case-study-of-myntra-2024/>

[https://www.pattamundaicollege.ac.in/upload/file\\_0410230522450.pdf](https://www.pattamundaicollege.ac.in/upload/file_0410230522450.pdf)

[https://sist.sathyabama.ac.in/sist\\_naac/documents/1.3.4/39280058%20HARESH.pdf](https://sist.sathyabama.ac.in/sist_naac/documents/1.3.4/39280058%20HARESH.pdf)

[https://www.indsearch.org/assets/pdf/research/Indsearch%20Research%20journal\\_2019\\_vol\\_5-6\\_issue\\_1-2.pdf](https://www.indsearch.org/assets/pdf/research/Indsearch%20Research%20journal_2019_vol_5-6_issue_1-2.pdf)

➤ Questionnaire :

- 1) Age
- 2) Gender
- 3) How often do you shop online on Myntra?
- 4) How did you first learn about Myntra ?
- 5) Which digital platforms do you frequently use for online shopping?
- 6) How effective do you find Myntra's digital marketing campaigns (ads, social media, emails, etc.)?
- 7) Which digital marketing channel has the most influence on your decision to shop on Myntra?

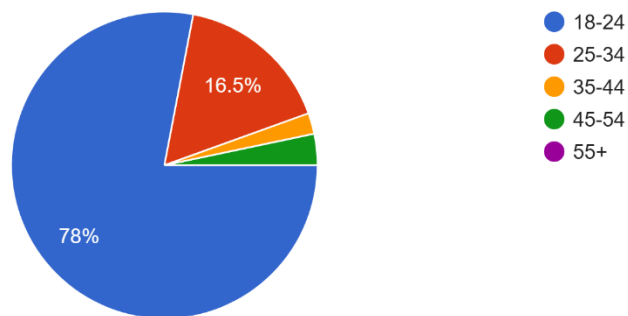


8) How likely are you to engage with Myntra's social media contents?

9) Do you think Myntra's digital marketing is tailored to your age group and gender?

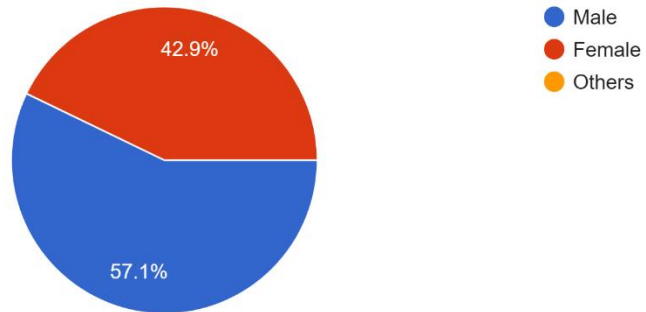
10) What improvements would you suggest for Myntra's digital marketing efforts?

Age Group  
91 responses



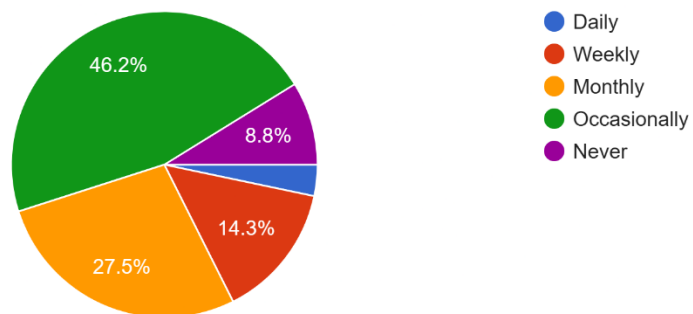
## Gender

91 responses



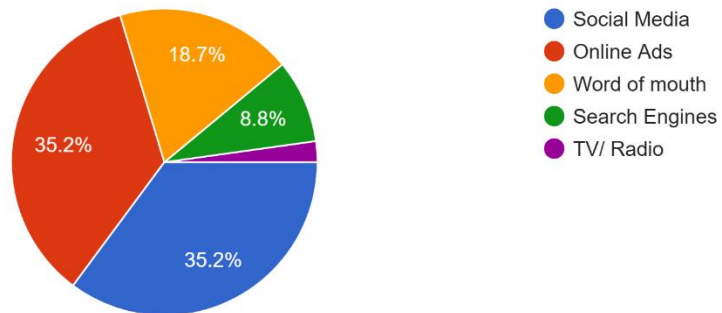
## How often do you shop online on Myntra?

91 responses



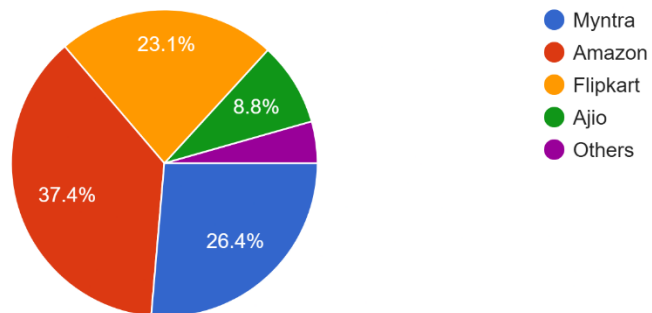
How did you first learn about Myntra ?

91 responses



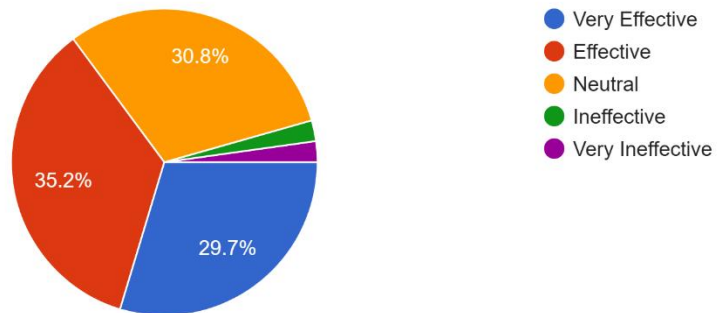
Which digital platforms do you frequently use for online shopping?

91 responses



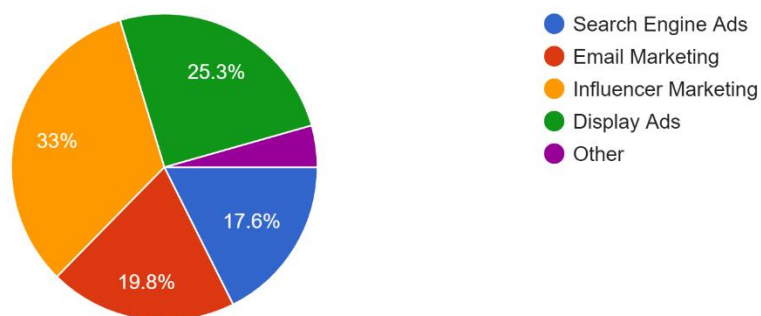
How effective do you find Myntra's digital marketing campaigns (ads, social media, emails, etc.)?

91 responses



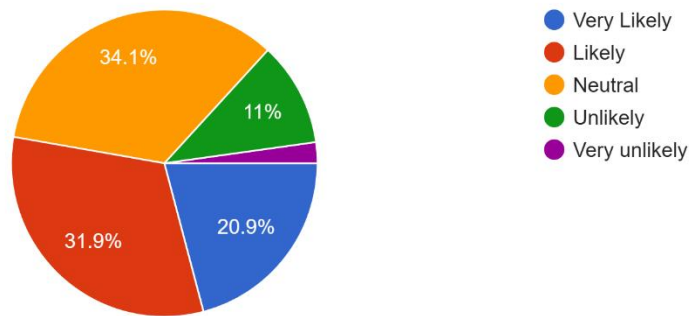
Which digital marketing channel has the most influence on your decision to shop on Myntra?

91 responses



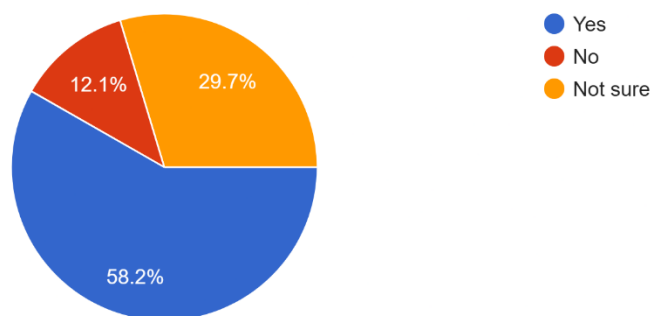
How likely are you to engage with Myntra's social media contents?

91 responses



Do you think Myntra's digital marketing is tailored to your age group and gender?

91 responses



What improvements would you suggest for Myntra's digital marketing efforts?

91 responses

