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A STUDY ON IMPLEMENTATION OF ONLINE MARKETING STRATEGIES FOR CONSUMER PRODUCTS IN MYNTRA

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Abstract

The rapid growth of e-commerce and digital technologies has significantly transformed the marketing practices of consumer product companies. Internet marketing techniques like social media promotion, email marketing, influencer promotions, personalised recommendations, and seasonal campaigns play a crucial role in influencing consumer behaviour and purchase decisions. This study aims to examine the implementation and effectiveness of online marketing strategies adopted by Myntra, one of India's leading fashion and lifestyle e-commerce platforms. The study is based on a descriptive research design and uses both primary and secondary data. Primary data were collected through a structured questionnaire from 100 Myntra users in Chennai city using a convenience sampling technique. Secondary information was obtained from Myntra's official website, research articles, journals, and e-commerce reports. Percentage analysis and graphical tools such as pie charts were used for data analysis and interpretation. The findings of the study reveal that Myntra's online marketing strategies, including attractive advertisements, influencer marketing, personalized offers, and seasonal sales, have a significant impact on customer satisfaction, purchase frequency, and repeat buying behavior. The study concludes that effective implementation of digital marketing strategies enhances brand engagement, customer loyalty, and overall sales performance. In a very competitive e-commerce business, recommendations are made to increase Myntra's online marketing efficacy.

Keywords: Online Marketing, Digital Marketing Strategies, E-commerce, Consumer Behavior, Customer Satisfaction, Myntra

Introduction

The growth of the internet and digital technologies has brought significant changes to the way Companies advertise their goods and services. Digital marketing, another name for online marketing, has become an essential tool for companies to reach a large number of

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consumers quickly and effectively. Unlike traditional marketing, online marketing allows businesses to interact directly with customers, understand their preferences, and offer personalized products and services. As a result, e-commerce platforms have increasingly adopted digital marketing strategies to gain a competitive advantage in the market. In India, the rapid increase in smartphone usage, internet penetration, and digital payment systems has accelerated the growth of online shopping. Consumers now prefer the convenience of browsing, comparing, and purchasing products online. Fashion and lifestyle products, in particular, have witnessed strong growth through e-commerce platforms. Myntra, one of India's leading fashion and lifestyle e-commerce companies, has successfully utilized online marketing strategies such as social media promotions, influencer marketing, email and SMS campaigns, personalized recommendations, and seasonal sales to attract and retain customers. This study focuses on analyzing the implementation and effectiveness of Myntra's online marketing strategies for consumer products. Its goal is to comprehend how these strategies influence customer awareness, satisfaction, purchase decisions, and repeat buying behaviour. The findings of this study provide insights into the role of online marketing in enhancing customer engagement and business performance in the competitive e-commerce environment.

Review of literature

J Suresh Reddy has published article in the Indian Journal of Marketing. The title of the article is "Impact of E-commerce on marketing". Marketing is one of the business functions most dramatically affected by emerging information technologies. The Internet is providing companies new channels of communication and interaction. In sales, marketing, and customer service, it can establish more intimate but economical connections with clients. Businesses can use the web to offer continuous assistance, service, and information. Additionally, it fosters constructive consumer interactions that can form the basis for long-term success.

Vikas Bondar has published his article on "sales and marketing strategies". The Internet is a really good thing. People can get more information than they need thanks to the Internet. It is the most effective method for comparing the necessary products. It is best for us to visit the websites if we are interested in purchasing. Additionally, we can create our own website without spending a lot of money if we so choose. Where do we get all of this data from? Advertising, which we see everywhere—on TV, the Internet, newspapers, and more—is the source of the answer. We continue to receive fresh and fascinating information every year, and the number of people using the Internet will rise in the future.

Victor Van Valenhas published the article "Is Your Marketing Smart?" Today, advertisers not only must target and specifically cater to a specific audience, but also personalise their ads. You can predict who will see your advertisement in print media. For instance, you are aware that Femina magazine would be an excellent outlet to market your new cosmetic product to ladies. However, in the case of online venues, how can you target the right audience when millions are browsing? The solution to this problem is the Yahoo! Smart Ads product, an innovative new advertising platform that allows marketers to deliver tailored ads to highly targeted audiences. Smart Ads combines Yahoo!'s consumer insights and media capabilities with new ad serving technology. It automatically converts campaign creative and targeted offerings into highly-customized, relevant ad displays.

Research Gap

Although several studies have examined online marketing and e-commerce growth, limited research focuses specifically on the effectiveness of online marketing strategies of

fashion-based platforms like Myntra. Most studies analyse individual digital tools such as social media or influencer marketing, rather than evaluating multiple online marketing strategies together. Region-specific studies, particularly in Chennai city, are limited in the existing literature. Additionally, fewer studies assess customer satisfaction, repeat purchase behaviour, and recommendation intention simultaneously. Hence, there is a need for an updated empirical study to evaluate the overall effectiveness of Myntra's online marketing strategies.

Objectives

1. To know the online marketing strategies of the Myntra.
2. To evaluate Myntra's advertising tactics.
3. To determine the degree of satisfaction among Myntra's clientele.
4. To research how successful internet marketing tactics are in
5. Increasing Myntra's product sales

Methodology

The present study adopts a descriptive research design to examine the effectiveness of online marketing strategies implemented by Myntra for consumer products. The study is based on both primary and secondary data. An organised survey was used to gather primary data distributed to Myntra users in Chennai city using a convenience sampling technique. A total of 100 respondents were selected for the study. Secondary data were collected from Myntra's official website, research journals, books, articles, and e-commerce reports. The collected data were analysed using percentage analysis and graphical tools such as pie charts to interpret consumer responses and draw meaningful conclusions.

Data Analysis and Interpretation

The analysis shows that Myntra is widely used by consumers for purchasing fashion and lifestyle products, with clothing and accessories being the most frequently purchased items. The majority of respondents agreed that Myntra offers attractive discounts, seasonal sales, and promotional offers that strongly influence their purchase decisions. Personalized recommendations and easy return policies were found to be the most influential factors while shopping on Myntra. The results also indicate that online marketing strategies such as social media advertisements and influencer promotions encourage repeat purchases and increase shopping frequency. Overall, customer satisfaction with Myntra is high, indicating that the platform has a positive impact on consumer buying behaviour.

These findings are further illustrated in the following Figures.

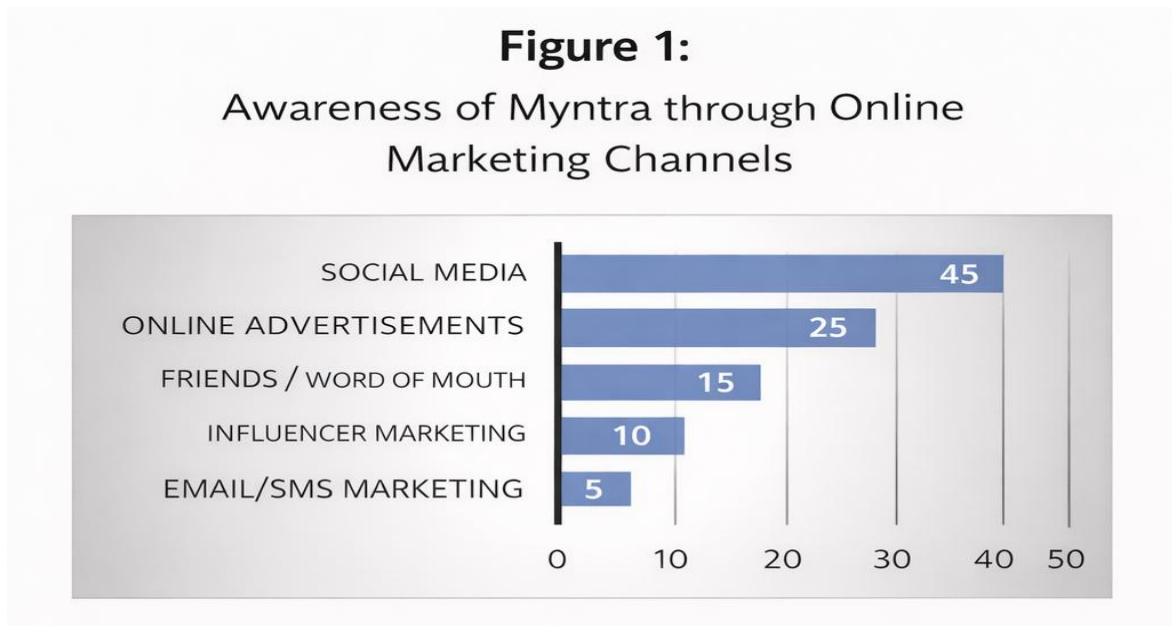


Figure 3:
Level of Customer Satisfaction towards Myntra

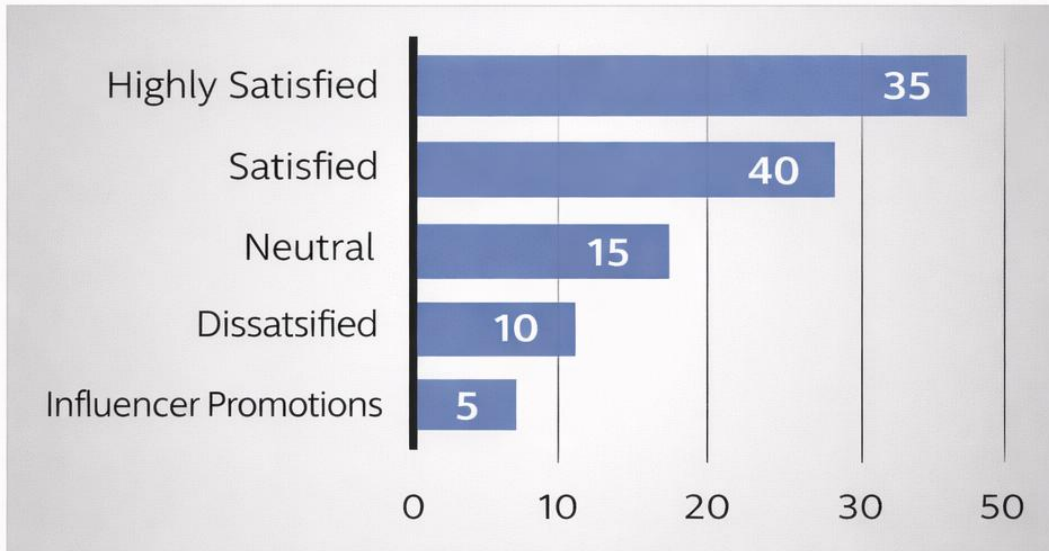


Figure 4:
Impact of Online Marketing Strategies on Purchase Frequency

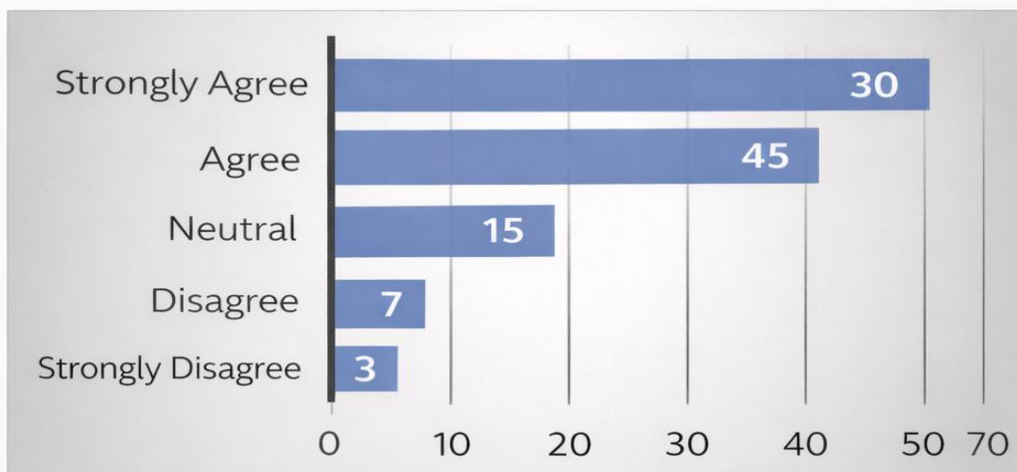
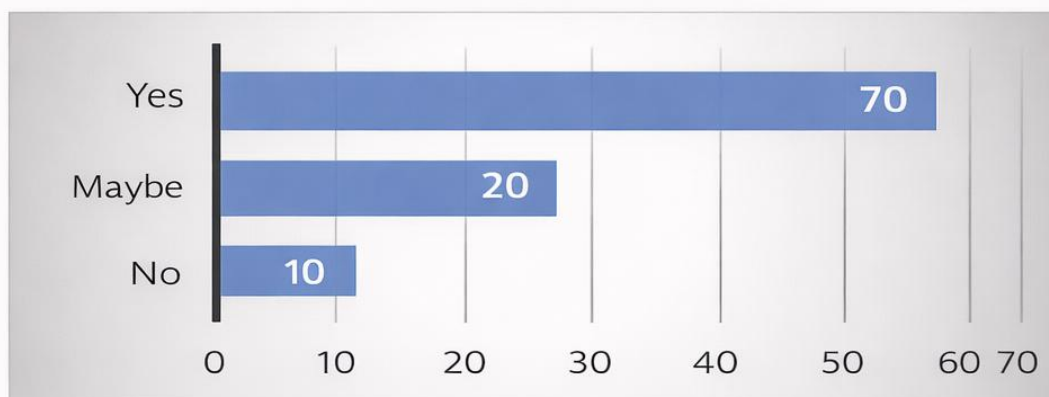


Figure 5:
Willingness of Customers to Recommend Myntra



Discussions

The findings of the study indicate that Myntra's online marketing strategies play a significant role in influencing consumer buying behaviour. The high level of awareness created through social media platforms and online advertisements shows that Myntra effectively utilizes digital channels to reach a wide customer base. Promotional strategies such as discounts, seasonal sales, and cashback offers were found to strongly motivate customers to make purchase decisions, confirming the importance of price-based promotions in the e-commerce sector. Customer satisfaction levels were observed to be high, particularly with regard to product variety, pricing, ease of use of the app, and return policies. Personalized recommendations and influencer marketing further enhanced customer engagement and repeat purchases. The study also reveals that effective online marketing strategies contribute to increased purchase frequency and customer loyalty, leading to a positive impact on Myntra's overall sales performance. However, moderate responses related to delivery speed and customer support indicate areas where Myntra can further improve.

Scope for further study:

This study focuses only on Myntra users in Chennai with a limited sample size, which restricts the generalisation of findings. Future research can include respondents from different regions and larger populations for more comprehensive results. Further studies may explore emerging digital marketing practices such as AI-driven promotions, mobile app engagement, and data-based personalization. Researchers can also apply advanced statistical techniques to examine the relationship between marketing strategies and consumer behaviour in greater depth. Comparative studies involving multiple e-commerce platforms and investigations targeting specific customer segments could provide deeper insights into marketing effectiveness.

Conclusion

The study concludes that online marketing strategies adopted by Myntra are highly effective in attracting customers, increasing satisfaction, and boosting sales. The extensive use of social media marketing, promotional offers, and personalised digital tools has helped Myntra build strong customer relationships and brand loyalty. High customer satisfaction and willingness to recommend the platform indicate the success of Myntra's digital marketing efforts. Overall, the study confirms that well-planned online marketing strategies are essential for sustaining growth and competitiveness in the e-commerce market. Continuous innovation and improvement in service quality will further strengthen Myntra's position in the online retail industry.

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