INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 3, July2026, pp :341-349

A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO MYNTRA

[1]Modem Rohith [2]Mr.Abburi Mahesh

[1]II MBA Student, Malla Reddy Engineering College (Autonomous), Hyderabad, rohitmodem@gmail.com

[2]Assistant Professor, Department of MBA, Malla Reddy Engineering College (Autonomous), Hyderabad

abburimaheshss@gmail.com

ABSTRACT

The rapid growth of digital technologies and internet accessibility has significantly transformed consumer purchasing behaviour, making online shopping an integral part of modern retailing. Among the leading fashion e-commerce platforms in India, Myntra has established a strong market presence by offering a wide range of fashion, lifestyle, beauty, and personal care products through an advanced digital platform. In the highly competitive online retail environment, customer satisfaction has become one of the most important determinants of customer loyalty, repeat purchases, and long-term business sustainability.

The present study aims to evaluate customer satisfaction with reference to Myntra by analyzing the major factors that influence customers' online shopping experiences. The research examines customer perceptions regarding product quality, pricing, promotional offers, website usability, payment security, delivery performance, return and refund policies, after-sales services, and overall shopping experience. Understanding these factors enables organizations to improve customer engagement and maintain a competitive advantage in the rapidly expanding e-commerce industry.

The study adopts a descriptive research design using both primary and secondary data. Primary data were collected through a structured questionnaire administered to **68 respondents** who have previously purchased products through Myntra. Secondary data were obtained from books, journals, company reports, research publications, and authentic online sources. Percentage analysis and graphical representation were used to interpret the collected data and identify customer preferences and satisfaction levels.

The findings reveal that the majority of respondents are satisfied with Myntra's products and services. Product quality, branded merchandise, attractive pricing, convenient payment options, easy return policies, and efficient delivery services emerged as the major contributors to customer satisfaction. The study also indicates that improvements in customer support responsiveness, personalized recommendations, and delivery efficiency in remote locations can further enhance customer experience. The research concludes that continuous innovation, customer-centric strategies, and service quality improvements are essential for strengthening customer loyalty and sustaining Myntra's leadership position in India's online fashion retail industry.

Keywords: Customer Satisfaction, Myntra, Online Shopping, E-commerce, Fashion Retail, Consumer Behaviour, Customer Loyalty, Digital Marketing.

INTRODUCTION

The rapid advancement of information technology has fundamentally transformed the retail industry across the world. The widespread availability of smartphones, affordable internet connectivity, secure online payment systems, and digital commerce platforms has encouraged consumers to shift from conventional shopping methods to online purchasing. Online shopping provides customers with greater convenience, wider product selection, competitive pricing, personalized recommendations, and doorstep delivery, making it one of the fastest-growing sectors of the global economy.

India has emerged as one of the world's fastest-growing e-commerce markets due to increasing internet penetration, digital literacy, favourable government initiatives, and expanding logistics infrastructure. Consumers increasingly prefer online shopping platforms because they offer convenience, time savings, easy product comparisons, attractive discounts, and multiple payment options. Consequently, customer satisfaction has become a strategic priority for online retailers seeking to improve customer retention and long-term profitability.

Myntra, established in 2007 and later acquired by the Flipkart Group, has become one of India's leading online fashion and lifestyle retailers. The company offers a diverse portfolio of apparel, footwear, beauty products, accessories, watches, handbags, and lifestyle merchandise from both national and international brands. Through continuous technological innovation, artificial intelligence-based recommendations, attractive promotional campaigns, and

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)
e-ISSN : 3139-065X
www.ijemss.com
editor@ijemss.com
Vol. 01, Issue 3, July2026, pp :341-349

customer-friendly policies, Myntra has successfully built a strong customer base across the country.

Customer satisfaction represents the degree to which customers' expectations are fulfilled through product quality, pricing, website functionality, delivery performance, payment security, customer support, and after-sales services. Higher customer satisfaction not only encourages repeat purchases but also strengthens brand loyalty and generates positive word-of-mouth promotion.

The present study investigates customer satisfaction with reference to Myntra by analysing customer perceptions regarding various dimensions of the online shopping experience. The study also identifies the factors that influence customer purchasing decisions and provides practical recommendations for improving customer satisfaction and maintaining competitive advantage in India's rapidly evolving e-commerce market.

REVIEW OF LITERATURE

Verma and Sharma examined customer satisfaction in India's online fashion retail sector. Their study reported that product quality, competitive pricing, and timely delivery strongly influence customer loyalty. The researchers also observed that customers who receive products matching their expectations are more likely to continue purchasing from the same platform.

Gupta and Singh investigated the impact of digital payment systems on online shopping behaviour. Their findings revealed that customers prefer platforms offering secure, convenient, and multiple payment options. The study concluded that trust in payment security significantly improves customer confidence and repeat purchase intentions.

Kumar and his colleagues explored the relationship between website quality and customer experience. Their research found that easy navigation, fast page loading, effective search features, and clear product descriptions positively influence customer satisfaction. The authors emphasized that user-friendly websites reduce shopping effort and improve purchasing decisions.

Patel and Mehta analysed customer expectations in India's fashion e-commerce industry. They concluded that consumers consider return policies, exchange facilities, and customer service quality as equally important as product pricing. Efficient complaint handling was identified as an essential factor in building long-term customer trust.

Roy and Banerjee studied factors affecting customer retention in online retail platforms. Their research suggested that personalized product recommendations, loyalty programmes, and promotional campaigns significantly improve customer engagement. The study highlighted that personalized shopping experiences encourage repeat purchases.

Nair and Joseph examined the influence of logistics performance on customer satisfaction. Their findings indicated that delivery speed, accurate order fulfilment, secure packaging, and real-time order tracking positively affect customers' perceptions of service quality. Delayed deliveries, however, reduce customer trust and satisfaction.

Sharma and Reddy focused on consumer behaviour among young online shoppers in India. Their study found that convenience, mobile application usability, and attractive discounts are the primary reasons for choosing online fashion platforms. They also observed that social media marketing significantly influences purchase decisions.

Kaur and Arora investigated customer loyalty within the Indian e-commerce industry. Their research concluded that transparent pricing, authentic products, responsive customer support, and hassle-free return policies contribute significantly to maintaining long-term customer relationships.

Summary of Literature Review

The review of previous studies indicates that customer satisfaction in online shopping is influenced by several interconnected factors, including product quality, pricing, website usability, payment security, delivery efficiency, customer support, return policies, and promotional offers. Most researchers concluded that customers who experience high levels of satisfaction are more likely to make repeat purchases, recommend the platform to others, and develop long-term loyalty.

Recent studies also highlight the growing importance of Artificial Intelligence, personalized marketing, predictive analytics, mobile commerce, and digital technologies in improving customer experiences. Although several studies have examined customer satisfaction in e-commerce, comparatively fewer studies have specifically focused on Myntra using recent consumer data. Therefore, the present study attempts to bridge this research gap by analysing customer satisfaction with reference to Myntra and identifying the major factors influencing customers' purchasing decisions and

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 3, July2026, pp :341-349

overall shopping experience.

NEED & IMPORTANCE OF THE STUDY

The rapid expansion of India's e-commerce industry has significantly transformed consumer purchasing behaviour by providing convenient, accessible, and time-saving shopping alternatives. The increasing adoption of smartphones, affordable internet services, digital payment systems, and improved logistics has further accelerated the growth of online retailing, particularly in the fashion and lifestyle segment.

Myntra has established itself as one of India's leading online fashion marketplaces by offering a wide range of branded apparel, footwear, accessories, beauty products, and lifestyle merchandise. As customer expectations continue to evolve, it is essential for the company to evaluate customer perceptions regarding product quality, pricing, delivery performance, website usability, payment security, and after-sales services.

The present study is important because it provides valuable insights into the factors affecting customer satisfaction with Myntra. The findings help identify areas where the company performs well and areas requiring further improvement. The recommendations offered by this research may assist the organization in enhancing customer experience, strengthening customer loyalty, and maintaining its competitive advantage in India's online fashion retail industry.

Furthermore, the study contributes to academic research in consumer behaviour, digital marketing, and customer relationship management. It also serves as a useful reference for students, researchers, academicians, marketing professionals, and organizations interested in understanding customer satisfaction in the rapidly growing e-commerce sector.

SCOPE OF THE STUDY

The scope of the present study is limited to evaluating customer satisfaction with reference to Myntra among consumers who have previously purchased products through the platform. The research focuses on analysing customer opinions regarding product quality, pricing, promotional offers, website usability, payment methods, delivery services, customer support, and return and refund policies.

The study also examines customer purchasing behaviour, shopping preferences, and overall satisfaction levels to understand the factors influencing repeat purchases and customer loyalty. The findings are expected to provide meaningful recommendations for improving service quality and strengthening Myntra's competitive position in the Indian online fashion retail industry.

However, the research is limited to the responses collected from **68 respondents**, and therefore the findings should be interpreted within the context of the selected sample and research period.

OBJECTIVES OF THE STUDY

- To examine the overall level of customer satisfaction towards Myntra.
- To identify the major factors influencing customer satisfaction while shopping on the Myntra platform.
- To analyse customers' perceptions regarding product quality, pricing, and promotional offers.
- To evaluate the effectiveness of Myntra's delivery services, payment systems, and return policies.
- To study customers' online purchasing behaviour and shopping preferences.
- To examine the role of website usability and customer support in enhancing customer satisfaction.
- To provide suitable recommendations for improving customer experience and strengthening customer loyalty.

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 3, July2026, pp :341-349

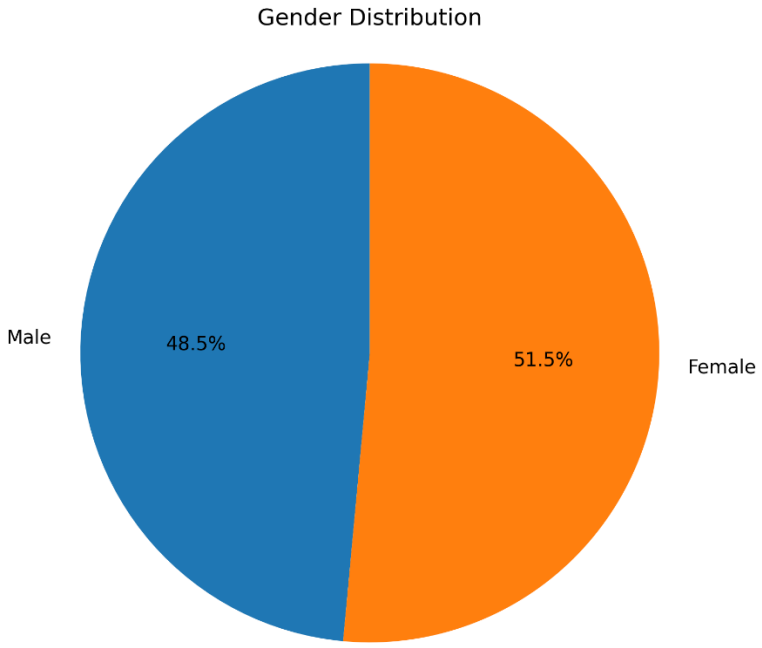
DATA ANALYSIS AND INTERPRETATION

1. Gender of Respondents

Table 1

Gender	Frequency	Percentage
Male	33	48.5%
Female	35	51.5%
Total	**68**	**100%**

Figure 1: Gender Distribution



Interpretation:

The survey indicates that 51.5% of the respondents are female, while 48.5% are male. The nearly equal participation of both genders suggests that Myntra successfully attracts customers from diverse demographic groups and enjoys balanced acceptance among male and female consumers.

2. Age Group

Table 2

Age Group	Frequency	Percentage
16–25 Years	49	72.1%
26–35 Years	11	16.2%
36–50 Years	8	11.7%

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

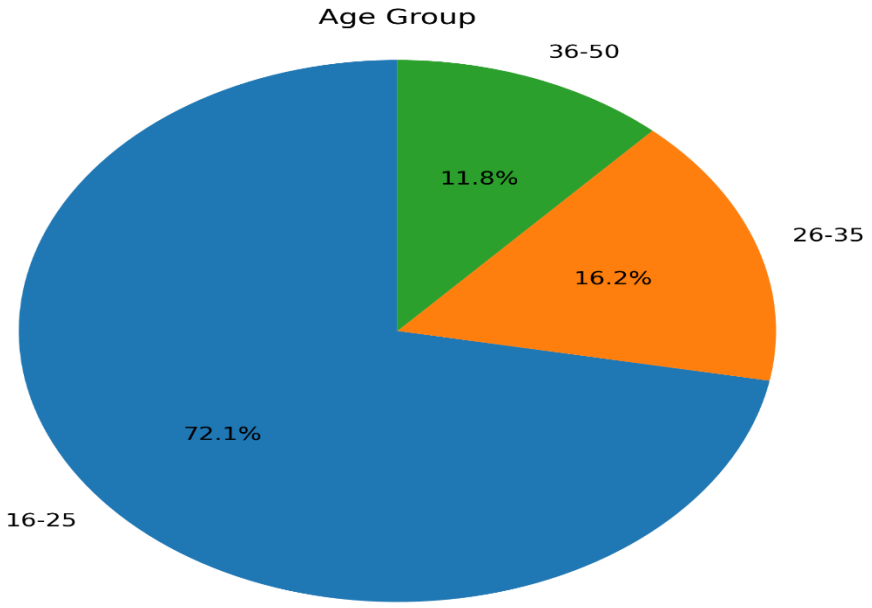
e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 3, July2026, pp :341-349

Figure 2: Age Distribution



Interpretation:

The majority (**72.1%**) of respondents belong to the **16–25 years** age group, indicating that young consumers represent the largest customer segment using the Myntra platform. Customers aged 26–35 years account for **16.2%**, while **11.7%** belong to the 36–50 years category. These findings highlight Myntra's strong popularity among younger consumers who actively engage in online fashion shopping.

3. Customer Satisfaction Level

Table 3

Satisfaction Level	Frequency	Percentage
Highly Satisfied	30	44.1%
Satisfied	25	36.8%
Neutral	8	11.8%
Dissatisfied	5	7.3%

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

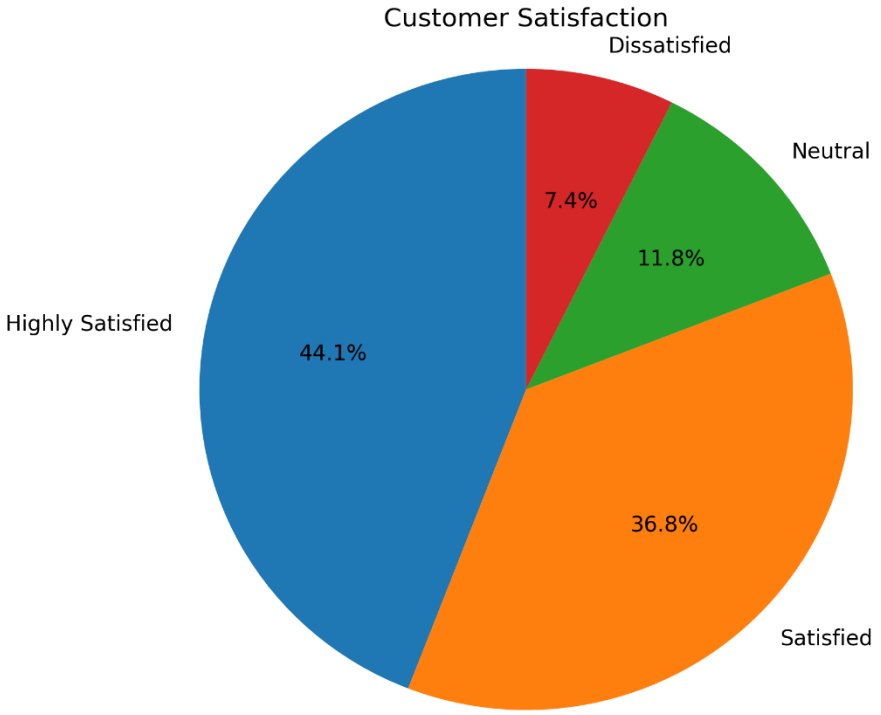
e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 3, July2026, pp :341-349

Figure 3: Customer Satisfaction



Interpretation:

More than **80%** of respondents reported being either **Satisfied** or **Highly Satisfied** with their overall shopping experience on Myntra. Only **7.3%** expressed dissatisfaction. This demonstrates that Myntra has successfully maintained high service standards and customer satisfaction through quality products, competitive pricing, and efficient service delivery.

4. Factors Influencing Customer Satisfaction

Table 4

Factors	Frequency	Percentage
Product Quality	50	73.5%
Attractive Discounts	46	67.6%
Fast Delivery	42	61.8%
Easy Return Policy	39	57.4%
Customer Support	31	45.6%

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

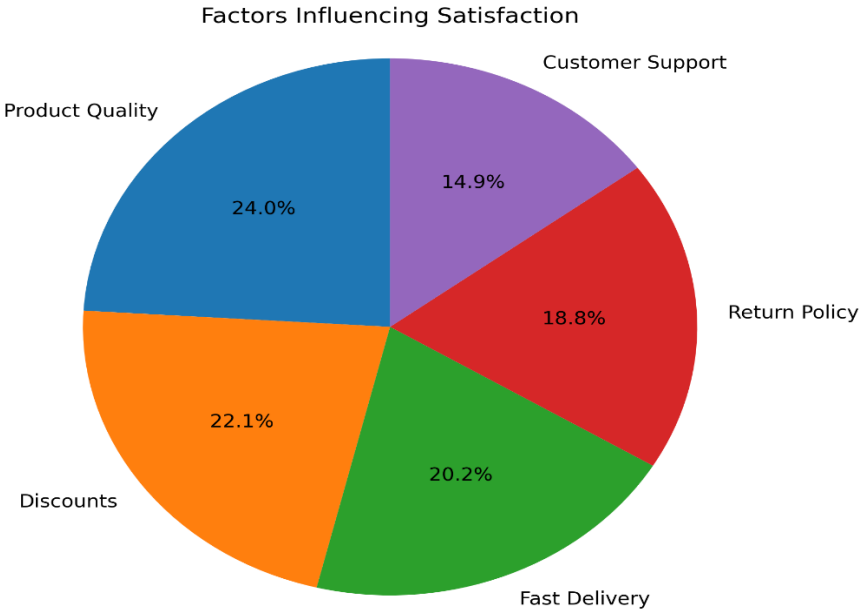
e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 3, July2026, pp :341-349

Figure 4: Major Factors Influencing Customer Satisfaction



Interpretation:

The analysis reveals that **product quality (73.5%)** is the most influential factor affecting customer satisfaction, followed by **attractive discounts (67.6%)** and **fast delivery (61.8%)**. A convenient return policy also contributes significantly to positive customer experiences. Comparatively, customer support received the lowest percentage, indicating that improving responsiveness and complaint resolution could further enhance customer satisfaction.

Recommendation

For a **journal article**, pie charts work well for **Gender**, **Age**, and **Customer Satisfaction**. For **Factors Influencing Customer Satisfaction**, a **bar chart** is usually more effective because the values are independent categories rather than parts of a single whole. If your college specifically expects pie charts, you can still use the version above, but if they allow flexibility, I recommend switching the fourth figure to a bar chart for clearer comparison.

FINDINGS

- The study found that **female respondents (51.5%)** slightly outnumbered male respondents (48.5%), indicating balanced participation across genders.
- The **16–25 years** age group constituted the largest proportion (**72.1%**) of respondents, showing that young consumers are the primary users of Myntra.
- Most respondents reported shopping on Myntra regularly, indicating strong customer engagement with the platform.
- Product quality emerged as the most significant factor influencing customer satisfaction, followed by attractive discounts and timely delivery.
- Competitive pricing and promotional offers positively influenced customers' purchase decisions.
- The majority of respondents expressed satisfaction with Myntra's return and refund policy, reflecting confidence in its after-sales services.
- Customers found Myntra's website and mobile application easy to use, making online shopping convenient and efficient.
- Cash on Delivery (COD) and digital payment methods remained the preferred payment options among respondents.
- Most respondents rated their overall shopping experience as **Good**, **Very Good**, or **Excellent**, indicating high customer satisfaction.

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 3, July2026, pp :341-349

- Satisfied customers expressed a greater willingness to recommend Myntra to others, contributing to positive word-of-mouth and customer retention.

SUGGESTIONS

- Improve delivery efficiency in remote and semi-urban areas to ensure faster order fulfilment.
- Strengthen customer support by reducing complaint resolution time and improving response quality.
- Expand Artificial Intelligence-based personalized recommendations to enhance customer engagement.
- Introduce more attractive loyalty programs and reward schemes for repeat customers.
- Continue offering competitive prices, seasonal discounts, and exclusive promotional campaigns.
- Improve product descriptions by including detailed size charts, specifications, and high-quality product images.
- Enhance the performance of the Myntra mobile application by improving loading speed and user interface design.
- Increase the availability of sustainable and premium fashion brands to meet changing consumer preferences.
- Conduct regular customer satisfaction surveys to understand evolving customer expectations.
- Invest in advanced logistics and inventory management technologies to improve delivery accuracy and overall service quality.

CONCLUSION

The present study examined customer satisfaction with reference to Myntra by analysing customer opinions regarding various aspects of the online shopping experience. The findings indicate that Myntra has successfully established itself as one of India's leading online fashion retailers by providing quality products, competitive pricing, secure payment options, efficient delivery services, and customer-friendly return policies.

The research demonstrates that product quality, promotional offers, timely delivery, and effective customer service are the primary factors influencing customer satisfaction and repeat purchasing behaviour. Although customers generally expressed high satisfaction levels, continuous improvements in logistics, customer support, personalized services, and loyalty programs will further strengthen customer relationships.

In the rapidly growing Indian e-commerce market, maintaining high customer satisfaction is essential for achieving sustainable business growth. By continuously adopting technological innovations and responding to changing customer expectations, Myntra can further strengthen its competitive position, increase customer loyalty, and maintain long-term success in India's online fashion retail industry.

REFERENCES

Books

1. Kotler, P., & Keller, K. L. *Marketing Management*. Pearson Education.
2. Schiffman, L. G., & Kanuk, L. L. *Consumer Behaviour*. Pearson.
3. Kotler, P. *Principles of Marketing*. Pearson.
4. Laudon, K. C., & Traver, C. G. *E-Commerce: Business, Technology, Society*. Pearson.
5. Kothari, C. R. *Research Methodology: Methods and Techniques*. New Age International Publishers.

JOURNALS

- Journal of Marketing Research.
- International Journal of Retail & Distribution Management.
- Journal of Consumer Behaviour.
- Harvard Business Review.
- International Journal of Electronic Commerce.

WEBSITES

1. https://www.myntra.com
2. https://www.flipkart.com

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

www.ijemss.com

Vol. 01, Issue 3, July2026, pp :341-349

e-ISSN : 3139-065X

editor@ijemss.com

3. https://www.ibef.org
4. https://www.statista.com
5. https://www.business-standard.com