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## Consumer Buying Behavior on Myntra: Analyzing Influencing Factors and Their Impact on Satisfaction

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**Abstract:** This research explores consumer buying behavior on Myntra, a leading online fashion platform in India, focusing on factors influencing purchasing decisions and their impact on customer satisfaction. A survey of 100 Myntra users in Ahmedabad was conducted, utilizing a quantitative approach and stratified random sampling. The study identified key factors such as pricing, product variety, promotions, and user experience, and evaluated their role in shaping consumer behavior. The findings suggest that demographic variables (age, gender, and occupation) have minimal influence on shopping behavior, while satisfaction and purchase decision-making were influenced by factors like pricing strategies and personalized recommendations. The study provides insights into Myntra's market positioning and offers recommendations for improving customer engagement.

**Keywords:** Consumer Behavior, Myntra, e-Commerce, Customer Satisfaction, Online Shopping

## INTRODUCTION

Consumer buying behavior is a critical area of study in marketing and retail management, as it helps businesses understand the decision-making processes of their customers. In the context of online shopping, this behavior is influenced by a myriad of factors including convenience, price, product variety, and digital user experience. Myntra, one of India's leading online fashion retailers, provides an ideal case study to explore these dynamics. Founded in 2007 and later acquired by Flipkart in 2014, Myntra has grown to become a dominant player in the Indian e-commerce market, particularly in the fashion and lifestyle segments. Understanding the consumer buying behavior associated with Myntra is crucial for both academic research and practical business strategies, as it offers insights into the evolving preferences of digital consumers in a rapidly growing market.

The study of consumer buying behavior on Myntra is particularly significant due to the unique characteristics of the Indian market. India's diverse demographic profile, varying income levels, and distinct cultural influences shape consumer preferences in ways that are

different from Western markets. Additionally, the rise of mobile internet penetration and the increasing comfort with digital transactions have significantly impacted how consumers shop online. Myntra, with its vast selection of apparel, accessories, and lifestyle products, caters to a wide range of consumers, making it an excellent subject for analyzing the factors that influence online purchasing decisions.

Several factors influence consumer buying behavior on Myntra, including the platform's user interface, product recommendations, pricing strategies, discount offers, and customer service. The user interface of Myntra, designed to be user-friendly and visually appealing, plays a crucial role in attracting and retaining customers. The ease of navigation, along with personalized product recommendations based on browsing history and previous purchases, enhances the shopping experience. Additionally, Myntra's pricing strategies, which often include discounts, seasonal sales, and loyalty programs, are significant motivators for consumers. The platform's ability to offer competitive pricing while maintaining quality is a key factor in its success.

Customer service and post-purchase experiences also significantly impact consumer behavior. Myntra has invested in robust customer support systems, easy return policies, and efficient delivery services, which contribute to customer satisfaction and repeat purchases. Moreover, the brand's active engagement on social media and its efforts to create a strong online community have fostered a sense of loyalty among its users. The integration of customer feedback into product development and service improvement further strengthens the bond between the consumer and the brand.

The rapid growth of e-commerce in India, combined with the increasing competition among online retailers, makes the study of consumer buying behavior on platforms like Myntra not only relevant but essential. Understanding the nuances of consumer behavior can help businesses like Myntra to tailor their marketing strategies, improve customer engagement, and enhance the overall shopping experience. This research project aims to delve into the various factors that influence consumer buying behavior on Myntra, offering insights that could help the platform and similar e-commerce businesses to better meet the needs and expectations of their customers. Through this study, the broader implications of consumer behavior in the digital age, particularly within the context of a developing economy like India, can also be better understood.

## LITERATURE REVIEW

Understanding consumer buying behavior in the digital realm is enriched by several studies examining different aspects of online shopping. Lin et al. (2023) explore impulse buying behavior within the context of live streaming shopping, employing the stimulus-organism-response (SOR) model. Their research highlights how live streaming can act as a stimulus that influences consumers' emotional responses and subsequent purchasing decisions. This framework can be applied to platforms like Myntra, where live interactions and dynamic product displays might impact impulse buying tendencies.

Anwar (2024) investigates the role of the Technology Acceptance Model (TAM) in influencing impulsive buying behaviors specifically in the context of halal fashion products via mobile shopping apps. This study emphasizes how technological factors and user acceptance impact spontaneous purchasing decisions, which is crucial for understanding how Myntra's mobile app features and user interface might affect impulsive purchases among its users. Arya and Chauhan (2024) address the shifts in consumer attitudes during the pandemic, exploring whether consumers felt contented or discontented. Their research provides insights into how global events influence consumer satisfaction and purchasing behavior. This understanding is valuable for examining how external factors, such as health crises or economic changes, might affect buying behavior on Myntra.

Badewi, Eid, and Laker (2023) focus on consumer behaviors in online taboo markets, contrasting system justification with psychological reactance. Their findings on how consumers' attitudes towards unconventional or taboo products could influence their buying decisions offer a perspective on niche product markets and consumer resistance, which might be relevant for understanding Myntra's handling of unique or controversial fashion items. Ben Saad and Choura (2023) examine the impact of virtual recommendation agents on the interaction between salespeople and consumers. Their study reveals how virtual agents can enhance the shopping experience by providing personalized recommendations. This is particularly relevant for Myntra, as it employs recommendation systems to guide consumers towards products they are likely to purchase.

Chetioui and El Bouzidi (2023) investigate the relationship between online impulsive buying and cognitive dissonance among Gen Z shoppers, with a focus on gender differences. This research sheds light on how cognitive dissonance affects impulsive buying and highlights any differences between male and female consumers, offering insights into targeted marketing strategies for Myntra's diverse consumer base.

Davis, Francis Gnanasekar, and Parayitam (2021) explore how trust and product characteristics act as moderators in online shopping behavior in India. Their study underscores the significance of trust and product attributes in influencing consumer decisions, providing a foundation for understanding how Myntra's trust-building measures and product quality impact buying behavior. Chung, Song, and Lee (2017) delve into impulsive buying behavior related to restaurant products in social commerce. Their findings on how social commerce platforms influence impulsive purchases are applicable to Myntra, where social media and promotional strategies play a significant role in driving spontaneous buying behavior.

Jain (2024) analyzes factors influencing online luxury purchase intentions, emphasizing the role of bandwagon luxury consumption behavior. This study helps understand the dynamics of high-value purchases and luxury consumer behavior, which can be pertinent for Myntra's premium product segments and understanding high-end fashion consumers. Kathuria and Bakshi (2024) provide a systematic review of how website quality affects online impulse buying behavior. Their comprehensive analysis offers insights into how website design and functionality influence impulsive purchases, directly relating to Myntra's efforts to optimize its online platform for enhanced user experience and increased sales.

The study of consumer buying behavior in online environments is multifaceted, with numerous factors influencing impulse purchases and overall shopping patterns. Ek Styvén, Foster, and Wallström (2017) explore impulse buying tendencies among online shoppers in Sweden. Their research identifies key drivers of impulsive behavior, including situational factors and the online shopping environment. This study provides a foundation for understanding similar impulse buying tendencies among consumers in different regions, including those using Myntra. Li et al. (2023) investigate the impact of social presence and facilitation factors on online impulse buying within live shopping contexts, with a particular focus on celebrity endorsements as a moderating factor. Their findings highlight how social presence and endorsements can significantly influence consumer behavior, suggesting that Myntra's use of influencers and live interactions could similarly impact impulse buying.

Lavuri (2023) examines intrinsic factors affecting online impulsive shopping during the COVID-19 pandemic in emerging markets. The study reveals how internal factors such as psychological stress and the need for instant gratification can drive impulsive purchases, which is relevant for analyzing consumer behavior on Myntra during periods of heightened anxiety or economic uncertainty. Liu et al. (2020) focus on mobile shopping platform characteristics as determinants of consumer behavior. Their research outlines how platform features, such as user interface and functionality, influence shopping habits. This is pertinent

for Myntra, where the design and usability of its mobile app could significantly affect consumer purchasing behavior.

Rahman and Hossain (2023) explore the impact of website quality on compulsive buying behavior, offering evidence from various online shopping organizations. Their study underscores the importance of website attributes in shaping compulsive buying tendencies, which can provide insights into how Myntra's website performance and features influence consumer behavior. Dawson and Kim (2009) analyze external and internal trigger cues of impulse buying online. Their research highlights the various stimuli that prompt spontaneous purchases, including promotional tactics and emotional triggers, which can be applied to understanding Myntra's marketing strategies and their effects on consumer impulses.

Singh, Sihag, and Dhoopar (2023) investigate the role of resilient leadership and psychological capital in employee engagement during the COVID-19 pandemic. While their focus is on employee rather than consumer behavior, the findings can provide context for how leadership and organizational resilience might impact service quality and, indirectly, consumer satisfaction on platforms like Myntra. Sumi and Ahmed (2022) examine young consumers' online buying behavior during the COVID-19 pandemic in Bangladesh. Their study offers insights into how the pandemic has altered purchasing patterns among younger consumers, which can be relevant for understanding shifts in consumer behavior on Myntra during similar periods of global disruption.

Goldsmith and Flynn (2005) compare apparel buyers' use of physical stores, the internet, and catalogs. Their research provides a comparative analysis of how different shopping channels are used, offering a backdrop for understanding how Myntra fits into the broader landscape of apparel purchasing. Ozen and Engizek (2014) explore whether online shopping is driven more by emotional or rational decision-making. Their findings contribute to understanding the psychological aspects of online shopping, which can be applied to Myntra's strategies for engaging consumers through emotional or rational appeals.

Venkatesh, Speier-Pero, and Schuetz (2022) present a comprehensive framework of consumers' online shopping intentions and behaviors. Their study provides a detailed overview of the factors influencing online shopping, offering a broad context for analyzing consumer behavior on Myntra. Hansen (2005) investigates consumer adoption of online grocery buying through a discriminant analysis. Although focused on groceries, the study's insights into online shopping adoption and consumer decision-making processes can be relevant for understanding similar dynamics in the fashion segment, including those affecting Myntra's consumer base.

## RESEARCH METHODOLOGY

This research on consumer buying behavior for Myntra is designed to address two specific objectives:

- To identify the key factors influencing consumer purchasing decisions on Myntra,
- To evaluate how these factors impact overall customer satisfaction and shopping behavior.

To achieve these objectives, a structured and systematic approach to data collection and analysis will be employed, focusing on a sample of 100 consumers from Ahmedabad. The study will utilize a quantitative research approach, with data collected through a well-structured survey. A sample of 100 Myntra users residing in Ahmedabad will be selected using a stratified random sampling technique. This method ensures that the sample reflects the diversity within the target population, including various age groups, genders, income levels, and shopping frequencies. The survey instrument will consist of a detailed questionnaire aimed at capturing a comprehensive range of variables related to consumer behavior on Myntra. This includes questions about purchasing frequency, decision-making

factors (such as pricing, product variety, discounts, and website usability), and levels of overall satisfaction with Myntra's services.

To ensure the validity and reliability of the data, the questionnaire will be pre-tested with a small subset of respondents before full deployment. This pilot test will help refine the questions and address any potential issues in the survey instrument. Once finalized, the survey will be distributed to the selected sample through online channels, ensuring ease of access and response collection. The collected data will be analyzed using SPSS (Statistical Package for the Social Sciences), which will facilitate rigorous statistical evaluation and interpretation. The analysis will be carried out in several phases:

Initial data analysis will involve calculating descriptive statistics to summarize the demographic characteristics of the sample and to identify basic patterns in consumer behavior. This will provide a foundational understanding of the sample's profile and general buying tendencies on Myntra. To uncover and validate the key factors influencing consumer purchasing decisions, factor analysis will be performed. This will help in identifying the underlying dimensions such as the impact of pricing, promotions, and user interface on consumer choices.

The study will adhere to ethical research practices, ensuring that all participants are fully informed about the purpose and scope of the research. Informed consent will be obtained from all respondents prior to data collection. Participants' privacy will be protected by anonymizing responses and securely storing data. This approach aims to foster trust and ensure that the research is conducted with the highest ethical standards.

By leveraging SPSS for statistical analysis, this research aims to provide valuable insights into the factors affecting consumer buying behavior on Myntra and their impact on customer satisfaction. The findings will offer actionable recommendations for enhancing the shopping experience and improving customer engagement on the platform.

## Analysis

**Table 1. Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	14	11.3	11.3	11.3
	18-24	75	60.5	60.5	71.8
	25-34	23	18.5	18.5	90.3
	35-44	9	7.3	7.3	97.6
	45-54	1	.8	.8	98.4
	55 and above	2	1.6	1.6	100.0
	Total	124	100.0	100.0	

Table 1 provides an overview of the age distribution of the survey participants. The sample consists predominantly of younger individuals, with 60.5% of respondents falling within the 18-24 age group, which indicates that Myntra is highly popular among this age range. A smaller proportion of participants, 18.5%, are in the 25-34 age group, while only 7.3% are aged 35-44. The number of participants decreases significantly in older age brackets, with just 1.6% of respondents aged 55 and above. The age distribution reveals that Myntra's user base is skewed toward younger, more tech-savvy consumers, likely due to the platform's appeal in terms of fashion, convenience, and digital accessibility. This information is essential for understanding which age demographics are most engaged with Myntra and can inform targeted marketing strategies.

**Table 2. Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	55	44.4	44.4	44.4
	Female	69	55.6	55.6	100.0
	Total	124	100.0	100.0	

Table 2 outlines the gender distribution of the survey sample. The data shows a slight gender imbalance, with 55.6% of respondents identifying as female and 44.4% as male. This suggests that Myntra has a broader appeal among female consumers, which is consistent with the platform's focus on fashion, clothing, and accessories, categories traditionally more popular among women. However, the gender distribution remains fairly balanced, indicating that Myntra also attracts a substantial male consumer base. Understanding this balance is important for tailoring marketing campaigns and product offerings to the preferences of both genders, ensuring inclusivity in the platform's appeal.

**Table 3. Occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	73	58.9	58.9	58.9
	Professional	20	16.1	16.1	75.0
	Business Owner	19	15.3	15.3	90.3
	Homemaker	9	7.3	7.3	97.6
	Retired	1	.8	.8	98.4
	Other	2	1.6	1.6	100.0
	Total	124	100.0	100.0	

Table 3 presents the occupation breakdown of the survey participants. The majority of respondents are students (58.9%), which aligns with Myntra's appeal to younger, fashion-conscious individuals who may have more leisure time to shop online. A significant portion of the sample comprises professionals (16.1%) and business owners (15.3%), indicating that Myntra also serves a more mature, working demographic. Smaller percentages are represented by homemakers (7.3%) and retirees (0.8%). The diversity in occupations highlights that Myntra attracts a wide range of consumers, but it is especially popular among students and working professionals. This information can be leveraged to target marketing messages to different occupational groups based on their shopping behavior and needs.

**Table 4. Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than Rs 20,000	59	47.6	47.6	47.6
	Rs 20,000-Rs 39,999	16	12.9	12.9	60.5
	Rs 40,000-Rs 59,999	17	13.7	13.7	74.2
	Rs 60,000-Rs 79,999	13	10.5	10.5	84.7
	Rs 80,000 and above	19	14.5	14.5	100.0
	Total				

Total	124	100.0	100.0	
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Table 4 displays the income distribution of the respondents. A substantial proportion, 47.6%, of participants earn less than Rs 20,000 per month, indicating that Myntra attracts a large number of price-sensitive shoppers. This is followed by respondents in the Rs 20,000 to Rs 39,999 income range (12.9%) and Rs 40,000 to Rs 59,999 (13.7%). A smaller portion of the sample, 10.5%, earns between Rs 60,000 to Rs 79,999, and 14.5% earn Rs 80,000 or more. The concentration of respondents in the lower to mid-income brackets suggests that Myntra is accessible to a broad consumer base, including those with modest disposable income. This insight is valuable for Myntra's pricing and promotional strategies, highlighting the importance of offering affordable options and discounts to maintain a diverse customer base.

**Table 5. ANOVA between Age and Factors**

	Sum of Squares	df	Mean Square	F	Sig.
How frequently do you shop on Myntra?					
Between Groups	5.492	5	1.098	.797	.554
Within Groups	162.701	118	1.379		
Total	168.194	123			
How long have you been shopping on Myntra?					
Between Groups	7.771	5	1.554	1.256	.287
Within Groups	145.971	118	1.237		
Total	153.742	123			
What types of products do you primarily purchase on Myntra?					
Between Groups	9.711	5	1.942	1.200	.314
Within Groups	191.023	118	1.619		
Total	200.734	123			
How important are the following factors when making a purchase on Myntra?					
Between Groups	37.954	5	7.591	2.536	.032
Within Groups	353.167	118	2.993		
Total	391.121	123			
Do you use Myntra's recommendations or suggestions while shopping?					
Between Groups	16.409	5	3.282	2.057	.076
Within Groups	188.268	118	1.595		
Total	204.677	123			
How does the presence of influence your purchasing decisions?					
Between Groups	5.209	5	1.042	1.173	.327
Within Groups	104.791	118	.888		
Total	110.000	123			
How are you with Myntra's pricing strategies and discount offers?					
Between Groups	1.045	5	.209	.617	.687
Within Groups	39.955	118	.339		
Total	41.000	123			
How would you rate your overall satisfaction with the Myntra shopping experience?					
Between Groups	14.510	5	2.902	2.786	.020
Within Groups	122.909	118	1.042		
Total	137.419	123			
How would you rate the following					
Between Groups	4.327	5	.865	.685	.636
Within Groups	147.835	117	1.264		

aspects of Total	152.163	122			
Myntra's service?					
Have you ever	Between Groups	.243	5	.049	.204
faced any issues	Within Groups	28.112	118	.238	
with Myntra's 3 or	Total	28.355	123		
delivery?					
How likely are you	Between Groups	18.067	5	3.613	2.718
to recommend	Within Groups	156.869	118	1.329	
Myntra to other?	Total	174.935	123		

Table 5 presents the results of an ANOVA (Analysis of Variance) between age groups and various factors related to consumer behavior on Myntra. The ANOVA tests the differences in means across multiple age groups for different variables, helping to determine if age influences certain shopping behaviors or perceptions.

The first six factors—shopping frequency, duration of shopping on Myntra, types of products purchased, use of Myntra's recommendations, influence of pricing and discounts, and pricing satisfaction—show no significant differences across age groups, as indicated by the p-values greater than 0.05 (e.g.,  $p = 0.554$ ,  $p = 0.287$ ,  $p = 0.314$ ,  $p = 0.076$ ,  $p = 0.327$ ,  $p = 0.687$ ). This suggests that age does not have a strong influence on these behaviors or perceptions. Consumers of all age groups appear to shop on Myntra at similar frequencies, purchase similar types of products, and have similar levels of engagement with Myntra's recommendations and discounts.

However, there are significant differences in the importance of factors when making a purchase ( $p = 0.032$ ) and overall satisfaction ( $p = 0.020$ ). This indicates that different age groups may prioritize different purchase factors (e.g., price, product variety, etc.), and their overall satisfaction with the Myntra shopping experience also varies significantly across age groups. For example, younger shoppers might place more importance on style or promotions, while older shoppers may prioritize ease of use or product quality.

Lastly, the likelihood to recommend Myntra also shows a significant result ( $p = 0.023$ ), indicating that age might influence how likely consumers are to recommend Myntra to others, possibly reflecting their varying levels of satisfaction or loyalty to the platform. The other factors related to delivery issues and service ratings did not show significant age-related differences, suggesting a general consensus across age groups regarding Myntra's service quality.

**Table 6. ANOVA between Gender and Factors**

	Sum of Squares	df	Mean Square	F	Sig.
How frequently	Between Groups	2.609	1	2.609	1.922
do you shop on	Within Groups	165.585	122	1.357	
Myntra?	Total	168.194	123		
How long have	Between Groups	.001	1	.001	.975
you been shopping	Within Groups	153.741	122	1.260	
on Myntra?	Total	153.742	123		
What types of	Between Groups	1.257	1	1.257	.769
products do you	Within Groups	199.477	122	1.635	
primarily purchase	Total	200.734	123		
on Myntra?					
How important are	Between Groups	2.079	1	2.079	.652
the following	Within Groups	389.042	122	3.189	

factors when making a purchase on Myntra?	Total	391.121	123			
Do you use Myntra's recommendations or suggestions while shopping?	Between Groups	2.049	1	2.049	1.234	.269
	Within Groups	202.628	122	1.661		
	Total	204.677	123			
How does the presence of 2 influence your purchasing decisions?	Between Groups	1.601	1	1.601	1.802	.182
	Within Groups	108.399	122	.889		
	Total	110.000	123			
How 2 are you with Myntra's pricing strategies and discount offers?	Between Groups	.400	1	.400	1.203	.275
	Within Groups	40.600	122	.333		
	Total	41.000	123			
How would you rate your overall satisfaction with the Myntra shopping experience?	Between Groups	.171	1	.171	.152	.697
	Within Groups	137.248	122	1.125		
	Total	137.419	123			
How would you rate the following aspects of Myntra's service?	Between Groups	1.476	1	1.476	1.185	.278
	Within Groups	150.687	121	1.245		
	Total	152.163	122			
Have you ever faced any issues with Myntra's 3 or delivery?	Between Groups	.024	1	.024	.103	.749
	Within Groups	28.331	122	.232		
	Total	28.355	123			
How likely are you to recommend Myntra to other?	Between Groups	.005	1	.005	.004	.952
	Within Groups	174.930	122	1.434		
	Total	174.935	123			

Table 6 presents the results of an ANOVA (Analysis of Variance) examining the differences in various shopping behaviors and perceptions between male and female consumers on Myntra. The ANOVA tests whether gender influences certain aspects of shopping behavior and attitudes toward the platform.

The results show that for most factors, there are no significant differences between male and female respondents, as indicated by p-values greater than 0.05. Specifically, shopping frequency ( $p = 0.168$ ), duration of shopping on Myntra ( $p = 0.975$ ), types of products purchased ( $p = 0.382$ ), and use of Myntra's recommendations ( $p = 0.269$ ) do not significantly vary based on gender. This suggests that both male and female consumers exhibit similar behaviors when it comes to how often they shop on Myntra, the length of time they have been shopping on the platform, and the types of products they typically purchase. Additionally, both genders seem equally likely to use Myntra's recommendations when shopping.

Similarly, importance of purchase factors ( $p = 0.421$ ), influence of discounts ( $p = 0.275$ ), and satisfaction with Myntra ( $p = 0.697$ ) also show no significant gender-based differences, indicating that men and women place similar value on factors like price,

promotions, and overall shopping satisfaction. Even when considering the quality of Myntra's service ( $p = 0.278$ ) and the likelihood to recommend Myntra to others ( $p = 0.952$ ), no significant gender differences were found.

Overall, these findings suggest that gender does not have a strong impact on how consumers interact with Myntra or on their satisfaction with the platform. Both male and female shoppers appear to share similar preferences and behaviors, which may indicate Myntra's broad appeal across genders.

**Table 7. ANOVA between Occupation and Factors**

		Sum of Squares	df	Mean Square	F	Sig.
How frequently do you shop on Myntra?	Between Groups	2.609	1	2.609	1.922	.168
	Within Groups	165.585	122	1.357		
	Total	168.194	123			
How long have you been shopping on Myntra?	Between Groups	.001	1	.001	.001	.975
	Within Groups	153.741	122	1.260		
	Total	153.742	123			
What types of products do you primarily purchase on Myntra?	Between Groups	1.257	1	1.257	.769	.382
	Within Groups	199.477	122	1.635		
	Total	200.734	123			
How important are the following factors when making a purchase on Myntra?	Between Groups	2.079	1	2.079	.652	.421
	Within Groups	389.042	122	3.189		
	Total	391.121	123			
Do you use Myntra's recommendations or suggestions while shopping?	Between Groups	2.049	1	2.049	1.234	.269
	Within Groups	202.628	122	1.661		
	Total	204.677	123			
How does the presence of 2 influence your purchasing decisions?	Between Groups	1.601	1	1.601	1.802	.182
	Within Groups	108.399	122	.889		
	Total	110.000	123			
How 2 are you with Myntra's pricing strategies and discount offers?	Between Groups	.400	1	.400	1.203	.275
	Within Groups	40.600	122	.333		
	Total	41.000	123			
How would you rate your overall satisfaction with the Myntra shopping experience?	Between Groups	.171	1	.171	.152	.697
	Within Groups	137.248	122	1.125		
	Total	137.419	123			
How would you rate the following aspects of Myntra's service?	Between Groups	1.476	1	1.476	1.185	.278
	Within Groups	150.687	121	1.245		
	Total	152.163	122			
Have you ever faced any issues with Myntra's 3 or delivery?	Between Groups	.024	1	.024	.103	.749
	Within Groups	28.331	122	.232		
	Total	28.355	123			
How likely are you to recommend Myntra to other?	Between Groups	.005	1	.005	.004	.952
	Within Groups	174.930	122	1.434		
	Total	174.935	123			

Table 7 presents the results of an ANOVA (Analysis of Variance) that examines the relationship between occupation and various factors influencing consumer behavior on Myntra. The goal of this analysis is to determine whether individuals from different occupational backgrounds exhibit different shopping behaviors or attitudes toward Myntra. The factors analyzed include shopping frequency, product preferences, use of Myntra's recommendations, pricing strategies, and overall satisfaction.

For most factors, the p-values are above 0.05, which indicates that there are no significant differences in shopping behaviors across the various occupational categories. Specifically, shopping frequency ( $p = 0.168$ ), duration of shopping on Myntra ( $p = 0.975$ ), types of products purchased ( $p = 0.382$ ), and use of Myntra's recommendations ( $p = 0.269$ ) show no significant variations across different occupations. This suggests that regardless of whether consumers are students, professionals, or business owners, their shopping habits and their use of Myntra's personalized features are similar.

Additionally, factors such as importance of purchase considerations ( $p = 0.421$ ), satisfaction with Myntra ( $p = 0.697$ ), and ratings of Myntra's service quality ( $p = 0.278$ ) do not differ significantly by occupation. This indicates that the various occupational groups place similar importance on factors like price, product variety, and overall shopping experience on Myntra. Even in terms of pricing strategies and discounts ( $p = 0.275$ ), delivery issues ( $p = 0.749$ ), and likelihood of recommending Myntra ( $p = 0.952$ ), no significant differences are found across occupational categories, which implies that Myntra's overall service, pricing strategies, and delivery experiences are perceived similarly by people in different professions.

In summary, the analysis shows that occupation does not significantly affect most aspects of consumer behavior on Myntra. Whether a consumer is a student, professional, business owner, or in another occupation, their shopping preferences, satisfaction levels, and engagement with Myntra's features are largely similar. This insight could help Myntra in designing more uniform marketing strategies that appeal to a broad audience, regardless of their professional background.

## CONCLUSION

This research provides valuable insights into the factors influencing consumer buying behavior on Myntra, a leading online fashion and lifestyle platform in India. The study found that demographic variables such as age, gender, and occupation have minimal impact on most aspects of shopping behavior, suggesting that Myntra appeals to a wide range of consumers with diverse backgrounds. Factors like frequency of shopping, product types purchased, and use of Myntra's recommendations did not vary significantly across demographic groups, pointing to a consistent user experience. However, the study did identify some age-related differences in the importance of purchase factors and overall satisfaction, which could help Myntra tailor its offerings to different age groups.

The analysis also revealed that Myntra's pricing strategies, promotions, and user experience are important to consumers, but there was little variation in how consumers from different occupations or genders interacted with these factors. This suggests that Myntra's strategy of offering discounts and a user-friendly shopping interface resonates broadly across different consumer segments.

While this study offers a foundational understanding of consumer behavior on Myntra, there are opportunities for further research. Future studies could explore the impact of consumer psychographics—such as lifestyle, preferences, and attitudes—on purchasing behavior. Additionally, as Myntra continues to expand its product range and services, further research could assess how newer product categories (e.g., beauty or home decor) influence consumer decisions.

Myntra's success in India is part of a larger trend of e-commerce growth in emerging markets, and its approach to consumer behavior could provide valuable insights for global platforms. As the global e-commerce industry continues to grow, understanding consumer preferences, especially in mobile-first, value-driven markets, will be crucial. Myntra's strategies could serve as a model for similar platforms in other emerging economies, contributing to the global shift toward personalized, seamless online shopping experiences.

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