



A STUDY AND IMPACT ON COUNTER REVIEWS AND RATINGS ON MYNTRA

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ABSTRACT

This study examines the impact of customer reviews and ratings on Myntra, one of India's leading online fashion retailers. In the current digital shopping environment, consumer feedback plays a vital role in influencing purchasing decisions, building trust, and shaping brand perception. Myntra leverages reviews and ratings not only to enhance the shopping experience but also as a strategic marketing and product development tool. Through analysis of customer interactions and feedback, this study explores how positive reviews contribute to increased sales, brand credibility, and customer loyalty, while also helping reduce the perceived risk of online purchases. Myntra's evolution—from a B2B personalized gift seller in 2007 to a major fashion e-commerce player under Flipkart and Walmart—demonstrates its adaptability and focus on customer satisfaction. By integrating features such as Try & Buy, express delivery, and easy returns, Myntra continues to enhance user experience, with customer feedback driving continuous improvement and innovation.



1.INTRODUCTION

In today's digital shopping landscape, customer reviews and ratings have become crucial elements in shaping online consumer behavior. Myntra, one of

India's leading online fashion retailers, leverages these reviews and ratings as part of its customer experience and product marketing strategy. With Myntra offering a vast array of fashion items from various brands, customer feedback provides a foundation for trust and transparency, which can significantly influence potential buyers' decision. As consumers increasingly rely on peer feedback to make informed purchase decisions, reviews and ratings serve as powerful tools for both customers and brands. For customers, these insights reduce the risk associated with online shopping, offering real-world experiences on product quality, fit, and durability. For Myntra and its partner brands, positive reviews and high ratings not only drive sales but also enhance brand credibility and customer retention. This study aims to explore the impact of customer reviews and ratings on Myntra's platform, analyzing how these elements affect consumer trust, product sales, and overall platform engagement, while also examining the role of feedback in driving improvements in Myntra's product offerings and service quality.

Myntra is an Indian e-commerce company that sells fashion and lifestyle products. It was founded in 2007 by Mukesh Bansal, Vineet Saxena, and Ashutosh Lawania.

BRANDS

Myntra understands its shoppers' needs and caters to them with choice of apparel, accessories, cosmetics and footwear from over 500 leading Indian and international brands. Prominent brands include Adidas, Nike, Puma, Catwalk, Inc 5, United Colors of Benetton, FCUK, Timberland, Aviate, FabIndia and Biba to name a few. You can also shop from some recently introduced labels such as – Roadster, Sheer Singh, Dress berry, Kook N Keech and ETC.



The online shopping environment has gone through a lot of transformation and today it is still developing in a much diversified way. It has become very popular in the areas of apparel, arts and crafts, books, car rentals, computers and electronics, cosmetics, financial services, gifts and novelties.

Some of the advantages of e-retailing which makes it popular among the retailers are,

- Low investment cost
- Direct access to target customers
- Quick return on investment.
- Wide range of products
- Large customer base

BENEFITS OF CUSTOMER

- Easy returns
- Personalized experience.

2. LITERATURE MAIN CONTENTS

2.1 OBJECTIVES OF STUDY

- To Assess the credibility and trustworthiness of myntra's review system.
- To compare the impact of reviews and ratings across different product categories.
- To develop recommendation for myntra to improve customer reviews and earnings.

2.2 SCOPE OF STUDY

- This study examines the multifaceted role of customer reviews and ratings on Myntra, focusing on how they influence consumer behavior, brand perception, and the overall customer experience.



2.3 STATEMENT OF PROBLEM

People all over the country prefer to travel on bikes, which gives them utility and cost efficient mode for transport. When it come to electric bikes are even better than normal bikes as there is no fuel consumption in electric bikes and in countries like India where there majority are of middle class families who cannot afford high fuel prices.

2.4 RESEARCH AND METHODOLOGY

To conduct a study on the impact of customer reviews and ratings on Myntra, focusing on how these reviews influence customer decisions, loyalty, and brand perception, a wellstructured research methodology is essential. Here's an outline of a possible methodology for this study

2.5 COLLECTION OF DATA

The data was collected through questionnaire.

- The sample size was 107
- The area of study was Coimbatore.
- Data's used in this study was both primary and secondary data's.

3.ANALYSIS AND DISCUSSION

Table 3.1 Shows the Shop on myntra of the Respondents

S. No	Shop on Myntra	Frequency	Percentage
1	Rarely	54	50.47
2	Occasionally	34	31.78
3	Frequently	19	17.75
4	Very frequently	0	0
	Total	107	100

Interpretation : While considering the Shop on myntra of the respondent, from the above table 3.1, it is clear that 50.47% of the respondents are Rarely and 31.78% of the respondents are Occasionally



Inference: The study shows that the majority 50% of the respondents its belongs to Rarely categories.

Chart 3.1

Shows the Shop on Myntra of the respondent

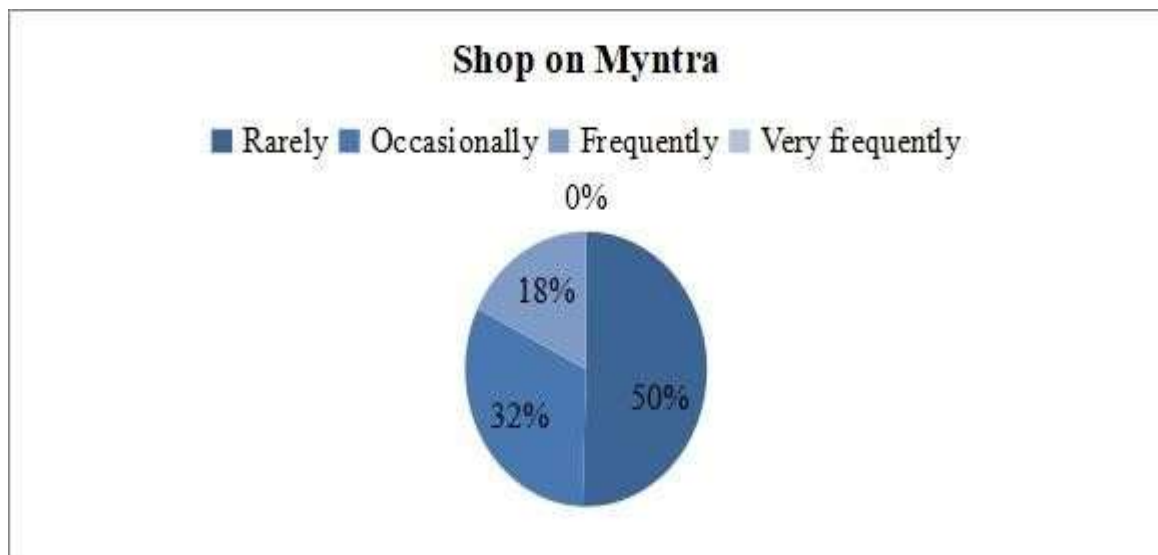


Table 3.2

Shows the Purchase on myntra of the respondents

S. No	Purchase on myntra	Frequency	Percentage
1	Clothing	40	35.26
2	Footwear	17	23.72
3	Accessories(Bag,Watches,etc)	20	21.79
4	Beauty and Personal care	13	8.33
5	Home and Lifestyle	17	10.9



	Total	107	100
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Interpretation: While considering the Purchase on myntra of the respondents, from the above table 3.2, it is clear that 35.26% of the respondents are under the category on Clothing, and 23.72% of the respondents are under the category of Footwear and 21.79% of the respondents are under the category of Accessories(Bag, Watches, etc)and 8.33% of the respondents are under the category of Beauty and Personal care,10.9% of the respondents are under the category of Home and Lifestyle.

Inference: The study shows that the majority 35% of the respondents its belongs to Clothing categories

Chart 3.2

Shows the Purchase on Myntra of the respondent

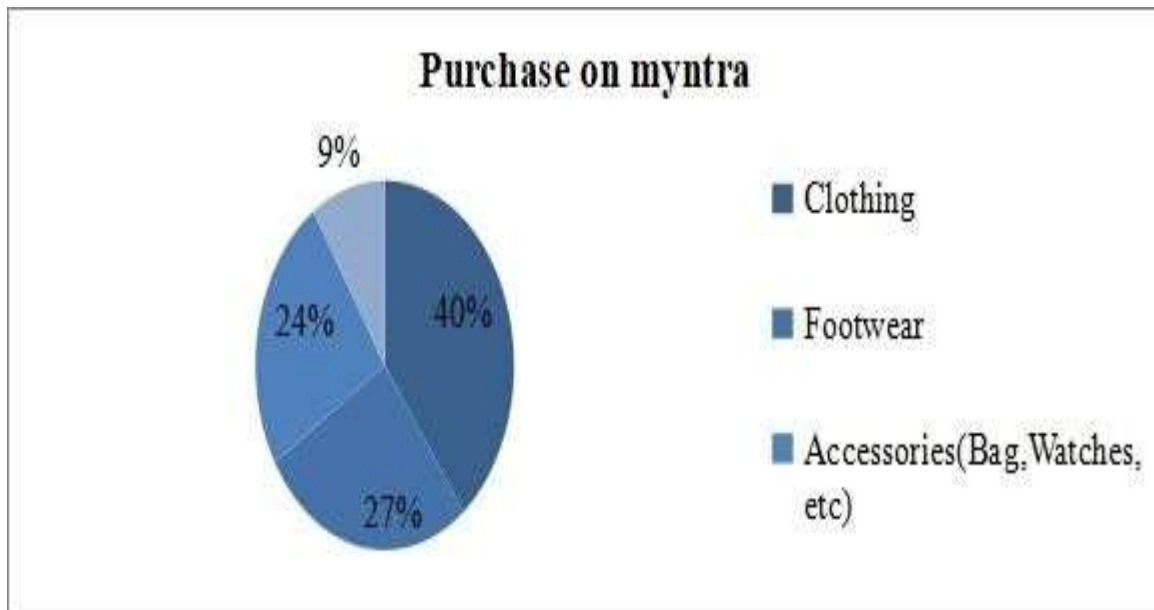




Table 3.3

Shows The Customer Reviews Of The Respondents

S. No	Customer reviews	Frequency	Percentage
1	Yes	80	74.77
2	No	13	12.15
3	Sometimes	14	13.08
	Total	107	100

Interpretation : While considering the Customer Review of the respondents, from the above table 3.3, it is clear that 74.77% of the respondents comes under YES, 12.15% of the respondents comes under NO, 13.08% of the respondents comes under Sometimes

Inference: The study shows that the majority 75% of the respondents its belongs to Yes categories.

Chart 3.3

Shows The Customer Reviews Of The Respondent

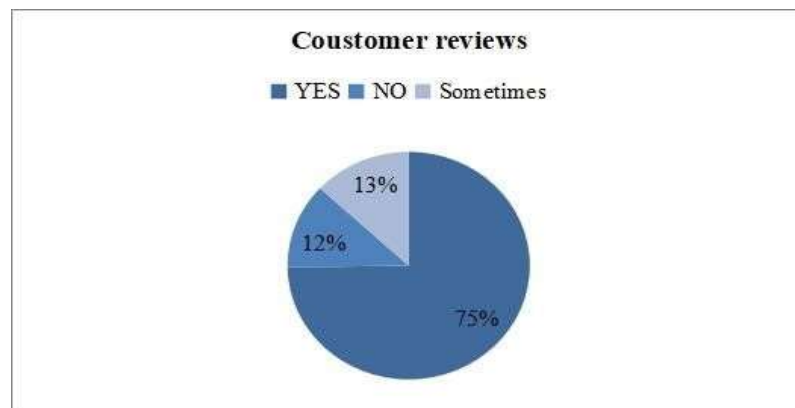


Table 3.4

Shows The Reviews And Rating Influence Your Purchase Decisions Of The Respondents

S. No	Review and Rating	Frequency	Percentage
1	Always	35	32.71
2	Often	18	16.82



3	Sometimes	41	38.32
4	Rarely	11	10.28
5	Never	2	1.87
	Total	107	100

Interpretation : While considering the Reviews and Rating Influence your purchase Decisions of the respondents, from the above table 3.4, it is clear that 32.71% of the respondents comes under Always, 16.82% of the respondents comes under Often, 38.32% of the respondents comes under Sometimes, 10.28% of the respondents comes under Rarely, 1.87% of the respondents comes under Never.

Inference: The study shows that the majority 38.32% of the respondents its belongs to Sometimes categories.

Chart 3.4

Shows The Purchase Decisions Of The Respondent



Table 3.5

Shows The Written A Review For A Product Of The Respondents

S. No	Written a review for a product	Frequency	Percentage
1	YES	60	56.07



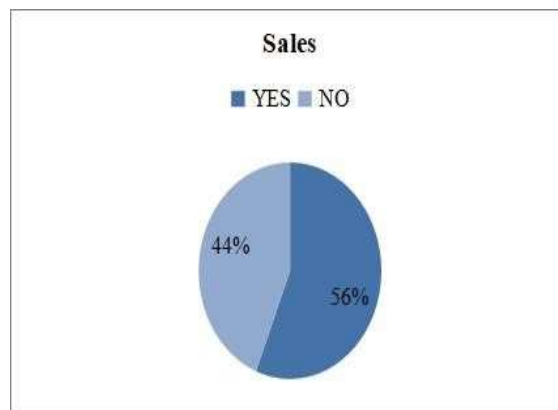
2	NO	47	43.93
	Total	107	100

Interpretation : While considering the Customer Review of the respondents, from the above table 3.5, it is clear that 56.07% of the respondents comes under YES, 43.93% of the respondents comes under NO.

Inference: The study shows that the majority 56% of the respondents its belongs to Yes categories.

Chart 3.5

Shows The Written A Review For A Product Of The Respondent



4.CONCLUSION

The study conclusively reveals that customer reviews and ratings significantly influence purchasing decisions on Myntra. A majority of customers rely on reviews to gauge product quality, fit, and overall satisfaction. Positive reviews and high ratings substantially enhance product visibility, credibility, and ultimately, sales. Conversely, negative reviews and low ratings deter potential customers, leading to reduced sales and brand loyalty. Therefore, it is imperative for Myntra and its sellers to prioritize review management, address customer concerns, and maintain high-quality products and services to foster trust and loyalty among



customers. By doing so, Myntra can leverage customer reviews and ratings as a strategic tool to drive business growth, improve customer satisfaction, and establish a competitive edge in the e-commerce market. Customer reviews and ratings on Myntra have a significant impact on consumer purchasing behaviour, seller credibility, and the platform's overall reputation. Positive reviews and high ratings increase trust, leading to higher sales and customer retention, while negative feedback can deter potential buyers and affect a seller's performance. Verified reviews play a crucial role in influencing decisions, as they provide genuine insights into product quality, fit, and usability. Additionally, reviews help Myntra identify top-performing products, filter out low-quality items, and improve customer satisfaction by addressing concerns. Overall, customer feedback serves as a powerful tool for enhancing the shopping experience, maintaining quality standards, and driving business growth on the platform.

5. REFERENCE

WEBSITE :

- <https://www.researchgate.net>
- <https://en.wikipedia.org/wiki/ratings> ➤ <https://www.ijnrd.org>

BOOK:

- Marketing Management
- Managing online reputation
- Digital Marketing