



E-Tailing: A Case Study on Myntra.com

KEYWORDS

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ABSTRACT According to ASSOCHAM Report 2012, Retail category penetration has increased to 60% reach and has grown to 37.5 million unique visitors a month, an overall growth of 43% annually. The growth has come across all retail categories and most of them show promising transactions and conversion rates along with growth in visitors. As disposable incomes steadily rise, young Indians prefer to access services from within the comfort of their homes. Numerous ventures are jumping onto the opportunity, giving consumers the convenience of ordering food, renting apartments and planning holidays online. The current case focuses on various strategies of Myntra.com.

Background

From a buzzword to a current-day reality, e-commerce in India has been experiencing remarkable growth, successfully changing the way people transact. People today can shop literally everywhere within minutes, be it their workstations or homes, and most importantly, at any time of the day at their leisure. The B2C E-commerce Industry in India has come a long way since its early days. This market has matured and new players have entered the market space. Indian digital consumers are showing a great propensity and inclination to search and buy things online. Retail on Internet is witnessing very positive growth trends with various new E-commerce vendors hitting the market and each diversifying to meet the competition. As a result the B2C E-commerce space is witnessing a spur in demand with diversified range of services on offer.

The total size of the business of selling retail goods on the Internet, commonly known as e-tailing, is set to touch \$ 76 billion mark by 2021 in the country, according to a study by Technopak. E-tailing, which is around 6 per cent of the total e-commerce, is estimated to be around \$ 0.6 billion in 2012, said the study 'E-tailing in India Unlocking the Potential'. "In India, e-tailing has the potential to grow more than hundred-fold to reach a value of \$ 76 billion by 2021. The e-tailing market will emerge as a destination for highly-skilled technology jobs employing nearly 0.3 million people by 2021. E-tailing can provide employment to 1.45 million people by 2021. Its growth will spur the creation of new capabilities and human skills in the areas of logistics, packaging and technology," it said.

There is almost an increase of 10 million unique visitors in 2011-12, Percentage of unique visitors have grown from 26.1 million in July 2011 to 37.5 million in July 2012. Apparel has been the fastest growing subcategory in retail reaching 13.4% online users in India. Consumer goods, sports/outdoor products and retail food sub categories have also shown early growth signs. Flowers/gifts/greetings is the only subcategory which has shown de-growth of over 33% in the last 12 months. The e-commerce story in India would surely witness a new world of digitalisation in the coming decade, with a host of start-ups emerging to compete with existing players in order to draw benefits from the new and existing markets.

About Myntra.com

Myntra.com is a one stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra.com aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal.

Myntra was established by Mukesh Bansal, Ashutosh Lawania and Vineet Saxena in February 2007. All three are IIT alumni and have been associated with several start-ups. Myntra is headquartered in Bangalore with regional offices in New Delhi, Mumbai and Chennai. It began its operations in the B2B (business to business) segment with the personalization of gifts, which included T-shirts, mugs and caps to name a few. However, in 2010, the company shifted its strategy to becoming a B2C (business to customer) oriented firm, expanding its catalogue to fashion and lifestyle products. Myntra.com is ranked among the top 10 e-commerce companies in India and is scaling rapidly. Building on the success of personalization Myntra expanded into broader Lifestyle/Fashion retailing.

Marketing Strategies of Myntra

Myntra is very responsive to market trends and always keeps the latest designs and merchandise in its online catalogue. There has also been a change in the marketing strategy pursued by Myntra over the years, from focusing primarily on establishing the brand as an online shopping portal for fashion and accessories to extending to the realm of communicating the advantages of shopping online and ridding consumers of the inherent reservations of making online purchases. The brand's core marketing mediums include the digital platform, especially Facebook and the electronic medium, with a majority of the marketing expenditure towards youth-centric channels. Myntra has used mostly viral marketing and internet for its popularity coupled with occasional discounts and referral discounts.

Myntra.com 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, Avirate, FabIndia and Biba to name a few.

Advertising

In the pursuit of reaching out to a larger number of consumers in the country and spread awareness of the brand in 2011, Myntra.com released a new brand campaign, for the first time on TV, focusing on the mantra – "A fashionable new age". The attempt was to create a film that's pumping with energy, style and attitude; a creative piece that could stand up to all the fantastic products and services that Myntra.com offers.

With the establishment of the e-commerce industry, the greatest challenge is to educate and captivate the audience on the positives the realm holds. In 2012 Myntra.com unveiled two new TVCs which underline the advantages of

shopping online, on the portal. The television commercials created by Taproot India went on air on 11 June, 2012 and were built around the theme 'Real life mein aisa hota hai kya'. The idea was to communicate the unique benefits that Myntra.com offers by transposing those advantages on real life shopping which if possible would be quite an incredulous thing. But obviously, it's only possible on Myntra.com.

While in the previous campaign focused on demystifying myths about online shopping by communicating the key benefits of shopping with Myntra, the 2 new TVCs have a clear objective of showcasing the wide range of products and convenience of shopping on Myntra. The TVCs also highlighted the fact that shoppers have access to over 500 brands 'anytime, anywhere' and easy product return with the tag line 'goods once sold can always be returned'. The campaign aims to amplify the key product offerings – cash on delivery, free home delivery and 30 day return policy in a manner that reflects ease of shopping online and helps burst category barriers.

Star N Style

Bollywood celebrities fashion lifestyle play very crucial role in consumer decision making in India and to take leverage on the same Myntra launched concept of Star N Style. Star 'N Style was introduced to give consumers a peek into the personal style of the celebrities they follow, to get inspired by their fashion, and help them flaunt the look of their favourite stars. The Star N Style is quarterly brand property with a varied pool of influencers.

In July, 2012, Bollywood actress Kalki Koechlin launched Myntra.com's first fashion property called 'Star n Style' at a glitzy event in Delhi. Koechlin's handpicked selection of apparel and accessories from over 350 brands were made available on Myntra.com.

In November 2012, Myntra introduced second edition of Star N Style with the gorgeous Chitrangda Singh. Myntra started off proceedings with a little teaser contest on Facebook and Twitter - asking followers to guess the next Star N Style celeb.

In May 2013, Bollywood actress Genelia Deshmukh announced the launch of their third edition of fashion property Star N Style.

Myntra introduce the concept of personalization to cricket which is one of the biggest passions of India. Cricket fans and enthusiasts now have the opportunity to see themselves in the jerseys of their favourite teams by just adding their names and jersey numbers to the jerseys of their team.

- In 2008 -- Cricinfo, the world's leading cricket website tied up with Myntra.com to offer cricket merchandise. Through the customized Cricinfo - Myntra portal, cricket enthusiasts had an option to customized T-shirt, mug, mouse pad or poster. Caricatures of famous cricketers stars were up for grabs across the range of merchandise besides an innovative series on quotes – famous and witty quotes by cricketers, right on a T-shirt or a coffee mug.
- In year 2009 Myntra in association with Reebok – India's largest sportswear brand – launched a range of personalized Reebok 'Official Team jerseys' for the second season of the Indian Premier League (IPL).

Style Studio

Myntra.com launched an in-house application 'Style studio', a virtual dressing room aimed at making online shopping more interactive for shoppers in October 2012. Myntra.com joined the league of e-commerce players such as Zovi.com, Lenskart.com and Kingschest.com, which have already introduced this feature.

Product Exchange Facility

The trends of misfitting and not suiting of color are common in apparels and footwears which lead to customer dissatisfaction and urge for a return. Myntra.com provides product 'exchange' feature on the website. Through this feature, shoppers have an option to exchange an existing product for a different size, without having to first return and then re-order the product. Myntra's team delivers the new product and takes back the product to be exchanged during the same visit. The validity period for product exchange is 30 days from the day of purchase.

Usage of Social Media Platform

Ashutosh Lawania (Co-Founder & Head – Sales & Marketing, Myntra.com) believes that "Technology can be a game changer in the crowded e-commerce market" Myntra.com relies heavily on technology to boost its market share. Besides using analytics extensively, the online retailer uses innovations such as virtual dressing rooms to sustain buyer interest. On the social front, Myntra was the first among e-commerce firms to initiated a tool called 'Get Satisfaction' which integrates all queries and reviews into a single platform and builds a data bank of answered queries for future reference.

Myntra has a strong social media presence on Facebook, Google+, Twitter and Pinterest with over one million fans on Facebook. Myntra does product plugs, fashion stories and give out fashion tips on their social media platforms that are relevant for the audience and can help them make a purchase decision. These tools help them to engage and interact with audience, collect their feedback and share fashion tips with customers.

Over a period of time, the three main focus areas on Facebook are fashion content, product/category marketing and topical engagement. On Twitter, it does all 3 of this and in addition, use the platform for conversing with bloggers and people interested in fashion. On Pinterest and YouTube, the strategy is clearly to show its understanding of fashion - created as well as curated- and boards and playlists are a reflection of that. Myntra use Facebook as a medium and Twitter as a platform to run contests. Its contest on twitter #whatsyourexcuse was in line with their television campaign and saw a lot of participation. All these campaigns result in increased engagement and awareness and therefore result in sales.

Corporate Social Responsibility

- With Myntra embracing Corporate Social Responsibility as a key component of policy decisions, it formed a CSR club and decided to initiate a Cloth Collection Drive in collaboration with Goonj – an NGO dedicated towards providing clothing and other necessities to underprivileged communities. The creative team put together a fantastic marketing plan based on the theme "Old is gold".
- Myntra's partnership with MARD (Men Against Rape & Discrimination) gives shoppers from Myntra, exclusive access to MARD T-shirts. MARD started as Farhan Akhtar's initiative to educate and create awareness -through his poem called 'What is this country that I live in'.
- Salman Khan's Being Human brand has partnered exclusively with Myntra to sell their merchandise online. Myntra has committed that part proceeds from online sales will be contributed to education and healthcare to the underprivileged supported by Being Human.
- Started the Women's month at Myntra with a host of initiatives dedicated to celebrate the spirit and strength of women. It conducted sessions for educating women employees in self-defense art forms and recognise conflicts. In March 2013 Myntra organized a mela in association with AWAKE (Association of Women Entrepreneurs of Karnataka) which featured products made by women entrepreneurs and few other smaller NGOs at its campus.

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