

A Study On Online Shopping And Customer Satisfaction On Myntra

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ABSTRACT:

Mobile commerce has nowadays become a popular internet marketing strategy which operates through various mobile devices. Mobile shopping and mobile banking are the two phenomenal shifts that have transcended the consumers' attentions and interest towards online shopping. Both national players Myntra and international players are working strategically in e-commerce business so as to increase their market share. Mobile apps are designed in such a way that they exclusively focus on increasing user engagement and make their experience easier. The aim of this research paper is to analyse the effect of mobile shopping apps on middle age consumers buying behaviour. The results revealed the significant impact of mobile shopping apps on buying behaviour of middle age consumers. Further it can be inferred that pre purchase services, transaction related services and satisfaction of middle age consumers are instrumental in determining the purchase intention of middle age consumers.

Keywords: Mobile Commerce, Online Shopping, Buying Behaviour, Consumer, Myntra.