International Journal of Economic Practices and Theories (IJEPT)
ISSN: 2247-7225
Volume 2026, Issue 1

Hybrid Digital Marketing in Fashion E-Commerce: A Case Study of Myntra's End-of-Reason Sale

Archana. K.[1], **Dr. S. Vennilaa Shree.**[2],

Research Scholar, Department of Commerce [CS], Vels University [VISTAS], Pallavaram, Chennai.

Supervisor, Department of Commerce [CS], Vels University [VISTAS], Pallavaram, Chennai.

Abstract

Fashion retail has changed thanks to digital marketing, which allows businesses to interact with customers through influencer partnerships, performance-driven campaigns, and customisation. This case study centres on Myntra's main program, the End-of-Reason Sale (EORS), which has established itself as a standard in Indian e-commerce fashion. It examines how Myntra uses influencer networks, social media interaction, SEO, and technological advancements to boost quick sales and brand equity. Myntra stands out as a fashion-first specialist when compared to rivals like Amazon Fashion, Ajio, Nykaa Fashion, and Tata Cliq. The results show that Myntra's hybrid strategy, which strikes a balance between performance marketing and brand-building, gives important insights for maintaining development in fashion e-commerce.

Keywords: Influencer marketing, digital marketing, fashion retail, end-of-reason sales (EORS), technology integration, customer involvement.

Introduction

In fashion retail, digital marketing has emerged as a game-changer, changing how companies interact with customers and compete in ever-changing marketplaces. Fashion e-commerce platforms are depending more and more on digital-first tactics to increase brand equity, boost conversions, and maintain customer loyalty as a result of the growth in internet access, smartphone use, and social media influence.

Among the many techniques available, influencer partnerships, social media campaigns, search engine optimisation (SEO), and tailored advertising have become essential success factors. Large-scale promotional events and other performance-driven initiatives are equally significant since they strengthen long-term brand positioning in addition to producing immediate sales.

This dual function of internet marketing in fashion retail is best illustrated by the End-of-Reason Sale (EORS). To draw in millions of customers, EORS incorporates gamified shopping experiences, influencer ecosystems, tailored advertisements, retargeting, and dynamic creatives. It has established itself as a standard in Indian fashion electronic commerce, showing how online marketing can strike a balance between immediate results and long-term brand development.

The digital marketing tactics used by EORS are examined in this case study, with an emphasis on how they support customer interaction, differentiation, and scalability. Additionally, it contrasts these tactics with those of rivals like Amazon Fashion, Ajio, Nykaa Fashion, and Tata Cliq, providing insights into how hybrid marketing methods and fashion-first positioning may maintain development in a very competitive sector.

Company Background

Early Years (2007–2010):

- Mukesh Bansal and his colleagues founded the company in 2007 as a platform for personalised gifts.
- In 2010, it quickly changed its focus to branded clothing, taking advantage of India's increasing desire for online shopping.

Flipkart Acquisition (2014):

- Flipkart paid ₹2,000 crore to acquire it, giving it access to cutting-edge technology, financial support, and logistics.
- Myntra was able to grow quickly and solidify its position as the top fashion e-commerce company in India thanks to this acquisition.

Category Expansion (2015–2020):

- Expanded into lifestyle, accessories, footwear, and cosmetics.
- Collaborated with international companies including Mango, Nike, Adidas, and H&M.
- Presented digital-first ideas such as influencer-driven promotions, app-based shopping, and customised suggestions.
- Introduced the Myntra app for mobile devices, which became the main source of traffic and provided gamified and interactive buying occasions for younger, tech-savvy customers.

Market Leadership (2020–2025):

- By 2023, there were more than 60 million active monthly users, indicating high customer engagement.
- Offers more than 6,000 national and international brands in various categories.
- Revenue for FY 2024 was reported at ₹5,122 crore, a 15% increase from the previous year.
- Myntra launched Myntra Global (2025) in Singapore, expanding internationally and targeting Indian communities abroad.
- Positioned itself as a fashion specialist in a challenging market (Amazon Fashion, Ajio, Nykaa Fashion, Lifestyle).
- The End of Reason Sale (EORS) event has become a milestone in Indian fashion e-commerce, attracting millions of shoppers and reinforcing Myntra's reputation as the country's leading fashion e-commerce platform.

Review Of Literature

In To Play or Not to Play: The Use of Gamification in the Fashion Retail Industry, Goldberg and Nel (2022) looked at gamification as a marketing communication technique in the retail fashion industry. According to their qualitative research, customers are typically aware of and love gamification, and the main motivators are monetary incentives like discounts, coupons, and awards. However, its efficacy was constrained by factors such as poor usability, concerns about privacy, and connectivity problems, highlighting the importance of user-friendly architecture in gamified retail apps.

In their paper Impact of Social Media Influencers on Customer Purchase Decision in the Fashion and Beauty Industry, Purvi and Shrivastava (2025) emphasised how influencer reputation and parasocial interactions shape customer behaviour. Based on a survey of 300 Indian customers between the ages of 18 and 35, the study discovered that purchase intentions were strongly influenced by product–influencer fit, authenticity, and competence. Trust was further mediated by content quality and engagement, indicating that to promote loyalty and conversions, marketers should partner with sympathetic influencers.

Consumer Behaviour Analysis in E-Commerce at Myntra, Nagar (2024). Data analytics was used to examine Indian e-commerce consumer behaviour, with a particular emphasis on Myntra. In addition to recognising user interface quality, safe payment methods, product evaluations, and comparison tools as crucial elements influencing consumer choices, the study highlighted demographic impacts such as age, occupation, and income. The results reaffirmed the necessity for platforms to provide usability and trust as top priorities to draw in a variety of customer categories.

In The Digital Transformation of Fashion Marketing: Strategies, Challenges, and Future Trends, Li (2025) offered a thorough analysis of fashion-related digital marketing tactics. The survey determined that key strategies were omnichannel experiences, data-driven personalisation, social media partnerships, storytelling material, and sustainability communication. It also emphasised difficulties, including preserving authenticity, protecting data privacy, adjusting to quick changes in technology, and calculating return on investment. Future developments like blockchain, social commerce, augmented/virtual reality, and artificial intelligence were expected to significantly transform fashion marketing.

In Impact of Sales Promotion on Consumer Buying Behaviour in the Apparel Industry, Mishra, Kushwaha, and Gupta (2024) examined how sales promotions affect consumer choices in the Indian apparel market. In their survey of 330 respondents, they discovered that coupons and discounts had a favourable effect on consumer behaviour, promoting bulk purchases and brand switching. The writers advise striking a balance between promotional tactics and brand equity to maintain long-term loyalty because, although promotions increase sales, overuse runs the danger of commoditisation.

Lastly, in Digital Fashion: A Systematic Literature Review, Noris, Nobile, Kalbaska, and Cantoni (2021). 491 publications on digital fashion were systematically reviewed by A Perspective on Marketing and Communication. They divided the research into three categories: culture and society, design and production, and communication and marketing. The assessment highlighted how digital technologies like recommendation engines, sustainability communication, and storytelling are becoming increasingly important in fashion marketing. Significantly, the authors called for integrated frameworks to better comprehend the effects of digital fashion on identity, culture, and consumer behaviour after identifying research gaps on social ramifications.

Digital Marketing Strategies Of Myntra

- **SEO & Content:** Solid search exposure with a million terms and high traffic every month; blogs, seasonal fashion guides, and optimised listings maintain organic visibility and discovery.
- **Influencer marketing:** Myntra Studio incorporates shoppable content, increasing trust, relatability, and conversions; partnerships with micro-influencers and celebrities (Kiara Advani, Ranbir Kapoor, Triptii Dimri).
- **Social Media Engagement:** Active on YouTube, Instagram, and over-the-top (OTT) platforms; interactive campaigns boost brand recall and loyalty, while reels, tutorials, and user-generated material increase engagement.
- **Creative Campaigns:** Myntra's brand as a fashion-first platform is reinforced, and content is kept up to date with memorable initiatives like Fashion with Caution, Be Extraordinary Every Day, and Spot it, get it.
- **End of Reason Sale (EORS):** An annual mega sale with steep discounts that breaks traffic records, clears inventory, and draws in new clients through the use of dynamic creatives, retargeting, and personalised adverts.
- **Tech Innovations:** Gamified app features and tools powered by AI (MyFashionGPT, Maya, AI Stylist) improve consumer retention, engagement, and personalisation.
- **Customer-focused strategy:** Segmentation among Gen Z, millennials, and tier-2/tier-3 city customers; positioned as India's fashion expert, setting itself apart from generalist rivals like Ajio and Amazon Fashion.

Myntra’s Famous Campaigns

- **Fashion with Caution** is a clever, hilarious campaign that highlights the chaos of fashion and presents Myntra as the clever, easy-to-use answer for fashion choices.
- **Be Extraordinary Every Day:** Celebrity role-reversal advertisements that feature celebrities in common settings support the notion that fashion is appropriate for everyday life rather than just special events.
- **Spot it, Get it** is a technology-driven effort that allows users to submit or spot looks and rapidly shop similar outfits, combining viral trends with convenience when shopping.
- **Trend IRL (In Real Life):** Promoted user-generated content and increased authenticity in tier-2 and tier-3 cities by honouring regular influencers and actual consumers.

- **End of Reason Sale (EORS):** Myntra's biannual mega sale, which offers 50–90% discounts, is intended to clear inventory, draw in new clients, and generate unprecedented traffic through dynamic creatives, retargeting, and personalised adverts.
- **Myntra Fashion Superstar** is a reality-show-style promotion that combines fashion and entertainment. It highlights influencers and uses interactive digital material to engage viewers.

Why These Campaigns Worked

- **Humour and relatability:** made an emotional connection with viewers (Fashion with Caution).
- **Aspirational Storytelling:** Developed prestige and daily significance (Be Outstanding Every Day).
- **Technology Integration:** Innovation on display (Spot it, Get it).
- **Community Building:** Promoted fidelity and genuineness (Trend IRL, Fashion Superstar).
- **Performance marketing** balances long-term brand equity (EORS) with short-term revenue spikes.

Competitors' Marketing Strategies

- **Amazon Fashion:** Focusses on AI-driven customisation and huge discount events like the Great Indian Festival; makes use of scale, Prime subscriptions, and logistics. Strong international brand alliances improve premium products. SEO optimisation and sponsored advertisements guarantee strong product visibility across all categories.
- **Ajio (Reliance Retail):** Focusses on private labels, influencer marketing, and Reliance's ecosystem for customer acquisition; competes with Myntra via Big Bold Sale. reduces acquisition expenses by utilising Reliance Jio's digital ecosystem. focusses on independent designers and unique collections to set themselves apart from competitors in the mass market.
- **Nykaa Fashion:** An omnichannel presence that combines beauty and fashion, strong influencer partnerships, and a content-driven strategy with blogs, tutorials, and Nykaa TV. Authenticity and confidence in product quality are guaranteed by an inventory-led model. Aspirational metropolitan customers are drawn to well-chosen collections and celebrity endorsements.
- **Tata Cliq:** Promotes itself as a high-end/luxury destination with "phygital" boutiques, carefully chosen collections, and advertising that emphasises genuineness and aspirational purchasing. a strong focus on premiumization and collaborations with well-known luxury companies. Tata Cliq's luxury posture is reinforced by marketing that emphasises exclusivity and trust.

Challenges Faced

❖ **Strong Competition:** Directly competes with Tata Cliq, Nykaa Fashion, Ajio, and Amazon Fashion, necessitating ongoing innovation.

❖ **High Customer Expectations**: In fashion e-commerce, smooth digital experiences, quick delivery, and quality control are essential.

❖ **Inventory and logistics:** overseeing a variety of categories and guaranteeing prompt fulfilment throughout India's extensive territory.

❖ **Reliance on Discount Occurrences:** Over-reliance on promotions is a danger when EORS is used excessively for traffic spikes.

❖ **Risks of Global Expansion:** Adapting strategies to global consumer behaviour is necessary for the launch of Myntra Global.

Challenges Overcome

❖ **Differentiation:** Unlike generalist competition, we stand out as a fashion-first specialist.

❖ **Technology Integration:** Personalisation and retention were enhanced by gamified app features and AI tools.

❖ **Community Building:** Initiatives like Myntra Studio and Trend IRL promoted authenticity and loyalty.

❖ **Balanced Strategy:** Reduced dependency on discounts by combining performance marketing and brand-building.

❖ **Scalability:** Its successful international expansion demonstrates the flexibility of its digital-first strategy.

Future Plans

❖ Boost AR try-on features and AI-driven customisation.

❖ Extend Myntra Global to further markets in Southeast Asia.

❖ Put more emphasis on eco-friendly campaigns and sustainable fashion.

❖ In tier-2 and tier-3 cities, create more robust influencer networks.

❖ Maintain a balance between mass-market affordability and relationships with premium brands.

Findings

The examination of Myntra's digital marketing tactics reveals how crucial the End-of-Reason Sale (EORS) is to the company's dominance in the market.

- **EORS as a Standard:** EORS, which attracted millions of customers and strengthened Myntra's reputation as a platform that prioritises fashion, is now more than just a discount event; it has established itself as a standard in Indian fashion online.
- **Hybrid Approach:** EORS illustrates Myntra's capacity to strike a balance between long-term brand-building (loyalty, recall, and engagement) and short-term performance marketing (traffic spikes, inventory clearance, and customer acquisition).
- **Technology Integration:** During EORS, gamified app features, dynamic creatives, retargeting, and personalised advertisements improve consumer experience and retention.
- **Influencer Ecosystem:** During EORS efforts, celebrity endorsements and partnerships with micro-influencers foster relatability and trust among a variety of consumer categories.
- **Community Engagement:** By promoting user-generated content and grassroots involvement, interactive campaigns like Trend IRL and Myntra Studio enhance EORS.
- **Scalability:** Myntra's capacity to duplicate its digital-first approach across markets is demonstrated by the success of EORS, opening the door for international expansion.

Discussion

EORS shows how digital marketing may drive instant sales while also reinforcing long-term brand equity. Myntra's EORS is more community-driven and fashion-focused than Amazon's scale-driven Great Indian Festival. The premium alliances and technological integration that set EORS apart are absent from Ajio's Big Bold Sale, which mimics the discount strategy. While Tata Cliq concentrates on luxury positioning and Nykaa Fashion promotes content-driven interaction, no company can match EORS's hybrid balance and wide appeal.

EORS is a one-of-a-kind digital marketing breakthrough in fashion retail that combines SEO, influencer ecosystems, targeted advertising, and gamification. It illustrates how well-planned large-scale promotional events may be used as platforms for brand development and performance enhancement. This dichotomy establishes Myntra as a fashion e-commerce leader while also providing a repeatable blueprint for other businesses seeking long-term growth.

Conclusion

Myntra's End-of-Reason Sale (EORS), which combines extensive promotions with brand-building tactics, is an example of how internet marketing can transform fashion retail. EORS increases long-term customer loyalty while generating instant purchases using influencer partnerships, SEO, tailored advertising, and gamified app features. Myntra's fashion-first posture and technology-driven customisation set EORS apart from competitors that depend on scale, private brands, or luxury niches. The occasion has established itself as a standard in Indian e-commerce, demonstrating the need for hybrid models that strike a balance between performance marketing and brand equity for long-term success. Thus, EORS is a key illustration of Myntra's effectiveness in digital marketing.

References

1. Goldberg, R., & Nel, V. (2022). To play or not to play: The use of gamification in the fashion retail industry. Malaysian E-Commerce Journal, 6(2), 59–63. http://doi.org/10.26480/mecj.02.2022.59.63
2. Purvi & Shrivastava, A. (2025). Impact of social media influencers on consumer purchase decision in fashion and beauty industry. EPRA International Journal of Multidisciplinary Research, 11(6), 1821–1825. https://doi.org/10.36713/epra22757.
3. Nagar, A. (2024). Consumer behaviour analysis in e-commerce as Myntra using data analytics. International Journal of Scientific Research in Engineering and Management, 8(4), 1–8. DOI: 10.55041/IJSREM32567.
4. Li, X. (2025). The digital transformation of fashion marketing: Strategies, challenges, and future trends. BMMFT Digital Research Proceedings, 882–888. https://doi.org/10.54097/dmyfxe60.
5. Mishra, M., Kushwaha, R., & Gupta, N. (2024). Impact of sales promotion on consumer buying behavior in the apparel industry. Cogent Business & Management, 11(1), 2310552. https://doi.org/10.1080/23311975.2024.2310552.
6. Noris, A., Nobile, T. H., Kalbaska, N., & Cantoni, L. (2021). Digital fashion: A systematic literature review. A perspective on marketing and communication. Journal of Global Fashion Marketing, 12(1), 32–46. https://doi.org/10.1080/20932685.2020.1835522.
7. Myntra End of Reason Sale: A digital marketing case study on scaling e-commerce through performance marketing. (n.d.). IIDE – Indian Institute of Digital Education. Retrieved April 18, 2026, from https://iide.co/case-studies/myntra-marketing-strategy-indias-fashion-e-commerce/ (iide.co in Bing)
8. Behera, D. (2026, March 11). Myntra's digital marketing strategies: A brief study. Retrieved April 18, 2026, from https://www.digitalmarketinglane.com/myntra-digital-marketing-strategies (digitalmarketinglane.com in Bing)
9. Priyadarshini, S. (2025, August 2). How Myntra EORS and unskippable campaigns become big hits? *Eflot*. Retrieved April 18, 2026, from https://eflot.com/myntra-eors-unskippable-campaigns (eflot.com in Bing)
10. Latterly. (2025). Myntra marketing strategy: Influencer-led fashion commerce with EORS scale. *Latterly.org*. Retrieved April 18, 2026, from https://latterly.org/myntra-marketing-strategy-influencer-led-fashion-commerce (latterly.org in Bing)
11. Glover, E., & Rodriguez, A. (2025, November 4). Top e-commerce companies in India. *Built In*. Retrieved April 18, 2026, from https://builtin.com/articles/top-ecommerce-companies-india (builtin.com in Bing)