A Study on Consumer Preference towards Satisfaction towards Meesho

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ABSTRACT

Abstract – Social media marketing is increasingly required by fashion brands. It's vital to take advantage of this internet environment in order to stay ahead of the competition.It has never been easier to profit from social media platforms by connecting existing and new clients, learning about their personal requirements and perceptions, and selling their goods on social media sites, making their products a trend or brand. The goal of this study is to assess consumer preference This research was conducted to study the consumer preference in meesho application and customer satisfaction towards meesho. From the research, we found that people think that meesho gives affordable price and majority of the people believe that meesho gives good quality of products

Keywords: consumer preference, satisfaction, meesho

1. Introduction of the study

Marketing is considered as one of the most crucial aspects of commerce. The term "market" refers to a gathering place where potential buyers and sellers might come together to trade goods or services. It is essentially a medium that facilitates these economic transactions. It permits the exchange of commodities, services, and information under the protection of the law and for a fee in general. Marketing is the process by which a corporation promotes the purchase or sale of a product or service. Advertising, selling, and delivering things to customers or other businesses are all examples of marketing. When properly executed marketing can lead to a company's growth by using several marketing strategies.

Electronic commerce which is commonly known as e-commerce is a modern version of commerce that enables a firm or individual to conduct business over an electronic network. The process of buying and selling actual goods and services through the internet is known as ecommerce. It entails the exchange of data or currency between multiple parties in order to complete a transaction. It is part of the larger electronic business (E-business) industry, which encompasses all of the operations required to run a business online. By providing cheaper and more effective distribution channels for their products or services, ecommerce has allowed firms (especially those with a limited reach, such as small businesses) obtain access to and build a bigger market presence.

Meesho connects resellers to a network of over 21000 suppliers and manufacturers, allowing them to shortlist products and share photos of them with their network of consumers, which might be anyone in their family, friends, or acquaintances. Resellers are free to charge whatever pricing they see fit for their target customers.

In a competitive market, Meesho is facing a tough competition from other online shopping apps such as Amazon, Flipkart, Nykaa and many others. Due to this severe competition, it is very difficult to sustain in the market. Only way to survive in the market and become successful is to consumer Preference. Earning consumer trust is the most important challenge faced by these companies.

Consumer preference means the preference of consumers towards companies. Customers repurchasing decision mainly depends on their trust towards these companies. It has a direct relation with profit of the company. They repurchases from a company only if they find it trustworthy.

Loyal consumers are the most important asset of any business. Consumer preference and trust is an important factor in retaining these loyal customers. Without earning customer trust it is almost impossible for a business to survive and become market leader. Therefore this study is an attempt to understand the consumer preference and satisfaction on Meesho app and thereby understand the popularity and acceptance of Meesho app

2. Statement of the problem

Meesho resellers are faced with increased difficulty about not knowing the products to sell/ pitch to their customers confidently to make a sale when they are on Meesho app. Our solution should deliver a way to make them feel confident about discovering, deciding, pitching a product to their customers with confidence

3. Objectives of the study

- ➢ To analyse the factors that influence the customer preference on meesho
- ➢ To examine the satisfaction level of meesho customer

4. Scope of the study

This study mainly focus on who prefer online shopping over traditional shopping. Due to Covid-19, there is a significant increase in online shopping as it is more convenient. Now a day due to increasing popularity of online shopping, there are many online shopping apps. Meesho is one among them. It is now one of the most popular and profitable app in India. Customer preference is an important aspect for the survival of such apps in the market. It is an important factor which decides success and failure of an app. Therefore this study has significance as it focuses on customer preference on Meesho app.

5. Review of Literature

- **Plavini Punyatoya (2018),** proposed that consumer trust in an online retailer has two principal forms; they are cognitive trust and affective trust. The study examined various factors influencing the development of each form of customer online trust and the subsequent effect on customer satisfaction and loyalty intention. The researcher found out the multi-dimensional nature of consumer trust in online retailing context. Cognitive trust and affective trust are found to mediate the relationship between perceived website quality, security and privacy policy, prior interaction experience, perceived e-tailer reputation and shared value and customer satisfaction.

- **PushpakSinghal and Dr. SupriyoPatra (2018)**says that the various factors that affect the online shopping behaviour of the consumers by using Buyer black box model. The objective of the study is to understand consumer awareness and preferences towards various products available in online. This research proved very interesting and un-surfaced certain interesting behaviour pattern among the people of kolkatta. People generally look for convenience and fast delivery for purchasing online.The major reason behind their perception was based on various discounts, easy payment facilities, easy return facility, timely and express delivery.

- **Chitranshi Verma (2018)** The impact of social media on consumer behaviour was Investigated. She concluded that customer wants brands to look out for them and society as a whole. Customers appreciate it when businesses reply them directly and social media makes these possible. Customers nowadays rely largely on social media networks for customer service and support, thus businesses should make themselves known in the digital media to provide this assistance.

- **Abhishek Chilka & Sandeep Chauhan (2018)**Online Shopping or internet shopping consists primarily of the distribution, buying, selling, marketing, advertising and servicing of products with the help of internet and other computer networks. India is witnessing the tremendous growth in online shopping. This paper studies the recent scenario, recent trends in online shopping in India. For example, the interested categories of product,preferred way to pay online. Today's online shopping platforms provide many offers to consumer which attracts the consumer and drives their business. Along with that there are also problems in online shopping like quality, security etc. India's online shopping market is constantly growing at good phase.

- **20.P.Oghazi, S.Karlsson, D.Hellström, K. Hjort, (2018)** found out how return policies influences the purchase behaviour. The study speaks about the importance of the return policy and in what all ways it will be beneficial to the company.

- **I. Erkan, C. Evans(2018)** in their study substantiated the role of Word of Mouth that through the same a massive communication at a very low cost can be established. Word of Mouth by itself reveals a strong and sentimental connect with the desired consumers and plays a major role in transforming consumers from mere complacent spectators to a potent buyers.

- **Jukariya and singhvi (2018),**analysed the key factors,which mostly affect the buying behaviours of students MPUAT,Udaipur for online buying.The researcher identified that the following key factors such as transaction Security and multiple payment options,privacy,price and quality of the products,delivery time and after sales service were few major factors that affect students'online shopping.

- **Umama Nasrin Haque, Rabin Mazumder (2020),** found out that customer loyalty is primarily achieved by satisfying customers' expectations. In online shopping, since the products are intangible, it is important to build trust among the customers. This study attempts to study the relationship between customer loyalty and customer trust in online shopping since trust is the glue that holds customer relationship together in the current competitive market. The result of this study gives the idea that trust of the customer acts as a mediating factor which enhances the loyalty of customer in regard to the further purchase and consumption of the particular product or service in the online environment.

- **Fereshte Rasty, Seyyed Habibollah Mirghafoori (2021),**identified 18 barriers affecting trust in online shopping and were prioritized through the combination of FMEA, entropy and VIKOR methods in an intuitionistic fuzzy environment. They found out that the most important trust barriers includes privacy risk, lack of feel and touch associated with online purchases and social risk. In order to increase customer trust marketing managers should focus on improving and promoting the infrastructure security of their online shopping sites and also by presenting satisfied consumer's testimonials.

- **Abetare Prebreza, Blerona Shala (2021),** found that consumer trust with online shopping is directly dependent on a few factors. There is a constant dilemma in the market related to the question, which online shopping determinants affect the customer trust. This paper deals with the analysis of customer satisfaction, with the aim of utilizing the empirical research on the Kosovo market in Covid-19 period in order to determine the connection between customer trust and certain determinants of online shopping.

5.1 Research Gap

Despite the positive customer feedback and reviews regarding Meesho, there is a lack of academic research that specifically focuses on consumer preferences and satisfaction towards the platform. Most of the available literature on e-commerce and online shopping is general and does not address the unique features and challenges of Meesho. Additionally, there is a limited amount of research on the factors that influence customer satisfaction and preferences in the Indian online shopping market. Therefore, there is a research gap in understanding the factors that contribute to consumer satisfaction and preference towards Meesho and how they compare to other online shopping platforms in India. Further research in this area could provide valuable insights for the development and improvement of Meesho and other online retailers in India.

6. Weighted average method

A weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determines the relative importance of each quantity. Weightings are the equivalent of having that many like items with the same value involved in the average.

A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentages, each category value must first be multiplied by its percentage. Then all of these new values must be added together.

$$\text{WEIGHTED AVERAGE METHOD} = \frac{\text{SUM OF WEIGHT TERMS}}{\text{TOTAL NO OF TERMS}}$$

FACTOR THAT INFLUENCING YOU TO PREFER MEESHO PRODUCTS

FEATURES	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE METHOD	RANK
Huge collection	75	68	12	2	0	687	4.	1
Lowest price	61	80	11	5	0	668	4.25	3
Free returns	55	69	26	6	1	642	4.08	6
Offers/discounts	61	65	25	6	0	652	4.15	5
Free door delivery	65	59	28	4	1	654	4.16	4
Good quality	73	63	18	2	1	676	4.30	2
Online payments	61	60	26	8	2	641	4.08	6

INTERPRETATION:

The above factor that influencing you to prefer meesho products shows the factors that influencing the respondents in the Meesho products, huge collection is the factor that influence(1) the respondents to prefer Meesho products and followed by good quality(2), lowest price(3), free door delivery(4) and offers/discounts(5) then the least factor that influence the respondents are free returns(6) and online payments(6).

7. Rank Analysis

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different

objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre ordered by hardness, while degrees of hardness are totally ordered.

By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

Table showing the level of satisfaction towards Meesho products

Level of satisfaction	R1	R2	R3	R4	R5	Total	Rank
Products and features	80	70	6	1	0	242	1
Terms and conditions	34	88	32	3	0	318	7
Price	65	76	16	0	0	265	3
Offers/Discounts	60	77	16	4	0	278	4
Quality	81	61	9	2	4	258	2
Reviews	47	73	30	6	1	312	6
Free delivery	68	55	29	4	1	286	5

INTERPRETATION:

The above table depicts the level of satisfaction towards meesho products. It states that the highest rank is for the products and features, second rank is for the quality, third rank is for the price, fourth rank is for the offers/discounts, fifth rank is for free delivery, sixth rank is for the reviews and the last rank is for the terms and conditions.

8 .Findings

➢ The factors that influencing the respondents in the Meesho products, Huge collection is the factor that influence the respondents to prefer Meesho products and Followed by good quality, lowest price, free door delivery and offers/discounts then the least Factor that influence the respondents are free returns and online payments

➢ The level of satisfaction towards meesho products. It states that The highest rank is for the products and features, second rank is for the quality, third rank is for The price, fourth rank is for the offers/discounts, fifth rank is for free delivery, sixth rank is for The reviews and the last rank is for the terms and conditions.

9. Suggestion

➢ They are suggest to improve the delivery services.

➢ Meesho app helps to homemaker to do the small scale business at home.

➢ The Respondents suggested to more offers/discounts.

➢ The Respondents are better quality products on the cheapest price.

10.Conclusion

Based on the analysis of consumer feedback and reviews, it can be concluded that Meesho has a high level of customer satisfaction and preference. Customers appreciate the ease of use of the app, quality of the products, timely delivery, and the customer support provided by Meesho.Customers are satisfied with this app, it was very helpful to shopping and do the business at home. Very affordable for middle class families. Additionally, the affordable prices and the variety of products available on the platform are also attractive to customers. Overall, Meesho seems to have established a positive reputation and a loyal customer base in the online shopping market.

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