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Customer Satisfaction towards Meesho App

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A B S T R A C T

This marketing project aims to analyze and understand customer satisfaction towards the Meesho app, a prominent online marketplace platform. With the rapid growth of e-commerce, customer satisfaction has become a crucial factor for businesses to succeed in a competitive market. The objective of this project is to explore the factors influencing customer satisfaction with the Meesho app and provide insights that can assist the company in enhancing its services and customer experience.

To achieve this goal, a mixed-methods approach was adopted. Firstly, quantitative data was collected through online surveys distributed to Meesho app users. The survey assessed various dimensions of customer satisfaction, including product quality, pricing, delivery speed, user interface, customer support, and overall satisfaction with the app. Additionally; qualitative data was gathered through in-depth interviews with a subset of survey respondents, allowing for a deeper understanding of customer perceptions and experiences.

The findings of this study revealed that Meesho app users generally exhibited a high level of satisfaction. Key factors influencing customer satisfaction included the quality and range of products offered, competitive pricing, prompt delivery, user-friendly interface, and responsive customer support.

1. Introduction of the study

In today's era of globalization not only the nations in the world and thereby their communities have come closer to one another but also most of the sector have undergone significant changes. Purchasing product or services over the internet, online shopping has attained immense popularity in recent days mainly because people find it convenient and easy to shop from the comfort of their home or office and also eased from the trouble of moving from shop to shop in search of good choice. Retail is a process of selling goods and services to customers through multiple channels of distribution.

Meesho is an India-based social commerce platform that was founded by two IIT Delhi graduates (Viditaatrey and Sanjeev Barnwal) in December 2015.The platform enables small business and individuals to start their online stores via social channels such as Whatapp, Facebook, Instagram etc. Their motto to startup is Empower the women. They aimed to celebrate the financial Independence of Indian women.viditAatrey(Founder CEO) said "Meesho" stands for **"Meri shop"** or apnidukaanMeesho helps individuals to start their own online selling business with zero Investment because most individuals want to start their own business but they do not have access to capital.It helped many individuals turned self-employed people to grab the opportunity and do something by own.

Meesho has delivery orders from 100K+ registered suppliers till date to over 26,000 pin codes in more than 4,800 cities. Generates over Rs 500 crore in income for entrepreneurs and serving customers than 4,500 Tier 2+cities – bringing e-commerce to India. Meesho claims to have more than 13 Million Entrepreneurs are women. The social Commerce Platform helps their resellers to start their own online business with zero investment.Meesho is the latest company to join the unicorn club. In just 5 years they touched the milestone of1$ Billon valuation. They currently raised funds Softbank vision Fund 2 of $300 Million.

Meesho operates as an online reselling platform that enables anyone to start a business without investment. Meesho is a business platform trusted by more than 2.6 million resellers across India. Its main motive without any investment …its very simple easy to work at your free time…

2. Statement of problem

Online selling app has gained a lot of importance in the present marketing condition but every application are not known to public. And the awareness about the new application are very rare. This is one of the major problems for the business people who are introducing the new application through online marketing. The area of survey is consumer awareness and satisfaction towards to the Meesho app. Growth rate of E-Retailers in India is found astonishing. Day-By-Day new E-Retailer are entering in to the Indian market to capture potential and untapped markets in India to attract customers gradually, E-

Retailers announces new offers. The study talks about the various factors like Security, Website, Design, Time convenience, Comparability of products – to analyse what are all the factors influencing online shopping preference.

3. Objective of the study

1. To understand the factors that influence customers' satisfaction with the Meesho app, such as   user interface, product quality, delivery time, customer support, and pricing.

2. To identify the customer's preference towards Meesho app.

3. To study the level of satisfaction towards Meesho app.

4. To study the various features attracted by the customer in Meesho app.

4. Scope of the study

The present study has made an attempt to understand the customer preference towards Meesho online shopping. Online shopping is an emerging concept in the study area. This study enables to understand the customer preference towards shopping and provides insight about Meesho online shopping.

5. Research Methodology

The methodology of the study includes

- ❖ Sample Technique
- ❖ Sample Size
- ❖ Collection of Data
- ❖ Tools for analysis

5.1 Sample Technique

The process of obtaining a sample is known as sampling. From them the researcher has taken only 125 samples for the present study for the convenient sampling method.

5.2 Sample Size

The study was conducted towards customer satisfaction towards Meesho App. The size of the responding is 125.

5.3 Collection of Data

The study uses primary data. For purpose of collection of data, questionnaire has been prepared and data was collected from the customers who have using Meesho app. Adequate care has been exercised to collect unbiased data from respondents.

i) Primary Data

The Primary data has been collected from the customers who have using Meesho app, in the form of Questionnaire.

ii) Secondary Data

Secondary data has been collected from published materials like articles, journals, books and websites.

5.4 Tools for Analysis

For the study of customer satisfaction towards Meesho App, the tools used for analysis are:

- Percentage analysis

6. Review of Literature

FereshteRasty, Seyyed HabibollahMirghafoori (2021)[1], 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.

AbetarePrebreza, Blerona Shala (2021)[2], 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.

Umama Nasrin Haque, Rabin Mazumder (2020)[3], 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.

Paulo Duarte, Susana Costa e Silva, Margarida Bernardo Ferreira (2018)[4], found that in addition to offering competitive prices, keeping a high level of online shopping convenience has become a strategic driving force for online retailers to promote and maintain customer loyalty. The main aim of this research is to study what convenience dimensions more heavily influence customer's satisfaction and intention to engage and recommend online shopping. They found out that frequent monitoring of consumer's perceptions and expectations about online convenience is a prerequisite for achieving continuous improvement in providing highly convenient online services.

Hannah R. Mariott, Michael D. Williams (2018)[5], developed a theoretical model to examine multi-faceted risk and trust effects on consumer adoption intention. Empirical results demonstrate many risk perceptions as well as trust as the effects may vary on consumer's m-shopping intention. They found out that financial, psychological and performance risks are the most important concerns among consumers and that trust enhancements must become first and foremost concern for practitioners to reduce risk perceptions and encourage m-shopping behavior.

Plavini Punyatoya (2018)[6], 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.

Anand Thakur, Rupinderdeep Kaur (2017)[7], found out that lack of trust is the biggest obstacle to the success of online shopping. The study focus on the relationship of trust antecedents with customer trust and customer trust with online shopping activities conducted in Punjab. They found that knowledge and privacy protection did not have a significant relationship with customer trust. The results revealed that security protection, perceived risk, and perceived benefits are important antecedents for building trust among the consumers towards online shopping. Consumer trust has a significant relationship with online shopping activities.

Nadiah Binti Tasin (2017)[8], examined factors affecting consumer trust in Malaysia as well as to investigate the relationship between trust and purchasing decision. Researcher found out that trust in online shopping is built on information quality, online consumer review and site quality. It was also found that trust contributes to the online purchasing decision.

Nikolas Pappas (2016)[9], found out the interrelationship between perceived risk factors, the marketing impacts, and their influence on product and web-vendor consumer trust. The findings reveal the associations between Internet perceived risks and the relatively equal influence of product and e-channel risks in consumers' trust, and that online purchasing intentions are equally influenced by product and e-channel consumer trust.

Tim Brady (2016)[10], millions of small merchants in india are moving their business online,but great e-commerce tools aimed at there small business don't exist me has confined would class engineering with local know how to create an e-commerce platform well adapted to the unique needs of the merchant.

7. Analysis and Interpretation of Data

This chapter deals with analysis and interpretation of data regarding the customer satisfaction towards Meesho App. From the primary data with regards to data have been collected from various respondents who preferred Meesho app. This information obtained through questionnaire is given in the form of table, figures and interpretation is drawn so as to enable the readers to understand the concept.

Table 1 showing Age of respondents

S. No	Age	No. of Respondents	Percentage
1	Below 18 Years	37	29.6%
2	18-30 Years	59	47.2%
3	31-45 Years	16	12.8%
4	Above 45 Years	13	10.4%
	Total	**125**	**100**

INTERPRETATION:

The above table shows that 29.6% of respondents are below 18 years, 47.2% of respondents are between 18-30 years, 12.8% of respondents are between 31-45 years, 10.4% of respondents are above 45 years.

Table 2 showing Gender of respondents

S.No	Gender	No. of Respondents	Percentage
1	Male	63	50.4%
2	Female	62	49.6%
	Total	**125**	**100**

INTERPRETATION:

The above table shows that 50.4% of respondents are male and 49.6% of respondents are female.

Table 3 showing Type of Family of respondents

S. No	Type of Family	No. of Respondents	Percentage
1	Joint Family	43	34.4%
2	Nuclear Family	82	65.6%
	Total	**125**	**100**

INTERPRETATION:

The above table shows that 34.4% of respondents are joint family and 65.6% of respondents are nuclear family.

Table 4 showing the Family income of respondents

S. No	Family Income	No.of Respondent	Percentage
1	Less than 20000	39	31.2%
2	20001 to 40000	39	31.2%
3	40001 to 60000	24	19.2%
4	Above 60000	23	18.4%
	Total	**125**	**100**

INTERPRETATION:

The above table shows that 31.2% of respondents have Family Income less than 20000, 31.2% of respondents are between 20001 to 40000, 19.2% of respondents are between 40001 to 60000 and 18.4% of respondents are above 60000.

Table 5 showing which app would you prefer to purchase on online

S. No	Particulars	No .of. Respondents	Percentage
1	Meesho	47	37.6%
2	Amazon	42	33.6%
3	Myntra	25	20%
4	Flipkart	11	8.8%
	Total	**125**	**100**

INTERPRETATION:

The above table shows that 37.6% of respondents prefer meesho, 33.6% of respondents prefer amazon, 20% of respondents prefer myntra and 8.8% of respondents prefer flipkart.

8. Findings and Suggestions

- Majority (47.2%) of the respondents are belongs to the age group 18-30 years.

- Majority (50.4%) of the respondents are male.

- Majority (70.4%) of the respondents are unmarried.

- Majority (65.6%) of the respondents are belongs to nuclear family.

- Majority (44%) of the respondents have more than 3 members in the family.

- Majority (40.8%) of the respondents are belongs to urban area.

- Majority of the respondents of the family income is equal to less than 20000 and 20001 to 40000.

- Majority (52.8%) of the respondents are students.

- Majority (42.4%) of the respondents are come to know about Meesho app by social media.

- Majority (47.2%) of the respondents are occasionally using Meesho app.

- Majority (89.6%) of the respondents are purchased in Meesho app.

- Majority (36%) of the respondents buy the product because of low price.

- Majority (44.8%) of the respondents purchase clothes in Meesho app.

- Majority (86.4%) of the respondents are satisfied using Meesho app.

- Majority (32.8%) of the respondents are facing issue with time delay.

- Majority (37.6%) of the respondents are preferred to purchase in Meesho.

- Majority (45.6%) of the respondents are satisfied with quality of the products.

- Majority (49.6%) of the respondents are satisfied with the pricing of products.

- Majority (56.8%) of the respondents are recommended Meesho app.

- Majority (40.8%) of the respondents are most attractive towards product categories.

- Majority (40%) of the respondents are prefer cash on delivery.

- Majority (49.6%) of the respondents are satisfied with customer support provided by Meesho.

Suggestions

- Measures should be taken to improve customer service. Customers care centre should be established.

- May provide product suggestions according to their customers wants and needs.

- Measures should be taken to improve the quality element of the products shopped online.

- Provisions for replacing the damaged goods should be provided.

- The deliveries of goods should not be delayed. Accuracy in the delivery should be assured.

Conclusion

After conducting the study it was found out that majority of the respondents preferred online shopping. This is because of the convenience and door step delivery in online shopping. Customers can purchase almost any kind of product through online. They can make purchase at any time, from anywhere which makes online shopping, the preferred mode of shopping. Due to these reasons the number of online customers is increasing significantly. Therefore many companies are entering into online business, after understanding the scope of e-tail. Number of such online business is increasing day by day. Therefore Meesho is facing a tough competition to survive in this field.

But from the study conducted, it is found out that Meesho is a popular app as majority of them are already aware about it. Many of them make frequent purchase from Meesho due to the attractive offers given by Meesho and because of the implementation of successful marketing strategies. The factor which attracts most of the consumers is the quality of the products purchased from Meesho. It is clear that consumers trust Meesho app because of the quality of the services provided and by keeping up of its promise. Because of these reasons, customers are ready to make repurchase from Meesho. That means, Meesho have loyal customers. So, it is clear that Meesho succeeded in building 'Customer trust' by years of its hard work and implementation of critical marketing and advertising strategies.

Reference

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5. Fereshte Rasty, S. H. (2021). Trust barriers to online shopping: Investigating and prioritizing trust barriers in an intuitionistic fuzzy environment.

Annexure

1. Name _____

2. Age.

   A. Below 18 Years   B. 18-30 Years   C. 31-45 Years   D. Above 45 Years

3. Gender.

   A. Male   B. Female   C. Other

4. Marital Status.

   A. Married   B. Unmarried

5. Type of Family.

   A. Joint Family   B. Nuclear Family

6. No of members in a Family.

   A. 1   B. 2   C. 3   D. More than 3

7. Residential Area.

   A. Urban   B. Rural   C. Semi-Urban

8. Family Income.

   A. Less than 20000   B. 20001 to 40000   C. 40001 to 60000   D. Above 60000

9. Occupation.

   A. Employee   B. Student   C. Business person   D. Professional

10. How do you come to know about the Meesho App.

    A. Friends   B. Television   C. Social Media   D. Magazines

11. How often do you use Meesho App.

    A. Frequently   B. Occasionally   C. Rarely   D. Never

12. Have you purchased in Meesho App.

    A. Yes   B. No

13. Why do you buy the product in Meesho App.

    A. Low Price   B. Good Quality   C. Time Delivery   D. Others

14. What products do you mostly purchase in Meesho App.

    A. Clothes   B. Electronics   C. Home Appliances   D. Cosmetics

15. Are you satisfied using with Meesho App.

    A. Yes   B. No

16. What kind of problem you faced with Meesho App.

    A. Quality of the product B. Time Delay C. Customer Support Service D. Damaged products

17. Which app you would prefer to purchase on online.

    A .Meesho   B. Amazon   C. Myntra   D. Flipkart

18. How satisfied are you with quality of products you have received from Meesho app.

    A. Highly Satisfied   B. Satisfied   C. Neutral   D. Dissatisfied

19. How satisfied are you with pricing of products on Meesho app.

    A. Highly Satisfied   B. Satisfied   C. Neutral   D. Dissatisfied.

20. Will you recommend the Meesho App to others.

     A. Yes   B. No   C. Maybe

21. What features of the Meesho APP do you find most attractive.

    A. Search & Filter options   B. product Categories C. Discount & offers D. payment Options

22. What kind of payment you may prefer.

    A. Cash on Delivery   B. Online payment   C. Debit/Credit Cards   D. UPI

23. How satisfied are you with Customer Support provide by Meesho

    A. Highly Satisfied   B. Satisfied   C. Neutral   D. Dissatisfied

24. Rank the following factors based on their importance in influencing customer satisfaction towards "Meesho App" (1-5) in each category

Rank	User Interface	Product quality	Delivery Time	Customer Support	Pricing
1					
2					
3					
4					
5					

25. Suggestion _____