International Journal of Research Publication and Reviews

A Study on Consumer Satisfaction of Meesho App in Coimbatore City

¹Yazhini. B, ²S. Bhuvaneswari

¹UG Student, Sri Krishna Adithya College Cbe-42.
²Assistant Professor, Department of B. Com CA, Sri Krishna Adithya College Cbe-42.
Email : 20bmca249yazhinib@skacas.ac.in

ABSTRACT :

The majority of the sector has undergone considerable changes in the current period of globalisation, along with the world's nations and subsequently their communities. Internet marketing has been observed to broaden its horizons with the huge increase in internet usage. This article will discuss the Meesho app, a new selling platform. The results of this study will aid businesspeople in decisions on the development of their products. The results of this study will assist the Messho app understand how customers perceive Messho. 140 people who participated in the study were analysed. For this study, likert scale analyses and a straightforward percentage technique were employed. The lesson here is that pupils much prefer app-based learning. Their preference has been established by the versatility of using various learning tools.

Key words: Meesho, online shopping, internet, affordable, clothes.

INTRODUCTION

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 of choice. Retail is a process of selling goods and services to customers through multiple channels of distribution. Meesho is an Indian origin social commerce platform founded by IIT Delhi graduatesViditAatrey and Sanjeev Barnwal in December 2015. It enables small business and individuals to start their online stores via social channels such as WhatsApp, Facebook, Instagram etc… Meesho is headquartered in Bengaluru, India and was one of the three Indian companies to be selected for Y combinatory in 2016. It was also a part of the first batch of Google Lauchpad – solve for Indian program. In June 2019, Meeshobecames India's first start up to receive investment from internet.

The special feature in this application is we can set our margin price for the product and can earn more profit. Meesho is a social commerce platform that undertakes retail distribution, enabling small retail merchants to connect and sell their products effectively via social media channels. There are over 2 million resellers on the meesho platform and more than 20,000 manufacturers from more than 500 towns who gets distribution through Meesho. Meesho is India's largest and most trusted market place for resellers, who sell products through online channels like whats app, Instagram, Facebook etc.., Meesho hits products at lowest prices which attracts customers to shop online than other online shops. It has125 millionmonthly active users on it's platform.

STATEMENT OF THE PROBLEM

Online selling app has gained a lot of importance in the present marketing condition. But every application are not known to the public. And the awareness about the new applications are very rare. This is one of major problem for the business people who are introducing the new applications through online marketing. The problem area of the survey is consumer awareness and satisfaction towards the Meesho app.

OBJECTIVES OF THE STUDY

● To identify the awareness of the consumer about Messho App.

● To determine the factors influencing to choose Messho App.

● To know the customer satisfaction level with Messho App.

SCOPE OF STUDY

The present study is undertaken to examine the level of awareness and satisfaction level of the consumers. It enables us to understand and helps in making decision regarding their product improvement. This study will help to know about the view of Meesho among the consumers. This study was analysed with 110 respondents. Simple percentage analyses method and likert scale analyses were used for this study. This study covers the consumer satisfaction towards meesho app with special reference to coimbatore city.

RESEARCH METHODOLOGY

Data was collected from both primary and secondary data sources. For the purpose of analysis, the data has been collected from 110 customers from the selected sampled respondents in Coimbatore city.

Sample size and design :

The sample of 110 respondents was chosen for the study.

Area of the study :

The study is conducted in Coimbatore urban areas.

Statistical tools applied :

• Simple percentage analysis

LIMITATIONS OF THE STUDY

1. This study limited to number of respondents and the period ofstudy is also limited.

2. As this study is based on primary data collected through filling questionnaire, any wrong or biased information by the respondents affect the result of the study.

3. Samples are only collected in Coimbatore district, so it will not applicable to other place.

REVIEW OF LITERATURE

It is essential for a research scholar to do a review on the related literature for his study to have a comprehensive knowledge about the research. It helps the researcher to take the initial step of fixing the problem on which the study is to be done. The review of literature gives the researcher, a broader outlook on the background and situations under which the study has been conducted.

Syed Shah Alam, MohdHelmi Ali, Nor Asiah Omar, Wan MohdHirwani Wan Hussain 2021 The aim of this study is to examine the factors affecting customer satisfaction in online shopping. The conceptual model for this study was developed based on the previous research in the online shopping context. In this research, ten hypotheses on factors affecting customer satisfaction in online shopping are outlined with empirical data from 337 respondents. The regression results show that customer service, information quality, response time, transaction capability, delivery, merchandise attributes, security/privacy, convenient payment method, and price have significant positive influence on customer satisfaction in online shopping.

Rocío Aguilar-Illescas, Rafael Anaya-Sanchez, Virginia Alvarez-Frias, Sebastian Molinillo 2020 Consumers increasingly prefer to use mobile phones to surf the internet and make purchases. Mobile applications are also being more used in the area of trade between consumers. This study seeks to understand how satisfaction is generated in the context of consumer-to-consumer (C2C) commerce via mobile applications for buying and selling secondhand fashion products (eg, clothing, accessories). The results show that trust, perceived usefulness and mobility have significant and positive impacts on consumer satisfaction with C2C mobile applications in fashion sales

T ShenbagaVadivu 2015 In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

VK Hamza, K Saidalavi 2014 The purpose of this study is to explore the influences of online shopping perceived benefits namely Convenience, Pricing and Wider Selection towards Online Customer Satisfaction and Word of Mouth. The data has been collected on convenience from 385 respondents who experienced at least one online shopping in the last year. Four hypotheses has been tested empirically with the help of Partial Least Square Structural Equation Modeling (PLS-SEM) and the results are significant.

ANALYSIS AND INTERPRETATION OF DATA

Consumer Awareness on Meesho App

Awareness	Number	Percentage
Friends	46	41.8
Advertisements	38	34.5
Relatives	21	19.1
Others	5	4.5
Total	110	100

Interpretation :

From the above data, It shows that how they are aware of the Meesho App. The 41.8% of respondents are aware by their friends while 34.5% of the respondents are aware by advertisements. 19.1% of the respondents are aware about Meesho App by their relatives. Rest of the 4.5% of the respondents falls under others. Thus the majority of the respondents are aware of the Meesho App by their friends.

Consumer satisfaction on Meesho App

Satisfaction level	Number	Percentage
Highly satisfied	33	30.0
Satisfied	54	49.1
Neutral	17	15.5
Dissatisfied	3	2.7
Highly Dissatisfied	3	2.7
Total	110	100

Interpretation :

The above data, shows that the satisfaction level of the respondents on Meesho App. 30% of the respondents were highly satisfied and 49.1% of the respondents were satisfied on Meesho App. 15.5% of the respondents were neutral. Only 2.7 respondents were dissatisfied where the same 2.7% of the respondents were highly dissatisfied on Meesho App. Thus, the majority of the respondents were satisfied on Meesho App.

Factors influencing

Reason for choosing Meesho	Number	Percentage
Low Price	57	51.8
Good quality	30	27.3
Convinient and time saving	17	15.5
Others	6	5.5
Total	110	100

Interpretation :

From the above data, it shows that the reason for choosing the Meesho App by the Respondents. 51.8% of the respondents use the Meesho App because of the low price while 27.3% of the respondents are choosing the Meesho for good quality. Only 15.5% of the respondents choose Meesho for convinient shopping and time saving. Rest of the 5.5% respondents falls under other reason. Hence the majority of the respondents choose Meesho App because of low price.

FINDINGS, SUGGESTION, CONCLUSION

FINDINGS

- Out of 110 respondents, 41.8% The majority of the respondents are aware of the Meesho App by their friends.

- Out of 110 respondents, 51.8% The majority of the respondents choose Meesho App because of low price.

- Among 110 respondents, 67.3% The Majority of the product that the respondents bought often from Meesho were clothes.

- Among 110 respondents, 37.3% The majority of the respondents shops once a month in Meesho App.

- Among 110 respondents, 40.9% The majority of the respondents will definitely recommend the Meesho to others.

- Among 110 respondents, 30% The majority of the respondents were satisfied on Meesho App.

- Among 110 respondents, 62.7% The Majority of the respondents pays through Cash on delivery.

- Among 110 respondents, 43.6% The majority of the respondents are just satisfied and not highly satisfied with the time of delivery.

- Among 110 respondents, 86.4% The majority of the respondents responded as that Meesho is affordable.

- Among 110 respondents, 65.5% The Meesho App made a majority of the respondents influenced during pandemic days.

- Among 110 respondents, 57.3% The majority of the respondents were satisfied on price of the products on the Meesho App. Hence the price aspect of the Meesho products satisfies the respondents most.

- Among 110 respondents, 43.6% The majority of the respondents are satisfied using Meesho App than using other shopping apps.

- Among 110 respondents, 58.2% The majority of the respondents spends less than 1 hour per visit.

- Among 110 respondents, 87.3% The majority of the respondents had responded that they were find variety of products through Meesho.

- Among 110 respondents,70.9% The majority of the respondents made purchase decision regarding Meesho App from social media Advertisements.

- Among 110 respondents, 43.6% The majority of the respondents prefers to quality of the clothes on Meesho App.

- Among 110 respondents, 45.5% The majority of the respondents buys products through Meesho App by referring product review.

SUGGESTIONS

1. Peoples are getting awareness only through their mobile phones. It will not reach more people so the awareness should be done in all modes of advertisements like Television, Radio, Newspapers, Magazines, etc….

2. This Meesho app is fully focused on Home makers it is a good effort but it should reach all the age group peoples.

3. Good application keeps this achievement and work more to make some new developments in online shopping field.

4. Delivery charge can be reduced.

5. Product Quality can be improved even more better.

6. Products are delivered later from the ordered day, So delivery of the products should be supplied on time

CONCLUSION

After conducting the study it was found out that majority of the respondents prefers Meesho App than other online shopping app in coimbatore city. 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 satisfied on Meesho app because of the quality and price of the products. Because of these reasons, customers are ready to make repurchase from Meesho. That means, Meesho have satisfied customers. So, it is clear that Meesho succeeded in building 'Customer Satisfaction' by years of its hard work and implementation of critical marketing and advertising strategies. Meesho has unique features as compared to other apps. This study will support the meesho app to know how is the reach of the application and can change their mistakes and improve some more aspects that satisfy the consumer satisfaction.

BIBLIOGRAPHY

Journals for references

1. The Influence of type of Advertisement, Price, and Source Credibility on Perceived Quality, Journal of the Academy of Marketing science, 20(3), 253-260. Gregg. D. G., & Walezak, S. (2010).

2. Website Characteristics, Trust and purchase intention in online stores: - An Empirical Study in the Indian Context. Journal of Information Science and Technology, 6(2). Gauzente, C. (2004).

3. The relationship between website quality, trust and price premiums at online auctions. Electronic Commerce Research, 10(1), 1-25. Hasan, L., & Morris, A. (2007).

4. The DeLone and McLean Model of Information Systems Success. Journal of Management Information Systems, 19(9), 9-30. Department of Statistics. (2017).

5. Palmer, Kimberly, More Consumers Using Tablets to Holiday Shop Study". December 8, 2011.

WEBSITE:

- www.google.com

- https://news.google.com/publications/CAAqBwgKMK7I_wowpq_5Ag?hl=enIN&gl=IN&ceid=IN%3Aen

- www.wikipedia.com

- https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.meesho.co/

- https://www.exchange4media.com/marketing-news/meesho-gears-up-to-unlock 200million-indian-consumers-125876.html