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## Study on Consumer's Perception Towards Purchasing Apparel from Meesho App

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### ABSTRACT

This study investigates consumer perceptions of purchasing apparel through the Meesho app in India. The research employs a descriptive design and gathers data through a survey administered to 206 Meesho app users. Convenience sampling was used to select participants.

The findings reveal that many Meesho users belong to the 21-40 age group. While a variety of apparel for men, women, and children is available on the platform, user responses regarding service and material quality tend to be neutral, suggesting they might not be frequent purchasers. Despite this, a positive perception toward Meesho emerges, with most respondents expressing satisfaction and a preference for Meesho over other apparel shopping platforms.

The study offers valuable insights into the demographics of Meesho users and their purchasing habits. It highlights the need for Meesho to address potential concerns about service and material quality to enhance customer experience and solidify positive perceptions.

Keywords: Perception, Meesho, Apparel, Perception

### INTRODUCTION

Since humans began exchanging products and services with one another, commerce has existed. From the earliest days of bartering through the formation of currencies and the establishment of trade routes, mankind has sought out ways to exchange products and services and has built a distribution system around it. The macroeconomic purchase and sale of products and services by huge entities at large scale are now commonly referred to as commerce. A transaction is defined as the sale or purchase of a single item by a consumer, whereas commerce refers to all transactions relating to the purchase and sale of that item in an economy. The majority of trade takes place on an international level and involves the purchasing and selling of goods between countries. It is vital to note that commerce is not a synonym of business, but rather a subset of it.

### LITERATURE REVIEW

**R. Aashritha, Jessi Pon, Shakthi Aravinth, Dr. Divya Prabha, and Dr. V.B. Mathipurani (April 2022). Consumer Perception and Satisfaction Towards Online Apparel Purchase.** It was decided to research buying behavior in factors such as product (clothing), pricing, advertising schemes, and physical distribution of online apparel ideas to make the study more precise. The primary data used in the study was collected in 2022 and examined. As a large population size is taken for the study convenience sampling technique is chosen as the sampling method for the study. As the population size of the district is large a total of 250 was chosen as the sample size for the data collected for the study. Statistical tools used: Percentage analysis, Kruskal Wallis test, Oneway Anova, and Rank correlation. The information gathered through the questionnaire was extremely useful in identifying difficulties and learning about client opinions surrounding the purchase of apparel through online channels. Before delivery, the items should be checked for authenticity, and the number of bogus products sent should be limited.

**Vinothini A. Customer Perception on Online Apparel Stores in Chennai (July 2020).** The objective was to study the customer perception level of online shopping towards apparel in Chennai city & to analyze the factors influencing online shopping on customers. The sources of data used in this article are both primary and secondary data. Descriptive research is used for this research. The Primary data was gathered from a sample size of 106 respondents from Chennai. The sampling technique used for the research is convenience technique. Independent sample t-test and chi-square were adopted as an analysis tool for the study. It was concluded that online shopping is preferred by customers mainly due to the ease of use and "use it anywhere any time" From the theoretical framework we can identify the various essential factors influencing online shopping and from the secondary data available it is evident that online shopping will rule the market and there are chances for traditional marketing methods to decline gradually, until proper strategies are followed to save it.

**Chandra Kumar Dwivedi. A Study on Consumer Behaviour Towards Line Apparel Purchase in Indore City.** The objective of the study was to study the factors influencing consumers' preference for apparel online shopping. To assess the behavior of consumers towards apparel online shopping. To analyze the consumers' satisfaction towards apparel online shopping. To study the problems faced by the consumers towards apparel online shopping. To offer suitable suggestions for enhancing consumers' satisfaction through apparel online shopping. In this research collection of primary and secondary data. This investigation includes primary data gathering through an organized survey questionnaire. secondary information was gathered "through Books, Periodicals, Journals, Research papers, and contextual analysis, Websites, Articles, and Newspapers". The data has been collected from different parts of Indore city from 300 respondents. In this study probability sampling is used, under this judgmental sampling method is used. The total sample size consists of Consumers on line Buying Behaviours in Indore City. Data were analyzed with some statistical techniques like Descriptive Statistics and the Chi-Square test. The study reveals the online consumer buying behavior of Indore people on their online apparel purchases.

**Akash Tarun Pandit, Sonam Kumari (3 March 2022). A study on social media marketing and customer experience for Meesho a clothing application.** The objective of the study is to study the brand preference for clothes in the mesh application. To study customer perception for online clothing brand-mesh. To study factors influencing different clothing applications. To study social media marketing storage mesh application. Research is based on primary data that is collected through questionnaires and secondary data is collected from websites, journals, and previous studies. The sample size for this research was 150. Data was analyzed using the Chi-Square Test, Pie Charts, and Bar charts. The Study Concluded that social media and the fashion business are extremely dependent on one another. Furthermore, social media and the fashion sector have a substantial link, meaning that a 1% growth in social media will result in a 20.6 percent increase in the fashion industry.

**Vivek Kumar (February 2021). Antecedents of Customer Attitude in Online Apparel Purchase.** Primary and Secondary data were collected. Primary Data - 256 respondents. Secondary data – Online References. Non non-probability method was used and a questionnaire was collected as per convenience. the findings display a connection between customer attitude and exogenous variables i.e., apparel appearance, apparel comfort, apparel price, and perceived ease of use, however, security and perceived risk have the strongest relationship with customer attitude. In many parts, researchers observed similar results about technological variables, especially perceived risk.

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## OBJECTIVES OF THE STUDY

- To Study Consumer's Perceptions towards Purchasing Apparel from Meesho App.
- To Study Demographic Factors Affecting the Purchase of Apparel from the Meesho App.

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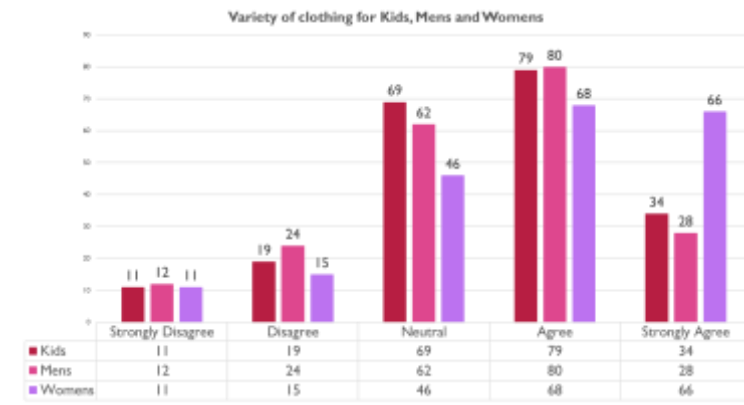
## RESEARCH METHODOLOGY

The Statement of the problem of research is "Study on Consumer's Perception Towards Purchasing Apparel from Meesho App." A descriptive Research Design has been used as the Researcher tried to describe the situation of how Indian stock markets are affected by "Inflation" and "GDP". This study is based on descriptive research design as it tends to find out the reason a customer chooses meesho App and their preference at the time of buying products online. The study is pre-planned and structured in design to collect the information statistically inferred on a population. Where the main idea is to gain insight into the preferences of people in Meesho shopping. The data collection of the research includes primary data. Primary data are those data give the original information for a specific purpose and are collected for the first time. Thus the primary data are collected with the help of a questionnaire. As a sampling frame Researcher lists or devices to specify the population of interest. It is a group of components that a researcher can use to select a sample from the population. In this research project, our sampling frame is Meesho app users. There are two types of sampling methods Probability and Non- Probability. In non-probability are four types of sampling methods: The researcher has used the "Convenience Sampling Method" which is part of Non- Probability Sampling Design the Sampling Size is 206 respondents. The scope of the study is to know the perception of customers towards Meesho shopping.

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## ANALYSIS

### 1. Variety of clothing for Kids, men & women

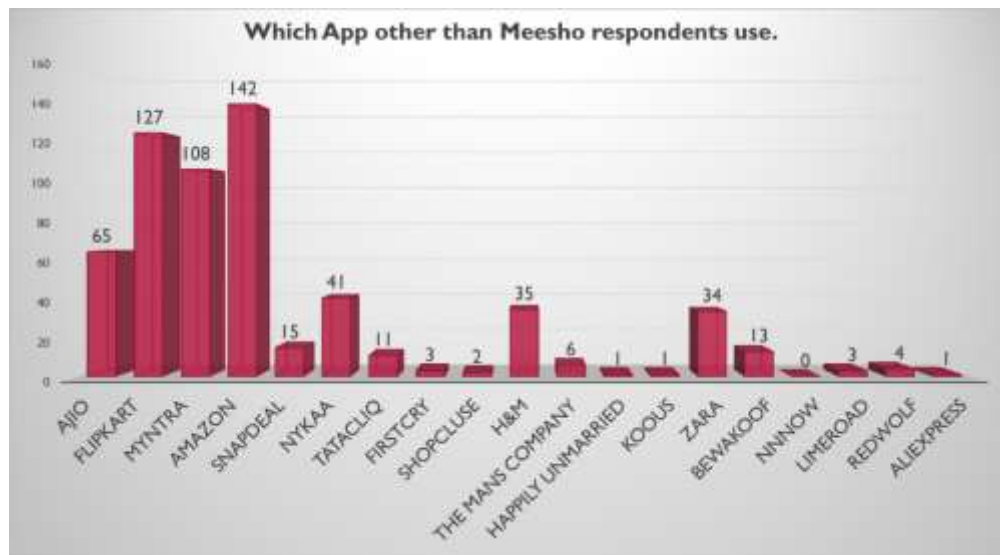


### **Interpretation:**

Most respondents agree or strongly agree that there is a variety of clothing available for men (80%) and women (68%). There are also significant portions of respondents who are neutral on this point (24% for men and 46% for women).

For kids' clothing, the distribution of responses is more scattered. There is a smaller percentage who strongly agree (34%) that there is a variety of clothing available compared to men and women. There are also higher percentages who disagree (19%) or strongly disagree (15%) with this statement.

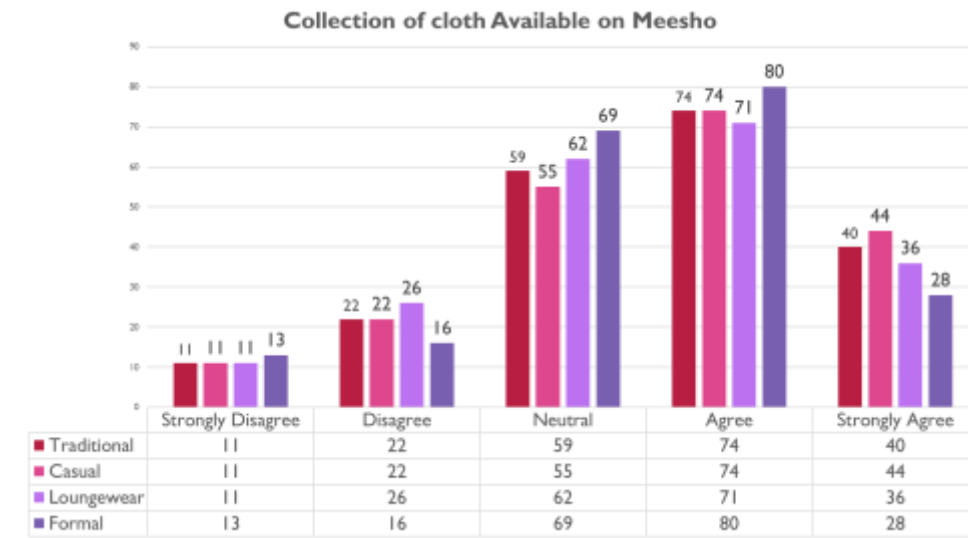
### **2. Which app other than Meesho respondents use?**



### **Interpretation:**

Out of 206 Responses, the majority of the respondents use Ajo, Flipkart, Amazon, Myntra, and H&M other than Meesho for apparel Purchases. Amazon has the highest percentage which is 69%.

### **3. Collection of clothes Available on Meesho**



### Interpretation:

Based on user responses, casual clothing is the most readily available type of clothing on Meesho, with a significant portion of users (74%) strongly agreeing that it's available. Traditional clothing comes in second (71% strongly agree), followed by loungewear (62% strongly agree). Formal wear seems to be the least available category, with only 28% of users strongly agreeing it's offered on Meesho.

It's important to note that a significant number of users also provided neutral responses (between 22% and 36%) for each clothing type. This suggests that users may not be entirely certain about the full range of clothes available or that Meesho's offerings in these categories might be limited.

## FINDINGS

- People belonging to the age of 21 - 40 are the majority using Meesho and purchasing from it i.e., 153 people, 48 from 0 – 20, 4 from 41 – 60, and 1 from 61 – 80 class.
- The purchasing frequency of respondents is sort of equally distributed. 53 purchase Once a Month, 59 purchase Once in 6 months, 46 purchase once a year, and 48 purchase “other” which means once in more than one year.
- Respondents from urban areas are in the majority for using Meesho. i.e., 79 from Rural and 127 from Urban.
- As the study is on a descriptive basis and the method used is probability respondents belong to one cluster only, that's why the majority of respondents are students and that is why their income is not available. It is assumed that their parents are paying for their expenses.
- Similarly, as respondents belong to one cluster only, the majority of respondents are bachelors.
- Majority of respondents are female that's why they are more attracted to the apparel of women.
- it is seen that other than Meesho, 7 famous platforms are also used for apparel purchases.
- Service and material-related statements are replied with “neutral” which means respondents are only surfing on Meesho and not purchasing frequently. As they are not aware of its services and material of the product\
- A variety of clothing that is clothes for kids, males, and females are available on Meesho.
- As per the liking of customers, a Collection of apparel that is formal, loungewear, traditional, and casual is available on Meesho.
- Overall, most of the respondents have replied that they are happy with Meesho and the majority of respondents will prefer Meesho to others for apparel purchase

## CONCLUSION

The perception of respondents is positive towards Meesho because 19 statements are categorized into 5 categories for analysis Material, Collection, Variety, Service, and Overall. In these categories “Disagree and Strongly disagree” responses are seen very less. But at the same time, respondents have replied neutrally frequently which means that they are just surfing on Meesho and not purchasing apparel from it

Finally, we got that people belonging to the rural areas having ages between 21 to 40 and income between 20,000 to 40,000 and who have a bachelors are using Meesho more frequently and they are attracted to women's apparel and every category every variety of clothing is available on Meesho. Hence, the perception of customers towards Meesho is positive.

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## APPENDIX

### Questionnaire

We the Students of the SRIMCA-MBA Programme are doing a Research work *Study on Consumer's Perception Towards Purchasing Apparel from Meesho App*. For this Research, we need your valuable input. We assure you that the information provided by you will be kept secret & only be used for Academic purposes.

- Aneesbhai A. Multani Shafaque F. Saiyed Parth V. Pawar

1) Name -

2) Age -

3) Gender - ☐ Male ☐ Female ☐ Transgender

4) Monthly Income (Rs) -

5) Location - Rural ☐ Urban ☐

6) Marital Status

Married ☐ Divorced ☐

Bachelor ☐ Widow/Widower ☐

7) Occupation.

Student ☐ Farmer ☐ Profession ☐ Retired ☐

Business ☐ Housewife ☐ Salaried Employee ☐

8) How frequently do you Purchase apparel from Meesho App?

Once a month ☐ Once in six months ☐

Once a year ☐ Others ☐

9) Which Category of apparel attracts you more to the Meesho App? (Multiple Choices)

Women's ☐ Men's ☐ Kid's ☐

10) Other than Meesho, which are the Apps you use for Apparel shopping? (Multiple Choice)

Ajio	Nykaa	TheMans	Zara	Aliexpress
Flipkart	TataCliq	Company	Bewakoof	
Myntra	Firstcry	Happily	Nnnow	
Amazon	Shopcluse	Unmarried	Limeroad	
Snapdeal	H&M	Koous	Redwolf	

11) Rate on the Scale

(1=Strongly Disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree.)

Sr. No.	Perception	1	2	3	4	5
1	Apparels have Value for money					
2	Large Varieties of Men's clothing are available on Meesho					
3	Large Varieties of Women's clothing are available on Meesho					
4	Large Varieties of Kid's clothing are Available on Meesho					
5	Meesho Provides a good collection of Traditional Wear.					
6	Meesho Provides a good collection of Casual Wear.					
7	Meesho Provides a good collection of Loungewear.					
8	Meesho Provides a good collection of Formal Wear.					
9	Meesho provides 'To the Size' Clothing.					
10	Seasonal Appeals are available on Meesho. (Summer, Winter)					
11	All Materials if Clothing is Available on Meesho.					
12	Meesho provides perfectly matched products as shown in the picture					
13	Easy return and exchange of apparel are Possible.					
14	Easy return and exchange of apparel are Possible.					
15	Good offers on apparel are available					
16	Refund Process The Meesho App is Hassle-free					
17	Meesho Provide Sufficient Information about Apparel					
18	The Parcel/Package is Delivered in Good Condition					
19	You are Happy with the Apparel from Meesho App					

12) According to your opinion and Experience, Would you prefer others Meesho?

Yes      No