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A STUDY ON WOMEN PERCEPTION AND PREFERENCE TOWARDS MEESHO ONLINE SHOPPING – WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT :

The rise of e-commerce platforms has significantly transformed consumer shopping behavior, particularly among women. This study explores the perception and preferences of women consumers in Coimbatore city towards Meesho, a rapidly growing social commerce platform. The objective is to analyze key factors such as product variety, pricing, user-friendliness, trust, and customer service that influence purchasing decisions on Meesho. Data was collected through a structured questionnaire distributed among a diverse group of women across different age groups, occupations, and income levels in Coimbatore. The findings reveal that affordability and ease of use are primary drivers for Meesho's popularity, especially among homemakers and small business resellers. However, concerns over product quality and return policies persist. The study concludes with recommendations for improving user trust and enhancing the overall shopping experience on Meesho. This research provides valuable insights for marketers and platform developers to better cater to the evolving expectations of female online shoppers in Tier-II cities like Coimbatore.

1.INTRODUCTION

In this genre of fast moving lifestyle, customers are busier than what they were few years back. It is precisely for this reason customers are also purchasing the products or services online. With technological up-gradation, online purchase has gained popularity. Online purchasing behavior varies to a great extent in comparison with the traditional buying, as an analysis of the online purchasing shows. Online shopping is the process whereby consumers directly buy goods or services from a seller interactively in real-time without an intermediary service over the internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Now-a-day's internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers. Customers will be able to save their time and money, plus retrieve all the product information with just few clicks in few minutes also; purchasing can be done anywhere, anytime according to their preferences. In the generation of fast moving lifestyle, customers are busier than what they were few years back. Today both urban and rural areas enjoy internet facilities. In this generation of technological up-gradation the consumer buying behaviour has changed to a great extent. Companies are also well aware of these facts and that's why they are also giving greater importance to online consumer behaviour.

2.OBJECTIVES OF THE STUDY

- To analyze the level of awareness and satisfaction of women's towards Meesho shopping
- To investigate the major factors that have the maximum impacts to choose online shopping through Meesho shopping.
- To find out the difficulties faced by the women consumers.

3.REVIEW OF LITERATURE

Zaid Ahmad Ansari (2022), carried out a study entitled, 'An analysis of customer satisfaction from the quality of online services of Suadi Airlines',

with an aim to find out the satisfaction level of the customers. The data for the study has been collected through a structured close-ended questionnaire from 400 respondents using convenience sampling method. The study uses ANOVA and T-Test to analyze the data. The study reveals that majority of respondents are satisfied with the services of suadi airlines namely, speed of the online services, getting tickets online, online payment and cancellation of the tickets online.

Jayasubramanian et al (2019), in their study entitled, 'A Study on customer satisfaction towards online shopping' (with special reference to Coimbatore city only) with an object to know specific reason for choosing online purchase. The data for study has been collected through well structured questionnaire from 50 respondents with help of convenient sampling method. The study uses simple percentage and ranking analysis to analyze the data. The findings of the study reveals that the first purpose is time saving followed by attractive offers, product delivery, warranties, return policies and payment security.

4. RESEARCH METHODOLOGY

This part explains the methodology used in this study. The methodology includes sources of data. Sample size, area of the study and framework of analysis.

SAMPLING SIZE

The sample size used in this study is 100

SAMPLING METHOD

To study the Project a Convenient Sampling Method is adopted.

AREA OF THE STUDY

The sample area chosen for conducting the study is Coimbatore South.

STATISTICAL TOOLS USED

- For descriptive data representation Simple Percentage Analysis.
- Chi-Square Test for analysing the relationship of changing income levels with the purchasing decisions.

5. INTERPRETATION AND ANALYSIS

5.1 SIMPLE PERCENTAGE ANALYSIS

Table 5.1.1

Age of the Respondent

Age	No of Respondents	Percentage (%)
Below 25 years	88	73.3
26-35 years	25	20.8
36-45 years	3	2.5
Above 45 years	4	3.3
Total	120	100

INTERPRETATION

Out of 120 online shoppers, 88 (73.3%) of the respondents belong to the age group of below 25 years, 25 (20.8%) of the respondents are belong to the age group between 26-35 years, three (2.5%) of the respondents are belong to the age group between 36-45 years and remaining four (3.3%) of the respondents are belong to the age group of above 45 years.

Table 5.1.2

Showing the Family Income of the Respondent

Family Income	No of Respondents	Percentage (%)
Below Rs. 20,000	20	16.7
Rs. 20001 – Rs.40,000	32	26.7
Rs. 40,001 – Rs.50,000	53	43.2
Above Rs. 50,000	15	12.5
Total	120	100

INTERPRETATION

Income wise classification of online shoppers reveals that, Out of the total 120 respondents 20 (16.7%) of the respondents family income is Less than Rs. 20,000, 32 (26.7%) of the respondents family income is Rs. 20001 – Rs.40,000, 53 (43.2%) of the respondents family income is Rs. 40,001 – Rs.50,000 and remaining 15 (12.5%) of the respondents family income is above Rs. 50,000.

Table 5.1.3
Showing the Duration of Usage of the Respondent

Duration of Usage	No of Respondents	Percentage (%)
Upto 1 year	45	37.5
1 to 3 years	33	27.5
3 to 5 years	13	10.8
Above 5 years	14	11.7
Total	120	100

INTERPRETATION

From the above table, out of 120 respondents, 45 (37.5%) of the respondents are using online shopping for below 1 years, 33 (27.5%) of the respondents are using online shopping for 13 years, 13 (10.8%) of the respondents are using online shopping for 3 to 5 years and remaining 14 (11.7%) of the respondents are using online shopping for more than 5 years.

5.2CHI – SQUARE

The chi square test is an important test among the several tests of signification developed by satisfaction. Chi-square, symbolically written χ^2 is a statistical measure used in the contexts of sampling analysis for comparing a variance to a theoretical variance. It can also be used to make comparison between theoretical population and actual data when categories as used.

Table 5.2.1
Educational Qualification and Level of Satisfaction

Educational Qualification	Level of Satisfaction			Total
	Low	Moderate	High	
Up to SSLC	4	5	0	9
HSC	4	7	4	15
Diploma	2	1	13	16
Under Graduate	5	14	16	35
Post Graduate	1	12	31	44
Others	0	0	1	1
Total	16	39	65	120

Chi-Square Value: 31.968
Degrees of Freedom (df): 10
P-Value: 18.307

INTERPRETATION

As the calculated χ^2 value is greater than the table value at five per cent level, null hypothesis is accepted. Therefore it is concluded that there is a significant association between Educational Qualification of the respondents and their level of satisfaction towards with meesho shopping.

6.FINDINGS, SUGGESTION

6.1FINDINGS

Simple Percentage Analysis

- Majority 88 (73.3%) of the online shoppers belong to the age group of below 25 years.
- Majority 53(43.2%) of the respondents are purchased the product through online on their income level between rs. 40,001 – rs.50,000.
- Majority of the respondents used online shopping for upto 1 years.

Chi-Square test

- There is a significant association between Educational Qualification of the respondents and their level of satisfaction towards with meesho shopping.

6.2SUGGESTIONS

- More advertisement should be made about Meesho shopping.
- This Meesho app is fully focus on Home makers it is a good effort but it should reach all the age group peoples.
- Good application keeps this achievement and work more to make some new developments in online selling field.
- To avoid sending wrong and damaged product.
- To provide more collection, gifts and discount for the product.
- To intimate the new arrivals to the existing customer, through message.
- Security towards transaction must be increased.
- To increase the access speed of network connection.
- Give the detailed message to the customers regarding the festival offers.
- To improve the quality of products to the benefit of customers.
- To reduce the service charges.

7.CONCLUSIONS

Online shopping has many advantages like global reach, availability of wide variety and cheaper price, quality of products, 24x7 timing etc. The needs of the online customers change day by day. The numbers of online stores will only continue to grow because of the growing popularity in online shopping. The reasoning behind this is due to an increasing number of technologically savvy consumers who want to research their products, buy them now, and get them now. The growth of Meesho shoppers is greater than the growth in internet users, indicating that more internet users are becoming comfortable to shop in online. The capability of purchasing without leave from place is great interest to many customers to purchase the product through online. Most of the rural customers are also aware on the online shopping. The customers are satisfied with the timely delivery of the products, discounts and offers, choice of product, safe packing, customer service, payment procedure and procedure for cancelling the order etc. On this study we came to know that the awareness about the meesho app is very less among the people. But the users of meesho app were very comfortable and they are benefitted by the application. Promotional activities must be improved to increase the users of meesho app. Most of the respondents are women so women are becoming an successful entrepreneur so that our economy also becoming developed. The procedures can be simple so that the illustrate users can do they business easily and comfortable and they will recommend others to use this application. This study will support the meesho app to know how is the reach of the application and can change their mistakes and improve the users of the meesho app to earn more profit.

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