



A Study on Customer Satisfaction towards Meesho Online Shopping with Special Reference to Coimbatore City

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ABSTRACT

The swift expansion of e-commerce in India has resulted in heightened competition among e-commerce platforms. In recent years, Meesho, a well-known e-commerce platform, has experienced tremendous growth. Investigating Coimbatore city customers' satisfaction with Meesho online shopping is the goal of this study.

INTRODUCTION

The expanding IT industry and sizable student body in Coimbatore, India, have contributed to the rise in popularity of e-commerce sites like Meesho. The purpose of this study is to comprehend the elements affecting customer satisfaction and how Meesho serves this varied clientele. consumer service, product offerings, payment and delivery methods, and website usability are all factors that affect consumer happiness. The results will be used by Meesho to improve its online shopping experience, increase customer loyalty, and advance our understanding of e-commerce customer happiness. Additionally, Meesho will be able to better tailor its services to user needs thanks to the research, which will eventually boost customer loyalty and business growth

OBJECTIVES

- To assess the satisfaction level of Meesho customers in Coimbatore city
- To understand the factors that influence customer's satisfaction with Meesho online shopping

STATEMENT OF PROBLEM

Customer satisfaction with Meesho online shopping in Coimbatore, India, is the subject of this study. It seeks to pinpoint the main elements that affect consumer happiness, including user interface, cost, delivery time, product quality, and customer service. Additionally, the study looks into certain problems users could be having with the Meesho app and offers suggestions for improving customer satisfaction and services.

RESEARCH METHODOLOGY

Stages or steps make up a research process, which directs a project from inception to final analysis, suggestions, and actions. The research process gives the project a methodical, planned approach and guarantees that every component of the project is consistent with the others. Each phase in the evolution of a research study represents the response to a major question. The methodology includes the questionnaire's construction, data sources, sampling design, and data gathering tools.

SOURCES OF DATA

1. Primary data

Collect the data using questionnaires and the help of google forms.

2. Secondary data

The secondary knowledge was collected from numerous sources like completely different business websites, Articles and revealed papers.

TOOLS USED FOR ANALYSING THE DATA

This study has the objectives of ascertaining the “Customer satisfaction towards the Meesho online shopping” with special reference to the Coimbatore city for analysing the primary data the following statistical tool was used.

- Simple percentage analysis
- Chi Square

LIMITATIONS OF THE STUDY

- The respondents for the study are only focuses on customers from the Coimbatore city
- The study will be conducted within a limited time frame which may not allow for a comprehensive analysis of customer satisfaction

REVIEW OF LITERATURE

Angamuthu (2020) They gave a succinct summary of Indian online shopping. Online purchasing is becoming more and more common among Indian youth. For their purchasing needs, teenagers and bachelors are increasingly using the Internet. The vast majority of people are fully aware of the benefits and drawbacks of online buying. Technology has advanced significantly in recent years to enhance consumers' online shopping experiences, and it will do so going forward. Due to the quick growth of companies and products, people predict that online transactions will soon surpass in-store purchases.

Dr. A. Jayanthi And Dhas (2023) A study on Kanyakumari District customers' attitudes about online shopping, specifically with regard to Meesho. Customers can now shop whenever and wherever they want thanks to the emergence of e-commerce, which has completely changed how firms run. This study is to investigate consumer perceptions of online buying, with a particular emphasis on Meesho, a well-known e-commerce site in Kanyakumari District. The study takes a quantitative approach and uses a structured questionnaire as its main tool for gathering data.

A Pannerselvam And Unika David (2024) "A study on consumer awareness and satisfaction with the Meesho application, specifically focussing on Chegalpattu district" Evaluating customer happiness and awareness of the Meesho app is the main objective of the study. Meesho is one of the largest online marketplaces in India. An increasingly important factor for businesses looking to succeed in a cutthroat market is customer happiness. In order to help the organisation enhance its services and customer experience, this research aims to explore the factors that affect consumer preference, satisfaction, and awareness levels with the Meesho application.

THEORETICAL ASPECTS OF THE STUDY

This study uses the Expectancy-Disconfirmation Theory (EDT) and the Theory of Planned Behavior (TPB) to analyze customer satisfaction in online shopping. It defines customer satisfaction as a psychological state resulting from a customer's evaluation of their experience with a product or service. The study identifies several independent variables influencing customer satisfaction, including website quality, product quality, price competitiveness, delivery time, and customer support. The dependent variable is customer satisfaction.

COMPANY PROFILE

The social commerce platform Meesho was established in 2015 by Sanjeev Barnwal and Vidit Aatrey in India. Small companies and individuals can use it to open online stores and sell goods to consumers throughout India. Meesho ships goods straight to clients by collaborating with suppliers and using a zero-inventory business strategy. Meesho, which has more than 100,000 suppliers, has had a big impact on the Indian e-commerce market by allowing millions of small enterprises to open online stores and ushering in a new era of social commerce. Affordable, accessible, and user-friendly features are the focal points of its distinctive business strategy.

ANALYSIS & INTERPRETATION

1.SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis has been carried out for all the questions given in the questionnaire. This analysis describes the classification of the respondents falling under each category. The percentage analysis is used mainly for standardization and comparison.

$$\text{Percentage analysis} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} * 100$$

A) PRODUCTS THAT RESPONDENTS MOSTLY PURCHASE IN MEESHO

S.NO	PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE
1	Clothes	56	46.6%
2	Electronics	30	25%
3	Home appliances	16	13%
4	Cosmetics	13	10.8 %
5	Bags and Toys	3	2.5%
6	Others	2	1.6%
	TOTAL	120	100%

SOURCE : PRIMARY DATA

INTERPRETATION:

It can be deduced from the above table that 46.6% of respondents buy clothing in Meesho, 25% buy electronics there, 13% buy home appliances there, 10.8% buy cosmetics there, 2.5% buy bags and toys there, and 1.6% buy other items there.

INFERENCE:

Thus ,it is evident from the above analysis that majority say (46.6%) of the respondents purchase clothes in meesho

B) RESPONDENTS SATISFACTION LEVEL WITH THE QUALITY AND PRICING OF PRODUCTS IN MEESHO

S.NO	SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENTAGE
1	Very satisfied	34	28.3%
2	Satisfied	48	40%
3	Neutral	31	25.8%
4	Dissatisfied	5	4.1 %
5	Very dissatisfied	3	2.5%
	TOTAL	120	100%

SOURCE: PRIMARY DATA

INTERPRETATION:

As can be seen from the above table, 28.3% of respondents are extremely satisfied with the quality and pricing of Meesho's products, 40% are satisfied with these factors, 25.8% are neutral about them, 4.1% are dissatisfied with these factors, and 2.5% are very dissatisfied with these factors.

INFERENCE:

Thus ,it is evident from the above analysis that majority say (40%) of respondents are satisfied with quality and pricing of products in meesho

C) RESPONDENTS PREFERENCE FOR PAYMENT METHOD

S.NO	PAYMENT METHODS	NO. OF RESPONDENTS	PERCENTAGE
1	Cash on Delivery	81	67.5%
2	Net banking	16	13.3%
3	Debit / Credit cards	6	5%
4	UPI	18	9%

	TOTAL	120	100%
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SOURCE :PRIMARY DATA

INTERPRETATION:

According to the above table, 67.5% of respondents prefer cash on delivery, 13.3% prefer net banking, 5% prefer debit or credit cards, and 9% prefer the UPI method.

INFERENCE:

Thus ,it is evident from the above analysis that majority say (67.5 %) of respondents prefer cash on delivery

2.) CHI SQUARE

Hypothesis No. 1

Null Hypothesis(H0): There is no significant relationship between gender and customer satisfaction towards the accessibility and availability of products in Meesho

Gender *Accessibility and Availability Of Products In Meesho						
Count						
	Accessibility and Availability Of Products In Meesho					
Gender	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Male	55	0	0	0	0	55
Female	2	38	20	4	1	65
Total	57	38	20	4	1	120
Chi – square Tests						
	Value	Df	Asymptotic significance (2 – sided)			
Pearson Chi – Square	112.227a	4	.000			
Likelihood ratio	148.192	4	.000			
Linear by linear Association	76.939	1	.000			
No valid Cases	120					
a.1 cells (40.0%) have expected count less than 5. The minimum expected count is 45						

SOURCE : Computed from Primary Data

INTERPRETATION

According to the above table, the Pearson Chi-Square value is 112.227 with a significance level of .000, which is below the typical significance level of 0.05. This suggests that there is a substantial correlation between gender and Meesho's product availability and accessibility. The rejection of the null hypothesis thus confirms that gender and the availability and accessibility of products in Meesho are significantly correlated.

FINDINGS

- Maximum (46.6%) of the respondents purchase clothes in meesho
- Maximum (40%) of respondents are satisfied with quality and pricing of products in meesho
- Majority (67.5 %) of respondents prefer cash on delivery
- There is significant relationship between gender and customer satisfaction towards the accessibility and availability of products in Meesho

CONCLUSION

The Meesho online shopping survey in Coimbatore revealed that customers were quite satisfied with the quality of the products, the timeliness of delivery, and the customer service. Price, return, and availability issues were noted as areas that needed work, nevertheless. To improve customer happiness, Meesho should offer individualised services, flexible policies, and transparent pricing.

Important ramifications flow from the study's findings for Meesho and other Coimbatore-based e-commerce platforms. Improved product information, streamlined return and refund procedures, improved customer service, and strengthened return and refund procedures are all areas where Meesho can concentrate to increase customer satisfaction. By taking care of these issues, Meesho can boost client retention and loyalty, which would eventually spur business expansion in Coimbatore.