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A Study of Customer Satisfaction towards Meesho Online Shopping Special Reference to Coimbatore

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ABSTRACT:

The study explores the factor which exploring that influence the customer satisfaction in buying on meesho online shopping special reference to Coimbatore. To conduct this research, Questionnaires were distributed to respondents who currently live in Coimbatore and are regular buyers on meesho. The sample size considered of 131 participants. The data was gathered using the convenience sampling method and analyzed. Descriptive statistics were used to examine the demographic information of the respondents. The findings of the study offer valuable insights into the factors that impact consumer purchasing decisions when it comes to clothing

INTRODUCTION

Meesho is one such online shopping app. It is an online platform where users can purchase and resell the products provided by the organization. Due to the offers and services provided by Meesho, it has now become a very popular online shopping app in India. It has delivery all over India. Because of its convenience and affordability, the number of Meesho users have increased significantly.

STATEMENT OF THE PROBLEM

In a technologically advanced era, consumer's purchasing behavior have been shifted from traditional to modern way of shopping. With the advent of internet, online shopping have gained significant importance among consumers. As a result of increasing online purchases, companies started to focus on developing online shopping websites and apps. Meesho is one of such popular shopping app. As the number of such apps are increasing day by day there is a severe competition among them. Only way to sustain in the market is by earning 'Customer trust'.

OBJECTIVE OF THE STUDY

The main aim of the study is a customer satisfaction on meesho online shopping Special reference to Coimbatore. The objectives are as follows

- To evaluate customer satisfaction with Meesho's product quality.
- To analyze the efficiency of Meesho's delivery services.
- To assess the user experience of the Meesho app and website.
- To examine the effectiveness of Meesho's customer support system.

RESEARCH METHODOLOGY

Research Design

This study follows a descriptive research design to assess customer satisfaction

Towards meesho online shopping reference to Coimbatore. It focuses on analyzing key factors affecting Customer experience and identifying areas for improvement

Data Collection

Primary Data: Collected through structured questionnaires and online surveys from Meesho users in Coimbatore.

Secondary Data:

Gathered from research articles, company reports, and industry publications.

Sampling Method and Sample Size

A convenience sampling method is used, where respondents are selected based on accessibility and willingness to participate. The sample size consists of 131 respondents from Coimbatore.

Data Analysis

The collected data will be analyzed using statistical tools such as: Percentage Analysis: To determine customer satisfaction levels.

Mean Score Analysis: To evaluate key service attributes like delivery time, product quality, and pricing

Study Area

The study focuses on Coimbatore city, where Meesho has a strong customer base.

This methodology ensures a structured and systematic approach to understanding Customer satisfaction and identifying areas for service improvement.

SCOPE OF THE STUDY

- Analyze customer satisfaction levels regarding Meesho's products, delivery, and services
- Identify key factors influencing customer loyalty and retention.
- Evaluate the effectiveness of Meesho's customer support and return policies.
- Provide insights into reseller experiences and their challenges.
- Recommend strategies to improve overall customer satisfaction and platform performance.

LIMITATION OF THE STUDY

- This study is limited to number of respondents and the period of study is also limited.
- 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.
- Incomplete information provided by respondents in some case become another obstacle in the way of proper analysis of the data.
- It was difficult to form questions which convey the exact same meaning to each respondents as the researcher meant
- In some cases unwillingness and inability of respondents to provide information is a major obstacle in collection of data.

REVIEW OF LITERATURE

1. **Sharma, Gupta & Bansal (2022)** analyzed the pricing strategies of Meesho and found that affordability is a key driver of customer preference. Their research concluded that Meesho's discount-based sales strategies attract price-sensitive consumers
2. **Kumar & Sinha (2020)** examined consumer trust in online marketplaces and reported that while Meesho provides cost-effective products, issues with product quality sometimes lead to dissatisfaction among customers. TGoyal, Singh & Patel (2023) studied logistics and delivery challenges in Indian e-commerce and found that delayed deliveries and incorrect order fulfillment are common issues affecting Meesho customers. They suggested that improving supply chain efficiency could enhance consumer trust

TABLE: 4.1.1
TABLE SHOWING THE SOURCE HEARD ABOUT MEESHO OF
THE RESPONDENTS.

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
Online Advertisement	48	36.6%
Friends	46	35.1%
Social Media	33	25.2%
Other	4	3.1%
Total	131	100%

SOURCE: Primary data

INTERPRETATION:

From the above table 36.6% of respondents were Online Advertisement .35.1% of the respondents were Friends.25.2% of respondents were Social Media.3.1% of respondents were heard other source about Meesho.

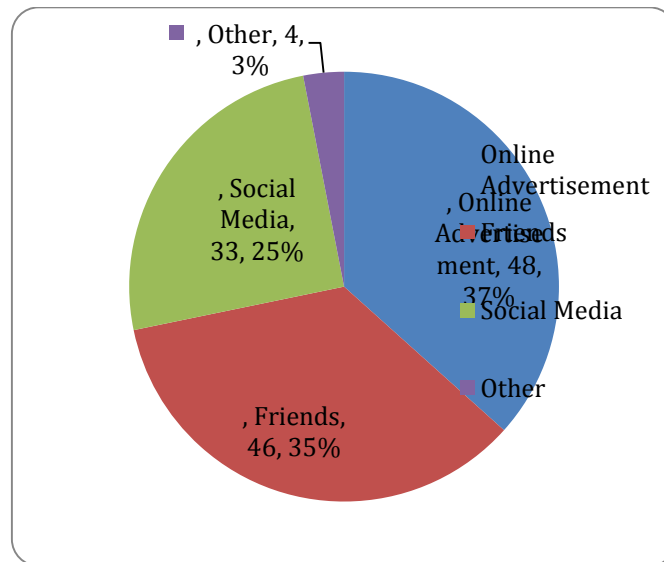


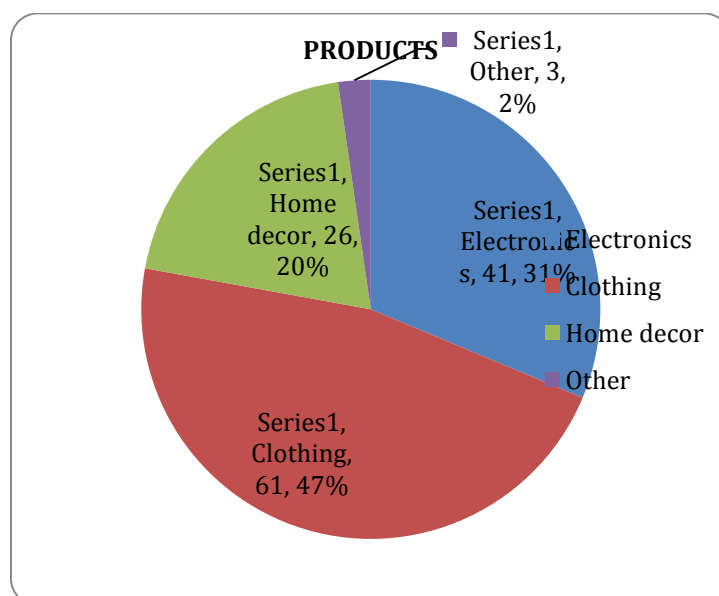
TABLE : 4.1.2
TABLE SHOWING WHAT TYPE OF PRODUCTS DO YOU BUY ON MEE SHO BY THE RESPONDENTS

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
Electronics	41	31.3%
Clothing	61	46.6%
Home decor	26	19.8%
Other	3	2.3%
Total	131	100%

SOURCE: Primary data

INTERPRETATION:

From the above table 31.3% of respondents were Electronics.46.6% of respondents were Clothing.19.8% of respondents were Home decor.2.3% of respondents were Other were respondents usually bought from Meesho.



FINDINGS

1. The majority of respondents are aged 18-24, primarily students from urban areas, showing Meesho's strong appeal to younger shoppers.
2. Clothing, electronics, and home decor are the most frequently purchased product categories.

SUGGESTIONS

3. Strengthen product quality control measures to reduce poor product complaints, especially in popular categories like clothing and electronics.
4. Partner with reliable delivery services or introduce an express delivery option to address delayed delivery concerns.
5. Launch personalized discounts and loyalty programs to reward frequent shoppers and encourage more purchases.
6. Enhance customer service response times, particularly for handling payment issues and returns more efficiently.

CONCLUSION

The study "A Study of Customer Satisfaction Towards Meesho — Special Reference to Coimbatore" highlights that Meesho has successfully positioned itself as a preferred online shopping platform among customers in Coimbatore.

The platform's affordable pricing, wide product variety, and ease of use have contributed to its popularity, especially among young adults and homemakers.

Customers appreciated Meesho for offering budget-friendly products, particularly in categories like clothing and home essentials, making it an attractive option price-conscious shoppers.

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