



## A study on customer satisfaction on Meesho app with special reference in Coimbatore city

K M Sangamithra<sup>1</sup>, R Brita Molen<sup>2</sup>

<sup>1</sup>Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

<sup>2</sup>Assistant Professor, Department of Commerce, VLB Janakiammal college of Arts and Science, Coimbatore, Tamil Nadu, India

### Abstract

This marketing project aims to analyze and understand customer satisfaction towards the Meesho app, a prominent online marketplace platform. With the rapid growth of E-Commerce, customer satisfaction has become a crucial factor for business to succeed in a competitive market. The objective of this project is to explore the factors influencing customer satisfaction with Meesho app and provide insights that can assist the company in enhancing its services and customer experience.

**Keywords:** Customer, satisfaction, Meesho app

### Introduction

In today's era of globalization not only the nation in the world and thereby their communities have come closer to one another but also most of the sector have undergone significant change. Purchasing product or service 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 choice. Retail is a process of selling goods and service to customers through multiple channels of distribution. Online shopping is a form of electronic commerce while allows consumer to directly buy goods or service from sellers over the internet using a web browsers or a mobile app. Online shopping is a process where consumer directly buy goods or services etc from the seller without an intermediary service over the internet. Shopping can visit web stores from the comfort of their house and shop as by sitting in front of the computer. In this online shopping Meesho app is a India's biggest online reseller marketplace. Millions of people in India are earning money by reselling through facebook, whatsapp etc. It is the most popular online marketplace in India exclusively for resellers. Meesho app allows anyone to start their business with zero investment. It is one of the largest social commercial platforms especial India in which any one can start their online business. All a user needs to do is resell Meesho product to your contacts. Meesho operates as an online reselling platform that enables anyone to start a business without investment. Meesho is a business platform trusted by more than 2.6 million resellers across India. Its main motive without any investment... its very simple easy to work at your free time.

### Objectives of the study

- To know the customer satisfaction level in meesho App
- To determine the factors influencing to choose meesho App
- To identify the customer opinion towards meesho.
- To identify the various features attracted by the customer in Meesho App.

### Scope of the study

The present study has made an attempt to understand the customer preference towards Meesho online shopping. online shopping is an emerging concept in the study. So, we learn about the customer satisfaction from Meesho online shopping in special reference to Coimbatore City.

### Limitation of the study

- Time of the study was limited only six months.
- The number of the respondents was limited to 50 only
- The study was conducted at Coimbatore, so it is applicable only in Coimbatore city.
- In this study some statistical tools like percentage analysis and chi-square were applied for working process.

### Statement of the problem

Online selling app has gained a lot of importance in the present marketing condition but every applications are not know to public. The awareness about the new application are very rare. This is one of the major problems for the business people who are introducing the new application in online marketing. The study talks about the various factors like security, websites, design time convenience, comparability of products to analysis what are all the factors influencing meesho online shopping preference.

### Research Methodology

The research methodology involves a systematic and structured approach to collect, analyze, and interpret data for the purpose of answering research questions or testing hypotheses.

### Method of data collection

The sources of data pertaining to the study are primary data as well as secondary data.

### Primary Data

The primary data has been collected from the customer who have using Meesho app, in the form of questionnaires.

**Secondary Data**

Secondary data has been collected from published materials like articles, articles, books and websites.

**Area of study**

The study was conducted in Coimbatore city.

**Sample Size**

The study was conducted towards customer satisfaction towards Meesho App. The size of the responding is 50

**Tools and Analysis**

For the study of customer satisfaction towards Meesho App, the tools used for analysis are:

- Percentage analysis
- Chi-square

**Review of literature**

Fereshte Rasty, Seyyed Habibollah Mirghafoori (2021)<sup>1</sup> [2], identified 18 barriers affecting trust in online shopping and were prioritized through the combination of FMEA, entropy and VIKOR methods in an intuitionistic fuzzy environment. They found out that the most important trust barriers includes International Journal of Research Publication and Reviews, privacy risk, lack of feel and touch associated with online purchases and social risk. In order to increase customer trust marketing managers should focus on improving and promoting the infrastructure security of their online shopping sites and also by presenting satisfied consumer’s testimonials.

Abetare Prebreza, Blerona Shala (2021)<sup>2</sup>, found that consumer trust with online shopping is directly dependent on a few factors. There is a constant dilemma in the market related to the question, which online shopping determinants affect the customer trust. This paper deals with the analysis of customer satisfaction, with the aim of utilizing the empirical research on the Kosovo market in Covid-19 period in order to determine the connection between customer trust and certain determinants of online shopping.

Umama Nasrin Haque, Rabin Mazumder (2020)<sup>3</sup>, found out that customer loyalty is primarily achieved by satisfying customers’ expectations. In online shopping, since the products are intangible, it is important to build trust among the customers. This study attempts to study the relationship between customer loyalty and customer trust in online shopping since trust is the glue that holds customer relationship together in the current competitive market. The result of this study gives the idea that trust intention to engage and recommend online shopping. They found out that frequent monitoring of consumer’s perceptions and expectations about online convenience is a prerequisite for achieving continuous improvement in providing highly convenient online services.

Hannah R. Mariott, Michael D. Williams (2018)<sup>4</sup>, developed a theoretical model to examine multi-faceted risk and trust effects on consumer adoption intention. Empirical results demonstrate many risk perceptions as well as trust as the effects may vary on consumer’s m-shopping intention. They found out that financial, psychological and performance risks are the most important concerns among consumers and that trust enhancements must become first and foremost concern for practitioners to reduce risk perceptions and encourage m-shopping behavior.

Paulo Duarte, Susana Costa e Silva, Margarida Bernardo Ferreira (2018)<sup>5</sup>, found that in addition to offering competitive prices, keeping a high level of online shopping convenience has become a strategic driving force for online retailers to promote and maintain customer loyalty. The main aim of this research is to study what convenience dimensions more heavily influence customer’s satisfaction and of the customer acts as a mediating factor which enhances the loyalty of customer in regard to the further purchase and consumption of the particular product or service in the online environment

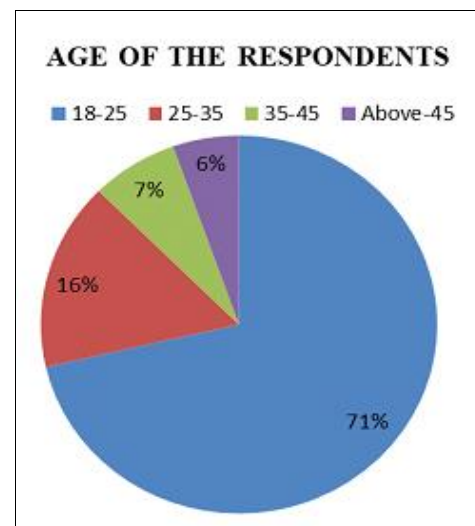
Anand Thakur, Rupinderdeep Kaur (2017)<sup>6</sup> [1], found out that lack of trust is the biggest obstacle to the success of online shopping. The study focus on the relationship of trust antecedents with customer trust and customer trust with online shopping activities conducted in Punjab. They found that knowledge and privacy protection did not have a significant relationship with customer trust. The results revealed that security protection, perceived risk, and perceived benefits are important antecedents for building trust among the consumers towards online shopping. Consumer trust has a significant relationship with online shopping activities.

**Data analysis and interpretation**

**Percentage analysis**

**Table 1:** showing age of the respondents

Age	Percentage	Respondents
18-25	71.4%	40
25-35	16.1%	9
35-45	7.1%	4
Above-45	5.4%	3



**Fig 1:** Chart showing the age of the respondents.

**Interpretation**

It is interpreted that it was found that majority (71.4%) of the respondents are in the age of 18-25.

**Table 2:** showing that the people choosing meesho app

factors	Percentage	Respondents
Convenient and time saving	37.5%	21
Low price	37.5%	21
Good quality	17.9%	10
Others	7.1%	4

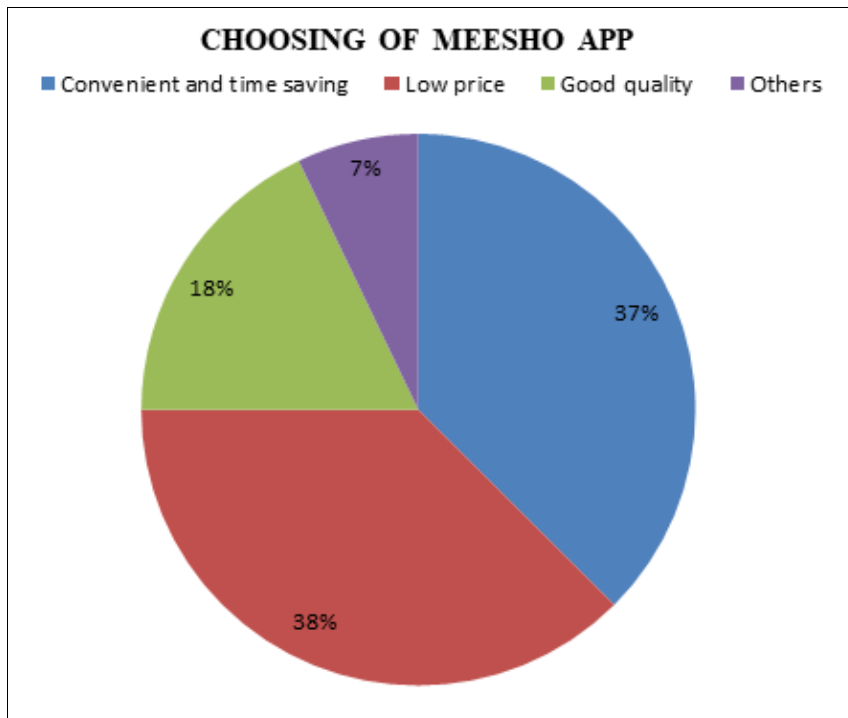


Fig 2: Chart showing that why the people are choosing the Meesho App

**Interpretation**

It is interpreted that most (37.5%) of the respondents are choosing both for their convenient and low price.

**Chi- square analysis**

Particulars	Factors	No. of respondents	%
Gender	Male	23	41.1%
	Female	33	58.9%
How to know	Friends	11	19.6%
	Television	11	19.6%
	Social media	32	57.1%
	Magzines	2	1.12%

**Interpretation**

Table1 clearly status the demographic profile of the sample respondents. most of the respondents are come to know about meesho app by friends and television.

**Chi-square analysis formula:**  $\chi^2 = \sum (oi-Ei)/Ei$

**Degree of freedom**=(r-1) (c-1)

**H1:** There is a significant relationship between the gender and how the people to know about these app

Table 3

Particulars	Friends	Television	Social Media	Magazines	Grand Total
Male	4	7	12	0	23
Female	7	4	20	2	33
Grand Total	11	11	32	2	56

Table 4: Chi-square

O	E	(O-E) <sup>2</sup>	(O <sub>i</sub> -E <sub>i</sub> ) <sup>2</sup> /E <sub>i</sub>
4	4.517	0.267	0.059
7	4.517	6.165	1.364
12	13.14	1.299	0.09
0	0.821	0.674	0.820
7	6.48	0.270	0.041
4	6.48	6.150	0.94
20	18.85	1.322	0.07
2	1.17	0.688	0.588
		Total	3.972

Source: Primary

Significance level=0.05

## Result

Calculated chi-square value is (3.972) less than (7.815) table value. Hence the hypothesis is accepted.

## Findings

- It was found that majority (71.4%) of respondents ages are 18-25.
- It was found that majority (58.9%) of the respondents are female.
- It was found that majority (64.3%) of the respondents are students.
- It was found that majority (52.8%) of the respondents of the income is 10000-20000.
- It was found that majority (78.2%) of the respondents are in urban area.
- It was found that majority (37.5%) of the respondents are prefer meesho app for low price and time saving.
- It was found that majority (50%) of the respondents are prefer cod method.
- It was found that majority (57.1%) of the respondents are influenced by social media.
- It was found that majority (50%) of the respondents are rate the quality of the products.
- It was found that majority (62.5%) of the respondents are inconvenient in meesho app.
- It was found that majority (52.7%) of the respondents are satisfied with meesho app.
- It was found that majority (85.7%) of the respondents are recommended the meesho app.
- It was found that majority (35.7%) of the respondents are slow check out time using meesho.
- It was found that majority (69.6%) of the respondents are spend (1000-5000) on shopping.
- It was found the majority (42.9%) of the respondents are buying for their price.
- It was found that majority (51.8%) of the respondents are regular customers.
- It was found that majority (50.9%) of the respondents are choosing amazon other then meesho.
- It was found that majority (50.9%) of the respondents are mostly purchase cloth items.

## Suggestions

- Measures should be taken to improve the quality element of the products shopped online.
- Provisions for replacing the damaged goods should be provided.
- Businesses should focus on the satisfaction of customer and eliminate or reduce all the problems faced by consumers.
- Businesses should make their websites more secure to prevent hacking and take steps to prevent fraud and other irregularities. This leads to better assurance among customers.

## Conclusion

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 and low price are given by meesho app and because of the implementation of successful marketing strategies. Because of these reason, customers are ready to make repurchase from Meesho. That means, Meesho have

loyal customers. So, it is clear that Meesho succeeded in building 'Customer trust' by years of its hard work and implementation of critical marketing and advertising strategies.

## Reference

1. Anand Thakur RK. An empirical study on consumer trust in shopping in punjab. *Indian journal of marketing*, 2017, 47-59.
2. Fereshte Rasty SH. The trust in online shopping: investigating trust barriers in an intuitionistic fuzzy environment, 2021.
3. Cebi Karaaslan K. Determinants of online shopping attitudes of households in turkey. *Journal of modeling in management*, 2022.