



Consumer mind – set towards Meesho online platform in Madurai District of Tamilnadu

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Abstract

In recent years, online shopping has become very common due to convenience, time-saving, and easy access to products. Customers can compare prices, view product details, and order items from their homes. Meesho is one of the fastest-growing online shopping platforms in India. It allows users to buy a wide variety of products such as clothing, accessories, home items, and more at affordable prices. Customer mind-set plays an important role in the success of any online platform. Factors such as product quality, price, delivery speed, and customer service are influence customer satisfaction. This study focuses on analyzing customer mind-set towards Meesho online platform. It helps to understand customer preferences, problems, and overall experience with the platform.

Keywords: Meesho, mind-set, online platform, mind-set score

Introduction

Meesho offers a variety of features and services that make online buying and selling easy and affordable. It provides an online shopping platform where customers can purchase products like clothing, home items, and beauty products at low prices. One of its key features is the reselling option, which allows individuals to start their own business without any investment by selling products through social media platforms like WhatsApp and Instagram. Meesho also supports suppliers by helping them list their products and reach a wide customer base across India. In addition, it offers reliable logistics and delivery services, multiple payment options including Cash on Delivery, and easy return and refund policies. Overall, Meesho simplifies e-commerce by combining shopping, selling, and delivery services in a single platform.

Objectives

Following are the Objectives of this research study:

- To identify the factors influencing customer mind-set such as price, quality, and delivery.
- To evaluate customer mind-set of Meesho online platform users.

Methodology

This article mainly focuses on primary sources and collected from 155 sample respondents in Madurai district with using of Convenience sampling method. The secondary data has been collected through various journals and websites. Chi square Test, Percentage analysis, Mind-set score and Rank Test are used to analyses the customer mind-set towards Meesho online platform.

Review of Literature

Akila Mary, J.*et al.*, (2021) ^[1] Title on “An Analysis of Customer Satisfaction towards Online Shopping with Special Reference to Madurai City.” This research study analyses 50 sample respondents using convenience sampling method. Research report trace out 56 percent of the respondents prefers online shopping for time saving

purposes. And 54 percent are agreed with the detailed information about the products in online shopping. Researchers suggested the online shopping is to the possibilities of fraud and privacy conflicts. Unfortunately, it is possible to manipulate the system and access personal information but with the help of the latest features of advanced technology measures have been taken to stop hackers and criminals from inappropriately accessing private databases. Moreover, customers prefer online buying in their comfort zone in different online sellers in open online markets worldwide, which will allow it to remain a tremendous success in the future

Subburaj.N, (2022) ^[2] Research article “Customers Satisfaction towards Online Shopping With Reference To Madurai City” Researcher used Convenient sampling and taken 120 sample responses. This study used Online Service Quality model such as, Ease to use, Service reliability, Security, Responsiveness, Assurance and Communication. Article recommended based on the findings reveal that, online retailers need to reduce the customer perceived risks by making shopping portals easier to navigate, providing secure payment options ensuring quick and quality of delivery to gain and maintain customer trust and loyalty. Efforts need to be taken to educate the online buyers on the steps that need to be undertaken while making an online purchase. Most of the online retailers have a customer feedback system. The feedback of an online buyer should be captured to identify flaws in service delivery and work towards proving a high customer value.

Chinna Durai.G, *et al.* Study on “A Critical Analysis on Customer Gratification Of Online Grocery Shopping In Madurai District, Tamilnadu.” This research was done 177 respondents using convenient sampling methods. Study to analysis the gratification level with using of gratification score. Report concluded that, growing preference for digital platforms due to convenience, time-saving benefits, and competitive pricing. However, challenges such as delivery delays, concerns over product quality, and lack of trust in online platforms remain key barriers. To improve customer gratification, online grocery providers should focus on

enhancing service reliability, ensuring product freshness, and offering better return policies. With continuous improvements in technology and logistics, online grocery shopping is expected to witness further growth, making it a vital segment in the retail industry.

Purpose of using Meesho platform

In recent days online shopping of goods is rapidly increased. People are using for this online platform for so many purpose but the researcher classified the following purposes, Clothing, Beauty Products, Home Appliances, Accessories and purchase of other Sports material.

Table 1: Purpose of using Meesho platform

Sl.No	Purpose	Frequency	Percentage	Cumulative Percentage
1.	Clothing	81	52.26	52.26
2.	Beauty Products	18	11.62	63.88
3.	Home Appliances	24	15.48	79.36
4.	Accessories	29	18.71	98.07
5.	Sports and Others	3	01.93	100
Total		155	100	

Sources: Computed from the primary data.

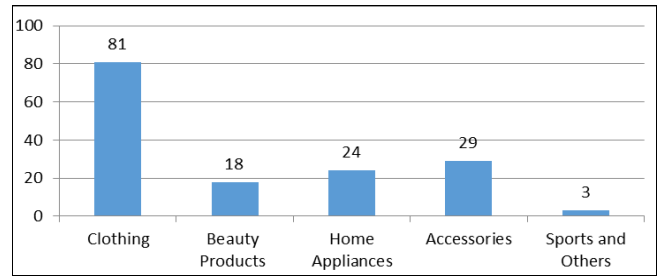


Fig 1: Purpose of using Meesho platform

Table 1 Shows that Purpose of using Meesho online platform out of 155 sample respondents, A majority of 52.26 percent are shopping cloth and dress from Meesho online platform. Follow as 18.48 percent are purchase accessories, 15.48 percent are buying home appliances products, 11.62 percent are brought for their beauty products and a minimum of 1.93 percent of Meesho users shopping sports materials and other products.

Mind-Set score of Meesho online platform users

The following table no.2 to analyse the mind – set score towards Meesho online users in Madurai district of Tamilnadu.

Table 2: Mind-Set of Meesho online platform users

S. No	Statement	Highly Satisfied	Satisfied	No opinion	Dis-Satisfied	Highly Dis Satisfied	Total Score	Rank
1	Reasonable Product Price offered by Meesho	12 (7.7%)	80 (51.6%)	45 (29.0%)	12 (7.7%)	6 (3.9%)	545	3
2	Better Product Quality offered by Meesho	13 (8.3%)	76 (49.0%)	53 (34.2%)	3 (1.9%)	10 (6.5%)	544	4
3	More Products Available in Meesho	3 (1.9%)	98 (63.2%)	44 (28.4%)	1 (0.6%)	9 (5.8%)	550	2
4	Excellent Customer Service offered by Meesho	10 (6.4%)	81 (52.3%)	51 (32.9%)	2 (1.3%)	11 (7.1%)	542	5
5	Over all experience of Meesho	19 (12.2%)	96 (61.9%)	26 (16.8%)	2 (1.3%)	12 (7.7%)	573	1

Sources: Computed from the primary data.

Based on the above table no.2 summarized that customer mind-set of Meesho online shopping, “Over all experience” secured 573 mind-set score. “More Products available in Meesho” secured 550 mind-set score. “Reasonable Product Price offered by Meesho” secured 545 mind-set score. “Better Product Quality offered by Meesho” secured 544 mind-set score. And “Excellent Customer Service offered by Meesho” secured 542 mind-set score.

Hence it’s concluded that, “Over all experience of Meesho” is the highest influencing factor & secured first rank and “Excellent Customer Service offered by Meesho” is the lowest factor that influences on Meesho online shopping in Madurai districts of Tamilnadu.

Analyses the Customer Mind-set with using of Chi Square Test

The age, gender, Occupation, Marital status and Monthly Income wise classification of the respondents and Mind-Set level of Meesho online shopping is given in the table no 3. In order to find out Chi-Square test relationship between the personal details of the respondents and Mind-Set level of the respondents.

- **H0:** There is no significance between Age, Gender, Occupation, Marital Status, Monthly Income and Customer Mind-Set Score.
- **H1:** There is significance between Age, Gender, Occupation, Marital Status, Monthly Income and Customer Mind-Set Score.

Table 3: Chi Square Test results

Age Vs Overall Mind-Set			
	Chi Square Value	Degrees of Freedom	Assumption Significance
Pearson Chi Square	178.748	25	.000
Likelihood Ratio	29.897	25	.228
Gender Vs Overall Mind-Set			
Pearson Chi Square	162.472	10	.000
Likelihood Ratio	19.294	10	.037
Occupation Vs Overall Mind-Set			
Pearson Chi Square	188.337	25	.000
Likelihood Ratio	41.227	25	.022
Marital Status Vs Overall Mind-Set			

Pearson Chi Square	161.988	10	.000
Likelihood Ratio	19.237	10	.037
Monthly Income Vs Overall Mind-Set			
Pearson Chi Square	175.827	25	.000
Likelihood Ratio	20.329	25	.042
Level of Significance 5% is - 0.05			

Sources: Computed from the primary data.

Table no 3 exhibits that Chi Square test result, Pearson assumption significance level of Age, Gender, Occupation, Marital Status and Monthly Income is less than 0.05. So the all the null hypotheses are rejected. Hence, there is significance between Age, Gender, Occupation, Marital Status, Monthly Income and customer mind-set of Meesho online shopping in Madurai district of Tamilnadu. And the Likelihood assumption significance between Age, Gender, Occupation, Marital Status and Monthly Income vs mind-set of the customers had highly significant because the value of likelihood is more the 10.

Findings

Following are the major findings of this research study:

Out of 155 respondents,

- A majority of 67.3 percent of the respondents comes under the age group of 18-25 years.
- A majority of 72.9 percent of the respondents are Female.
- A majority of 68.2 percent of the respondents are working professional.
- A majority of 73.8 percent of the respondents are unmarried.
- A majority of 72.0 percent of the respondents using Meesho online platform for purchase of cloth materials.

Suggestions

The study suggests that the platform should focus on improving product quality and maintaining consistency to meet customer expectations. It is important to reduce delivery time and ensure timely service for all users. Strengthening customer support with faster response and effective problem resolution will increase user satisfaction. Providing clear product descriptions along with real images can help customers make better purchase decisions and avoid confusion. Additionally, building strong customer trust through reliable service, transparent policies, and continuous improvements will help in retaining existing users and attracting new customers, thereby ensuring long-term growth of the platform.

Conclusion

The study concludes that Meesho is a rapidly growing and affordable online shopping platform that attracts mainly young and price-conscious customers. The analysis shows that most users are satisfied with its services due to low pricing, wide product range, and easy-to-use interface. At the same time, certain issues like product quality mismatch, delivery delays, and customer support response need improvement. By focusing on these areas and continuously enhancing service quality, Meesho can improve customer satisfaction and build long-term trust. Overall, the platform has strong potential for future growth in the competitive e-commerce market.

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