A Study on Customers' Perception Towards Meesho with Special Reference to Coimbatore City

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ABSTRACT

The shopping behavior of individuals has changed significantly with the growth of e-commerce and the emergence of Meesho as one of the major players in the online retailing industry. The present study aims to analyze customer perception towards Meesho with specific attention to awareness, preference, and satisfaction level of consumers in Coimbatore City. The research is guided by descriptive design and involves primary information collected through structured Google forms from 103 respondents. The analysis is supported by secondary data from books, articles, and research papers. The analysis customer insights is conducted by means of percentage analysis and rank correlation. The results suggest that customer preference is highly influenced by trust, affordability, and good offers. Most of the participants also reported that they were aware of Meesho and mentioned social media as a key source of information. The study further examined the fact that, in addition to low prices, Meesho's growing popularity is due to the company's promotional and ease of use strategies. The research has important findings geared toward improving customer satisfaction for Meesho and adapting the company's strategies to maintain market competitiveness in the field of e-commerce.

Keywords: Customer perception, Meesho, E-commerce, online shopping, Consumer Behavior, Awareness, Preference, Satisfaction, Coimbatore city, Trust, Affordability, Social Media, Promotional Strategies, Ease of use, Market Competitiveness.

INTRODUCTION

There is immense competition in the business world today. Traditional methods of marketing became obsolete with the invention of the internet. From small businesses to big corporations all try to market their business on the web. It is evident that the internet serves as an excellent way to popularize goods and services. Many sites provide unique opportunities for displaying services and products worldwide. The internet has facilitated global trading for people around the world. A lot of ways can internet marketing be done. There are tools and methods that can unravel your website business potential. Business men nowadays favour digital marketing because it is efficient and achieves the goals rapidly. Marketing and advertising focus on creating and delivering value that is meant to satisfy goals set for a given product or service. This includes developing content aimed for audience segmentation, conducting commercial advertisement, and taking part in promotional campaign.

REVIEW OF LITERATURE

Manisha Yadav[1], Dr. Manisha Goel[2] and Bindu Sharma[3] (2020)[1] did a study on **"Consumer Perception towards Online Shopping during Lockdown"** The Internet has changed how socioeconomic activities around the world are considered. Internet shops means that if consumers feel comfortable, they buy this. The preference for online purchases increases under the conditions of Covid-19. Internet stores are electronic trade forms that consumers are affected by

sellers, products or services through various online sites. Due to the block of India, customers had to rely on various online sites, as before, through social streets and aircraft restrictions. Currently, researchers have investigated the perception of online purchases while blocking using structured surveys developed by Google Forms. 270 students answered and analysed data using SPSS 26 using research factor analysis.

Dr. Ranjith P.V[1] , Dr. Swati Kulkarni[2] , Dr. Aparna J Varma[3] (2021)[2] made a study on **"A Literature Study of Consumer Perception towards Digital Payment Mode in India"** Digital transactions take over most transactions in the world, and India is no exception. Various studies have shown that efficient payment systems accelerate the flow of liquidity in the economy. During the period of digitalization, transactions with technology are the best way to provide agile and superior service to consumers. This study concerns understanding consumer perceptions in terms of online and digital payments and security for these transactions in this world of networked technology. It is important for marketers to know consumers' perceptions of cash restaurant transaction methods, and this research is useful. This study is a qualitative nature, and uses a literature overview to analyze the concept of digital transactions. Checks provide insight into the various challenges and benefits of using digital transactions.

STATEMENT OF THE PROBLEM

The purpose of this study is to analyze customer perception of Meesho online shopping. This study aims to identify customer preferences in terms of price, time-saving, and product availability, as well as the factors influencing their decisions and their level of satisfaction with Meesho online shopping. Previous studies have focused on customer satisfaction and perception of shopping on Meesho. Therefore, an effort has been made to study customer perception of Meesho online shopping.

OBJECTIVES OF THE STUDY

➢   To analysis the awareness among the customers towards Meesho.
➢   To find the factors influencing the customer preferences.

RESEARCH METHODOLOGY

Research design - descriptive research design

Source of data:

➢   Primary data- The Primary Data was collected using a set of structured questions with the help of Google forms.
➢   Secondary data-The secondary data for the study have been collected from books, magazines, articles and theses.

Sample Techniques:

The study was conducted among the respondents of Coimbatore city and we have used simple random sampling technique for the study.

A simple random sample is a basic stab technique in which each member of the population is the same chance of being selected. In this method, the samples are selected by chance without distortion or specific patterns. Because of its simplicity and fairness, it is one of the most frequently used methods.

Sample Size:

The sampling size used for the study is 103 respondents

Tools Used for the Study:

- Percentage analysis
- Rank correlation

LIMITATION OF THE STUDY

1. The source of data obtained will be limited due to time restriction.
2. The research was conducted only in the city.
3. The information is gathered from respondent for the study, which is based on primary data but it may change over time.

ANALYSIS AND FINDING:

ANALYSIS

PERCENTAGE ANALYSIS

S.NO	PARTICULAR	NO OF RESOUNDENTS	PERCENTAGE
1	Gender		
	Male	39	38%
	Female	64	62%
2	Age		
	21-30	73	71%
	31-40	21	20%
	41-50	7	7%
	Above50	2	2%
3	Education Qualification		
	Diploma	7	7%
	professional	14	13%
	Under graduate	46	45%
	Post graduate	36	35%
4	Occupation		
	student	42	41%
	Employee	37	36%
	Business	19	18%
	Home Baker	5	5%
5	Income		
	Below20,000	28	27%
	25,000-50,000	41	40%
	50,000-75,000	26	25%
	Above75,000	8	8%
6	Marital status		
	Unmarried	68	66%
	Married	35	34%
7			
	Type of Family	74	72%

	Nuclear Family Joint Family	29	28%
8	Family size Less than2 2-4 Members 4-6 Members Above 6 Members	5 61 28 9	5% 59% 27% 9%
9	Aware of Meesho Yes	103	100%
10	Source of Awareness Social Media Visual advertisement Newspaper Friends and Family Notice	35 22 11 25 7	35% 22% 11% 25% 7%

RANK CORRELATION

FACTOR	RANK	1	2	3	4	5	TOTAL SCORE	RANK SCORE	RANK
	SCORE	5	4	3	2	1			
QUALITY	NO OF RESPONDENTS	12	22	20	28	21	103		
	SCORE	60	88	60	56	21	285	2.85	5
AFFORDAB ILITY	NO OF RESPONDENTS	20	21	27	25	10	103		
	SCORE	100	84	81	50	10	325	3.25	2
TRUST	NO OF RESPONDENTS	15	21	21	27	19	103		
	SCORE	75	84	63	108	19	349	3.49	1
OFFERS	NO OF RESPONDENTS	18	24	22	24	15	103		
	SCORE	90	96	66	48	15	315	3.15	3

FREE	NO OF RESPONDENTS	27	11	15	21	29	103		
DELIVERY	SCORE	135	44	45	42	29	295	2.95	4

The table depicts that rank given by the respondents, Trust is given the 1st rank with an average score of 3.49, Affordability is given as the 2nd rank with an average score of 3.25, Offers is given as the 3rd rank with an average score of 3.15, Free delivery is given as 4th rank with an average score of 2.95, Quality has given the 5th rank with an average score of 2.85

FINDING FROM PERCENTAGE ANALYSIS

➤ Majority (62%) of the respondents are Female.
➤ Majority (71%) of the respondents are between the age group of 21 years-30years.
➤ 45% of the respondents are Under Graduate.
➤ 41% of the respondents are students.
➤ 40% of the respondents Monthly Income between Rs.25, 000-50,000.
➤ Majority (66%) of the respondents are Unmarried.
➤ Majority (72%) of the respondents stays with Nuclear Family.
➤ Majority (59%) of the respondents have 2-4 Family size.
➤ Majority (100%) of the respondents are Aware about Meesho.
➤ 35% of the respondents know Meesho through Social media.

FINDING FROM RANK CORRELATION

➤ It is concluded that the respondents with an average score of 3.49 have been given 1st rank for Trust.

CONCLUSION

Over the years, Meesho has established a reputation for online shopping with good quality for online shopping with good quality products purchased from customers. However the research was conducted and it has shown that Meesho is a popular app. Many of them often buy Meesho to implement successful marketing strategies from attractive offers and discounts from Meesho. The conclusion is mainly focused on the customers' perception on Meesho to know the awareness about Meesho among customers varies, with many recognising it is a popular online shopping platform. The factors influencing customer preference includes affordability, product variety and easy to use, which play a crucial role in shaping their buying decisions. Therefore, it is clear that Meesho has been successful after years of hard work and implementation of key marketing and advertising strategies. Meesho has unique features compared to other app. This research can support the Meesho app to know how the scope of the application is wrong and improve other aspect that meets customer satisfaction.

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