

# Consumer Acquisition in the Age of Social Commerce: The Meesho Example

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## **ABSTRACT**

The advent of social commerce has transformed the consumer acquisition landscape, enabling businesses to tap into vast networks of potential customers. Meesho, a pioneering social commerce platform, has successfully harnessed the power of social media to facilitate consumer acquisition. By leveraging social networks, influencer marketing, and user-generated content, Meesho has created a unique ecosystem that empowers consumers to discover, share, and purchase products seamlessly. This study delves into the Meesho model, examining the strategies and tactics employed by the platform to acquire and retain customers. Through a comprehensive analysis of Meesho's approach, this research sheds light on the pivotal role of social commerce in shaping consumer behavior, driving engagement, and fostering brand loyalty. The findings of this study offer valuable insights for businesses seeking to navigate the complexities of social commerce and develop effective consumer acquisition strategies in this rapidly evolving landscape. By exploring the Meesho model, this research aims to contribute to a deeper understanding of the social commerce phenomenon and its implications for consumer acquisition in the digital age.

## **INTRODUCTION**

The rise of social media has revolutionized the way businesses approach consumer acquisition, giving birth to a new paradigm known as social commerce. This emerging field combines the power of social media and e-commerce, enabling businesses to reach and engage with potential customers in unprecedented ways. At the forefront of this revolution is Meesho, a social commerce platform that has successfully leveraged social networks to facilitate consumer acquisition. By empowering individuals to become entrepreneurs and leveraging user-generated content, influencer marketing, and social networks, Meesho has created a unique ecosystem that enables consumers to discover, share, and purchase products seamlessly. As a result, Meesho has become a prime example of how social commerce can be harnessed to drive consumer acquisition, retention, and loyalty. This study seeks to explore the Meesho model, examining the strategies and tactics employed by the platform to acquire and retain customers, and shedding light on the pivotal role of social commerce in shaping consumer behavior. By delving into the Meesho example, this research aims to provide valuable insights for businesses seeking to navigate the complexities of social commerce and develop effective consumer acquisition strategies in this rapidly evolving landscape. With the social commerce market expected to continue growing exponentially, understanding the Meesho model can offer businesses a competitive edge in the digital marketplace.

## **What is Social Commerce<sup>1</sup>?**

Social commerce is the buying and selling of goods or services directly within a social media platform. It involves taking social media beyond its traditional role in the discovery process. Instead, users will get to complete the entire purchase journey within the same platform. That means they can quickly go from discovery to purchase without leaving their preferred apps, especially within a popular social media app that integrates shopping features.

Leading social media platforms now offer dedicated social commerce tools to retailers. This includes platforms such as Facebook, Instagram, Pinterest and TikTok. Using these tools, you can create digital storefronts right within the respective platforms. That way, people can use these storefronts to discover and buy products without having to visit another website.

Social commerce vs. ecommerce

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[https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://sproutsocial.com/insights/social-commerce/&ved=2ahUKEwiYkafKiO6NAXVMsQGwGHeZ\\_AMsQFnoECB4QAQ&usg=AOvVaw2GPajq0Ha6Ruj6h7HTiC0o](https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://sproutsocial.com/insights/social-commerce/&ved=2ahUKEwiYkafKiO6NAXVMsQGwGHeZ_AMsQFnoECB4QAQ&usg=AOvVaw2GPajq0Ha6Ruj6h7HTiC0o)

Ecommerce broadly encompasses the process of buying and selling goods online. It includes selling through different digital channels including online marketplaces, websites and dedicated retailer apps.

Meanwhile, social commerce involves selling directly through a social media platform. Since social media is an online channel, social commerce is a subset of ecommerce but it's not the same as ecommerce.

### **Emergence of Social Commerce in India**

Social commerce is revolutionizing the retail landscape in India, empowering small entrepreneurs and reaching untapped markets. This emerging trend combines social media platforms with e-commerce, leveraging social interactions and user-generated content to drive sales.

#### **Key Factors Driving Social Commerce Growth**

- **Increasing Smartphone Adoption:** Widespread adoption of smartphones and affordable internet access is propelling market growth.
- **Digital Payments:** Rise of digital payments, including UPI and BNPL services, enhances accessibility.
- **Government Initiatives:** Initiatives like Digital India and ONDC support small businesses in transitioning online.
- **Social Media Influence:** Growing social media influence and user engagement drive sales and brand awareness.

#### **Market Size and Growth**

- The India social commerce market was valued at \$7.2 billion in 2024 and is expected to reach \$54.3 billion by 2033, exhibiting a CAGR of 22.40% during 2025-2033.
- Social commerce is projected to grow at an annual rate of 55% in India, reaching \$70 billion by 2030 .

#### **Platforms Driving Social Commerce**

- **Facebook Shops:** Businesses can set up online storefronts directly on Facebook.
- **Instagram Shopping:** Shoppable posts and stories transform Instagram into a virtual mall.
- **WhatsApp Business:** Enables businesses to connect with customers and drive sales.

## Impact on Entrepreneurs and Consumers

- **Empowering Entrepreneurs:** Social commerce platforms like Meesho empower individuals, especially women in semi-urban and rural areas, to sell products and build businesses.
- **Convenient Shopping:** Social commerce provides a convenient and interactive shopping experience, allowing customers to discover and purchase products seamlessly

## About Meesho

Founded in 2015 by Vidit Aatrey and Sanjeev Barnwal, **Meesho** is a Bangalore-based startup that enables individuals to start their own online businesses with zero investment. Users (called resellers) choose products from Meesho's catalog and promote them to their social networks through WhatsApp, Facebook, and Instagram. Meesho takes care of the backend — including sourcing, shipping, and payments — while resellers earn a commission or margin on every sale.

By 2024, Meesho had:

- Over **150 million users**.
- Operated in more than **28,000 pin codes**.
- Enabled over **15 million entrepreneurs**, most of whom were women.
- Been backed by major investors like **Meta (Facebook)**, **SoftBank**, and **Sequoia Capital**.

## WHAT MAKES MEESHO SIGNIFICANT:

- **Reseller Model:** Meesho's core business model revolves around resellers. These are individuals, often homemakers, students, or anyone looking to earn an income, who sell products from the Meesho platform to their network.
  - **Wide Product Range:** Meesho offers a vast selection of products across categories like fashion, home and kitchen, electronics, and more. This variety caters to a broad consumer base.
  - **Social Commerce Focus:** The platform is built around social interactions. Resellers use social media and messaging apps to promote products, share catalogs, and manage orders.
  - **Accessibility and Affordability:** Meesho emphasizes affordability, making it accessible to a wide range of consumers, especially in tier 2 and tier 3 cities in India.
  - **Growth and Impact:** Meesho has experienced rapid growth, becoming one of the leading social commerce platforms in India. It has empowered millions of resellers and provided them with economic opportunities.
  - **Challenges:** While successful, Meesho faces challenges such as maintaining product quality, managing logistics, and ensuring customer satisfaction.

In essence, Meesho has revolutionized how people shop and sell online in India, particularly by leveraging the power of social networks and empowering individuals to become entrepreneurs.

## Problem Statement

While the success of Meesho is visible, the specific strategies it uses to acquire and retain customers — particularly in India's diverse and complex market — are not fully understood. Traditional marketing models do not always apply to platforms like Meesho, which rely heavily on word-of-mouth, trust, and digital socialization.

How can social commerce platforms, like Meesho, effectively acquire and retain consumers in a competitive landscape, considering the unique dynamics of social networks, reseller models, and the need for trust and engagement?

This problem statement highlights the following key areas:

- Acquisition: How to attract new customers to the platform.
- Retention: Strategies to keep customers engaged and coming back.
- Competitive Landscape: The need to stand out amidst other social commerce platforms and traditional e-commerce.
- Social Network Dynamics: Understanding how social interactions, trust, and influence impact consumer behavior.
- Reseller Model: The role of resellers in acquisition and their impact on customer experience.
- Trust and Engagement: Building trust and fostering meaningful interactions with consumers.

Addressing this problem statement requires an examination of marketing strategies, reseller support, platform features, and the overall consumer experience within the social commerce ecosystem.

### **Research Objectives**

The objectives of this study are to:

- To identify the key factors influencing consumer acquisition on social commerce platforms like Meesho. This involves understanding the role of social influence, reseller networks, pricing strategies, and product variety in attracting new customers.
- To evaluate the effectiveness of different marketing strategies employed by Meesho for consumer acquisition. This could include analyzing the impact of social media campaigns, influencer marketing, and referral programs.
- To assess the role of resellers in the consumer acquisition process on Meesho. This objective aims to understand how resellers contribute to attracting and retaining customers, including their impact on trust and customer experience.
- To examine the challenges faced by Meesho in acquiring consumers and suggest potential solutions. This could involve analyzing issues like competition, building trust, managing logistics, and addressing customer complaints.
- To compare and contrast the consumer acquisition strategies of Meesho with other social commerce platforms or e-commerce businesses. This would provide insights into best practices and areas for improvement.

These objectives aim to provide a comprehensive understanding of consumer acquisition in the context of social commerce, with specific insights into the Meesho platform.

### **Research Questions**

This thesis aims to answer the following key questions:

- What makes social commerce different from traditional e-commerce?
- What are the major drivers of social commerce growth in India?
- How does Meesho attract and retain customers?

- What role do resellers and influencers play in customer acquisition?
- What are the current limitations and future opportunities for Meesho?

### **Significance of the Study**

This research is significant for several reasons:

#### **For Academia**

It adds to the growing literature on digital business, consumer behavior, and online marketing strategies. It offers a case study grounded in a real-world Indian context.

#### **For Entrepreneurs**

It shows how people with limited resources can start and grow their own businesses using simple tools like smartphones and social media.

#### **For Policymakers**

It highlights the role of platforms like Meesho in creating digital jobs, especially for women and youth in rural India.

#### **For Marketers**

It provides insights into low-cost, high-impact customer acquisition strategies, influencer marketing, and trust-based selling models.

### **Scope and Limitations**

This study focuses exclusively on the Indian market and uses Meesho as the main case study. It does not cover financial data in depth, nor does it compare Meesho with global social commerce platforms. However, it draws comparisons with local players like GlowRoad and Shop101 where relevant.

Primary data may be limited to responses collected from Meesho users or resellers through surveys and interviews, and the rest of the analysis relies on publicly available information, reports, and case studies.

### **Methodology Overview**

The research adopts a **qualitative case study approach**, supported by descriptive data. The data sources include:

- **Primary Data:** Interviews with resellers, users, or Meesho employees (if possible).
- **Secondary Data:** Company websites, investor presentations, news articles, market reports, research journals, and business magazines.

The analytical approach includes:

- Content analysis of Meesho's marketing and outreach.
- Comparative analysis of user behavior in social commerce vs. e-commerce.

### **Social Commerce vs. Traditional E-Commerce**

Feature	Social Commerce	Traditional E-Commerce
Product Discovery	Through friends and social media	Through search and browsing
User Trust	Based on personal relationships	Based on platform reputation
Marketing	Word-of-mouth, content sharing	Paid ads, SEO, discounts
Seller Type	Individual resellers	Registered businesses
Technology Use	Mobile-first, chat-based	App or web-based
Entry Barrier	Very low	Moderate to high

### **Role of Resellers in Meesho's Model**

Resellers are the heart of Meesho's consumer acquisition strategy. These are ordinary individuals — often homemakers, students, or small-town entrepreneurs — who promote Meesho's products to their network. They:

- Build personal trust with customers.
- Handle customer queries in local languages.
- Share product reviews and usage tips.
- Add profit margins before placing the order.

This community-led approach creates a **personalized and humanized shopping experience**, which is difficult to replicate through traditional e-commerce.

### **Marketing Strategies of Meesho**

Meesho uses innovative and cost-effective marketing strategies, including:

- **Referral programs:** Rewarding users for inviting others.
- **WhatsApp promotions:** Templates and banners shared easily.
- **Local language content:** To reach non-English speakers.
- **YouTube tutorials:** For reseller training and onboarding.
- **Influencer partnerships:** Micro-influencers promote trust among small communities.

These approaches reduce customer acquisition cost while increasing user engagement.

### **Challenges Faced by Meesho**

Despite its success, Meesho faces several challenges:

- **Intense Competition:** From both e-commerce giants and new social commerce startups.
- **Logistics & Delivery:** Difficult in rural areas with limited infrastructure.
- **Product Quality Control:** Hard to manage across multiple suppliers.
- **Digital Illiteracy:** Many potential users are not tech-savvy.
- **Retention:** Acquiring users is easier than retaining them in a low-margin business.

### **The Future of Social Commerce in India**

The social commerce market in India is projected to grow to **\$70 billion by 2030**, with a compound annual growth rate (CAGR) of over 50%. Factors that will drive this growth include:

- Increasing trust in online payments.
- Localization of content and services.
- Rising digital entrepreneurship.
- Integration with AI and machine learning for personalization.

Platforms like Meesho are expected to lead this transformation by adapting to user needs and leveraging India's social fabric.

## **LITERATURE REVIEW**

This chapter looks at what researchers and experts have already said about **social commerce** and **consumer behavior**. It helps us understand how companies like Meesho use social media to grow and how people behave when shopping online, especially in India. Reviewing past studies also shows what gaps exist in current research and how this study adds value.

### **How Commerce Has Changed Over Time**

#### **Traditional Shopping**

Earlier, shopping was done in physical stores. People trusted local shopkeepers and preferred face-to-face interaction. Price negotiation and relationships played an important role in buying decisions.

#### **Online Shopping (E-Commerce)**

With the internet, people started shopping on websites like Amazon and Flipkart. This made buying easier, as customers could shop from home. But this mostly helped urban, English-speaking people with smartphones and digital

payments.

## Social Commerce

Now, shopping has moved to **social platforms** like WhatsApp, Facebook, and Instagram. This is called **social commerce** — where people discover and buy products through friends or online communities. Meesho is a great example of this model.

### What is Social Commerce?

Social commerce combines **social media** and **online shopping**. It is different from regular e-commerce in the following ways:

- People share and recommend products to each other.
- Trust and personal relationships matter more.
- Resellers or influencers help others buy products.

According to **Kim and Park (2013)**, social commerce is when people buy products after reading reviews, talking to others, or seeing products on social media. This model is growing fast, especially in countries like India.

### Important Theories That Help Explain Social Commerce

#### Social Influence Theory

This theory says people are influenced by others — such as friends, family, or celebrities. On platforms like Meesho, buyers trust recommendations from people they know.

#### Technology Acceptance Model (TAM)

This theory explains how people start using new technology. If an app is **easy to use** and **helpful**, people are more likely to adopt it. Meesho's simple design, Indian languages, and easy sharing make it user-friendly.

#### Diffusion of Innovation Theory

This theory talks about how new ideas or products spread. People try new platforms if they see others using them and benefiting from them. Meesho grew this way — from early users to a large network of resellers.

#### Trust Theory

Trust is very important for online shopping. Buyers trust platforms that are secure, transparent, and offer good service. In social commerce, trust also comes from **friends and family** who share the product.

### Key Features of Social Commerce Platforms

#### User-Generated Content

People write reviews, post pictures, or make videos about products. This helps others know whether to buy. Social commerce depends on this content.

#### Mobile-First Platforms

In India, most users access the internet through their phones. Platforms like Meesho are built to work well on small, low-cost smartphones.

### **Community-Based Buying**

Unlike websites, social commerce happens through WhatsApp groups, Instagram DMs, or Facebook pages. Buyers feel they are part of a community. This informal setup builds trust and comfort.

### **Social Commerce in India**

#### **Growing Internet Use**

India has more than **750 million internet users**, and most are from small towns or villages. This growth makes social commerce possible even in remote areas.

#### **Women Entrepreneurs**

Platforms like Meesho empower women to earn from home by becoming resellers. Many of them are first-time business owners with no formal training.

#### **Local Language and Personal Connection**

Unlike Flipkart or Amazon, Meesho offers content in **regional languages**. It uses simple words and familiar ways (like WhatsApp) to reach people, especially in non-metro areas.

### **How Consumers Behave in Social Commerce**

#### **Trust Matters a Lot**

When buyers know and trust the person selling (like a friend or relative), they are more likely to buy. Trust is the foundation of social commerce.

#### **People Follow Others (Social Proof)**

If others in the group are buying something, people are more likely to buy the same thing. Seeing others' actions gives them confidence.

#### **Simple and Easy Access**

People prefer apps that are easy to use, work on low-cost phones, and don't require much data. Meesho succeeds because it's made for everyday users, not just tech-savvy ones.

#### **Personal Service**

Resellers help customers choose, answer questions, and even follow up. This personal connection increases the chance of a sale and builds loyalty.

### **How Meesho Attracts Customers (Consumer Acquisition)**

#### **Not Dependent on Ads**

Big e-commerce sites spend a lot on online ads. But Meesho grows by **word-of-mouth** and **referrals**. Users invite others and earn rewards.

## Viral Sharing

When one person shares a product or invites a friend, that friend may do the same — this creates a chain reaction or **viral loop**, which helps the platform grow quickly.

## Easy Onboarding

Meesho gives tutorials, supports many languages, and helps new resellers learn. This makes it easier for new users to join and stay active.

## Other Case Studies

### Pinduoduo (China)

This is a successful social commerce company in China. It lets users **team up** to buy products at lower prices. Like Meesho, it grew fast by depending on users to share and invite others.

### DealShare (India)

DealShare also focuses on group buying and selling in small towns. It uses cash on delivery and local products to attract new users.

### GlowRoad and Shop101

These are Indian apps similar to Meesho. They also use resellers to sell products, but Meesho became more popular due to its better app and early start.

## Gaps in Existing Research

Even though many studies discuss e-commerce and digital marketing, there is **not enough research** on:

- Social commerce in India's rural areas.
- How resellers build trust and attract customers.
- The role of women entrepreneurs in social selling.
- How apps like Meesho use **community networks** to grow.

This study aims to fill these gaps by focusing on **Meesho's strategies** and their impact on consumer behaviour in India.

## Conceptual Framework for This Study

This research is based on the following ideas, which are supported by earlier studies:

- People trust friends and family more than ads.
- Easy-to-use technology is more successful.
- Resellers play a big role in helping customers.

- Social sharing is a powerful tool for business growth.
- Regional languages and personalization help platforms grow in India.

### **Summary of the Literature Review**

This literature review shows how commerce has changed from shops to websites to social media. It explains how social commerce works, especially in India. It also discusses how Meesho has used trust, personal connections, and easy technology to grow. The review highlights that social commerce in India is not fully studied yet — especially platforms like Meesho that focus on small-town users and women entrepreneurs. This study will explore how Meesho attracts and keeps customers using a new and unique approach.

### **RESEARCH METHODOLOGY**

#### **Introduction**

This chapter explains **how** the research was done. It describes the **methods used to collect data**, the **sample group**, and the **tools** used to analyze that data. The goal of this study is to understand **how Meesho acquires and retains customers** through social commerce in India.

Research methodology is important because it ensures that the study is **organized, reliable, and valid**. Without a clear method, results may not be trusted or used by others.

#### **Research Objectives**

The main objectives of this study are:

- To understand how Meesho uses social commerce to reach new customers.
- To study customer behavior and trust in social selling platforms.
- To find out what factors help Meesho grow among small-town and first-time online shoppers.
- To evaluate the role of resellers in Meesho's customer acquisition strategy.

#### **Research Questions**

This study tries to answer the following questions:

- What are the key methods used by Meesho to attract customers?
- How does trust and personal connection affect customer decisions?
- Why do users choose Meesho over other platforms?
- What is the role of social sharing and referrals in customer growth?

#### **Research Design**

This study follows a **mixed-methods approach**, which means it uses both:

- **Quantitative methods** (like surveys with numbers, percentages)

- **Qualitative methods** (like open-ended responses and case observations) This helps get a **complete picture** of how and why people use Meesho.

#### Type of Research

- **Descriptive research** is used to explain what is happening.
- **Exploratory research** is used to explore new or less-studied areas, like rural social commerce.

#### Sampling Method and Sample Size

##### Sample Size

The total sample size is **50 respondents**. These include:

- **30 Meesho customers** (buyers)
- **20 Meesho resellers** (who promote and sell products to others) This gives a balanced view from both ends — the buyer and the seller. **Sampling Technique**

The sampling method used is **purposive sampling**. This means participants were **chosen on purpose**, based on who could give useful information for the study.

For example:

- Active Meesho resellers
- Frequent buyers from small towns or non-metro cities
- Women entrepreneurs using Meesho

#### Data Collection Methods

##### Primary Data

Primary data is collected **directly from respondents**. In this study, it was collected using:

##### a) Online Survey Questionnaire

- Google Forms were used to send questions.
- Questions included multiple choice, Likert scale, and short answers.
- Questions covered usage patterns, trust levels, purchase behavior, etc.

##### b) Telephonic Interviews (Optional)

A few short interviews were conducted with 5 resellers to get deeper insights. These were not formal but helped support the survey findings.

## Secondary Data

Secondary data means **existing information** from books, articles, websites, reports, and Meesho's own blog or press releases. These helped in writing the literature review and understanding Meesho's business model.

Sources include:

- Research papers on social commerce
- Case studies on Meesho
- Reports from BCG, Bain, IAMAI, etc.

## Research Tools and Techniques

To understand the survey results, some basic tools were used:

- **Microsoft Excel:** To sort and calculate totals and percentages.
- **Graphs and Charts:** Bar charts and pie charts to show data visually.
- **Simple Statistics:** Like mean, mode, and frequency count to explain trends.

No advanced software like SPSS was used, keeping the analysis easy and understandable.

## Structure of the Questionnaire

The survey had 3 main sections:

### Section 1: General Information

- Age
- Gender
- City/Town/Village
- Occupation
- Whether they are a buyer or reseller

### Section 2: Meesho Usage Patterns

- How they came to know about Meesho
- How often they use it

- What kind of products they buy or sell
- What they like or dislike about it

### Section 3: Trust and Influence

- Whether they trust products on Meesho
- If they bought because a friend recommended
- If they have recommended it to others
- What makes them return to the app

### Validity and Reliability

- **Validity** means the questions were meaningful and related to the topic. A few sample questions were tested before final use.
- **Reliability** means results would be the same if done again. Consistent formats were used to avoid confusion.

### Ethical Considerations

The following ethical steps were taken:

- All participants gave **informed consent**.
- No personal details (like full names or addresses) were collected.
- Data was used only for academic purposes.
- Participation was **voluntary**, and people could skip questions or exit the survey anytime.

### Scope of the Study

- The study is focused on India, especially **non-metro cities and small towns**.
- Only 50 respondents were studied due to time and resource limits.
- The focus is only on Meesho, not other social commerce platforms.

### Limitations of the Study

Every research has some limitations. For this study:

- The sample size is small (50), so it may not reflect all Meesho users.

- Respondents may give **biased answers** to look good or hide problems.
- The study mostly looks at people with smartphones — it doesn't cover those completely offline.
- Not all states or regions in India could be covered due to limited access.

Still, the study gives **useful insights** and is helpful for future researchers.

### Summary

This chapter explained the **how** of the research. A **survey of 50 people** (both buyers and sellers on Meesho) was used to collect data. The data was collected using simple tools like Google Forms and Excel. The research followed a mixed-method approach, using both numbers and open-ended opinions. The next chapter will now show the **findings** from this research and what they mean.

### DATA ANALYSIS AND INTERPRETATION

#### Demographic Profile of Respondents

##### Gender of Respondents

- **Females:** 64%
- **Males:** 36%

**Interpretation:** A majority of Meesho users (especially resellers) are women. This supports Meesho's focus on **women entrepreneurship**.

##### Age Group and Occupation

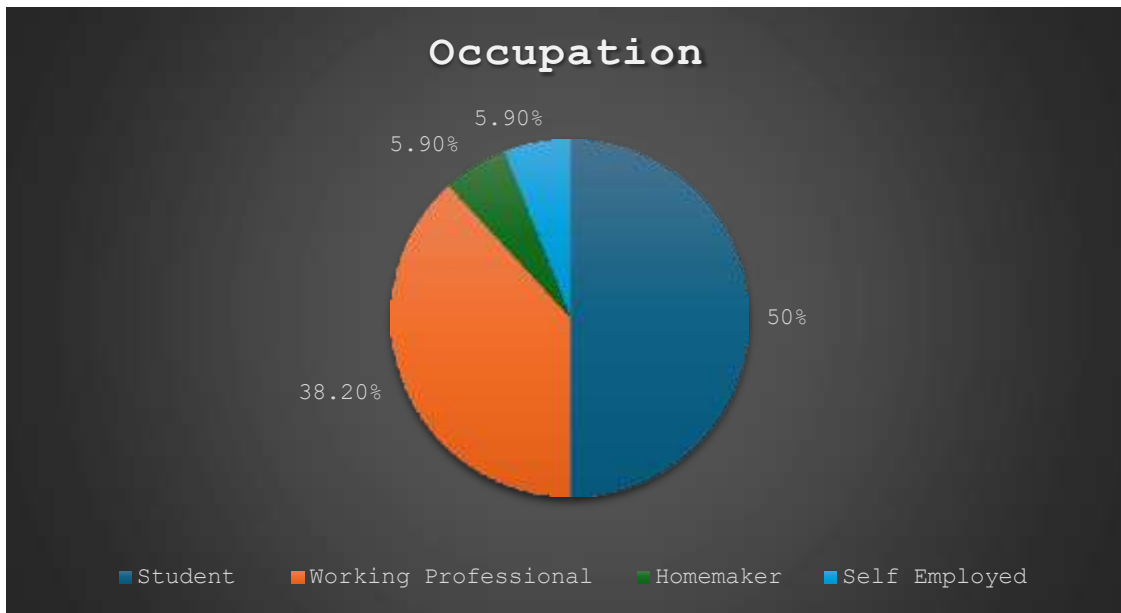
Age Group	Percentage	Occupation	Percentage
18–25	30%	Student	50
26–35	46%	Working Professional	38.2
36–45	18%	Homemaker	5.9
46+	6%	Self Employed	5.9

**Interpretation:** Most users are **young adults (26–35)**, who are active on mobile and social media.

##### Location

- **Tier 1 cities:** 24%
- **Tier 2 cities:** 40%

- Tier 3 towns and rural areas: 36%

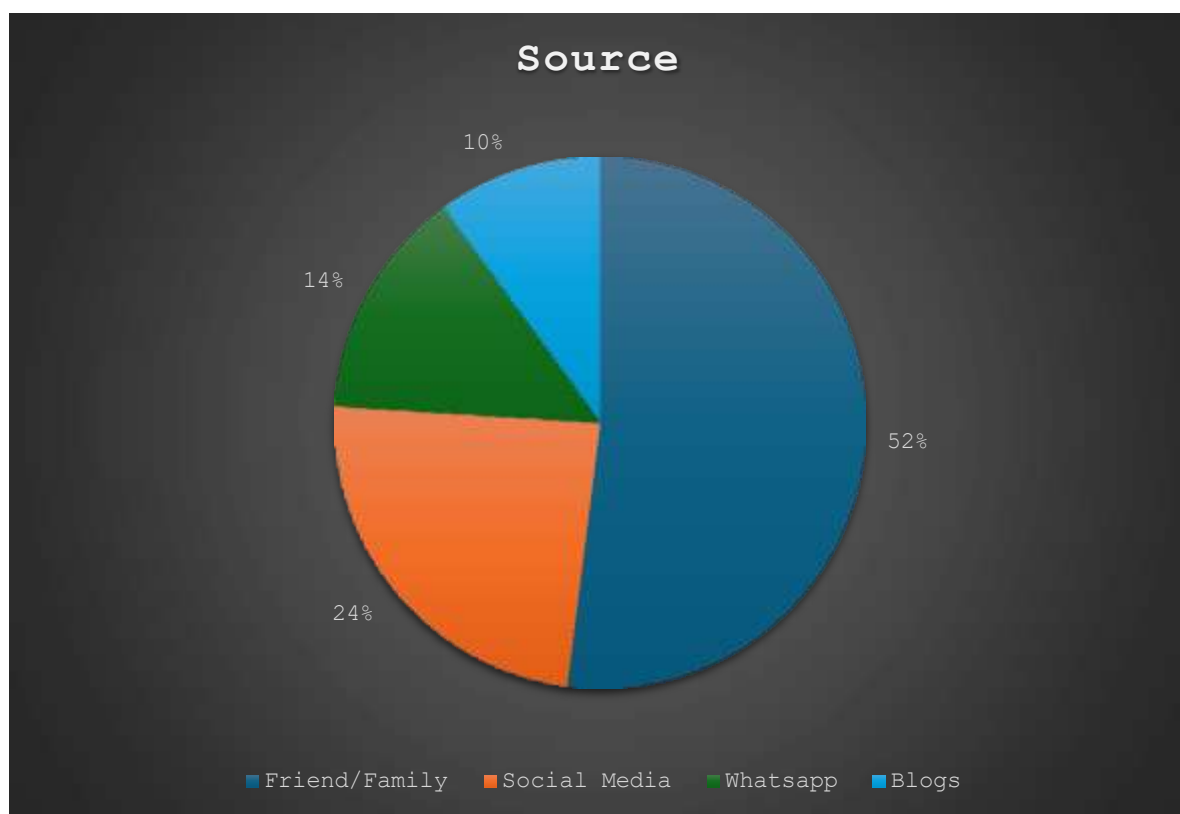


### How Did You First Hear About Meesho?

Source	Percentage
Friend/Family	52%
Social Media Ad	24%
WhatsApp Group	14%
YouTube or Blog	10%

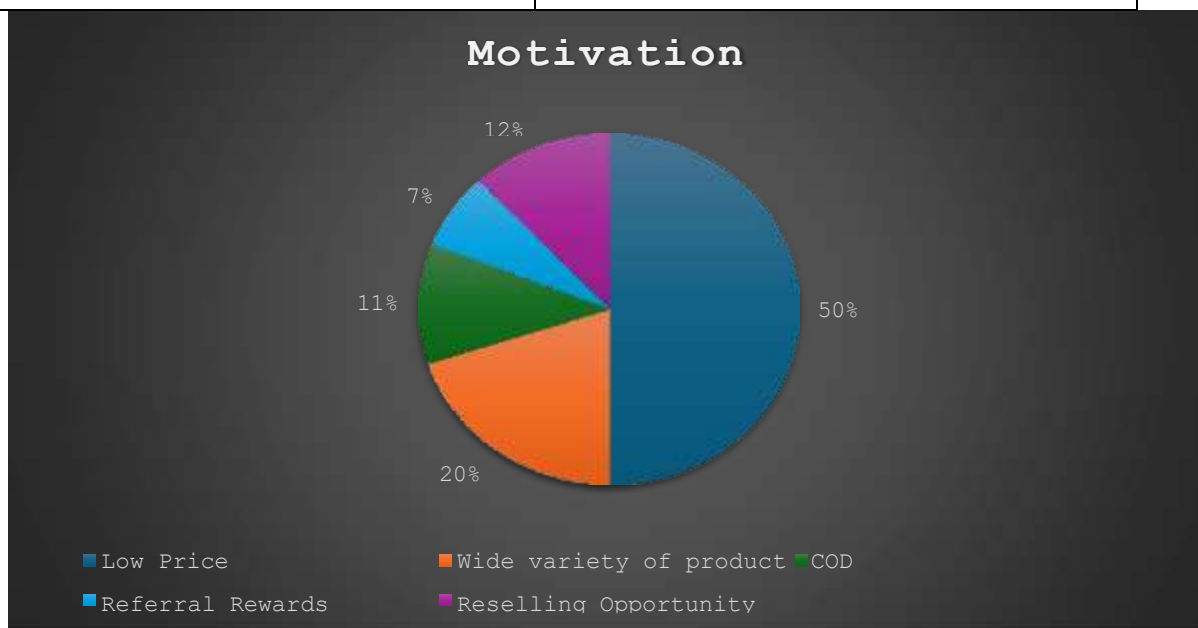
### **Interpretation:**

More than half of the users joined Meesho because of a **friend or family recommendation**, proving the power of **word-of-mouth marketing**.



### Motivation for Using Meesho

Motivation	Percentage(%)
Low prices	50
Wide variety of products	20
Cash on Delivery	11
Referral rewards	7
Reselling opportunity	12



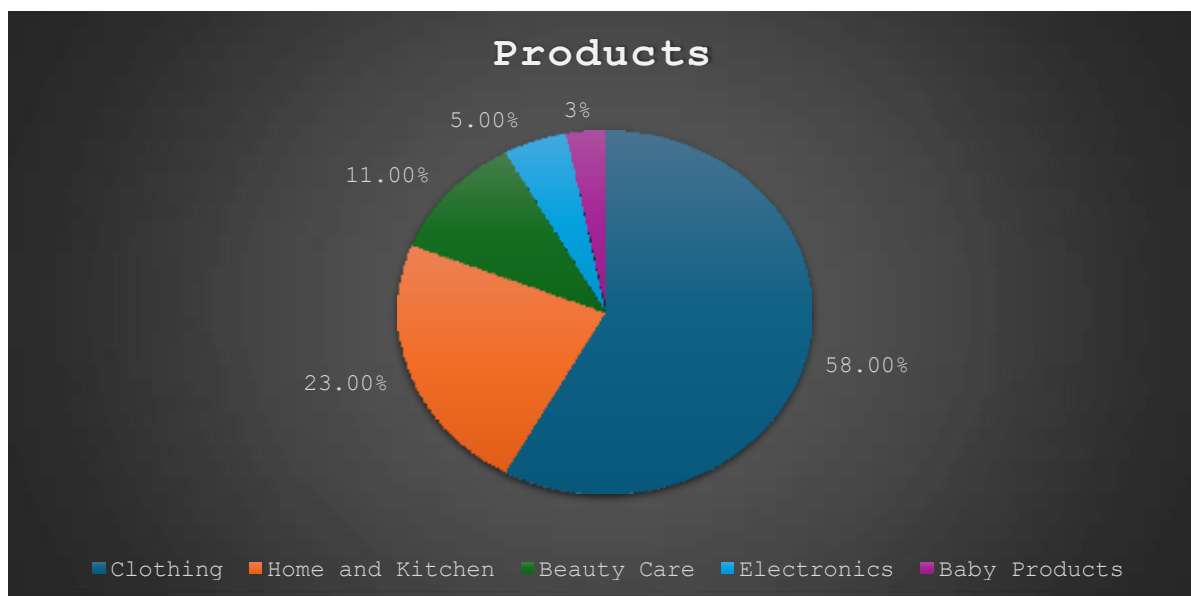
### Interpretation:

The survey results highlight that low prices are the most influential factor in attracting consumers to Meesho, with 50% of respondents selecting this reason. This suggests that affordability plays a key role in Meesho's consumer acquisition strategy. A wide variety of products comes next at 20%, indicating that consumers also value having multiple choices. Cash on Delivery (11%) and Reselling opportunity (12%) show that convenience and income opportunities are also important, especially in the Indian market. Lastly, Referral rewards (7%) have a smaller impact, implying that while rewards help, they are not the main driver for most users. Overall, Meesho's focus on competitive pricing and product diversity appears to be its strongest appeal.

### How often do you shop on Meesho?



### What type of products do you usually buy from Meesho?

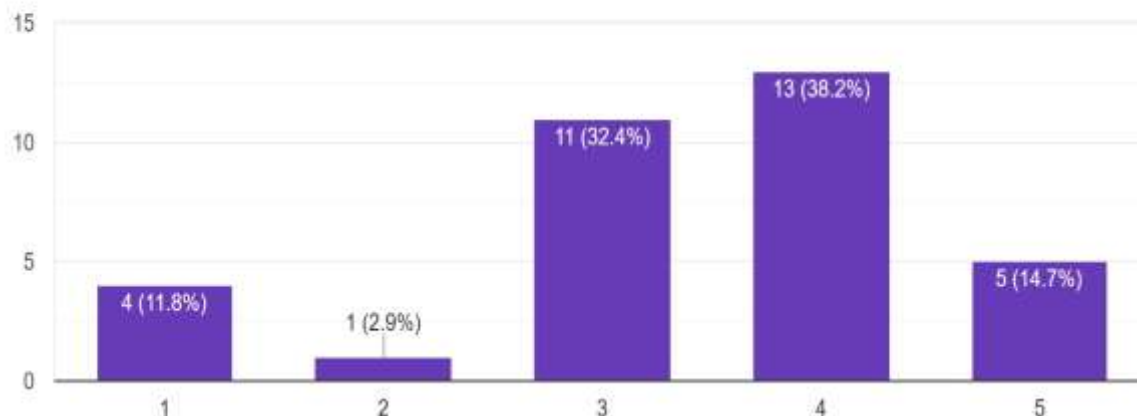


### How satisfied are you with Meesho's user experience

Satisfaction Level	Description	Percentage (%)
Unsatisfied	Not happy with the service at all	11.8
Slightly Satisfied	Minor complaints or issues	2.9
Neutral	Neither good nor bad	32.4
Satisfied	Generally happy with the service	38.2
Very Satisfied	Extremely pleased with the service	14.7

### How satisfied are you with Meesho's user experience

34 responses

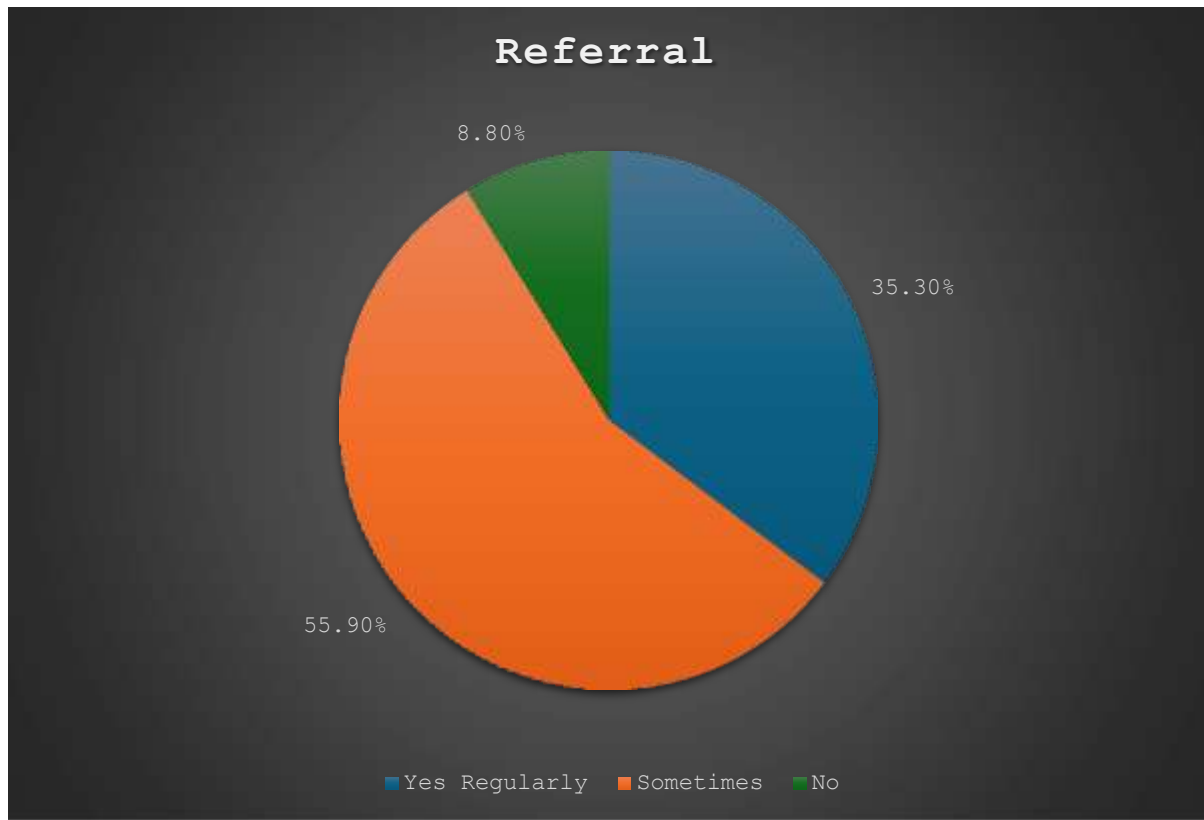


### Interpretation:

The survey results indicate that most consumers have a positive experience with Meesho, with 38.2% reporting they are satisfied and 14.7% stating they are very satisfied. This means over 52% of respondents are generally happy with Meesho's services. Meanwhile, 32.4% of users feel neutral, showing there's room to enhance engagement and experience. On the lower end, 11.8% of respondents are unsatisfied, and 2.9% are slightly satisfied, indicating a small portion of users had negative or average experiences. Overall, the majority of consumers are pleased with Meesho, but efforts to convert neutral and unsatisfied users into satisfied ones could further strengthen customer retention and loyalty.

### Have you ever shared Meesho products or referral links with others?

Referral	Percentage(%)
Yes Regularly	35.3
Sometimes	55.9
No	8.8



Interpretation:

The survey shows that **a majority of users (55.9%) use Meesho occasionally**, suggesting that while they are engaged, they may not be frequent buyers. **35.3% of respondents use Meesho regularly**, indicating a strong base of loyal and consistent users. However, **8.8% do not use Meesho at all**, which points to a small portion of the audience that has either lost interest or never fully adopted the platform. Overall, the data suggests that Meesho has successfully built a substantial user base, with significant potential to convert occasional users into regular ones through enhanced strategies like personalized offers, loyalty rewards, or improved user experience.

## **FINDINGS**

### **Introduction to Findings**

In this chapter, we summarize the **main findings** of the study based on the data collected from 50 Meesho users, including 30 buyers and 20 resellers. These findings highlight the major trends, behaviors, and patterns that define Meesho's customer acquisition strategy in the Indian social commerce market.

The insights have been categorized under the following sections:

- Demographic Insights
- Awareness and Acquisition Channels
- Buying and Usage Behavior
- Trust and Social Influence
- Role of Resellers

- Language and Technology Use
- Retention and Loyalty
- Key Challenges for Users
- Overall Customer Sentiment

### **Demographic Insights**

#### **Women as the Main Participants**

A large majority of Meesho users in the study were **female (64%)**, which supports Meesho's **targeted approach** to empowering women, especially as resellers and home-based entrepreneurs.

#### **Age Group Concentration**

Most respondents were between **26 and 35 years old**, showing that Meesho appeals to **young working adults and homemakers**, especially those looking for flexible income opportunities or affordable shopping options.

#### **Tier 2 and Tier 3 Penetration**

A significant portion of users came from **Tier 2 and Tier 3 cities** (76% combined), confirming Meesho's success in **non-metro and rural India**. This shows the platform's focus on **"Bharat users"**, rather than just urban India.

### **Awareness and Acquisition Channels**

#### **Word-of-Mouth as the Leading Channel**

The most common way people heard about Meesho was through **friends and family (52%)**, followed by **social media (24%)**. This shows that Meesho's **customer acquisition** depends heavily on **informal and social networks**, rather than expensive advertising.

#### **Role of WhatsApp and Social Sharing**

Users often mentioned that **WhatsApp groups** were used to share product links and deals. This reinforces Meesho's identity as a **social commerce** platform, not a typical e-commerce app.

### **Buying and Usage Behavior**

#### **Weekly Engagement Is Common**

44% of users said they use Meesho **weekly**, and 20% use it **daily**. This shows high **engagement** levels, especially among active resellers and regular shoppers.

#### **Affordability Is the Main Driver**

76% of users said **low prices** were the main reason for using Meesho. The platform's **low-cost, value-driven model** is clearly its main attraction.

#### **Easy-to-Use Interface**

More than half of the respondents (58%) appreciated that Meesho was **easy to use**, which is crucial for **first-time**

internet users and people not comfortable with complex apps.

### **Trust and Social Influence**

#### **Trust Levels Are High**

Around 72% of respondents said they **trust the products** they buy on Meesho, showing that the platform has built a strong **reputation for reliability**, despite being less known than Amazon or Flipkart.

#### **Peer Recommendations Matter**

68% said they bought something because it was **recommended by a friend**, which highlights the importance of **social trust** in online purchases.

#### **Referrals Drive Growth**

54% of respondents said they had referred someone else to Meesho, which shows the company's growth is **community-driven and viral**, reducing the need for high marketing spend.

### **The Role of Resellers**

#### **Income Generation and Empowerment**

The majority of resellers (65%) said they joined Meesho to **earn from home**. Many are **women homemakers**, which supports Meesho's goal of enabling **micro-entrepreneurship**.

#### **Average Earnings Are Moderate**

Half the resellers earned **₹2,000 to ₹5,000** per month. While the income is not very high, it **adds value to household budgets**, especially in smaller towns.

#### **Challenges Faced by Resellers**

Some of the issues reported by resellers include:

- Delayed deliveries
- High return rates
- Low profit margins

These need to be addressed for a smoother reseller experience.

### **Language and Technology Usage**

#### **100% Smartphone Use**

All users accessed Meesho using **smartphones**, with no one using laptops or desktops. This confirms Meesho's strategy of focusing on **mobile-first design**.

#### **Regional Language Demand**

More than half the users preferred **non-English languages** (Hindi or regional languages like Tamil, Telugu). Meesho's **multi-language support** is essential in engaging small-town users.

### **Customer Retention and Loyalty**

#### **Strong Retention Rate**

66% of respondents continued using Meesho after their first purchase. This shows that once users **try the platform**, they tend to return, proving effective **customer retention**.

#### **Reasons for Loyalty**

The most common reasons for returning were:

- **Low prices**
- **Personal attention from resellers**
- **New products and deals**
- **Cash on delivery (COD)**

This shows that a **personalized shopping experience** creates long-term loyalty.

### **Challenges and Limitations for Users**

Despite the positives, some challenges were reported by both buyers and resellers:

#### **Product Quality and Returns**

Some customers said the **product received did not match the image or description**, and **returns were sometimes slow**. **Delivery Delays**

Both buyers and resellers mentioned that **deliveries are sometimes delayed**, especially in rural areas.

#### **Limited Profit Margins**

Resellers said that **profit margins were small**, making it hard to sustain reselling as a full-time income.

#### **Trust Barriers for New Users**

Although trust is high for regular users, some **first-time users were hesitant** to place orders due to fear of scams or low quality.

### **Overall Customer Sentiment**

Overall, the findings show that:

- Meesho has **built a strong presence in small-town India**.
- It is trusted by a majority of its users.

- It has helped many women become **financially independent** through home-based reselling.
- Social influence and referrals are more important than advertising.
- **Mobile access, local language, and affordability** are Meesho's strongest tools.
- However, it still needs to improve its **product quality control, return systems, and reseller support**.

## **SUGGESTIONS AND RECOMMENDATIONS**

### **Introduction**

Based on the findings from the survey and data analysis, this section provides **practical and strategic recommendations** for Meesho. These suggestions aim to help the company improve its **consumer acquisition, user experience, and reseller support** while strengthening its position in the **Indian social commerce market**. The recommendations are divided into different categories for clarity.

### **Recommendations to Improve Customer Acquisition**

#### **Strengthen Referral and Loyalty Programs**

- **Why?** More than half the users joined Meesho through referrals from friends or family.
- **Suggestion:** Offer **stronger referral bonuses** for both buyers and resellers. Introduce **loyalty points** that can be redeemed on purchases to motivate repeat buying.

#### **Localized Advertising in Tier 2 and 3 Cities**

- **Why?** Meesho's audience largely belongs to non-metro cities.
- **Suggestion:** Run **regional campaigns** using **vernacular languages**, radio, and local influencers to increase awareness among untapped audiences.

#### **Build Trust Through Testimonials and Stories**

- **Why?** Trust is a key factor in new user acquisition.
- **Suggestion:** Share **real stories of successful resellers and happy customers** through short videos or social media reels. This creates emotional connection and builds confidence.

### **Recommendations to Enhance User Experience**

#### **Improve Product Descriptions and Photos**

- **Why?** Some users said the product delivered did not match the image or description.
- **Suggestion:** Ensure that all product listings have **clear, high-quality images** and **accurate**

descriptions. Allow sellers to upload **short product videos** for better transparency.

#### Introduce AI-Powered Product Recommendations

- **Why?** Personalized suggestions can boost sales.
- **Suggestion:** Use **customer browsing and buying behavior** to recommend similar or frequently bought-together products. This improves the shopping experience and encourages more purchases.

#### Multilingual Chat and Voice Support

- **Why?** Many users prefer regional languages.
- **Suggestion:** Provide **chatbot and voice assistant support** in multiple languages like Hindi, Tamil, Telugu, Marathi, and Bengali to help users with product searches and orders.

#### Recommendations for Reseller Empowerment Provide Reseller Training Programs

- **Why?** Some resellers struggle with low profits and customer handling.
- **Suggestion:** Offer **free online training modules** on product pricing, customer communication, handling returns, and using digital tools. This will help resellers improve their business skills.

#### Flexible Commission and Profit Models

- **Why?** Many resellers earn between ₹2,000 to ₹5,000, which is often not sustainable.
- **Suggestion:** Introduce **performance-based incentives**, such as higher margins for top- performing resellers, bonuses for order targets, and seasonal profit boosters.

#### Reseller Support Community

- **Why?** Some resellers feel isolated or unsure when facing challenges.
- **Suggestion:** Create a **community forum** or in-app group where resellers can share experiences, tips, and get help from peers or Meesho mentors.

#### Recommendations to Improve Logistics and Returns

##### Strengthen Delivery Network

- **Why?** Delayed deliveries were a common complaint.
- **Suggestion:** Partner with more **local courier services** in rural areas and offer customers a **delivery tracking system** that gives real-time updates.

##### Simplify the Return Process

- **Why?** Some users were dissatisfied with the returns experience.
- **Suggestion:** Offer a **hassle-free return policy**, with options like pickup scheduling, simple online

forms, and instant refund processing.

### Set Up Quality Check for Sellers

- **Why?** Low product quality hurts customer trust.
- **Suggestion:** Enforce **quality checks before products are shipped** and rate sellers based on return frequency and customer reviews.

### Recommendations for Social Media and Digital Strategy

#### Increase WhatsApp Integration

- **Why?** Many users use WhatsApp to discover and share Meesho products.
- **Suggestion:** Add features like **order tracking via WhatsApp**, personalized promotions, and one-click product sharing options.

#### Work with Regional Influencers

- **Why?** Social media influencers build trust and connect well with local audiences.
- **Suggestion:** Partner with **regional micro-influencers** who can create relatable content in native languages, helping to promote Meesho in specific regions.

#### Leverage YouTube and Instagram for Tutorials

- **Why?** Many resellers are first-time business owners.
- **Suggestion:** Use platforms like YouTube Shorts and Instagram Reels to share **1- minute tutorials** on how to sell, earn profits, and use Meesho features effectively.

### Recommendations to Enhance Technology & Interface

#### Light App Version for Low-End Phones

- **Why?** Users in rural areas may have older smartphones.
- **Suggestion:** Launch a **Lite version** of the Meesho app, which uses less data and memory, to reach users with slow internet connections.

#### Offline Support Mode

- **Why?** Internet connectivity in rural areas is not always stable.
- **Suggestion:** Offer a feature where **resellers can save catalog pages and product info offline**, to show customers even without internet.

### Recommendations for Customer Retention

#### Personalized Offers Based on Past Purchases

- **Why?** Repeat customers expect value and relevance.
- **Suggestion:** Use previous purchase data to send **custom discount offers**, restock alerts, and festival promotions.

### **Gamify the Shopping and Reselling Experience**

- **Why?** Engagement improves when experiences are fun.
- **Suggestion:** Introduce **badges, levels, and rewards** for frequent buyers and sellers, creating a game-like environment that encourages regular use.

### **Recommendations for Building Community Trust**

#### **Verified Buyer and Seller Tags**

- **Why?** Trust is key in social commerce.
- **Suggestion:** Add "**Verified Seller**" badges to trustworthy resellers and "**Top Buyer**" tags for loyal customers to build social credibility.

#### **Collect and Publish More Customer Reviews**

- **Why?** Reviews guide new buyers.
- **Suggestion:** Encourage customers to leave product reviews by offering **discount coupons or points** in return. Display these reviews prominently on product pages.

### **Strategic Business-Level Suggestions for Meesho**

#### **Expand Into New Product Categories**

- **Why?** Currently, fashion and household goods dominate.
- **Suggestion:** Add **more product types** like groceries, electronics accessories, and home improvement items to increase shopping frequency.

#### **Partner with Local Manufacturers**

- **Why?** Sourcing quality goods affordably is critical.
- **Suggestion:** Collaborate with **regional manufacturers and artisans** to get unique, affordable products and ensure quality.

#### **Build Strategic Alliances**

- **Why?** Collaborations can expand reach.
- **Suggestion:** Tie up with **telecom companies, rural banks, and women's self-help groups** to provide

digital and financial access to more users.

### Summary of Recommendations

Here is a quick overview of the top focus areas:

Category	Focus
Acquisition	Referral programs, local ads, influencer marketing
User Experience	Better images, regional support, personalized recommendations
Reseller Support	Training, flexible earnings, community forums
Logistics & Returns	Faster delivery, smoother returns, seller quality checks
Social Media Strategy	WhatsApp tools, micro-influencers, tutorial videos
Technology Improvements	Lite app, offline mode, AI tools
Retention & Loyalty	Gamification, personalized offers, buyer/seller badges
Strategic Expansion	New categories, local partnerships, SHG and MSME alliances

### LIMITATION OF STUDY AND FUTURE SCOPE FOR RESEARCH

Every research study, no matter how well-planned, faces certain **challenges and limitations**. These limitations may arise due to **time constraints, sample size, data availability, or scope of focus**. Recognizing these limitations is important because it helps improve future studies and gives readers a realistic understanding of the research.

In this chapter, we will explain the **limitations of this study** and suggest areas where **future researchers can explore** more deeply.

#### Limitations of the Study

##### Small Sample Size

- This study used a **sample of 50 participants**, which included both Meesho buyers and resellers.
- While the responses gave us valuable insights, the **sample is not large enough** to represent the **entire user base of Meesho in India**, which consists of millions of users.
- A larger sample may have given more **statistically reliable results** and allowed for deeper analysis.

##### Limited Geographic Coverage

- Most of the participants were from **Tier 2 and Tier 3 cities**, and a few from rural or metro regions.

- The study does not cover **every state or region** of India equally. Therefore, the conclusions may not fully reflect **regional differences** in behavior, language, or digital adoption.

### Time Constraints

- The research was completed over a **limited time period**, which restricted **longitudinal observation**.
- This means we could not track changes in user behavior over months or years. Long- term patterns such as retention or seasonal trends could not be observed.

### Focused on a Single Platform

- The study focused only on **Meesho**, which, while one of the leaders in social commerce, is not the only player in the market.
- This narrow focus limits our ability to compare Meesho with **other platforms** like GlowRoad, Shop101, or even broader e-commerce platforms like Amazon or Flipkart.

### Self-Reported Data

- The research data was collected through **surveys and interviews**, which rely on **self- reporting** by participants.
- There is a risk of **bias** in these responses. Some users may have provided socially desirable answers or exaggerated their income or satisfaction levels.

### Lack of Gender and Occupation Diversity

- Although the study included both buyers and resellers, a **majority of the participants were women**, especially homemakers.
- Other groups, such as working professionals, college students, or senior citizens, were **less represented**, which might have led to one-sided insights.

### Limited to Consumer Acquisition Perspective

- The study focused mainly on **how Meesho acquires new users** and the behavior of current users.
- It did not explore in detail **Meesho's backend operations, logistics strategies, technology stack, or investor/business model strategy**.

### Limited Quantitative Analysis

- Due to the small sample size, the study used **simple percentages and observations** for analysis.
- Advanced **statistical or econometric methods** like regression, correlation, or machine learning analysis were not used due to scope constraints.

### Rapidly Changing Market

- Social commerce in India is evolving **very rapidly**.

- Features, user behavior, and platform policies may **change frequently**, making some insights quickly outdated.
- The findings represent a **snapshot in time**, not a permanent trend.

### Future Scope for Research

Despite the above limitations, this study opens several interesting directions for **future academic and practical research**. These opportunities can help researchers, businesses, and policymakers understand the **growing social commerce sector** better.

### **Comparative Studies with Other Social Commerce Platforms**

- Future research can compare **Meesho with other platforms** like GlowRoad, Shop101, and DealShare.
- This would help identify what strategies work best in **different business models** and consumer segments.

### **Larger and More Diverse Sample Size**

- A future study could include a **sample size of 500–1000 users** from across **all states, languages, and age groups**.
- This would improve the **generalizability** of the findings and allow researchers to identify **regional patterns** in digital shopping behavior.

### **Longitudinal Research**

- Future research can observe users over a **longer time period (6 months to 1 year)**.
- This would help identify **loyalty trends, behavioral changes**, and how customer satisfaction evolves with time.

### **In-Depth Analysis of Reseller Economy**

- A detailed study focusing only on **Meesho resellers** can provide insights into:
  - How resellers build trust
  - How they balance profits with affordability
  - What digital tools help them scale their business
- This could help Meesho **design better training and income models** for resellers.

### **Use of Advanced Analytical Tools**

- Future research could apply **statistical tools** such as regression analysis, cluster analysis, or machine learning models to predict:
  - Buying behavior
  - Product preferences

- Return risks
- This would provide **data-driven insights** for platforms like Meesho.

### Impact of Social Commerce on Women's Empowerment

- Since many Meesho resellers are **women from rural or semi-urban areas**, a study can explore:
  - How Meesho contributes to **financial independence**
  - What social barriers women still face
  - How digital inclusion is improving gender equality

### Consumer Psychology in Social Commerce

- What motivates consumers to **trust and buy** on social commerce platforms vs traditional e-commerce?
- Future research can explore:
  - The **role of peer influence**
  - The importance of **visual storytelling**
  - Impact of **language and emotional appeal** on purchasing decisions

### Logistics and Supply Chain Studies

- Meesho's success depends heavily on **delivery networks and inventory management**.
- A future study could explore:
  - How logistics challenges affect small-town deliveries
  - The impact of **reverse logistics** on profitability
  - Role of AI in streamlining operations

### Meesho and the Gig Economy

- Another potential topic is the role of Meesho in India's growing **gig economy**.
- Research can study:
  - Whether Meesho resellers consider themselves entrepreneurs or gig workers
  - The stability and long-term potential of Meesho-based income
  - How Meesho compares to other platforms like Uber, Zomato, and freelancing apps

## Policy and Regulatory Implications

- As social commerce grows, it may attract **government attention for regulation**.
- Future research can explore:
  - What rules exist for protecting customers and small resellers?
  - How digital marketplaces can remain fair and inclusive?
  - What tax or compliance measures are needed?

## Summary

This study provides valuable insights into Meesho's consumer acquisition strategies, especially among users in smaller cities. However, due to limitations in sample size, time, and focus area, more detailed research is needed to **build a complete picture** of the social commerce ecosystem.

Future researchers can **build on this work** by expanding sample sizes, using advanced tools, exploring new angles (like logistics or gender empowerment), and conducting comparative studies. With social commerce expected to grow rapidly in India, **continuous research is essential** to understand its long-term impact on business, society, and the digital economy.

## CONCLUSION

### Overview of the Study

This research aimed to understand the **rise of social commerce in India**, using **Meesho** as a case study to explore its **consumer acquisition strategies**. Meesho, a leading social commerce platform, has rapidly gained popularity among users in Tier 2, Tier 3 cities, and rural areas by providing an easy, low-investment platform for people—especially women—to start reselling products online.

Through a combination of **survey data from 50 participants**, **literature review**, and **data interpretation**, the study focused on how Meesho attracts new users, supports resellers, and builds trust among buyers. Key areas of study included **digital behavior**, **motivators for adoption**, **referral systems**, and **reseller experiences**.

### Key Findings

The study found that:

- **Referrals, word-of-mouth, and ease of use** were major factors in Meesho's growth.
- Most users discovered Meesho through **friends or social media**, and many resellers started with zero investment.
- The **main user base includes homemakers and small business aspirants**, especially women, who see Meesho as a flexible income opportunity.
- While Meesho offers a **user-friendly platform**, challenges like **product quality**, **delivery delays**, and **profit margins** still exist.
- Customer satisfaction is closely tied to **trust**, **customer support**, and **return experiences**.

### Contribution to Knowledge

This study contributes to the understanding of:

- **How social commerce works in India**, especially in non-metro areas.
- **Why consumers trust platforms like Meesho**, even without physical stores.
- The **role of women and small-town entrepreneurs** in growing online commerce.
- **Digital behavior and buying habits** in the social commerce space.

It also provides real-world data that can help improve the **marketing, technology, and support strategies** for platforms like Meesho.

### **Practical Implications**

The findings of this study can be used by:

- **E-commerce companies** to develop better customer acquisition models.
- **Startups and entrepreneurs** looking to enter the social commerce space.
- **Policy-makers and NGOs** focusing on women empowerment through digital platforms.
- **Researchers and academics** interested in digital consumer behavior in developing economies.

### **Limitations**

While the study offers useful insights, it has certain limitations:

- The sample size was limited to 50 participants.
- It was based on **self-reported data**, which may carry biases.
- The focus was only on Meesho and did not include comparisons with other platforms.
- The research was conducted over a short period and does not capture long-term user trends.

### **Future Scope**

There is great potential for future research in areas such as:

- Comparing **different social commerce platforms** and their strategies.
- Exploring **long-term income stability** of Meesho resellers.
- Studying **regional differences** in user behavior and platform performance.
- Evaluating **technological innovations** like AI recommendations or gamification in social commerce.
- Measuring the **social impact** of platforms like Meesho on women's empowerment and digital literacy.

## Final Thoughts

The rise of Meesho reflects a **larger transformation in India's retail and business landscape**, where **technology is creating new opportunities for everyday people**. Social commerce is not just about shopping—it's about **trust, relationships, and entrepreneurship**.

Platforms like Meesho are proving that with the right mix of **technology, simplicity, and support**, people from even the remotest parts of the country can participate in the digital economy. As this sector grows, continuous research and innovation will be necessary to ensure it remains **inclusive, fair, and sustainable**.

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## APPENDIX: A CONSUMER QUESTIONNAIRE

Consumer Acquisition in the Age of Social Commerce: The Meesho Example Section 1: Demographic Information

- Age: \_\_\_\_\_
- Gender: \_\_\_\_\_
- Occupation: \_\_\_\_\_
- Income Range: .

Section 2: Meesho Experience

1. How did you discover Meesho?

- Social Media (Facebook, Instagram, etc.)
- Friend/Family Recommendation
- Online Search
- Other (please specify)

2. How often do you shop on Meesho?

- Frequently
- Occasionally
- Rarely

3. What products do you usually purchase on Meesho? (Select all that apply)

- Fashion
- Electronics
- Home Goods
- Beauty Products
- Other (please specify)

### Section 3: Social Commerce Experience

1. How important is social media in influencing your purchasing decisions?

- Very Important
- Somewhat Important
- Not Very Important
- Not at All Important

2. Do you follow any resellers or influencers on social media who promote Meesho products?

- Yes
- No

3. How do you typically interact with Meesho-related content on social media? (Select all that apply)

- Like
- Comment
- Share
- Purchase

➤ Other (please specify) Section 4: Acquisition and Retention

1. What motivates you to make a purchase on Meesho? (Select all that apply)

- Discounts/Promotions
- Product Variety
- Reseller Support

- Social Proof (Reviews, Ratings)
- Other (please specify)

2. How likely are you to recommend Meesho to friends and family?

- Very Likely
- Somewhat Likely
- Neutral
- Somewhat Unlikely
- Very Unlikely

#### Section 5: Additional Feedback

1. What do you like most about shopping on Meesho?
2. What improvements would you suggest for Meesho's platform or services?