

# Determinants of Customer Satisfaction and Repurchase Intention on Meesho: Evidence from Indian E-Commerce Consumers

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*Abstract-The examines the determinants of customer satisfaction and repurchase intention on the Meesho platform in India. The source study is grounded in a quantitative survey of 107 Meesho users and focuses on price perception, product quality, delivery experience, refund and return efficiency, app usability, transparency, trust, and perceived risk as drivers of post-purchase evaluation. The evidence shows that Meesho has built a strong low-price image, but long-term customer retention depends more on consistency in product quality, delivery reliability, and overall purchase transparency. The source regression results indicate that transparency is the strongest positive determinant of purchase decision, while perceived risk also shows a statistically significant positive coefficient in the reported model. Customer satisfaction further demonstrates a strong positive relationship with repurchase intention ( $r = 0.79$ ;  $\beta = 0.68$ ), suggesting that loyalty in value-driven e-commerce is shaped by the total customer experience rather than price alone. The paper concludes that Meesho's competitive advantage can be strengthened by improving service consistency, reducing uncertainty in transactions, and converting moderate satisfaction into repeat buying behaviour.*

**Keywords:** Meesho, customer satisfaction, repurchase intention, e-commerce, transparency, perceived risk, delivery experience, India

## I. INTRODUCTION

India's e-commerce sector has expanded rapidly with the spread of smartphones, affordable internet access, digital payment systems, and improved logistics. This transformation has changed how consumers discover products,

compare alternatives, and make purchase decisions. In this environment, value-driven platforms such as Meesho have emerged by targeting price-sensitive consumers, especially in Tier-2 and Tier-3 markets, where affordability and convenience are central to platform choice. The uploaded source report positions Meesho as an important case because its business model combines marketplace retailing with social-commerce logic. The platform has attracted users through low pricing, easy product discovery, and broad reach among small sellers and resellers. Yet the same marketplace structure also creates variability in product quality, delivery performance, and post-purchase service. These inconsistencies make Meesho a useful setting for studying how value perception, service quality, and platform trust shape satisfaction and repurchase intention.

The source study argues that customer satisfaction is not a single-dimensional outcome. It reflects how users evaluate price fairness, product quality, delivery experience, return and refund processes, and app usability, while repurchase intention depends on whether the overall experience is strong enough to encourage repeat buying. This logic matters because customer retention and positive word of mouth are crucial in a crowded digital retail environment.

The main objectives of the study are fourfold: to assess the effect of price perception on satisfaction, to evaluate the effect of product quality, delivery, refund efficiency, and app usability on satisfaction, to examine the relationship between satisfaction and repurchase intention, and to identify the strongest drivers of repeat purchase on Meesho. In practical terms, the paper asks whether Meesho's low-cost positioning is sufficient for loyalty or whether deeper service and trust factors are required for long-term retention.



Figure 1. Conceptual framework linking platform attributes, customer satisfaction, and repurchase intention.

## II. LITERATURE REVIEW

The literature summarized in the source report brings together research on online shopping experience, perceived value, service quality, logistics, platform usability, and customer loyalty. Lemon and Verhoef (2016) and Kannan and Li (2017) show that customer experience is shaped across the full purchase journey rather than at the moment of transaction alone. In digital commerce, the website or app becomes the interface through which consumers evaluate relevance, convenience, reliability, and brand credibility.

A major strand of research concerns perceived value and pricing. Konuk (2019) finds that low prices may attract first-time purchases, but enduring satisfaction depends on whether consumers believe that the quality received justifies the money spent. This insight is particularly relevant for Meesho, which is widely perceived as a low-cost platform. A value proposition built only on affordability may generate traffic, but it may not guarantee customer retention if execution quality is inconsistent.

Product quality and delivery performance are repeatedly identified as core satisfaction drivers in e-commerce. Pappas (2016) shows that mismatches between expected and actual product quality weaken trust and reduce repeat purchase intention. Vakulenko et al. (2019) further demonstrate that timely and reliable delivery significantly enhances satisfaction, while errors, delays, or poor packaging damage service perception. For a marketplace model such as Meesho, these concerns are amplified because product and service consistency vary across independent sellers.

Post-purchase support also matters. Research on return and refund systems suggests that transparent, simple, and convenient policies reduce perceived purchase risk and improve confidence in future transactions. Similarly, app usability shapes the ease with which customers search, compare, order, and pay. Rose et al. and later digital

experience studies show that usability, information quality, and frictionless navigation influence both satisfaction and conversion.

The final relevant strand concerns customer satisfaction and repurchase intention. Mittal et al. (2023) and related loyalty research show that satisfied customers are more likely to buy again, spend more, and recommend the platform. The source manuscript extends this literature into the context of a fast-growing Indian value-commerce platform, where low prices, social sharing, and risk tolerance may alter how consumers evaluate trust and repeat-purchase desirability.

Research gap. Existing research is rich for large, established platforms such as Amazon and Flipkart, but there is comparatively limited empirical work on Meesho and similar low-cost, social-commerce-oriented marketplaces. The source study responds to that gap by examining how value-related and service-related factors jointly shape customer satisfaction and repurchase intention in this specific Indian e-commerce context.

Theme	Representative insight from literature	Relevance for Meesho
Perceived value	Low price attracts initial adoption but not durable loyalty	Supports Meesho value-led positioning but implies service must reinforce value
Product quality	Mismatch between expectation and delivery reduces trust	Critical because marketplace sellers vary in consistency
Delivery and logistics	Fast, reliable delivery improves satisfaction and repeat purchase	Important for non-metro growth where logistics remains uneven
Return/refund support	Low-friction post-purchase processes reduce risk	Relevant to platform credibility among first-time users
App usability	Ease of navigation and checkout	Important for mass-market

	improves customer experience	and mobile-first users
Satisfaction and loyalty	Satisfied users are more likely to repurchase and recommend	Anchors the study repurchase argument

Table 1. Literature synthesis underlying the Meesho short paper.

### III. RESEARCH METHODOLOGY

The source report adopts a quantitative and descriptive research design. Primary data were collected through a structured Google Forms questionnaire from users who had prior purchase experience on Meesho. After data cleaning, 107 valid responses were retained for analysis. The study uses convenience sampling, which is suitable for exploratory academic research but limits statistical generalizability to the full Meesho customer base.

The questionnaire had two main sections. Section A captured demographic characteristics such as age, gender, occupation, and frequency of online purchases. Section B used five-point Likert-scale items to measure key constructs associated with Meesho shopping experience: price perception, product quality, delivery experience, return and refund process, app usability, customer satisfaction, and repurchase intention. The source also reports a related regression model using product availability transparency, platform trust, and perceived risk as predictors of purchase decision, indicating that the capstone integrated more than one analytical lens within the same dataset.

Data were processed in Microsoft Excel. The reported analysis includes percentage analysis, mean score analysis, Pearson correlation, simple and multiple regression, chart-based interpretation, and a reliability test using Cronbach’s Alpha. The reliability statistic is very high ( $\alpha = 0.956$ ), which indicates excellent internal consistency in the questionnaire items. This supports the stability of the measurement framework used in the study.

Component	Design choice in source study
Target respondents	Meesho users with prior purchase experience
Sample size	107 valid responses
Sampling method	Convenience sampling

Primary constructs	Price, quality, delivery, refund, app usability, satisfaction, repurchase
Statistical tools	Mean score, percentage analysis, correlation, regression, Cronbach’s Alpha
Reliability result	Cronbach’s Alpha = 0.956 (excellent)

Table 2. Methodological profile of the uploaded Meesho study.

The study also sets out a series of directional expectations that mirror prior e-commerce research. Price perception, product quality, delivery performance, return/refund experience, and app usability are all expected to influence customer satisfaction positively. Customer satisfaction is then expected to predict repurchase intention. Even where the source report presents the later statistical model using transparency, trust, and perceived risk, the overall logic remains consistent: perceptions of value and operational reliability should feed post-purchase evaluation and future buying behaviour.

Hypothesis	Expected relationship
H1	Price perception positively influences customer satisfaction
H2	Product quality positively influences customer satisfaction
H3	Delivery experience positively influences customer satisfaction
H4	Return and refund efficiency positively influences customer satisfaction
H5	App usability positively influences customer satisfaction
H6	Customer satisfaction positively influences repurchase intention

Table 3. Hypotheses reported in the source document.

### IV. DATA ANALYSIS AND INTERPRETATION

The source report presents several descriptive and inferential findings that can be combined into a coherent publication-style interpretation. At the descriptive level, the platform appears to perform relatively well on transparency and overall purchase decision, while trust and perceived risk remain more mixed. The mean score table reported in the source shows transparency at 3.92,

trust at 3.65, perceived risk at 3.40, and overall purchase decision at 3.88. These values suggest that Meesho’s users generally acknowledge the platform’s value and transactional clarity, but they do not express uniformly strong confidence on all dimensions.

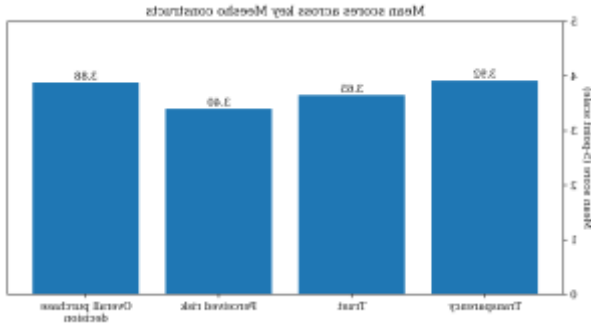


Figure 2. Mean scores across the principal constructs reported in the source dataset.

The percentage analysis further clarifies the satisfaction pattern. The source distribution reports 32% strongly agree, 38% agree, 18% neutral, 8% disagree, and 4% strongly disagree. This means that a large majority of responses fall on the positive side of the scale, but a notable minority remains neutral or dissatisfied. The narrative interpretation in the source also states that overall satisfaction is moderate rather than consistently high, which implies that strong value perception coexists with areas of service inconsistency.

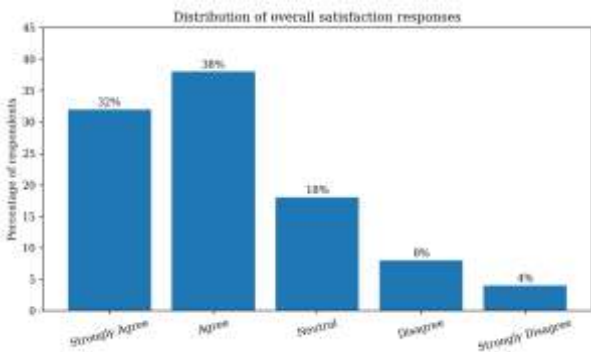


Figure 3. Reported percentage distribution of overall satisfaction responses.

The source’s multiple-regression model focuses on purchase decision as the dependent variable and uses transparency, trust, and perceived risk as predictors. The reported coefficients are 0.521 for transparency, 0.074 for trust, and 0.306 for perceived risk, with model  $R^2 = 0.6305$ , adjusted  $R^2 = 0.6197$ , and  $F = 58.5854$  ( $p < 0.001$ ). Transparency and perceived risk are statistically significant in the reported model, whereas trust is not. The positive coefficient for perceived risk is analytically unusual, but the source interprets it as evidence that

value-seeking customers may still proceed with purchases when low prices compensate for uncertainty.

Predictor	B	t-value	p-value	Interpretation
Transparency	0.521	4.905	0.000	Strongest positive predictor of purchase decision
Trust	0.074	0.704	0.483	Positive but statistically non-significant
Perceived risk	0.306	3.658	0.000	Significant positive coefficient in reported model
Model summary	$R^2 = 0.6305$	$F = 58.5854$	$p < 0.001$	Overall model highly significant

Table 4. Reported regression results for purchase decision in the Meesho study.

The source study also reports an excellent reliability result. Cronbach’s Alpha equals 0.956, which is well above conventional adequacy thresholds. This indicates that the questionnaire items used to capture the various constructs work together in a highly consistent manner. For publication purposes, this is important because it increases confidence that the later mean-score and regression results are not driven by erratic measurement design. It also suggests that the instrument could be adapted for future work on similar value-commerce platforms with modest modification.

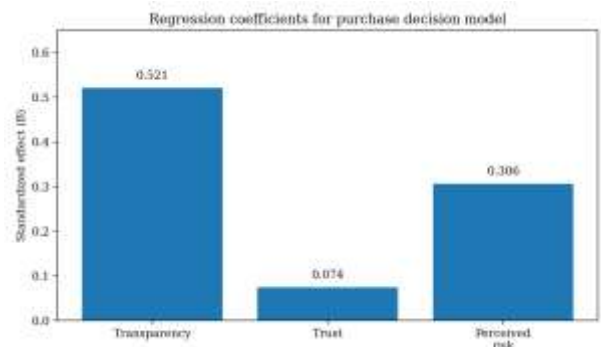


Figure 4. Comparative view of the reported regression coefficients.

A second important statistical result concerns the relationship between customer satisfaction and

repurchase intention. The source reports a Pearson correlation of  $r = 0.79$  and a simple regression coefficient of  $\beta = 0.68$ , with  $p = 0.000$  and  $R^2 = 0.624$ . These figures indicate a strong positive association: as customer satisfaction rises, repurchase intention also rises substantially. In practical terms, Meesho’s repeat business depends not merely on one-time price advantage but on whether the platform can convert acceptable transactions into a trustworthy and satisfying customer journey.

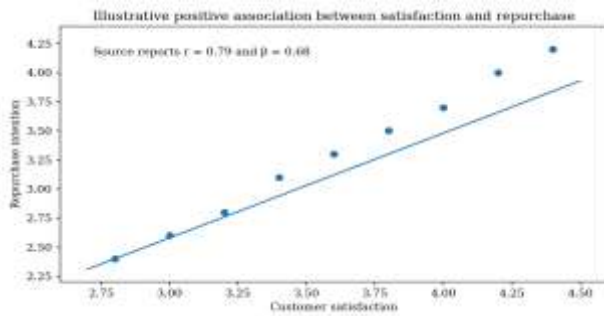


Figure 5. Satisfaction and repurchase intention move together strongly in the reported analysis.

Measure	Reported value	Meaning
Pearson correlation (r)	0.79	Strong positive association between satisfaction and repurchase intention
Regression coefficient ( $\beta$ )	0.68	Each increase in satisfaction raises repurchase intention
Model $R^2$	0.624	62.4% of repurchase variance explained by satisfaction
Cronbach’s Alpha	0.956	Very high reliability of the measurement scale

Table 5. Key statistics connecting customer satisfaction with repurchase intention.

When these findings are read together, the source evidence implies a layered customer journey. Price and affordability are likely to motivate trial. Transparency, basic service reliability, and manageable perceived risk shape whether the transaction feels acceptable. Overall satisfaction then determines whether that initial purchase experience becomes repeat buying behaviour. This sequence provides a more nuanced explanation of Meesho than a simple low-price narrative.

## V. RESULTS AND FINDINGS

The most important finding of the source study is that Meesho’s market appeal is built on value, but loyalty depends on experience quality. The platform’s price image helps attract customers, yet repurchase intention is more strongly tied to overall satisfaction, which itself is shaped by product quality, delivery reliability, refund efficiency, and app usability. This finding is consistent with the broader e-commerce literature: low prices may initiate trial, but repeat purchase requires trust in execution.

A second major finding is the central role of transparency. Among the reported predictors of purchase decision, transparency has the largest positive coefficient and the strongest t-value. This suggests that customers place considerable weight on clear information, predictable transactions, and confidence that product expectations will match actual delivery. On a value-commerce platform, transparency can substitute for brand prestige by reducing ambiguity in low-cost buying environments.

A third finding is that perceived risk does not behave purely as a deterrent in this case. The source model shows a positive and significant coefficient for perceived risk. While this is counterintuitive from a classical trust-risk perspective, the report interprets it to mean that Meesho customers may knowingly tolerate some uncertainty in exchange for lower prices and higher perceived value. This is an important insight for value-based e-commerce: risk may be acceptable when the cost of experimentation is low.

Fourth, customer satisfaction emerges as the most direct bridge to repurchase intention. The reported correlation and regression results make clear that satisfaction is not just an attitudinal outcome but a practical predictor of customer retention. The implication is that Meesho can increase repurchase not only by drawing new users with discounts, but by ensuring that each stage of the shopping journey—from browsing to delivery to refund—is dependable and easy.

Finding area	Condensed insight	Strategic implication
Price/value	Low-cost positioning attracts users	Price can drive trial but not loyalty alone
Transparency	Strongest predictor of purchase decision	Clear information reduces uncertainty

Perceived risk	Positive reported coefficient	Users may accept risk for value
Satisfaction → repurchase	Strong positive link (r = 0.79)	Retention depends on end-to-end experience
Reliability	Alpha = 0.956	Measurement instrument is highly consistent

Table 6. Core findings of the Meesho short paper.

The findings should also be read in the context of Meesho’s market geography. The source report repeatedly notes the importance of Tier-2 and Tier-3 users and price-sensitive consumers. For such customers, platform choice is often based on a combination of affordability, convenience, and social proof rather than premium branding alone. That means Meesho’s advantage lies in reducing the effort and cost of experimentation while still producing sufficiently reliable outcomes to justify repurchase.

## VI. DISCUSSION AND MANAGERIAL IMPLICATIONS

The source study suggests that Meesho competes through a hybrid logic: it attracts buyers through affordability while retaining them through platform execution. This means that customer satisfaction on Meesho is a systems issue rather than a purely promotional issue. Product quality, delivery experience, return convenience, and app usability all shape whether low-cost transactions feel worthwhile or risky. Meesho’s long-term success therefore depends on balancing value orientation with service consistency.

For managers, the transparency result is especially useful. In value-driven commerce, customers may accept lower brand assurance if the platform clearly communicates product details, seller information, shipping expectations, and refund conditions. Transparency reduces ambiguity, supports informed buying, and partially offsets the reputational weakness that emerging platforms may face compared with large incumbents.

The positive satisfaction–repurchase relationship also carries an important strategic message. In a crowded e-commerce market, repeat buying is one of the clearest indicators of platform strength. Satisfied customers are more likely to return, recommend the platform, and make future purchases with lower hesitation. This implies that

post-purchase systems—delivery follow-up, refund speed, complaint handling, and app ease—should be treated as loyalty infrastructure rather than operational afterthoughts.

The perceived-risk finding deserves careful interpretation. Managers should not read the positive coefficient as permission to ignore service problems. Instead, it likely reflects a customer segment willing to trade certainty for price. That tolerance has limits. If operational failures become too frequent, moderate satisfaction could quickly turn into dissatisfaction and reduce repurchase intention. The correct response is not to normalize risk but to shrink it while preserving value.

A broader managerial insight follows from the combination of transparency and satisfaction results: Meesho should think of operational clarity as part of marketing, not merely as a service function. Detailed product descriptions, accurate images, seller ratings, delivery-time estimates, and visible refund rules shape pre-purchase confidence and therefore influence downstream satisfaction. In value commerce, weak communication can be just as damaging as weak execution because it raises the perceived probability of unpleasant surprises.

The source report also implies that Meesho should segment its improvement agenda. Some customers may primarily seek ultra-low prices and tolerate moderate uncertainty, while others may be willing to pay slightly more for stronger quality assurance and delivery reliability. Future platform strategy can therefore combine baseline affordability with selective assurance mechanisms—verified sellers, enhanced return promises, and clearer order-status visibility—to appeal to a broader range of repeat buyers.

## VII. LIMITATIONS

The uploaded study has several limitations that should shape interpretation. First, the sample size is modest and based on convenience sampling, so the results cannot be generalized confidently to the whole population of Meesho users across India. Second, the data are self-reported and may contain recall bias, positivity bias, or inconsistency in how respondents interpreted satisfaction and trust items.

Third, the source combines constructs in ways that are not perfectly uniform. Some parts of the report discuss price perception, product quality, delivery, refund

efficiency, and app usability, while other statistical sections rely on transparency, trust, perceived risk, and purchase decision. This does not invalidate the study, but it means the analytical model should be read as exploratory and integrative rather than as a single tightly standardized empirical framework.

Fourth, the study is cross-sectional. It captures one point in time and cannot determine how satisfaction and repurchase intention evolve as users gain more experience with the platform. Finally, the paper is platform-specific. It does not directly compare Meesho with Amazon, Flipkart, or other Indian e-commerce players, so competitive interpretation remains indirect.

A further limitation is construct overlap within the source report. In one place the study foregrounds price perception, product quality, delivery experience, return/refund processes, and app usability; in another place it operationalizes a model using transparency, trust, perceived risk, and purchase decision. These are conceptually related but not identical sets of variables. The short paper therefore interprets the source as an exploratory capstone that reveals robust managerial patterns, while acknowledging that future studies would benefit from tighter construct alignment and more standardized measurement.

## VIII. CONCLUSION

This publication-style short paper shows that Meesho's position in Indian e-commerce rests on more than low pricing. The uploaded source report indicates that while affordability attracts consumers, customer satisfaction and repeat purchase depend on how reliably the platform delivers value in practice. Transparency is the strongest reported predictor of purchase decision, perceived risk remains a tolerated but important factor, and satisfaction strongly shapes repurchase intention.

The most defensible conclusion is that Meesho succeeds when price advantage is reinforced by predictable quality, reliable delivery, manageable risk, and a usable app experience. Moderate satisfaction is not a ceiling; it is an operational warning that improvement is needed if customer retention is to deepen over time. For scholars, the paper contributes to the limited empirical discussion of emerging value-based Indian e-commerce platforms. For managers, it shows that price-led growth must be supported by service-led trust and post-purchase reliability if repurchase intention is to remain strong.

Future research can build on this study by using larger samples, direct comparisons with competing platforms,

and more standardized construct measurement. Longitudinal designs would also help clarify whether customers who initially tolerate risk for low prices remain loyal once alternatives are available. Even with its limitations, the source study provides a useful analytical foundation for understanding Meesho's customer experience model.

## IX. FUTURE SCOPE

Several promising directions emerge from the uploaded study. First, future work can build a cleaner and more unified model that measures price perception, quality, delivery, app usability, transparency, trust, and perceived risk simultaneously within one validated framework. That would make it possible to estimate the relative importance of each dimension more precisely and avoid overlap across alternative explanatory models.

Second, comparative studies across Meesho, Amazon, Flipkart, and other Indian platforms would help reveal whether value-commerce customers differ systematically from mainstream marketplace users. Third, researchers can examine regional differences across metro, Tier-2, and Tier-3 locations to test whether affordability and risk tolerance vary across segments. Fourth, future studies can incorporate objective indicators such as return rates, cancellation rates, delivery-delay records, or order-frequency histories instead of relying only on self-reported perceptions.

Finally, there is scope for deeper work on social-commerce behaviour. Because Meesho is associated with reseller networks and peer sharing, future studies can test how social proof, influencer recommendations, seller-level ratings, and community trust signals affect satisfaction and repeat buying. Such work would help explain how value-led e-commerce platforms create customer loyalty even in conditions of moderate risk.

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