

Green Marketing Strategies and Consumer Perception in Quick Commerce Platforms: The Meesho

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Introduction

The landscape of commerce in India has shifted dramatically—from physical retail to e-commerce and now to **social commerce**. Meesho, launched in 2015, capitalizes on this shift by enabling users to resell products via social platforms like WhatsApp and Facebook. As environmental awareness rises, integrating green practices into business operations has become essential. This study evaluates how Meesho implements green marketing within its Q-commerce operations and how this influences consumer trust and loyalty.

2. Objectives and Methodology

Key objectives of the study include:

- Analyzing how green marketing messages influence purchase behavior.
- Evaluating consumer trust in eco-labels and sustainability claims.
- Exploring Meesho's customer acquisition and retention strategies.
- Understanding the role of reseller entrepreneurs in expanding market reach.

The research employed a **mixed-method approach**, using surveys and interviews with 50 participants—30 consumers and 20 Meesho resellers. Data was analyzed using descriptive statistics and thematic interpretation.

3. Literature Review Summary

The literature review identifies green marketing (Polonsky, 1994; Ottman, 2011) as a significant driver of consumer loyalty. In India, eco-consciousness is growing rapidly, particularly among millennials and Gen Z. Packaging and digital sustainability claims are crucial; however, consumer skepticism is rising due to greenwashing (Nyilasy et al., 2014). The Q-commerce model presents both a challenge and an opportunity for sustainability-driven innovation, especially through eco-friendly delivery and localized operations.

4. Key Findings

- **Demographic Reach:** Meesho's user base is primarily composed of women (64%), with a strong presence in Tier 2 and 3 cities (76%). The platform appeals to young adults seeking flexible income opportunities.
- **Trust and Influence:** Over 70% of users trust Meesho's products, while 68% report being influenced by peer recommendations. This highlights the critical role of **social proof and referral networks** in Meesho's growth.
- **Green Marketing Effectiveness:** Consumers positively respond to Meesho's sustainable packaging and green seller badges. However, ambiguity in digital claims raises concerns of **greenwashing**, calling for standardized eco-labeling online.
- **Reseller Empowerment:** Many resellers earn modest incomes (₹2,000–₹5,000/month), with Meesho providing a significant economic lifeline, particularly for women in rural areas. Training and support gaps, however, limit scalability.

5. Recommendations

- **Enhance Digital Transparency:** Introduce verifiable eco-certifications and detailed product lifecycle data.
- **Boost Reseller Support:** Provide training on digital literacy, sustainability messaging, and customer management.
- **Expand Green Initiatives:** Promote biodegradable packaging and incentivize customers choosing eco-options.
- **Localization:** Continue investing in regional language support and mobile-optimized design for deeper rural penetration.

6. Conclusion

This study underscores the effectiveness of combining green marketing with socially driven commerce in India's rapidly evolving Q-commerce sector.

Meesho's model showcases how **community-based entrepreneurship**, when aligned with **sustainable practices**, can drive inclusive growth and consumer trust. While opportunities abound, challenges such as greenwashing, limited reseller profits, and infrastructure bottlenecks must be addressed. Future research should explore comparative platform strategies, long-term user behavior, and the deeper social impact of social commerce on India's gig economy and gender empowerment.