

# The Rise of Social Commerce - A Case Study on Meesho's Consumer Acquisition Strategy in India

Name – DHEERESH RAGHUVANSHI

ADMISSION NUMBER -23GSOB2010588

SUBMITTED TO: DR. HONEY QAISAR

Galgotias University

## **ABSTRACT**

The fast advancement of computerized advances and the broad selection of social media have given rise to a unused shape of online retail known as social commerce. This proposition investigates the development and development of social commerce in India through a centered case consider on Meesho, a driving social commerce stage. The consider examines Meesho's interesting buyer procurement procedure, which depends intensely on social network-based offering, affiliate strengthening, and localized showcasing endeavours focusing on non-metro and rustic regions.

Through a combination of auxiliary investigate and subjective investigation, this report analyze how Meesho leverages stages such as WhatsApp, Facebook, and Instagram to reach undiscovered markets and encourage peer-to-peer offering. The proposal moreover investigates the part of believe, community engagement, and mobile-first plan in driving shopper appropriation. Key discoveries highlight Meesho's capacity to coordinated innovation with grassroots-level business, empowering the advanced incorporation of first-time web clients, particularly ladies. The consider concludes that Meesho's show offers a adaptable and comprehensive system for social commerce in developing markets, displaying profitable bits of knowledge for both the scholarly world and industry partners.

## **INTRODUCTION**

The e-commerce industry in India is experiencing a paradigm shift with the rise of social commercial platforms such as Meesho. Meesho has gained a huge consumer base using reseller models, cheap marketing and regional ranges, in contrast to traditional e-commerce giants such as Amazon and Flipkart. The purpose of this study is to explore how Meesho's unique approach has enabled them to attract more consumers than their competitors. Social commerce for social media platforms and networks is used to promote and sell products. Social commerce is characterized by peer-to-peer engagement, influencer-managed marketing, and community-based purchasing behaviour, offering a unique alternative to traditional e-commerce. Among these, Meesho has failed as a pioneer player in democratizing e-commerce by enabling millions of small entrepreneurs, especially women, to sell their products through social media channels such as WhatsApp, Facebook and Instagram. This paper explores Meeshos' innovative strategies for innovative consumer acquisition and explores how the platform is featured in local networks, uses trust-based sales, and adapts to user-based socioeconomic realities. By focusing on Meesho as a case study, this study aims to provide insight into the mechanisms and effectiveness of social trade in redesigning consumer behaviour and business models in India.

## **RESEARCH PROBLEM**

Whereas conventional e-commerce stages depend intensely on paid promoting and direct-to-consumer models, Meesho has received a diverse procedure by engaging affiliates and utilizing social media as its essential procurement channel. This inquire about looks for to analyze the adequacy of Meesho's buyer procurement methodologies and their affect on client engagement and maintenance compared to its competitors.

## **OBJECTIVES OF THE STUDY**

- To look at Meesho's social commerce demonstrate and its part in buyer acquisition.
- To analyze the effect of the affiliate organize on natural customer growth.
- To assess the viability of Meesho's low-cost computerized promoting and territorial outreach strategies.
- To compare Meesho's client procurement fetched (CAC) with conventional e-commerce players.

- To survey how AI-driven personalization contributes to client maintenance and engagement.

### **RESEARCH METHODOLOGY**

Research Plan:

A mixed-method approach combining subjective and quantitative analysis.

Data Collection:

Primary Information: Overviews and interviews with Meesho clients, affiliates, and industry experts.

Secondary Information: Case considers, budgetary reports, and industry benchmarks.

Sample Estimate: 100 to 200 respondents, counting Meesho shoppers and sellers.

Data Examination:

Statistical devices such as regression investigation, relationship examination, and substance examination to assess Meesho's development strategies.

### **LITERATURE REVIEW**

This area will audit existing thinks about on social commerce, computerized promoting, and buyer behaviour in developing markets. Key hypotheses such as the Dissemination of Advancement Hypothesis, Relationship Promoting, and Organize Impact Hypothesis will be investigated to get it Meesho's competitive advantage.

Social commerce, the combination of e-commerce and social media, has developed as a transformative drive in computerized retail, especially in creating economies like India. Researchers such as Liang and Turban (2011) characterize social commerce as the utilize of social media stages to encourage online buying and offering exercises. Later considers emphasize that social commerce not as it were empower peer-to-peer intelligent but too upgrades believe and engagement through social verification, audits, and influencer-driven promoting.

In the Indian setting, stages like Meesho have capitalized on the multiplication of smartphones and the broad utilize of WhatsApp and Facebook to form a organize of affiliates, numerous of whom are homemakers and little business people. Investigate by Bansal & Agarwal (2020) highlights Meesho's interesting show of leveraging social systems for item revelation, trust-building, and customer procurement. Moreover, Meesho's technique adjusts with the "Bharat" markets targeting Level II and Level III cities by tending to reasonableness and availability, two centre columns emphasized in writing on comprehensive advanced commerce (Kumar et al., 2021).

While conventional e-commerce stages centre on item assortment and coordination, social commerce stages push relationship-building, personalization, and community-driven development. Existing inquire about too underscores the significance of advanced believe and user-generated substance in forming buyer behaviour, which are central to Meesho's viral development procedure. In any case, there's constrained experimental examination on how such models support client engagement and scale productively, making this case ponder of Meesho both convenient and significant.

### **EXPECTED OUTCOMES**

- Insights into how Meesho's reseller-based demonstrate fills quick client acquisition.
- Understanding of how low-cost promoting and territorial procedures improve client adoption.
- Comparative investigation of client procurement costs between Meesho and its competitors.
- Practical suggestions for new businesses looking to duplicate Meesho's victory in social commerce.

### **SIGNIFICANCE OF THE STUDY**

Study will offer assistance marketers, entrepreneurs, and e-commerce businesses get it how social commerce can drive customer development. It'll give a guide for leveraging affiliate systems, AI-driven engagement, and localized promoting methodologies for effective client acquisition.

## **CONCLUSION**

Meesho's victory story highlights the control of social commerce in rising markets. This inquire about will contribute profitable bits of knowledge into shopper securing techniques, giving a outline for brands pointing to receive comparative trade models.

## **REFERENCES**

- <https://economictimes.indiatimes.com/meesho>
- Meesho. (2024). *Impact Report 2024*. Retrieved from <https://www.meesho.io/impact-report>
- Meesho. (n.d.). *About Us*. Retrieved May 29, 2025, from <https://www.meesho.io/about>
- YourStory. (2023, July 18). *How Meesho's zero-commission model disrupted social commerce in India*. Retrieved from <https://yourstory.com/>
- The Economic Times. (2023, October 10). *Meesho crosses 500 million app downloads, expands in Tier 2+ cities*. Retrieved from <https://economictimes.indiatimes.com/>
- Business Standard. (2023, November 5). *Meesho's growth strategy: Focusing on small-town users and affordability*. Retrieved from <https://www.business-standard.com/>
- Inc42. (2023, August 22). *Inside Meesho's user acquisition playbook: Growth through vernacular & influencers*. Retrieved from <https://inc42.com/>
- TechCrunch. (2024, March 12). *How Meesho is winning India's ecommerce race by focusing on the next billion users*. Retrieved from <https://techcrunch.com/>