

**CONSUMER BEHAVIOUR ENGAGEMENT WITH MEESHO: AWARENESS AND SATISFACTION IN RANGA REDDY DISTRICT**

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**ABSTRACT :**

The study's primary goal is to assess consumer satisfaction and awareness of the Meesho application. Meesho is one of India's biggest e-commerce marketplace platforms. Consumer satisfaction has become an increasingly crucial component for firms seeking to compete in a competitive market. The goals of this research are to investigate the elements that influence consumer preference, happiness, and awareness levels with the Meesho application and to provide knowledge that can help the company to improve its services and customer experience. This study employs both quantitative and qualitative methodologies. First, quantitative data was gathered via an online survey questionnaire issued to Meesho application users. The survey evaluated different aspects of customer satisfaction and awareness, such as product quality, delivery time, user-friendliness, customer assistance, and overall satisfaction with the application. Second, qualitative data was gathered via in-depth interviews with a subset of survey respondents, allowing for a comprehensive insight into customer perceptions and experiences. The study found that consumers are aware of the products that are offered on the Meesho application.

**Keywords:** Meesho Application, Consumer, Online Marketing, E-tailing

**INTRODUCTION :**

At the beginning of 2023, India had 692.0 million internet users, with internet penetration standing at 48.7 percent. India was home to 467 million social media users in January 2023, equating to 32.8 percent of the total population and a total of 1.10 billion cellular mobile connections were active in India in early 2023, with these figures equivalent to 77.0 percent of the total population, usage of student's Smartphone also increased. In the digital era of globalization, not only nations in the world and thereby their communities have come closer to one another but also most of the sectors have undergone significant changes. Purchasing products or services over the internet, online shopping has attained huge popularity in recent days mainly because people find it convenient and easy to shop from the comfort of their home or office and also eased from the trouble of moving from shop to shop in search of goods choice. Retail is a process of selling goods and services to customers through multiple channels of distribution. Meesho is an Indian-origin social commerce platform launched in December 2015 by IIT Delhi alumni Vidit Aatrey and Sanjeev Barnwal. It enables small businesses and individuals to launch online storefronts through social media platforms such as WhatsApp, Facebook, and Instagram. In March 2023, there were 31.9 million visitors according to Meesho monthly user traffic 2023. Meesho is primarily used to link manufacturers and resellers. Manufacturers put their products on the Meesho shopping app, which allows retailers to choose any of them and sell them to customers via social media platforms like as Facebook, Instagram, and WhatsApp. Clothing, accessory, furniture, kitchenware, and cosmetics manufacturers are among the vendors who offer their products on Meesho.

### **STATEMENT OF PROBLEM :**

Ecommerce applications have grown in popularity in the current digital marketing environment, but not every application is well-known to the general public, and public knowledge of new applications is extremely unusual. This is one of the most significant issues for business owners who are presenting a new application through online marketing. The study focuses on consumer awareness and satisfaction with the Meesho app. According to a Redseer Strategy consultant analysis, the e-tailing market in India would reach \$ 60 billion in gross merchandise value (GMV) in FY2023, representing a 22% continuous increase. Every day, a new e-tailer enters India, hoping to capture market share and potential clients by offering more incentives. This study investigates consumer satisfaction and awareness levels towards online Meesho shopping applications.

### **OBJECTIVES OF THE STUDY:**

1. To understand the factors that influence customer satisfaction with the Meesho application, such as product quality, user-friendly, product quality, delivery time, customer support, and pricing
2. To study the level of satisfaction with the Meesho application
3. To identify the customer's preference towards the Meesho application
4. To examine the level of awareness towards the Meesho application

### **SCOPE OF THE STUDY :**

The present study attempted to understand customer satisfaction with Meesho's online shopping application. Online shopping is an emerging concept in the study area. This study focuses to understand customer satisfaction and awareness towards online shopping and provides insight into Meesho online shopping

### **REVIEW OF LITERATURE:**

It is very important for a researcher to do a review of the related literature for his study to have comprehensive knowledge about the research. It helps the researcher to take the initial step of fixing the problem on which the study is to be done. The review of the literature gives the researcher a broader outlook on the background and situation under which the study has been conducted.

**Ms. Anuradha Duvvuri (2024)** explored the various factors that influence consumer satisfaction with the Meesho app. The study found that Meesho app users are highly satisfied with the factors like user interface, product quality, on-time delivery, customer assistance, and pricing. The study also discovered that the most essential factor attracting people to buy products from Meesho is service quality.

**Dr.T Haripriya (2023)** conducted a study on the Meesho app on consumer perception and preference for purchasing branded clothing. The study discovered that customers are dissatisfied with their purchases of branded clothing. The study suggests that the company has to pay more attention to on-time delivery of products, provide discount coupons and company should improve the product quality.

**Dr.Naveen Prasadula (2022)** provided a brief overview of online purchasing in India. Online shopping is increasingly popular among young Indians. Teenagers and bachelors are increasingly turning to the Internet for their buying requirements. The majority of them are completely aware of the advantages and disadvantages of internet purchasing. Technology has improved greatly in recent years to improve the online shopping experience for consumers, and it will continue to do so in the future. People have projected that with the rapid rise of products and brands, online

buying will eventually outnumber in-store purchases.

**M. Bala murali (2022)** Research scholar department of business management osmania university conducted a study to investigate the impact of online shopping on customer preference and satisfaction in Indore. The study discovered that travel tickets are the most popular online purchase, while garments are the least popular online buy. Among the payment options, cash payment on delivery is the most secure, followed by credit card payment, while online bank transfers are the least preferred. Online buyers seek accurate product and service information, as well as time savings, convenience, security, and on-time delivery. The punch line is that appeal in offline rings do not attract internet users.

### **RESEARCH METHODOLOGY :**

**Sample technique:** Convenience sampling techniques were applied to select the sample respondent.

**Sample size:** The study was conducted on customer satisfaction with the Meesho application. The size of the response is 150

**Collection of data:** The primary data was collected from 150 Google Forms questionnaires that were distributed to customers who have used the Meesho application throughout the Ranga Reddy district. A total of 110 replies were received and analyzed the primary data

**Primary data:** The primary data has been collected from the customers who have used the Meesho application in the form of a questionnaire

**Secondary data:** Secondary data has been collected from published materials like articles, journals, books, and websites

**Tools for analysis:** For the study of customer satisfaction towards the Meesho application the tools used for analysis is percentage analysis.

### **ANALYSIS AND INTERPRETATION OF DATA:**

**Table:1 Age of respondents**

S.No	Age	No.of Respondents	Percentage
1	Below 18 Years	3	2.7%
2	18-30	86	78.2%
3	31-45	20	18.2%
4	Above 45 Years	1	0.9%
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 78.2 % of respondents are between 18-30 years, 18.2 % of the respondent are between 31-45 years, 2.7 % of the respondents are below 18 years, and 0.9 % of the respondents are above 45 years.

**Table:2 Gender of respondents**

S.No	Gender	No.of Respondents	Percentage
1	Male	49	44.5%
2	Female	61	55.5%
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 61% of respondents belong to a female category and 49% of respondents belong to a male category

**Table3Maritalstatusofrespondents**

S.No	MaritalStatus	No.ofRespondents	Percentage
1	Married	24	21.8%
2	Unmarried	86	78.2%
	<b>Total</b>	<b>110</b>	<b>100%</b>

Theabovetables showsthat78.2%ofrespondentsareunmarried,and21.8%ofrespondentsaremarried

**Table4Typesofthefamilyofrespondents**

S.No	TypeofFamily	No. ofRespondents	Percentage
1	Joint	41	37.3%
2	Nuclear	69	62.7%
	<b>Total</b>	<b>110</b>	<b>100%</b>

Theabovetables showsthat62.7%oftherespondentsareanuclearfamily,and37.3%ofrespondentsareajointfamily.

**Table:5No.offamilymembersofrespondents**

S.No	No.ofFamily Members	No.ofRespondents	Percentage
1	1	0	0%
2	2	1	0.9%
3	3	17	15.5%
4	Morethan 3	92	83.6%
	<b>Total</b>	<b>110</b>	<b>100%</b>

Theabovetables showsthat83.6%ofrespondentsarehavingmorethan3familymembers,15.5%ofrespondentsarehaving3membersinafamily,0.9%ofrespondentsarehaving2membersinafamily,and0%ofrespondentsarehaving1memberinafamily.

**Table:6ResidentialAreaofrespondents**

S.No	ResidentialArea	No.ofRespondents	Percentage
1	Urban	64	58.2%
2	Semi-Urban	19	17.3%
3	Rural	27	24.5%
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 58.2 % of respondents are living in urban areas, 24.5 % ofrespondentsarefromruralareasand17.3%oftherespondentsarefromsemi-urbanareas.

**Table:7FamilyIncomeofrespondents**

S.No	FamilyIncome	No.ofRespondents	Percentage
1	Lessthan20,000	40	36.4%
2	20,001–40,000	38	34.5%
3	40,001–60,000	14	12.7%
4	Above60,000	18	16.4%
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 36.4 % of respondents are having family income less

than 20,000, 34.5 % of respondents are having family income between 20,001 - 40,000, 16.4 % of respondents are having family income above 60,000, 12.7% of respondents have a family income between 40,001–60,000.

**Table:8 Occupation of respondents**

S.No	Occupation	No.of Respondents	Percentage
1	Employee	12	10.9%
2	Student	78	70.9%
3	Businessperson	10	9.1%
4	Professionals	10	9.1%
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 70.9 % of respondents are students, 10.9% of respondents are employees, 9.1% of respondents are business persons, and 9.1 % of respondents are working professionals.

**Table:9 Education Qualifications of Respondents**

S.No	Education Qualification	No.of Respondents	Percentage
1	School	18	16.4%
2	UG	75	68.2%
3	PG	16	14.5%
4	Diploma in IT	1	0.9%
5	Others	0	0%
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 68.2% of the respondent are possessing UG, 16.4 % of the respondents are possessing school, 14.5 % of respondents are possessing PG and 0.9 of the respondents are possessing diploma in IT,

**Table:10 How the respondents know the Meesho application**

S.No	Particulars	No.of Respondents	Percentage
1	Friends	27	24.5%
2	Television	17	15.5%
3	Social Media	66	60%
4	Magazine	0	0%
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 60% of respondents are familiar with the Meesho application through social media, 24.5% are familiar with their friends, 15.5% are familiar with television, and 0% are familiar with magazines.

**Table:11 why the customer buys the product in the Meesho application**

S.No	Particulars	No.of Respondents	Percentage
1	Low price	49	44.5%
2	Good quality	38	35.5%
3	Time delivery	11	10%
4	Better consumer services	8	7.3%

<b>5</b>	<b>Other</b>	<b>3</b>	<b>2.7%</b>
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows 44.4% of the customer prefer to buy the product at a low price, 35.5% of customers prefer good quality, 10% of customers prefer timely delivery, 7.3% of customers prefer better customer services, and 2.7% of the customer prefer the other factors

**Table:12 what is the product purchased by using in Meesho shopping application**

<b>S.No</b>	<b>Particulars</b>	<b>No.of Respondents</b>	<b>Percentage</b>
<b>1</b>	<b>Clothes</b>	<b>83</b>	<b>75.4%</b>
<b>2</b>	<b>Electronic</b>	<b>10</b>	<b>9.1%</b>
<b>3</b>	<b>Home appliances</b>	<b>7</b>	<b>6.4%</b>
<b>4</b>	<b>Cosmetics</b>	<b>7</b>	<b>6.4%</b>
<b>5</b>	<b>Other</b>	<b>3</b>	<b>2.7%</b>
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 75.4 % of the customer purchase clothes items, 9.1 % of the customer purchase electronic items, 6.4% of the customer's cosmetics items and home appliances, 2.7% of the customer other items

**Table:13 the respondents prefer online shopping application**

<b>S.No</b>	<b>Particulars</b>	<b>No.of Respondents</b>	<b>Percentage</b>
<b>1</b>	<b>Meesho</b>	<b>40</b>	<b>36.4%</b>
<b>2</b>	<b>Amazon</b>	<b>32</b>	<b>29.1%</b>
<b>3</b>	<b>Flip kart</b>	<b>21</b>	<b>19.1%</b>
<b>4</b>	<b>Myntra</b>	<b>13</b>	<b>11.8%</b>
<b>5</b>	<b>Other</b>	<b>4</b>	<b>3.6%</b>
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 36.4 % of respondents prefer to buy their products from the Meesho application, 29.1 % of respondents prefer to buy their products from Amazon, 19.1% of respondents prefer to buy their products from Flip kart, 11.8% of respondents prefer to buy their products from Myntra, 3.6 % of respondents prefer to buy their products from other online shopping application.

**Table:14 Respondent's satisfaction levels with the product offered by the Meesho shopping application**

<b>S.No</b>	<b>Particulars</b>	<b>No.of Respondents</b>	<b>Percentage</b>
<b>1</b>	<b>Highly Satisfied</b>	<b>9</b>	<b>8.2%</b>
<b>2</b>	<b>Satisfied</b>	<b>69</b>	<b>62.7%</b>
<b>3</b>	<b>Neutral</b>	<b>30</b>	<b>27.3%</b>
<b>4</b>	<b>Dissatisfied</b>	<b>2</b>	<b>1.8%</b>
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 62.7% of respondents are satisfied while buying products from Meesho, 27.3% of the respondents are neutral, 8.2% of the respondent are highly satisfied, and 1.8 % of the respondent are dissatisfied

**Table:15 Respondents' intention to recommend the Meesho shopping application to others**

S.No	Particulars	No.ofRespondents	Percentage
1	Yes	60	54.5%
2	No	7	3.4%
3	Maybe	43	39.1%
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 54.5 % of respondents are recommended to others, 39.1 % of respondents may be recommended to others, and 3.4 % of the respondent did not recommend to others.

**Table16 Respondent's most attractive features in the Meesho application**

S.No	Particulars	No.ofRespondents	Percentage
1	Search and Filter	20	18.2%
2	Product Category	32	29.1%
3	Discount and Offer	51	46.4%
4	Payment Option	7	6.3%
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 46.4 % of the respondents are more attracted to discounts and offers, 29.1 % of the respondents are attracted to product categories, 18.2 % of the respondents are attracted to search and filter and 6.3% of there spond entsar eatrac tedtora repaym entoptions.

**Table:17 Respondents prefer the payment option**

S.No	Particulars	No.ofRespondents	Percentage
1	Cash on Delivery	85	77.3%
2	Online Payment	13	11.8%
3	Debit card and Credit Card	1	0.9%
4	UPI	11	10%
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 77.3% of the respondents are preferring cash on delivery, 11.8 % of the respondent 's are preferring online payments, 10% of the respondent prefer UPI, and 0.9% of the respondents prefer debit cards and credit cards.

**Table18 Satisfaction level of customer service provided by the Meesho shopping application**

S.No	Particulars	No.ofRespondents	Percentage
1	Highly Satisfied	7	6.4%
2	Satisfied	70	63.6%
3	Neutral	29	26.4%
4	Dissatisfied	4	3.6%
	<b>Total</b>	<b>110</b>	<b>100%</b>

The above table shows that 63.6 % of respondents are satisfied with the customer service provided by the Meesho application, 26.4 % of respondents are neutral, 6.4 % of the respondents are highly satisfied, and 3.6% of respondents are dissatisfied

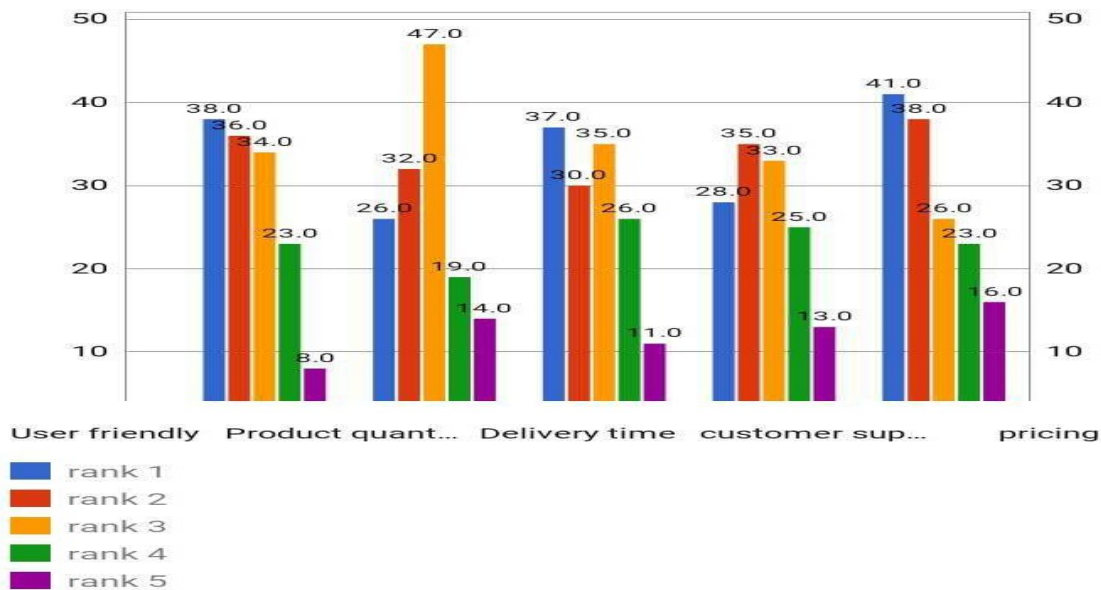


**Table:19**OverallcustomersatisfactionlevelsofusingtheMeeshoshoppingapplication

S.No	Particulars	No.ofRespondents	Percentage
1	Yes	87	79.1%
2	No	23	21.9%
	<b>Total</b>	<b>110</b>	<b>100%</b>

Theabovetables showsthat79.1%oftherespondentsareoverallsatisfactionofpurchasingtheirproductsthroughtheMeeshoapplicationand21.9%ofrespondentsarenotoverallsatisfactionpurchasingtheirproductsthroughtheMeeshoapplication.

**Diagram: 1** the following important factor influencing customer satisfaction towards meeshoapplication(Rank1to5)ineachcategory



**Inference:**theabovediagramshowsthemostoftherespondentshadgivenpreferencefirstrank from meesho application from pricing, followed by user friendly, delivery time, customersupport, product quality in the respective manner. The most of the respondents had given secondrank from pricing, followed by user friendly, customer support, product quality, delivery time inthe following manner. The most of the respondents had giventhird rank fromproduct qualityfollowedbydeliverytime,userfriendly,customersupport,pricing,themostoftherespondenthad givenfourth rank form delivery time, followed by customer support, pricing and user friendly,then product quality. The most of the respondents had given fifth rank from pricing, followed byproductquality,customersupports,deliverytime,anduserfriendly.

**FINDINGS AND SUGGESTIONS :**

- Themajority (78.2%)of therespondentsarebelongstotheagegroup18-30years.
- Themajority(61%)oftherespondentisfemale.
- Themajority (78.2%)oftherespondentsareunmarried.
- Themajority (62.7%)of therespondentsarebelongstothenuclearfamily.
- Themajority (83.6%)of therespondentshavemorethan3membersinthefamily.
- Themajority(58.2%)oftherespondentsarebelongstourbanareas.



- Themajority(36.4%)of therespondentsof afamilyincomeislessthanRs.20,000.
- Themajority(70.9%)oftherespondentsarestudents.
- Themajority(68.2%)oftherespondentsareaneducationqualificationinUG.
- Themajority(60%)oftherespondentscometoknowabouttheMeeshoapplicationthroughsocial media
- Themajority(44%)oftherespondentsbuytheproductbecauseofthelowprice.
- Themajority(75.4%)oftherespondentspurchaseclothesthroughtheMeeshoapplication
- Themajority(36.4%)oftherespondentspreferredtopurchasethroughtheMeeshoapplication.
- Themajority(62.7%)oftherespondentsaresatisfiedwiththequalityoftheproduct.
- Themajority (54.5%)of therespondentrecommendedtheMeesho applicationto others.
- Themajority(46.4%)oftherespondentismoreattractedtothediscountofferedbytheMeeshoappli cation.
- Themajority(77.3%)oftherespondentpreferredcash-on-delivery.
- Themajority(63.6%)oftherespondentissatisfiedwiththecustomersupportprovidedbytheMeesh oapplication.
- Themajority(79.1%)oftherespondentareoverallsatisfiedwithusingtheMeeshoapplication

#### **SUGGESTIONS :**

- Provisionfor replacingthedamagedgoodsshouldbeprovided.
- Thestudysuggeststothemeeshoapplicationshouldimprovecustomerservice.
- Thestudysuggeststoimprovethepayment option.
- ThestudysuggestedthatMeeshoshouldprovidemoreoffersanddiscounts.
- TheMeeshoapplicationshouldconcentrateonsomehomeappliances,cosmetics,electronicitems ,etc,
- ThestudysuggeststhatMeeshoshouldimproveitsdeliverservice.
- ThestudysuggeststhatMeeshoshouldimprovetheirfilteroption,andproductcategories.

#### **CONCLUSION :**

Thestudyconcludesthatthemajorityoftherespondentpreferredonlineshopping.Becauseonlineshoppin gismoreconvenientandcomfortableforcustomers.Customerscanpurchasealmostanykindofproductonli ne.Theycanpurchase24\*7anytime,fromanywherewithmakeonlineshopping.Duetothisreason,thenum berofonlinecustomersisincreasingsignificantly.Thereforemanycompaniesareenteringintoonlinebusi ness,afterunderstandingthescope of E-tailing. The number of such online businesses is increasing day by day.

ThereforeMeeshoisfacingcutthroatcompetitiontosurviveinthisfield.ItisfoundthatMeeshoisapopulara pplicationasthemajorityofthemarealreadyawareofit.ManyofthemmakefrequentpurchasesfromMeesh oduetotheattractivediscountandoffersgivenbyMeeshoandbecauseofthe implementation of successful market strategies. The factor which attracts most customers is thequality of the product and the reasonable price from Meesho. It is clear that customers trust theMeesho application because of the quality of the services provided to customers, it is one of thereasons customers are ready to make a repurchase from Meesho. That means Meesho has loyalcustomers.SoitisclearthatMeeshobuildagood“brandimage”insocietythroughyearsofworkandim plementationofcriticalmarketingandadvertisingstrategies

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