

# Satisfaction level of customers by using with Meesho app: A study among women

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**Abstract:** *Meesho App is a social commerce platform based in India that enables individuals to start their own online businesses by selling products directly to their network through social media platforms such as WhatsApp, Facebook, and Instagram. Their motive to start this startup is empower the Women. This study aims to explore the satisfaction level of customers regarding the quality, price and reselling facilities of Meesho online shopping, within an emerging online shopping landscape. By investigating into consumer behaviors and preferences, it sheds light on the evolving dynamics of online retail, particularly within the context of Meesho's platform.*

**Key Words:** *Meesho App, Customer satisfaction, Reselling, Self earnings*

## I. INTRODUCTION

Meesho App, prominent player in the e-commerce landscape, has garnered significant attention for its innovative approach to social commerce. With a focus on empowering individual entrepreneurs, the platform allows users to start their own online businesses by reselling products within their social circles.

As Meesho continues to expand its user base, understanding the satisfaction of its customers becomes pivotal in assessing the platform effectiveness and impact on aspiring entrepreneurs. This introduction explores the dynamics of customer among Meesho app users, delving into the factors that contribute to their contentment and the implication for the app's growth and reputation. At the heart of Meesho success is its commitment to providing users with a seamless and user-friendly experiences. The platform unique model, which combines social networking and e-commerce, has attracted a diverse community of resellers seeking financial independence. Evaluating customer satisfaction involves examining elements such as the app interface, product quality, customer support, and the overall ease of doing business. By delving into these aspects, we gain insights into the factors that contribute to user satisfaction and the potential areas for improvement.

Meesho is an Indian origin social commerce platform founded by IIT Delhi graduates Vidit Aatrey and Sanjeev Barnwal in December 2015. It enables small business and individuals to start their online stores. Via social channels such as WhatsApp, Facebook, Instagram, etc. Meesho is headquartered in Bengaluru, India and was one of the three Indian companies to be selected for Y Combinator in 2016. It was also a part of the first batch of Google Launched –solve for Indian Program. In June 2019, Meesho became India's first startup to receive investment from internet. Their motive to start this startup is empower the Women. They aimed to celebrate the financial independence of Indian women. One can earn using Meesho by selling fashion or lifestyle products or any other attractive products with cheaper price. All payments will go to Meesho and they will deposit the commission in the bank account of the person who are resell the product. Doing business through social media is not so easy and straight forward and hence one has to understand the modalities well before entering this field. In Meesho while purchasing a product, they have stringent quality checks and ensure that they onboard only high quality suppliers. In case the product quality is not up to the mark, Meesho provides easy return and exchange policy.

## II. REVIEW OF LITERATURE

Abetare Prebreza, Blerona Shala (2021) found that consumer trust with online shopping is directly dependent on a few factors. There is a constant dilemma in the market related to the question, which online shopping determinants affect the customer trust. This paper deals with the analysis of customer satisfaction, with the aim of utilizing the empirical research on the Kosovo market in Covid-19 period in order to determine the connection between customer trust and certain determinants of online shopping.

Umama Nasrin Haque, Rabin Mazumder (2020) found out that customer loyalty is primarily achieved by satisfying customers' expectations. In online shopping, since the products are intangible, it is important to build trust among the customers. This study attempts to study the relationship between customer loyalty and customer trust in online shopping since trust is the glue that holds customer relationship together in the current competitive market. The result of this study gives the idea that trust of the customer acts as a mediating factor which enhances the loyalty of customer in regard to the further purchase and consumption of the particular product or service in the online environment.

Plavini Punyatoya (2018) proposed that consumer trust in an online retailer has two principal forms; they are cognitive trust and affective trust. The study examined various factors influencing the development of each form of customer online trust and the subsequent effect on customer satisfaction and loyalty intention. The researcher found out the multi-dimensional nature of consumer trust in online retailing context. Cognitive trust and affective trust are found to mediate the relationship between perceived website quality, security and privacy policy, prior interaction experience, perceived e-tailer reputation and shared value and customer satisfaction.

Nandhini Balasubramanian and Isswarya(2017) based on their it is an attempt to analyze customer satisfaction level of Amazon ,Flipkart and Meesho .The objective of the study is to identify the respondent's perception towards Amazon , Meesho and Flipkart shopping.In this competitive market Flipkart satisfies the customer in terms of websites usages ,delivery and order tracking .These three gives tough competition which satisfies the customer in the aspect of quality of the products.End of the study the review reveals that both are doing very well in Indian e-commerce market.

### III. OBJECTIVES OF THE STUDY

- To study the level consumer's satisfaction towards Meesho App
- To analyse The satisfaction level of the quality of the Meesho product
- To assess the satisfaction level of consumers about the price of Meesho product

- To study how reselling of product empowers women.

**Customer satisfaction:** It is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet customer expectation. Customer satisfaction is defined as "The number of customers, whose reported experience with a firm, it's products, or it's services (ratings) exceeds specified satisfaction goals." Customers play an important role and are essential in keeping a product or service relevant; it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty. Customer satisfaction is viewed as a key performance indicator within business and is often part of a balanced scorecard. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a major differentiation and increasingly has become an important element of business strategy.

**Reselling:** Reselling with Meesho is a way of running own businesses with zero investment. A reseller is someone who purchases products in bulk from a wholesaler or retailer and sells them directly to his/her customers after adding a margin to the price. Unlike a retailer, resellers need not own a shop or inventory. They reach out to customers on social media. Reselling as a concept had existed in India for a while. However, the last few years have seen immense growth in social commerce platforms like Meesho. In India, the popularity of reselling apps can be credited to the fact that most do not require you to invest capital to start your business. For instance, with Meesho, people can simply share the catalog or specific products with their prospective customers. The payment will need to be done only after the customer has confirmed an order.

**Meesho- especially for women:** This creative business idea clicked really well in the Indian market and apps like Meesho became a household name, especially for the women in India who wanted to become independent. Becoming a reseller meant that they could now work while they stayed at home. Reselling with Meesho is known to have helped even the working women earn much more by running their own business. A lot of housewives have been able to create a name for themselves with reselling. Furthermore, Meesho has also helped a lot of students who were looking to earn an extra side

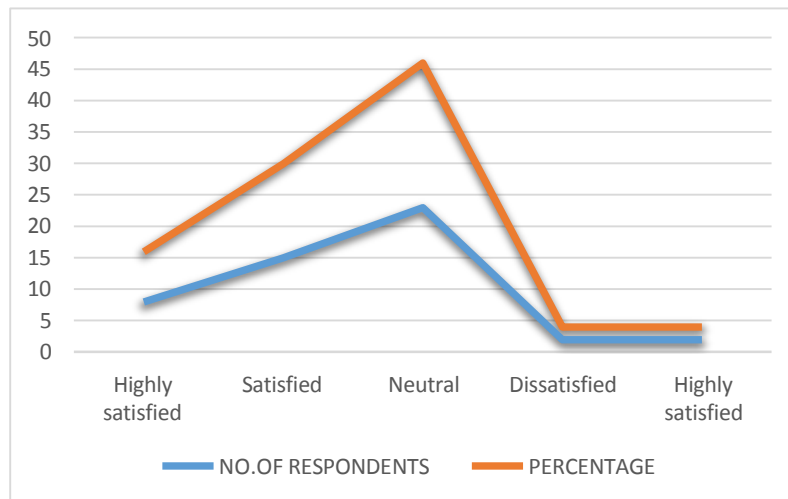
income. Some people have testified to having earned over a lakh every month via reselling on Meesho. The best part is that there are absolutely no losses as reselling does not require any investment.

On average, most resellers earn up to ₹25000 per month.

#### IV. ANALYSIS AND DISCUSSION

##### SATISFACTION LEVEL OF RESPONDENTS USING WITH MEESHO APP

LEVEL OF SATISFACTION	NO.OF RESPONDENTS	PERCENTAGE
Highly satisfied	8	16%
Satisfied	15	30%
Neutral	23	46%
Dissatisfied	2	4%
Highly dissatisfied	2	4%
TOTAL	50	100%



From the above table, It reveals that out of total respondents, 8 respondents (16%) are Highly satisfied, 15 respondents (30%) are satisfied, 23 respondents (46%) are neutral, 2 respondents are dissatisfied and highly dissatisfied.

##### LEVEL OF SATISFACTION OF RESPONDENTS WITH QUALITY OF PRODUCT

LEVEL OF SATISFACTION	NO.OF RESPONDENTS	PERCENTAGE
Highly satisfied	6	12%
Satisfied	20	40%
Neutral	20	40%
Dissatisfied	2	4%
Highly dissatisfied	2	4%
TOTAL	50	100%

From the above table, It reveals that out of total respondents 6 respondents (12%) are highly satisfied, 20 respondents (40%) are satisfied and neutral, 2 respondents (4%) are dissatisfied and highly dissatisfied.

##### LEVEL OF SATISFACTION OF RESPONDENTS WITH PRICE OF PRODUCTS

LEVEL OF SATISFACTION	NO.OF RESPONDENTS	PERCENTAGE
Highly satisfied	9	18%
Satisfied	24	48%

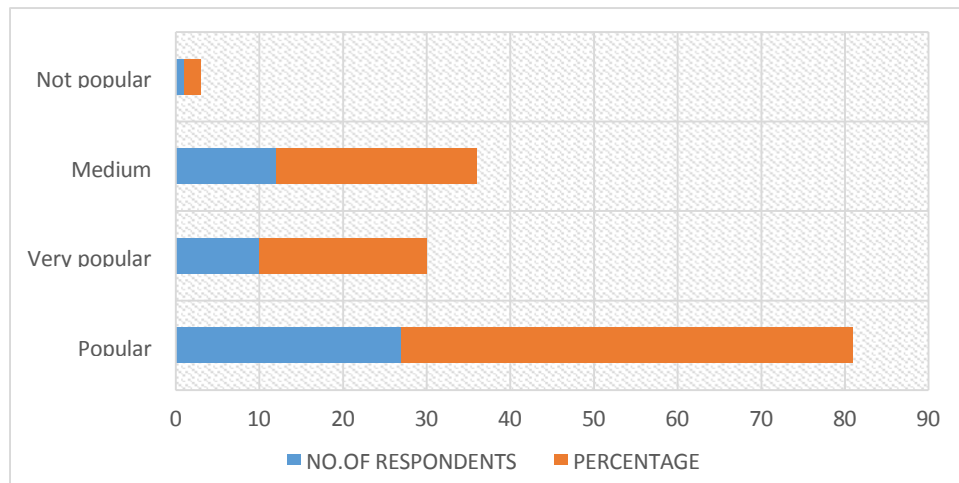
Neutral	16	32%
Dissatisfied	0	0%
Highly dissatisfied	1	2%
TOTAL	50	100%

From the above table, It reveals that out of total respondents, 9 respondents (18%) are highly satisfied, 24 respondents (48%) are satisfied, 16 respondents (32%) are neutral and 1 respondent (2%) are highly dissatisfied.

#### LEVEL OF POPULAR BY MEESHO IS AMONG ONLINE SHOPPERS

LEVEL OF POPULAR	NO.OF RESPONDENTS	PERCENTAGE
Popular	27	54%
Very popular	10	20%
Medium	12	24%
Not popular	1	2%
TOTAL	50	100%

From the table above, show that level of popular by MEESHO is among online shoppers are 50% of popular, 20% of very popular, 24% of medium popular and 2% of not popular.



#### LEVEL OF SATISFACTION WHILE RESELLING IN MEESHO

LEVEL OF SATISFACTION	NO.OF RESPONDENTS	PERCENTAGE
Satisfied	5	10%
Neutral	0	0%
Dissatisfied	0	0%
None of them	45	90%
Total	50	100%

The above table showing 10% of people satisfied with reselling and rest of 90% have no answer.

#### V. FINDINGS

- The 54% of the respondents are satisfied and popular using MEESHO App than using other shopping apps.
- Most of the respondents purchase cloths.
- 40% of the respondents are satisfied with quality of MEESHO Products.
- 48 % of the respondents are satisfied with pricing of MEESHO app.
- The majority of the respondents choose MEESHO because of low price.

- Most of the respondents are satisfied with the customer support.
- 90% of the people says that purchase is the best in Meesho. Reselling is rare among them.

## VI. SUGGESTIONS

- Online shopping is now an integral part of our life. So MEESHO must be developed reasonably so that people can use it more effectively.
- MEESHO must take necessary steps to give awareness regarding reselling in MEESHO to the women who are not aware of reselling.
- The price of the product in MEESHO is satisfactory to the people, when quality compared to the price, quality is sometimes not satisfactory for all. So MEESHO must improve their quality also.
- There is some problems in the returning policy of them. So it wants to be maintained for the smooth going of MEESHO's day to day affairs.

## VII. CONCLUSION

In the conclude note of the researcher, confident to say that the study gave an opportunity to analyze various factors regarding level of customer satisfaction and purchasing Behaviour. The sample size is very low it is very difficult to conclude it by saying that it is the review of whole population. MEESHO is No. 1 reselling app in India. But most of the respondents have no idea about the reselling in MEESHO. Reselling must known to every women in every corner of India. Promotional activities must be improved to increase the users of MEESHO app. The procedures can be simple so that the users can do their business easily and comfortable and they will recommend others to use this application. This study will support the MEESHO app to know how is the reach of the application and can change their mistakes and improve the users of the MEESHO app to earn more profit.

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