



A STUDY ON CUSTOMER SATISFACTION TOWARDS MEESHO IN MADURAI CITY

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ABSTRACT:

This study means to survey the degree of consumer loyalty with Meesho, an Indian social trade stage, and distinguish factors impacting consumer loyalty. Meesho has arisen as a conspicuous player in the online business scene, especially taking care of the requirements of limited scope business visionaries and clients in Level II and Level III urban communities. Understanding consumer loyalty is critical for Meesho to keep up with and improve its market position in the profoundly serious online business industry. The exploration philosophy includes gathering information through internet based reviews controlled to Meesho clients, zeroing in on different parts of their shopping experience, including item quality, evaluating, conveyance administrations, client service, and in general fulfillment. Moreover, subjective information will be accumulated through meetings or center gathering conversations with select Meesho clients to acquire further experiences into their insights and inclinations.

KEYWORDS:

CONSUMER LOYALTY, MEESHO, WEB BASED BUSINESS, QUALITY, INTERNET SHOPPING.

1.1 INTRODUCTION

In the quickly advancing scene of online business, the appearance of social trade stages has upset the manner in which people take part in trading merchandise. Meesho, a noticeable player in this space, has earned huge consideration by offering a novel stage that empowers people to begin their web-based organizations with negligible speculation, utilizing informal organizations. Madurai, a clamoring city prestigious for its rich social legacy and energetic commercial centers, presents a convincing contextual investigation for inspecting consumer loyalty towards Meesho. As the advanced transformation saturates further into the structure holding the system together, understanding the elements of consumer loyalty becomes central for organizations working in this space. The point of this study is to dive into the nuanced parts of consumer loyalty towards Meesho inside the setting of Madurai city. By dissecting variables, for example, client experience, item quality, conveyance productivity, client support, and by and large fulfillment levels, this examination tries to give important bits of knowledge into the discernments and inclinations of Meesho's client base in this particular geological region. Madurai's different segment profile, portrayed by a mix of customary qualities and current desires, presents a novel proving ground for Meesho's plan of action. Investigating how Meesho takes special care of the inclinations and necessities of Madurai's general population can offer vital direction not exclusively to Meesho yet in addition to other comparative stages meaning to enter local business sectors with unmistakable socio-social personalities.

Besides, this study attempts to reveal insight into the difficulties and open doors that Meesho experiences in Madurai, going from rivalry with customary retail outlets to tending to strategic requirements in a quickly extending metropolitan scene. By understanding the complexities of consumer loyalty in this market, Meesho can refine its systems, upgrade its contributions, and fashion more grounded associations with its client base.

1.2 STATEMENT OF THE PROBLEM

The assertion of the issue for consumer loyalty in Meesho spins around understanding the variables affecting client encounters on the stage and recognizing regions where upgrades can be made to improve generally fulfillment levels. Central questions to tended to incorporate surveying client discernments with respect to item quality, valuing seriousness, conveyance productivity, UI convenience, and client service effective. This ascent of online business stage, specific social trade like meesho, has changed the manner in which individual participate in trading merchandise. Regardless of the developing ubiquity consumer loyalty, especially with in provincial market like Madurai city.

1.3 REVIEW OF LITERATURE

FereshteRasty, Seyyed Habibollah Mirgha foori (2021) distinguished 18 hindrances influencing trust in web based shopping and were focused on through the blend of FMEA, entropy and VIKOR techniques in an intuitionistic fluffly climate. They figured out that the main trust hindrances

incorporates protection risk, absence of feel and contact related with online buys and social gamble. To increment client trust advertising directors ought to zero in on improving and advancing the framework security of their web based shopping locales and furthermore by introducing fulfilled customer's tributes.

AbetarePrebreza, Bleron Shala (2021)², found that buyer entrust with internet shopping is straightforwardly reliant upon a couple of elements. There is a consistent problem in the market connected with the inquiry, which web based shopping determinants influence the client trust.

Umama Nasrin Haque, Rabin Mazumder (2020), figured out that client steadfastness is basically accomplished by fulfilling clients' assumptions. In web based shopping, since the items are immaterial, building trust among the customers is significant. This study endeavors to concentrate on the connection between client steadfastness and client trust in web based shopping since trust is the magic that binds client relationship in the ongoing cutthroat market. The consequence of this study provides the thought with that trust of the client goes about as an intervening element which improves the dedication of client concerning the further buy and utilization of the specific item or administration in the web-based climate.

1.4 OBJECTIVES OF THE STUDY

The following are the importance objectives of the study

- ❖ The goal of evaluating consumer loyalty in Meesho is to thoroughly comprehend the elements impacting client discernments and encounters on the stage, meaning to improve generally speaking fulfillment levels and drive economical business development.
- ❖ Through this review, we look to distinguish key drivers of fulfillment, including item quality, estimating, conveyance productivity, UI, and client care administrations.
- ❖ By acquiring bits of knowledge into client inclinations, assumptions, and problem areas, we plan to give significant suggestions to Meesho's supervisory crew for key independent direction and constant improvement drives.

1.5 RESEARCH DESIGN

The proposal study is descriptive and analytical in nature of research methodology includes sample design for collection of data.

1.5.1 SAMPLING TECHNIQUE.

Convenient sampling technique was adopted for this study with the help of interview schedule.

1.5.2 DATA COLLECTION

Information have been collected from both primary and secondary data.

1.5.3 TOOLS FOR RESEARCH

The researcher used simple percentage tools for analyze the data procured from respondent.

1.6 DATA ANALYSIS AND INTERPRETATION

This analysis focuses on the importance, benefits and problems faced by customers in adopting meesho practices.

1.6.1 DEMOGRAPHIC PROFILE OF THE CUSTOMERS

TABLE: 1 DEMOGRAPHIC PROFILE OF THE CUSTOMERS

Under this section, the following parameters are taken into consideration; namely, Gender, Age, Education and some other observation of the customers. The interpretation of the data is given under each table.

Sl. NO	VARIABLE		NO OF RESPONDENTS	PERCENTAGE
1.	Gender	Male	70	70
		Female	30	30
2.	Age Group	Below 20	40	40
		20-30	20	20
		30-40	16	16
		40-50	14	14
		Above 50	10	10
3.	Educational Qualification	SSLC	40	40
		HSC	30	30
		UG	20	20
		Others	10	10

Source Data: Primary Data

It could be seen from the above table, 70 percentage of the respondent where males, 40 percentage of the respondent lying under the age group of below 20 further, it could be concluded that 40 percentage of SSLC qualification

1.6.2 VARIETY OF PRODUCTS AVAILABLE ON MEESHO

TABLE: 2 VARIETY OF PRODUCTS

SUGGESTION	NO OF RESPONDENTS	PERCENTAGE
Very satisfied	20	40
Satisfied	13	26
Neutral	10	20
Dissatisfied	4	8
Very dissatisfied	3	6
TOTAL	50	100

INTERPRETATION:

The above data indicates that 40% of respondents are very

satisfied, 26% of respondents are satisfied, 20% of respondents are neutral, 8% of respondents are dissatisfied and 6% of respondents are very dissatisfied.

FIGURE: 1 VARIETY OF PRODUCTS AVAILABLE ON MEESHO



1.6.3 DELIVERY SPEED OF MEESHO ORDERS

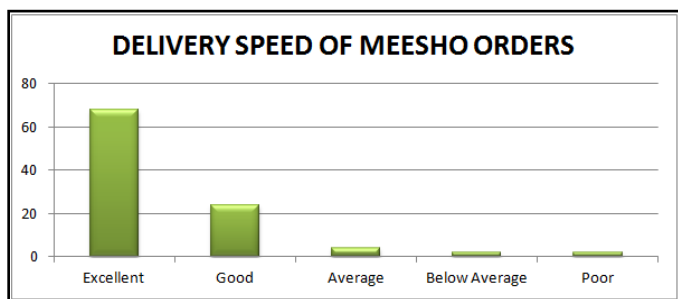
TABLE: 3 DELIVERY SPEED OF MEESHO ORDERS

SUGGESTION	NO OF RESPONDENTS	PERCENTAGE
Excellent	34	68
Good	12	24
Average	2	4
Below Average	1	2
Poor	1	2
TOTAL	50	100

Source Data: Primary Data

The above data indicates that 68% of respondents are very Excellent, 24% of respondents are Good, 4% of respondents are Average, 2% of respondents are Below Average and 2% of respondents are Poor.

FIGURE: 2 DELIVERY SPEED OF MEESHO ORDERS



1.7 FINDINGS

- ❖ 70 percent of the respondents were males.
- ❖ 40 percent respondents are Below 20 age group.
- ❖ 40 percent of respondents are SSLC Educational Qualification.
- ❖ 40 percent of respondents are very satisfied with the variety of products available on meesho
- ❖ 68 percent of respondents are very satisfied with delivery speed of messho orders

1.8 CONCLUSION

The study on customer satisfaction towards Meesho in Madurai city provides valuable insights into the perceptions, preferences, and experiences of Meesho customers in this specific market. Through a comprehensive analysis of survey data and qualitative feedback, several key findings have emerged, shedding light on the factors influencing customer satisfaction and areas for improvement. Overall, the findings indicate a moderately high level of satisfaction among Meesho customers in Madurai city. Customers appreciate the convenience, variety of products, and competitive pricing offered by the platform. The social commerce model of Meesho has resonated well with local entrepreneurs, homemakers, and students, providing them with a flexible income opportunity and empowering them to start their own online businesses. However, there are also areas where Meesho can further enhance the customer experience to drive higher satisfaction levels.

Delivery speed and reliability emerge as significant concerns among customers, with instances of delays and order inaccuracies impacting satisfaction. Improving logistics and streamlining the delivery process could mitigate these issues and bolster overall satisfaction.

Additionally, while product quality is generally perceived positively, there are occasional instances of dissatisfaction with the received items. Ensuring consistent quality control measures and partnering with reliable suppliers are crucial to maintaining customer trust and loyalty.

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WEBSITES

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