



# **ADVERTISING EFFECTIVENESS OF MEESHO – AN ANALYTICAL STUDY IN VILLUPURAM**

**Dr. T. R. ANANDHI, Associate Professor, PG and Research Department of Commerce,  
TheivanaiAmmal for Women (Autonomous)Villupuram.**

**J. PAVITHRA, S.KAMALI, S.SHALINI, S.MALINI, B.ELAVARASI ( II- MCOM) ,  
TheivanaiAmmal College for Women (Autonomous),Villupuram.**

## **ABSTRACT**

Meesho is an Indian Social Commerce platform founded in 2015 by Vidit Aatrey and Sanjeev Barnwal. This app often provide features such as product recommendations, customer reviews, and tracking information to enhance the user experience. The objective is to identify the awareness of the Consumer about Meesho App, to know the type of products purchased by Consumers through online shopping, to analyse factors determining the purchase through Meesho. The study collected data from 107 respondents using an easy sampling strategy. The percentage technique, cross tabulation and chi-square are the statistical tools used for the analyzation of data. Meesho aims to empower individuals and small businesses by providing them with the tools and resources to start their own online businesses without having to worry about inventory, logistics, or payment processing. The platform has helped thousands of sellers across India to earn additional income and grow their businesses. The platform provides a range of products, including fashion and lifestyle, home and kitchen, electronics, and more.

Key Words: Meesho, Online Shopping, Products

## **INTRODUCTION**

Online shopping apps typically have user-friendly interfaces that make it easy for customers to browse, search for products, and make purchases. These apps often provide features such as product recommendations, customer reviews, and tracking information to enhance the user experience. online shopping apps have become increasingly popular due to their convenience, affordability, and accessibility. Meesho is an Indian social commerce platform founded in 2015 by Vidit Aatrey and Sanjeev Barnwal. The platform enables individuals and small businesses to sell products online via social media platforms like WhatsApp, Facebook, and Instagram. Meesho connects suppliers and manufacturers with sellers, who can market and sell the products to their contacts and earn a commission on each sale.

Meesho aims to empower individuals and small businesses by providing them with the tools and resources to start their own online businesses without having to worry about inventory, logistics, or payment processing. The platform has helped thousands of resellers across India to earn additional income and grow their businesses.

## REVIEW OF LITERATURE

**Niroula Ballav and Gayanwali (2020) in their article “Customer Satisfaction Towards Online Shopping In Kathmandu Valley”.** Set their major objective of the study is to analyze the factors affecting customer satisfaction towards online shopping in Kathmandu Valley, it examines the impact of perceived service quality, perceived ease of use, perceived security, online payment process on customer satisfaction towards online shopping in Kathmandu Valley. This study is based on primary data., the tools used is correlation analysis and regression analysis. shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. internet is being widely used in daily life these days.

**Bhavna Pathak (2018)in her article “Empirical study on Consumers Perception Towards Digital Shopping: with special reference to Bhopal city”.** Set their objectives to study the perception of consumers towards digital shopping, to study the satisfaction level of consumers toward digital shopping, to identify consumers preference towards digital shopping sites. This study is based on primary data. In this study it has been analyzed that respondents do digital shopping occasionally not on regular basis. Though quality of product was found good by almost half of the respondents but when they were asked would they like to suggest others to do digital shopping.

**Mayank Ranjan and Amaresh Nath (2021) in their article " A study on Consumer Perception towards online buying behavior and level of satisfaction in commerce "** Set their objective of the study to find out why the customers do online shopping, to identify customer attitude on online shopping and to understand the consumer awareness of the online shopping. This study is based on primary and secondary data. The tool used is SPSS for data analysis.

## STATEMENT OF PROBLEM

Meesho is a Social Commerce Platform that lets users launch their own online companies by selling goods directly to their friends and family through social media. To evaluate the success of Meesho's advertising efforts in terms of raising brand awareness, boosting customer acquisition, and boosting revenues, and to spot any areas where the advertising strategy needs to be improved.

## OBJECTIVES OF STUDY

1. To identify the awareness of the consumer about Meesho App.
2. To know the type of products purchased by consumers through online shopping.
3. To analyse factors determining the purchase through Meesho.

## SCOPE OF STUDY

Meesho is an online platform that provides a market place for sellers to sell products through social media platforms like WhatsApp, Facebook, and Instagram. Meesho's business model relies on its ability to provide its resellers with high-quality products at low prices and to offer them a user-friendly platform to conduct their business. One of the most important aspects of Meesho's analytical efficacy is its ability to track customer habits and purchasing patterns. Meesho uses advanced analytics tools to monitor customer behaviour, including the types of products they buy, how often they buy them, and the channels they use to make their purchases. Meesho's analytics tools can also provide insights into the current patterns of consumption among its customer base. By analysing data on product sales and customer feedback, Meesho can identify trends in the types of products that are popular and those that are not. This information is critical for Meesho's suppliers, who can use it to adjust their production and inventory management strategies to meet demand.

## LIMITATION OF STUDY

1. The research was conducted within a short period of time.
2. This study covers only Villupuram Town.
3. The primary data is collected through a structured questionnaire and the sample size was limited to 107 respondents.

## RESEARCH METHODOLOGY

### Sample size :

107 samples were collected and 107 respondents are selected for the study, and it is converted to 100.

### Area of study:

The study has been conducted in Villupuram, Town Tamilnadu.

### Statistical tool used for analysis:

1. Chi – square.
2. Cross tabulation.

## DATA ANALYSIS

### Table 1 : CHI – SQUARE

### RELATIONSHIP BETWEEN AGE OF RESPONDENT AND CHOOSE FOR RESPONDENT PURCHASE IN WEBSITE

AGE / PURCHASE IN WEBSITE	FLIPKART	AMAZON	MYNTRA	URBANIC	MEESHO	TOTAL
BELOW 20	2	0	0	0	1	3
21-30	6	13	13	5	0	37
31-40	2	4	8	4	1	19
41-50	1	9	8	11	4	33
ABOVE 50	0	5	5	3	2	15
<b>TOTAL</b>	11	31	34	23	8	107

### NULL HYPOTHESEIS :

Ho - There is no significant relationship between age of the respondent and factor influencing the customers to purchase online through Meesho website.

### ALTERNATIVE HYPOTHESIS :

Ha - There is significant relationship between age of the respondent and factors influencing the customers to purchase website in Meesho shopping.

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> / E
2	0.30	1.7	2.89	9.63
0	0.86	0.86	0.7396	0.86
0	0.95	0.95	0.9025	0.95
0	0.64	0.64	0.4096	0.64
1	0.22	0.78	0.6084	0.38
6	3.80	2.2	4.84	1.27
13	10.71	2.29	5.2441	0.49
13	11.75	1.25	1.5625	0.19
5	7.95	2.95	8.7025	1.09
0	2.76	2.76	7.6176	2.76
2	1.95	0.05	0.0025	0.0012
4	5.50	1.5	2.25	0.49
8	6.03	1.97	3.8809	0.65
4	4.08	0.08	0.0064	0.0013
1	1.42	0.42	0.1764	0.14
1	3.39	2.39	5.7121	1.69

9	9.56	0.56	0.3136	0.08
8	10.48	2.48	6.1504	0.58
11	7.09	3.91	15.2881	2.16
4	2.46	1.54	2.3716	0.96
0	1.54	1.54	2.3716	1.54
5	4.34	0.66	0.4356	0.13
5	4.76	0.24	0.0576	0.02
3	3.22	0.22	0.0484	0.05
2	1.12	0.88	0.7744	0.69
<b>TOTAL</b>				<b>27.1811</b>

THE CALCULATED VALUE = 27.1811

$$\begin{aligned}
 \text{Degree of freedom} &= (C-1) (R-1) \\
 &= (5-1) (5-1) \\
 &= (4) (4) \\
 &= 16 @ 9\% \\
 &= 28.845
 \end{aligned}$$

For 16 Degree of the table value of the chi square is 28.845 @ 9 % level of significant

#### INFERENCE:

Since the calculated value is less than table value. the null hypotheses is accepted so There is no significant relationship between age of the respondent and choose for respondent purchase in website.

#### TABLE 2 : CROSS TABULATION

##### RELATIONSHIP BETWEEN GENDER AND KNOW ABOUT MEESHO ONLINE SHOPPING

GENDER/ KNOW ABOUT MESSHO ONLINE SHOPPING	AWARE	HIGHLY AWARE	NEUTRAL	NOT AWARE	HIGHLY NOT AWARE	TOTAL	%
<b>MALE</b>	9	2	11	7	1	30	
<b>PERCENTAGE</b>	<b>8.41%</b>	<b>1.86%</b>	<b>10.28%</b>	<b>6.54%</b>	<b>0.93%</b>	<b>28.03%</b>	<b>28.03%</b>
<b>FEMALE</b>	20	4	32	14	7	77	
<b>PERCENTAGE</b>	<b>18.69%</b>	<b>3.73%</b>	<b>29.90%</b>	<b>13.08%</b>	<b>6.54%</b>	<b>71.96%</b>	<b>71.96%</b>

<b>TOTAL</b>	29	6	43	21	8	107	<b>100%</b>
<b>PERCENTAGE</b>	<b>27.10%</b>	<b>5.60%</b>	<b>40.18%</b>	<b>19.62%</b>	<b>7.47%</b>	<b>100%</b>	<b>100%</b>

### INFERENCE:

It is interpreted that the cross tabulation was done between the two variable namely Gender and know about Meesho online shopping. As per marginal distribution 71.96 % of the female make purchase decision on Meesho online shopping 29.90 % were neutral.

As per conditional distribution 40.18 % of the respondent prefer neutral of Meesho online shopping The P value is Positive and strong. So, there is a significant relationship between Gender and know about Meesho online shopping.

### FINDING

- Majority 34.6% of the respondent are between 21-30 years of age.
- Majority 72% of the respondent are female.
- Majority 31.8% of the respondent are purchasing myntra.
- Majority 40.2% of the respondent are neutral.

### SUGGESTION

- Create awareness among the people by providing offers and coupons to increase promotion.
- Products must be delivered on time in order to improve consumer goodwill.
- Because there are so many things offered on online site, it can be challenging for consumer to choose one at a time, which is why the company have to update the website often.
- Consumer must provide a pricing comparison between other shopping website and Meesho in order to draw their attention towards Meesho brand.

### CONCLUSION

Advertising effectiveness can be evaluated based on various factors such as brand awareness, customer engagement, conversion rates, and return on investment. Measuring advertising effectiveness is crucial for companies to optimize their advertising strategies and maximize their marketing budget.

Advertising effectiveness is a complex topic that depends on multiple factors, and it requires ongoing analysis and optimization. Meesho, like any other company, will need to continually evaluate and adjust their advertising strategy to ensure its effectiveness in reaching and engaging with their target audience.

### REFERENCE

## BOOKS

- "Marketing Management" by Philip Kotler and Kevin Lane Keller.
- "Principles of Marketing" by Gary Armstrong and Philip Kotler.

## JOURNALS AND WEBSITE

## REFERENCES

1. Jun, G., & Jaafar, N. I. (2011). A Study on Consumers' Attitude towards Online Shopping in China. 9) International Journal of Business and Social Science , 2(22), 122-132. Retrieved from [http://ijbssnet.com/journals/Vol\\_2\\_No\\_22\\_December\\_2011/15.pdf](http://ijbssnet.com/journals/Vol_2_No_22_December_2011/15.pdf)
2. Jusoh, Z. M., & Ling, G. H. (2012). Factors influencing Consumer's Attitude towards E- Commerce purchases through Online Shopping. International Journal of Humanities and Social Science, 2(4), 223-230. Retrieved from [http://www.ijhssnet.com/journals/ Vol\\_2\\_No\\_4\\_Special\\_Issue\\_February\\_2012/27](http://www.ijhssnet.com/journals/ Vol_2_No_4_Special_Issue_February_2012/27).
3. Moshref javadi, M. H., Dolatabadi, H. R., Nourbakhsh, M., Poursaeedi, A., & Asadollahi, A. (2012). An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. International Journal of Marketing Studies, 4(5). doi:10.5539/ijms.v4n5p81
4. Gupta, S. L., & Nayyar, R. (2011). Determinants of Internet Buying Behavior in India, 1(2), 53-65. Retrieved from [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2345585](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2345585)