A STUDY ON CUSTOMER AWARENESS AND SATISFACTION TOWARDS MEESHO APP

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Abstract: **Meesho is a popular Indian social commerce platform that allows individuals to start their own online businesses without any investment. It primarily targets small business owners, entrepreneurs, and homemakers who wish to earn additional income by selling a wide range of products to their network through social media platforms like WhatsApp, Facebook, and Instagram.The objective of the study is To find out the consumers satisfaction level for services provided by the Meesho app and to analysis different payment and delivery system preferred by the customers. Both the primary and secondary data has been used for this study. The Simple percentage method was used for analysis. The findings emphasize the critical role of product quality, variety, and efficient customer support in driving satisfaction and fostering loyalty.**

I. INTRODUCTION

Meesho is a popular Indian social commerce platform that allows individuals to start their own online businesses without any investment. It primarily targets small business owners, entrepreneurs, and homemakers who wish to earn additional income by selling a wide range of products to their network through social media platforms like WhatsApp, Facebook, and Instagram.

Meesho app provide lowest prices and best quality products , easy return and best customer support , cash on delivery also available for this app and timely paymets there was a money protection and grow your customer base with tips on social selling in Meesho Business Academy. Your customer contacts remain safe with us as we never to your customer.

The company is also experimenting with new categories on the supply side. Such as a travel packages where resellers are trying to sell travel packages to end consumers. Right now, a majority of them are women fashion and kidswear, but Meesho is currently experimenting with travel, beauty etc….In the era of Amazon and Flipkart , Meesho offers an entirely different experience in the form of a social commerce platform ,an online platform for resellers .Bringing a network of over 21K suppliers and manufactures on its platform , meesho lets resellers shortlist products share the photograph of these with their network of consumers ,who could be anyone in their family or friends network or people they know .The resellers are allowed to sell at the prices they deem fit for their target consumers .Once shortlisted by consumers ,the resellers place the order with meesho and enters the address detail for the delivery which again is taken care of by meessho Barnwal said, "**During the entire buy-sell process assist , nowhere is meesho mentioned to the end-consumers**"

Overall, the "Study on Customer Awareness and Satisfaction Towards Meesho App" endeavors to provide valuable insights that can inform strategic decision-making and drive continuous improvement efforts aimed at enhancing the customer experience on the Meesho platform.

STATEMENT OF THE PROBLEM

Even though the customers satisfaction and awareness of the Meesho app and they faced many problem and also they are of unsatisfied with time of delivery and Quality product packing level etc, and they unaware with shopping option, product catalogue and online help.

OBJECTIVE OF THE STUDY

- To study the socio-economic profile of Meesho application.

- To find out the consumers satisfaction level for services provided by the Meesho app.

- To analysis different payment and delivery system preferred by the customers.

METHODOLOGY

Since the study has been undertaken to analyzing "**customer satisfaction and awareness of meesho app**" in Coimbatore city by using both primary and secondary data.

PRIMARY DATA

For the analysis of the customers satisfaction level and awareness level of meesho data were collected from the respondents through questionnaire. The data were relating to the personal profile of sample respondents, impact and how to know there on meesho for friends or family or social media or television.

SECONDARY DATA

For the analysis of the impact and usage of mass media on people's behaviour during pandemic, secondary data were collected from various sources like newspapers, journals, magazines, articles and websites.

FRAMEWORK OF ANALYSIS

The collected information were reviewed and considered and consolidated into a master table

For the purpose of analysis. The data were further processed by using statistical tools.

- **Simple percentage**

SCOPE OF THE STUDY

The purpose of study is to find out the customers awareness level and how to they satisfied their purchasing of Meesho and what they want to develop in Meesho app.

LIMITATIONS OF THE STUDY

- The present study is limited to know the customers satisfaction and awareness level towards buying the Meesho app.
- The sample size restricted to 105 respondents.
- The study was conducted within limited time period.
- The finding of the study may be generalized to Pollachi Taluk.
- The conclusions are based on the opinion expressed by the respondents of customers.

REVIEWS OF LITERATURE

Dr.T.Shenbhagavadivu, M.Shaaranya, S.Sai priyanka, V.Ajithkumar, A.Irshadkhan(2019) " A study on online shopping and customer satisfaction on myntra". The internet has reduced the world into a global village, had made distance irrelevant and time zone little more than an inconvenience. To study the case of internet marketing in myntra,to study about the customer satisation of online shopping at myntra. Sampling method non probability sampling tools for analysis (a) percentage analysis (b) chi-square analysis, hypothesis testing. Through the majority of respondents are like to online purchase at myntra, the customers satisfaction is a very good level towards myntra online shopping.

K.Karthikayan and Dr.M.V.SathiuaBama(2018) in their study entitled " A study on customer preference and satisfacation towards various online information sharing apps"(with special reference to pollachi Taluk) The main objective of the study is to exaime the level of satisfaction of online shoping apps. The study of sample of 150 people was taken into study, and their data were collected. The tools like chi-square test data. Sample of 150 respondents were taken into study, and their data were collected. The results revealed that the social media application needs to improve their services to satisfy all types of users. So that the uses fell social media application services are safe and secure.

Srishti dixena, suman sahce(2018) a study on " customer satisifaction towards onine shopping" Thus the study aims to examine the customer satisfaction towards online shopping from flipkart. The study

focuses on online shopper's preferences, satisfaction and problems on flipkart online shopping marketers. This study was four point scales and convenient sampling methods were used in this study for selecting the samples and the sample size for the study was 70 with a view of analyzing the data through percentage analysis. The aim of the study to assess the satisfaction level of the online customers on the basis of products and web features. The above table shows that the highest number of respondent 56%. The study reveals that most of the undergraduate students belongs to age (20-30) years are more aware about shopping from flipkart.

ANALYSIS AND INTERPRETATION

AGE OF THE RESPONDENTS

The following table classified the respondent based on their age. The respondents were classified in to four groups as Below 20 years, 21-30 years, 31-40 years, and 40-50 years.

AGE	NO OF RESPONDENTS	PERCENTAGE
Below 20 years	14	13.3
21-30 years	73	69.5
31-40 years	6	5.7
40-50 years	12	11.4
Total	**105**	**100.0**

The above table shows that 14 (3.3%) respondents are below 20 years, 73 (69.5%) respondents are 21-30 years, 6 (5.7%) respondents are 31-40 years, 12 (11.4%) respondents are 40-50 years. Out of 105 respondents. It is inferred from the above table that majority of the respondents are 21-30 years.

GENDER OF THE RESPONDENTS

The following table classified the respondent based on their gender. The respondents were classified in to two genders Female and Male.

Gender	NO OF RESPONDENTS	PERCENTAGE
Female	62	13.3
Male	43	69.5
Total	**105**	**100.0**

The above table shows that 62 (13.3%) respondents are female, 43 (69.5%) respondents are male. Out of 105 respondents. It is inferred from the above table that majority of the respondents are Female.

AREA OF RESIDENCE OF THE RESPONDENTS

The following table classified the respondent based on their area of residence. The respondents were classified in to three rural, urban and semi urban.

AREA OF RESIDENCE	NO OF RESPONDENTS	PERCENTAGE
Rural	67	63.8
Urban	25	23.8
Semi-Urban	13	12.4
Total	**105**	**100.0**

The above table shows that 67 (63.8%) respondents are rural, 25 (23.8%) respondents are urban, and 13 (12.4%) respondents are semi-urban. Out of 105 respondents. It is inferred from the above table that majority of the respondents are rural.

OCCUPATION OF THE RESPONDENTS

The following table classified the respondent based on their occupation. The respondents were classified in to five there are self employed, private employed, government employed, professional and student.

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
Self employed	12	11.4
Private employed	44	41.9
Government employed	3	2.9
Professional	41	39.0
Student	5	4.8
Total	**105**	**100.0**

The above table shows that 12 (11.4%) respondents are self employed, 44 (41.9%) respondents are private employed, 3 (2.9%) respondents are government employed, 41 (39.0%) respondents are professional, and 5 (4.8%) respondents are student. Out of 105 respondents. It is inferred from the above table that most of the respondents are private employed.

WHICH SOURCE YOU CAME TO KNOW ABOUT MEESHO APP OF THE RESPONDENTS

The following table classified the respondent based on their source you came to know about meesho app. The sources were classified in to four there are televisions, newspaper, social media, friends or family.

SOURCE	NO OF RESPONDENTS	PERCENTAGE
Television	7	6.7
Newspaper	10	9.5
Social media	47	44.8
Friends\family	41	39.0
Total	105	100.0

The above table shows that 7 (6.7%) respondents are television, 10 (9.5%) respondents are newspaper, 47 (44.8%) respondents are social media, 41 (39.0%) respondents are friends\family. Out of 105 respondents. It is inferred from the above table that most of the respondents are social media.

TYPE OF OFFERS AND DISCOUNTS THEY PROVIDE OF THE RESPONDENTS

The following table classified the respondent based on their type of offers and discounts they provide. The offers were classified in to four there are buy 1 get 1,50% discount, year ending sale, others

OFFERS	NO OF RESPONDENTS	PERCENTAGE
Buy 1 get 1	21	20.0
50% discount	36	34.3
Year ending sale	18	17.1
Others	30	28.6
Total	105	100.0

The above table shows that 21 (20.0%) respondents are buy 1 get 1, 36 (34.3%) respondents are 50% discount, 18 (17.1%) respondents are year ending sale, and 30 (28.6%) respondents are others. Out of 105 respondents. It is inferred from the above table that most of the respondents are 50% discount.

PAYMENT MODE DO YOU PREFER OF THE RESPONDENTS

The following table classified the respondent based on their payment mode they prefer. They were classified in to four there are cash on delivery, debit card, credit card and pay pal.

PAYMENT	NO OF RESPONDENTS	PERCENTAGE
Cash on delivery	66	62.9
Debit card	21	20.0
Credit card	14	13.3
Pay pal	4	3.8
Total	105	100.0

The above table shows that 66 (62.9%) respondents are cash on delivery, 21 (20.0%) respondents are debit card, 14 (13.3) respondents are credit card, 4 (3.8) respondents are pay pal. Out of 105 respondents. It is inferred from the above table that majority of the respondents cash on delivery they prefer.

SUGGEST THE ONLINE SHOPPING TO YOUR FRIENDS&FAMILY OF THE RESPONDENTS

The following table classified the respondent based on their suggest to their friends and family. They were classified in to two there are no and yes.

ONLINE SHOPPING	NO OF RESPONDENTS	PERCENTAGE
No	12	11.4
Yes	93	88.6
Total	**105**	**100.0**

The above table shows that 12 (11.4%) respondents are no, 93 (88.6%) respondents are yes. Out of 105 respondents. It is inferred from the above table that majority of the respondents yes.

SUMMARY OF FINDINGS

The findings of this study are namely personal profile of the sample respondents, level of opinion and level of awareness and satisfaction of Meesho app and suggestion to improve to the products quality and proper delivery communication of meesho products.

- ❖ Majority 73(69.5%) of the respondents are in the age group of 21 years to 30 years.
- ❖ Majority 62(69.5%) of the respondents are female.
- ❖ Majority 67(63.8%) of the respondents are rural area.
- ❖ Most 44(41.9%) of the respondents private job holders.
- ❖ Majority 54(51.4%) of the respondents are below 15000 earing members.
- ❖ Most 47(44.8%) of the respondents are social media users to know the source of meesho app.
- ❖ Most 36(34.3%) of the respondents are 50% discount offers are they get in meesho app.
- ❖ Majority 59(56.2%) of the respondents are says yes to have idea to swith over the other apps to meesho app.
- ❖ Majority 66(62.9%) of the respondents are prefer for payment mode of cash on delivery.
- ❖ Majority 93(88.6%) of the respondents are suggest the online shopping to their friends and family members.

CONCULSION:

In conclusion, the study on customer awareness and satisfaction towards the Meesho app reveals important insights into user perceptions and experiences. While a notable portion of the target audience exhibits high awareness of the app, satisfaction levels vary, indicating both strengths and areas for improvement. The findings emphasize the critical role of product quality, variety, and efficient customer support in driving satisfaction and fostering loyalty. Meesho can capitalize on its strengths by further enhancing its product offerings, ensuring consistent quality, and investing in robust customer service infrastructure. Additionally, opportunities exist to engage and educate users, particularly resellers, to optimize their experience and maximize their earning potential. By leveraging these insights, Meesho can refine its strategies, address user concerns, and cultivate a stronger brand reputation, ultimately solidifying its position as a leading social commerce platform in india.