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A STUDY OF CUSTOMER SATISFACTION TOWARDS MEESHO PRODUCT IN KUMBAKONAM TOWN

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Abstract
Marketing is a form of communication between a business house and its customers with the goal of selling its products or services to them. Goods are not complete products until they are in the hands of customers. Marketing is that management process through which goods and services move from concept to the customer.

Key words:
Marketing,Customer,Service,Digital marketing

INTRODUCTION

The term market is very familiar to all of us. The markets are so intimately connected with our everyday life. The word market is derived from the Latin word “Market”. It means trade or place where business is conducted. Market is a physical location where buyers and seller come together in order to exchange product or services.

Meaning of Marketing:

Marketing refers to the activities a company undertakes to promote the buying or selling of its products or services. Marketing includes advertising and allows businesses to sell products and services to consumers, other businesses, and organizations.

Definition of Marketing:

“Marketing is the process through which economy is integrated into society to serve human needs.”- Peter Drucker.

Nature of Marketing:

1. It is a Process of Communication
2. Marketing is a Managerial Function
3. Marketing is a Philosophy
4. Marketing is a Legal Process

Scope of Marketing:

1. Study of Consumer Behaviour
2. Identify Their Wants and Requirements
3. Planning & Product Development
4. Pricing and Policy Determination
5. Distribution

Benefits of Marketing

1. Reaching New Audiences.
2. Build Better Relationships.
3. Greater Brand Interaction.
4. Staying Up-to-date & Relevant.
5. Data-informed Decision Making.

Digital Marketing

Digital marketing is the component of marketing that uses the internet and online - based digital technologies such as desktop, computers,mobile phones, and other digital media and platforms to promote products and services.

Types of Digital Marketing :

- Affiliate Marketing
- Content Marketing
- Email Marketing
- Trackable marketing

●Mobile Marketing
●Social Media Marketing

SCOPE OF THE STUDY

●Social media plays a pivotal race in the expansive field of degree marketing, shaping contemporary strategies and influencing consumer behaviour.
●Its significant lies in its ability to connect business with their target audience, tasting brand awareness and customer engagement.
●The scope of studying social media in digital marketing extends to analysing the impact of various platforms on consumer decision making

REVIEW OF LITERATURE

Mathura Sood (2019):

Mathura‟s analysis focused on Meesho‟s growth as a platform that facilitated the growth of small businesses and empowered women entrepreneurs in rural India.

Harsh Vardhan (2020):

●Harsh examined how the pandemic drove millions of people to start reselling businesses on platforms like Meesho, especially during the economic downturn caused by COVID-19.COVID-19 Impact: The pandemic made it clear that platforms like Meesho became crucial for individuals seeking additional income during lockdowns.

Shruti Soni (2021):

Shruti‟s article explored how Meesho successfully raised significant funding from investors like SoftBank, marking its potential to scale.

A.K. Pandit and S. Kumari (2022):

This study, published in the International Journalof Creative Research Thoughts, investigates how Meesho leverages social media marketing to enhance customer experience. The authors highlight the platform's success in targeting budget-conscious consumers, particularly in the apparel sector.

Sundaram.V &Ramesh. S (2023):

Unfortunately, I couldn't retrieve the exact details or the full paper of this study directly, but I can summarize the typical focus of such research: This type of study likely focuses on consumer satisfaction with the Meesho app in Coimbatore, a city in Tamil Nadu, India.

PROFILE OF THE STUDY

Meesho is a prominent Indian e-commerce platform that specializes in social commerce, empowering small businesses, resellers, and entrepreneurs. Here are more details about the company:

1. **Founding and Vision:**

●Founded: Meesho was founded in 2015 by Vidit Aatrey and Sanjeev Barnwal.
●Headquarters: It is based in Bangalore, India.

2. Business Model:

●Social Commerce: Meesho enables resellers to promote and sell products through social media and messaging apps. The platform offers products across a wide range of categories.
●Accessories (jewellery, bags)
●Home goods (furniture, decor)

3. Target Audience:

●Small Business Owners
●Women Entrepreneurs

4. Technology:

Meesho uses artificial intelligence (AI) and data analytics to offer personalized product recommendations and optimize the reselling process.

5. Funding and Growth:

Meesho has raised significant funding from investors over the years, including major venture capital firms like Sequoia Capital India, Softbank Vision Fund, and Facebook.

SWOT Analysis about Meesho:

Strengths:

●User-Friendly Platform
●National Reachs

Weaknesses:

●Product Quality Concerns
●Limited Communication Channels
●Absence of Free Reseller Websites

Opportunities:

●Market Expansion
●Geographical Diversification
●Product Diversification

Threats:

●Intense Competition
●Regulatory Challenges
●Product Quality Perception

ANALYSIS AND INTERPRETATION

TABLE NO :1

AGE OF RESPONDENTS

S.No.	Age	No.of. Respondents	Percentage
1	18-25	54	49
2	25-45	39	35
3	45-55	14	13
4	55-above	3	3
	Total	110	100

Interpretation:

The above table 4.1 analysis the response of 49% of the respondents are 18-25 years of age, 35% of the response are 25-45 age, 13% of the response are 45-55 age, 3% of the response are 55-above. Majority of the respondents are 18-25 age of years.

TABLE NO:2

GENDER OF THE RESPONDENTS

S.No.	Gender	No.of. Respondents	Percentage
1	Male	43	39
2	Female	67	61
	Total	110	100

Interpretation:

The above tale 4.2 analysis it is the evidence that 39% of the respondents are female and 61% of the respondents are male Majority of the respondents are male 61%.

TABLE NO: 3

OCCUPATION OF THE RESPONDENTS

S.No.	Occupation	No.of. Respondents	Percentage
1	Student	62	56
2	Employee	28	25
3	Businessperson	16	15
4	Other	4	4
	Total	110	100

Interpretation:

The above 4.3 analysis it is the evident that 56% respondents are students 25% of the respondents are employee,15% of the respondents are business person, and the 4% respondents are others.

TABLE NO : 4

LEVEL OF MEESHO

S.No	Opinion	No.of.Respondents	Percentage
1	Daily	6	5
2	Weekly	27	25
3	Monthly	55	50
4	Rarely	22	20
	Total	110	100

Interpretation

The above table 4.4 shows the evidence of using level of meesho5% of the respondents are daily users,25% of the respondents are weekly users, 50% of the respondents are monthly users and 20% of the respondents are rarely users.

TABLE NO.5

PAYMENT METHOD OF MEESHO

S.NO	PaymentMethod	No.Of.Respondents	Percentage
1	Credit/Debitcard	11	10
2	Netbanking	9	8
3	UPI	4	3
4	Cashondelivery	85	78
5	Other	1	1
	Total	110	100

Interpretation:

The above table 4.6is the evidence of which payment method is most likeable by users .10% of the users are using credit/ debit card. 8% of the respondents are using net baking. And UPI transfer is used by 3% of people. The most of the respondents are comfortable with cash on delivery 78% and only 1% users prefer others.

FINDING, SUGGESTIONS AND CONCLUSION

FINDINGS OF THE STUDY:

The followings are the major findings from the research on customer satisfaction towards the meesho product.

- Majority of the response are in the age group are 18-25.
- Majority of the respondents of female.
- Most of the respondents are student.
- Majority of using level in meesho is 50%.
- 78% Of the respondents are satisfied with the cash on delivery payment method.

SUGESSTIONS:

- Measures should be taken to improve customer service. Customers care centre should be established.
- May provide product suggestions according to their customers wants and needs.
- Measures should be taken to improve the quality element of the products shopped online.
- Provisions for replacing the damaged goods should be provided.
- The deliveries of goods should not be delayed. Accuracy in the delivery should be assured.

CONCLUSION:

The study indicates that customers have different levels of satisfaction based on their individual expectations and shopping experiences. While affordable prices, product choices, and convenience attract customers, issues related to product quality, delivery, product mismatch, returns, and refunds can affect their overall satisfaction.

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A Study Of Customersatisfaction Towards Meesho Product In Kumbakonam.

Questionnaire

1) Name:
2) Age of respondents?
a. 18-25 b. 25-45 c. 45-55 d.55-above
3) Gender of respondents?
a. Male b.female
4) Occupation of respondents?
a. Student b. employee c. business person d.others
5) Using level of meesho?
a. Daily b. weekly c. monthly d.rarely
6) Method of payment in meesho?
a. Credit/debit card b.net banking c. UPI d. cash on delivery others