

A STUDY ON CUSTOMER SATISFACTION TOWARDS PURCHASING PRODUCTS THROUGH MEESHO IN SHOLLINGANALLUR

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

THARUN.S

REGISTER NO:42410136



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

DECEMBER 2023



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **THARUN.S 42410136** who carried out the Project Training “**A STUDY ON CUSTOMER SATISFACTION TOWARDS PURCHASING PRODUCTS THROUGH MEESHO IN SHOLLINGANALLUR**” under my supervision from September 2023 to December 2023.

Dr.JEYARANI

Internal guide

External Guide

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I **THARUN.S (42410136)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS PURCHASING PRODUCTS THROUGH MEESHO IN SHOLLINGANALLUR**” done by me under the guidance of **DR.JEYARANI** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

THARUN.S

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.JEYARANI** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the Training.

THARUN.S

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	List of tables	
	List of charts	
1	INTRODUCTION	1
	1.1. Introduction to the study	1
	1.2 Statement of the problem	14
	1.3 Objectives for the study	14
	1.4 Scope of the study	14
	1.5 Limitation of the study	15
2	REVIEW OF LITERATURE	16
3	3.1. Meaning of research	23
	3.2. Statement of the problem	23
	3.3. Importance of the Study	24
	3.4. Objectives of the study	24
	3.5. Areas of Research	25
	3.6. Period of Study	25
	3.7 Source of Data collection	25
	3.8 Types of Data collection	26
	3.9 Sample size	28
	3.10 Sampling Techniques	28
	3.11 Tools used for Study	29
	3.12 Limitation of the study	30
4	DATA ANALYSIS AND INTERPRETATION	32
	4.1 Data analysis	32
	4.2. Data Interpretation	32
5	FINDINGS, SUGGESTIONS AND CONCLUSION	51
	5.1. Findings of the study	51
	5.2. Suggestions & recommendations	52
	5.3. Conclusion	53

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	GENDER OF THE RESPONDENTS	33
4.1.2	AGE OF THE RESPONDENTS	34
4.1.3	EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	35
4.1.4	MARITAL STATUS OF THE RESPONDENTS	36
4.1.5	OCCUPATION OF THE RESPONDENTS	37
4.1.6	FAMILY INCOME OF THE RESPONDENTS	38
4.1.7	RESPONDENTS ARE REGULAR CUSTOMER OF MEESHO	39
4.1.8	SOURCE FOR RESPONDENTS	40
4.1.9	RESPONDENTS NEED OF SHOPPING IN MEESHO	41
4.1.10	ITEMS PURCHASED IN MEESHO BY RESPONDENTS	42
4.1.11	MONEY SPENT IN MEESHO BY RESPONDENTS	43
4.1.12	PRODUCTS AT AFFORDABLE PRICE ACCORDING TO RESPONDENTS	44
4.1.13	FREQUENT PURCHASE IN MEESHO BY RESPONDENTS	45
4.1.14	FACTORS TO CHOOSE MEESHO BY RESPONDENTS	46
4.1.15	SATISFACTION IN PRODUCTS OF MEESHO BY REPONDENTS	47

LIST OF CHARTS

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	GENDER OF THE RESPONDENTS	33
4.1.2	AGE OF THE RESPONDENTS	34
4.1.3	EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	35
4.1.4	MARITAL STATUS OF THE RESPONDENTS	36
4.1.5	OCCUPATION OF THE RESPONDENTS	37
4.1.6	FAMILY INCOME OF THE RESPONDENTS	38
4.1.7	RESPONDENTS ARE REGULAR CUSTOMER OF MEESHO	39
4.1.8	SOURCE FOR RESPONDENTS	40
4.1.9	RESPONDENTS NEED OF SHOPPING IN MEESHO	41
4.1.10	ITEMS PURCHASED IN MEESHO BY RESPONDENTS	42
4.1.11	MONEY SPENT IN MEESHO BY RESPONDENTS	43
4.1.12	PRODUCTS AT AFFORDABLE PRICE ACCORDING TO RESPONDENTS	44
4.1.13	FREQUENT PURCHASE IN MEESHO BY RESPONDENTS	45
4.1.14	FACTORS TO CHOOSE MEESHO BY RESPONDENTS	46
4.1.15	SATISFACTION IN PRODUCTS OF MEESHO BY REPONDENTS	47

CHAPTER I

INTRODUCTION

1.1 INTRODUCTION TO THE STUDY:

In today's era of globalization not only the nations in the world and thereby their communities have come closer to one another but also most of the sector have undergone significant changes. Purchasing product or services over the internet, online shopping has attained immense popularity in recent days mainly because people find it convenient and easy to shop from the comfort of their home or office and also eased from the trouble of moving from shop to shop in search of good choice. Retail is a process of selling goods and services to customers through multiple channels of distribution.

Meesho is an India-based social commerce platform that was founded by two IIT Delhi graduates (Viditaatrey and Sanjeev Barnwal) in December 2015. The platform enables small business and individuals to start their online stores via social channels such as Whatapp, Facebook, Instagram etc. Their motto to startup is Empower the women. They aimed to celebrate the financial Independence of Indian women. viditAatreY(Founder CEO) said "Meesho" stands for "Meri shop" or apnidukaanMeesho helps individuals to start their own online selling business with zero Investment because most individuals want to start their own business but they do not have access to capital. It helped many individuals turned self-employed people to grab the opportunity and do something by own.

Meesho has delivery orders from 100K+ registered suppliers till date to over 26,000 pin codes in more than 4,800 cities. Generates over Rs 500 crore in income for entrepreneurs and serving customers than 4,500 Tier 2+cities - bringing e-commerce to India. Meesho claims to have more than 13 Million Entrepreneurs are women. The social Commerce Platform helps their resellers to start their own online business with zero investment. Meesho is the latest company to join the unicorn club. In just 5 years they touched the milestone of \$ Billion valuation. They currently raised funds Softbank vision Fund 2 of \$300 Million.

Meesho operates as an online reselling platform that enables anyone to start a business without investment. Meesho is a business platform trusted by more than 2.6 million resellers across India. Its main motive without any investment. Its very simple easy to work at your free time.

1.1.1 MARKETING:



Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular “brick-and-mortar” retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use “search” features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Internet-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

1.1.2 TERMINOLOGY:

Alternative names for the activity are “e-tailing”, a shortened form of “electronic retail” or “shopping”, and a shortened form of “electronic shopping”. An online store may also be called a web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer’s mobile device-optimized website or software application (“app”). These websites or apps are designed to enable customers to browse through a companies’ products and services on tablet computers and smartphones.

1.1.3 GROWTH IN ONLINE SHOPPERS:

As the revenues from online sales continued to grow significantly researchers identified different types of online shoppers, Rohm & Swaminathan identified four categories and named them “convenience shoppers, variety seekers, balanced buyers, and store-oriented shoppers”. They focused on shopping motivations and found that the variety of products available and the perceived convenience of the buying online experience were significant motivating factors. This was different for offline shoppers, who were more motivated by time saving and recreational motives.

Michael Aldrich, pioneer of online shopping in the 1980s. English entrepreneur Michael Aldrich was a pioneer of online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line.

He believed that videotex, the modified domestic TV technology with a simple menu- driven human–computer interface, was a ‘new, universally applicable, participative communication medium — the first since the invention of the telephone.’ This enabled ‘closed’ corporate information systems to be opened to ‘outside’ correspondents not just for transaction processing but also for e-messaging and information retrieval and dissemination, later known as e-business .His definition of the new mass communications medium as ‘participative’ [interactive, many-to-many] was fundamentally different from the traditional definitions of mass communication and mass media and a precursor to the social networking on the Internet 25 years later. In March 1980 he launched Region’s Office Revolution, which allowed consumers, customers, agents, distributors, suppliers and service companies to be connected online to the corporate systems and allowbusiness transactions to be completed electronically in real- time . During the 1980she designed, manufactured, sold, installed, maintained and supported many online shopping systems, using videotex technology.

These systems which also provided voice response and handprint processing pre-date the Internet and the World Wide Web, the IBM PC, and Microsoft MS-DOS, and were installed mainly in theUK by large corporations.

The first World Wide Web server and browser, created by Tim Berners-Lee in 1989, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut, Netscape’s SSL v2 encryption standard for secure data transfer, and Inters hop’s first online shopping system. The first secure retail transaction over the Web was either by Net Market or Internet Shopping Network in 1994. Immediately after, Amazon.com launched its online shopping site in 1995 and eBay was also introduced in 1995. Alibaba’s sites Taobao and Tmall were launched in 2003 and 2008, respectively. Retailers are increasingly selling goods and services prior to availability through “pretail”for testing, building, and managing demand. [Citation needed]

1.1.4 IMPACT OF REVIEWS ON CONSUMER BEHAVIOR:

One of the great benefits of online shopping is the ability to read product reviews, written either by experts or fellow online shoppers. The Nielsen Company conducted a survey in March 2010 and polled more than 27,000 Internet users in 55 markets from the Asia-Pacific, Europe, Middle East, North America, and South America to look at questions such as “How do consumers shop online?”, “What do they intend to buy?”, “How do they use various online shopping web pages?”, and the impact of social media and other factors that come into play when consumers are trying to decide how to spend their money on which product or service. According to the research, reviews on electronics (57%) such as DVD players, cellphones, or PlayStations, and so on, reviews on cars (45%), and reviews on software (37%) play an important role in influencing consumers who tend to make purchases online. Furthermore, 40% of online shoppers indicate that they would not even buy electronics without consulting online reviews first.

In addition to online reviews, peer recommendations on online shopping pages or social media websites play a key role for online shoppers when they are researching future purchases. 90% of all purchases made are influenced by social media.

1.1.5 PAYMENT:

Online shoppers commonly use a credit card or a PayPal account in order to make payments. However, some systems enable users to create accounts and pay by alternative means, such as:

1. Billing to mobile phones and landlines
2. Bitcoin or other cryptocurrencies
3. Cash on delivery (C.O.D.)
4. Cheque/ Check
5. Debit card
6. Direct debit in some countries

7. Electronic money of various types
8. Gift cards
9. Invoice, especially popular in some markets/countries, such as Switzerland
10. Postal money order
11. Wire transfer/delivery on payment

Some online shops will not accept international credit cards. Some require both the purchaser's billing and shipping address to be in the same country as the online shop's base of operation. Other online shops allow customers from any country to send gifts anywhere. The financial part of a transaction may be processed in real time (e.g. letting the consumer know their credit card was declined before they log off), or may be done later as part of the fulfillment process.

1.1.6 PRODUCT DELIVERY:

Once a payment has been accepted, the goods or services can be delivered in the following ways. For physical items:

1. Package delivery: The product is shipped to a customer-designated address. Retail package delivery is typically done by the public postal system or a retail courier such as FedEx, UPS, DHL, or TNT.
2. Drop shipping: The order is passed to the manufacturer or third-party distributor, who then ships the item directly to the consumer, bypassing the retailer's physical location to save time, money, and space.
3. In-store pick-up: The customer selects a local store using a locator software and picks up the delivered product at the selected location. This is the method often used in the bricks and clicks business model.

For digital items or tickets:

1. Downloading/Digital distribution: The method often used for digital media products such as software, music, movies, or images.

Printing out, provision of a code for, or e-mailing of such items as admission tickets and scrip (e.g., gift certificates and coupons). The tickets, codes, or coupons may be redeemed at the appropriate physical or online premises and their content reviewed to verify their eligibility (e.g., assurances that the right of admission or use is redeemed at the correct time and place, for the correct dollar amount, and for the correct number of uses).

2. Will call, COBO (in Care Of Box Office), or “at the door” pickup: The patron picks up pre-purchased tickets for an event, such as a play, sporting event, or concert, either just before the event or in advance. With the onset of the Internet and e-commerce sites, which allow customers to buy tickets online, the popularity of this service has increased.

1.1.7 CONSUMER NEEDS AND EXPECTATIONS:

Internet consumers are self-conscious and emphasize personalized consumption, which makes the demand for online consumption different. Online consumers have different needs depending on their time and environment. Even different online consumers have different needs at the same level of demand due to the difference in income level and other factors. Compared with the centralized nature of traditional markets, online consumption is more decentralized. In the online consumer market, consumers have a short decision time, a large variability of consumer demand, a large number of purchases, but a relatively small amount of each purchase, a considerable mobility of purchases, a strong substitutability of goods, and a large elasticity of demand. According to the output of a research report by Western Michigan University published in 2005, an e-commerce website does not have to be good looking with listing on a lot of search engines. It must build relationships with customers to make money. The report

also suggests that a website must leave a positive impression on the customers, giving them a reason to come back. However, recent research has proven that sites with higher focus on efficiency, convenience, and personalized services increased the customers' motivation to make purchases. An Internet performance management company conducted a survey on more than 1400 consumers across 11 countries in North America, Europe, Middle-East and Asia and the results of the survey are as follows:

1. Online retailers must improve the website speed
2. Online retailers must ease consumers' fear around security
3. These concerns majorly affect the decisions of almost two thirds of the consumers.

1.1.8 ADVANTAGES:

CONVENIENCE:

Online stores are usually available 24 hours a day, and many consumers in Western countries have Internet access both at work and at home. Other establishments such as Internet cafes, community centers and schools provide internet access as well.

DELIVERY:

Especially in cases of large or heavy products, delivery can be not only more convenient but also not require having or using a car.

INFORMATION AND REVIEWS

Online shopping is usually more informationally rich than shopping at physical stores traveled to and usually has higher comparability and customizability.

PRICE AND SELECTION:

One advantage of shopping online is being able to quickly seek out deals for items or services provided by many different vendors (though some local search engines do exist to help consumers locate products for sale in nearby stores). Search engines, online price comparison services and discovery shopping engines can be used to look up

sellers of a particular product or service.

1.1.9 DISADVANTAGES:

FRAUD SECURITY CONCERNS:

Given the lack of ability to inspect merchandise before purchase, consumers are at higher risk of fraud than face-to-face transactions. When ordering merchandise online, the item may not work properly, it may have defects, or it might not be the same item pictured in the online photo. (SSL) encryption has generally solved the problem of credit card numbers being intercepted in transit between the consumer and the merchant. However, one must still trust the merchant (and employees) not to use the credit card information subsequently for their own purchases, and not to pass the information to others. Also, hackers might break into a merchant's web site and steal names, addresses and credit card numbers, although the Payment Card Industry Data Security Standard is intended to minimize the impact of such breaches. Identity theft is still a concern for consumers.

LACK OF FULL COST DISCLOSURE:

The lack of full cost disclosure may also be problematic. While it may be easy to compare the base price of an item online, it may not be easy to see the total cost up front. Additional fees such as shipping are often not visible until the final step in the checkout process. The problem is especially evident with cross-border purchases.

PRIVACY:

Privacy of personal information is a significant issue for some consumers. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant.

1.1.10 MEESHO BORNWAY:



Today, one can easily launch their very own online business seated comfortably at their homes, without investing a lot of money. Online shopping has developed significantly over the previous decade, and e Commerce companies now generate billions of dollars in monthly sales all across the globe.

People are depending on online purchasing platforms or than ever since the outbreak of the pandemic, and many are also using this opportunity to develop their own online empires.

The online reselling industry is no different in that aspect.

It is very economical to establish an online reselling service. The expense of producing a product, handling inventory and paying for all the tools, personnel, and instruments can easily be dodged this way since you more lactases link between the supplier and the buyer.

Meesho is an online resale platform that allows anybody to establish a company without having to put up any money. Leading the reselling landscape of India, Meesho takes pride in reselling indeed.

1.1.11 MEANING OF MEESHO:

Meesho means “Meri Shop” or “Apni Dukaan” in Hindi, which justifies the service it provides. Meesho aspires to build an environment where anybody can establish a business with no financial investment.

The online reseller platform Meesho perhaps requires no introduction. The platform has carved an niche for itself and has gained popularity among consumers and retailers alike by making NGO online reselling and shopping hassle-free and affordable. Meesho provides secure and timely transactions, as well as low-cost returns and shipping. More than 2.6 million resellers throughout India trust Meesho.

1.1.12 STARTUP OF MEESHO:

The Bangalore-based start up aspires to build an environment where anybody can establish a business with no financial investment. Along with having over 2 million resellers, the company also boasts of having more than 20,000 Meesho suppliers from more than 500 towns to its name.

Meesho works on a commission of about 10-15%, and sellers may earn money with Meesho by introducing a gross margin to every transaction.

Meesho, India's largest resale platform, was founded in 2015. Meesho app essentially connects manufacturers to resellers. Manufacturers list their commodities on the Meesho shopping app, which allows merchants to choose from any of their products and sell them to customers using social networks like WhatsApp, Facebook, and Instagram. Clothing, accessories, furniture, culinary utensils, and cosmetics producers are among the suppliers who list their products on Meesho.

Independent resellers can then choose any product from these suppliers and sell it to customers using the social media sites mentioned. It's as simple as posting a photo of the item on Instagram or writing a Facebook post to sell it. After the customer and the reseller have agreed on the purchase, the Meesho items are delivered to the buyer's home. Buyers have the option of paying with a debit/credit card or cash on delivery for a secure and quick procedure of transaction.

Meesho was founded by Sanjeev Barn waland Vidit Aatrey in 2015.

1.1.13 EXPANSION:

Meesho, has raised \$125 million in a new financing round to expand its business in the country and change the way millions shop online. The Series D round was led by Naspers, with existing investors SAIF, Sequoia, Shumway Capital, RPS and Venture Highway participating as well Facebook also participated in the round ,as did Arun Sarin ,former CEO of Vodafone Group .The four-year-old start up has raised \$190 million to date. Meesho is an online marketplace that connects sellers with customers on social media platforms such as WhatsApp, Facebook and Instagram. The start up claims to have a network of morethan 2 million resellers from 700 towns who largely deal with apparel, home appliances and electronics items. These resellers are mostly home makers, most of whom have purchased a smart phone for the first time in recentyear's.Eighty percent of Meesho's user basis female.

1.1.14 MARKETING STRATEGY OF MEESHO:



Meesho has more than 60,000 suppliers .The plat form has gain huge popularity. With its 6 years of life, it has become the newest company to be a Unicorn. This became possible because of its proper planning and good marketing strategies.

1.1.15 SOCIAL MEDIA MARKETING:

The world is digitizing at revalidate. People spend a lot of time on their social media. Meesho also engages in social media marketing .This helps to develop a connectionwith the audience. It engages in collaborations, campaigns, graphics, and videos to promote its brand its makes sure tobuild its online popularity.

1.1.16 INFLUENCERS MARKETING:

Influencers hold great potential and an audience with them. When a brand gets associated with an influence it gains ns the customers' trust.

Meesho has also opted for the strategy of influence marketing .Various influencers this helps Meesho gain more audience towards the company.

1.2 STATEMENT OF THE PROBLEM:

Online selling app has gained a lot of importance in the present marketing condition. But every application are not known to the public. And the awareness about the new applications are very rare. This is one of major problem for the business people who are introducing the new applications through online marketing. The problem area of the survey is consumer awareness and satisfaction towards the Meesho app.

1.3 OBJECTIVE:

- To know the demographic profile of the respondents in Shollinganallur.
- To study the preference of people shopping from online websites "Meesho"
- To study about the factors influencing customer satisfaction towards online shopping through Meesho at Shollinganallur.
- To know about overall opinion about the Online Shopping through Meesho at Shollinganallur.
- To offer suggestion to improve the performance of company.

1.4 SCOPE OF THE STUDY:

- To know there brand loyalty.
- To know about which purchase type people prefer most.
- To find out the reason for buying products.
- To find out the price range that people prefer most.
- To know which features they admire in their product.

1.5 LIMITATIONS OF THE STUDY:

- The study is confined to sholinganallur area only
- The study is based upon the consumer behaviors of meesho shopping
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 100 respondents only.

CHAPTER – II

REVIEW OF LITRATURE

1. **Edwardson, Schembri 2023:** In their research suggested that The customer experience is the evolution of a person's sensorial, affective, cognitive, relational, and behavioral responses to a brand through a journey of touchpoints along the pre-purchase, purchase, and post-purchase journeys, and continually judging this journey against response thresholds of co- occurring experiences,' according to the authors.
2. **H.S Kim,Stelzner (2023):** The fashion sector has benefited from SMM. SMM encourages both generation x and y consumers to interact with brands, browse social media sites, pay attention on positive managers, and make purchases. Omits generational disparities between generation x and y and focuses solely on high-end fashion retail.
3. **Chitranshi Verma (2022),** the impact of social media on consumer behaviour was investigated. She concluded that customer wants brands to look out for them and society as a whole. Customers appreciate it when businesses reply them directly and social media makes these possible. Customers nowadays rely largely on social media networks for customer service and support, thus businesses should make themselves known in the digital media to provide this assistance.
4. **FereshteRasty, Seyyed Habibollah Mirghafoori (2022),** identified 18 barriers affecting trust in online shopping and were prioritized through the combination of FMEA, entropy and VIKOR methods in an intuitionistic fuzzy environment. They found out that the most important trust barriers includes privacy risk, lack of feel and touch associated with online purchases and social risk. In order to increase customer trust marketing managers should focus on improving and promoting the

infrastructure security of their online shopping sites and also by presenting satisfied consumer's testimonials.

5. **AbetarePrebreza, Blerona Shala (2020)**, 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.
6. **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.
7. **Paulo Duarte, Susana Costa e Silva, Margarida Bernardo Ferreira (2019)**, found that in addition to offering competitive prices, keeping a high level of online has become a strategic driving force for online retailers to promote and maintain customer loyalty. The main aim of this research is to study what convenience dimensions more heavily influence customer's satisfaction and intention to engage and recommend online shopping. They found out that frequent monitoring of consumer's perceptions and expectations about online convenience is a prerequisite for achieving continuous improvement in providing highly convenient online services.

8. **Hannah R. Mariott, Michael D. Williams (2019)**, developed a theoretical model to examine multi-faceted risk and trust effects on consumer adoption intention. Empirical results demonstrate many risk perceptions as well as trust as the effects may vary on consumer's shopping intention. They found out that financial, psychological and performance risks are the most important concerns among consumers and that trust enhancements must become first and foremost concern for practitioners to reduce risk perceptions and encourage m-shopping behavior.
9. **Punyatoya (2019)**, 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.
10. **Anand Thakur, Rupinderdeep Kaur (2018)**, found out that lack of trust is the biggest obstacle to the success of online shopping. The study focus on the relationship of trust antecedents with customer trust and customer trust with online shopping activities conducted in Punjab. They found that knowledge and privacy protection did not have a significant relationship with customer trust. The results revealed that security protection, perceived risk, and perceived benefits are important antecedents for building trust among the consumers towards online shopping. Consumer trust has a significant relationship with online shopping activities.

11. **Nadiah Binti Tasin (2018)**, examined factors affecting consumer trust in Malaysia as well as to investigate the relationship between trust and purchasing decision. Researcher found out that trust in online shopping is built on information quality, online consumer review and site quality. It was also found that trust contributes to the online purchasing decision.
12. **Nikolas Pappas (2018)**, found out the interrelationship between perceived risk factors, the marketing impacts, and their influence on product and web vendor consumer trust. The findings reveal the associations between Internet perceived risks and the relatively equal influence of product and e-channel risks in consumers' trust, and that online purchasing intentions are equally influenced by product and e-channel consumer trust.
13. **Tim Brady (2017)**, millions of small merchants in India are moving their business online, but great e-commerce tools aimed at their small business don't exist. He has combined his engineering with local know-how to create an e-commerce platform well adapted to the unique needs of the merchant.

14. **PushpakSinghal and Dr. SupriyoPatra (2017)**, says that the various factors that affect the online shopping behavior of the consumers by using Buyer black box model. The objective of the study is to understand consumer awareness and preferences towards various products available in online. This research proved very interesting and un-surfaced certain interesting behavior pattern among the people of Kolkata. People generally look for convenience and fast delivery for purchasing online. The major reason behind their perception was based on various discounts, easy payment facilities, easy return facility, timely and expressdelivery.
15. **Prof.AshishBhatt (2017)**, says that commerce via internet, or e-commerce, has experienced rapid growth since the early years. It is well known to most of the internet researchers that the volume of online business to consumer transaction is increasing annually at very high rate. However there is still a need for closer examination on the online shopping buying behavior in developing countries like India. The implementation of information system depend on specific social, cultural, economic, legal and political context, which may differ significantly from one country to another country. Online shopping is rapidly changing the way people do business all over the world.
16. **Dr.P.Senthilkumar (2016)**, pointed out the consumer had sufficient time to visit shopping center's searching for various product. Many consumers prefers bargaining and decide the purchase after physical examination of the commodities. The entire process can range fromfew hours to week depending on the quality, quantity and source of purchase. Today there is radical change in entire scenario. Everything in today's world internet oriented like electronic data interchange E-Mail, E-Business and E-Commerce. ECommerce is exchange of information using networking based technologies.

17. **Nadine Balasubramanian and Isswarya (2016)**, based on their it is an attempt to analyze customer satisfaction level of Amazon and Flipkart. The objective of the study is to identify the respondent's perception towards Amazon and Flipkart shopping. In this competitive market Flipkart satisfies the customer in terms of websites usages, delivery and order tracking. But Amazon also gives tough competition to Flipkart which satisfies the customer in the aspect of quality of the product. End of the study the review reveals that both are doing very well in Indian ECommerce market.
18. **Aishwarya Goyal (2015)**, the rising use of internet in India provides an impetus to online shopping. Now Consumers are increasingly adopting electronic channels for purchasing their daily needed products. The increasing use of Internet by the younger generation in India is creating opportunities for online retailers. This study provides theoretical contribution in understanding the present status of online shopping and provides insights into consumers' online shopping behaviors and preferences. This study will contribute in sharing the information about the scope of improvement in online shopping website and challenges faced by online retailers in Indian market.
19. **Sivanesan.R, (2015)**, the massive Indian market is changing fast. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch point's mirror where the consumer is spending their time. This article shows the problems faced by customers in online shopping with special reference to Kanyakumari District.

20. **Rajendra Kumar.R & Srikanth.J (2015)**, By having deep analyses of these two models through SWOT analysis, it was found that both models have equal weightage however, the market based model has more advantages than the warehouse based model in terms of product offering, price discount and delivery. So in the Indian Context, it is appropriate for the online shopping companies to prefer warehouse based model. Hence this analysis suggests warehouse model.
21. **Muthumani, A., Lavanya, V., & Mahalakshmi, R., (2014)**, Online shopping is one of the most popular ways to make purchases, but it's not something that everyone is comfortable doing. Shopping online is becoming more common everyday, and spans every type of product and every type of shopper. Online shoppers are all ages, come from all types of backgrounds, and both men and women. Consider the advantages and disadvantages carefully so the researcher can make an informed decision about what's best for customer
22. **Abhishek Chilka & Sandeep Chauhan (2014)**, Online Shopping or internet shopping consists primarily of the distribution, buying, selling, marketing, advertising and servicing of products with the help of internet and other computer networks. India is witnessing the tremendous growth in online shopping. This paper studies the recent scenario, recent trends in online shopping in India. For example, the interested categories of product, preferred way to pay online. Today's online shopping platforms provide many offers to consumer which attracts the consumer and drives their business. Along with that there are also problems in online shopping like quality, security etc. India's online shopping market is constantly growing at good phase

CHAPTER-III

RESEARCH METHODOLOGY

3.1 MEANING OF RESEARCH:

Research methodology is the specific procedures or techniques used to identify, select, process, and analyses information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. The Advanced Learner's Dictionary of Current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge."

Research is an academic activity and as such the term should be used in a technical sense. According to Clifford Woody research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research. The systematic approach concerning generalization and the formulation of a theory is also research.

3.2 STATEMENT OF THE PROBLEM:

Online selling app has gained a lot of importance in the present marketing condition. But every application are not known to the public. And the awareness about the new applications are very rare. This is one of major problem for the business people who are introducing the new applications through online marketing. The problem area of the survey is consumer awareness and satisfaction towards the Meesho app.

3.3 IMPORTANCE OF STUDY:

A research study is research method that involves an up-close, in-depth and detailed investigation of a subject of study and its related contextual position. They can be produced following a form of research. A research study helps in bringing the understanding of a complex issue or object. It can extend experience or add strength to the existing knowledge through previous research. Their contextual analysis revolves around a limited number of events or conditions and how they relate. The research study has been used by researchers for a long time and has been applied in different disciplines.

It has been widely used in social sciences as a qualitative research method to investigate contemporary real-life situations and has provided a foundation of application of ideas and extension of methods. In this research study helps to grow the economic, also the preference of people shopping from online websites. To understand the work flow of meesho in India, and also to reveal the satisfaction level of the consumer. And finally to find out the mode by which the consumer became aware of meesho.

3.4 OBJECTIVES OF STUDY:

- To know the demographic profile of the respondents in Shollinganallur.
- To study the preference of people shopping from online websites "Meesho"
- To study about the factors influencing customer satisfaction towards online shopping through Meesho at Shollinganallur.
- To know about overall opinion about the Online Shopping through Meesho at Shollinganallur.
- To offer suggestion to improve the performance of company.

3.5 AREA OF RESEARCH:

Research area means a location within a licensed research section used for the cultivation, planting, growth, handling, harvesting, conditioning, and storage, distribution, transporting, or processing of industrial hemp plants, plant parts, grain, or seeds. The area beyond the reception desk in the Research Room, including the public computer and microfilm reading areas.

A field refers to a particular area of study, research, or practice that has established theories, methods, and standards.

The area of research studies of this topic (customer satisfaction on online shopping with special reference meesho in Chennai city) Chennai city , kattankulathur.

3.6 PERIOD OF STUDY :

A study period is a defined period of time in which teaching is delivered. This includes pre- teaching, teaching and assessment activities. Each study period has its own set of key dates, including start, end and census dates. Study periods vary across the academic year and include semesters, terms and monthly teaching periods.

The topic “customer satisfaction on online shopping reference meesho in Chennai city” takes two months of period.

3.7 SOURCE OF DATA COLLECTION:

Data collection methods are techniques and procedures used to gather information for research purposes. These methods can range from simple self-reported surveys to more complex experiments and can involve either quantitative or qualitative approaches to data gathering. Some common data collection methods include surveys, interviews, observations, focus groups, experiments, and secondary data analysis. The data collected through these methods can then be analyzed and used to support or refute research hypotheses and draw conclusions about the study's subject matter.

3.8 TYPES OF DATA COLLECTION:

- Primary data
- Secondary data

3.8.1 PRIMARY DATA:

Primary data is collected from first-hand experience and is not used in the past. The data gathered by primary data collection methods are specific to the research's motive and highly accurate. Primary data collection methods can be divided into two categories: quantitative methods and qualitative methods.

3.8.1.1 QUANTITATIVE:

Time Series Analysis: The term time series refers to a sequential order of values of a variable, known as a trend, at equal time intervals. Using patterns, an organization can predict the demand for its products and services for the projected time.

Smoothing Techniques: In cases where the time series lacks significant trends, smoothing techniques can be used. They eliminate a random variation from the historical demand. It helps in identifying patterns and demand levels to estimate future demand. The most common methods used in smoothing demand forecasting techniques are the simple moving average method and the weighted moving average method.

Barometric Method: Also known as the leading indicators approach, researchers use this method to speculate future trends based on current developments. When the past events are considered to predict future events, they act as leading indicators.

3.8.1.2 QUALITATIVE:

Surveys: Surveys are used to collect data from the target audience and gather insights into their preferences, opinions, choices, and feedback related to their products and

services. Most survey software often has a wide range of question types to select.

Polls: Polls comprise one single or multiple-choice question. You can go for polls when it is required to have a quick pulse of the audience's sentiments. Because they are short in length, it is easier to get responses from people.

Interviews: In this method, the interviewer asks the respondents face-to-face or by telephone. In face-to-face interviews, the interviewer asks a series of questions to the interviewee in person and notes down responses. If it is not feasible to meet the person, the interviewer can go for a telephone interview. This form of data collection is suitable for only a few respondents. It is too time-consuming and tedious to repeat the same process if there are many participants.

3.8.1.3 QUESTIONNAIRE:

A questionnaire is a printed set of questions, either open-ended or closed-ended. The respondents must answer based on their knowledge and experience with the issue. The questionnaire is a part of the survey, whereas the questionnaire's end goal may or may not be a survey.

3.8.2 SECONDARY DATA:

Secondary data is the data that has been used in the past. The researcher can obtain data from the data sources, both internal and external, to the organizational data.

3.8.2.1 INTERNAL SOURCES OF SECONDARY DATA:

- Organization's health and safety records
- Mission and vision statements
- Financial Statements
- Magazines
- Sales Report
- CRM Software
- Executive summaries

3.8.2.2 EXTERNAL SOURCES OF SECONDARY DATA:

- Government reports
- Press releases
- Business journals
- Libraries
- Internet

Data used in this research study - **primary data** (Google form)

3.9 SAMPLE SIZE:

The sample size in research refers to the number of subjects or data points you select from a larger population to study. Researchers often use statistical calculations and techniques to determine the optimal sample size for their specific study to ensure valid and generalizable findings.

Total sampling size - 100

3.10 SAMPLING TECHNIQUES:

In Statistics, the sampling method or sampling technique is the process of studying the population by gathering information and analyzing that data. It is the basis of the data where the sample space is enormous.

There are several different sampling techniques available, and they can be subdivided into two groups. All these methods of sampling may involve specifically targeting hard or approach to reach groups.

3.10.1 TYPES OF SAMPLING METHODS:

- Probability Sampling
- Non-probability Sampling

3.10.1.1 PROBABILITY SAMPLING :

The probability sampling method utilizes some form of random selection. In this method, all the eligible individuals have a chance of selecting the sample from the whole sample space. This method is more time consuming and expensive than the non-probability sampling method. The benefit of using probability sampling is that it guarantees the sample that should be the representative of the population.

- Simple Random Sampling
- Systematic Sampling
- Stratified Sampling
- Clustered Sampling

3.10.1.2 NON PROBABILITY SAMPLING:

The non-probability sampling method is a technique in which the researcher selects the sample based on subjective judgment rather than the random selection. In this method, not all the members of the population have a chance to participate in the study.

- ❖ Convenience Sampling
- ❖ Consecutive Sampling
- ❖ Quota Sampling
- ❖ Snowball

3.11 TOOLS USED FOR STUDY

- Percentage analysis
- Anova

3.12 LIMITATIONS:

- The study is confined to sholinganallur area only
- The study is based upon the consumer behaviors of meesho shopping
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 100 respondents only.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

4.1 DATA ANALYSIS:

Research data analysis is a process used by researchers for reducing data to a story and interpreting it to derive insights. The data analysis process helps in reducing a large chunk of data into smaller fragments, which makes sense.

Three essential things take place during the data analysis process — the first data organization. Summarization and categorization together contribute to becoming the second known method used for data reduction. It helps in finding patterns and themes in the data for easy identification and linking. Third and the last way is data analysis — researchers do it in both top-down or bottom-up fashion.

4.2 DATA INTERPRETATIONS:

Data interpretation is the process of reviewing data through some predefined processes which will help assign some meaning to the data and arrive at a relevant conclusion. It involves taking the result of data analysis, making inferences on the relations studied, and using them to conclude. Data interpretation methods are how analysts help people make sense of numerical data that has been collected, analysed and presented. Data, when collected in raw form, may be difficult for the layman to understand, which is why analysts need to break down the information gathered so that others can make sense of it.

SIMPLE PERCENTAGE ANALYSIS

TABLE 4.1: Table showing the Gender of the Respondents:

Gender	Frequency	Percentage
Male	72	72
Female	28	28
Total	100	100

Sources: Computed from Primary Data

Interpretation

From the table it can be inferred that, **72%** of the respondents are male, **28%** of the respondents are female.

Chart 1 showing the Gender of the Respondents:

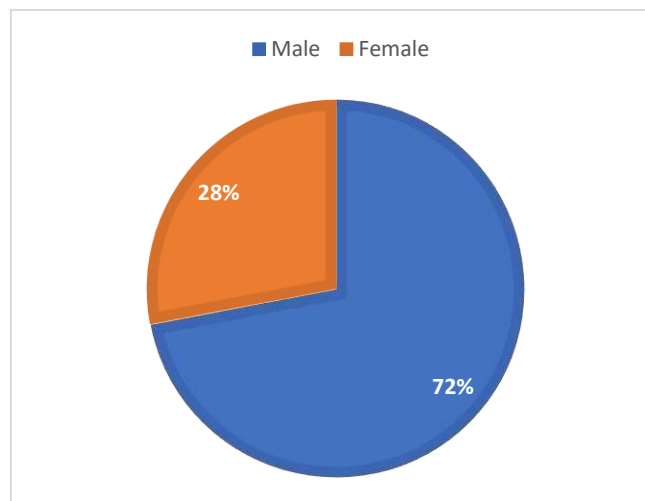


TABLE 4.2: Table showing the age group of the Respondents

Age	Frequency	Percentage
Below 20	03	3
21 to 30	75	75
31to 40	15	15
Above 41	07	7
Total	100	100

Sources: Computed from Primary Data

Interpretation

From the table it can be inferred that, **3%** of the respondents are in the age group of below 20 years, **75%** of the respondents are in the age group of 21 years to 30 years, **15%** of the respondents are in the age group of 31 years to 40 years, **7%** of the respondents are in the age group of above 41 years.

Chart 2 showing the age group of the Respondents

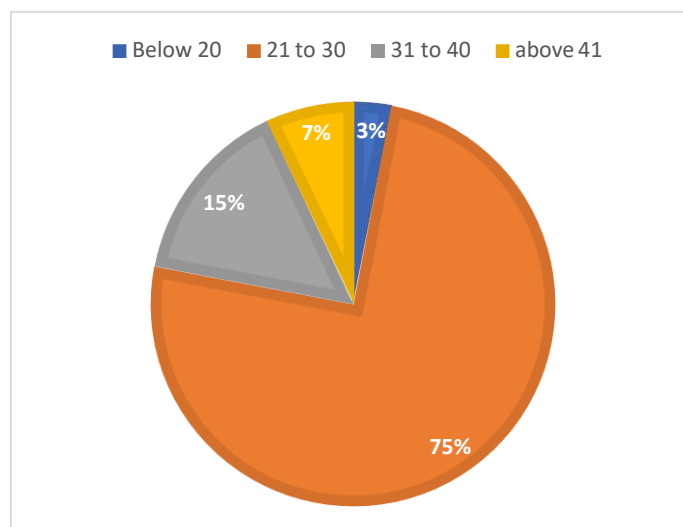


TABLE 4.3: Table showing the educational qualification of the employees

Educational qualification	Frequency	Percentage
Illiterate	00	00
Below 12th	2	2
UG	80	80
PG	18	18
Other specify	0	0
Total	100	100

Sources: Computed from Primary Data

Interpretation

From the table it can be inferred that, **80%** of the respondents are educational qualification is UG **18%** of the respondents are educational qualification is PG.

Chart 3 showing the educational qualification of the employees

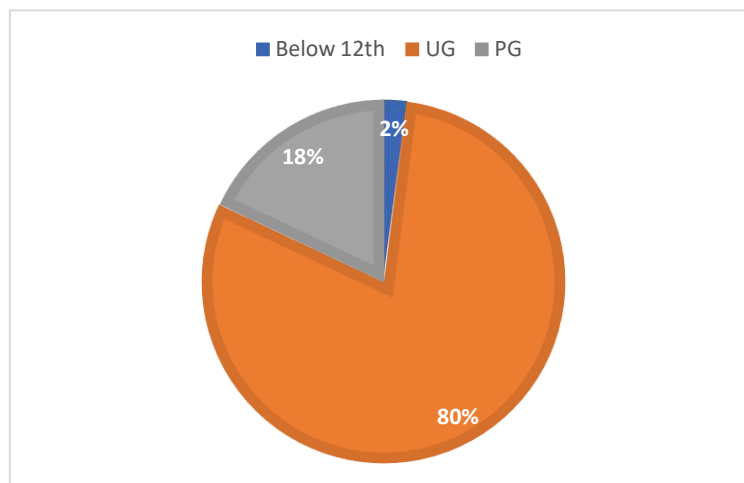


TABLE 4.4: Table showing the Marital status of respondents

Marital status	Frequency	Percentage
Married	18	18
Unmarried	72	72
Total	100	100

Sources: Computed from Primary Data

Interpretation

From the table it can be inferred that, **22%** of the respondents have 3 members in the family, **52%** of the respondents have 3-5 members in the family, **26%** of the respondents have more than 5 members in the family.

Chart 4 showing the Marital status of respondents

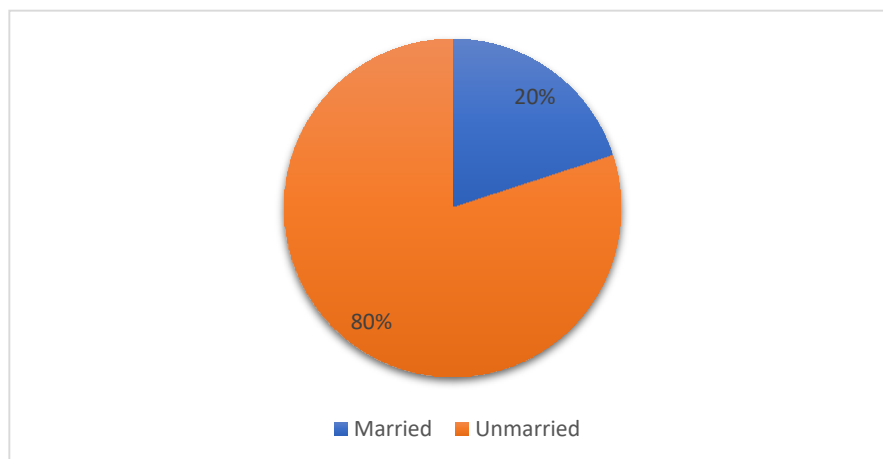


TABLE 4.5: Table showing the occupation of respondents

Occupation	Frequency	Percentage
Student	02	02
Government sector	15	15
Private sector	73	73
House wife	2	2
Self employed	8	8
Retired person	0	0
Total	100	100

Sources: Computed from Primary Data

Interpretation

From the above table it is clear that majority of the respondents are private sector with **73%**. Followed by the government sector of **15%**. Self-employed respondents with **8%**

Chart 5 showing the occupation of respondents

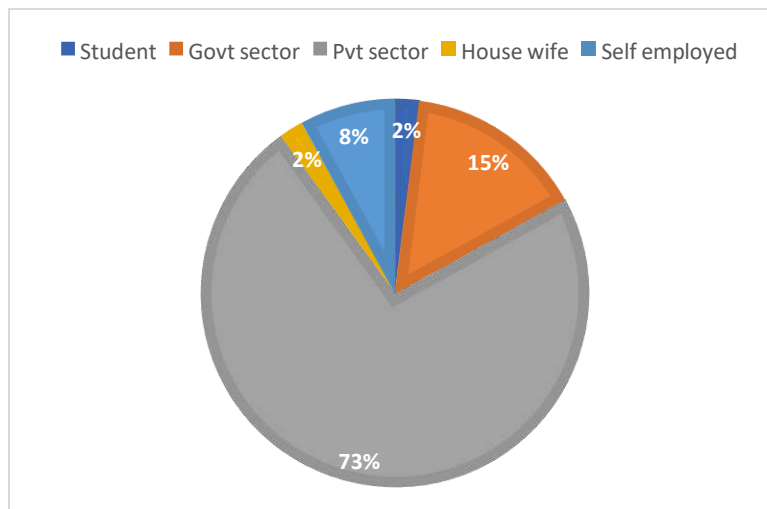


TABLE 4.6: Table showing the family income of respondents

Income	Frequency	Percentage
Below 5000	0	0
5001 to 10000	0	0
10001 to 15000	0	0
15001 to 20000	2	2
20001 and above	98	98
Total	100	100

Sources: Computed from Primary Data

Interpretation

From the above table it is clear that **98%** majority of the respondents with the family income of 20001 and above. Followed by family income of 15001 to 20000 with **2%** respondents.

Chart 6 showing the family income of respondents

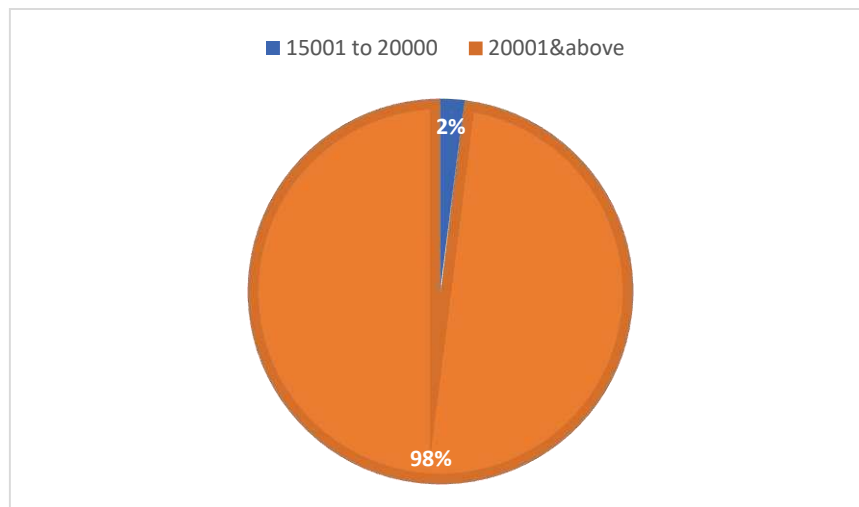


TABLE 4.7: Table showing the regular customer of meesho

Regular customer	Frequency	Percentage
Yes	100	100
No	0	0
Total	100	100

Interpretation

100% of the respondents are the regular customer of meesho products in the market.

Chart 7 showing the regular customer of meesho

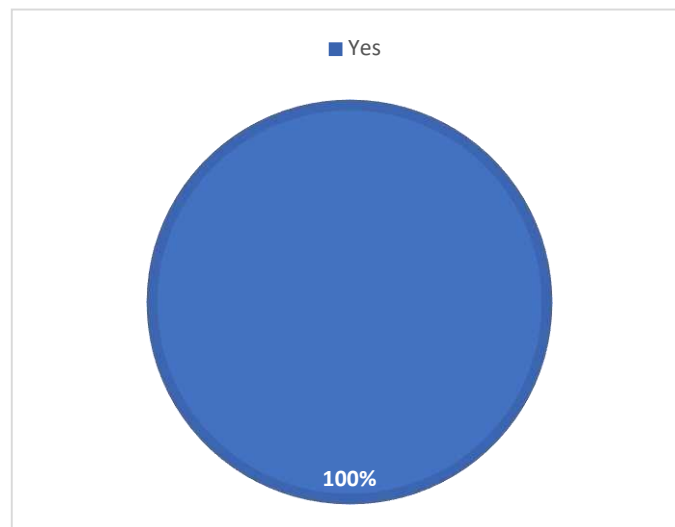


TABLE 4.8: which of the product have you often purchased in meesho

Particulars	No of respondents	Percentage
Cloth	60	59.8%
Beauty	3	3.1%
Home	6	6.2%
Accessories	5	5.2%
Shoes	9	8.2%
Others	17	17.5%
Total	100	100%

SOURCES: primary data

INTERPRETATION:

In the above table it is indicate that **59.8%** response are cloth, beauty are **3.1%**, home are **6.2%**, accessories are **5.2%**, shoes are **8.2%**, others are **17.5%** respondents.

CHART NO: 8

10.which of the product have you often purchased in meesho
97 responses

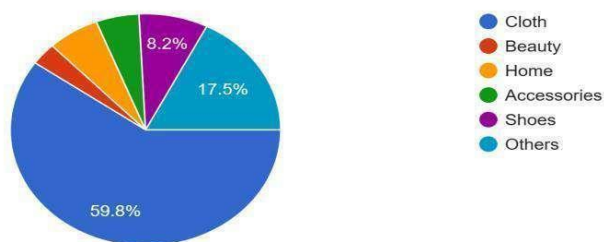


TABLE 4.9: Are meesho product prices affordable

Particulars	No of respondents	Percentage
Yes	74	74%
No	15	15.6%
Not prefer to safe	11	10.4%
Total	100	100%

SOURCES: Primary data

INTERPRETATION:

In the above table it is indicate that 74% are yes, no are 15.6%, not prefer to safe are 10.4% respondents.

CHART NO: 9

11. Are meesho product prices affordable
96 responses

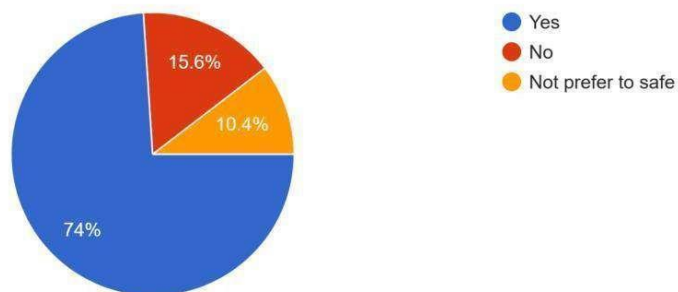


TABLE 4.10: What will be your first preference while shopping in meesho

Particulars	No of respondents	Percentage
Price	52	50.5%
Discounts and offers	24	24.7%
Brand	13	13.4%
Availability of products	11	11.3%
Total	100	100%

SOURCES: primary data

INTERPRETATION:

In the above table it is indicate that 50.5% are price, discounts and offers are 24.7%, brand are 13.4%, availability of products are 11.3% respondents.

CHART NO: 10

13. What will be your first preference while shopping in meesho

97 responses

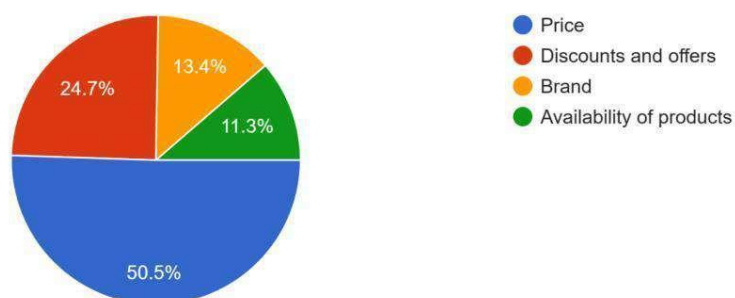


TABLE 4.11: What Brand will be your first preference while shopping in meesho

Particulars	No of respondents	Percentage
H&M	17	17.5%
Marks & spencer	12	9.3%
Tommy Hilfiger	10	10.3%
Mast & harbour	3	3.1%
Adidas & Nike	12	12.4%
Others	46	47.4%
Total	100	100%

SOURCES: Primary data

INTERPRETATION:

In the above table it is indicate that **17.5%** response are H&M, marks& spencer are **9.3%**,tommy Hilfiger are **10.3%**, mast& harbour are **3.1%**, Adidas & Nike are **12.4%**, and others are **47.4%** respondents.

CHART NO: 11

14. Type of brand you prefer in meesho
97 responses

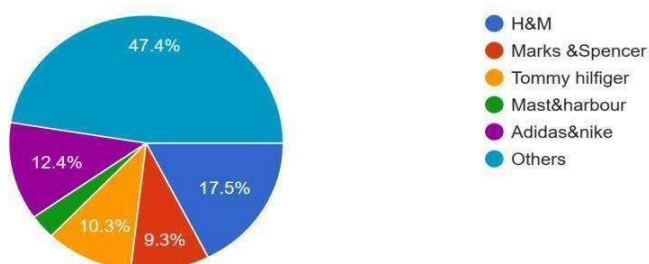


TABLE 4.12: What are the inconvenience and discomfort you have faced in meesho

Particulars	No of respondents	Percentage
Quality	47	45.4%
Return policy	7	7.2%
Security	3	3.1%
Delivery problem	6	6.2%
Nothing	20	20.6%
Price	6	6.2%
Others	11	11.3%
Total	100	100%

SOURCES: primary data

INTERPRETATION:

In the above table it is indicate that 45.4% from response are quality, return policy are 7.2%, security are 3.1%, delivery problem are 6.2%, nothing are 20.6%, price are 6.2%, others are 11.3%respondents.

CHART NO: 12

15. What are the inconvenience and discomfort you have faced in meesho
97 responses

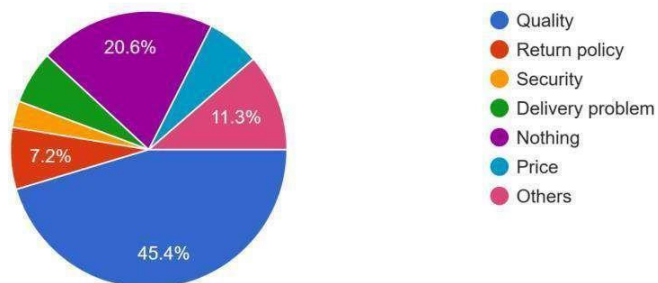


TABLE 4.13: Need of Shopping in Meesho

Particulars	No of respondents	Percentage
Compare Prices	40	40%
Something Unique & Special	43	43%
Home Delivery	10	10%
No Time for Outdoor Shopping	7	7%
Total	100	100%

SOURCES: primary data

INTERPRETATION:

In the above table it is indicate that 40% of the respondents need Meesho to Compare Prices,43% of them need it to find Something Unique and Special,10% of them need it for Home delivery.

CHART NO: 13

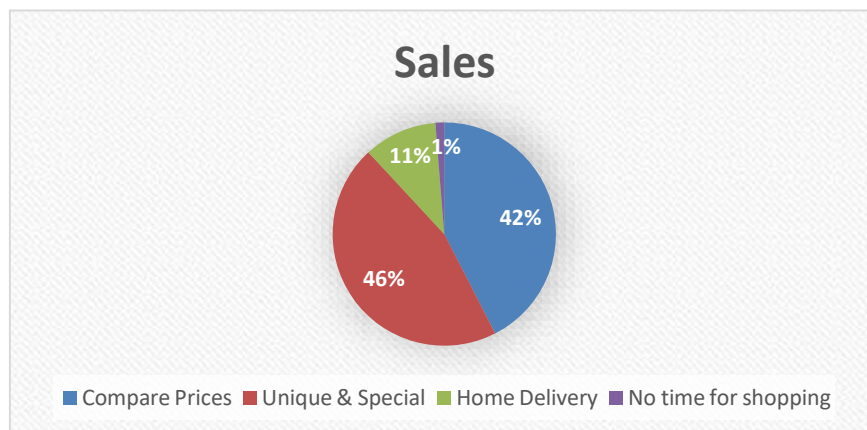


TABLE 4.14: Products available at Meesho are affordable?

Particulars	No of respondents	Percentage
Yes	99	99.5%
No	1	0.5%
Total	100	100%

SOURCES: primary data

INTERPRETATION:

In the above table it is indicate that 99.5% of the respondents are affordable to the products in Meesho and remaining 0.5% of them feel difficult to afford.

CHART NO: 14

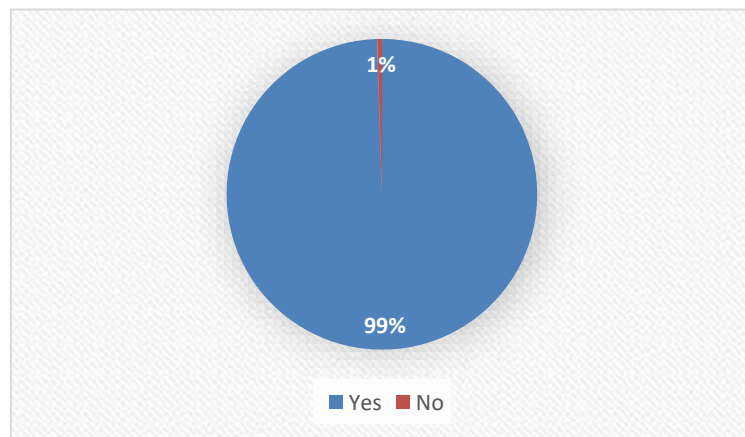


TABLE 4.15: What type of transaction you prefer while shopping through online

Particulars	No of respondents	Percentage
Cash on delivery	82	84.5%
UPI transaction	15	12.4%
Credit card	3	3.1%
Debit card	Nil	Nil
Total	100	100%

SOURCES: Primary data

INTERPRETATION:

In the above table it is indicate that **84.5%** response are cash on delivery, UPI transaction are **12.4%**, credit card are **3.1%**, debit care are nil.

CHART NO: 15

18. What type of transaction you prefer while shopping thorough online

97 responses

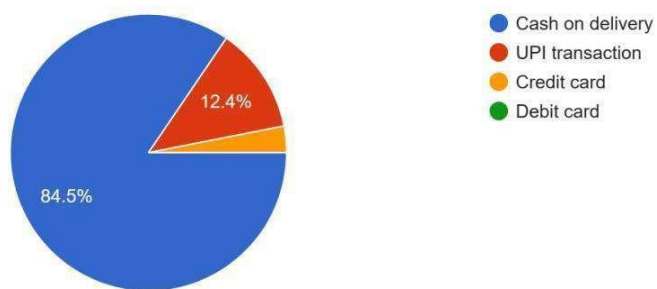


TABLE 4.16: How you exchanged your products in meesho

Particulars	No of respondents	Percentage
Yes	46	47.4%
No	25	25.8%
Sometimes	29	26.8%
Total	100	100%

SOURCES: Primary data

INTERPRETATION:

In the above table it is include that **47.4%** from are yes, no are **25.8%**, sometimes are**26.8%** respondents.

CHART NO: 16

19. Have you exchanged your products in meesho
97 responses

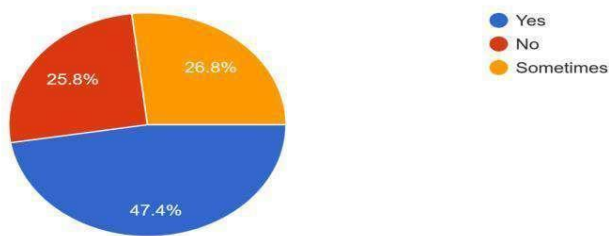


TABLE 4.17: Would you recommend others to buy products of meesho

Particulars	No of respondents	Percentage
Yes	58	59.8%
No	8	5.2%
Maybe	34	35.1%
Total	100	100%

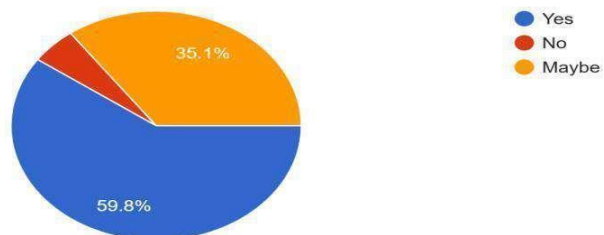
SOURCES: Primary data

INTERPRETATION:

In the above table it is include that 59.8% response are yes, no are 5.2%, maybe are 35.1%respondents.

CHART NO: 17

20. Would you recommend others to buy products of meesho
97 responses



ANOVA

H2: THERE IS NO SIGNIFICANT RELATIONSHIP BETWEEN AGE AND SATISFACTION LEVEL OF USING MEESHO PRODUCT

Table 6 SHOWS ANOVA TABLE OF AGE AND SATISFACTION LEVEL OF USING MEESHO PRODUCT

ANOVA						
		Sum of Square	Df	Mean Square	F	Sig.
VARIETY OF PRODUCT	Between Groups	2.904	3	.968	1.237	.030
	Within Groups	75.869	97	.782		
	Total	78.772	100			
QUANTITY	Between Groups	.193	3	.064	.112	.053
	Within Groups	55.609	97	.573		
	Total	55.802	100			
QUALITY	Between Groups	3.534	3	1.178	1.546	.007
	Within Groups	73.892	97	.762		
	Total	77.426	100			
DISCOUNT	Between Groups	.343	3	.114	.226	.018
	Within Groups	49.123	97	.506		
	Total	49.465	100			
TIME SAVING	Between Groups	7.717	3	2.572	2.090	.028
	Within Groups	119.411	97	1.231		
	Total	127.129	100			
CONVENIENCE	Between Groups	1.367	3	.456	.678	.048
	Within Groups	65.207	97	.672		
	Total	66.574	100			
TIME SAVING	Between Groups	.606	3	.202	.296	.002
	Within Groups	66.206	97	.683		
	Total	66.812	100			
ON TIME DELIVERY	Between Groups	9.272	3	3.091	4.493	.005
	Within Groups	66.728	97	.688		
	Total	76.000	100			

INTERPRETATION

From the above ANOVA table it is found that, the significant values of the factors are less than 0.05 which shows significant relationship. The satisfaction level of using meesho products with respect to age is statistically significant at the 5 % level of significance. Therefore, there is a Significant Relationship between variable.

CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

1. 52.6% of the respondents were female
2. 74.2% of the respondents were belong to the age between 19-25
3. 92.8% of the respondents were single
4. 82.3% of respondents are students
5. 58.9% of respondents are aware about meesho by their friends and family
6. 64.9% of respondents spend below 10,000 Rs on online shopping
7. 34% of respondents said they purchased product from meesho sometimes
8. 59.8% of respondents like to purchase cloth from meesho
9. 74% of respondents said the meesho product price are affordable to purchase
10. 50.5% of respondents said their first preference is price while purchase in meesho
11. 45.4% of respondents are not satisfy with the quality of product from meesho
12. 84.5% of respondents prefer cash on delivery on online shopping
13. 47.4% of respondents said they are able to exchange their damage product in meesho
14. 59.8% of respondents said they will recommend meesho to their friends and family

5.2 SUGGESTIONS:

Only educated people are more aware of online shopping so focus should be made on people who are not aware of online purchase. To reach the all category of consumer the online shopping website must use Different methods of advertisement strategy. To reduce delivery charges and implement more offers to attract new Customers. To make quick delivery of products. Most of the customers prefer the cash on delivery to make payment for their Shopping but some of the products are not coming with cash on delivery option. To take corrective actions if any complaints are encountered by the customer. The website merchant should take necessary steps to create awareness among the public. Considerable number of respondents facing some problems while shopping in Online. This problem should be carefully observed, analyzed and settled.

5.3 CONCLUSION:

The current technological development with respect to the internet has given rise to a new marketing system. The study brought to the fact that most of the online Shoppers are educated people and students who have a positive perception towards Online shopping, Risk perceptions particularly concerns about online security, are Preventing many people from shopping online. Ensure adequate safety measures in delivery of products are a challenging task in front of online sellers to increase their sales. Online sellers have to resolve these problems and also introduce wide Range of products with additional discounts. This will create more demand from Customers. On the basis of the present study concludes that online customers are Satisfied. This research clearly indicates that online marketer should give more Importance on price factor and after saleservice. In this competition era all the online marketers should have to focus on the customer's satisfaction to retain the Existing customers

The users of meesho app were very comfortable and they are benefitted by the application. Promotional activities must be improved to increase the users of meesho app. Most of the respondents are women so women are becoming an successful entrepreneur so that our economy also becoming developed. The procedures can be simple so that the illustrate users can do they 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 moreprofit