

A
PROJECT REPORT
ON
“THE STUDY OF CUSTOMER SATISFACTION AND TRUST TOWARDS ONLINE SHOPPING WITH REFERENCE TO MEESHO”

Submitted to
G.S COLLEGE OF COMMERCE AND ECONOMICS, NAGPUR

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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G.S. College of Commerce & Economics, Nagpur

Academic Year 2022-23



G.S. College of Commerce & Economics, Nagpur

Academic Year 2022-23



CERTIFICATE

This is to certify that “**Renuka Walokar**” has submitted the project report titled “**THE STUDY OF CUSTOMER SATISFACTION AND TRUST TOWARDS ONLINE SHOPPING WITH REFERENCE TO MEESHO**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by G.S College of Commerce and Economics, Nagpur.

Prof. Ashima Varghese

(Project Guide)

Dr. Afsar Sheikh

(Co-ordinator)

Place: Nagpur

Date:

G.S. College of Commerce & Economics, Nagpur
Academic Year 2021-22



DECLARATION

I here-by declare that the project with title **“THE STUDY OF CUSTOMER SATISFACTION AND TRUST TOWARDS ONLINE SHOPPING WITH REFERENCE TO MEESHO”**, has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by **G.S College of Commerce and Economics, Nagpur** and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Renuka Walokar

Place: Nagpur

Date:

G.S. College of Commerce & Economics, Nagpur

Academic Year 2021-22



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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Swati kathaley** , Principal, G.S. College of Commerce & Economics, Nagpur.

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation. I would like to thank all those who helped me in making this project complete and successful.

Renuka Walokar

Place: Nagpur

Date:

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INTRODUCTION

INTRODUCTION

Since humans began exchanging products and services with one another, commerce has existed. From the earliest days of bartering through the formation of currencies and the establishment of trade routes, mankind have sought out ways to exchange products and services and have built a distribution system around it. The macroeconomic purchase and sale of products and services by huge entities at large scale are now commonly referred to as commerce. A transaction is defined as the sale or purchase of a single item by a consumer, whereas commerce refers to all transactions relating to the purchase and sale of that item in an economy. The majority of trade takes place on an international level and involves the purchasing and selling of goods between countries. It is vital to note that commerce is not actually a synonym of business, rather a subset of it. Marketing is considered as one of the most crucial aspects of commerce. The term "market" refers to a gathering place where potential buyers and sellers might come together to trade goods or services. It is essentially a medium that facilitates these economic transactions. It permits the exchange of commodities, services, and information under the protection of the law and for a fee in general.

Marketing is the process by which a corporation promotes the purchase or sale of a product or service. Advertising, selling, and delivering things to customers or other businesses are all examples of marketing. When properly executed marketing can lead to a company's growth by using several marketing strategies. Electronic commerce which is commonly known as e-commerce is a modern version of commerce that enables a firm or individual to conduct business over an electronic network. The process of buying and selling actual goods and services through the internet is known as ecommerce. It entails the exchange of data or currency between multiple parties in order to complete a transaction. It is part of the larger electronic business (E-business) industry, which encompasses all of the operations required to run a business online. By providing cheaper and more effective distribution channels for their products or services, ecommerce has allowed firms (especially those with a limited reach, such as small businesses) obtain access to and build a bigger market presence. Target (TGT) has expanded its online store, allowing customers to buy everything from clothes and coffeemakers to toothpaste and action figures from the comfort of their own homes. The way individuals purchase for and consume products and services has changed as a result of ecommerce. People are increasingly using their computers and smart devices to place orders for things that can be delivered quickly to their homes. As a result, it has wreaked havoc on the retail scene.

ELECTRONIC COMMERCE (E-COMMERCE)

E-Commerce refers to a business model that enable an individual or a firm to conduct business over an electronic network. It is buying and selling of products and services over the internet. E-Commerce is an advanced form of mail order business. Almost all products and services can be bought and sold through E-Commerce. Business operations occur either as business to business (B2B), business to consumer (B2C), consumer to business (C2B), or consumer to consumer (C2C). It can be conducted over computers, smartphones and other smart devices. “E-Commerce is sharing business information, maintaining business relationships and conducting business transactions by means of telecommunication networks”. “E-Commerce describes the buying and selling of products, services and information via computer networks including the internet”

E-TAIL (ELECTRONIC RETAILING)

E-Tailing is the subset of E-Commerce. E-Tailing is the sale of goods and services through internet. It requires companies to tailor their business model to capture internet sales, which includes building out distribution channels such as warehouses, internet webpages and product shipping centers. It is the practice of selling retail goods on the internet.

CONSUMER

The term ‘consumer’ refers to the person who buys goods and services for his personal consumption. A consumer is a person or a group who intends to order or uses purchased goods, products or services primarily for personal, social, family, household and similar needs, not directly related to business activities. They are the end users in the distribution chain of goods and services. They do not sell the item they have bought for consumption.

CONSUMER BEHAVIOUR

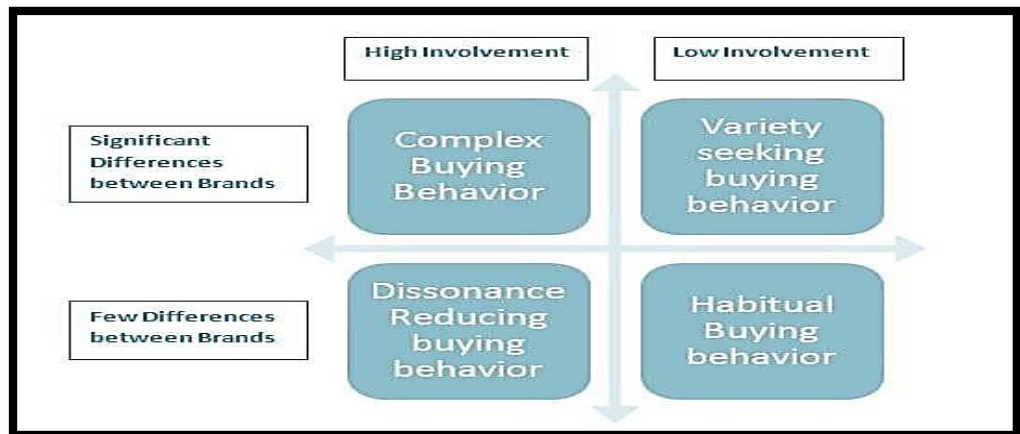
Consumer behavior is the behavior of a person as a consumer. It includes the study of what the consumers buy, why they buy it, how they buy it, where they buy it, when they buy it, how often they buy it. It also includes how the consumer’s emotions, attitudes and preferences affect buying behavior. According to American Marketing Association, consumer behavior can be defined as “the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives”. According to Moven, “It is the study of decision-making units and the process involved in acquiring, consuming and disposing of goods, services, experiences and ideas”.

According to Schiffman and Kanuk, “It is the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products, services and ideas that they expect will satisfy their needs”.

Consumer behavior is influenced by factors like psychological, social, cultural, personal, and economical. Market is highly fluctuating. In order to sustain in the highly competitive market, sellers should have a complete knowledge about the needs and wants of customers. Products and services are designed after studying the consumer buying behavior. All marketing strategies are developed on the basis of the buying behavior of consumers.

TYPES OF BUYING BEHAVIOR

Consumer’s buying behavior varies with the type of products purchased by them. Henry Assael has identified four types of buying behavior;



CONSUMER BUYING PROCESS

Consumer buying process consists of six processes which enable him to take purchasing decision. It includes;

- Problem recognition**-This is the first stage in consumer buying process. It includes identifying the needs and wants of target consumer. For initiating buying process there should be a problem or need.
- Information search**-In this process consumer collects information about the problem recognized both internally and externally.
- Evaluation of alternatives**-In this stage consumer evaluates all the available alternatives of products and brand options on a scale of particular attributes. Here alternatives are evaluated on the basis of functional and psychological benefits they offer.
- Purchase decision**-In this stage consumer intends to buy the most preferred brand or product which satisfy his needs in the best possible way.
- Purchase**-In this stage actual purchase takes place.

Post purchase evaluation-As this is the final stage of consumer buying process, consumer evaluates whether he is satisfied or dissatisfied with the purchase. Consumer preference is described as an individual's subjective tastes as measured by their pleasure with things purchased after they have been purchased. Utility is a term used to describe this feeling of fulfillment. How consumer utility compares between different things can be used to estimate consumer worth.

There is opportunity cost for buying a particular good. Therefore Consumer preferences can be quantified by comparing their happiness with a certain item to the opportunity cost of that item, because when you buy one item, you lose the chance to acquire another. Each individual has a set of preference which varies from person to person. Consumer preference is mainly influenced on factors like individual taste, budget, culture, education and many other factors. The objective of consumer is to choose a bundle of goods which provides maximum level of satisfaction to him.

CUSTOMER TRUST

Trust is the belief in someone or something. In order to sustain in the competitive market, delivering better and quality services is important as it helps in customer retention. Customers will make repeat purchases from company only if they provide excellent customer service. Therefore building customer trust is important in order to retain loyal customers. Customer trust is the trust of a customer towards business. It is the belief of customers that companies will do what they say and will not deliberately harm consumers. It is the foundation of every successful business. Trust is the glue that bonds a customer to a brand. Customer trust is earned over time through constant interactions with the consumers. Gaining customer trust is important as it increases goodwill of the company. In the technologically advancing world of business customer trust matters the most as customer share their personal data with business apart from spending money. They share their personal data and information in order to experience more personalized customer services in the belief that companies won't misuse these data. If firms succeed in building customer trust it not only increases their profit margin but also create loyal customers.

WAYS TO BUILD CUSTOMER TRUST

Telling your story-

The first step in building customer trust is briefly explaining the company's history, expertise and awards earned to the customers. If they love the approach, values and authenticity of business they will be naturally drawn to it. In order to share firm's view you can conduct campaigns. By conducting creative and socially relevant campaign company can easily gain customer's attention.

Be honest and transparent-

The most important way to gain customer trust is being honest and open about your products and services and what customers can expect from you as a company. To earn customer's trust you must provide all the necessary information to the customers which they demand.

Know your target audience-

To build trust it is important to understand the needs and wants of customers and develop products to satisfy their needs. It is also important to provide added values to customers to attract them. Customer is the king of market. Therefore deep understanding of his needs is necessary.

Share reviews-

Most of the customers go through reviews before purchasing a product. They trust the experience of others over the claims of the company. Reviews help in creating a strong and immediate impression of a company's goods and their customer service credentials.

Create and share video testimonials-

Video testimonials are powerful medium to demonstrate the worthiness of a product or service. Customers can be easily attracted and persuaded in to purchasing your company's product through video testimonials.

Put a face to the name-

In an effort to make customers feel connected to the company, it is useful to show them the team behind the products. That is how you can build empathy and rapport on a human scale.

Offer great customer service-

Offering a great customer service is important to create loyalty and trust towards your product and company. Customers should be provided with professional, personal and efficient services. If the company succeeds in providing services above their expectations then there is a higher chance of customers coming back to company.

Build a reputation-

Warren Buffet said, "It takes 20 years to build a reputation and five minutes to ruin it". Reputation can be built by supplying great products, providing faultless customer service and training employees to the highest standard.

Share best practices-

By providing useful tips and best practice about how to get the most out of your product will definitely increase customer's understanding of product and services. An explainer video is a great way to share the knowledge on a product and it attracts the customers.

Be contactable-

The contact page of a company is the first point of contact with their customers. As a result, it's almost certain to be one of the most frequented pages on any website. Improving the conversion rate of your contact page can help your business, and adding a human touch to the process can help convert hesitant buyers into ardent supporters.

Build social proof-

Customer case studies providing a detailed solution and how it helped customers are really a great way to build customer trust. It also makes a good impression among customers and also shows how expertise the company is in dealing with its customers.

COMPANY PROFILE



Meesho is an Indian social e-commerce company situated in Bengaluru, Karnataka, India. Vidit Aatrey and Sanjeev Barnwal launched it in December 2015. Meesho is the abbreviated form for 'My E-shop'. It is an online platform where users can purchase and resell the products provided by the organization. It is now a part of WhatsApp business with the catalogue feature. It is available for download from both the Google play store and Ios app store, which allows anyone to establish a business with zero investment. This app is one of the India's most popular social commerce platforms, allowing anyone to launch an online business. In June 2019, Meesho became the first Indian startup to obtain funding from Facebook. It employs over 750 people. According to the reports Meesho is the most downloaded app on Play store for July 2021. In April 2021, Meesho raised \$300 million led by Soft Bank Vision Fund giving it a valuation of \$2.1 Billion. Its tagline says, "Not just a homemaker, a Meesho entrepreneur". Meesho claims that their platform has connected them with more than 13 million entrepreneurs. Women make up the vast majority of business owners. Meesho is India's largest and most reliable platform for Resellers that sell things online via WhatsApp and Facebook. Meesho is trusted by over 50,000 resellers and helps them expand their online business by supplying hit items at low costs with excellent quality and a simple return policy. All around India, they deliver to your doorstep. Payment Options are available in both online and cash on delivery. Meesho has helped thousands of people earn a living over the last two years by making it easier for them to establish and expand their online reselling businesses. Meesho has strict quality controls in place to ensure that only high-quality vendors are on boarded. They have a simple return and exchange policy in case the product quality isn't up to par. In addition, the team actively solicits user input on product quality and after-sales service. On the Product Details page, you can also see this feedback in the form of Ratings &

Reviews. Meesho's quality control method is improved as a result of this feedback, and low-quality vendors are eliminated. On the supply side, the corporation is also experimenting with new categories. For example, in the case of travel packages, resellers are attempting to sell travel packages to end users. Currently, the majority of them are women's and children's clothing, but Meesho is experimenting with travel, FMCG, and beauty, among other things. So far, Amazon Web Services (AWS) has met the

company's cloud server needs, and the company's expansion into new categories is likewise based on this infrastructure. Meesho's resale concept is similar to that of a personal shopper. Customers purchase products straight from e-commerce sites such as Flipkart or Amazon. A reseller model, on the other hand, adds a third party between the platform and the consumer.

A product will be shared with the reseller's network via WhatsApp or Instagram. If a customer wishes to place an order, they may do so after adding their margin, and Meesho will deliver the product directly to the customer. The supplier saves money on marketing and shipping, the reseller gains money from their markup on each product, and Meesho receives a commission from the provider. Resellers aren't Meesho's sole competitive advantage over Amazon and Flipkart. Another secret sauce of Meesho is the creation of an easy-to-use platform, similar to WhatsApp. Their goal was to create something as simple as WhatsApp. In fact, the first few versions of the app were designed to seem extremely similar to WhatsApp's User experience in order to familiarize users with the service when they went online. As transactions increased, \

Meesho's income nearly tripled to 307 crore in the fiscal year ended March 2020. However, losses increased threefold to 315.4 crore, owing to higher logistics and fulfillment expenses. The bottom line will seem healthier when economies of scale kick in. The success of Meesho, as well as the market's potential, has attracted some notable investors. Soft Bank, for example, is investing in Meesho for the third time in India's ecommerce market, following Snapdeal and Flipkart. Vidit and Sanjeev have developed a sophisticated understanding of the Indian market and have built a platform to service the next 500 million internet shoppers. They are connecting more than 50 million SMEs to the internet while also supporting women businesses. Meesho's success can be attributed to Facebook India. Meesho has been effective in providing a platform for small firms and entrepreneurs to increase sales outside of urban areas. Fashion, beauty, furnishings, and home appliances are among Meesho's unbranded and long-tail sectors. As a result, a shift into grocery seemed inevitable, despite the fact that the circumstances were far from perfect.

Meesho is India's fastest-growing internet commerce company. We want to make ecommerce accessible to all. Our vision is to enable 100 million small businesses in India, including individual entrepreneurs, to succeed online. Our mission is to democratize internet commerce by bringing a range of products & new

customers online. What started, six years ago, as a reseller-focused platform enabling millions to sell online, has now emerged as a single ecosystem connecting sellers, to consumers and entrepreneurs.

Mission: Democratize internet commerce for everyone

Vision: Enable 100M small businesses to succeed online

Dealing categories – Women ethnic and western wear, Men ethnic and western wear, Jewellery and accessories, Beauty and health, Bags and footwear, Home and kitchen, Kids and Electronics

Meesho Investors – Y Combinator, Shunwei Capital, SAIF Partners, Naspers, Eric Kwan, Sundeep Madra, Facebook, Abhishek Jain, Rajul Garg, Maninder Gulati, Investopad, VH Capital, Venture Highway, Venky Karnam, Locus Ventures, Brennan Loh, Alvin Tse, Kashyap Deorah, Jaspreet Bindra, Sequoia India, Sequoia Capital India, RPS Ventures, DST Partners, Prosus Ventures, SoftBank Vision Fund 2, Knollwood Investment

Meesho competitors – Deal Share, Glow Road, Shop101, Volusion, Elenas, huboo, Drop, and Store Hippo.

Contact email – help@meesho.com

Phone number – +91 80617 99600

Read more biographies and success stories of business leaders, celebrities, healthcare professionals, etc. at Leader Biography.

Suggested Read: Y. S. Chowdary, SP Singh Oberoi

RESEARCH STUDY

OBJECTIVES OF THE STUDY

- To know the factors which attracts customers to purchase through Meesho app?
- To find out the level of satisfaction on Meesho app.
- To understand the consumer's perception and attitude towards Meesho app.

NEED AND SCOPE OF THE STUDY

Online selling app has gained a lot of importance in the present marketing condition. But every application is not known to the public. And the awareness about the new applications is 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.

- To identify the awareness of the consumer about Meesho App.
- To determine the factors influencing to choose Meesho App.
- To know the customer satisfaction level with Meesho App.

HYPOTHESIS

H0: The satisfaction level of consumer of brand Meesho is not high.

H1: The satisfaction level of consumer of brand Meesho is high.

PROBLEM DEFINATION

- From the study it is found that majority of people depend upon social media nowadays.
- Majority of respondents are saying that they got to know about meesho app from social media.
- From these we can say that social media is influencing people.
- From the study we also found that majority of respondents were falling under the age group of 16-25 from these we can say younger generation is very much attached with social media.
- From the research, we found that people think that meesho gives affordable price and majority of the people believe that meesho gives good quality.
- And it is been observed that while buying clothes people pay more attention on quality.
- From the study it is been also discovered that 35.8% of respondents are highly satisfied with meesho app. As it has become a trend that majority of people keep doing online shopping.

RESEARCH METHODOLOGY

The survey technique is intended to secure one or more items of information from a sample of respondents who are representatives of a larger group. The information is recorded on a form known as questionnaire. As data are gathered by asking questions from persons who are believed to have desired information, the method is known as questionnaire technique.

Meaning of Research

According to D. Slessinger and M. Stephenson in the Encyclopedia of social sciences define research as “the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art”.

1) Primary data:

Meaning: Primary sources of data are the data which needs the personal efforts of collect it and which are not readily available.

Primary source of data are the other type of source through which the data was collected.

Following are few ways in the data was collected:

1. Questionnaires: It is the set of questions on a sheet of paper was being given to the of fill it, bases on which the data was interpreted.
2. Direct interviewing: Direct interviewing involved the process where I asked the questions directly to the customers and I got the feedback.

2) Secondary data:

Secondary sources are the other important sources through which the data was collected. These are the readily available sources of the data where one had need not put much effort to collected, because it is already been collected and part in an elderly manner by some researcher, experts and special.

The secondary sources helpful for the study were

- Text books like marketing management research methodology Advertisement and sales promotion etc.
- Internet was made use for the collection of the data.
- Newspapers were also referred.
- Business magazines were referred.

3. Sample size:

By using judgment random sampling technique 80 respondents are selected for the purpose of the study.

4. Period of study:

The study is undertaken in the duration of 34 days.

5. Research approach:

The survey method was adopted for collected the primary data. Survey research is systematic gathering of data from respondent through questionnaire.

6. Research instrument:

The data for this research study was collected by survey technique using interview method guided by questionnaire.

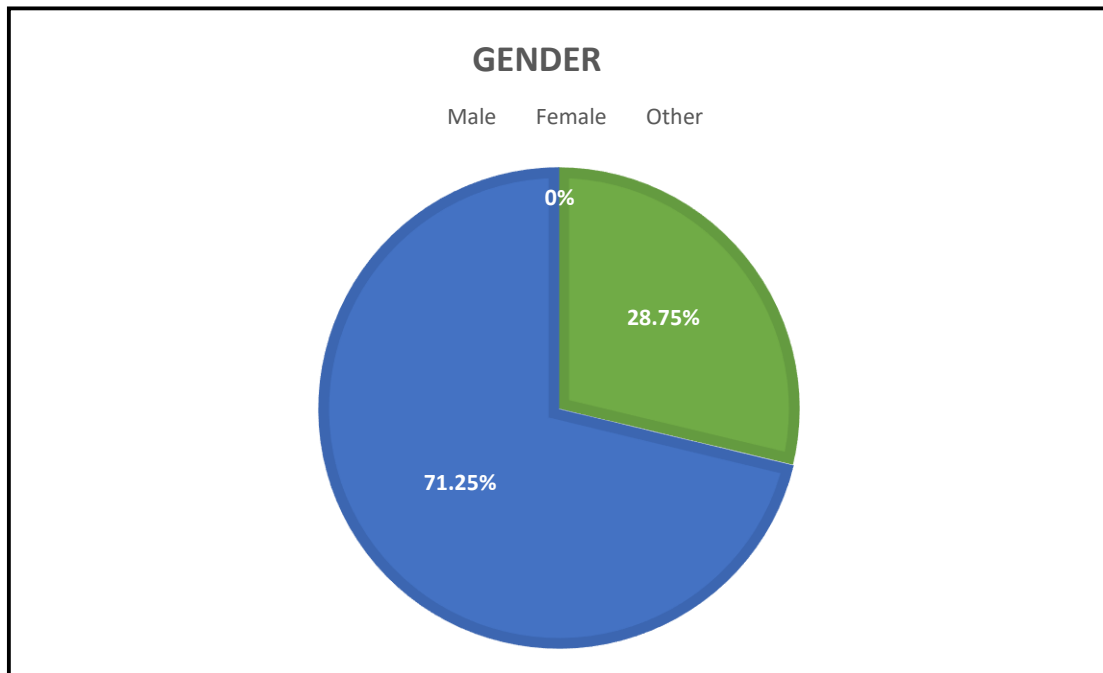
7. Collection of Data:

Questionnaire and personal interviews are the methods that I have used for collecting the data.

DATA ANALYSIS & INTERPRETATION

Table 1 showing Gender wise classification

Gender	Number	Percentage
Male	23	28.75
Female	57	71.25
Other	0	0
Total	80	100

**Figure 1 showing Gender wise classification**

From the above table, it can be found out that there are 80 respondents in total in which 28.75% of respondents are Male and 71.25% are female. Majority of the respondents are female.

Table 2 showing Family Income

Family income	Number	Percentage
Below 10000	12	15
10000-50000	18	21.3
50000-100000	34	42.5
above 100000	16	21.3
Total	80	100

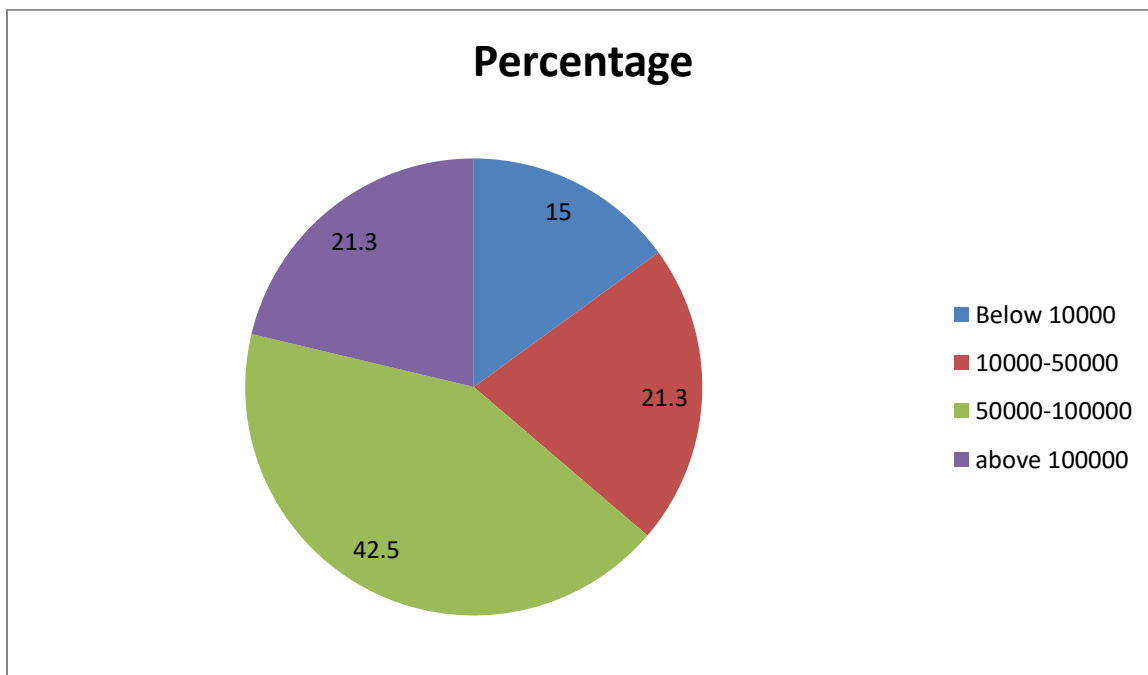
**Figure 2 showing Family Income****INTERPRETATION**

Table 2 shows the family income of the respondents. 15% of the respondents come below 10000, whereas 21.3% of respondents have income between 10000 and 50000. Majority of the respondents falls under the category 50000-100000 constituting 42.5% of total. 21.3% of respondents have family income above 100000.

Table 3 showing preference for online shopping than traditional shopping

Response	Number of respondents	Percentage
Yes	66	82.50
No	14	17.50
Total	80	100

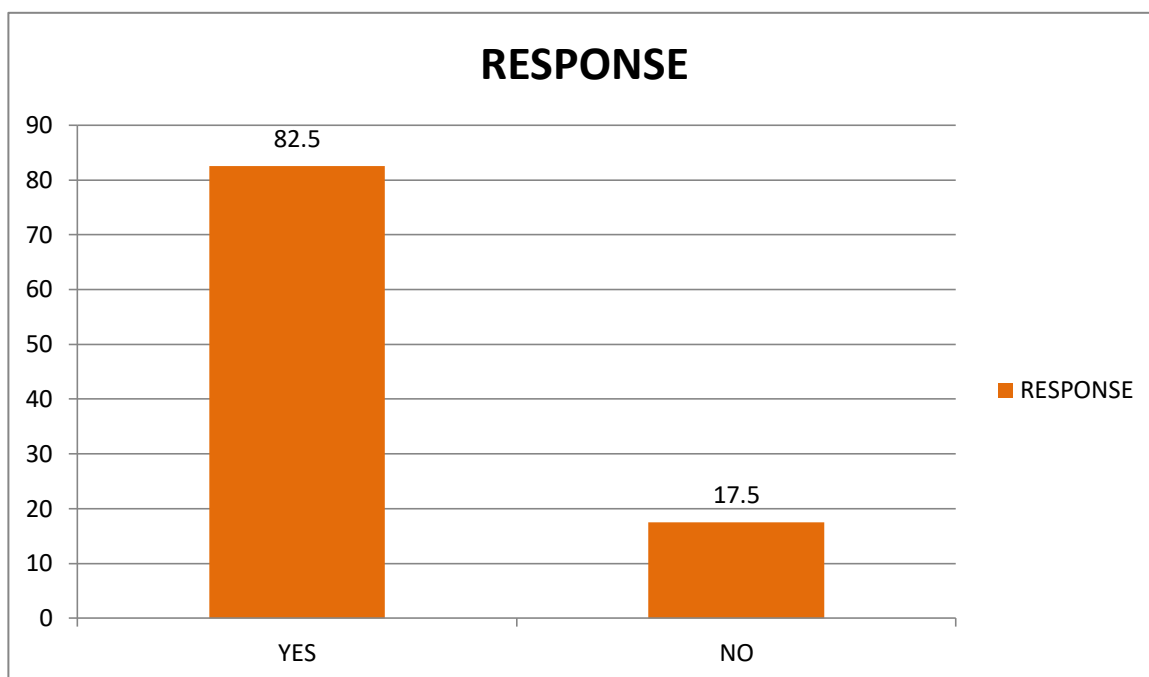
**Figure 3 showing preference for online shopping than traditional shopping**

Table 3 shows the number of respondents who prefer online shopping over traditional shopping. Out of 80 respondents 66 of them prefer online shopping while 14 of them prefer traditional shopping. It is clear from the table that majority of them choose online shopping.

Table 4 showing number of respondents familiar with Meesho app

Response	Number of respondents	Percentage
Yes	75	93.75
No	5	6.25
Total	80	100

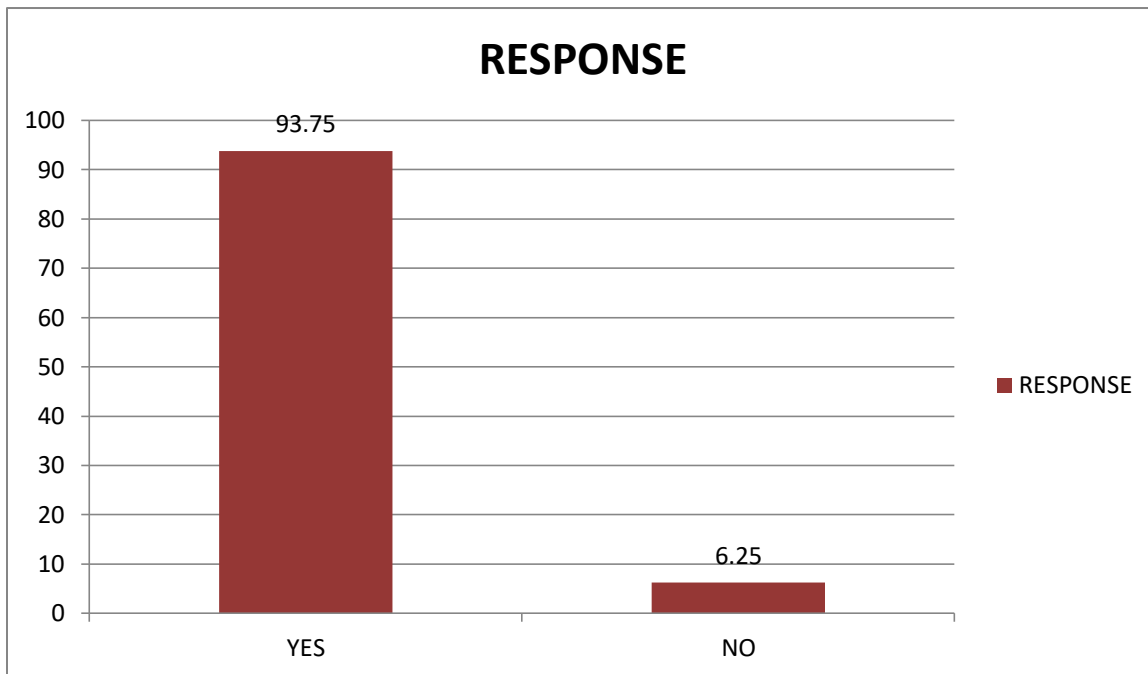
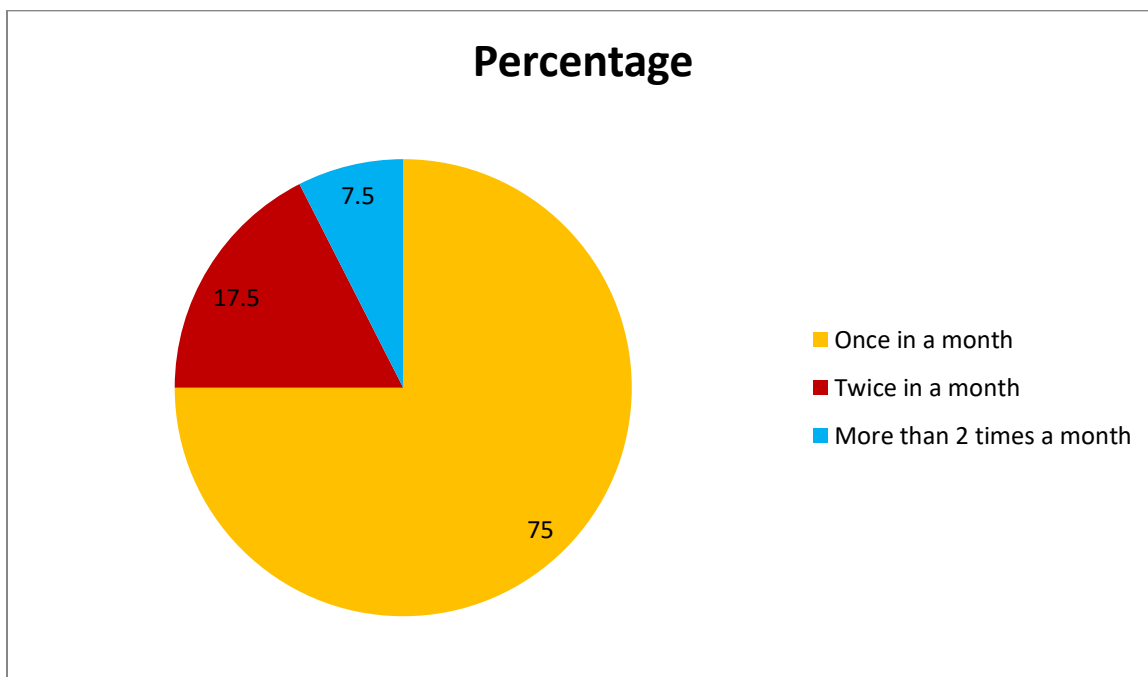
**Figure 4 showing number and percentage of respondents familiar with Meesho app**

Table 4 shows the number of respondents who are familiar with Meesho app. Majority of the respondents are familiar with Meesho app constituting 93.75% of the total responses while only 6.25% of the respondents are not familiar with it. From the table it is clear that Meesho is indeed a popular online shopping app.

Table 5 showing the frequency of using Meesho app

Response	Number of respondents	Percentage
Once in a month	60	75
Twice in a month	14	17.5
More than 2 times a month	6	7.5
Total	80	100

**Figure 5 showing the frequency of using Meesho app**

The table 5 shows the frequency of using Meesho app. 75% of the respondents use Meesho once in a month while 17.5% use it twice in a month. Only 7.5% of respondents use Meesho app more than two times in a month.

Table 6 showing number of respondents agreeing whether Meesho is affordable or not

Response	Number of respondents	Percentage
Strongly Disagree	3	3.75
Disagree	1	1.25
Neutral	13	16.25
Agree	49	61.25
Strongly Agree	14	17.5
Total	80	100

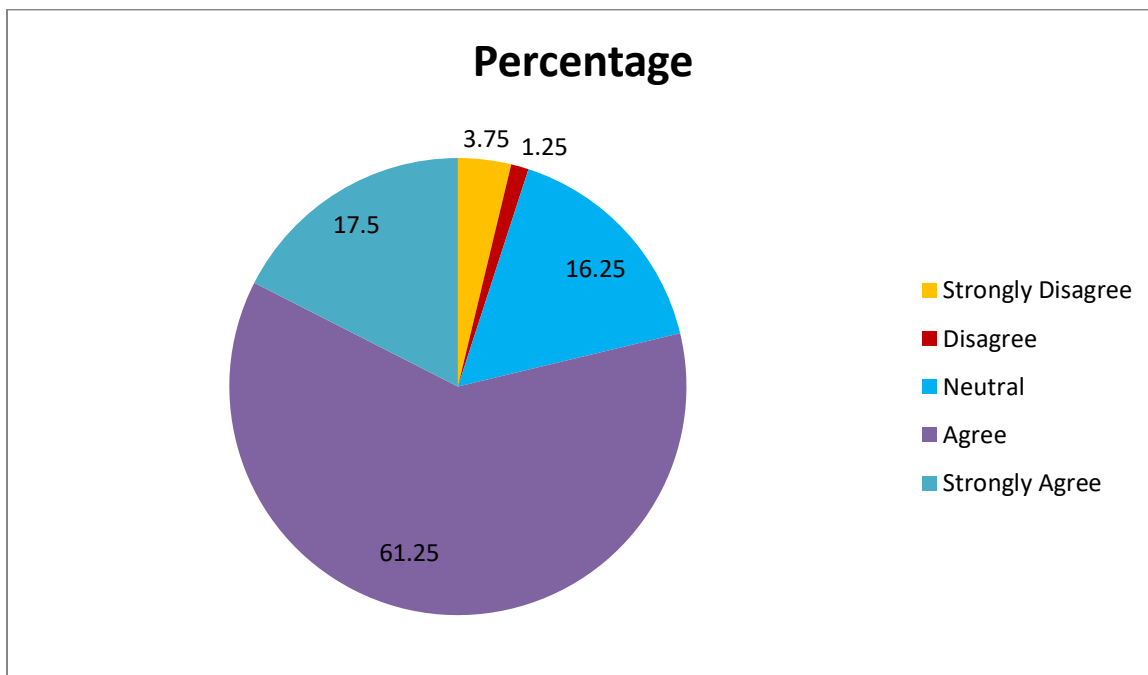


Figure 6 showing number of respondents agreeing whether Meesho is affordable or not

Table 6 shows the number of respondents agreeing whether Meesho is affordable or not. 3 people strongly disagree when asked whether Meesho is affordable. 1 person disagrees while 13 respondents gave a neutral response. 49 respondents agreed that Meesho is affordable where 14 of the total respondents strongly agreed that Meesho is affordable. It is clear from the table that majority of the respondents agreed that Meesho is affordable.

Table 7 showing whether the respondents are satisfied by the services provided by Meesho or not

Response	Number of respondents	Percentage
Strongly Disagree	1	1.3
Disagree	0	0
Neutral	20	25
Agree	47	58.8
Strongly Agree	12	15
Total	80	100

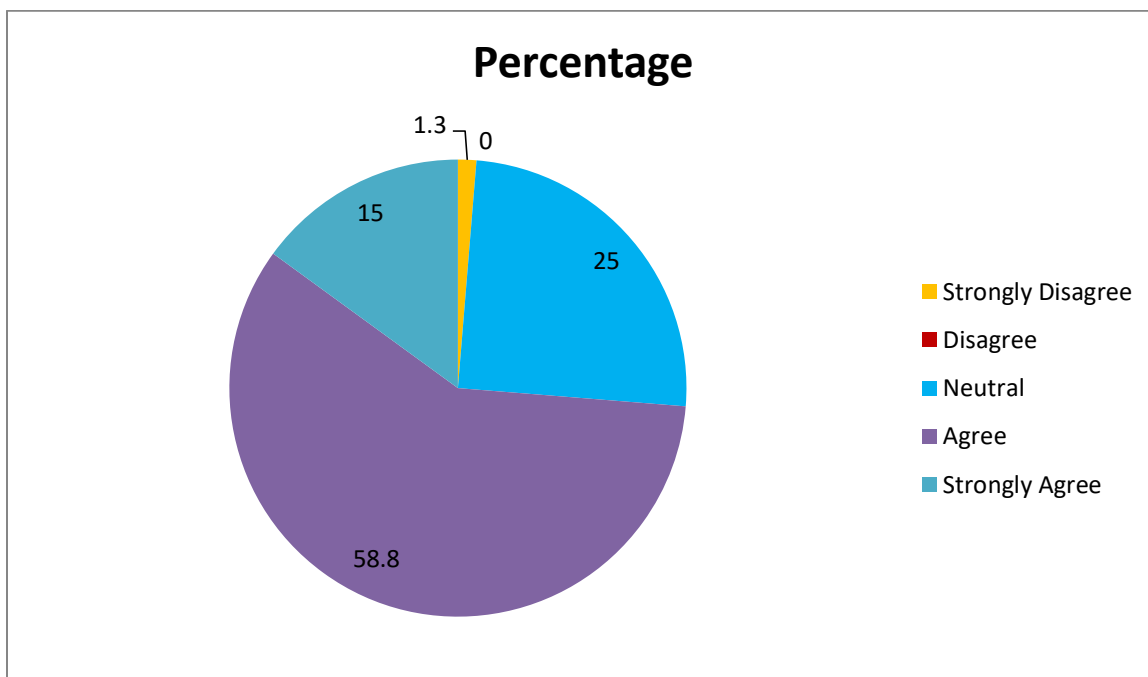


Figure 7 showing whether the respondents are satisfied by the services provided by Meesho or not

The above table shows whether the respondents are satisfied by the services provided by Meesho or not. Here 1.3% of the total respondents strongly disagree when asked if they are satisfied by the services provided by Meesho while no one disagreed to it. 25% of the respondents recorded neutral responses. 58.8% of the total respondents agreed that they are satisfied by the services provided by Meesho while 15% of the respondents strongly agreed to it.

Table 8 showing whether respondents get good quality products at lower cost on Meesho app

Response	Number of respondents	Percentage
Strongly Disagree	1	1.3
Disagree	3	3.8
Neutral	16	20
Agree	44	55
Strongly Agree	16	20
Total	80	100

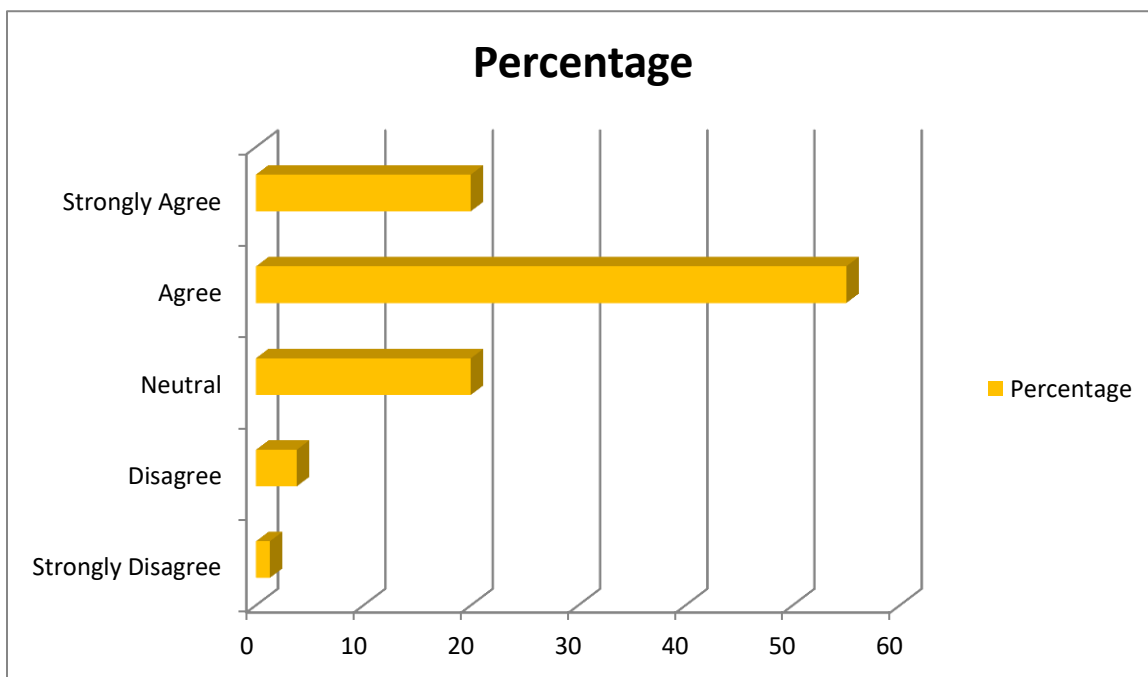


Figure 8 showing whether respondents get good quality products at lower cost on Meesho

Table 8 shows whether respondents get good quality products at lower cost or not. 1.3% of the respondents strongly disagreed when they were asked whether they get good quality products on Meesho or not while 3.8% disagreed to it. 20% of the respondents marked neutral responses while majority of the respondents agreed that they get good quality products at lower cost on Meesho constituting 55% of the total respondents. 20% of the respondents strongly agreed that they get good quality products on Meesho at lower cost.

Table 9 showing whether shopping from Meesho saves their time or not

Response	Number of respondents	Percentage
Strongly Disagree	1	1.3
Disagree	2	2.5
Neutral	14	17.5
Agree	43	53.8
Strongly Agree	20	25
Total	80	100

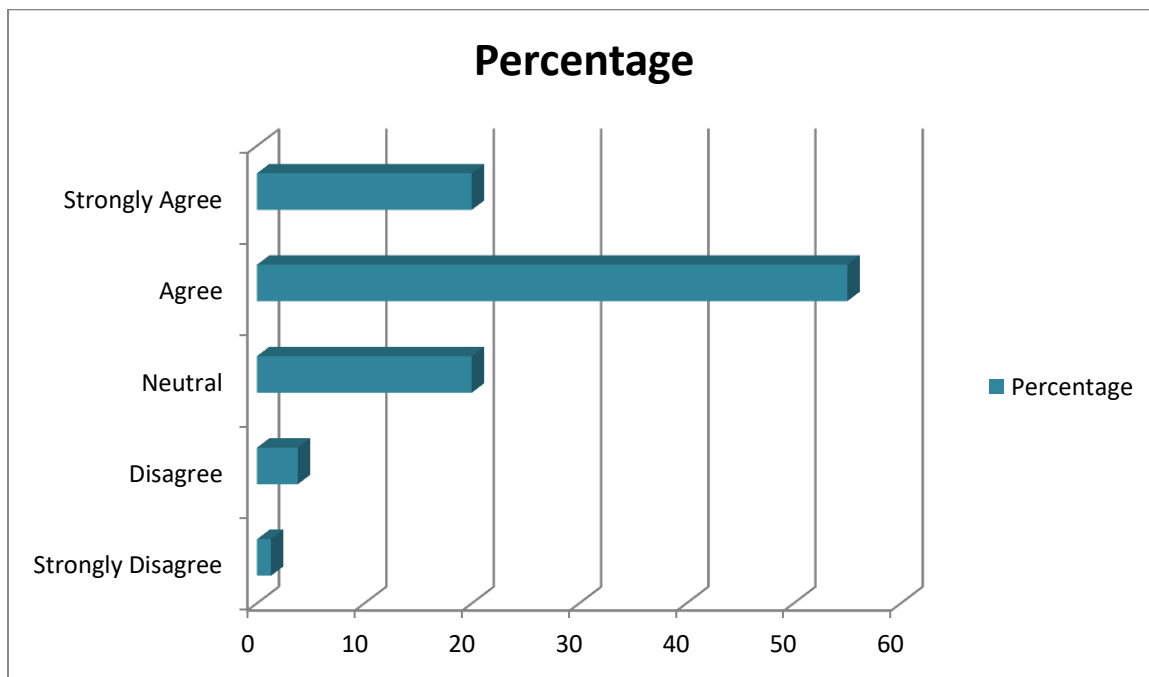


Figure 9 showing whether shopping from Meesho saves their time or not

Table 9 shows whether shopping from Meesho saves the time of respondents or not. 1.3% of respondents strongly disagreed when asked whether shopping from Meesho saves their time while 2.5% disagreed to it. 17.5% of the respondents gave neutral responses. 53.8% agreed that they get all kind of products from Meesho while 25% strongly agreed to it. It is clear from the table that majority of the respondents agreed that shopping from Meesho save their time than going to physical stores for purchasing.

Table 10 showing the number of respondents who trust buying Meesho

entrusted products

Response	Number of respondents	Percentage
Strongly Disagree	1	1.3
Disagree	1	1.3
Neutral	23	28.7
Agree	41	51.2
Strongly Agree	14	17.5
Total	80	100

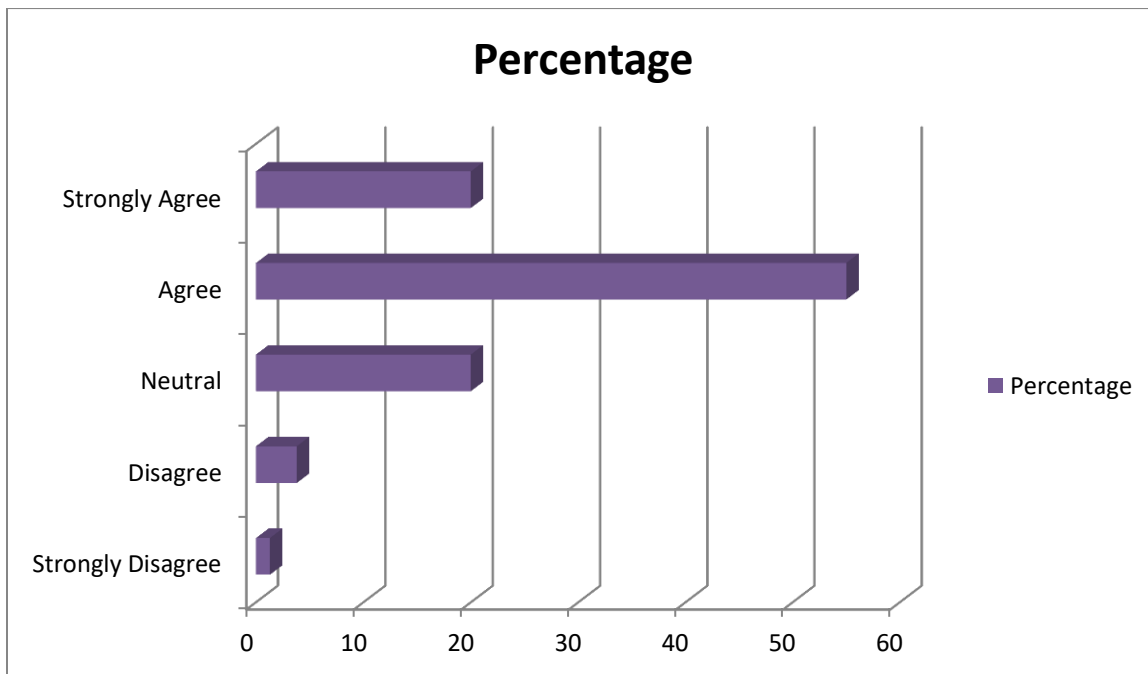


Figure 10 showing the number of respondents who trust buying Meesho entrusted product

Table 10 shows the number of respondents who trust buying Meesho entrusted products. 1.3% of respondents strongly disagreed when asked if they recommend Meesho app to others while the other 1.3% also disagreed to it. 28.7% of the respondents gave neutral responses. 51.2% agreed that they recommend Meesho app to others while 17.5% strongly agreed to it. It is clear from the table that majority of the respondents agreed that they trust buying Meesho entrusted products.

Table 11 showing exchange and return policy in Meesho

Response	Number of respondents	Percentage
Strongly Disagree	1	1.25
Disagree	3	3.75
Neutral	21	26.25
Agree	40	50
Strongly Agree	15	18.75
Total	80	100

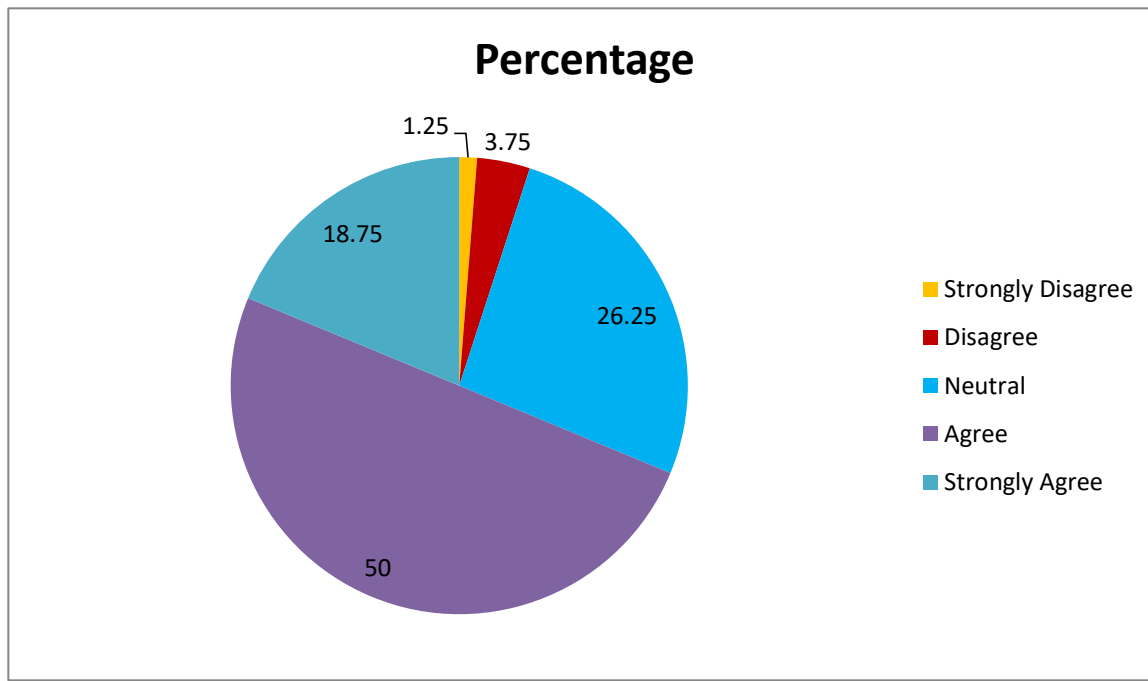


Figure 11 showing exchange and return policy in Meesho

Table 11 shows the whether there is exchange and return policy in Meesho. 1.25% of respondents strongly disagreed when asked if there is exchange and return policy in Meesho while 3.75% disagreed to it. 26.25 % of the respondents gave neutral responses. 50% agreed that there is exchange and return policy in Meesho while 18.75% strongly agreed to it. It is clear from the table that majority of the respondents agreed that there is exchange and return policy in Meesho.

Table 12 showing if the respondents are satisfied by purchasing from Meesho

Response	Number of respondents	Percentage
Strongly Disagree	2	2.5
Disagree	0	0
Neutral	18	22.5
Agree	37	46.25
Strongly Agree	23	28.75
Total	80	100

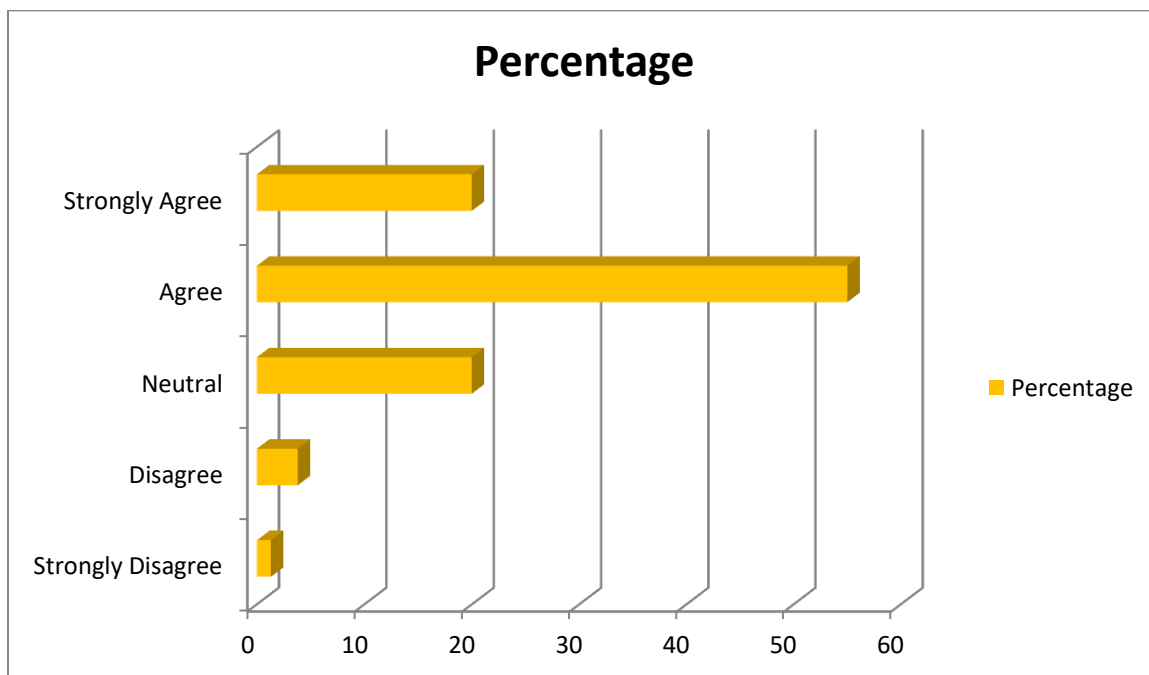


Figure 12 showing if the respondents are satisfied by purchasing from Meesho

Table 12 shows the whether respondents are satisfied by purchasing from Meesho. 2.5% of respondents strongly disagreed when asked if they are satisfied of their purchases from Meesho while 0% disagreed to it. 22.5 % of the respondents recorded neutral responses. 46.25% agreed that they are satisfied by purchasing from Meesho while 28.75% strongly agreed to it. It is clear from the table that majority of the respondents agreed that they are satisfied by purchases from Meesho.

FINDINGS

Findings

- This study is conducted to understand customer trust on Meesho app. Among 80 sample taken, 28.75% of respondents are male and 71.25% are female.
- Among 80 sample 15% have family income is below 10,000. 21.3% of respondents have family income between 10000 and 50,000 while 42.5% have family income between 50,000 and 1,00,000. 21.3% of the respondents have family income above 1,00,000.
- Out of 80 sample 82.5% showed preference for online shopping over traditional shopping while 17.5% preferred traditional shopping.
- Out of the total 80 sample, 93.75% are familiar with Meesho app while 6.25% are unfamiliar with it. It shows that Meesho's familiarity and popularity among the sample drawn.
- 75% of the sample uses Meesho app once in a month while 17.5% use it twice a month. 7.5% of the sample uses the app more than two times in a month.
- Among the 80 sample collected 17.5% strongly agreed that Meesho is affordable while 61.25% agreed it. 5% of the sample didn't agree that Meesho is affordable.

The study indicates that Meesho is affordable.

- 73.8% of the sample are satisfied by the services provided by Meesho. 1.3 % have recorded their dissatisfaction regarding the service provided by Meesho by disagreeing to it. Majority of the customers are satisfied by the services provided by Meesho.
- 75% of the sample agreed that they get good quality products on Meesho app at lowest price which is one of the major attractiveness of the app. Only 5.1% disagreed by stating that they don't get good quality items at cheaper rate. Majority get good quality stuff at lower cost.
- Among the total sample collected, 78.8% have stated that, it saves their time when shopping from Meesho. 3.8% have disagreed when asked whether shopping from Meesho saves their time. It is clear that majority of them think that shopping from Meesho can save their time than shopping from physical stores.
- 68.7% of the sample trust buying Meesho entrusted products while, 2.6% don't trust it. More than half of the sample taken have trust towards Meesho entrusted products.

- Among the sample taken, 68.75% agreed that there is exchange and return policy in Meesho while 5% disagreed to it. More than half of the sample taken said that they are able to exchange and return products easily in Meesho.
- Around 75% of the respondents stated that they are satisfied by purchasing from Meesho while 2.5% of them were dissatisfied by purchasing from Meesho. It shows that customer satisfaction of Meesho is very high

CONCLUSION

CONCLUSION

After conducting the study it was found out that majority of the respondents preferred online shopping over traditional shopping. This is because of the convenience and door step delivery in online shopping. Customers can purchase almost any kind of product through online. They can make purchase at any time, from anywhere which makes online shopping, the preferred mode of shopping. Due to these reasons the number of online customers are increasing significantly. Therefore many companies are entering into online business, after understanding the scope of e-tail. Number of such online business is increasing day by day. Therefore Meesho is facing a tough competition to survive in this field. But from the study conducted, it is found out that Meesho is a popular app as majority of them are already aware about it. Many of them make frequent purchase from Meesho due to the attractive offers given by Meesho and because of the implementation of successful marketing strategies. The factor which attracts most of the consumers is the quality of the products purchased from Meesho. It is clear that consumers trust Meesho app because of the quality of the services provided and by keeping up of its promise. Because of these reasons, customers are ready to make repurchase from Meesho. That means, Meesho have loyal customers. So, it is clear that Meesho succeeded in building 'Customer trust' by years of its hard work and implementation of critical marketing and advertising strategies. Customers mainly trust Meesho because it is able to keep its promise which are advertised and also it is only charging a reasonable rate for each products traded. Majority of them are impressed because of the efforts it take to help manufacturers from getting exploited by middlemen. It also aims at creating entrepreneurs, by providing an option for reselling, which make them standout from their competitors. Majority of these resellers are women. It helps women become entrepreneurs, which makes the app widely accepted among them. Meesho has unique features as compared to other apps. Due to all these reasons majority of the customers trust Meesho app. Customer trust built reputation along with increasing profit margin for Meesho and it became an effective advertisement for the app as majority of the users recommend the app to others. All these above mentioned factors helped Meesho in becoming number one online shopping app in India by beating its competitors.

LIMITATIONS

- The study has been carried out for very short period of time.
- The study is based on secondary information.
- Some of the employee's benefits data are classified

SUGGESTION

SUGGESTIONS

Even though many of them use Meesho and are aware of the services provided by it, there are still many people who are not aware about Meesho app. They are not able to express their opinion because of lack of knowledge of the app. Therefore necessary steps must be taken to make the public aware about the app.

Peoples are getting awareness only through their mobile phones. It will not reach more people so the awareness should be done in all modes of advertisements like Television, Radio, Newspapers, Magazines, etc....

This Meesho app is fully focus on Home makers it is a good effort but it should reach all the age group peoples.

Good application keeps this achievement and work more to make some new developments in online selling field.

Delivery charge can be reduced.

Product Quality can be improved even more better

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APPENDIX

CUSTOMER TRUST ON MEESHO APP

Name:

Age:

Gender: M/F

Family Income:

- Below 10000
- 10000 – 50000
- 50000 – 100000
- Above 100000

I prefer online shopping than traditional shopping – Yes / No

I'm familiar with Meesho app – Yes / No

I use Meesho app (once in a month / twice in a month / More than 2 times in a month)

Place a tick mark at the appropriate boxes:

(SDA – Strongly Disagree, DA – Disagree, N – Neutral, A – Agree, SA – Strongly Agree)

Sl.No	PARTICULARS	SDA	DA	N	A	SA
1	I agree that it is affordable					
2	I get exactly the same products that I ordered					
3	I'm satisfied by the services provided by Meesho					
4	I make profit by reselling through Meesho					
5	I get good quality products at lower cost					
6	It has an impact on my overall budget					
7	I have an account on Meesho for reselling					
8	I purchase products from Meesho after reading reviews					
9	I get all kind of products from Meesho					
10	It saves my time					
11	I recommend Meesho app to others					
12	I trust buying Meesho entrusted products					
13	I save a lot by purchasing through combo deals					

14	I always get offers while purchasing from Meesho					
15	There is exchange and return policy in Meesho					
16	I get refund after cancelling the orders					
17	I'm satisfied by purchasing from Meesho					
18	I am happy that my money goes to the manufacturers and not to the middleman.					
19	I know that Meesho doesn't charge high amount for its products.					
20	Meesho keeps its promise on the delivery date. That is, I get the products on time.					
21	I am happy that Meesho helps the manufacturers not getting exploited by middleman					
22	I agree that Meesho keeps its promises which are advertised					