

**A**  
**PROJECT REPORT**  
**ON**

**“A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE**  
**SHOPPING WITH RESPECT TO MEESHO FOR NAGPUR CITY”**

Submitted to

**G.S COLLEGE OF COMMERCE & ECONOMICS (AUTONOMOUS),**  
**NAGPUR**

Affiliated to

**RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

**VAISHNAVI WADASKAR**

Under the Guidance of

**Dr. MAHESH CHOPDE**

---

**G.S College of Commerce & Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**G.S College of Commerce & Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**CERTIFICATE**

This is to certify that “Vaishnavi Vilas Wadaskar” has submitted the project report titled “**A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING WITH RESPECT TO MEESHO FOR NAGPUR CITY**”, towards partial fulfilment 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 she has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Dr. MAHESH CHOPDE**

**(Project Guide)**

**DR. AFSAR SHEIKH**

**(Co-Ordinator)**

**Place: Nagpur**

**Date:**

**G.S College of Commerce & Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**DECLARATION**

I here-by declare that the project with title “**A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING WITH RESPECT TO MEESHO FOR NAGPUR CITY**”, has been completed by me in partial fulfilment of ‘**BACHELOR OF BUSINESS ADMINISTRATION**’ degree examination as prescribed by Rashttrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**Place: Nagpur**

**VAISHNAVI WADASKAR**

**Date:**

**G.S College of Commerce & Economics (Autonomous),**  
**Nagpur**



**Academic year 2023-24**

**ACKNOWLEDGEMENT**

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

I am extremely thankful to my project guide Dr. Mahesh Chopde for his guideline throughout the project. I tender my sincere regards to Co-ordinator, DR. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non- Teaching staff of the college of the college for their co-operation .

I would like to thank all those who helped me in making this project report complete and successful.

**Place: Nagpur**

**VAISHNAVI WADASKAR**

**Date:**

# **INDEX**

<b>Sr. no.</b>	<b>Particulars</b>	<b>Page No.</b>
<b>1</b>	<b>Introduction:</b>	<b>01-10</b>
	<ul style="list-style-type: none"><li>• <b>About topic</b></li></ul>	
<b>2</b>	<b>Company Profile:</b>	<b>11-15</b>
<b>3</b>	<b>Literature review</b>	<b>16-17</b>
<b>4</b>	<b>Research Methodology</b>	<b>18</b>
	<ul style="list-style-type: none"><li>• <b>Objective of study</b></li></ul>	<b>19</b>
	<ul style="list-style-type: none"><li>• <b>Need &amp; Scope of study</b></li></ul>	<b>20</b>
	<ul style="list-style-type: none"><li>• <b>Hypothesis</b></li></ul>	<b>21</b>
	<ul style="list-style-type: none"><li>• <b>Limitations of study</b></li></ul>	<b>22</b>
	<ul style="list-style-type: none"><li>• <b>Research methodology</b></li></ul>	<b>23-26</b>
<b>5</b>	<b>Data analysis &amp; Interpretation</b>	<b>27-41</b>
<b>6</b>	<b>Findings</b>	<b>42-43</b>
<b>7</b>	<b>Suggestion</b>	<b>44-45</b>
<b>8</b>	<b>Conclusion</b>	<b>46-47</b>
<b>9</b>	<b>Annixture</b>	<b>48-52</b>

CHAPTER-1  
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 e-commerce. 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.

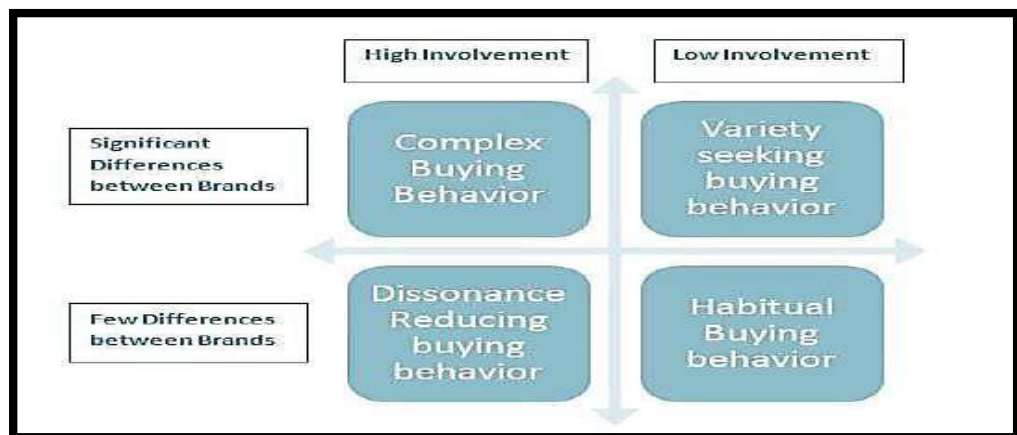
According to American Marketing Association, consumer behavior can be defined as “the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives”. According to Moven, “It is the study of decision-making units and the 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 a powerful medium to demonstrate the worthiness of a product or service. Customers can be easily attracted and persuaded into 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.

**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.

CHAPTER-2  
COMPANY PROFILE



## COMPANY PROFILE



Meesho is an Indian social e-commerce company situated in Bengaluru, Karnataka, India. Vedit 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 consume.

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.

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.

**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

CHAPTER-3  
LITREATURE REVIEW

## LITERATURE REVIEW

Customer Satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance results (Kotler 2006:177, 2019)). The dimension or indicator of Customer Satisfaction is if the performance is below the expectations of eating dissatisfied customers, if the performance meets expectations then the customer is satisfied, if the performance exceeds expectations then the customer is very satisfied or happy.

**-(Kotler2006:177, 2019)**

Customer Satisfaction is the customer's response to the evaluation of perception of differences in initial expectations prior to purchase (or other performance standards) and the actual performance of the product as perceived after wearing or consuming the product in question.

**-(Tjiptono,2012)**

Customer Satisfaction is an attitude that is decided based on the experiences obtained. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, that provides a level of consumer pleasure with regard to meeting consumer consumption needs (Sugeng, 2016). Dimensions or indicators of Customer Satisfaction can be created through quality, service, and value. The key to generating customer loyalty is to provide high customer value.

**-(Sugeng,2016)**

**CHAPTER-4**  
**RESEARCH METHODOLOGY**

## **OBJECTIVES OF THE STUDY**

- 1) To analyse various factors influencing the delivery of online shopping services of Meesho.
- 2) To study the entire process of online shopping services and to figure out the problems faced during execution of such services of meesho.
- 3) To observe the preference of customers towards online shopping of meesho with respect to specific commodities of product.
- 4) To examine the shortcomings of online shopping services and to find out ways in order to make them more convenient.



## **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: Null hypothesis:**

**There is a significant relationship between service quality and online customer satisfaction.**

The possible outcome for this research may suggest that there is a direct impact of service quality on customer satisfaction. It means, customer satisfaction is can be increased by the improving the service quality of online shopping services. Indirectly, it means that online shopping is a controllable factor.

### **H1: Alternate hypothesis:**

**There is no significant relationship between service quality and customer satisfaction.**

This result may also have another outcome which states that customer satisfaction is not influenced by the service quality of online shopping. That means, the customer satisfaction in online shopping is a factor which cannot be controlled.

## **LIMITATIONS OF STUDY**

- 1) This study is limited only to the online services provided by meesho company and hence, the scope of study is limited to the users of meesho company itself.
- 2) As the scope of study is very limited, problems of all customer's will not be identified.
- 3) The study has been restricted to Nagpur city only.

## **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 fillit, 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 collect, 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 technic 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.

**8. Sample size:**

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

**9. Period of study:**

The study is undertaken in the duration of 34 days.

**10. Sample size:**

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

**11. Sample size:**

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

**12. Period of study:**

The study is undertaken in the duration of 34 days.

**13. Research approach:**

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

**14. Research instrument:**

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

**15. Collection of Data:**

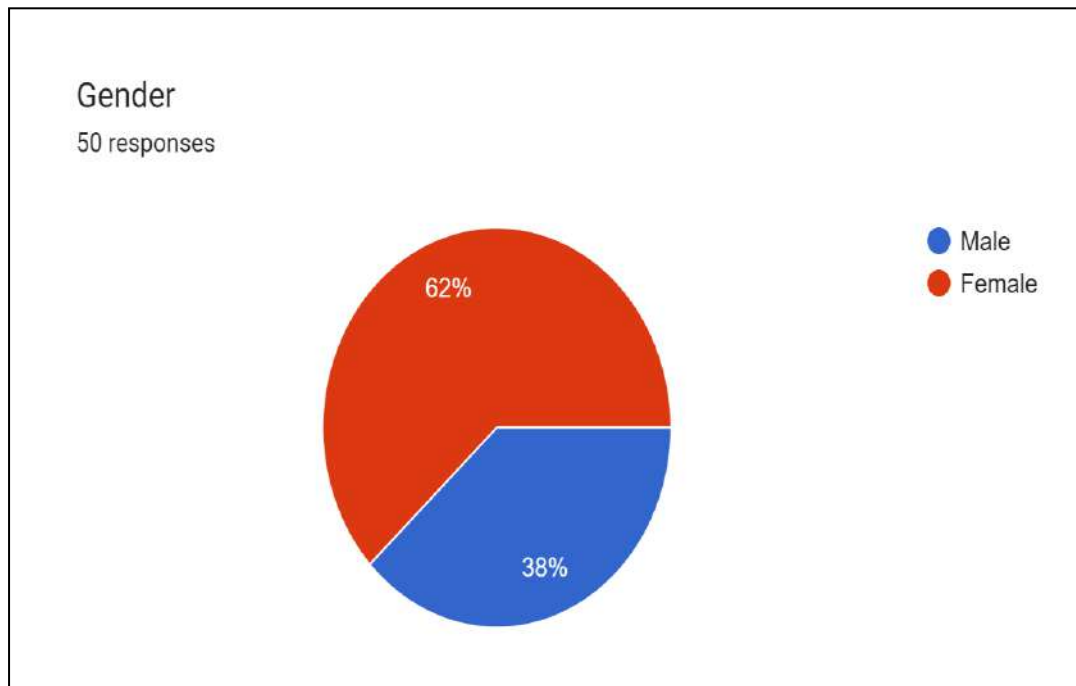
Questionnaire and personal interviews are the methods that I have used for collecting the data.

**CHAPTER-5**  
**DATA ANALYSIS & INTERPRETATION**



**Table 1 showing Gender wise classification**

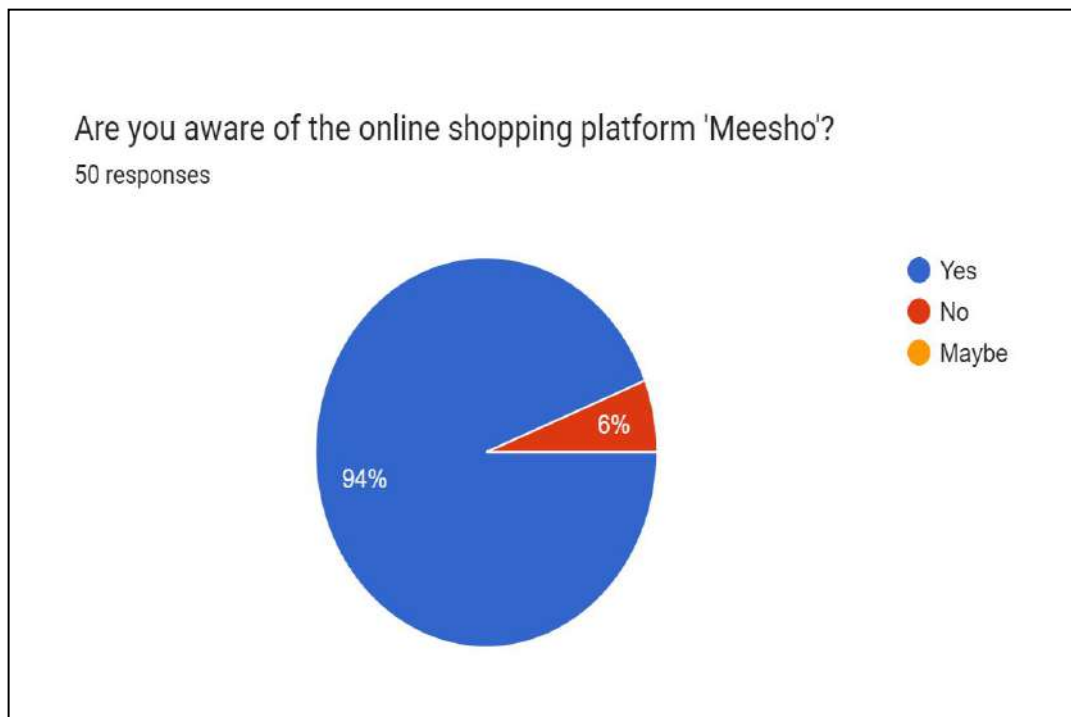
Sr. No.	Gender	Number of respondents	Percentage
1	Male	19	38
2	Female	31	62
<b>Total</b>		50	100



**Interpretation** - From the above table, it can be found out that there are 50 respondents in total in which 38% of respondents are Male and 62% are female. Majority of the respondents are female.

**Table 2 showing number of respondents familiar with Meesho app**

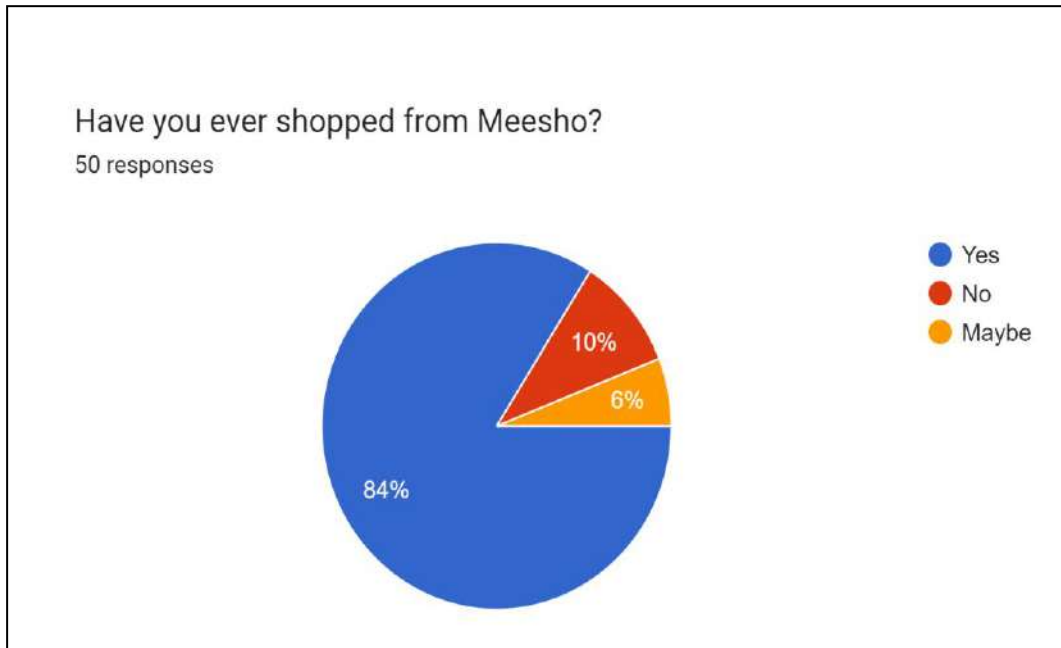
Sr. No.	Response	Number of respondents	Percentage
1	Yes	47	94
2	No	3	6
Total		50	100



**Interpretation** - As per the above table and graph it shows that out of 50 responses, 94% of respondent are aware about the online shopping platform meesho whereas 6% are not aware about it. From the table it is clear that Meesho is indeed a popular online shopping app.

**Table 3 showing number of respondents whether they shopped from Meesho or not**

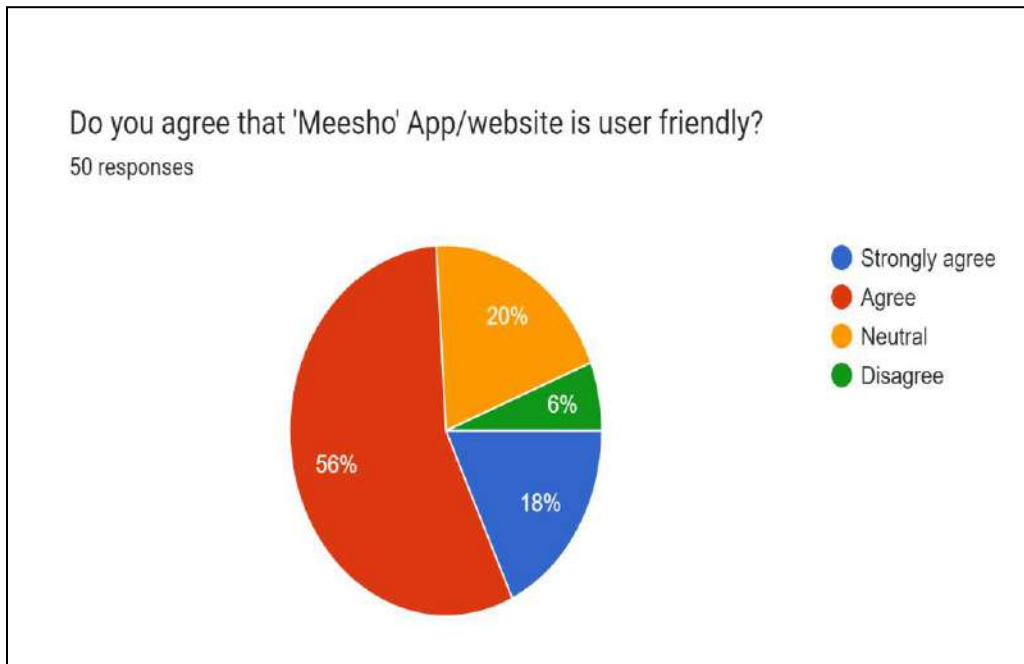
Sr. No.	Response	Number of respondents	Percentage
1	Yes	42	84
2	No	5	10
3	Maybe	3	6
Total		50	100



**Interpretation** -The table and graphs expresses that 84% of the respondents have shopped from meesho, whereas the 10% of respondents have not and remaining percentage respondents 6% are not sure about it. From the table it is clear that Meesho is indeed a popular online shopping app.

**Table 4 showing number of respondents agreeing whether the 'Meesho' App/website is user friendly or not**

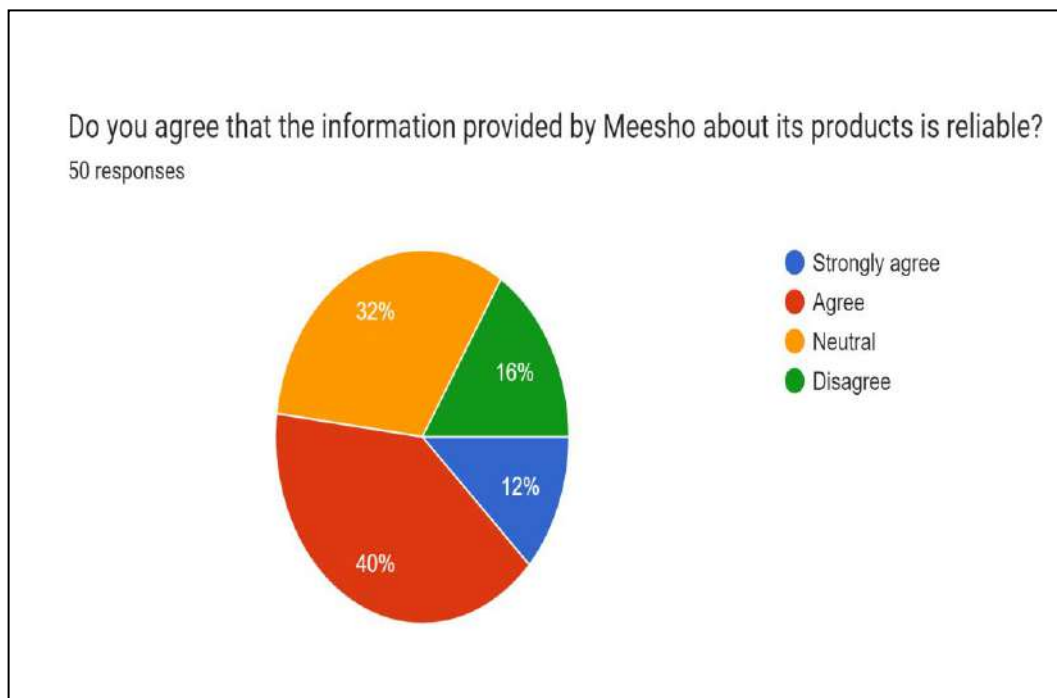
Sr. No.	Response	Number of respondents	Percentage
1	Strongly agree	9	18
2	Agree	28	56
3	Neutral	10	20
4	Disagree	3	6
Total		50	100



**Interpretation-** Out of 50 responses the 56% of the responses are inclined towards agreed opinion that meesho app/website is user friendly, 18% are strongly agree. 20% have neutral opinion and 6% are disagreed regarding it.

**Table 5 showing number of respondents agreeing whether the information provided by Meesho about its products is reliable or not.**

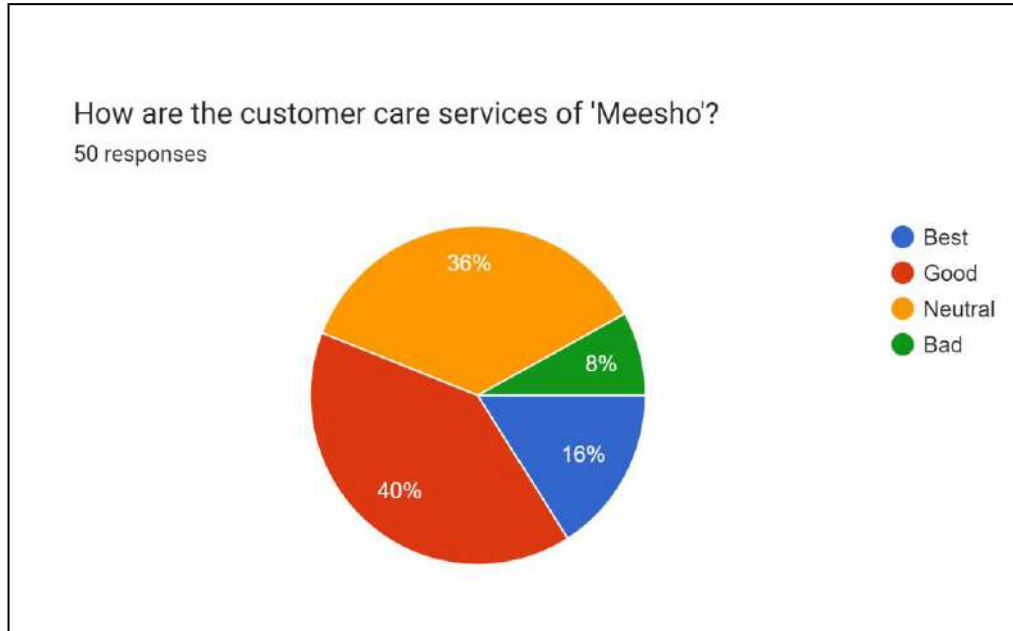
Sr. No.	Response	Number of respondents	Percentage
1	Strongly agree	6	12%
2	Agree	20	40%
3	Neutral	16	32%
4	Disagree	4	16%
Total		50	100%



**Interpretation-** The table and graphs states that 12% of the respondents are strongly agree, 40% are agree, 32% are having neutral opinion and 16% are disagreed the information which are provided by meesho is reliable.

**Table 6 showing number of respondents that shows how is the customer care services of meesho.**

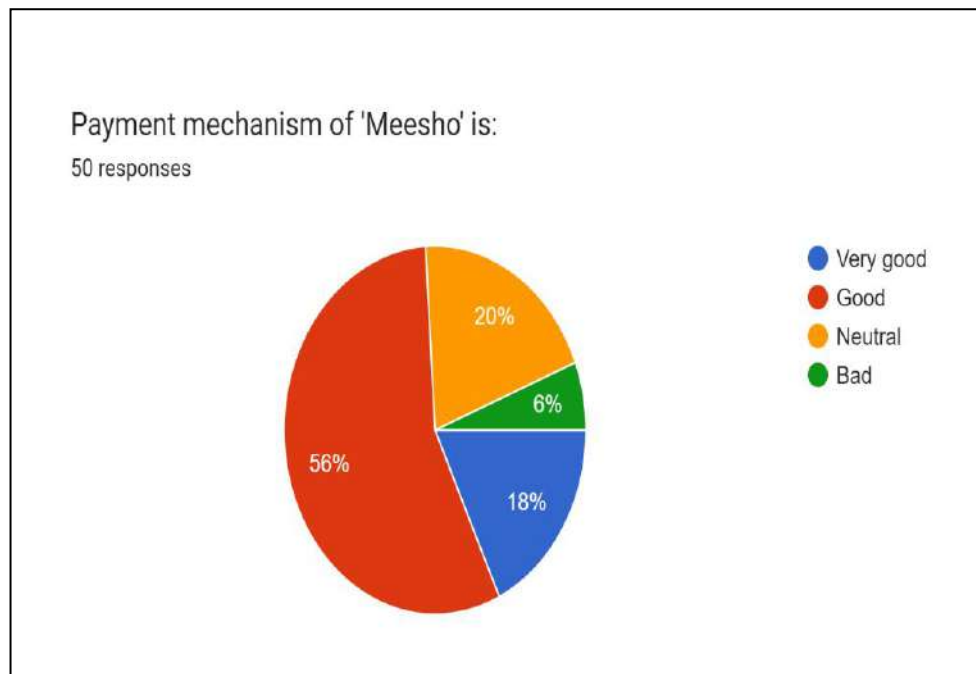
Sr. No.	Response	Number of respondents	Percentage
1	Strongly agree	8	16%
2	Agree	20	40%
3	Neutral	18	36%
4	Disagree	4	8%
Total		50	100%



**Interpretation-** As per the chart states that the 16% of customer have respond that the customer care services of meesho is best, the highest percentage 40% are in opinion 'Good' customer care service, 36% have neutral opinion and 8% respondent that meesho have bad customer care services.

**Table 7 showing number of respondents that shows the payment mechanism of meesho**

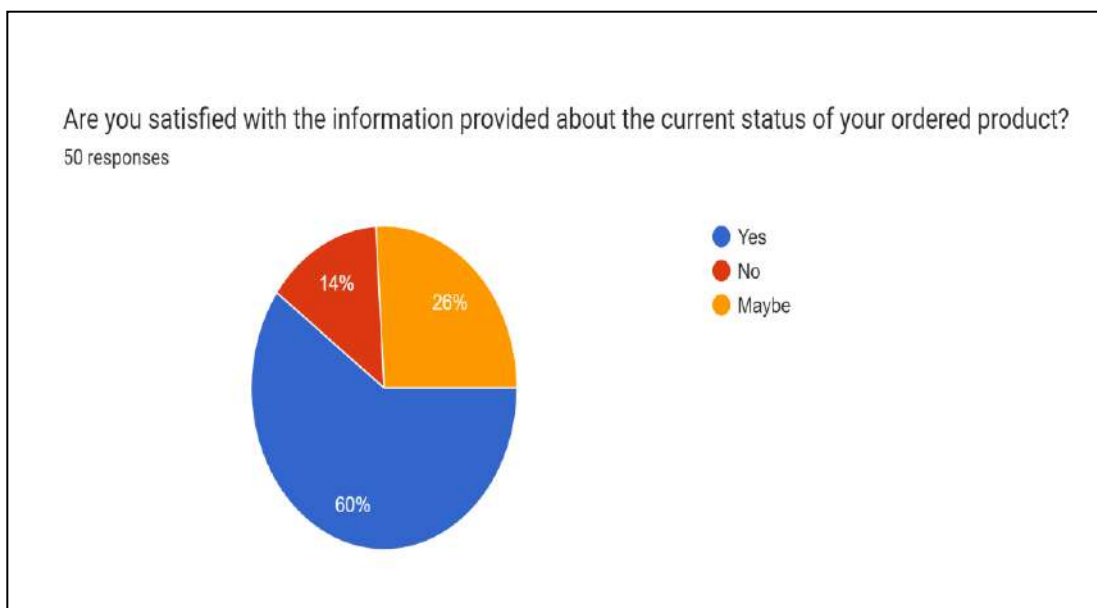
Sr. No.	Response	Number of respondents	Percentage
1	Very good	9	18%
2	Good	28	56%
3	Neutral	10	20%
4	Bad	3	6%
Total		50	100%



**Interpretation-** The chart shows that payment mechanism of 'meesho' where 56% refers that it has good payment mechanism, 18% very good, 20% neutral and 6% have opinion that they have bad mechanism of payment.

**Table 8 showing number of respondents that shows the satisfaction towards the information provided about the current status of your ordered product.**

Sr. No.	Response	Number of respondents	Percentage
1	Yes	30	60%
2	No	7	14%
3	Maybe	13	26%
Total		50	100%

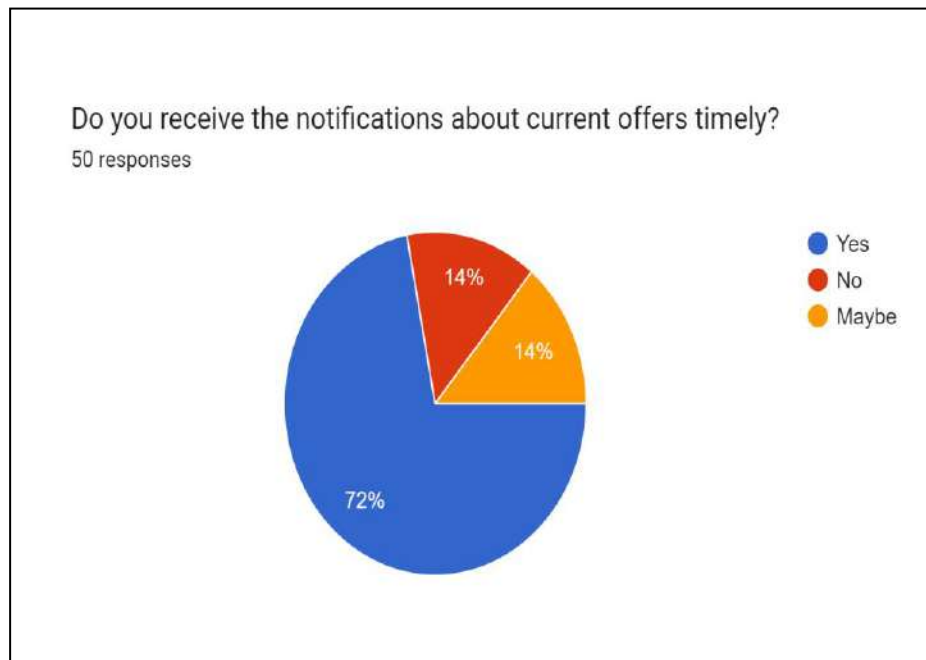


**Interpretation-** Out of 50 responses 60% responses fall in the group where they are agreed with the info provided about the product are satisfied whereas 14% and 26% and in situation of no or maybe respectively.



**Table 9 showing number of respondents that shows the satisfaction towards the information provided about the current status of your ordered product.**

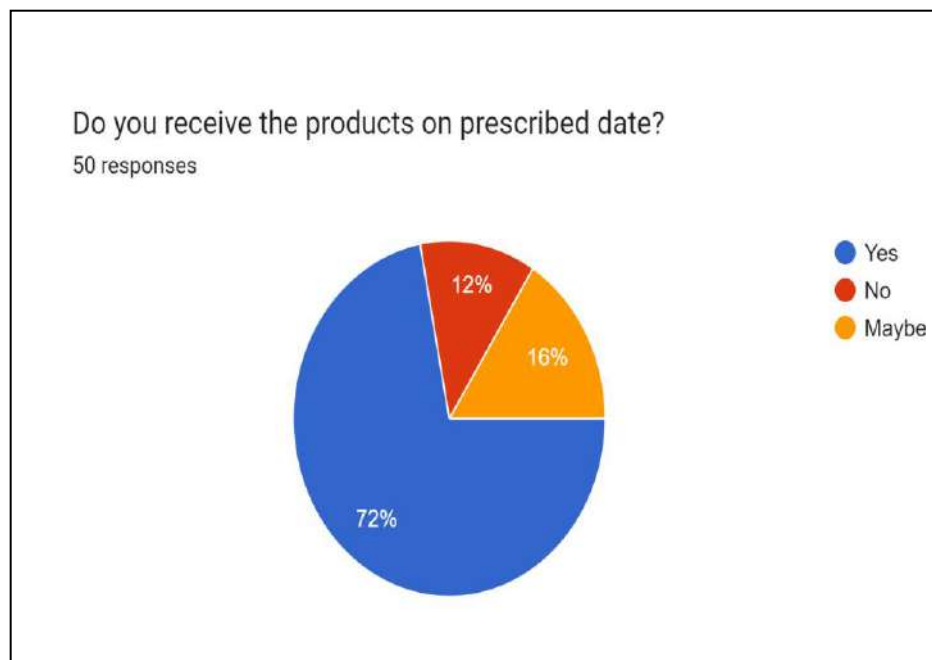
Sr. No.	Response	Number of respondents	Percentage
1	Yes	36	72%
2	No	7	14%
3	Maybe	7	14%
Total		50	100%



**Interpretation-** The table and graphs shows that the 72% of the customers receive the notification about current offers timely, 14% are don't receive any notification and 14% of the respondents are not sure.

**Table 10 showing number of respondents whether they receive the products on prescribed date or not.**

Sr. No.	Response	Number of respondents	Percentage
1	Yes	306	72%
2	No	7	14%
3	Maybe	7	14%
Total		50	100%



**Interpretation-** The chart expresses that the 72% of the responses are in favor of that they get products on prescribed date, whether 12% don't get product on prescribed date and the remaining 16% are not sure about it.

**Table 11 showing number of respondents whether the quality of products is price worthy or not.**

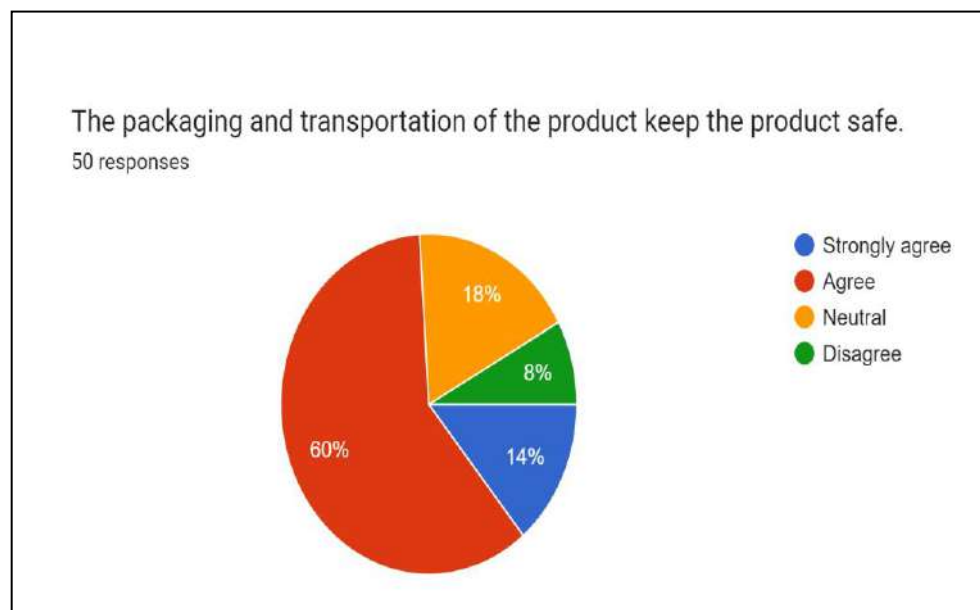
Sr. No.	Response	Number of respondents	Percentage
1	Strongly agree	6	12%
2	Agree	25	50%
3	Neutral	15	30%
4	Disagree	4	8%
Total		50	100%



**Interpretation-** This chart defined the quality of products is price worthy or not in which 12% are strongly agree, 50% are agree, 30% are neutral and 8% are disagreed with it.

**Table 12 showing number of respondents whether the packaging and transportation of the product keep the product safe or not**

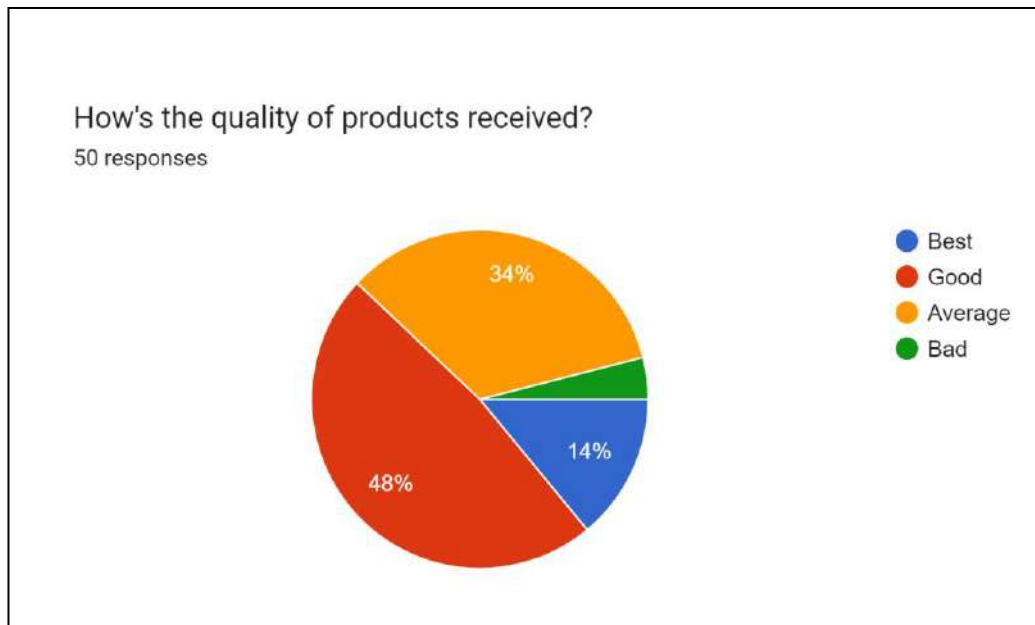
Sr. No.	Response	Number of respondents	Percentage
1	Strongly agree	7	14%
2	Agree	30	60%
3	Neutral	9	18%
4	Disagree	4	8%
Total		50	100%



**Interpretation-** The table and graphs defined that packaging and transportation of the product keep the product safe, 60% are agree, 14% are strongly agree, 18% are neutral and 8% disagreed regarding it.

**Table 13 showing number of respondents shows how's the quality of product received.**

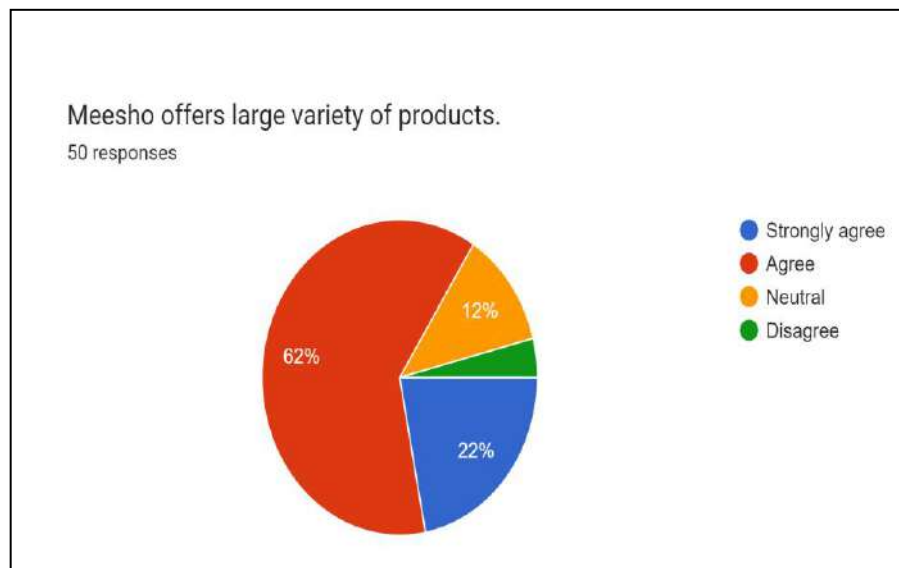
Sr. No.	Response	Number of respondents	Percentage
1	Best	7	14%
2	Good	24	48%
3	Average	17	34%
4	Bad	2	4%
Total		50	100%



**Interpretation-** The diagram states that 48% are in favor of that the quality of product received is good, 34% are average group, 14% are got best quality and the remaining 4% got bad quality of product.

**Table 14 showing number of respondents whether the meesho offers large variety of products or not.**

Sr. No.	Response	Number of respondents	Percentage
1	Strongly agree	11	22%
2	Agree	31	62%
3	Neutral	6	12%
4	Disagree	2	4%
Total		50	100%



**Interpretation-** The responses shows that 22% are strongly agree that meesho offers variety of products, 62% are agreed, 12% are in neutral opinion and remaining 4% are disagree with it.

CHAPTER-6  
FINDINGS

## FINDINGS

- 1) The data from 50 respondents indicates a demographic split with 38% male and 62% female participants, highlighting a predominantly female respondent base.
- 2) Meesho enjoys significant awareness, with 94% of respondents familiar with the platform, and 84% having shopped from it, indicating its widespread popularity.
- 3) In terms of user experience, a majority (56%) find Meesho's app/website user-friendly, with 18% strongly agreeing. Additionally, 72% receive timely notifications about offers, and 72% receive products on time.
- 4) Customer satisfaction is notable, with 56% finding Meesho's payment mechanism good and 18% rating it very good. Similarly, 64% are satisfied with provided product information, and 62% appreciate the variety of products offered.
- 5) Customer service garners positive feedback, with 40% rating it good and 16% as the best.
- 6) Regarding reliability, 52% find Meesho's information reliable. Furthermore, 58% believe packaging keeps products safe, and 46% rate product quality as good.
- 7) In terms of price worthiness, 62% agree that Meesho's products offer value for money.



CHAPTER-7  
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

CHAPTER-8  
CONCLUSION

## CONCLUSION

The study revealed that most respondents prefer online shopping due to its convenience and doorstep delivery. Meesho faces tough competition in this growing market but stands out for its popularity, frequent purchases, and attractive offers. Customers trust Meesho for its product quality, reliable service, and fair pricing. Its support for manufacturers and focus on empowering women entrepreneurs make it unique. This trust has propelled Meesho to become India's top online shopping app, driving both its reputation and profits through satisfied customers who recommend the app to others.

CHAPTER-9  
ANNEXTURE

## ANNEXTURE

Q.1-Are you aware of the online shopping platform 'Meesho'?

- a) Yes
- b) No
- c) Maybe

Q.2-Have you ever shopped from meesho?

- a) Yes
- b) No
- c) Maybe

Q.3-Do you agree that Meesho app/website are user friendly?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree

Q.4-Do you agree that the information provided by the meesho about its product reliable?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree

Q.5-How are the customer care services of 'Meesho'?

- a) Best
- b) Good
- c) Neutral
- d) Bad

Q.6-Payment mechanism of 'Meesho' is:

- a) Very good
- b) Good
- c) Neutral
- d) Bad

Q.7-Are you satisfied with the information provided about the current status of your ordered product?

- a) Yes
- b) No
- c) Maybe

Q.8-Do you receive the notifications about current offers timely?

- a) Yes
- b) No

c) Maybe

Q.9-Do you receive the products on prescribed date?

- a) Yes
- b) No
- c) Maybe

Q.10-Quality of products is price worthy.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree

Q.11- The packaging and transportation of the product keep the product safe.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree

Q.12-How's the quality of products received?

- a) Best
- b) Good
- c) Neutral
- d) Bad



Q.13-Meesho offers large variety of products.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree