A Study On Influence Of Meesho App In Online Marketing In Coimbatore District

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Abstract: This study explores the role of the Meesho app in enhancing online marketing strategies. Online marketing, characterized by its diverse technologies and tactics, offers a more comprehensive approach than traditional marketing, leveraging digital media's cost-effectiveness and extensive reach. As consumer behaviors shift towards online purchasing—accelerated by technological advancements and the recent pandemic the Meesho app has emerged as a key player in this landscape. It boosts catalog visibility, leading to increased clicks and order volumes. the app's success is largely due to its innovative digital marketing techniques and strong brand presence, positioning it as India's leading platform for resellers on social media. Moreover, the paper examines different online advertising formats such as display, video, and remarketing campaigns that enable targeted outreach based on consumer interests and behaviors. The importance of analytics and performance tracking is emphasized, as these tools provide critical insights for refining marketing strategies and improving campaign effectiveness.

Key words: Meesho App**,** Digital Marketing, Online Advertisement, consumer behavior, Reselling.

I. INTRODUCTION

Online marketing, also known as digital marketing, is a dynamic and multifaceted approach to promoting products or services using internet-based platforms and technologies. It encompasses a wide range of strategies and tactics aimed at reaching and engaging target audiences, driving traffic to websites, and ultimately, converting leads into customers. One of the fundamental pillars of online marketing is search engine optimization (SEO), which involves optimizing websites to rank higher in search engine results pages (SERPs) for relevant keywords. By enhancing visibility and organic traffic, SEO helps businesses attract more visitors and increase their online presence.

The advancement of technology combined with the epidemic has expedited this transition. Using the Meesho app for advertising raises your catalogs ranking. it results in increased clicks, visibility, and order volume. The success of the Meesho app can be attributed in large parts to its creative use of digital marketing techniques. The Meesho has established a strong brand presence. The Meesho is the biggest and most reliable platform in India for resellers, or online retailers, who sell their goods on Facebook and WhatsApp. Catalog's that are at the right place at the right time will generate more orders. Getting in front of the correct client can help you boost sales.

Meesho has placed a strong emphasis on social commerce, which lets users locate products via their social networks, in an effort to harness the influence of peer recommendations and word-of-mouth advertising. Effective online marketing usually combines a number of tactics, such as search engine optimization, content marketing, social media marketing, influencer marketing, and others, that are suited to the particular objectives, target market, and financial limitations of the company.

II. LITERATURE REVIEW

This study observes the following researchers for reference, **Yazhini. B (2023)** This study concludes majority in Coimbatore prefer the Meesho due to awareness, frequent purchases, attractive offers, and quality products. The Meesho's unique features contribute to customer satisfaction and success. to ascertain the elements that impact the decision to select the Meesho App. Study finds the Meesho App preferred in Coimbatore, facing tough competition but popular. Customers satisfied with quality, attractive offers, successful marketing strategies, ensuring repurchases and building customer satisfaction. **Dr. V. Vidhya (2023)** E-commerce facilitates online business transactions, enabling buying and selling through electronic networks. Platforms like the Meesho empower resellers to connect with suppliers and reach a broader market, setting their own prices. To examine the elements that impact the inclination of customers toward the Meesho. Consumer feedback indicates high satisfaction with the Meesho, praising the app's ease, product quality, affordability, and diverse offerings. **Dr. K. Ganeshkumar (2023)** Online shopping's popularity rises due to convenience, tech upgrades influencing urban and rural buying behavior. Despite India's growing e-commerce, challenges persist in penetration. to choose the most favoured product and online retailer. Online shopping, popular among the "Net-Generation," faces challenges. Research shows awareness, preferences, and satisfaction, with Flipkart and Amazon being top choices. **Akash Tarun Pandi (2022)** A study on social media marketing and customer experience for the Meesho a clothing application. Fashion brands thrive with social media marketing, connecting clients, promoting products. Study explores SMMA and CX impact on engagement, loyalty, and commerce participation. The main study of objective is to study social media marketing storage the Meesho application. **Dr. A. Scarlet (2021)** In the fast-paced modern world, online shopping has become a convenient time-saver. Despite initial scepticism, the youth now perceive it as a trendy, secure, and accessible option, driven by increased internet usage and easy online payments. to determine how customers behave when they shop online. Internet advancements shape a new marketing landscape. Educated individuals and students favor online shopping, yet security concerns hinder broader adoption. **Vaishnavi Sharma (2021)** Customer satisfaction is subjective and varies based on factors and individual perceptions. It's a crucial element in strategy development for customer and market-oriented businesses, impacting post-purchase behaviour. Satisfied customers contribute to business success through repeat purchases and positive word- of-mouth recommendations. to ascertain the customer's levels of satisfaction with their internet transaction. Online shopping's popularity is on the rise, challenging marketers to understand and meet customer needs. **Nivethitha. T (2020)** Globalization has united nations, transforming sectors. Online shopping is popular for its convenience. The Meesho, founded in 2015 by IIT Delhi graduates, enables small businesses to establish online stores through social channels. To ascertain the elements influencing the Meesho App selection. Both primary and secondary data sources provided information for the collection. Data from 140 clients of the chosen sampled respondents in Coimbatore city has been gathered for analysis purposes. **Maitrey Bhagat (2020)** E-commerce's popularity has surged, driven by internet accessibility. By 2022, the Indian market is expected to reach USD billion, projected to grow to USD 350 billion by 2030. During the pandemic, online sales soared, but concerns exist about potential disruptions post-pandemic. To research the elements influencing consumers' inclination for internet shopping. The study explores factors influencing online shopping intentions in Ahmedabad. Social media, age group (19-25), and UPI significantly impact consumer choices, highlighting a shift towards digitalization and online shopping post- pandemic. **Omkar Dastane (2020)** The Internet's proliferation has transformed multinational companies, fostering the success of online giants like Amazon and Lazada. In Malaysia, a robust e-commerce market sees high spending, driven by smartphone usage and digital marketing innovations for effective customer engagement. Literature and empirical evidence highlight the significant positive impact of digital marketing on purchase intention. Technologically advanced consumers find digital platforms essential for exploration and trust- building in online shopping. **Ms. Sowmiyaa A (2019)** Online purchases and sales of goods and services are referred to as e-commerce. The finest resource to use this tool with is the internet. Today's widespread use of the internet and technology has led to an increase in the volume of transaction that is done electronically through e-commerce. To study the preference, attitude and satisfaction among consumers involved in online purchases. **Sunil Atulkar (2019)** Online retail industry, projected to reach USD 70 billion by 2020, grows due to user satisfaction (82%) and factors like ease of use, enjoyment, and trust. Research explores key drivers. This paper proposes a comprehensive framework to understand consumers' attitudes and intentions for online shopping, considering various factors beyond usability, usefulness, and enjoyment. **Chandan A (2019)** The internet revolutionizes consumer shopping, enabling cost-cutting strategies for companies. It serves as a global platform for marketing, communication, sales, and feedback, transforming the business landscape and enhancing customer engagement. to evaluate the level of customer awareness regarding internet buying. E-commerce transforms business, offering

convenience and 24x7 shopping. The growing trend is driven by online shopping's value proposition, emphasizing convenience, broad product selection, and increased consumer confidence. **Dr. Balbir Singh (2018)** Consumers increasingly purchase diverse products online, including books, garments, electronics, and more. Online shopping offers convenience, competitive prices, a wide selection, easy price comparison, and minimizes compulsive purchases and limited choices found in physical stores. To determine the level of customer awareness regarding online buying.73.33% of young respondents, mainly students aged 20-30, prefer online shopping due to convenience, time and cost efficiency. **Muruganantham S (2017)** Online shopping is the emerging trend in India, reflecting a significant increase in online buyers. It revolutionizes the business landscape, representing the future of global shopping in e-commerce. to examine the things that customers anticipate from an online retailer. The internet has become integral in our daily lives, offering convenience in finding the best deals and unique products. **Dr. S. Yuvaraj (2016)** E-commerce revolutionizes business, providing ease for customers and retailers. Social media fosters global connectivity, influencing online shopping. Marketers focus on demographics, technology, and innovation to enhance consumer behavior and attitudes. To investigate the elements affecting consumers' perceptions of online shopping.

III. OBJECTIVE OF THE STUDY

- To evaluate the level of satisfaction among the Meesho app users
- To understand the app's impact on consumer experiences
- To explore the types of products and categories preferred by consumers on the Meesho platform, identifying trends and preferences that drive online purchasing decisions.

IV. STATEMENT OF THE PROBLEM

This study addresses gaps in understanding how the Meesho app impacts online marketing trends, customer engagement, and e-commerce dynamics. Focusing on user experience, competitiveness, and marketing strategies, it aims to provide concise insights into the Meesho role in shaping the online marketing landscape.

V. SCOPE OF THE STUDY

The study on the Meesho app's influence in online marketing examines its impact on market trends, customer engagement, and e-commerce dynamics. It assesses user experience, competitiveness, marketing strategies, and customer feedback. The research aims to provide insights into how the Meesho shapes the evolving landscape of online marketing, fostering customer loyalty and influencing broader industry dynamics.

VI. RESEARCH METHODOLOGY

Research design:

The Explanatory Research design was applied in the research methodology of the study.

Source of Data:

The present study, is based on a survey conducted among the Meesho users with the help of both primary data secondary data.

Sampling Techniques:

The purpose of analysis, the data has been collected from 120 Respondents from the selected sample respondents in Coimbatore District. The samples have been selected based on convenient random sampling techniques.

Sample Size:

The study used primary data which is collected from 120 respondents are decided to collect from the Meesho App users.

Tools for Analysis:

- Simple Percentage Analysis
- Linkert Scale

VII. ANALYSIS
SIMPLE PERCENTAGE ANALYSIS
Based on the Simple Percentage Analysis we have the following findings

Formula

$$\text{Percentage} = \frac{\text{Number of Response}}{\text{Total number of Respondent}} \times 100$$

Table No:1.1

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGES (%)
1	Upto 2	6	5
2	3-4	92	76.7
3	5-6	21	17.5
4	Above 6	1	0.8
	Total	120	100

(Source: Primary Data)

Interpretation

From the above table, it is inferred that, 5 % of the respondents were a family of 2 members, 76.7 % of the respondents were a family of 3-4 members,17.5 % of the respondents were a family of 5-6 members and 0.8 % of the respondents were a family of above 6 members.

Inference

Majority of the respondents (76.7 %) were a family of 3-4 members.

Table No: 1.2

S. No	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGES (%)
1	Urban	64	53.3
2	Rural	38	31.7
3	Semi- Urban	18	15
	Total	120	100

(Source: Primary Data)

Interpretation

From the above table, it is understood that, 53.3 % of the respondents are residing in urban area, 31.7 % of the respondents are residing rural area, 15 % of the respondents are residing in semi-urban area.

Inference

Majority of the respondents (53.3%) are residing in urban area.

Table No: 1.3

S. No	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGES (%)
1	Less than 20000	52	43.3
2	20000- 40000	46	38.3
3	40001- 60000	15	12.5
4	Above 60000	7	5.9
	Total	120	100

(Source: Primary Data)

Interpretation

From the above table, it is inferred that ,43.3 % of the respondents earning less than Rs.20,000 Salary per month, 38.3 % of the respondents are earned Rs.20000- 40000 of Salary per months,12.5 % of the respondents earned Rs. 40001 – 60000 Salary per month and 5.9 % of the respondents are earning more than Rs.60000 Salary per month.

Inference

Majority of the respondents (43.3%) are earned less than Rs.20000 salary per month.

Table No: 1.4

S. No	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGES (%)
1	Employee	29	24.2
2	Student	73	60.8
3	Business persons	12	10
4	Professional	6	5
	Total	120	100

(Source: Primary Data)

Interpretation

From the above table, it is understood that 24.2 % of the respondents are employees, 60.8 % of the respondents are students, 10 % of the respondents are business persons and 5 % of the respondents are professional.

Inference

Majority of the respondents (60.8%) are students.

Table No: 1.5

S. No	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Friends	27	22.5
2	Television	23	19.2
3	Social media	68	56.7
4	Magazines	2	1.6
	Total	120	100

(Source: Primary Data)

Interpretation

From the above table, it is inferred that, 22.5 % of the respondents know about Meesho app through their Friends, 19.2 % of the respondents come to know through television, 56.7 % of the respondents come to know through social media and 1.6 % of S.

Inference

Majority of the respondents (56.7 %) come to know about meesho app through social media.

Table No: 1.6

S. No	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1	Frequently	35	29.2
2	Occasionally	36	30
3	Rarely	42	35
4	Never	7	5.8
	Total	120	100

(Source: Primary Data)

Interpretation

From the above table, it is clear that, 29.2 % of the respondents are frequently using the meesho app, 30 % of the respondents are occasionally using the meesho app, 35 % of the respondents are rarely using the meesho app, 5.8 % of the respondents are never used meesho app.

Inference

Majority of the respondents (35 %) are rarely using the Meesho app

Table No: 1.7

S. No	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Yes	103	85.8
2	No	17	14.2
	Total	120	100

(Source: Primary Data).

Interpretation

From the above table, it is understood that, 85.8% of the respondents are satisfied with meesho app and 14.2 % of the respondents are not satisfied with meesho app.

Inference

Majority of the respondents (85.8 %) are satisfied with meesho app.

TABLE NO: 1.8

S. No	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Clothes	68	56.7
2	Electronic items & Home Appliances	29	24.2
3	Jewellery & Accessories	7	5.8
4	Beauty & Personal Care	9	7.5
5	Others	7	5.8
	Total	120	100

(Source: Primary Data).

Interpretation

From the above table, it is inferred that, 56.7 % of the respondents choose clothes, 24.2% of the respondents choose electronic items & Home Appliances, 5.8 % of the respondents choose Jewellery and Accessories, 7.5 % of the respondents choose beauty & personal care and 5.8 % of the respondents choose others while purchasing in meesho app.

Inference

Majority of the respondents (56.7 %) choose clothes.

Table No: 1.9

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1	Low price	67	55.8
2	Good quality	33	27.5
3	Time delivery	13	10.8
4	Others	7	5.9
	Total	120	100

(Source: Primary Data).

Interpretation

From the above table, it is clear that, 55.8 % of the respondents are influenced by low price, 27.5 % of the respondents are influenced by good quality, 10.8 % of the respondents are influenced by Time delivery and 5.9 % of the respondents are influenced by others.

Inference

Majority of the respondents (55.8 %) are influenced by low price.

Table No: 1.10

S. No	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1	Search & Filter Options	28	23.3
2	Product Categories	38	31.7
3	Discount & offers	47	39.2
4	Payment Options	7	5.8
	Total	120	100

(Source: Primary Data).

Interpretation

From the above table, it is clear that, 23.3 % of the respondents are attracted by search & Filter Options ,31.7 % of the respondents attracted by Product Categories, 39.2 % of the respondents attracted by discount & offers and 5.8 % of the respondents are attracted by Payment Options.

Inference

Majority of the respondents (39.2%) are attracted by discount and offers.

Table No: 1.11

S. No	PARTICULARS	NO. OF RESPONDENT	PERCENTAGES (%)
1	Cash on Delivery	76	63.3
2	Online Payment	29	24.2
3	Debit or Credit Card	2	1.7
4	UPI	13	10.8
	Total	120	100

(Source: Primary Data).

Interpretation

From the above table, it is understood that, 63.3 % of the respondents prefer Cash on Delivery,24.2 % of the respondents are prefer Online payment,1.7 % of the respondents are prefer Debit and credit Card and10.8 % of the respondents are prefer UPI.

Inference

Majority of the respondents (63.3%) are preferring cash on delivery.

Table No: 1.12

S. No	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1	Yes	80	66.7
2	No	9	7.5
3	Maybe	31	25.8
	Total	120	100

(Source: Primary Data).

Interpretation

From the above table, it is clear that, 66.7 % of the respondents recommended meesho app to others, 7.5 % of the respondents will not recommend the app to others, 25.8 % of the respondents may recommend the app to others.

Inference

Majority of the respondents (66.7 %) are recommended meesho app to others.

Table No:1.13

S. No	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1	Yes	87	72.5
2	No	10	8.3
3	Maybe	23	19.2
	Total	120	100

(Source: Primary Data).

Interpretation

From the above table, it is infered that, 71.2 % of the respondents find reviews and comments are useful in purchasing the product in meesho, 9 % of the respondents find reviews and comments are not useful in purchasing the product in Meesho, 19.8 % of the respondents may find reviews and comments are useful in purchasing of products in Meesho.

Inference

Majority of the respondents 71.2 % of the respondents find reviews and comments are useful in purchasing the product in Meesho.

Table No: 1.14

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES (%)
1	Yes	83	69.2
2	No	15	12.5
3	Maybe	22	18.3
	Total	120	100

(Source: Primary Data).

Interpretation

From the above table, it is understood that, 69.2 % of the respondents satisfied with return policy of meesho app, 12.5 % of the respondents not satisfied with return policy of meesho app, 18.3 % of the respondents may satisfied with return policy of meesho app.

Inference

Majority of the respondents (69.2%) are satisfied with return policy of meesho app.

LIKERT SCALE ANALYSIS

Formula

$$\text{Likert Scale} = \frac{\sum FX}{\text{Total number of respondents}}$$

F   = Number of respondents

X   = Likert scale value

$\sum X$ = Total score

Mid Value

Mid value indicates the middle most value of the likert scale.

Table No: 2.1

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE (X)	TOATL (FX)
1	Highly Satisfied	19	5	95
2	Satisfied	64	4	256
3	Neutral	31	3	93
4	Dissatisfied	3	2	6
5	Highly dissatisfied	3	1	3
	Total	120		453

(Source: Primary Data).

Likert Scale = ∑(FX)/ Total no of respondents
$$= 453/120$$
$$= 3.77$$

Inference

Likert scale value 3.77, is greater than the value 3 (mid value), so the customers are satisfied with pricing and quality of the meesho app products.

Table No: 2.2

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE (X)	TOATL (FX)
1	Highly Satisfied	17	5	85
2	Satisfied	62	4	248
3	Neutral	34	3	102
4	Dissatisfied	3	2	6
5	Highly dissatisfied	4	1	4
	Total	120		445

(Source: Primary Data)

Likert Scale = ∑(FX)/ Total no of Respondents
$$= 445/120$$
$$= 3.7$$

Inference

Likert scale value 3.7, it is greater than value 3 (Mid value), So the customers are satisfied with customer support of the meesho app.

VIII. FINDINGS FROM PERCENTAGE ANALYSIS

- Majority of the respondents (76.7 %) were a family of 3-4 members
- Majority of the respondents (53.3%) are residing in urban area
- Majority of the respondents (43.3%) are earned less than Rs.20000 salary per month
- Majority of the respondents (60.8%) are students.
- Majority of the respondents (56.7 %) come to know about Meesho app through social media
- Majority of the respondents (35 %) are rarely using the Meesho app.
- Majority of the respondents (85.8 %) are satisfied with Meesho app.
- Majority of the respondents (56.7 %) are Choose clothes.
- Majority of the respondents (55.8 %) are influenced by low price.

- Majority of the respondents (39.2%) are attracted by discount and offers.
- Majority of the respondents (63.3%) are preferring cash on delivery
- Majority of the respondents (66.7 %) are recommended Meesho app to others.
- Majority of the respondents 71.2 % of the respondents find reviews and comments are useful in purchasing the product in Meesho.
- Majority of the respondents (69.2%) are satisfied with return policy of Meesho app.

IX. FINDINGS FROM LIKERT SCALE ANALYSIS

- Likert Scale value 3.8, is greater than the value 3 (mid value), so the customers are satisfied with pricing and quality of the Meesho App products.
- Likert Scale value 3.9, it is greater than value 3 (Mid value), So the customers are satisfied with customer support of the Meesho App

X. SUGGESTIONS

- The study suggested the Meesho app should concentrate on producing high quality products
- Most of the respondents came to know about the Meesho app via social media so that the advertising can be improved
- The study suggested that the respondents are expecting more in clothes.
- The study suggested to improve the customer service of The Meesho app.
- The study suggested that the Meesho can delivery at the earlier.
- Meesho can increase their sales revenue by offering more discount and complimentary products

XI. CONCLUSION

The study result shows the majority of the customers are satisfied with the Meesho App and we came to know about that the Meesho app is very popular among the people especially among women. If the necessary steps taken to resolve the problems, retention of customers for the Meesho app will be high.

The Meesho app should focus on supplying quality products, concentrating more on customer services. Comparatively, The Meesho app has affordable price system which help the customers to purchase at fair and reasonable price. Discount and offer in the Meesho attract lot of customers and it help to increase the sales volume of the Meesho app.

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