A STUDY ON CONSUMER AWARENESS ON MEESHO APP AMONG WOMEN IN COIMBATORE CITY

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ABSTRACT

In today's era of globalization not only the nations in the world and thereby their communities have come closer to one another but also most of the sector have undergone significant changes. With the significant growth of internet usage, internet marketing is found to expand its horizons. In this we are going to see about the new selling app called Meesho app. This study will help the business people to make decision regarding their product improvement. This study will help the Messho app to know about the view of Messho among the consumers. This study was analyzed with 140 respondents. Simple percentage method and likert scale analyses were used for this study. The conclusion is the students strongly prefer the app based learning. Their preference has determined by the flexibility in using different learning applications.

KEYWORDS: *Meesho App, Women, Online marketing.*

INTRODUCTION

In today's era of globalization not only the nations in the world and thereby their communities have come closer to one another but also most of the sector have undergone significant changes. Purchasing product or services over the internet, online shopping has attained immense popularity in recent days mainly because people find it convenient and easy to shop from the comfort of their home or office and also eased from the trouble of moving from shop to shop in search of good of choice. Retail is a process of selling goods and services to customers through multiple channels of distribution. Meesho is an Indian-Origin social commerce platform founded by IIT Delhi graduates ViditAatrey and SanjeevBarnwal in December 2015. It enables small businesses and individuals to start their online stores via social channels such as WhatsApp, Facebook, Instagram etc… Meesho is headquartered in Bengaluru, India and was one of the three Indian companies to be selected for Y combinatory in 2016. It was also a part of the first batch of Google Lauchpad – solve for Indian program. In June 2019, Messhobecames India's first start up to receive investment from internet. The special feature in this application is we can set our margin price for the product and can earn more profit.

STATEMENT OF THE PROBLEM

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

OBJECTIVES

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

RESEARCH METHEDOLOGY

Data was collected from both primary and secondary data sources. For the purpose of analysis, the data has been collected from 140 customers from the selected sampled respondents in Coimbatore city. The samples

have been selected on the basis of convenient random sampling techniques.

Sampling techniques
For the purpose of analysis, the data has been collected from 140 customers from the selected sampled respondents in Coimbatore city. The samples have been selected on the basis of convenient random sampling techniques.

Sample size
The sample of 140 respondents was chosen for the study.

Area of the study
The study is conducted in Coimbatore urban areas.

Statistical tools applied
>Simple percentage analysis
>Likert scale analysis

LITERATURE REVIEW
It is essential for a research scholar to do a review on the related literature for his study to have a comprehensive knowledge about the research. It helps the researcher to take the initial step of fixing the problem on which the study is to be done. The review of literature gives the researcher, a broader outlook on the background and situations under which the study has been conducted.

PushpakSinghal and Dr. SupriyoPatra (2018)says that the various factors that affect the online shopping behaviour of the consumers by using Buyer black box model. The objective of the study is to understand consumer awareness and preferences towards various products available in online. This research proved very interesting and un-surfaced certain interesting behaviour pattern among the people of kolkatta. People generally look for convenience and fast delivery for purchashingonline.The major reason behind their perception was based on various discounts, easy payment facilities, easy return facility, timely and express delivery.

Prof.AshishBhatt (2017) says that commerce via internet, or e-commerce, has experienced rapid growth since the early years. It is well known to most of the internet researchersthat the volume of online business to consumer transaction is increasing annually at very high rate. However there is still a need for closer examination on the online shopping buying behaviour in developing countries like India. The implementation of information system depend on specific social, cultural, economic, legal and political context, which may differ significantly from one country to another country.Online shopping is rapidly changing the way people do business all over the world.

Dr.P.Senthilkumar (2017) pointed out the consumer had sufficient time to visit shopping center's searching for various product. Many consumers prefers bargaining and decide the purchase after physical examination of the commodities. The entire process can range from few hours to week depending on the quality, quantity and source of purchase. Today there is radical change in entire scenario. Everything in todays world intyernet oriented like elactronic data interchange E-Mail, E-Business and E-Commerce. E-Commerce is exchange of information using networking based technologies.

NandhiniBalasubramanian and Isswarya (2017) based on their it is an attempt to analyze customer satisfaction level of Amazon and Flipkart. The objective of the study is to identitfy the respondents perception towards Amazon and Flipkart shopping. In this competitive market Flipkart satisfies the customer in terms of websites usages, delivery and order tracking. But Amazon also gives tough competition to Flipkart which satisfies the customer in the aspect of quality of the product. End of the study the review reveals that both are doing very well in Indian E-Commerce market.

DATA ANALYSIS AND INTERPRETATION
SIMPLE PERCENTAGE METHOD
TABLE SHOWING THAT FACTORS INFLUENCING THE CONSUMER TO USE MEESHO APP

FACTORS INFLUENCED	NO. OF RESPONDENTS	PERCENTAGE
Fixing own Profit margin	29	20.7%
Low Risk	37	26.4%
Convenience to work from Home	30	21.4%
No Investment	17	12.1%
Others	27	19.3%
Total	140	100%

INTERPRETATION

From the above table 20.7% of the respondents are saying that Fixing own Profit margin is the factor influenced them to use the Meesho App, 26.4% of the respondents are saying that Low Risk is the factor influenced them to use the Meesho App, 21.4% of the respondents are saying that Convenience to work from home is the factor influenced them to use the Meesho App, 12.1% of the respondents are saying that No Investment is the factor influenced them to use the Meesho App, 19.3% of the respondents are saying that there are other factors which influenced them to use the Meesho App,

- ☐ **Majority 26.4% of the consumers are saying that Low risk is the important factor influence them to use MeeshoApp .**

LIKERT SCALE ANALYSIS
TABLE SHOWING THAT CONSUMER SATISFACTION LEVEL OF USING MEESHO APP BASED ON FACTOR - CHOICES OF PRODUCTS

SATISFACTION LEVEL	NO.OF. RESPONDETS	LIKERT SCALE (X)	TOTAL SCORE (Fx)
Highly Satisfied	46	5	230
Satisfied	66	4	264
Neutral	26	3	7
Dissatisfied	1	2	2
Highly Dissatisfied	1	1	1
Total	140		504

Likert scale = $\sum$ (fx) / No of respondents
= 504/140
= 3.6

INTERPRETATION
The likert scale value is 3.6 which is greater than the mid value (3), so the respondents are satisfied by meesho app based on the factor choices of product.

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS
Findings of simple percentage analysis:
- ✔ It is found that Majority 58.9% of the respondents are Female
- ✔ It is found that Majority 82.1% of the respondents belongs to the age category of Below 25 years.
- ✔ It is found that Majority 84.3% of the respondents are Unmarried.
- ✔ It is found that Majority 50.7% of the consumers are giving importance to the Discount as an important factor influenced in online selling.
- ✔ It is found that Majority 34.2% of the consumers are giving importance to the Schemes and Offers as an important factor influenced in online selling.
- ✔ It is found that Majority 46.4% of the consumers are giving importance to the Service as an important factor influenced in online selling.
- ✔ It is found that Majority 50% of the consumers are giving importance to the Trust as an Mostly important factor influenced in online selling.

Findings of Likert scale analysis:
- ☐ The likert scale value is 3.7 which is greater than the mid value (3), so the respondents are neutral by meesho app based on the factor Price.
- ☐ The likert scale value is 3.8 which is greater than the mid value (3), so the respondents are satisfied by meesho app based on the factor Profit.
- ☐ The likert scale value is 3.6 which is greater than the mid value (3), so the respondents are satisfied by meesho app based on the factor Services.
- ☐ The likert scale value is 3.7 which is greater than the mid value (3), so the respondents are saying that decrease in product quality is the

problem facing very often while using meesho app.

☐ The likert scale value is 3.5 which is greater than the mid value (3), so the respondents are saying that delay in delivery is the problem facing often while using meesho app.

☐ The likert scale value is 3.5 which is greater than the mid value (3), so the respondents are saying that promoting advertisement is the problem facing frequently while using meesho app.

☐ The likert scale value is 3.2 which is greater than the mid value (3), so the respondents are saying that poor packaging is the problem facing often while using meesho app.

SUGGESTION

☐ 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

CONCLUSION

On this study we came to know that the awareness about the meesho app is very less among the people. But the users of meesho app were very comfortable and they are benefitted by the application. Promotional activities must be improved to increase the users of meesho app. Most of the respondents are women so women are becoming an successful entrepreneur so that our economy also becoming developed. The procedures can be simple so that the illustrate users can do they business easily and comfortable and they will recommend others to use this application. This study will support the meesho app to know how is the reach of the application and can change their mistakes and improve the users of the meesho app to earn more profit.

REFERENCE

1. *PushpakSinghal and Dr. SupriyoPatra (2018)says that the various factors that affect the online shopping behaviour of the consumers by using Buyer black box model.*
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