



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON CUSTOMER PREFERENCE TOWARD MEESHO ONLINE SHOPPING

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Abstract

This study focuses on Meesho as a leading social commerce platform that has transformed the Indian e-commerce landscape by enabling individuals to start online businesses with zero investment. The research examines Meesho's business model, services, and its role in promoting digital entrepreneurship, especially among women and small-scale sellers in Tier 2 and Tier 3 cities. It highlights how the platform connects suppliers, resellers, and customers through social media channels while managing logistics, payments, and returns. Using both primary and secondary data, including surveys and literature review, the research evaluates user satisfaction,

challenges faced by customers and resellers, and the effectiveness of Meesho's support systems. Findings indicate that Meesho significantly contributes to financial inclusion, employment generation, and digital literacy by lowering entry barriers to entrepreneurship.

Keywords: Meesho, social commerce, online shopping, customer preference, digital entrepreneurship, women empowerment, reseller model, affordability, e-commerce in India.



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Introduction

Meesho is a leading Indian social commerce platform founded in 2015 by Vidit Aatrey and Sanjeev Barnwal with the aim of enabling anyone to start an online business with zero investment. The name Meesho, meaning “Meri Shop,” reflects the idea of ownership and entrepreneurship. Initially, the platform began as a simple tool that allowed resellers to sell products through social media platforms such as WhatsApp and Facebook. Over time, it evolved into a full-fledged e-commerce marketplace connecting suppliers, resellers, and customers across India.

Objective

- To examine customer preferences toward Meesho online shopping.
- To identify the key factors influencing customer buying behaviour on the platform.
- To analyze customer satisfaction regarding product quality, pricing, delivery, and services.
- To study the role of social commerce and reselling in shaping purchase decisions.
- To evaluate the challenges faced by customers while using the Meesho platform.

Research Methodology

Research Design

This study uses a descriptive research design to understand customer preferences towards Meesho online shopping in Madurai city. Data is collected through a structured questionnaire from selected respondents.

Sources of Data

Primary Data:

Primary data for this study was collected directly from customers in Madurai city through a structured questionnaire to understand their preference towards Meesho online shopping.

Secondary Data:

Secondary data for this study was collected from websites, books, journals, and previous research studies related to online shopping and Meesho.

Sample size

The sample size for this study consists of 50 respondents selected from customers in Madurai city.

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Data Analysis

Table 1: If yes, was Issue Your Resolved Satisfactorily

S.No	Response	Number of response	Percentage
1	Yes	34	67 %
2	No	9	17 %
3	Partially	8	16 %
Total		51	100 %

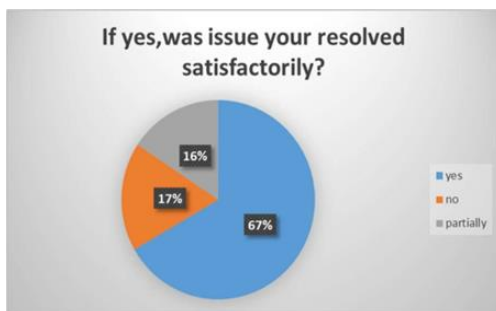


Fig 1: If Yes, was issue Your Resolved Satisfactorily

Interpretation

A clear majority 68% responded Yes, showing strong agreement or satisfaction, while 18% said No and 16% Partially, indicating some level of hesitation or mixed experience.

Findings

- The majority of users of Meesho are women, showing its strong popularity among female customers.

- Most respondents are students, indicating higher usage among younger age groups.
- Word-of-mouth and social media are the main sources through which users learn about the platform.
- Customers primarily use Meesho for personal shopping rather than reselling purposes.
- Overall satisfaction is high due to affordability and ease of use, though some users reported issues with product quality and delivery delays.

Suggestions and Recommendations

- Meesho should improve product quality to increase customer satisfaction and trust.
- Meesho can provide faster delivery services in Madurai city to attract more customers.
- The company should offer more discounts and special offers to increase customer interest.
- Meesho should improve customer service support to solve customer problems quickly.
- The app should be made more user-friendly and easy to use for all customers.
- Meesho can improve return and refund policies to increase customer confidence in online shopping



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Conclusion

In conclusion, Meesho has emerged as a significant player in India's social commerce sector by providing a low-cost and accessible platform for online shopping and entrepreneurship. The study reveals that Meesho is widely preferred by women, students, and price-sensitive customers due to its affordability, user-friendly interface, and convenient features such as cash-on-delivery and easy returns. Social media and word-of-mouth play a major role in influencing customer awareness and buying behaviour.

The findings also indicate high levels of customer satisfaction regarding pricing, product variety, and platform usability. However, certain challenges such as product quality issues, delivery delays, and limited customer service effectiveness still exist and require improvement. Strengthening quality control, enhancing service efficiency, and increasing customer engagement can further boost user trust and loyalty. Overall, Meesho contributes significantly to digital entrepreneurship, financial inclusion, and the growth of e-commerce, especially in Tier 2 and Tier 3 cities across India

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