**PROJECT REPORT**

### (Submitted for the Degree of B.Com. Honours in Accounting &

**Finance under the University of Calcutta)**

# ONLINE SHOPPING:

**A Case Study On MEESHO**

## SUBMITTED BY

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**Annexure-I**

## SUPERVISOR’S CERTIFICATE

This is to certify that, **Miss Pratibha Prasad**, a student of B. Com Honours in Accounting and Finance of **BANGABASI MORNING COLLEGE** under the **UNIVERSITY OF CALCUTTA** has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title “Online Shopping – A CASE STUDY ON MEESHO “, which she is submitting, in her genuine and original work to the best of my knowledge.

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## STUDENT’S DECLARATION

I hereby declare that the Project Work with the title of

**“ O N L I N E S H O P P I N G – A CASE STUDY ON MEESHO,”**

submitted by me for the partial fulfilment of the degree **B. Com Honours** in **Accounting & Finance** under the **UNIVERSITY OF CALCUTTA**is my original work and has not been submitted earlier to any otherInstitution for the fulfilment of the requirement for any course or study.

I also declare that no chapter of this manuscript in whole or in parthas been incorporated in this report from any earlier work done byothers or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

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**CHAPTER -1**

## BACKGROUND OF STUDY

In today’s intensely competitive, rapidly changing and highly complex business environment characterized by diminishing customer loyalty, the need to be market- focused and customer- centric is more critical than any other time in the past. With evolving cut throat competition and decreasing market share, imbibing E-Commerce in one’s business plans has become quintessential. With increased globalization and presence of a large number of players in the market place, the very definition of customer relationship and satisfaction is in danger of being proved incomplete. Firms use technology as a key tool to enhance the information flow within their various business units, helping their employees better understand the ever changing and increasing needs and wants of their customers. From a company value perspective, fulfilling customer needs are a key source of income to an organization and achieving complete customer satisfaction is the only key for the company to achieve success.

With the current global industrial slowdown more and more companies are trying to identify what went wrong. Thus clearly, the problem is how one can provide corrective measures to the very concept of customer satisfaction to enable organizations to drive the extra mile towards the concept of customer delight. The best solution perceivable to such a situation is “E- COMMERCE”. Hence attention began to shift towards concepts like “Customer Delight” in order to emphasize the need for organizations to go beyond simply matching a set of baseline expectations of the customers. In the Internet era, where decisions are made at the click of a button, it has become extremely important to route critical information through appropriate processing channels in an effective and timely manner. This allows for quick response to customer needs and providing a high quality customer support leading to healthy and profitable relationships with the customer. Retail success is no longer all about physical stores. With the growth of radio cabs, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

## LITERATURE REVIEW

* **Gupta (2014)** in her paper “E-Commerce: Role of e-commerce in today’s business”, presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different e-commerce models i.e. B2B, B2C, B2G and C2C, narratively analysing the nitty gritties of each.

.

* + **Dasgupta and Sengupta** paper on e-commerce in Indian insurance industry discusses the features of e-insurance in comparison with the traditional offline

 insurance service. The authors put forth that e-insurance offers benefits such as reduction in search cost and hidden cost, price comparison for customers, and

benefits such as opportunity to have niche market, first mover advantage and product bundling for insurance companies going online. Further, it discusses that status of e-insurance in India is still formative stage, but stands to gain particularly from the rural markets since the availability of insurance agent is very less compared to urban markets

* + **Archana Shrivastava & Ujwal Lanjewar (2011)** on E-commerce “In online buying, the rate of diffusion and adoption of the online buying amongst consumers is still relatively low in India. In view of above problem an empirical study of online buying behaviour was undertaken. Base on literature review, four predominant psychographic parameters namely, attitude, motivation, personality and trust were studied with respect to online buying. The online buying decision process models based on all the four parameters were designed after statistical analysis. These models were integrated with business intelligence, knowledge management and data mining to design Behavioural Business Intelligence framework with a cohesive view of online buyer behaviour. For better understanding the factors of internet and consumer shopping behaviour towards internet shopping, this chapter would provide academic research reviews and relative ideas expressed in the literature that associated with this subject. Furthermore, a number of hypotheses will be tested to answer the research questions that mentioned already in the introduction. Due to the recent research shows the internet shopping becomes a full and effective business model, therefore there are several studies that already investigated more or less related on internet shopping and consumer behaviour. In the following chapter, some point of view will be taken from literatures, and needs careful review to achieve them as the basis of the subsequent research investigation.
		- **Vishwasrao and Bosshardt** used a theoretical framework developed by Katz and Shapiro (1987) to examine the ongoing technology adoption behavior of foreign owned and domestic firms. Firm level data on 1400 medium to large Indian firms from 1989 to 1993 was used to test the model. Probit and Poisson estimation was used to analyze the data and model. Variables included in thestudy are no. of collaboration, nature of collaboration foreign or otherwise, firm age, total assets, total sales, net profit, herfindhal index, R&D expenditures by industry as percentage of sales. Results

of the study throw some interesting light on technology adoption behavior of foreign firms. In general, it shows that liberalization happened in India after 1991 has positive impact on technology adoption, but it is found that foreign firms are quick to take advantage than domestic firms. R&D expenditure is found to be not significant for technology adoption, firm size (large firms are more likely to adopt) and age of firm are found to be significant. Also, it is found that foreign firms adopt new technology when profits are down, and doesn’t adopt technology in competitive markets.

* + - **Viswanathan and Pick** examined the issue of e-commerce in India and Mexico from the framework of developing countries as suggested by Tallon and Kraemer. The framework included critical factors that might impact the diffusion of e-commerce. The factors are government policy, legal framework, technology infrastructure, relationship with developed economies and extent of e-commerce

usage by individual, corporate and government. The study’s primary focus is on India.

Mexico is

analyzed more briefly, and compared with India based on common international datasets. The analysis and the

data presented in this paper represent a synthesis of data from secondary researchand data from interviews conducted with senior executives in the IT industry in India and Mexico. The study suggests that substantial efforts have to be made to invest in telecommunications infrastructure, and to create a culture of electronic payments and e-commerce usage that will support economic growth.

## OBJECTIVE OF THE STUDY

* + - T**o** study the growth of E-Commerce company “Meesho” in India
		- To study the preference of people shopping from online websites “Meesho” with others like Amazon, Myntra, etc.
		- To understand the work flow of Meesho in India
		- To reveal the satisfaction level of the consumer
		- To find out the mode by which the consumer became aware of Meesho

## REASERCH METHODOLOGY

The methodology adopted in conducting the present case study are as follows:

* + - **Data collection**: The study on e-commerce (case study on Meesho) was done on the basis of PRIMARY DATA
		- **Representation of data**: We have used simple graphs, pictures and tables to analyse and to represent the collected data.
		- **Sampling Methodology**: The Primary data have been collected through an online survey via QUESTIONNAIRE on a sample of randomly selected 100 people of West Bengal in which some are college students, business persons, service holders, working etc.

## LIMITATIONS

* **Time Constraint**: As the time limit for our project was fixed and lots of components were there to be analysed. In-depth study of the topics could not be done.
* **Unavailability of relevant data**: This project is based on Primary and Secondary data. In case of secondary data, a shortfall of relevant information turned out while browsing through the internet.
* **Response**: The response of the customers were sometimes inadequate due to their busy schedule
* **Monetary Problems**: This study is based on limited samples and the collection of Primary data is costly affair.

CHAPTER 2: CONCEPTUALFRAMEWORK

## DEFINITION OF E-COMMERCE

Have you ever wondered what e-commerce is or what the exact meaning of the term was?

What differences are there between this term and other similar ones?

Surely you have since online business is more popular than ever. However, despite its spread, a lot of-people still don’t really know what it is.

Definition of e-commerce states that E-commerce is the buying and selling of good or services via the internet, and the transfer of money and data to complete the sales. It’s also known as electronic commerce or internet commerce. In other words, it is a business that electronically manages both the collections and payments.

But E-commerce is often confused with e-business, although they have nothing to do with one another.

E-commerce only refers to the goods and services transaction between a seller and a consumer, whereas e-business refers to the complete process necessary to manage an online business.

The e-business concept is wider than the e-commerce one and e-commerce is actually a part of e-business since it is a type of business model.

## TYPES, FEATURES AND ADVANTAGES/ DISADVANTAGES OF E-COMMERCE

##### 2.2.1 TYPES OF E-COMMERCE

The e-commerce field is very large and there are a lot of different models. Although we can categories nit into two types:

* First generally based on who the buyers and sellers are i.e.
* Second one with different e-commerce “models”
1. According to the commercial profile
* B2B (Business-to-Business): businesses whose clients are also businesses or organizations
* B2C (Business-to-Consumer): businesses that sell their products or services directly to the consumer. This is the usual type and there are thousands of examples of clothes, shoes or electronics stores.
* C2B (Consumer-to-Business): sites in which consumers offer products or services and businesses bid on them for example websites for freelancers such as Freelancer, Twago etc.
* C2C (Consumer-to-Consumer): businesses that facilitate the selling of products amongst consumers. The clearest example is eBay or any other second hand website.

In addition to these types of electronic commerce, there are other popular types such as G2C (Government-to-Consumer), C2G (Consumer-to-Government) or B2E (Business-toEmployer).As you can see, e-commerce is more than a simply transaction in a store.

1. According to the business model

Depending on how the income is generated or how the exchange between buyer and seller takes place, they can be divided into:

* Online shop with its own products: The first idea that came to you when you heard about ecommerce. They have the same characteristics as a physical store, but they in an online version.
* Drop shipping: For the client, everything looks like a normal e-commerce shop. The difference is that it is not the e-commerce shop seller who sends the product, but rather a third party.
* Affiliate e-commerce: In this case, not only does the shop not send the product, the purchase completion is not even carried out via its platform
* Membership: This type of e-commerce aims for recurring purchases. They achieve this by using periodic subscriptions (weekly, monthly, bimonthly, etc.).
* Marketplace: A marketplace is a department store. It is a website where different sellers offer their products from one or more sectors.
* Services: An e-commerce business doesn’t only have to be about selling products. Training, counselling, mentoring, or any other exchange of time for money is another viable option in order to start a business without risks.

##### FEATURES OF E-COMMERECE

E-Commerce has certain key features which are explained as follows:

* + - * **1. Technology Mediated:** In E-commerce buyers and sellers meet in cyber space rather than physical place. Hence E-commerce does not involve face to face contact.
			* **2. Universality:** Buying and selling take place through websites in E-Commerce. The websites can be accessed from anywhere around the globe at any time therefore it possess the feature of universality.
			* **3. Intercommunication:** E-commerce technology ensures two way communications between buyer and seller. On one hand by using E- commerce firms can communicate with customers through E-commerce enabled websites. On the other end, customers can also fill order forms, feedback forms and can communicate with business operating firms.
			* **4. Delivery of Information:** E-commerce technologies ensure speedy delivery of information at very low cost and considerably increase information density as well.
			* **5. Electronic Completion of Business Processes:** By using E- commerce we can perform business transactions like accounting and inventory through computers at global level.
			* **6. Virtual Communities:** Virtual Communities are online communities created by means such as chat rooms and specifically designed sites like, where people can interact with each other having common interest using the internet.
			* **7. Inter-Disciplinary in Nature:** Implementation of E-Commerce needs a lot of knowledge of managerial, technological, social and legal issues. Marketing tools and financial aspects is as crucial as designing interactive E- Commerce websites.
			* **8. Customization:** Product customization ensures that goods are tailor made as per the requirements and preferences of customers.
		1. **ADVANTAGES & DISADVANTAGES OF ECOMMERCE**

**2.2.3A Various ADVANTAGES of E-Commerce to various segments.**

##### Advantages to Organizations

* Using E-Commerce, organization can expand their market to national and international markets with minimum capital investment. An organization can easily locate more customers, best suppliers and suitable business partners across the globe

. • E-Commerce helps organization to reduce the cost to create process, distribute, retrieve and manage the paper based information by digitizing the information

. • E-commerce improves the brand image of the company

. • E-commerce helps organization to provide better customer services.

* E-Commerce helps to simplify the business processes and make them faster and efficient

. • E-Commerce reduces paper work a lot

. • E-Commerce increased the productivity of the organization. It supports “pull" type supply management. In "pull" type supply management, a business process starts when a request comes from a customer and it uses just-in-time manufacturing way.

##### Advantages to Customers

* + 24x7 support. Customer can do transactions for the product or enquiry about any product/services provided by a company anytime, anywhere from any location. Here 24x7 refers to 24 hours of each seven days of a week

. • E-Commerce application provides user more options and quicker delivery of products

. • E-Commerce application provides user more options to compare and select the cheaper and better option.

* + A customer can put review comments about a product and can see what others are buying or see the review comments of other customers before making final buy.

. • E-Commerce provides option of virtual auctions.

* + Readily available information. A customer can see the relevant detailed information within seconds rather than waiting for days or weeks

. • E-Commerce increases competition among the organizations and as result organizations provides substantial discounts to customers.

##### Advantages to Society

* Customers need not to travel to shop a product thus less traffic on road and low air pollution

. • E-Commerce helps reducing cost of products so less affluent people can also afford the products

. • E-Commerce has enabled access to services and products to rural areas as well which are otherwise not available to them.

* E-Commerce helps government to deliver public services like health care, education, social services at reduced cost and in improved ways.

##### 2.2.3B DISADAVANTAGES

* + - * Many consumers still prefer the personal touch and relationships formed at a brick-and mortar shop.
			* Security and credit card fraud are also huge risks when dealing with online shopping.
			* If shopping is about instant gratification, then consumers are left empty-handed. They often have to either pay more for expedited shipping or wait for several days until the product arrives. The wait could drive away customers.
			* Price and Product Comparison-With online shopping, consumers can compare many products and find the lowest price. This forces many merchants to compete on price and reduce their profit margin
			* IT Security Issues - More and more businesses and organizations have fallen prey to malicious hackers who have stolen customer information from their database. Not only could this have legal and financial implications but also lessen the trust customers have in the company.
			* Need For Internet Access- Since many ecommerce platforms have features and functionalities that require high-speed Internet access for an optimal customer experience, there's a chance you're excluding visitors who have slow connections.
			* Competitors: The initial investment in order to start an e-commerce is not as high as the initial cost of a physical business. This means more competitors.

**CHAPTER – 3**

# PRESENTATION,ANALYSIS & FINDINGS

* 1. **MEESHO – COMPANY PROFILE**

Founded in 2015, Meesho is a social e-commerce company. It is headquartered in Bengaluru. Over the years, Meesho has emerged as a popular choice for resellers and producers. By using Meesho platform, small businesses and individuals can start their online business with almost zero investment. The focus is on using popular social platforms such as Facebook, WhatsApp and Instagram. Meesho works as a facilitator to connect sellers to customers and also takes care of payment processing and delivery.

Even when facing tough competition from the likes of Amazon and Flipkart, Meesho has been able to register strong growth over the years. The focus on promoting local producers, sellers and creators has contributed significantly to Meesho’s success. Meesho recently achieved the ‘Unicorn’ tag, which goes on to show its growing worth and potential.

**History**

Coming from middle-class families, the founders had often purchased goods from small businesses. However, when they looked at the e-commerce revolution taking place in the country, they realized that majority of small businesses were left out. Same was the situation with a number of talented individuals who had unique products to offer but weren’t able to sell online. This prompted the founders to design a platform that will allow producers and resellers to launch their products online. Instead of directly competing with e-commerce giants, the founders thought it suitable to use social platforms for their business.

The focus on tier 2 and tier 3 cities is another factor that has helped Meesho register strong growth. However, competition is expected to get tougher, as e-commerce giants too have stepped up focus on smaller cities and towns. Nonetheless, with its unique business approach and through social selling, Meesho is confident about its future prospects. The company has plans to on-board 100 million small businesses on its platform. This will significantly strengthen its ecosystem and choices available to end users.

**Funding:**

Meesho has received investments worth USD 515.2 million via 9 rounds of funding. Some of the key investors include Y Combinator, SAIF Partners, Sequoia India, Shunwei Capital, DST Partners, RPS Ventures, Venture Highway, Facebook, Naspers, SoftBank Vision Fund and Knollwood Investment. Meesho has also received investments from a number of angel investors.

**Acquisitions:**

Meesho has not made any acquisitions in recent times.

**Competitors:**

Meesho competes with the likes of DealShare, GlowRoad, Shop101, and StoreHippo.

**About the Founders:**

Meesho was founded by IIT graduates Vidit Aatrey and Sanjeev Barnwal. Vidit currently serves as the CEO of Meesho. Earlier, he had worked with companies such as InMobi and ITC Limited. Sanjeev currently serves as the CTO at Meesho. Earlier, he had worked with Sony Corporation and Samsung.


## ANALYSIS AND INTERPRETATION

On the basis of the responses received from 103 random people through online questionnaire the following analysis has been made.

##### INFORMATION ON CUSTOMERS INVOLVED IN THE SURVEY.

1. **Gender of respondents.**

|  |  |  |
| --- | --- | --- |
| **Gender** | **No. Of responses** | **Percentage** |
| **male** | 42 | 41% |
| **female** | 59 | 57% |
| **others** | 2 | 2% |

##### \ Table 3.2.1.1

**Figure 3.2.1.1**


##### Age of respondents

|  |  |  |
| --- | --- | --- |
| **Age** | **No. Of responses** | **Percentage** |
| **Below 20** | 47 | 46% |
| **Between 20-30** | 49 | 47% |
| **Between 30-40** | 3 | 3% |
| **Above 40** | 4 | 4% |

Table 3.2.1.2

Figure 3.2.1.2


##### OCCUPATION information

|  |  |  |
| --- | --- | --- |
| **Occupation** | **No. of response** | **Percentage** |
| **Student** | 92 | 81% |
| **Employee** | 4 | 3% |
| **Business** | 10 | 9% |
| **HOME MAKER** | 4 | 4% |
| **OTHERS** | 3 | 3% |

Table 3.2.1.3

Student Employee Business Home Maker Others

**4%3%**

**9%**

**3%**

**81%**

Figure 3.2.1.3

**INTERPRETATION**- The above three figures shows the Gender, Age and Occupation of the people who were taken as sample for the study. By analysing the above three data we can say that

1. According to **Figure 3.2.1.1**. Out of 103 respondents 59 are female i.e. 57%, 42 are male i.e., 41% and remaining 2% consists of other genders, which provided us with a rough idea that majority part of the survey are females.
2. According to **Figure 3.2.1.2**. Majority of the respondents are under the age

 ~~category below 20 and between 20-30 i.e., 46% and 47% respectively and~~

minority are between the age 30 to 40 and above making it clear that most of the respondents are either teenagers or people in their 20s indicating that online shopping is most common among youths.

1. According to **Figure 3.2.1.3**. We can say the the majority of the respondents are students i.e., out of 103, 92 are students, 9% have their own business and rest are regular employee (3%), house maker (4%) or with other occupations (3%).
	* 1. **INFORMATION ON PEOPLE’S AWARNESS ABOUT MEESHO AND ONLINE SHOPPING.**
2. Which of the following Ecommerce platform do you uses the most?

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No.-of response** | **Percentage** |
| **Meesho** | 20 | 11% |
| **Amazon** | 79 | 44% |
| **Flipkart** | 48 | 27% |
| **Others** | 31 | 18% |

Table 3.2.2.1

Figure 3.2.2.1

**INTERPRETATION**- From the information provided above, we see that only 11% of the total population uses MEESHO while the majority 44% uses AMAZON and rest uses FLIPKART or other shopping app i.e. 27% and 18% respectively.

1. How frequently do you purchase online?

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of responses** | **%** |
| Once or twice a month | 43 | 38% |
| Once in 2-3 months | 44 | 39% |
| Once in 6 months | 24 | 22% |
| Never | 1 | 1% |

Table 3.2.2.2

Once or twice a month Once in 2-3 month Once in 6 month Never

**1%**

**22%**

**38%**

**39%**

**INTERPRETATION**- from the above data of 103 respondents we can see that mostly the people shop either once/twice a month or in two to three month which consists of 43% and 44% respectively. Rest 22% shop once in six months and 1% do not shop online.

1. How satisfied are you with your experience through online shopping?

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. Of responses** | **%** |
| Highly satisfied | 19 | 18% |
| Satisfied | 81 | 77% |
| Dissatisfies | 4 | 4% |
| Highly dissatisfies | 1 | 1% |

##### Table.3.2.2.3

Figure 3.3.2.3

**INTERPRETATION**- From the figure 3.2.2.3 and table 3.2.2.3 shown above we can see that 77% of the respondents are satisfied with the experience of online shopping, still few of the them are dissatisfies with their online experience.

4 What are the types of products you generally purchase online?

Clothing Electronics Accessories Household Product Others

**9%**

**25%**

**21%**

**21%**

**24%**

Figure 3.2.2.4

**INTERPRETATIONS**- From the above figure we can see that respondents prefer buying products from various categories online which consists of clothing 25%, electronic products 21%, accessories 24%, household products 21% and other rest from other remaining categories.

1. What are the payment methods you generally use for online shopping?

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. Of responses** | **percentage** |
| Cash | 85 | 51% |
| Credit/ debit card | 39 | 24% |
| Net banking | 10 | 6% |
| UPI | 31 | 19% |

##### Table 3.2.2.5

Figure 3.2.2.5

**INTERPRETATION**- From the above data we can see that majority of people are convenient with cash on delivery i.e. 51%of total ,next comes credit/debit card payments and the least preferred mode of payment is net banking.

1. a) did you buy any COVID-19 related essential supplies?

b) Are you satisfied with the delivery during Covid-19?

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of responses** | **%** |
| **Yes** | 46 | 45% |
| **No** | 57 | 55% |

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No.****of****responses** | **%** |
| **Yes** | 85 | 82% |
| **No** | 4 | 4% |
| **maybe** | 14 | 14% |

##### Table 3.2.2.6a Table 3.2.2.6b

1. How much have you spent on online shopping last year?

|  |
| --- |
| 49 33 6 1548% 32% 6% 14% |
|  | ₹1000- | 5000 |  | ₹5000- | 10000 |  | ₹10000 | 20000 |  | Above ₹20000 |
|  | No. of responses | 49 | 33 | 6 | 15 |
| Percentage | 48% | 32% | 6% | 14% |
|  |

Figure 3.2.2.7

**INTERPRETATION**- Above figure shows the amount of money respondents spent during a year which ranges to maximum between ₹1000 to ₹5000 i.e. 48%, ₹5000 to ₹10000 by 32% of the respondents the least range is ₹10000 to ₹20000 i.e. 6%.

1. Why do you prefer purchasing products online?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 24% |  |  |  |  |  |  | 69 |
| 26% |  |  |  |  |  |  |
| 390%3% |  |  |  | 44 |  |  |  |
| 17% |  |  |

|  |
| --- |
| 0 10 20 30 40 50 60 70 80 90Wide range of products 65Time savingHome delivery Affordable price81others |
|  | others | Affordable price | Home delivery | Time saving | Wide range of products |  |
|  | No. of responses | 9 | 44 | 81 | 69 | 65 |
| percentage | 3% | 17% | 30% | 26% | 24% |

Figure 3.2.2.8

**INTERPRETATION**- From the above figure 3.2.2.8 we can see that respondents prefer online shopping due to various reasons among which home delivery i.e. 30% is the most common reason. Time saving, wide range of products affordable prices consisting 26%, 24% and 17% respectively are other reasons for shopping online

1. How you came to know about Meesho?

Television Newspaper Magazine Internet Others

**10%**

**23%**

**5%**

**62%**

##### Figure 3.2.2.9

**INTERPRETATION**- As shown above in figure 3.2.2.9 Internet is the main source from where majority of the respondents got too knew about Meesho i.e. 62% of the population. The second most efficient source is television consisting of 23%, and newspaper/magazine being the least i.e. only 5%...

1. Do you think Meesho should expand its product versatility?

|  |  |  |
| --- | --- | --- |
| **Answer** | **No. of responses** | **%** |
| **Yes** | 52 | 50% |
| **No** | 15 | 15% |
| **Maybe** | 36 | 35% |

##### Table 3.2.2.10 Figure 3.2.2.10

**INTERPRETATION**- According to the survey conducted 50% of the total respondents agrees with

Meesho’s expansion of product versatility.35% are unsure about whether it should expand or not while rest 15% don no agree with expanding the product versatility.

 11. a) Are you satisfied with the product quality?

b) Did you receive any defective product from Meesho?

Yes No Maybe

**43%**

**33%**

**24%**

No. of responses Percentage

YES 34 33

NO 2 24

MAYBE 4 43

 **Figure 3.2.2.11a**

Yes No Maybe

**15%**

**30%**

**55%**

|  |  |  |
| --- | --- | --- |
|  | No. of responses | Percentage |
| YES | 31 | 30 |
| NO | 5 | 55 |
| MAYBE | 1 | 15 |

 **Figure 3.2.2.11b**

##### INTERPETATION- 4

* As per **Figure 3.2.2.11a**, According to the survey only 33% of the total respondents are satisfied with the product quality of Meesho, where else, 44% of the people slightly agree with the product quality.
* As per **Figure 3.2.2.11b**, 55% of the total respondents received proper products from Meesho, and 30% received defective products from Meesho.

## 3.4 FINDINGS OF THE STUDY

The major Findings from the Primary Survey conducted on103 random people are as follows-

* All the 103 respondents shop online.
* Out of 103 people 59 are female, 42 are male and 2 are other genders. That means the female population of the survey shop online more than the male or any other gender.
* Most of the respondents fall under the age between 20 to 30 and below 20.which means the youths are more into online shopping and have a good knowledge about e-commerce sites.
* Out of 103 respondents, 81% are students and work in different sectors too.
* On asking which online shopping sites they prefer using, respondents selected more than one shopping apps maximum being Amazon and second Flipkart. Meesho was selected by least which means people don’t find Meesho convenient enough as Amazon or Flipkart.
* When asked how frequently people shop online 44 responses were for once in every 2-3 months, and 43 responses were for once or twice in a month. Which means respondents shop quite frequently.
* Maximum number of respondents are satisfied with their online shopping experience
* All 103 people shop for various categories, but maximum responses were in Clothing and Accessories categories. Electronics and households were second highest category people shop for with 60 responses each.
* The most use payment method among the respondents is Cash on delivery method and second most used method of payment is via debit / credit cards. Which means people still prefer Cash as the safest and convenient method of payments.
* Out of 103 people only 47 purchases covid 19 essential products.
* Maximum people were satisfied with the safe delivery service during covid -19 which shows that that shopping during pandemic was quite a safe and convenient option.
* Most of the people spend between ₹1000- ₹5000 on online shopping on an average.
* People had different opinion on why they prefer online shopping and the most common reason was Home delivery service, second reason was because it’s Time Saving and third due to Wide Range of Products.
* People mainly got to know about meesho via Internet, which shows that internet plays a vital role in spreading awareness about meesho

# CHAPTER 4 CONCLUSION & RECOMMENDATION

## CONCLUSION

Meesho demonstrates the start-up challenges of competing with large firms and consequences of rapid inorganic growth. Sustainability of business model and robust cash flows, efficient operations are needed to sustain in the gross merchandise value game, dominated by firms with deep pockets and ability to withstand the burn for a longer time period. Just depending on venture capital firms, marquee investors for rapid inorganic growth without consolidating revenue base is unreliable in the long term. Start-ups need to first build up satisfied customer base, efficient operations, satisfied employees, diversified financing options reach a scale sufficient to sustain organically before moving to a rapid inorganic growth.

## RECOMMENDATIONS

. • Use Third Party websites to grow your customer base : Often the third party sites allow maintaining branding and granting access to millions of potential buyers for a price that's much less than the cost of a major advertising campaign. One can experiment with a variety of options to measure the best return.

* Improve your search ranking: You don’t have to be an expert in search engine optimization to improve your search ranking at sites like Google. There are five critical elements to get right, and most of them can be done easily, and for free. In Getting Your Business Online Now there's a whole chapter dedicated to improving your search ranking. And don’t rely on natural search as the only way to drive customers to your site – it should be one component of a comprehensive marketing and branding strategy.
* Better discounting policy: Both the sites should take out better discount option for their customers to attract them and increase their sales as the above analysis clearly shows that people while shopping online considers discount offer above any other factor
* Build customer loyalty: When Meesho switched to the market place, they failed to sanitize the product categories. Fake products, illegal product listings, poor customer services, delayed deliveries, no exclusive launches no big brand tie-ups. To earn customer’s faith one

need to make sure the service provided is safe and secure. If customers don’t trust your website, they won’t buy from you. Adding an SSL certificate to your website. SSL certificates ensure that your website is safe for transactions and to ensure that you solve customer queries as soon as they post. It will reduce negative feedback against your online store.

* Make It Easy to Decide: Customers can easily make judgments about how well a website is maintained. So, offer them content that prepares them to make a purchase decision easily. These things are often viewed as more subjective and not universal.
* Show Off Testimonials: Apart from building trust with your brand, it’s also important that you show off testimonials on your website. It’s a fantastic way to show off your company’s performance and make people aware of the quality of service that you offer.

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## SURVEY ON E-COMMERCE SITE MEESHO

The following survey is a part of assessment submitted in Partial Fulfilment of Requirement for the degree of Bachelors of Commerce. Providing information on this survey is voluntary. There is no penalty if you choose not to respond. However, maximum participation is encouraged so that the data will be complete and representative. Your survey instrument will be treated as confidential.

NAME \*

Email Address

Gender

Օ Male

Օ Female

Օ Prefer not to say

You’re Age

Օ Below 20

Օ 30-40

Օ 20-30

Օ above 40

Occupation status

Օ Student

Օ Home Maker

Օ Business Օ Employee Օ Others

Do you shop online?

Օ Yes

Օ No

How you came to know about Meesho?

* Television
* Newspaper/ Magazines
* Internet
* Others

How frequently do you purchase online from Meesho?

Օ Once or Twice in a month

Օ Once in 2-3 months Օ Once in 6 months Օ Never

How satisfied are you with your experience through online shopping from Meesho?

Օ Highly Satisfied

Օ Satisfied

Օ Dissatisfied

Օ Highly Dissatisfied

What are the types of products you generally purchase online from Meesho

* Clothing
* Electronics
* Accessories
* Household products
* Others

What are the payment methods you generally use for online shopping?

* Cash
* Debit card / Credit card
* Net Banking
* UPI

How much have you spent on online shopping last year?

Օ 1000 to 5000

Օ 5000 to 10000

Օ 10000 to 20000

Օ Above 20000

Why do you prefer purchasing products online?

* Wide range of products
* Time Saving
* Home Delivery
* Affordable Pricing
* Others

How you came to know about Meesho?

* Television
* Newspaper/ Magazines
* Internet
* Others

Do you think Meesho should expand its product versatility?

Օ Yes

Օ No

Օ Maybe

Are you satisfied with the product quality?

Օ Yes

Օ No

Օ Maybe

Did you receive any defective product from Meesho?

Օ Yes

Օ No

Օ Maybe

Rate the product quality of Meesho on a scale of 1-5 Are you satisfied with the fast delivery of Meesho?

Օ 1

Օ 2

Օ 3

Օ 4

Օ 5

How satisfied you are with the Fast delivery of Meesho on a scale of 1-5? \* Are you satisfied with the exchange policy of Meesho?

Օ 1

Օ 2

Օ 3

Օ 4

Օ 5

Rate the exchange/ refund policy of Meesho on a scale of 1-5 Would you recommend people to purchase products from Meesho?

Օ 1

Օ 2

Օ 3

Օ 4

Օ 5

Rate the Customer Service of Meesho on a scale of 1-5

Օ 1

Օ 2

Օ 3

Օ 4

Օ 5