

A Study on The Marketing Strategies of Meesho With Special Reference To Consumer Perception In Coimbatore

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Abstract- *The rapid growth of e-commerce has transformed the way businesses operate and consumers shop. Meesho, as a leading social commerce platform in India, relies on innovative marketing strategies to attract customers, enhance brand visibility, and increase sales in a competitive digital marketplace. This study examines the marketing strategies adopted by Meesho, including social media marketing, reseller-based promotion, influencer marketing, pricing strategies, promotional offers, personalization, and customer relationship management. Using survey data collected from online shoppers, the study analyzes consumer perceptions regarding the effectiveness of these strategies. The findings indicate that factors such as affordable pricing, reseller recommendations, attractive discounts, and strong online presence significantly influence purchasing decisions. The study concludes with suggestions for improving marketing effectiveness and enhancing customer satisfaction.*

Keywords: Meesho, Social Media Marketing, Influencer Marketing, Pricing Strategy, Promotional Offers

I. INTRODUCTION

E-commerce has revolutionized the retail industry by enabling consumers to purchase products anytime and anywhere. Meesho has emerged as a fast-growing platform by focusing on social commerce, allowing individuals to sell products through social media channels such as WhatsApp, Instagram, and Facebook. With increasing smartphone usage and internet penetration, Meesho has gained popularity especially in Tier-2 and Tier-3 cities. To compete with major players like Amazon and Flipkart, Meesho uses marketing strategies such as influencer marketing, reseller networks, flash sales, referral programs, and personalized recommendations. These strategies aim to attract new customers and retain existing ones by enhancing satisfaction and trust.

OBJECTIVES

- To analyze the marketing strategies adopted by Meesho to attract and retain customers.
- To evaluate the effectiveness of digital marketing
- To examine how pricing strategies, discounts, and promotional offers influence consumer purchasing behavior.
- To study the role of personalization, customer relationship management, and service quality in enhancing satisfaction and loyalty.

STATEMENT OF PROBLEM

The e-commerce industry is highly competitive, with platforms offering similar products at competitive prices. Meesho differentiates itself through a reseller-based model and low-cost strategy. However, challenges such as product quality issues, delivery delays, customer trust, and return policies affect consumer perception. While Meesho invests in digital marketing and promotional campaigns, the effectiveness varies among users. Therefore, it is important to analyze which strategies are most effective in influencing buying behavior and building long-term relationships.

LIMITATIONS OF THE STUDY

The study on marketing strategies adopted by Meesho in the e-commerce industry has certain limitations. The research primarily focuses on selected regions in India, which may not fully represent the marketing effectiveness across the entire country. The sample size and diversity of respondents, including customers and resellers, are limited, which can affect the generalizability of the findings. Additionally, marketing strategies in e-commerce evolve rapidly, and this study reflects insights only up to the period of research, potentially missing recent changes or seasonal campaigns. Some information is drawn from secondary sources such as articles, case studies, and reports, which may

introduce bias or limit access to proprietary data. Furthermore, individual consumer behavior is influenced by multiple factors such as personal preferences, social influence, and economic conditions, which are difficult to measure comprehensively. Lastly, changes in digital platforms, algorithms, or policies can affect the effectiveness of marketing strategies, which this study may not fully account for.

II. REVIEW OF LITERATURE

The IIDE Research Team (2026) in their study Marketing Strategy of Meesho: Social Commerce & AI Growth in India explained how Meesho uses social commerce and artificial intelligence (AI) to increase user engagement and sales. The study highlighted that Meesho connects with users through platforms like Facebook, Instagram, and WhatsApp, allowing people to share product catalogs easily. It also found that AI and personalization help Meesho send suitable marketing messages and improve online sales through targeted ads.

The Brands Pachachi Editorial Team (2025), in their article Meesho's Marketing Strategy 2025: How Social Commerce Turned Aunties Into E-Commerce Stars, discussed how Meesho's reseller-based model helps women and local entrepreneurs sell products using social media. The study noted that Meesho's regional and language-based promotions make it more relatable to customers from different parts of India. It also showed that word-of-mouth and community trust play a big role in increasing Meesho's reach in smaller cities.

The BIBS Content Team (n.d.), in their work 5 Marketing Strategies Used by Meesho to Become a Leading E-Commerce Company, described how Meesho's main marketing strategies include digital campaigns, social media marketing, audience segmentation, and flexibility to adapt to market changes. The study found that understanding customer needs and using targeted promotions help Meesho attract more buyers and build a strong brand presence online.

The StartupAuthority.in Editorial Team (2025), in their article Meesho Business Model & Marketing Strategies 2025, provided an overview of Meesho's marketing techniques such as influencer collaborations, festive campaigns, and localized content. The study showed that connecting marketing activities with cultural and seasonal events helps improve customer engagement and sales.

III. RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive research design, which aims to systematically describe and analyze the marketing strategies adopted by Meesho in the e-commerce industry. This design enables the researcher to collect factual information, understand consumer perceptions, and identify patterns and relationships related to Meesho's marketing effectiveness.

Sampling Technique

A random sampling technique was employed to ensure that every respondent within the target population had an equal chance of selection. This method helps minimize bias and provides a fair representation of the population under study.

Sample Size

The study was conducted among 120 respondents, representing various demographic groups within the youth population. This sample size was considered adequate to draw meaningful conclusions about consumer perceptions of Meesho's marketing strategies.

Area of the Study

The research was conducted in Coimbatore, a major urban center in Tamil Nadu known for its growing digital literacy and active participation in online shopping. The respondents primarily consist of youths aged below 18 to 32 years, representing diverse educational and professional backgrounds.

Period of the Study

The study was carried out over a period of one month, allowing sufficient time for data collection, tabulation, and analysis.

Methods for Data Collection

The study used structured questionnaires and survey forms as the primary tools for collecting data. These instruments were designed to obtain insights into consumer awareness, preferences, and perceptions regarding Meesho's marketing strategies. The collected data were analyzed using percentage analysis to interpret responses and identify trends influencing consumer behavior in the e-commerce industry.

Methods of Data Collection

Primary Data:

Primary data refers to firsthand information collected directly from respondents through structured questionnaires and online surveys. This data provides original insights into consumer perceptions and attitudes toward Meesho's marketing practices.

Secondary Data:

Secondary data refers to information obtained from previously published sources such as journals, magazines, books, newspapers, reports, and online articles. This data was used to support and validate the findings of the study, offering theoretical and contextual background to the research.

Table-1 Demographic profile of the respondents

Demographic profile		No.of Respondents	Percentage
Age	Below 18	1	0.8%
	18-25	18	15.0%
	26-32	60	50.0%
	33-40	41	34.2%
	Male	58	48.3%
Gender	Female	62	51.7%
	Other	0	0%
	Student	37	30.8%
Profession	Employee	41	34.2%
	Business	39	32.5%
	Homemaker	3	2.5%
	0-10000	18	15.0%
Income level	10000-50000	37	30.8%
	50000-100000	32	26.7%
	Above 100000	33	27.5%

Interpretation

The demographic profile shows that the majority of respondents (50%) belong to the 18–25 age group, followed by 26–32 years (34.2%), indicating that most participants are young adults. In terms of gender, females (51.7%) slightly outnumber males (48.3%). Regarding profession, employees (34.2%) form the largest group, followed by business people (32.5%) and students (30.8%), while homemakers represent only 2.5%. With respect to income level, most respondents fall within ₹10,000–₹50,000 (30.8%), while a considerable number earn above ₹1,00,000 (27.5%). Overall, the data indicates that the study mainly represents young, working individuals with moderate income levels.

IV. FINDINGS OF THE STUDY

- The study reveals that a majority of respondents (50%) belong to the 18–25 age group, indicating that young adults form the dominant segment of Meesho's user base. Among the respondents, 51.7% are female and 48.3% are male, suggesting a fairly balanced gender distribution. Most respondents are employed (34.2%), and a significant portion (30.8%) fall within the income range of ₹10,000–₹50,000, representing a moderate-income group.
- The education profile shows that 68.3% of respondents are undergraduates, while 31.7% are postgraduates. This suggests that Meesho's marketing strategies are most effective among educated youth.
- Regarding the area of residence, the majority of respondents (56.7%) live in urban areas, followed by rural (27.5%) and semi-urban (15.8%) regions. This indicates that Meesho's marketing influence is stronger in urban markets.
- About 52.5% of respondents are aware of Meesho, showing a good level of brand awareness among online consumers.
- Around 40% of respondents reported that marketing strategies often attract their attention, confirming the positive impact of Meesho's promotional efforts.
- A majority (54.2%) stated that they frequently see Meesho advertisements, highlighting the brand's active presence across multiple platforms.
- Nearly 46.2% of respondents said they visit Meesho after viewing advertisements, indicating that advertising plays a major role in driving traffic to the platform.

8. YouTube emerged as the most influential platform, attracting 45% of respondents, followed by Instagram (30%) and Facebook (23.3%).
9. About 38.3% of respondents felt that online platforms influence their awareness about Meesho, showing the role of digital media in information dissemination.
10. 45% of respondents admitted to making purchases after seeing advertisements, proving that Meesho's advertising campaigns effectively convert interest into actual sales.
11. Around 54.2% of respondents consider Meesho's advertisements trustworthy, suggesting that effective advertising helps in building consumer confidence.
12. About 55% of respondents found email marketing effective, especially for comparing products, which indicates its value in consumer decision-making.
13. A significant portion (48.3%) of respondents agreed that cashback offers are the most attractive feature of Meesho's digital marketing campaigns.
14. Approximately 43.3% of respondents stated that they are often attracted by effective and trustworthy ads, reflecting the importance of ad credibility.
15. Similarly, 43.3% of respondents said they wait for sales before purchasing, showing price-sensitive behavior among Meesho's consumers.
16. A majority (60.8%) consider pricing very important when making online purchase decisions, emphasizing the role of competitive pricing in consumer behavior.
17. About 42.5% of respondents found flash sales to be the most attractive form of promotion, followed by festival offers (36.7%).
18. 56.7% of respondents stated that they compare prices across different platforms before buying, indicating that most consumers are conscious and value-oriented.
19. Around 40% found personalized product recommendations useful or very useful, showing that personalization enhances the online shopping experience.
20. Regarding service quality, 46.7% rated Meesho's delivery service as excellent, while 33.3% rated it as good, suggesting a generally positive delivery experience.
21. A majority (63.3%) of respondents emphasized that customer service is an important factor influencing their overall shopping satisfaction.
22. Finally, 53.3% of respondents reported that return and refund policies increase their trust in Meesho, confirming that transparent and customer-friendly policies help strengthen brand loyalty.

V. SUGGESTION

The findings show that young consumers (18–25 years), mostly urban and undergraduate, form the major customer base of Meesho, with moderate income levels and good awareness of the platform. Since advertisements, YouTube promotions, flash sales, cashback offers, pricing, and customer service significantly influence purchase decisions, Meesho should focus more on digital marketing strategies, especially social media and personalized recommendations, to attract and retain this segment. Strengthening trust through transparent return and refund policies, improving service quality, and maintaining competitive pricing will further enhance customer satisfaction and loyalty. Additionally, effective email marketing and engaging ad campaigns can be optimized to convert awareness into actual purchases.

VI. CONCLUSION

The study concludes that Meesho has successfully positioned itself as a leading player in the Indian e-commerce industry through innovative and cost-effective marketing strategies. The company mainly focuses on social media marketing, reseller-based business models, competitive pricing, and customer-centric policies to attract price-sensitive consumers. By targeting small businesses and individual entrepreneurs, Meesho has expanded its market reach, especially in tier-2 and tier-3 cities. Its strong digital presence and trust-building measures such as easy return and refund policies have enhanced customer satisfaction. Overall, Meesho's strategic approach has contributed significantly to its growth and competitive advantage in the e-commerce market.

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