

Field Work

On

E-Commerce Website : Meesho

(Online Shopping Website)

Submitted

to

**KCES's Institute of Management and Research,
Jalgaon**



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In Partial Fulfillment of

Master of Computer Application(Integrated)

Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon

ACKNOWLEDGEMENT

We have great pleasure in submitting this Field Work on “**E - Commerce Website:(Meesho)**”to **Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon.**

It is humble brief that any Field Work can be carried out with success by a two person. Many other personalities helpings to accomplished this project and it is our duty to express our appreciation to them.

We are indebted to **Ms. Ashwini Patil Mam** for helping us as guide and allow us to do the Field Work at their site.

We wish to thank the teaching staff, our friends and persons who help us directly or indirectly for completion of Field Work.

DECLARATION

We hereby declare that the project work entitled “**E-Commerce Website:(Meesho)**” has carried out result on the basis of investigations and analysis by us under the guidance of **Ms. Ashwini Patil**

We further declare that this work has not been submitted in partly or fully to any other University or Institute for the award of any other degree. Material obtained from other source has been daily acknowledged in the Field Work.

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1. Abstract

Meesho is a pioneering Indian social commerce platform that has transformed the way individuals, particularly women and small business owners, participate in e-commerce. Founded in 2015 by Vidit Aatrey and Sanjeev Barnwal, Meesho emerged with the vision of enabling anyone in India to start their own online business without the need for investment or inventory. The platform allows users to discover a wide range of products from various categories, including fashion, home essentials, electronics, beauty, and more, and resell them through social media platforms such as WhatsApp, Facebook, and Instagram. By providing an easy-to-use mobile application, logistics support, payment solutions, and customer service, Meesho removes the traditional barriers of entrepreneurship and has opened up a new income stream for millions of Indians. It has become particularly popular in Tier 2 and Tier 3 cities, where economic opportunities are limited and the use of smartphones is growing rapidly. Through its innovative business model, Meesho has not only created a new segment in the e-commerce market but also empowered millions of people, especially women, to achieve financial independence and actively participate in the digital economy. With support from global investors like Meta (formerly Facebook), SoftBank, and Sequoia Capital, Meesho continues to grow and redefine how social media and commerce intersect in India.

2.Introduction

In recent years, India has witnessed a remarkable transformation in the way commerce is conducted, driven largely by the rapid adoption of smartphones, affordable internet access, and growing digital literacy across urban and rural regions. In this shifting landscape, a new form of e-commerce—**social commerce**—has emerged, bridging the gap between traditional retail and online marketplaces. At the forefront of this revolution is **Meesho**, a company that has not only redefined how products are sold and bought online but has also empowered millions of Indians, especially women and small entrepreneurs, to build sustainable livelihoods from the comfort of their homes. Meesho represents more than just a digital shopping platform; it is a movement toward financial inclusion, economic independence, and entrepreneurship for all, regardless of background or location.

Founded in 2015 by two IIT Delhi alumni, Vidit Aatrey and Sanjeev Barnwal, Meesho was conceived with a simple yet powerful idea—to enable anyone in India to start their own online business with zero investment. The founders recognized the untapped potential of social media platforms like WhatsApp, Facebook, and Instagram, not just for communication and entertainment, but as tools for commerce and entrepreneurship. They created Meesho as a mobile-first platform where users could browse a wide variety of low-cost products, share them within their personal networks, and earn a margin on each sale. This model not only lowered the barrier to entry for small sellers but also introduced millions to the concept of online retail for the first time.

Meesho, which stands for "Meri Shop" or "My Shop," is India's largest and most successful social commerce platform. It offers a unique business model where users, often referred to as resellers, can sell products to their social circles without maintaining any inventory. Instead, resellers choose items from Meesho's extensive catalog—ranging from clothing and kitchenware to beauty products and electronics—and promote them via social media or messaging apps. When a customer expresses interest, the reseller places the order through Meesho, adds their own profit margin, and the company takes care of the rest, including packaging, shipping, and payment processing.

This model has become a game-changer for many in India who previously had no opportunity to participate in e-commerce due to a lack of capital, infrastructure, or digital knowledge. Meesho's platform is easy to use, accessible in multiple Indian languages, and requires only a smartphone and an internet connection. It is especially popular among women in Tier 2 and Tier 3 cities, many of whom are homemakers seeking flexible ways to earn an income. Through Meesho, these individuals have found a way to become financially independent while balancing household responsibilities, creating a massive wave of micro-entrepreneurs across the country.

The platform has also had a profound impact on the supply side. Small manufacturers and local businesses now have access to a nationwide customer base without needing to invest in their own marketing or logistics. Meesho provides these suppliers with a digital storefront and handles everything from customer acquisition to delivery and returns. This has allowed thousands of small-scale producers to grow their businesses and compete in a market previously dominated by large e-commerce players.

Over the years, Meesho has attracted significant investor interest. In 2019, Facebook (now Meta) made its first investment in an Indian startup by funding Meesho, a strong endorsement of the company's vision and potential. Following this, Meesho raised funds from global venture capital firms such as SoftBank, Sequoia Capital, and Prosus, reaching a valuation of several billion dollars. Despite stiff competition from giants like Amazon and Flipkart, Meesho continues to thrive by focusing on affordability, user-friendliness, and community-driven commerce.

As of today, Meesho has onboarded millions of sellers and customers across India, becoming one of the most downloaded shopping apps in the country. It has transformed the retail experience for both buyers and sellers, making online shopping more accessible, localized, and personal. With its innovative approach and strong social impact, Meesho stands as a symbol of how technology can be harnessed to drive inclusive growth and create meaningful opportunities for all sections of society. It is not just an e-commerce platform but a catalyst for change in India's digital economy, helping to reshape how commerce works in the modern age.

3.Literature Review

The evolution of e-commerce in India has undergone a significant transformation over the past decade, with the emergence of social commerce marking a new chapter in digital retail. Social commerce blends social media and online shopping to create an interactive, community-driven marketplace. Meesho, founded in 2015 by Vidit Aatrey and Sanjeev Barnwal, has been at the forefront of this movement, pioneering a unique business model that empowers millions of individuals, especially women and entrepreneurs in smaller towns and rural regions, to engage in commerce without the traditional barriers of capital and inventory management. The platform's core innovation lies in its zero-investment reselling model, which allows users to browse a wide array of products and share them with their social networks on platforms like WhatsApp, Facebook, and Instagram. Through this, Meesho facilitates a decentralized form of entrepreneurship, enabling users to earn profits by acting as resellers without the need to stock or ship products themselves.

Academic and industry research into Meesho's approach highlights its role in democratizing entrepreneurship in India, particularly among populations that have historically been excluded from formal employment or traditional business opportunities. Studies have emphasized Meesho's success in tapping into Tier 2 and Tier 3 cities, where access to e-commerce has been limited due to infrastructural, financial, and technological constraints. By providing a user-friendly app in multiple regional languages and handling the complexities of logistics and payments, Meesho has effectively lowered the entry barriers for millions, especially women, who have leveraged the platform for financial independence. This aligns with broader socio-economic objectives of inclusive growth and digital literacy promoted by both government and private sectors in India.

Technologically, Meesho stands out for its integration of artificial intelligence and machine learning to enhance user experience and operational efficiency. The platform uses sophisticated algorithms to personalize product recommendations, optimize inventory levels, and reduce fraudulent transactions, ensuring a smooth buying and selling experience. Such innovations have been critical in sustaining customer engagement and maintaining competitive advantage in a market dominated by established giants like Amazon and Flipkart. Furthermore, Meesho's focus on building a reliable supply chain and logistics network has

addressed common challenges faced by smaller sellers, allowing for timely delivery and return management, which are crucial factors in customer retention.

However, the literature also points to several challenges faced by Meesho. The company's rapid expansion has sometimes led to concerns regarding product quality, counterfeit items, and inconsistent customer service. Maintaining trust in a marketplace driven by third-party resellers requires robust quality control mechanisms, which Meesho continues to improve. Additionally, its brief foray into the grocery segment highlighted the complexities and high operational costs associated with perishable goods, leading the company to recalibrate its strategy. Competitive pressures from established e-commerce players and emerging social commerce startups also pose significant challenges. Meesho's ability to innovate and diversify its offerings while retaining the core reseller-driven model will likely determine its future trajectory.

Moreover, the platform's impact on suppliers and manufacturers has been mixed. While many small businesses have benefited from access to a vast network of resellers and customers without heavy marketing expenses, some suppliers report difficulties in navigating the platform's policies, payment cycles, and order management processes. This suggests that as Meesho scales, it must balance growth with supplier satisfaction to sustain a healthy ecosystem. Ethical considerations and regulatory compliance have also come under scrutiny, especially as social commerce platforms handle vast amounts of consumer data and financial transactions. Meesho's preparation for an initial public offering underscores the need for transparency and adherence to consumer protection norms, which will be critical for long-term sustainability.

In summary, Meesho represents a paradigm shift in India's e-commerce landscape, blending technology, social networks, and entrepreneurship to create a new form of commerce that is inclusive and scalable. While it has made significant strides in empowering marginalized communities and driving digital adoption, the company must navigate operational, competitive, and regulatory challenges to maintain its leadership. Future research could focus on longitudinal studies of reseller livelihoods, the impact on traditional retail markets, and the evolution of regulatory frameworks governing social commerce in India. Meesho's journey offers valuable insights into how digital platforms can foster economic inclusion while driving innovation in emerging markets.

4.Objectives

- To democratize entrepreneurship by enabling individuals across India, especially women and small-town entrepreneurs, to start their own online businesses without any upfront investment or inventory requirements.
- To expand Meesho's reach beyond metro cities to Tier 2, Tier 3, and rural areas, thereby promoting financial inclusion and creating new income opportunities for underserved populations.
- To build a robust and scalable social commerce ecosystem where resellers, suppliers, and customers can interact seamlessly through a user-friendly mobile platform available in multiple regional languages.
- To provide comprehensive support services including logistics, payment processing, customer service, and returns management, simplifying the selling process for resellers and ensuring customer satisfaction.
- To continuously improve and personalize the user experience by leveraging advanced technologies such as artificial intelligence and machine learning for better product recommendations, demand forecasting, and inventory management.
- To empower women by offering flexible work-from-home opportunities, enabling them to achieve financial independence while balancing household responsibilities.
- To strengthen partnerships with small and medium-sized manufacturers and local suppliers by providing them with a digital marketplace and access to a pan-India customer base without the need for large marketing budgets.
- To enhance brand trust and loyalty by maintaining high product quality standards, transparent business practices, and timely resolution of customer grievances.
- To diversify product categories and expand the platform's offerings continuously to meet evolving customer needs and tap into new market segments.

- To increase the number of active resellers and customers on the platform by implementing targeted marketing campaigns and community engagement strategies.
- To reduce customer acquisition costs by leveraging organic growth through social sharing and word-of-mouth referrals from the reseller network.
- To explore new business models, such as direct-to-consumer sales alongside the reseller-driven approach, for greater market penetration and revenue diversification.
- To build a resilient supply chain and logistics infrastructure that can handle increased order volumes efficiently across diverse geographical locations.
- To maintain compliance with all regulatory requirements and promote ethical business practices including data privacy, consumer protection, and fair labor standards.
- To foster innovation by continuously investing in research and development, exploring new technologies, and adapting to changing market dynamics.
- To position Meesho as a market leader in social commerce within India and expand its footprint internationally in emerging markets with similar socio-economic profiles.
- To measure and maximize social impact by tracking the number of livelihoods created, especially focusing on empowering marginalized communities and promoting gender equality.
- To enhance digital literacy among resellers and customers by offering training, tutorials, and support resources that enable them to use the platform effectively.
- To build long-term sustainability by balancing rapid growth with operational efficiency and maintaining profitability while scaling.
- To strengthen investor confidence by demonstrating transparent financial performance, steady growth metrics, and a clear roadmap for future expansion.

5.Methodology

1. Research Design

The study will adopt a **mixed-methods approach** combining both **quantitative and qualitative data** collection to understand the functioning, user experience, and impact of Meesho as an e-commerce platform.

2. Objectives

- To analyze user behavior and preferences on Meesho.
- To assess the challenges faced by Meesho resellers and customers.
- To evaluate the impact of Meesho on small entrepreneurs, especially women.
- To compare Meesho with other e-commerce platforms in terms of user satisfaction.

3. Data Collection Methods

a) Primary Data

- **Surveys:** Structured questionnaires will be administered to two groups:
 - **Resellers on Meesho:** To understand their motivations, challenges, and earnings.
 - **Customers of Meesho:** To capture shopping behavior, satisfaction, and trust factors.
- **Interviews:**
Semi-structured interviews will be conducted with:
 - Selected Meesho resellers (especially women entrepreneurs).
 - Industry experts or local business owners familiar with social commerce.
- **Field Observations:**
Observing reseller groups and their sales techniques on social media platforms (e.g., WhatsApp, Facebook).

b) Secondary Data

- Company reports, market research reports, academic papers on e-commerce and social commerce.
- News articles and case studies related to Meesho's business model and growth.

4. Sampling

- **Sample Size:** Around 50-100 resellers and 50-100 customers from different regions (urban and semi-urban).
- **Sampling Technique:** Purposive sampling for resellers and convenience sampling for customers.

5. Data Analysis

- **Quantitative Data** from surveys will be analyzed using statistical tools (Excel, SPSS) to identify trends, patterns, and correlations.
- **Qualitative Data** from interviews and observations will be analyzed using thematic analysis to extract key themes and insights.

6. Ethical Considerations

- Participants' consent will be obtained before data collection.
- Privacy and confidentiality of respondents will be maintained.
- Data will be used only for academic purposes.

6.Result and Discussion

Meesho's innovative social commerce model has yielded substantial results, reshaping the Indian e-commerce landscape and driving notable socio-economic change. Since its inception, the platform has onboarded millions of resellers, predominantly women from Tier 2 and Tier 3 cities, demonstrating the success of its zero-investment entrepreneurship model. This has translated into significant income generation opportunities for individuals who previously lacked access to formal employment or capital to start their own businesses. The results show that Meesho has not only facilitated increased participation in digital commerce but also fostered financial inclusion and empowerment at scale. Many users have reported substantial supplementary income, with some turning their reselling activities into full-time businesses, underscoring Meesho's role as a catalyst for grassroots economic development.

From a business performance perspective, Meesho has experienced rapid growth in user acquisition, product listings, and transaction volumes. The platform's ability to integrate social media channels for product promotion has lowered customer acquisition costs compared to traditional e-commerce models, making it a cost-effective growth strategy. This virality-driven expansion has enabled Meesho to penetrate markets beyond metros, reaching smaller towns and rural areas that are often underserved by mainstream online retailers. The company's strategic use of technology—including AI-driven personalized recommendations and optimized supply chain management—has further enhanced operational efficiency and customer satisfaction. These technological investments have contributed to higher engagement rates and repeat purchases, indicating a positive consumer response to Meesho's tailored shopping experience.

However, the discussion also reveals several challenges that Meesho continues to face. Product quality assurance remains a critical concern, as the platform's reliance on third-party suppliers and resellers sometimes results in inconsistent customer experiences. Issues such as counterfeit goods, delayed deliveries, and return processing inefficiencies have been reported, which can undermine customer trust. Meesho has implemented stricter vetting processes and quality control mechanisms, but sustaining these at scale remains a complex task. Furthermore, the company's attempted diversification into the grocery segment exposed

operational difficulties linked to inventory management and logistics, prompting a strategic retreat from this space to refocus on its core competencies.

Meesho's relationship with its suppliers and resellers also presents areas for discussion. While the platform has empowered numerous small businesses by providing access to a broad customer base and handling logistics, some suppliers have expressed concerns regarding payment delays and platform policies. For resellers, the learning curve associated with digital selling and customer service can be steep, necessitating ongoing training and support. These factors highlight the importance of maintaining a balanced and supportive ecosystem to ensure long-term sustainability. Additionally, competition from both traditional e-commerce giants and emerging social commerce startups poses a significant strategic challenge. Meesho's continued innovation in product offerings, user engagement, and technological capabilities will be crucial to maintaining its competitive edge.

On a broader socio-economic level, Meesho's results underscore its impact on gender empowerment and rural entrepreneurship. The platform's accessibility and flexible work model have enabled many women to contribute economically without compromising household responsibilities. This not only improves individual livelihoods but also contributes to wider community development and poverty reduction. The social implications of such empowerment are profound, potentially influencing social norms around women's work and entrepreneurship in conservative areas.

In conclusion, Meesho's results demonstrate the effectiveness of social commerce as a disruptive model in the Indian market, blending technology with community-driven sales to unlock new economic opportunities. The discussion highlights the platform's strengths in fostering inclusion and growth but also points to ongoing operational, quality, and competitive challenges that require strategic focus. As Meesho continues to scale and evolve, balancing rapid expansion with quality assurance, supplier and reseller satisfaction, and technological innovation will be key to its sustained success and broader impact.

7.Recommendations and Future Work

□ Recommendations:

1. Quality Control Mechanisms

- Implement stricter product quality checks and seller verification to reduce customer complaints.

2. Strengthen Customer Support

- Improve response time and resolution rate, especially for returns and refunds.

3. Offer More Training for Resellers

- Provide structured tutorials or mentorship to help new resellers learn marketing and customer handling.

4. Improve Logistics in Rural Areas

- Collaborate with local delivery services to ensure faster deliveries in remote regions.

5. Introduce Reseller Performance Metrics

- Help resellers track their performance, earnings, and customer satisfaction levels to improve accountability.

🕒 Future Work:

1. AI-Based Reseller Support Tools

- Introduce smart tools for pricing, content generation (product descriptions), and customer messaging.

2. Gamification of Reselling

- Add rewards, badges, and levels to encourage resellers to stay active and motivated.

3. International Expansion

- Explore potential to enable cross-border social commerce, starting with similar developing markets.

4. Localized Multilingual Support

- Offer the app and support in more regional languages to cater to India's diverse population.

5. Offline to Online (O2O) Integration

- Enable small physical retailers to use Meesho as a digital storefront, bridging the gap between offline and online retail.

8.Suggestion

1. Enhance Product Quality Control

- Monitor sellers closely to reduce poor-quality listings and improve customer satisfaction.

2. Provide Better Reseller Tools

- Offer automated tools for creating posts, pricing suggestions, and customer message templates.

3. Expand Regional Language Support

- Localize the app in more Indian languages to increase accessibility in rural and semi-urban areas.

4. Boost Customer Support Services

- Train support teams to resolve queries quickly and add live chat for real-time assistance.

5. Improve Delivery Speed & Tracking

- Work with logistics partners to offer faster deliveries and more accurate real-time tracking.

6. Conduct Regular Reseller Training

- Organ

9. Conclusion

E-commerce has revolutionized the retail industry by offering businesses and consumers a fast, efficient, and convenient platform for buying and selling products. Traditional e-commerce websites focus on **direct-to-consumer sales**, emphasizing features like product variety, seamless user experience, secure transactions, and efficient logistics.

On the other hand, **Meesho has introduced a unique, community-driven model of social commerce** that empowers individuals—especially women and small-town entrepreneurs—to earn through reselling. Unlike conventional e-commerce platforms, Meesho enables users to sell products via social media, eliminating the need for inventory and upfront investment.

While general e-commerce platforms excel in infrastructure, scalability, and advanced technologies, Meesho stands out for its **inclusive, low-barrier entry** and focus on **Tier 2 and Tier 3 markets** in India.

To ensure sustainable growth, both types of platforms must focus on:

- **Customer trust**
- **Logistics efficiency**
- **Personalization**
- **Technology adoption (AI, analytics, mobile optimization)**

In conclusion, both traditional e-commerce and social commerce platforms like Meesho play complementary roles in shaping the future of digital retail. By continuing to innovate and adapt to changing consumer behaviors, they have the potential to further boost digital inclusion, entrepreneurship, and economic growth.

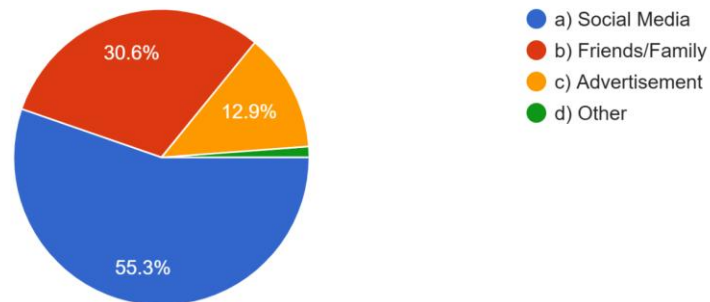
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11.Questionnaire

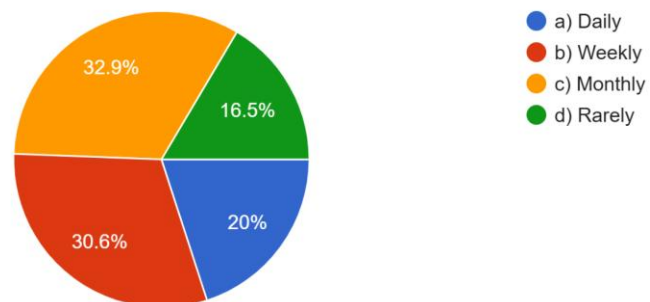
1. How did you first hear about Meesho?

85 responses



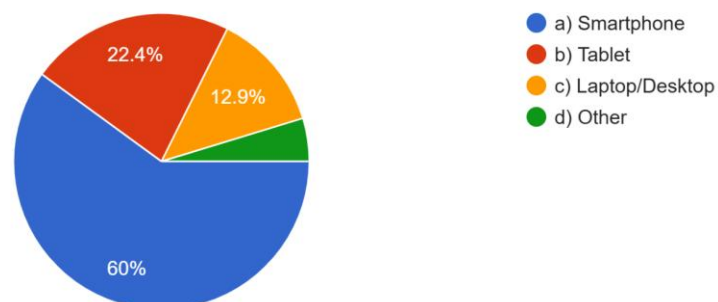
2. How often do you use Meesho?

85 responses



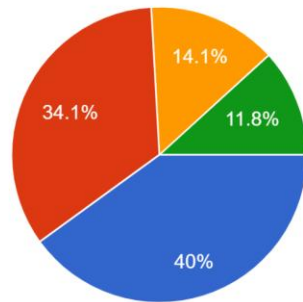
3. What device do you mostly use to access Meesho?

85 responses



4. How long have you been using Meesho?

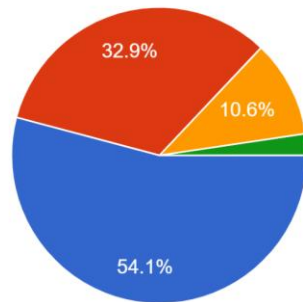
85 responses



- a) Less than 6 months
- b) 6 months – 1 year
- c) 1–2 years
- d) More than 2 years

5. Do you use Meesho as a buyer, seller, or both?

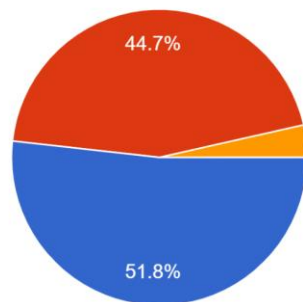
85 responses



- a) Buyer only
- b) Seller only
- c) Both
- d) Neither

6. How easy is it to create an account on Meesho?

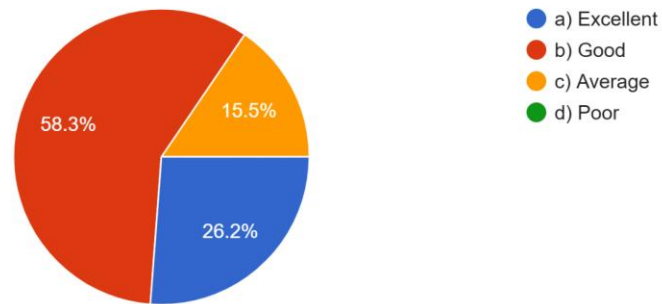
85 responses



- a) Very easy
- b) Easy
- c) Difficult
- d) Very difficult

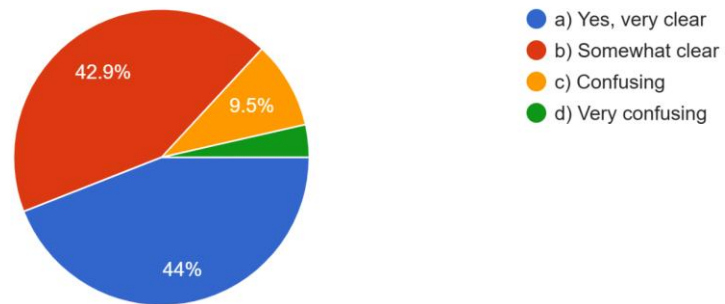
7. How would you rate Meesho's mobile app interface?

84 responses



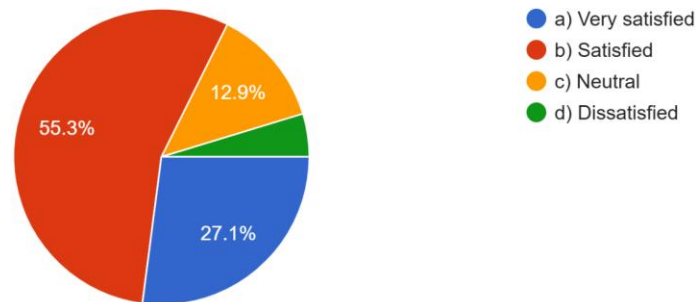
8. Are product categories on Meesho easy to browse?

84 responses



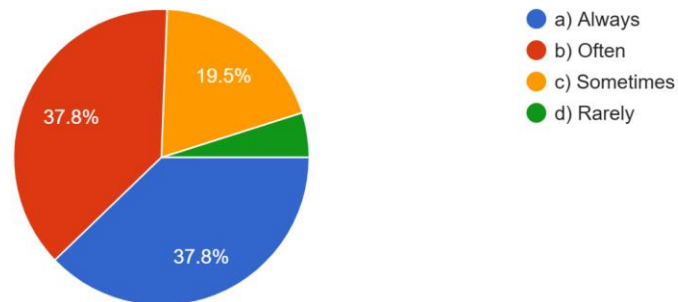
9. How satisfied are you with Meesho's product descriptions?

85 responses



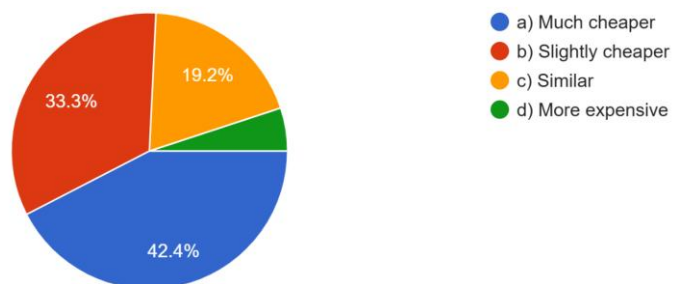
10. How often do you find the exact product you're looking for on Meesho?

82 responses



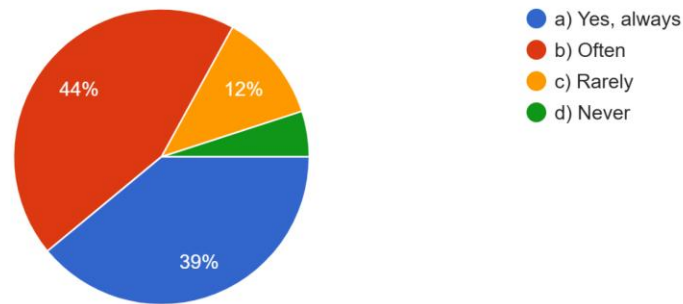
11. How do you find Meesho's product pricing compared to other e-commerce apps?

99 responses



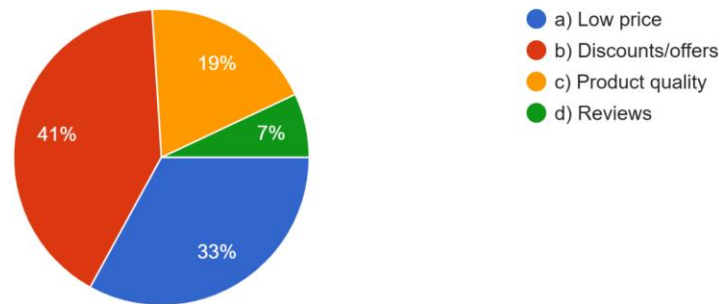
12. Do you think Meesho offers sufficient discounts/offers?

100 responses



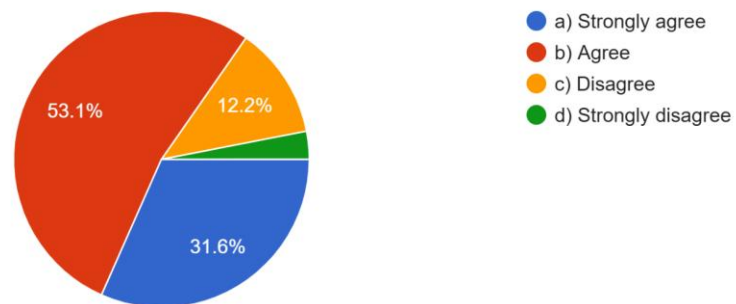
13. Which factor influences your purchase most on Meesho?

100 responses



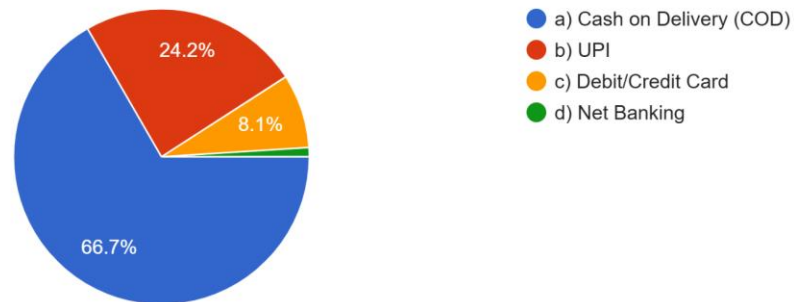
14. Do you feel Meesho gives value for money?

98 responses



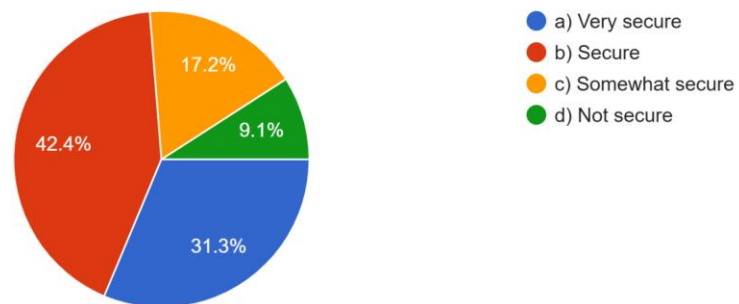
15. What is your preferred payment method on Meesho?

99 responses



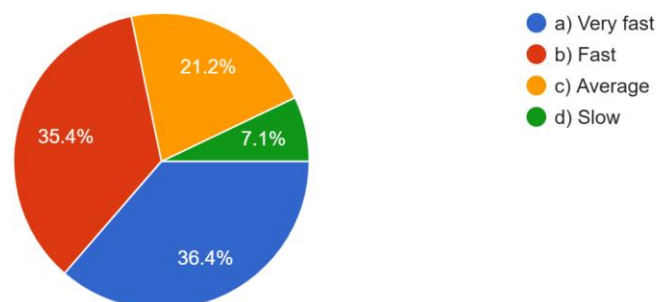
16. How secure do you feel while making online payments on Meesho?

99 responses



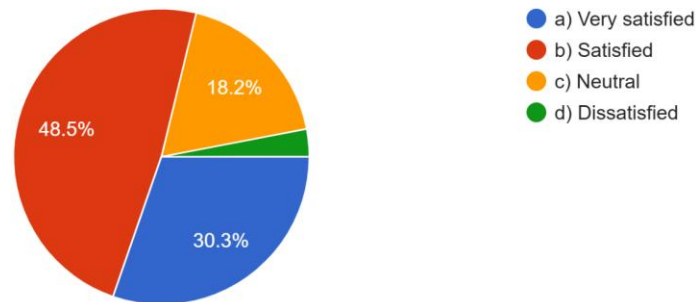
17. How would you rate Meesho's delivery speed?

99 responses



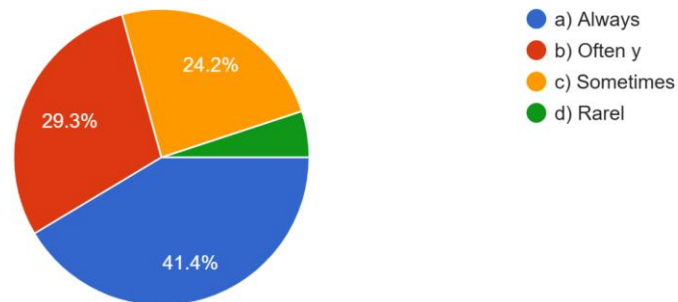
18. How satisfied are you with Meesho's packaging quality?

99 responses



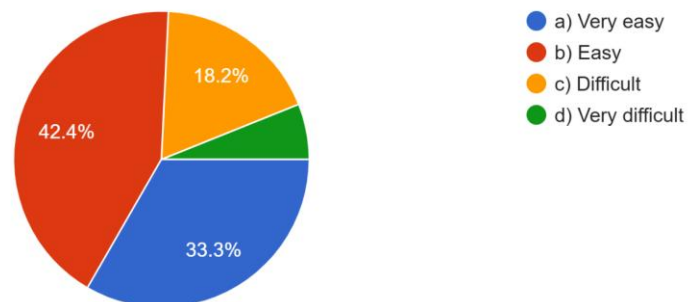
19. Do you usually receive your product within the promised delivery time?

99 responses



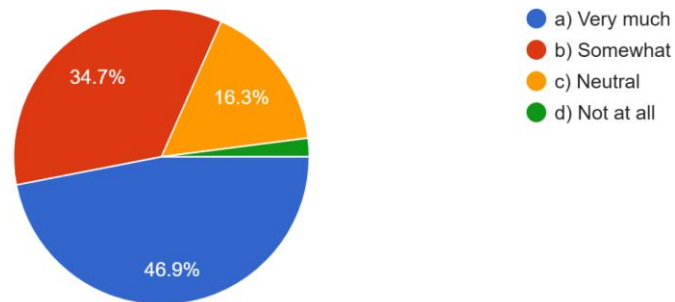
20. How easy is the return/refund process on Meesho?

99 responses



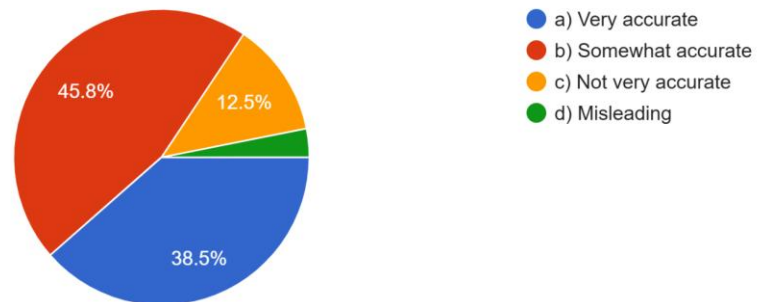
21. How much do you trust the product quality on Meesho?

98 responses



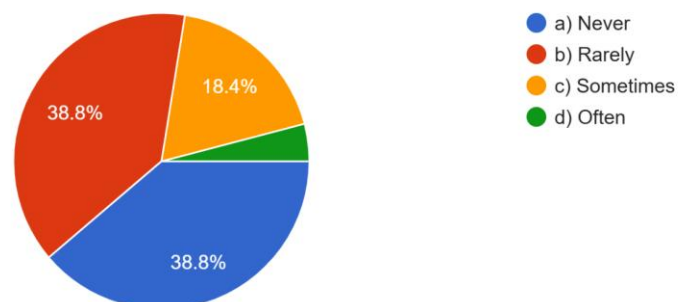
22. How accurate are product images compared to actual products?

96 responses



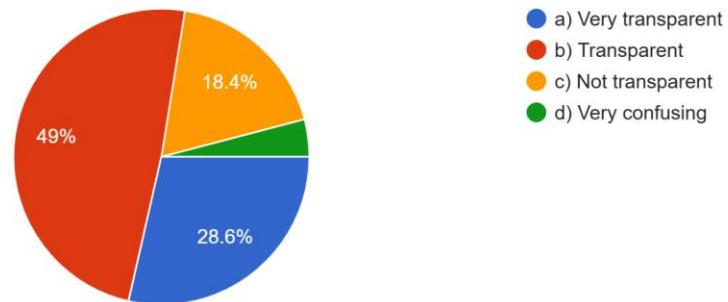
23. Have you faced issues with fake or duplicate products?

98 responses



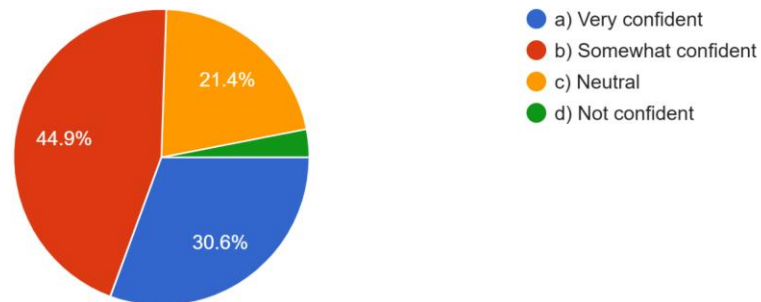
24. How transparent is Meesho's pricing and billing system?

98 responses



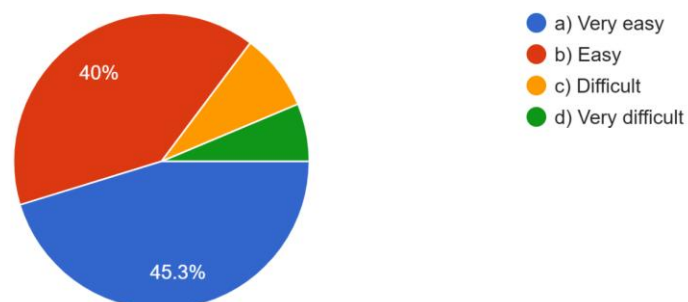
25. How confident are you recommending Meesho to others?

98 responses



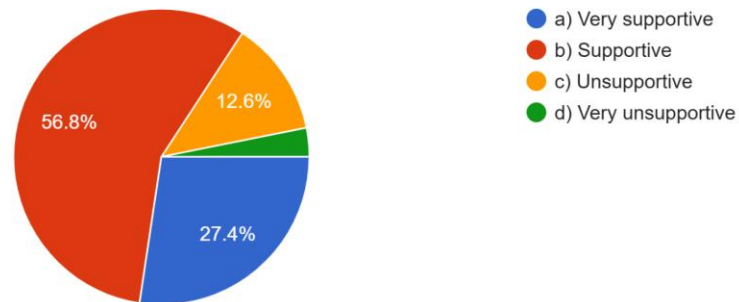
26. If you are a seller, how easy is it to list products on Meesho?

95 responses



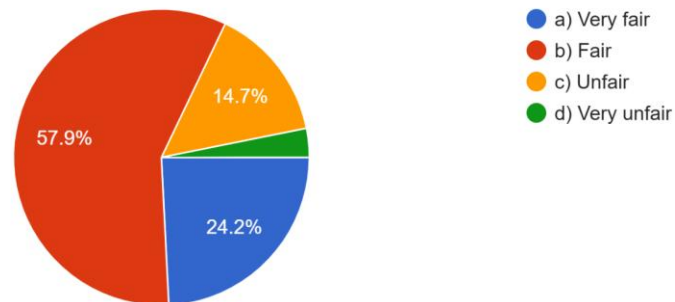
27. How supportive is Meesho's seller support system?

95 responses



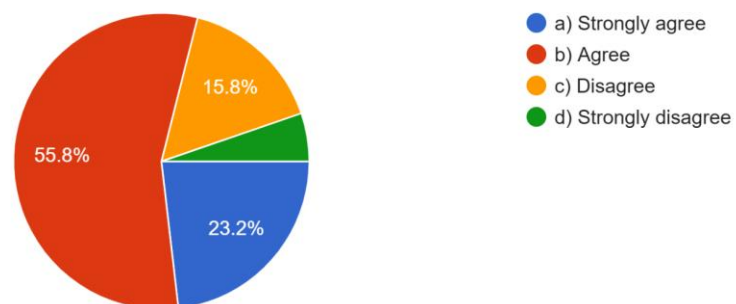
28. How fair do you find Meesho's commission charges?

95 responses



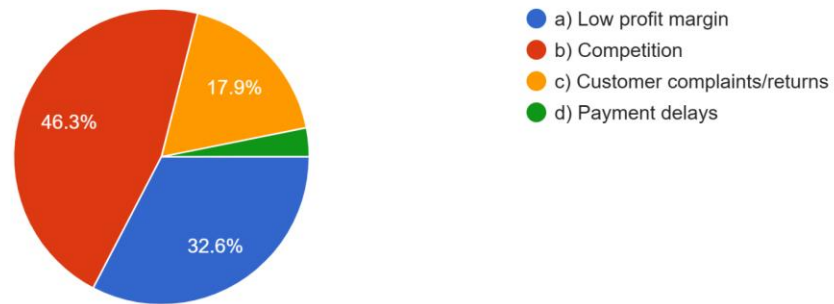
29. Do you think Meesho helps sellers/resellers grow their business?

95 responses



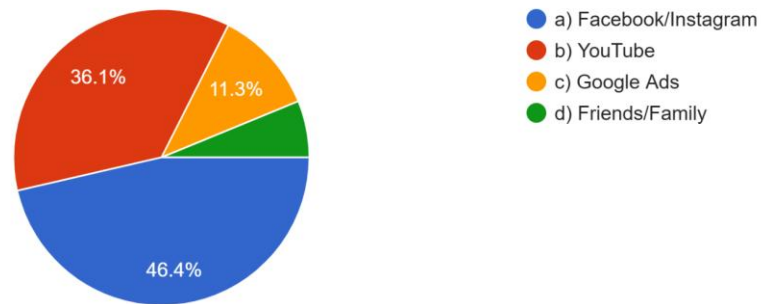
30. What is the biggest challenge you face as a seller on Meesho?

95 responses



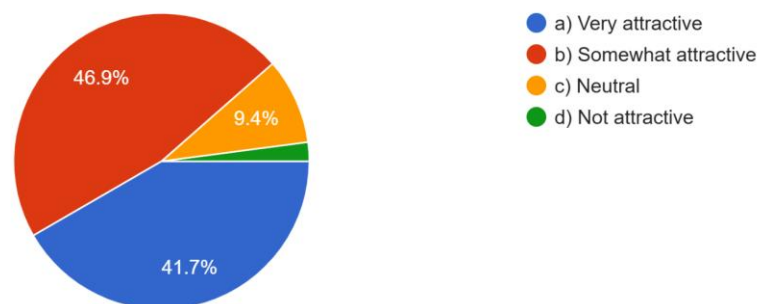
31. How did you first come across Meesho advertisements?

97 responses



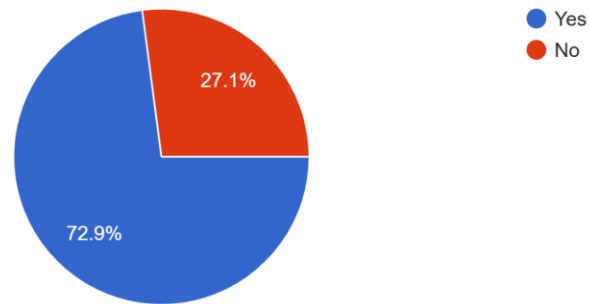
32. Do you think Meesho's marketing campaigns are attractive?

96 responses



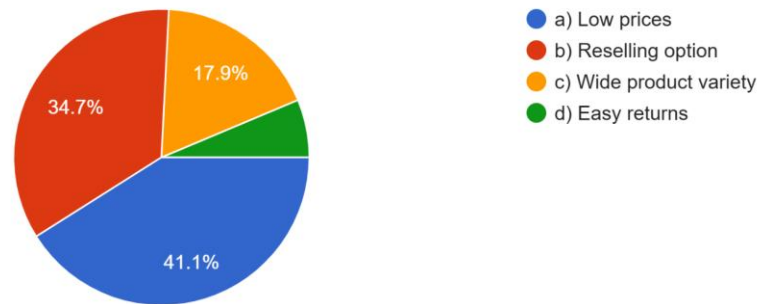
33. Have you ever joined Meesho due to an influencer's recommendation?

96 responses



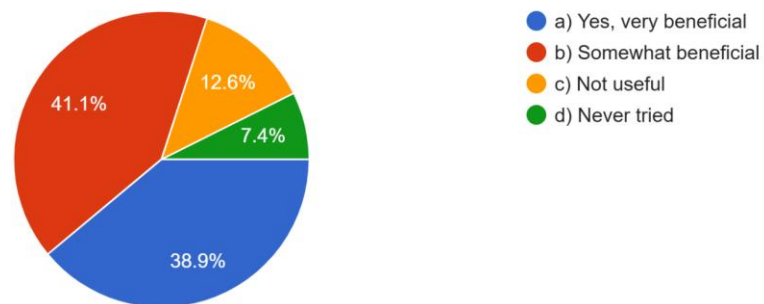
34. Which feature do you think makes Meesho unique?

95 responses



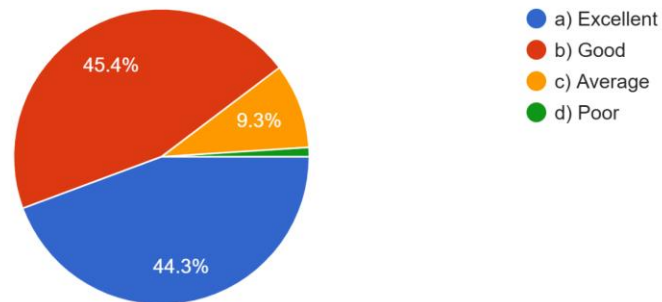
35. Do you think Meesho's referral program is beneficial?

95 responses



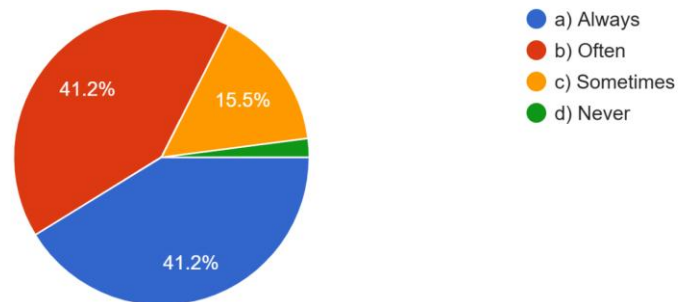
36. Overall, how would you rate your experience with Meesho?

97 responses



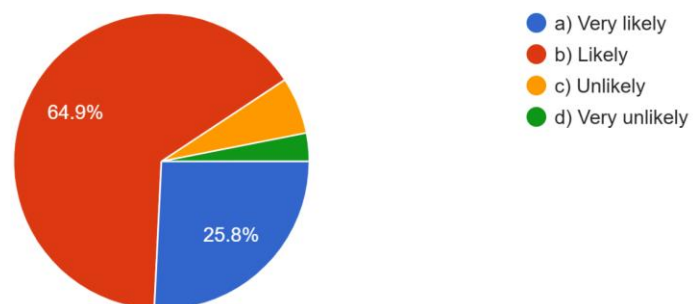
37. Would you prefer Meesho over other e-commerce platforms?

97 responses



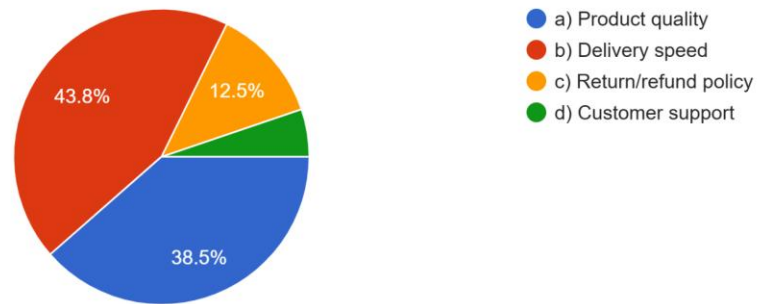
38. How likely are you to continue using Meesho in the future?

97 responses



39. What improvement do you want to see most in Meesho?

96 responses



40. If asked to describe Meesho in one word, how would you rate it?

95 responses

