

FORM 2

THE PATENTS ACT, 1970

[39 of 1970]

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THE PATENTS RULES, 2003

COMPLETE SPECIFICATION

[See section 10 and rule 13]

“ANALYSIS OF MARKETING STRATEGIES RELATED TO CONSUMER BEHAVIOR IN "MEESHO" E-COMMERCE PLATFORM”

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PREAMBLE OF THE DESCRIPTION

The following specification particularly describes the invention and the manner in which it is to be performed.

ANALYSIS OF MARKETING STRATEGIES RELATED TO CONSUMER BEHAVIOR IN "MEESHO" E-COMMERCE PLATFORM

Background problem for the Analysis

Meesho is an e-commerce platform that has quickly become a popular choice for entrepreneurs and small business owners. The platform is designed to make it easier for customers to buy and sell products online. Through its unique approach, Meesho has been able to provide customers with a more personalized experience while at the same time providing a wide selection of products. One of the key elements of Meesho's success has been its focus on understanding consumer behavior. The platform has developed a range of marketing strategies to ensure that customers are engaged and that they are aware of the products that are available. Through the use of data analysis, Meesho is able to understand customer preferences, what products they are interested in, and how they interact with the platform. Meesho has also been able to target customers through its use of targeted advertising. This involves using data to determine which customers are likely to be interested in particular products. Ads can then be tailored to these customers, ensuring that they are presented with products that are relevant to them. This strategy has been successful in helping to increase sales and generate more revenue. Another marketing strategy that Meesho has employed is the use of influencers. Influencers are people who have a large following on social media, such as YouTube and Instagram, and who are able to reach a large audience. Meesho has been able to leverage these influencers' platforms to promote its products and services. This has been successful in helping to build brand awareness and in driving more customers to the platform. Finally, Meesho has made use of customer satisfaction surveys. These surveys are designed to help Meesho understand what customers think of the platform and the products they are buying. Through the surveys, Meesho can identify areas of improvement and make changes to ensure that customers have a better experience. By understanding consumer behavior, Meesho has been able to develop a range of marketing strategies that have been successful in helping to drive more sales and generate more revenue. The platform has also been able to target customers through its use of targeted advertising, influencers, and customer satisfaction surveys. All of these strategies have been successful in helping to ensure that customers are engaged and that they are aware of the products that are available.

Innovation model

Meesho is an Indian e-commerce platform that enables small businesses, entrepreneurs, and individuals to sell products online. It was founded in 2015 and has since grown to become one of the most popular e-commerce platforms in India. The platform provides a wide range of products including clothing, footwear, electronics, home appliances, and more. Meesho's marketing strategies are focused on building relationships with its customers. The company has adopted a variety of strategies to engage with its customers, including offering discounts and loyalty programs, providing personalized service, and leveraging social media. One of the key strategies that Meesho has adopted to engage with its customers is to offer discounts and loyalty programs. The company offers discounts on a variety of products, such as clothing, footwear, and electronics. Additionally, Meesho has launched a loyalty program, wherein customers who purchase products from the platform are eligible for exclusive offers, discounts, and rewards. This encourages customers to return and make more purchases in the future. Meesho has also adopted personalized service as a key marketing strategy. This includes offering personalized product recommendations based on customer preferences, as well as providing customer service through live chat and email. By providing personalized service, Meesho is able to build relationships with its customers and ensure their satisfaction. The Meesho has leveraged social media to engage with its customers. The company has a strong presence on platforms such as Facebook and Instagram, where it shares content related to its products and offers, as well as responds to customer queries. This helps Meesho to build relationships with customers and encourages them to make repeat purchases. The innovation analysis has shown in the following fig.1

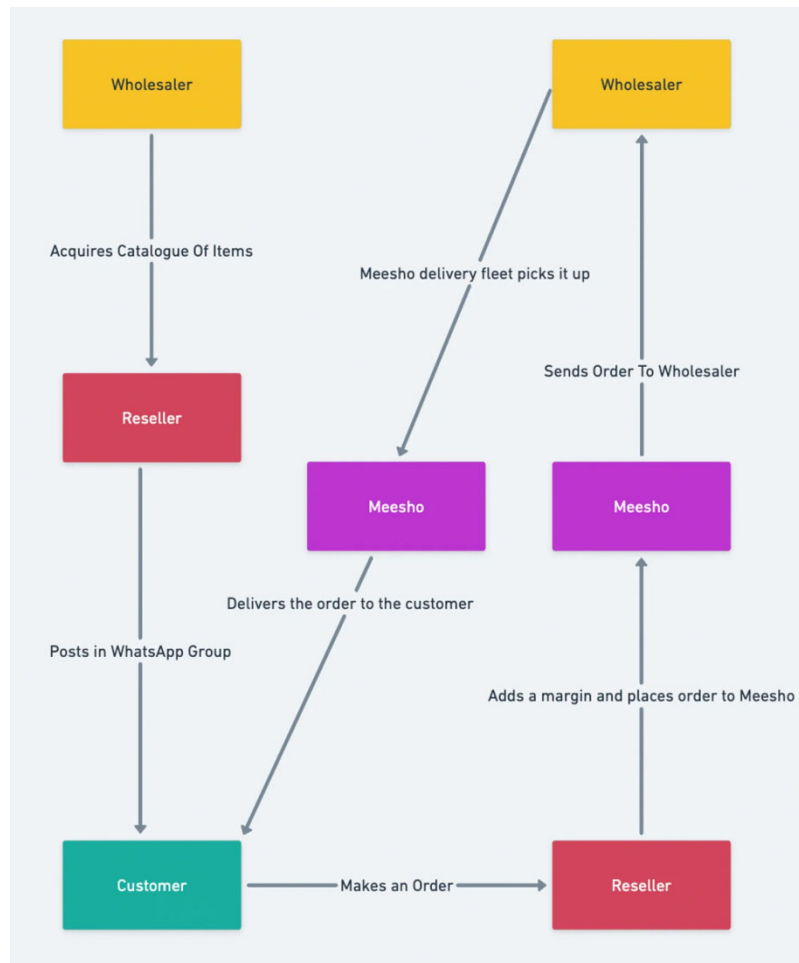


Fig.1: Innovation analysis

The Meesho has adopted a variety of marketing strategies to engage with its customers and build relationships. By offering discounts and loyalty programs, providing personalized service, and leveraging social media, Meesho has been able to create an enjoyable shopping experience for its customers. This has helped the company to grow and become one of the most popular e-commerce platforms in India. Meesho is an e-commerce platform that enables individuals to start their own online businesses. It is one of the fastest-growing startups in India and has seen tremendous growth since its launch in 2015. As such, it is important to understand the marketing strategies that have been implemented to influence consumer behavior in this digital marketplace. The primary goal of Meesho's marketing strategy is to engage their customers and create an active community of users. To accomplish this, they have implemented a variety of tactics, such as creating a loyalty program, offering discounts and promotions, and providing social media support. They have also leveraged influencers to bring attention to their products and services. The loyalty program offered by Meesho is a great way to encourage customers to remain loyal and purchase more frequently. This

program rewards customers for every purchase they make, allowing them to accumulate points which can then be used for discounts and other rewards. Additionally, the program allows customers to refer friends and family members, who then also receive rewards. Meesho offers various discounts and promotions to encourage customers to purchase from their platform. These can include discounts on certain product categories, special offers for bulk orders, and even cash back offers. These discounts and promotions help to further incentivize customers to make purchases. In addition to discounts and promotions, Meesho also provides social media support. This includes regularly engaging customers on their Facebook, Twitter, and Instagram accounts to keep them informed about new products and services. They also use social media to promote their loyalty program and other promotional offers. The Meesho has leveraged influencers to bring attention to their products and services. By working with influencers, Meesho has been able to reach a wider audience and create more brand awareness. This has also allowed them to tap into new customer segments and increase their customer base. The Meesho has implemented a variety of marketing strategies to influence consumer behavior in their e-commerce platform. These strategies have helped them to engage customers, increase their customer base, and create an active community of users. These strategies are key to the continued success of Meesho and the growth of their business.

Summary of the Analysis

Meesho is an e-commerce platform that connects local retailers, artisans, and entrepreneurs with customers across India. It enables an easy and efficient way to buy and sell products through its network of merchants. It has become increasingly popular in India for its innovative approach to e-commerce, allowing users to purchase items from the comfort of their own homes. The company has developed effective marketing strategies to reach out to potential customers and influence their buying behavior. This essay will analyze the marketing strategies used by Meesho in order to gain insights into consumer behavior. Meesho has implemented a range of marketing strategies in order to reach out to customers. These include digital and offline campaigns, as well as social media marketing. The company has utilized digital marketing to reach out to customers through various channels, including search engine optimization (SEO), search engine marketing (SEM), display advertising, and email marketing. Additionally, the company has also used offline campaigns such as television and radio advertisements, as well as printing brochures and flyers. Furthermore, Meesho has leveraged the power of social media to reach out to potential customers. It has

used influencers and brand ambassadors to promote its products, as well as running campaigns on platforms such as Facebook, Instagram, and Twitter. Meesho's marketing strategies have been successful in reaching out to potential customers and influencing their buying behavior. The company has utilized digital marketing to target customers across different channels, such as SEO, SEM, and display advertising. Additionally, the company has also used offline campaigns such as television and radio advertisements, as well as printing brochures and flyers. Furthermore, Meesho has leveraged the power of social media to reach out to potential customers. It has used influencers and brand ambassadors to promote its products, as well as running campaigns on platforms such as Facebook, Instagram, and Twitter. These strategies have been successful in driving sales and creating brand awareness, resulting in increased customer engagement and loyalty. The Meesho's marketing strategies have been successful in reaching out to potential customers and influencing their buying behavior. The company has utilized both digital and offline campaigns, as well as leveraging the power of social media, to reach out to customers. These strategies have been successful in driving sales and creating brand awareness, resulting in increased customer engagement and loyalty. Meesho e-commerce platform is a major player in the online shopping space in India. It is a platform that enables entrepreneurs and small businesses to reach out to their customers in an efficient and cost-effective manner. It offers various products from different categories like fashion, beauty, home and lifestyle, electronics, and more. This platform has been growing steadily over the years, and has now become one of the most popular online shopping destinations in India. In order to ensure success in the e-commerce platform, it is important to optimize marketing strategies related to consumer behavior. This can be done through a variety of methods such as by providing personalized recommendations, creating targeted campaigns, and leveraging customer data to better understand buying patterns. First, it is important to understand the customers' preferences and buying habits in order to provide personalized recommendations. This can be done through surveys, analytics, and tracking user behavior. Meesho can also use data from customer accounts and other sources to develop insights into customer needs and preferences. This will enable the platform to create more targeted campaigns that can be targeted to specific customer groups. Second, it is important to leverage customer data to better understand buying patterns. Meesho can use customer data to identify the products and categories that customers are most likely to purchase. This information can be used to create targeted campaigns that are tailored to customer needs. This will help to increase the conversion rate of customers, as well as to increase the overall sales. Third, it is important to measure the performance of the campaigns.

Meesho can measure the success of the campaigns by tracking the number of clicks and conversions, as well as the average order value. This will enable them to optimize the campaigns, as well as to identify any areas of improvement. It is important to continuously monitor customer behavior and adjust the campaigns accordingly. Meesho can use data to track customer behavior over time, and to identify any changes in buying preferences. This will enable the platform to continuously tweak the campaigns to ensure that they are reaching the right customers and achieving the desired results. The performance optimization of marketing strategies related to consumer behavior in Meesho e-commerce platform is a key factor in achieving success in this space. By leveraging customer data and understanding customer needs, Meesho can create targeted campaigns that are tailored to customer preferences. Additionally, by measuring the performance of the campaigns and continuously monitoring customer behavior, Meesho can ensure that the campaigns are achieving the desired results.

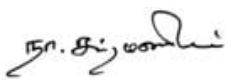
We Claim:

1. **Analysis of Marketing Strategies Related to Consumer Behavior in "meesho" E-Commerce Platform in claims,** Meesho is an online e-commerce platform that provides a unique and highly effective approach to connecting customers and resellers, resulting in an efficient and cost-effective way to shop and sell products.
2. **Analysis of Marketing Strategies Related to Consumer Behavior in "meesho" E-Commerce Platform in claims,** One of the key elements of Meesho's success is its ability to leverage consumer behavior in order to develop effective marketing strategies. It will analyze the way in which Meesho has used consumer behavior to influence its marketing strategies and how this has impacted the platform's success.
3. **Analysis of Marketing Strategies Related to Consumer Behavior in "meesho" E-Commerce Platform in claims,** Meesho's marketing strategies are largely based on the understanding that customers have different needs and preferences. To ensure that its marketing strategies are tailored to the needs of its customers, Meesho has used a range of consumer behavior research techniques to identify the characteristics and needs of its users.
4. **Analysis of Marketing Strategies Related to Consumer Behavior in "meesho" E-Commerce Platform in claims;** This research has allowed Meesho to tailor its marketing strategies to the needs of its customers, thereby increasing the effectiveness of its campaigns. In addition to understanding its customers' needs and preferences, Meesho has also used consumer behavior insights to develop targeted marketing campaigns.
5. **Analysis of Marketing Strategies Related to Consumer Behavior in "meesho" E-Commerce Platform in claims,** the platform has used customer segmentation to identify customers with similar needs and then target them with tailored marketing messages. This has enabled Meesho to reach out to the right customers with the right messages at the right time, increasing the likelihood of the campaigns being successful.
6. **Analysis of Marketing Strategies Related to Consumer Behavior in "meesho" E-Commerce Platform in claims,** The Meesho has also used consumer behavior research to develop effective pricing strategies. By understanding the needs and preferences of its customers, Meesho has been able to create pricing models that are

tailored to the needs of its customers, thereby ensuring that its customers are getting the best value for their money.

7. **Analysis of Marketing Strategies Related to Consumer Behavior in "meesho" E-Commerce Platform in claims;** this has allowed the platform to remain competitive and attractive to customers, thereby driving its success. The Meesho's success has been largely due to its ability to leverage consumer behavior insights to develop effective marketing strategies.
8. **Analysis of Marketing Strategies Related to Consumer Behavior in "meesho" E-Commerce Platform in claims,** By understanding the needs and preferences of its customers, Meesho has been able to tailor its marketing strategies to the needs of its customers, thereby increasing the effectiveness of its campaigns.
9. **Analysis of Marketing Strategies Related to Consumer Behavior in "meesho" E-Commerce Platform in claims,** Furthermore, by using customer segmentation and pricing models tailored to the needs of its customers, Meesho has been able to remain competitive and attractive to customers, thereby driving its success.

Dated this 14th day of May, 2023


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ANALYSIS OF MARKETING STRATEGIES RELATED TO CONSUMER BEHAVIOR IN "MEESHO" E-COMMERCE PLATFORM

Abstract

Meesho is an e-commerce platform that enables small businesses, entrepreneurs, and individuals to create their own online stores in order to sell products. In order to understand the consumer behavior of customers on Meesho, this paper will analyze the marketing strategies employed by the platform to attract and retain customers. The paper will explore the various strategies used by Meesho, such as its pricing strategies, promotional strategies, and product offerings. The paper will also analyze the impact of these strategies on the purchase behavior of customers, and the overall success of the platform. The paper will provide suggestions on how to improve the marketing strategies of Meesho in order to better cater to the needs of its customers.