



# A study on social media marketing and customer experience for meesho a clothing application

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Social media marketing is increasingly required of fashion brands. It's vital to take advantage of this internet environment in order to stay ahead of the competition. It has never been easier to profit from social media platforms by connecting existing and new clients, learning about their personal requirements and perceptions, and selling their goods on social media sites, making their products a trend or brand. The goal of this study was to assess the impact of SMMA and CX on customer engagement, as measured by the relationship quality construct, and its impact on loyalty, purchase intent, and customer participation intention in social commerce. This research was conducted to study the brand preference for clothes in meesho application and customer perception for online clothing brand- meesho. From the research, we found that people think that meesho gives affordable price and majority of the people believe that meesho gives good quality.

Keywords: - social media, strategy, fashion app, online shopping, clothing

## Introduction

Social media marketing is increasingly required of fashion brands. It is critical to take advantage of this online environment and stay on top of your competitors. Creating an all-encompassing social media strategy for your fashion app. It has never been easier to profit from social media platforms by connecting existing and new clients, learning about their personal requirements and perception, and selling their goods on social media site, making their products trend or brand.

Enterprises have made extensive use of social media as a marketing strategy tool. Social networking sites are a type of social media that allows users to connect with one another. SNS has the potential to become a two-way communication channel between businesses and their customer. The potential of social media to reach a wide range of users, as well as its low cost and the fact that it has become ingrained in the lives of ordinary people, can help businesses ensure the appeal of marketing operations, raise customer awareness, and develop virtual brand communities.

The goal of this study was to assess the impact of SMMA and CX on customer engagement, as measured by the relationship quality construct, and its impact on loyalty, purchase intent and customer participation intention in social commerce. In today's technology-driven world, social networking sites have become a way for shops to reach a wider audience with their marketing initiatives.

## Objective of study

- To study the brand preference for clothes in meesho application.
- To study customer perception for online clothing brand-meesho.
- To study factor influencing different clothing application.
- To study social media marketing storage meesho application.

## Limitation of study

- The study has been carried out for very short period of time.
- The study is based on secondary information.
- Some of the employee's benefits data are classified.

## Literature Review

- (McLean and Wilson, 2016; Homburg et al., 2015; Payne et al., 2008) Meyer and Schwager (2007) Edwardson, 2005; Schembri, 2006 in their research suggested that 'The customer experience is the evolution of a person's sensorial, affective, cognitive, relational, and behavioural responses to a brand through a journey of touchpoints along the pre-purchase, purchase, and post-purchase journeys, and continually judging this journey against response thresholds of co-occurring experiences,' according to the authors.
- (Han et al., 2010; O'Cass& Frost, 2002). H.-S. Kim (2006) (A. J. Kim & Ko, 2012, p.1480). Stelzner (2011) The fashion sector has benefited from SMM. SMM encourages both generation x and y consumers to interact with brands, browse social media sites, pay attention on positive managers, and make purchases. Omits generational disparities between generation x and y and focuses solely on high-end fashion retail.
- Abu Bashar, Irshad Ahmad, Mohammad Wasiq, in their research an empirical study on the effectiveness of social media as a marketing tool suggests that the transactional relationship between buyer and seller has evolved into social one. Suggestions or how to make it effective.
- Chitranshi Verma (2018) The impact of social media on consumer behaviour was Investigated. She concluded that customer wants brands to look out for them and society as a whole. Customers appreciate it when businesses reply them directly and social media makes these possible. Customers nowadays rely largely on social media networks for customer service and support, thus businesses should make themselves known in the digital media to provide this assistance.

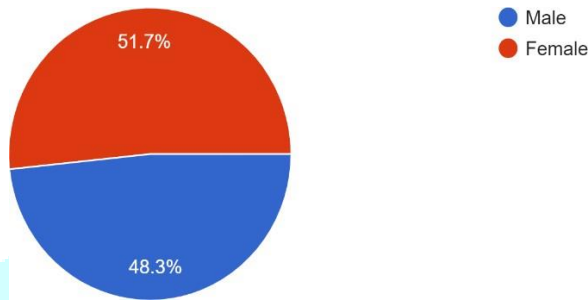
## Research Methodology

Research is based on primary data that is collected through questionnaire and secondary data is collected from websites, journals and previous studies.

The sample size for this research was 150.

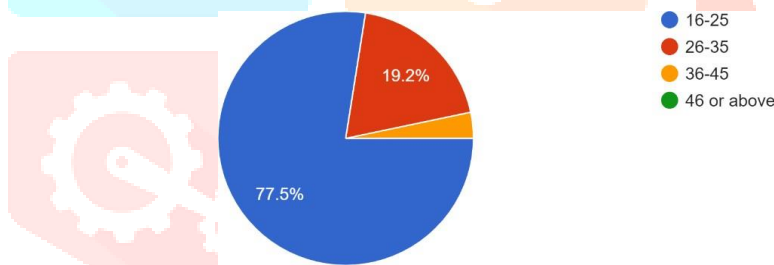
## Data Analysis and Interpretation

### 1. Gender



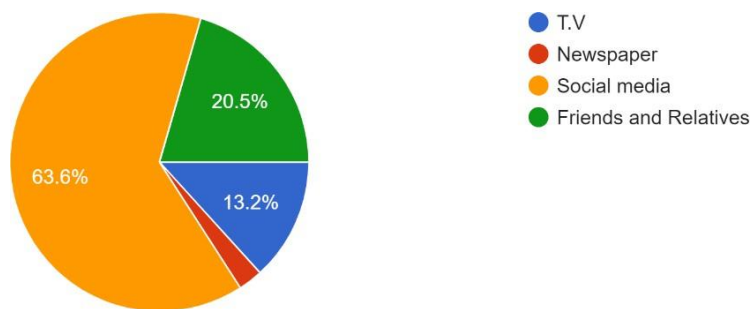
Interpretation: - From the responses collected ratio of female (51.7%) is more than male (48.3%)

### 2. Age



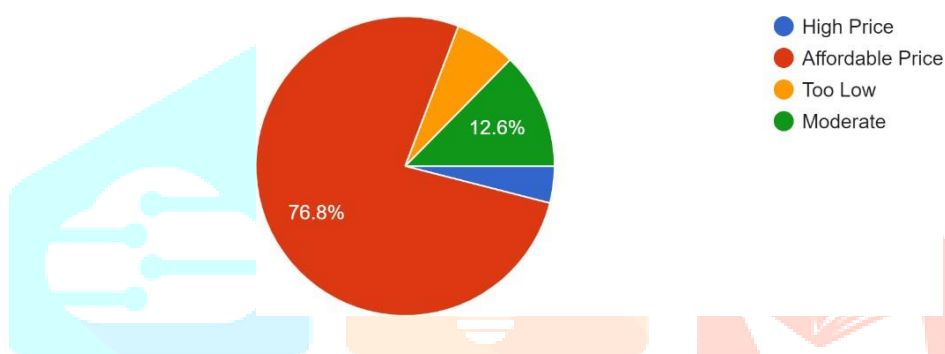
Interpretation: - From the above chart it is been observed that majority of respondents belong to age group of 16-25.

3. Source of awareness about meesho app?



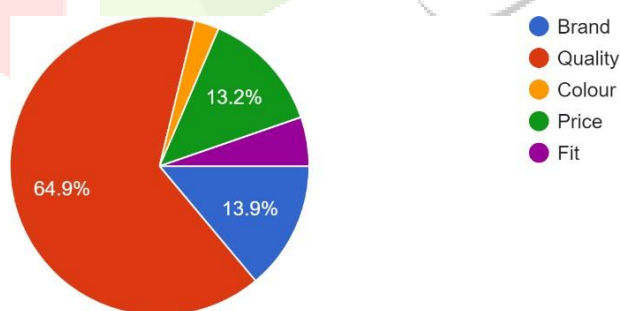
Interpretation: - From the responses we collected it is been observed that majority of people got know about app from social media.

4. What's first thing that comes to mind when you think of brand meesho?



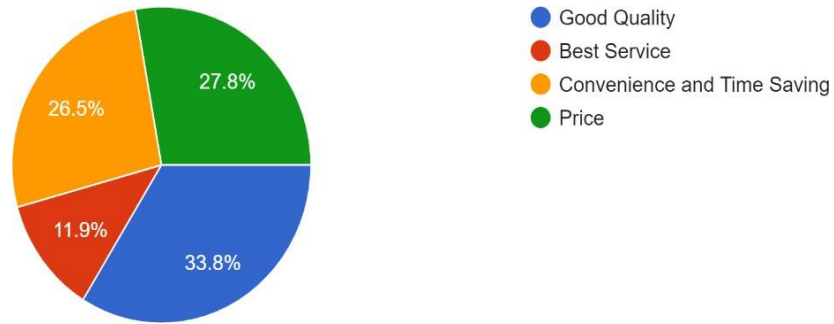
Interpretation: - First thing that comes to mind of respondent is that meesho provide affordable price. 76.8% people thinks that meesho is very affordable.

5. When shopping for clothing, what do you pay most attention to?



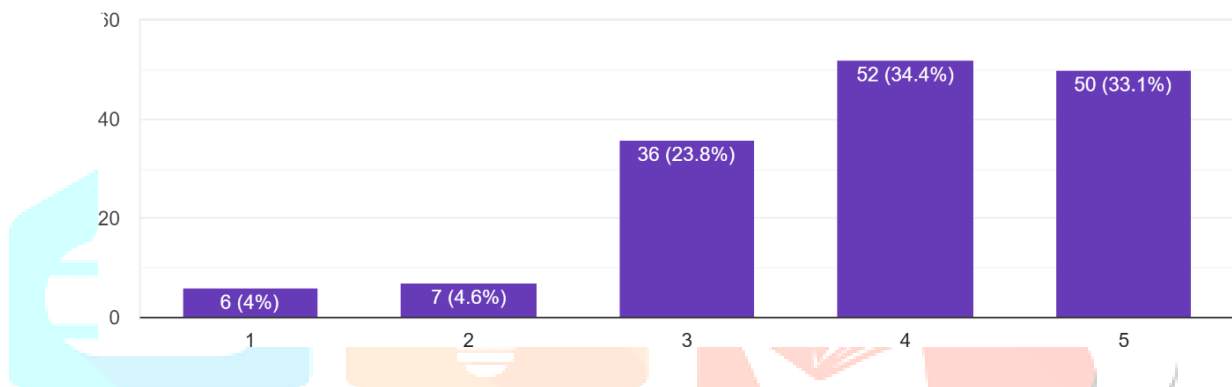
Interpretation: - It is been observed that while shopping for cloth people pays more attention on quality. 98 of total respondents believe in quality and 13.9% people pay attention on brand and 13.2% people think about price.

6. How would you describe your overall opinion of the brand meesho?



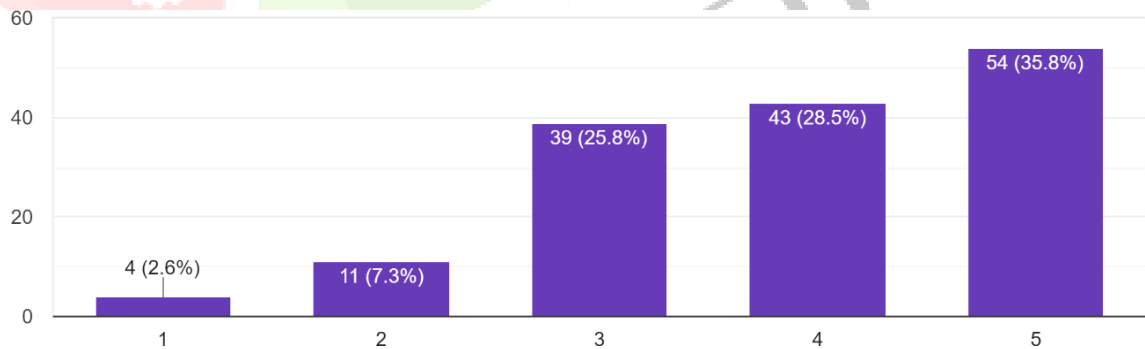
Interpretation: -According to respondents meesho provides good quality.

7. Does social media advertisement help you in taking purchase decision of meesho app?



Interpretation: - From above graph it is been noticed that 34.4% of people think that social media advertisement helps them in taking purchase decision from meesho app.

8. Overall satisfaction towards meesho app?



Interpretation: - From above graph it can be noted that 35.8% of respondents are highly satisfied towards meesho app.

## Hypothesis:

### X<sup>2</sup> Test 1

H<sub>0</sub>: The overall opinion of brand meesho is independent of gender H<sub>1</sub>: The overall opinion of brand meesho is dependent on gender

Contingency Tables

MeshoOpinion		Gender			Total
		Female	Male	male	
Good Quality	Observed	29	19	1	49
	Expected	24.34	23.68	0.987	49.0
Convenience and Time Saving	Observed	15	24	1	40
	Expected	19.87	19.33	0.805	40.0
Price	Observed	20	21	1	42
	Expected	20.86	20.30	0.846	42.0
Best Service	Observed	10	8	0	18
	Expected	8.94	8.70	0.362	18.0
Total	Observed	74	72	3	149
	Expected	74.00	72.00	3.000	149.0

### χ<sup>2</sup> Tests

	Value	df	p
χ <sup>2</sup>	4.82	6	0.567
N	149		

At  $\alpha = 0.05$ , we find  $p = 0.567 > 0.05$ , hence H<sub>0</sub> is not rejected and opinion of brand meesho is independent of gender.

### Test-2

H<sub>0</sub>: The factor of satisfaction is independent of gender H<sub>1</sub>: The factor of satisfaction is dependent on gender

Contingency Tables

SatsifactionFactors		Gender			Total
		Female	Male	male	
Service Quality	Observed	15	8	0	23
	Expected	11.4	11.1	0.463	23.0
Product Quality	Observed	33	35	2	70
	Expected	34.8	33.8	1.409	70.0
Delivery Service	Observed	11	9	1	21
	Expected	10.4	10.1	0.423	21.0
Savings	Observed	15	20	0	35
	Expected	17.4	16.9	0.705	35.0

## Contingency Tables

		Gender			
SatisfactionFactors		Female	Male	male	Total
Total	Observed	74	72	3	149
	Expected	74.0	72.0	3.000	149.0

Value	df	p
$\chi^2$	5.38	6 0.496
N	149	

At  $\alpha = 0.05$ , we find  $p = 0.496 > 0.05$ , hence  $H_0$  is not rejected and factor of satisfaction are independent of gender.

**Test-3**

$H_0$ : Social media's influence toward meesho is independent of gender  $H_1$ :

Social media's influence toward meesho is dependent on gender

## Contingency Tables

		Gender			
SocialMediaInfluence		Female	Male	male	Total
Yes	Observed	57	50	3	110
	Expected	54.6	53.2	2.215	110.0
No	Observed	17	22	0	39
	Expected	19.4	18.8	0.785	39.0
Total	Observed	74	72	3	149
	Expected	74.0	72.0	3.000	149.0

 $\chi^2$  Tests

Value	df	p
$\chi^2$	2.17	2 0.338
N	149	

At  $\alpha = 0.05$ , we find  $p = 0.338 > 0.05$ , hence  $H_0$  is not rejected and social media influence toward meesho is independent of gender.

**Findings**

- From the study it is found that majority of people depend upon social media nowadays.
- Majority of respondents are saying that they got to know about meesho app from social media.
- From these we can say that social media is influencing people.
- From the study we also found that majority of respondents were falling under the age group of 16-25 from these we can say younger generation is very much attached with social media.
- From the research, we found that people think that meesho gives affordable price and majority of the people believe that meesho gives good quality.
- And it is been observed that while buying clothes people pay more attention on quality.
- From the study it is been also discovered that 35.8% of respondents are highly satisfied with meesho app. As it has become a trend that majority of people keep doing online shopping.

## Suggestions

- From findings we found that people are not satisfied with their delivery so they should pay more attention on delivery they should make their delivery fast.
- Meesho should provide discount coupons and gifts and meesho should improve their product quality also.

## Conclusion

The goal of this study was to see how social media affects the fashion industry. Primary data was collected by floating questionnaires through convenience sampling in order to gain a better understanding of the impact of social media on the fashion industry and how useful it is for the fashion industry to incorporate online platforms in their marketing strategies, and the results were based on these questionnaires. The data reveal that social media and the fashion business are extremely depending on one another. Furthermore, social media and the fashion sector have a substantial link, meaning that a 1% growth in social media will result in a 20.6 percent increase in the fashion industry. In comparison to magazines and other print media, social media can provide a superior client experience. You may acquire the most up-to-date information and observe products from various angles and in greater detail through social media, but you must wait for the next print or supplement to be delivered in the print medium.

## References

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