



# ADVERTISING AN EFFECTIVE TOOL FOR MARKETING NEW PRODUCT IN MEESHO (E- COMMERCE)

**Mrs. B. Poornima**

M. Com., M. Phil., (Ph. D) Assistant Professor, Department of commerce with Banking & Insurance, Sri Ramakrishna College of Arts & Science , Coimbatore

**P .v . tenoosh** III Bcom Band I Department Of Commerce With Banking And Insurance  
Sri Ramakrishna College Of Arts And Science, Coimbatore

## Abstract

Advertising can be a highly effective tool for marketing new products in Meesho, an e-commerce platform that specializes in connecting sellers with buyers on social media. By using advertising, Meesho can reach a wider audience and create awareness about new products, ultimately driving sales and revenue growth.

One key advantage of advertising is that it allows Meesho to target specific demographics and interests, ensuring that its message reaches those who are most likely to be interested in the new product. Meesho can use data from its platform to identify target audiences and create ads that are tailored to their interests and behaviors.

In addition, advertising can be used to generate buzz and excitement around the launch of a new product. Meesho can create teaser ads that give a sneak peek of the new product, or use influencers to promote it to their followers on social media. By generating interest and anticipation, Meesho can create a sense of urgency among consumers, encouraging them to make a purchase.

Advertising can also be used to build brand awareness and establish Meesho as a trusted source for high-quality products. By creating ads that highlight the unique features and benefits of the new product, Meesho can communicate its value proposition and differentiate itself from competitors. Over time, this can lead to increased customer loyalty and repeat business.

Overall, advertising can be a powerful tool for marketing new products in Meesho. By leveraging data and targeting specific audiences, generating buzz and excitement, and building brand awareness, Meesho can drive sales and revenue growth while establishing itself as a leading e-commerce platform.

## Introduction

Meesho is an e-commerce platform that connects sellers with buyers on social media, enabling small businesses and entrepreneurs to reach a wider audience and grow their businesses online. One of the biggest challenges for sellers on Meesho is to effectively market their products and stand out in a crowded marketplace. Advertising is a powerful tool that can help Meesho sellers to overcome this challenge and promote their products to a wider audience. By creating targeted and engaging ads, Meesho sellers can generate buzz, create awareness, and drive sales for their new products. This essay will explore the effectiveness of advertising as a marketing tool for new products in Meesho. We will discuss the benefits of advertising, including targeting specific audiences, creating excitement and anticipation, and building brand awareness. Additionally, we will examine different advertising strategies that Meesho sellers can use to promote their products effectively. Overall, this essay aims to demonstrate that advertising can be a highly effective tool for marketing new products in Meesho, and can help sellers to reach their target audiences, generate sales, and grow their businesses online.

## objectives of the study

To examine the role of advertising in marketing new products in Meesho, an e-commerce platform that connects sellers with buyers on social media. To explore the benefits of advertising as a marketing tool, including its ability to target specific audiences, create excitement and anticipation, and build brand awareness. To identify different advertising strategies that Meesho sellers can use to effectively promote their new products, such as teaser ads, influencer marketing, and social media advertising. To analyze the impact of advertising on sales and revenue growth for Meesho sellers, and to determine the ROI of advertising in the context of Meesho's e-commerce platform. To provide insights and recommendations for Meesho sellers on how to leverage advertising as a key component of their marketing strategy, and to maximize the effectiveness of their advertising campaigns for new products.

## Statement of the problem

The problem that this study seeks to address is the challenge faced by Meesho sellers in effectively marketing new products and standing out in a crowded e-commerce marketplace. With a large number of sellers and products on the platform, it can be difficult for individual sellers to gain visibility and attract buyers to their products. This problem is further compounded by the fact that social media algorithms and organic reach can limit the visibility of new products, making it difficult for sellers to reach their target audiences. As a result, many sellers struggle to generate sales and revenue growth for their businesses on Meesho.

## Scope of the study

The scope of this study is limited to the role of advertising as a marketing tool for new products in Meesho, an e-commerce platform based in India. The study will focus on Meesho sellers and their experiences with advertising on the platform, as well as the perspectives of marketing experts on the effectiveness of advertising as a

marketing tool. The study will cover different advertising strategies that Meesho sellers can use to promote their new products, including teaser ads, influencer marketing, and social media advertising. The study will also analyze the impact of advertising on sales and revenue growth for Meesho sellers, and provide insights and recommendations for Meesho sellers on how to effectively leverage advertising as a key component of their marketing strategy.

### **Research methodology**

The research methodology for this study will involve a combination of qualitative and quantitative research methods. Qualitative research will be conducted through in-depth interviews with Meesho sellers and marketing experts to gain insights into their experiences and perspectives on advertising as a marketing tool for new products in Meesho. These interviews will be conducted using a semi-structured approach, allowing for open-ended discussions and the exploration of key themes and issues. Quantitative research will be conducted through a survey of Meesho sellers, aimed at understanding their current advertising practices, their perceptions of the effectiveness of advertising, and their experiences with generating sales and revenue growth through advertising. The survey will be designed to capture both qualitative and quantitative data, allowing for both descriptive and inferential analysis.

### **Primary data**

Primary data refers to data that is collected directly from the source, such as through interviews or surveys. For this study, primary data will be collected through in-depth interviews with Meesho sellers and marketing experts, as well as through a survey of Meesho sellers.

### **Secondary data**

Secondary data refers to data that is collected from existing sources, such as academic journals, industry reports, and online resources. For this study, secondary data will be collected from a variety of sources, including academic research on e-commerce and advertising, industry reports on Meesho and the e-commerce market in India, and online resources such as blogs and news articles.

### **Tools used in analysis**

The tools used in the analysis of the data will depend on the nature of the data collected. Qualitative data, such as the data collected through the interviews, will be analyzed using thematic analysis, which involves identifying and analyzing patterns and themes in the data. The survey data will be analyzed using statistical techniques such as descriptive statistics, correlation analysis, and regression analysis, to identify relationships and patterns in the data.

The data analysis will be conducted using software tools such as NVivo and SPSS, which are commonly used for qualitative and quantitative data analysis, respectively. The results of the data analysis will be presented using tables, charts, and graphs to visually represent the findings and help facilitate the interpretation of the data.

## Review of the literature

**1. Bhatnagar et al. (2000)** Suggest that shopping online is perceived to be quite risky. Perceived risk includes fear of technology use and information overload, feeling of uncertainty and confusion, feeling of insecurity when engaging in online transactions (e.g. online card fraud). Because technology for secure transactions (e.g. online payment) is not yet mature, security and privacy are major issues that should be addressed satisfactorily in this medium.

**2. Song and Zahedi (2001)** classify website quality elements into five categories according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. These investigators find that each of the five significantly and positively reinforces the consumers. Perceptions in these factors, which in turn positively influence consumer online shopping attitudes and behaviour

**3. Mishra (2007)** Study examines “Consumers Attitude towards Online Shopping for clothing” examines the demographic characteristics of online consumers and their attitude towards online shopping behaviour for clothing. The findings show that consumers have positive attitude towards online shopping but low attitude towards online purchase of clothes. The analysis shows that city and sex do not affect consumers’ attitude but age and income indicates a significant association. The issue of trust enjoys ability and trial policy seems to be major concerns for the consumers but convenience and technological advancement play a major role in online shopping.

**4. Ying (2006) :** In his study “Essay on modelling consumer behaviour in online shopping environment” examined online purchase behaviour across multiple shopping sessions. Shopping cart abandonment is the ban of many 7 e-commerce websites. He investigated abandoned shopping carts in an online grocery shopping setting, specifically, he developed a joint model for the cart, order and purchase quantity decisions. The study offers marketers important managerial implications on how to mitigate the shopping cart abandonment problem.

**5. Upasana Kanchan, Naveen Kumar and Abhishek Gupta (2015):** In their article “A study of online purchase behaviour of customers in India” published in ICT Act Journal on Management Studies that online shopping is gaining popularity among people of young generation. Higher Income groups and educated people are Purchasing more via e-retailing websites. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

**6. Retail Economic Times of India (2020) :** “Changing consumer behaviour towards online shopping – An impact of COVID19” - the article titled. They brings out the customer perception of risk towards online websites

is aggravated due to the inferior IT setup used by several e-retailers resulting in the hacking of personal information.

**7. Shanbhog et al. (2016)** analysed customer's attitude towards direct selling and indirect selling online firms based on their reputation. The researcher concluded that customers prefer to use indirect selling of online firms mainly because of its offers, wide range of products, offering attractive discount or offers for every product and by displaying user reviews about the price and quality of the product purchased from their website, it helps in making buying decision.

**8. Dr Deepak Halan (2020)** : “ Impact of COVID-19 on online shopping in India “ - his article titled. He conducted a study on entering of COVID-19 had made a huge increment on online shopping usage in India and also across the world. It also led to a rise in the number of FTU's or First-Time E-Commerce-Users. Amazon, BigBasket, Grofers - the online shopping sites had mentioned they are currently experiencing unprecedented demand. He concluded that, how many shoppers will exist even after the coronavirus crisis is over.

**9. Childers et al., (2001)** found enjoyment to be a consistent and strong predictor of attitude towards online shopping. If consumers enjoy their online shopping experience, they have a more likely to adopt the Internet as a shopping medium.

**10. Mathwick et al., (2002)** , If online shopping meets this ideal by enabling the consumer to accomplish the shopping task he or she has set out to perform , then consumers will judge the Internet shopping performance positively.

### **An Overview of the study:**

Meesho Is An Indian Social Commerce Platform That Enables Small Businesses And Individuals To Sell Products Through Social Media Platforms Like Facebook, Instagram, And Whatsapp. Meesho Was Founded In 2015 And Has Since Grown To Become One Of The Largest E-Commerce Platforms In India. Meesho is an Indian social commerce platform that was founded in 2015 by two friends, Vidit Aatrey and Sanjeev Barnwal. The two founders met while studying at IIT Delhi and started working on the idea of Meesho while still in college. The idea behind Meesho was to create a platform that would enable small businesses and individuals to sell products through social media platforms like Facebook and WhatsApp

## . TABLE SHOWING THE AGE

| Age              | No.of.respondents | Percentageofrespo<br>ndents (in%) |
|------------------|-------------------|-----------------------------------|
| 18 – 25<br>years | 30                | 31.58                             |
| 26-35<br>years   | 30                | 31.58                             |
| 36-45 years      | 25                | 26.32                             |
| 46-60 years      | 10                | 10.53                             |
| <b>Total</b>     | <b>95</b>         | <b>100</b>                        |

## CHI SQUARE

|             | What is your<br>gender? | Customer<br>response |
|-------------|-------------------------|----------------------|
| Chi-Square  | 75.025 <sup>a</sup>     | 91.581 <sup>b</sup>  |
| df          | 2                       | 22                   |
| Asymp. Sig. | .000                    | .000                 |

## FINDINGS

- It can be inferred that most respondents are 31.58% of the peoples are at the age from 18-25 years and 26-35 years.
- It can be inferred that most of the respondents are female.

- It can be inferred that most of the respondents are studied higher secondary
- It can be inferred that most of the respondents are single.
- It can be inferred that most of the respondents are earning between 1-2 lakhs.
- It can be inferred that most of the respondents are spending more than 10000.
- It can be inferred that most of the respondents like Amazon & Meesho.
- It can be inferred that most of the respondents often use Meesho.
- It can be inferred that most of the respondents say the quality of Meesho's products are very good.

## SUGESSTIONS

Use targeted advertising: Meesho can use targeted advertising to reach specific audiences based on factors such as age, gender, interests, location, and more. By targeting specific groups, Meesho can improve the effectiveness of its advertising campaigns and increase the chances of reaching potential customers who are more likely to be interested in the new products being promoted. Utilize social media: Social media platforms like Facebook, Instagram, and Twitter are popular among users of all ages and can be great tools for promoting new products in Meesho. Meesho can create engaging social media ads that include high-quality images and videos, as well as interactive elements like polls and quizzes to grab users' attention and generate interest in the new products. Offer incentives: Meesho can offer incentives like discounts, free shipping, or limited-time offers to encourage users to make a purchase after seeing an advertisement. This can help to incentivize users who may be on the fence about purchasing the new product and can increase the likelihood of converting potential customers into actual buyers.

## CONCLUSION

Based on the available research and industry trends, advertising can be an effective tool for marketing new products in Meesho, an e-commerce platform. Advertising can help create brand awareness and generate interest among potential customers, especially when launching a new product or introducing a new category of products. By leveraging various advertising channels, such as social media, email marketing, search engine marketing, and influencer marketing, Meesho can reach its target audience effectively and efficiently. Advertising can also help Meesho differentiate itself from competitors and position its products as unique and desirable. However, it is important to note that advertising alone may not be sufficient to ensure the success of a new product launch. Other marketing strategies, such as pricing, product features, and customer service, also play a critical role in attracting and retaining customers. Therefore, a holistic marketing approach that includes a combination of advertising and other marketing tactics may be most effective in promoting new products in Meesho.