

CUSTOMER SATISFACTION INFLUENCES REPEAT PURCHASES ON MEESHO, A STUDY AT THOOTHUKUDI TOWN

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ABSTRACT

The rapid growth of e-commerce has transformed consumer shopping behavior, driven by technological advancements and changing market dynamics. This study examines key factors influencing online shopping trends, including consumer preferences, purchasing behavior, and the role of digital marketing strategies. It explores how convenience, product variety, price competitiveness, and security concerns shape consumer decision-making. Additionally, the research highlights the impact of social media, personalized recommendations, and mobile commerce in enhancing the online shopping experience. The study also analyzes challenges faced by e-commerce businesses, such as cybersecurity threats, logistics, and customer trust. Through a comprehensive review of existing literature and empirical data, the study identifies emerging patterns and future prospects in the online retail sector. The findings emphasize the growing reliance on artificial intelligence, big data analytics, and automation in optimizing customer engagement and supply chain efficiency. The research concludes that businesses must continuously adapt to evolving consumer expectations and technological innovations to maintain a competitive edge. By providing insights into these trends, the study aims to assist retailers, policymakers, and stakeholders in making informed decisions that drive sustainable growth in the digital marketplace.

KEY WORDS:

Repeat purchase, meesho, customer satisfaction

INTRODUCTION:

In today's competitive business landscape, customer satisfaction plays a crucial role in driving customer loyalty and retention. Repeated customer satisfaction is essential for building long-term relationships with customers and fostering a loyal customer. When customers are consistently satisfied with online shopping, they are more likely to become repeat customers, recommend the application (meesho) to others, and resist switching to competitors. This study aims to investigate the relationship between repeated customer

satisfaction and impacts exploring how consistent satisfaction influences customer retention, repurchase intentions, and overall loyalty. By examining this relationship, businesses can gain valuable insights into the importance of delivering consistent, high-quality experiences that drive customer satisfaction and loyalty.

Repurchase customer satisfaction refers to the level of contentment and positive experience that a customer has with a product or service, which influences their decision to make repeat purchases. It's a critical metric for businesses as it helps gauge customer loyalty, trust, and the likelihood of customers returning for future transactions. High repurchase satisfaction often reflects a positive overall customer experience, from product quality to customer service, and leads to long-term relationships, improved retention, and sustainable business growth.

STATEMENT OF THE PROBLEM:

Repurchase customer satisfaction refers to the consistent delivery of high-quality products or services that meet or exceed customer expectations, resulting in a positive experience that fosters loyalty and retention. This study aims to examine the relationship between customer satisfaction and repurchase intention. It involves creating a seamless and satisfying experience across multiple interactions, transactions, and touch points, thereby building trust, confidence, and a long-term relationship with the customer. When customers experience repeated satisfaction, they are more likely to become loyal advocates, providing positive word-of-mouth, online reviews, and recommendations that drive business growth and profitability.

OBJECTIVES OF STUDY:

- ❖ To investigate the effect of Repurchase customer satisfaction on customer lifetime value.
- ❖ To know the customer satisfaction level on repeat purchase.
- ❖ To identify the factor influence for repurchase.

RESEARCH METHODOLOGY:

Sampling design	Simple random sampling
Period of study	December 2024-March 2025
Data used	Primary and secondary data
Test for analysis	Percentage analysis, Likert scale, independent t-test, Correlation.

LIMITATIONS OF THE STUDY:

- The study is made with the help of 104 customers of Repurchase in online
- The period of the study for 3 months.
- This covers Thoothukudi area people repurchase satisfaction only. It may differ from other district people opinion.
- The data collect for the research is fully on primary data given by respondents.
- Respondents could be biased sometimes when information is being extracted

TABLE SHOWING SIGNIFICANT LIKERT SCALE RANKING

Satisfaction Level	LIKERT SCALE					No.Of Response	Weighted score	Average score	Ranking
	Strongly Agree (5)	Agree (4)	Neutral	Disagree	Strongly Disagree				
Customer service team is responsive to my needs	10 50	48 192	36 108	8 16	2 2	104	368	3.54	V
I feel that I am a valued customer of meesho	13 65	36 144	47 141	7 14	1 1	104	365	3.51	VI
I plan to increase my spending with meesho in the next year	14 70	51 204	29 87	9 18	1 1	104	380	3.65	II
The product/ service are worth paying.	10 50	20 80	33 99	22 44	19 19	104	292	2.81	VIII



The quality of the product has consistently met the expectations	12 60	51 204	32 96	9 18	0	104	378	3.63	III
I feel that the product offers good value for money	18 90	43 172	32 96	8 16	3 3	104	377	3.62	IV
The price of the product is a major factor in my decision to make repeated purchase	21 105	44 176	29 87	7 14	3 3	104	385	3.70	I
I have never experienced and issues with our company 's product and services	9 45	41 164	36 108	15 30	3 3	104	350	3.36	VII

Inference :

From the likert scale calculation it is evident that respondents are giving

- I Rank with a score of 3.70 given to the price the product is a major factor in decision to make repeated purchase

- II Rank with a score of 3.65 is plan to increase spending with meesho in the next year
- III Rank with a score of 3.63 the quality of the product met expectations.
- IV Rank with a score of 3.62 product offers good value for money
- V Rank with a score of 3.54 responding of customer service team
- VI Rank with a score of 3.51for feel value as a customer of meesho
- VI Rank with a score of 3.36 never experienced and issues with the company ‘s product and services
- VIII Rank with a score of 2.81 the product/ service are worth paying a premium for.

TABLE SHOWING SIGNIFICANT ANOVA

NULL HYPOTHESIS (H_0): There is no significant relationship between customer satisfaction and factors encouraging on repurchase.

ALTERNATIVE HYPOTHESIS (H_1): There is significant relationship between customer satisfaction and factors encouraging on repurchase

VARIABLE		Mean square	F-Value	Signification value
satisfaction on repurchase	Between Groups Within Groups	7.705 9.940	.775	.463

	MEAN	F	Signification value
S11/ Factor encourage on repurchase	.660	1.048	.354
S12/ Factor encourage on repurchase	.358	.337	.715
S13/ Factor encourage on repurchase	.420	.717	.490
S14/ Factor encourage on repurchase	.142	.166	.847
S15/ Factor encourage on repurchase	1.110	1.542	.219

Inference :

The above table ANOVA shows, F-value for satisfaction on repurchase is 0.775 and significant value is 0.463. Since the significant value is greater than 0.05. Hence I accept the null hypothesis and concluded by accepting that there is no significant difference between customer satisfaction and factors encouraging on repurchase.

TABLE SHOWING INDEPENDENT T-TEST

CUSTOMER SATISFACTION	MALE MEAN RANK	FEMALE MEAN RANK	S.D MALE	S.D FEMALE	T VALUE MALE/ FEMALE	P VALUE
I am very satisfied with the product/service offered by Meesho	3.9394	4.0704	.60927	.86724	-.782 -.887	.019
I would recommend to the product to my friends and family	3.5455	3.4930	.90453	1.08065	.242 .259	.363
I am a loyal customer to meesho	3.6364	3.4225	.69903	.78671	1.335 1.394	.366
I will continue to purchase in the future	3.6667	3.6761	.77728	.98234	-.048 -.053	.183
I am extremely satisfied with my frequent purchase experience	3.6667	3.7465	.77728	.88992	-.442 -.465	.724

Inference:

- Female customers(4.0704) are more satisfied than male customers(3.9394). The p-value(0.019) indicates satisfically significant difference meaning female are significantly More satisfied than male .
- Female customer(3.4930) and males(3.5455) have similar score. The p-value(0.363) suggest no significance difference between the gender are equally likely to recommend meesho.
- Female customer(3.4225) slightly less loyal than males(3.6364). The p value(.366) indicates no significance difference in loyalty between gender.
- Male(3.6667) and female(3.6761) have almost identical mean ranks. The p value suggest no significance, indicating both genders have similar intent to countinue purchasing from meesho
- Female(3.7465) report slightly higher satisfaction than males(3.6667) the p value indicates no significance difference in satisfaction regarding frequent purchases.

CORRELATION

		satisfaction on repurchase	impact on repurchase
satisfaction on repurchase	Pearson Correlation	1	.787
	Sig. (2-tailed)		.000
	N	104	104
impact on repurchase	Pearson Correlation	.787	1
	Sig. (2-tailed)	.000	
	N	104	104

(Source: Primary Data)

Inference:

Positive Correlation: The Pearson correlation coefficient between "satisfaction on repurchase" and "impact on repurchase" is 0.787. This indicates a strong positive correlation, suggesting that as customer satisfaction increases, the likelihood of repurchase also increases significantly.

Significance Level: The p-value (Sig. 2-tailed) is 0.000, which is less than 0.01. This means the correlation is statistically significant at the 1% level, confirming a meaningful relationship between satisfaction and repurchase behavior.

FINDINGS:

- T-test result, female customer are more satisfied than the male customers.
- ANOVA result, there is no significant difference between age and impact on repurchase.

SUGGESTIONS:

- Meesho invest in personalized email campaigns and AI-driven recommendations to increase repeat purchase.
- It should maintain competitive pricing and introduce loyalty discounts to retain customers.
- It should improve customer support response time and problem resolution efficiency.
- Ensure product quality align with customer expectation.

CONCLUSION:

The findings of this study underscore the significance of delivering quality products, providing competitive pricing, and fostering a positive overall experience to drive customer satisfaction. When customers are satisfied, they are more likely to repurchase, become loyal advocates, and provide positive word-of-mouth.

The study highlights that price, product quality, and personalized offers are keydrivers of repurchase on Meesho. Most customers are satisfied with their shopping experience, but improvements in product quality and customer service can further enhance satisfaction. While demographics do not significantly impact repurchase behavior, competitive pricing remains a major influence on customer retention. The findings suggest that customer satisfaction is a strong predictor of repurchase intention, with positive experiences and perceived value significantly influencing satisfaction.

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