

A Study on Customers Attitude Towards E-Shopping with Special Reference to Meesho in Kanyakumari District

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Abstract: *The advent of e-commerce has transformed the way businesses operate, providing customers with the convenience of shopping anytime and anywhere. This study aims to explore customer attitudes towards e-shopping, with a special focus on Meesho, a prominent e-commerce platform, in Kanyakumari District. The research adopts a quantitative approach, utilizing a structured questionnaire as the primary data collection instrument. A random sample of customers who have engaged in e-shopping through Meesho in Kanyakumari District will be selected. The questionnaire will encompass various dimensions such as customer satisfaction, perceived convenience, product variety, pricing, trust, and the overall shopping experience. Demographic variables such as age, gender, education, and income will also be considered. Data analysis will involve descriptive statistics to present an overview of the customer attitudes towards e-shopping and Meesho in particular. Inferential statistics, including correlation and regression analyses, will be conducted to identify the significant factors influencing customer attitudes and intentions towards e-shopping. The findings of this study will provide valuable insights into customer perceptions, preferences, and behaviors regarding e-shopping, particularly through the Meesho platform. The outcomes may contribute to enhancing customer satisfaction, understanding market dynamics, and formulating effective strategies for Meesho and other e-commerce businesses operating in Kanyakumari District. This research holds significance as it offers a deeper understanding of customer attitudes towards e-shopping in a specific geographic location. The study's results can guide businesses in tailoring their offerings to meet customer expectations, improving their competitiveness in the dynamic e-commerce landscape. Furthermore, it can contribute to the existing body of knowledge in the field of e-commerce and provide a foundation for future research in this domain.*

Keywords: e-shopping, Meesho, customer attitudes, customer satisfaction, perceived convenience, product variety, pricing, trust, Kanyakumari District

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