



A Study on E-commerce Growth Through Digital Marketing: Insights from MEESHO

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Abstract:

This study examines the digital marketing strategies of Meesho and evaluates their effectiveness in driving customer acquisition, engagement, and retention in the Indian e-commerce market. As one of India's leading social commerce platforms, Meesho utilizes a multi-channel digital marketing approach that integrates social media marketing, influencer collaborations, referral programs, regional language promotions, mobile marketing, and data-driven personalized advertising.

The research adopts a mixed-methods approach, combining secondary data analysis of industry reports, academic literature, company publications, and consumer behaviour trends in digital commerce. Findings indicate that Meesho's success is largely driven by its reseller-based business model, strong social commerce network, affordable pricing strategy, and extensive reach in Tier-2 and Tier-3 cities. The company's use of social media platforms such as WhatsApp, Instagram, Facebook, and YouTube has significantly improved brand awareness and customer engagement. Furthermore, Meesho leverages Artificial Intelligence (AI), recommendation systems, and customer analytics to enhance user experience and increase conversion rates.

Introduction:

E-commerce has emerged as one of the fastest-growing sectors in the global economy due to the rapid advancement of digital technologies, increased internet penetration, and widespread smartphone usage. The growth of digital platforms has transformed the traditional buying and selling process by providing customers with convenience, accessibility, and a personalized shopping experience. In India, the e-commerce industry has witnessed significant expansion over the past decade, driven by digital payments, affordable internet services, and changing consumer preferences. Digital marketing has become a crucial factor in the success of e-

commerce companies as it enables businesses to reach a large audience, build brand awareness, engage customers, and increase sales through online channels. Digital marketing includes various strategies such as social media marketing, search engine optimization (SEO), influencer marketing, email marketing, content marketing, and online advertising. These strategies help e-commerce companies attract potential customers, analyze consumer behaviour, and improve customer retention. The increasing use of Artificial Intelligence (AI), big data analytics, and personalized advertising has further enhanced the effectiveness of digital marketing in the e-commerce sector.

Research Problem:

The rapid expansion of the e-commerce industry has increased competition among online businesses, making digital marketing an essential factor for customer acquisition, engagement, and retention. In the modern digital era, consumers are highly influenced by online advertisements, social media platforms, influencer promotions, personalized recommendations, and digital content while making purchasing decisions. As a result, e-commerce companies are continuously investing in innovative digital marketing strategies to strengthen their market position and improve customer satisfaction.

Literature Review:

In the present study titled “**A Study on E-commerce Growth through Digital Marketing: Insights from Meesho**”, the review of literature focuses on various research studies related to e-commerce growth, digital marketing strategies, consumer behaviour, social commerce, and online customer engagement. It examines how digital marketing tools such as social media marketing, influencer marketing, search engine optimization (SEO), referral marketing, personalized advertising, and Artificial Intelligence (AI) contribute to the success of e-commerce businesses.

Several researchers have highlighted the importance of digital marketing in improving brand awareness, customer acquisition, customer retention, and online sales performance. Previous studies also emphasize the growing role of social commerce platforms and mobile-based marketing in influencing consumer purchasing decisions. The literature further explains how companies use data analytics and customer insights to create personalized shopping experiences and strengthen customer relationships.

Objectives of the Study:

1. To study the concept and growth of e-commerce in the digital era.
2. To analyse the role of digital marketing in the growth of e-commerce businesses.
3. To examine the digital marketing strategies adopted by Meesho for customer acquisition and engagement.

Research Questions:

1. How does digital marketing contribute to the growth of e-commerce platforms like Meesho?
2. What are the major digital marketing strategies used by Meesho to attract customers?
3. How effective are social media marketing campaigns in increasing customer engagement and sales on Meesho?
4. What role does influencer marketing play in the success of Meesho?

Research Methodology:**1. Research Design:**

Descriptive research design is used to analyze impact of digital marketing strategies.

2. Sample Size:

100 respondents

3. Sample Area:

Hitech City

4. Data Collection:

- Primary Data: Questionnaire Survey
- Secondary Data: Journals, Websites, Reports, Books

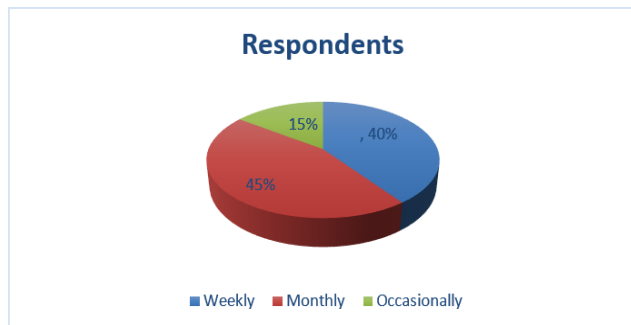
5. Sampling Technique:

Convenience sampling method

Data Analysis:

Frequency of Online Shopping

Frequency	Respondents	Percentage
Weekly	40	40%
Monthly	45	45%
Occasionally	15	15%

**Interpretation:**

Most respondents (45%) shop monthly, indicating regular engagement with Meesho. A significant portion (40%) shops weekly, showing high dependency on online platforms. This reflects the effectiveness of continuous digital promotions and offers. Overall, digital marketing helps maintain consistent customer activity.

Findings:

- Most respondents are aware of Meesho through digital platforms such as social media and online advertisements.
- Social media marketing plays a major role in increasing customer engagement and online shopping behavior.
- Discounts, cashback offers, and free delivery significantly influence customers' purchase decisions.
- Influencer marketing and referral programs help in improving brand visibility and attracting new users.

Suggestions:

- Meesho should strengthen its product quality control measures to improve customer trust.
- The company should improve delivery speed and logistics services to enhance customer satisfaction.
- More personalized digital advertisements can be introduced based on customer preferences and browsing behavior.
- Meesho can increase collaborations with influencers and content creators to expand market reach.

Conclusion:

The study reveals that digital marketing plays a crucial role in the growth and success of Meesho in the Indian e-commerce industry. Young consumers, particularly those belonging to the 18–35 age group, are highly active in online shopping and are strongly influenced by social media promotions, influencer marketing, referral programs, and personalized advertisements. The increasing use of smartphones and mobile applications has made mobile commerce one of the major drivers of Meesho's customer engagement and business growth.

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