



A Study on the Role of Digital Platforms in Meesho's Business Model

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Abstract:

Digital platforms have revolutionized the way businesses operate by connecting buyers, sellers, and service providers through technology-enabled ecosystems. Meesho, one of India's leading social commerce platforms, has successfully leveraged digital technologies to empower small businesses, entrepreneurs, and resellers. This study examines the role of digital platforms in Meesho's business model, focusing on customer acquisition, seller empowerment, market expansion, operational efficiency, and revenue generation. The findings reveal that digital platforms play a crucial role in enhancing accessibility, reducing transaction costs, and driving business growth for Meesho.

Keywords: Digital Platforms, Meesho, Social Commerce, E-Commerce, Online Business, Digital Marketing, Business Model.

Introduction:

The rapid growth of internet connectivity and smartphone usage has transformed the retail landscape worldwide. Digital platforms have emerged as powerful tools that facilitate online transactions, communication, and business operations. These platforms create value by connecting multiple stakeholders and enabling seamless interactions.

Meesho, founded in 2015, is a prominent Indian social commerce company that allows individuals and small businesses to sell products online through social media channels and digital platforms. By providing access to a wide customer base, logistics support, and digital payment solutions, Meesho has created a unique business model that supports entrepreneurship and online retail growth. This study explores the significance of digital platforms in Meesho's

business model and their contribution to organizational success.

Literature Review:

Kotler and Keller (2021) The authors stated that digital platforms enable businesses to reach wider markets and improve customer engagement.

Sharma and Gupta (2022) The study found that digital commerce platforms significantly enhance market accessibility and sales performance.

Kumar (2023) The researcher observed that social commerce platforms empower small entrepreneurs by reducing entry barriers.

Mehta and Rao (2024) The study highlighted the role of digital technologies in improving operational efficiency and customer experience.

Singh and Verma (2025) The researchers concluded that digital platforms contribute to sustainable business growth and competitive advantage.

The literature indicates that digital platforms are essential drivers of innovation, customer engagement, and business expansion.

Objectives of the Study:

1. To understand the concept of digital platforms and social commerce.
2. To examine the role of digital platforms in Meesho's business model.
3. To analyze the impact of digital platforms on seller and customer engagement.
4. To evaluate the contribution of digital technologies to business growth.
5. To suggest measures for improving digital platform effectiveness.

Research Questions:

1. How do digital platforms support Meesho's business operations?
2. What benefits do digital platforms provide to sellers and customers?
3. How do digital technologies influence customer acquisition and retention?
4. What challenges are associated with managing digital commerce platforms?
5. How can Meesho further strengthen its digital platform ecosystem?

Research Methodology:**Research Design:**

Descriptive Research Design.

Sources of Data:**Primary Data:**

- Structured Questionnaire
- Interviews with Customers and Sellers

Secondary Data:

- Meesho Annual Reports
- Company Publications
- Research Journals
- Industry Reports
- Books and Online Sources

Sampling Technique:

Convenience Sampling.

Sample Size:

100 Respondents.

Data Collection Tools:

Questionnaire and Interview Schedule.

Statistical Tools:

- Percentage Analysis
- Mean Analysis
- Tables and Charts

Study Period:

January 2026 – April 2026.

Data Analysis:

Table 1: Awareness of Meesho's Digital Platform

Response	Respondents	Percentage
Highly Aware	45	45%
Aware	35	35%
Neutral	12	12%
Not Aware	8	8%
Total	100	100%

Interpretation: Most respondents are aware of Meesho's digital platform and its services.

Table 2: Benefits of Using Meesho's Digital Platform

Benefit	Respondents	Percentage
Easy Access to Products	30	30%
Low-Cost Selling Opportunities	25	25%
Convenience	20	20%
Wide Product Variety	15	15%
Secure Transactions	10	10%
Total	100	100%

Interpretation: Easy access to products and low-cost selling opportunities are the primary benefits perceived by users.

Table 3: Satisfaction with Meesho's Digital Services

Opinion	Respondents	Percentage
Highly Satisfied	32	32%
Satisfied	46	46%
Neutral	14	14%
Dissatisfied	8	8%
Total	100	100%

Interpretation: A majority of respondents are satisfied with Meesho's digital platform services.

Findings:

1. Digital platforms form the foundation of Meesho's business model.
2. The platform enables small businesses and entrepreneurs to reach wider markets.
3. Digital technologies facilitate efficient communication and transactions.
4. Most users are satisfied with the convenience and accessibility offered by Meesho.
5. Digital platforms contribute significantly to customer acquisition and retention.
6. Online payment systems and logistics support enhance operational efficiency.
7. Meesho's social commerce model promotes entrepreneurship and business growth.

Suggestions:

1. Enhance platform security and data privacy measures.
2. Improve seller training and digital literacy programs.
3. Expand customer support services for better user experience.
4. Utilize advanced analytics and AI for personalized recommendations.
5. Strengthen logistics and delivery networks.
6. Increase promotional activities through social media channels.

7. Continuously upgrade platform features to meet evolving customer needs.

Conclusion:

Digital platforms play a vital role in the success of Meesho's business model by connecting sellers and customers through an efficient online ecosystem. The study concludes that Meesho has effectively utilized digital technologies to empower entrepreneurs, improve customer accessibility, and enhance operational efficiency. The platform's innovative social commerce approach has contributed significantly to business growth and market expansion. Continued investment in technology, customer service, and platform innovation will further strengthen Meesho's competitive position in the digital commerce industry.

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