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Consumer's perspective on Emerging Trend in E-Business

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1. Abstract

The digital transformation of commerce has significantly influenced how consumers interact with businesses. With the rapid growth of online platforms, understanding the evolving mindset of users has become essential. This paper explores key shifts in consumer attitudes towards e-business by closely analyzing current trends and user expectations. Using Meesho as a representative case, the study delves into aspects such as affordability, influencer-led shopping, technology adoption, and digital convenience. Primary findings reflect a strong inclination among young consumers toward ease of access, personalized offers, and community-driven platforms. These insights offer valuable input for strategists shaping the future of digital commerce in emerging markets.

2. Introduction

Over the last decade, commerce has witnessed a drastic redefinition, no longer confined to physical spaces. The shift to digital platforms has not only transformed transactions but has also reshaped the entire consumer journey. The pandemic, technological disruptions, and mobile-first habits have all contributed to the surge in online business models. Companies like Meesho have thrived by capitalizing on these changes, targeting users who previously lacked digital exposure. This research examines how consumers—especially those in India—are adapting to and perceiving these e-business innovations.

3. Literature Review

Earlier research underscores the growing importance of digital transparency, personalized marketing, and frictionless interfaces. Studies by Yang and Yin (2023) emphasized the relevance of regulatory frameworks in digital finance. Qureshi et al. (2023) pointed to internet banking and e-commerce as primary agents of economic empowerment. Bharti (2022) explored the nexus between security and digital innovation, while Sindakis and Aggarwal (2022) highlighted the hurdles that small businesses face during online adaptation. Across the board, the literature suggests that successful digital platforms are those that marry affordability with tech-driven engagement.

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4. Objectives of the Study

This study aims to:

- Capture how AI is being received by consumers in digital commerce
- Assess the influence of content creators on online purchase decisions
- Examine consumer sensitivity toward delivery time and packaging quality
- Analyze Meesho’s model as a tool for inclusive e-commerce in non-urban regions

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5. Research Methodology

A structured questionnaire was created to collect responses from users aged between 18 and 35. Convenience sampling was employed to engage 112 participants from various Indian cities. Questions covered themes like influencer credibility, ease of navigation, platform preference, and digital satisfaction. Responses were compiled through both online and physical modes, ensuring a wider representation. Quantitative insights were then used to draw patterns in perception and behavior.

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6. Case Insight: Meesho

Meesho began with a simple yet powerful idea—to let individuals, especially women, sell goods via social networks. By offering a platform that doesn’t demand upfront investment, Meesho enabled digital entrepreneurship on a massive scale. It quickly became India’s most prominent social commerce player, connecting manufacturers to consumers via resellers.

Meesho's innovations such as AI-enabled feeds, vernacular support, free returns, and personalized logistics (through Valmo) have made it a model worth analyzing.

Noteworthy Stats:

- 140M+ monthly active users
- Predominantly women-led reseller base
- Order values typically range between ₹250–₹350
- Nearly 75% orders stem from Tier 2 or smaller cities

This platform illustrates how technology, trust, and convenience can work together to drive mass adoption.

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7. Results & Interpretation

- **AI Integration:** The majority—nearly 87%—recognize AI as an essential part of modern business experiences.
- **Convenience Factor:** Almost 88% of the respondents agreed that online shopping saves time and offers unmatched ease.
- **Influencer Impact:** More than 82% acknowledged that social media figures influence their purchase habits.
- **Packaging Relevance:** Around 85% agreed that the quality and design of packaging sway their opinion of a product.
- **Delivery Priorities:** 62% indicated they are ready to pay extra if it ensures faster doorstep delivery.

These patterns highlight a rising demand for not just products, but complete experiences in online retail.

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8. Major Observations

- Affordability, seamless navigation, and trust are the top decision drivers in e-commerce.
- Content-led shopping—where influencers and community voices guide decisions—is emerging as a norm.
- AI and automation are appreciated, especially when they simplify the shopping journey.

- The visibility of packaging and timeliness of delivery remain crucial, especially for gifting and fashion segments.
- Platforms like Meesho are fostering digital inclusion by targeting low-tech audiences with easy onboarding.

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9. Limitations

- Sample size was limited to 112, which may not reflect the broader Indian consumer base.
- Most respondents were students and young professionals, leading to an age demographic bias.
- As the data collection was self-reported, results may include personal biases or inconsistencies.

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10. Conclusion

As e-business continues to evolve, consumer expectations are becoming more nuanced. Platforms that manage to combine accessibility, affordability, and personalization are likely to dominate. Meesho, by enabling digital entrepreneurship through social selling, presents a unique case of how technology can uplift untapped markets. The findings emphasize the importance of listening to consumers, not just in what they buy, but how they want to buy it. Future strategies must align with this human-centered, technology-enabled approach.

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