

Understanding Consumer Experience In E-Commerce: A Qualitative Comparison Of Meesho, Amazon, And Flipkart

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Abstract

This qualitative study examines consumer experiences and perceptions of online shopping platforms meesho, amazon, and flipkart. Thirty participants were interviewed to explore their motivations for using these platforms, perceived advantages and disadvantages, impact on purchase decisions, overall satisfaction, recommendations to others, comparison to other platforms, and the role of social media in their shopping behavior. The findings reveal that participants are motivated by factors such as product variety, discounts, convenience, and fast delivery. Meesho users appreciate the platform's unique products and user-friendly interface, while flipkart users value its affordable prices and frequent sales. Amazon users prioritize the wide product selection and reliable delivery. Participants often rely on reviews and ratings to make purchase decisions, with social media playing a moderate role in their shopping behavior. Participants are generally satisfied with their experiences on these platforms and frequently recommend them to others. The study provides insights for online retailers to enhance customer satisfaction, improve platform usability, and leverage social media for marketing strategies.

Keywords: Na

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1. Introduction:

The emergence of e-commerce has revolutionized consumer shopping, since a multitude of items and services are available on online platforms. Meesho, Amazon, and Flipkart are among the leading online shopping platforms in India, each offering unique features and benefits to consumers. Understanding consumer experiences and perceptions of these platforms is crucial for online retailers to enhance customer satisfaction and loyalty.

This qualitative study aims to explore consumer experiences and perceptions of Meesho, Amazon, and Flipkart. Using thirty individuals for in-depth interviews, the study seeks to uncover the motivations behind using these platforms, the advantages and disadvantages perceived by consumers, the impact on

purchase decisions, overall satisfaction levels, recommendations to others, comparison to other platforms, and how social media affects consumers' purchasing decisions.

The outcomes of this investigation will provide internet merchants with significant perspectives to enhance their offerings, customize their promotional tactics, and more effectively fulfill the demands and anticipations of their clientele. Understanding consumer experiences and perceptions of online shopping platforms is essential in today's competitive e-commerce landscape, where customer satisfaction and loyalty are key drivers of success.

1.2 Objective of the study

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

- To explore the motivations behind consumers' use of Meesho, Amazon, and Flipkart for online shopping.
- To identify the perceived advantages and disadvantages of these platforms as reported by consumers.
- To examine the impact of Meesho, Amazon, and Flipkart on consumers' purchase decisions.
- To assess the overall satisfaction levels of consumers with their experiences on these platforms.
- To investigate consumers' recommendations to others regarding the use of Meesho, Amazon, and Flipkart.
- To compare consumers' perceptions of Meesho, Amazon, and Flipkart with their perceptions of other online shopping platforms.
- To understand the role of social media in influencing consumers' shopping behavior on these platforms.

1.3 Theoretical Framework:

The Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) serve as the study's guiding principles. According to TAM, a technology's perceived utility and simplicity of use have an impact on consumers' attitudes and inclinations to utilize it. TAM contends that in the context of online commerce, customers' opinions of Meesho, Amazon, and Flipkart's usability and simplicity of use will influence their opinions of these sites as well as their intents to keep using them.

TPB, on the other hand, contends that people's intentions to engage in a behavior are influenced by their attitudes, subjective norms, and perceived behavioral control. Applied to online shopping, TPB suggests that consumers' attitudes towards Meesho, Amazon, and Flipkart, their perceptions of social norms related to using these platforms, and their perceived control over their online shopping behavior will influence their intentions to use these platforms.

With the integration of these theoretical frameworks, this study seeks to offer a thorough understanding of the consumer experiences and perceptions of Meesho, Amazon, and Flipkart, as well as the ways in which these experiences and perceptions are shaped by social media engagement, platform features, and online reviews.

2. Review of Literature:

The literature on online shopping behavior and consumer perceptions provides valuable insights into

the factors influencing consumer decisions on e-commerce platforms. Several studies have focused on understanding consumer motivations, preferences, and behaviors in the context of online shopping.

One key area of research is the impact of platform features on consumer behavior. For example, research by Li and Zhang (2002) found that factors such as website design, ease of navigation, and security features play a crucial role in influencing consumer trust and purchase intentions. Similarly, Lee and Turban (2001) highlighted the importance of website usability and perceived usefulness in determining consumer satisfaction and loyalty.

The influence of social media on the attitudes and actions of consumers is a significant field of research. Consumer trust and purchasing intentions can be positively impacted by social media interaction, according to research by Mangold and Faulds (2009). In a similar vein, Kim and Ko (2012) discovered that interactions on social media can improve consumers' opinions of a brand's legitimacy and have an impact on their decision to buy.

Additionally, research has also explored the influence of online reviews and ratings on consumer behavior. Chevalier and Mayzlin (2006) found that positive online reviews can significantly impact consumer purchase decisions, highlighting the importance of managing online reputation for e-commerce platforms.

The body of research indicates that, when it comes to online purchasing, elements like social media interaction, website design, and online reviews are critical in shaping consumer attitudes and actions. E-commerce sites like Meesho, Amazon, and Flipkart may better serve client wants and preferences by having a better understanding of these characteristics, which will ultimately boost customer happiness and loyalty.

3. Methodology:

The principal mode of data gathering in this qualitative study was conducted through in-depth interviews. An interview guide that was semi-structured was created in order to investigate several facets of customer experiences and opinions on Meesho, Amazon, and Flipkart. The interviews were conducted with a total of thirty participants, selected through purposive sampling to ensure a diverse range of perspectives.

The participants were asked about their motivations for using these platforms, perceived advantages and disadvantages, impact on purchase decisions, overall satisfaction levels, recommendations to others,

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

comparison to other platforms, and the role of social media in influencing their shopping behavior. After being taped, the interviews were verbatim transcribed for analysis.

The interview data was analyzed using thematic analysis. Finding patterns, themes, and categories in the data was necessary in order to understand the experiences and viewpoints of the customers. The study's objectives were then addressed by arranging and presenting the data in a logical fashion.

The limited sample size and the possibility of bias in self-reported data are two of the study's limitations. Nonetheless, measures were taken to lessen these restrictions by using strict methods for gathering and analyzing data. All things considered, this survey offers insightful information about how customers view Meesho, Amazon, and Flipkart, which can help develop strategies to increase client loyalty and happiness in the e-commerce industry.

4. Analysis & Discussions

Participants across all platforms (Meesho, Amazon, Flipkart) are motivated by several factors that influence their choice of platform.

4.1 Motivations for Use:

Platform	Motivations for Use
Meesho	Unique products, convenience, good discounts
Amazon	Wide product selection, fast delivery, Prime benefits, reliable
Flipkart	Affordable prices, frequent sales, user-friendly, good deals

Table 4.1 shown the result of motivations for use

Meesho: Users appreciate the platform's unique products that are not easily found elsewhere. These products cater to specific needs and preferences, offering a sense of exclusivity and individuality. The convenience of shopping from home and the availability of good discounts further enhance the appeal of Meesho.

Amazon: Users value Amazon for its wide selection of products and fast delivery services. The platform's extensive range allows users to find almost anything they need in one place, saving them time and effort. Additionally, Amazon's reputation for reliable and prompt delivery contributes to its appeal, especially for those who prioritize efficiency and convenience in their shopping experience.

Flipkart: Users are attracted to Flipkart due to its affordable prices and frequent sales. The platform's pricing strategies and promotional offers make it a cost-effective option for users seeking value for

money. The appeal of Flipkart's sales events further incentivizes users to shop on the platform, as they can take advantage of discounted prices and special deals.

In summary, while convenience, product range, and discounts/offers are common motivators for users across all platforms, each platform offers unique benefits that cater to different user preferences and shopping needs.

4.2 Advantages: Each platform has its distinct advantages.

Meesho: Participants appreciate the convenience of shopping on Meesho, highlighting the ease of browsing and purchasing products from the comfort of their homes. The platform's discounts and offers are also well-received, providing users with cost-effective shopping options. Additionally, Meesho's unique product range is a standout feature, offering users access to products that are not commonly found on other platforms.

Amazon: Prime benefits and reliability are key advantages of Amazon highlighted by participants. The platform's Prime membership offers users fast and often free delivery, along with access to exclusive deals and content. Amazon's reliability in terms of product quality, delivery, and customer service is also a significant factor contributing to its appeal.

Flipkart: Participants value Flipkart for its affordability and user-friendly interface. The platform's frequent sales and discounts make shopping more budget-friendly for users, while its intuitive interface enhances the overall shopping experience. Additionally, Flipkart's good deals are a major draw for participants looking for cost-effective shopping options.

In summary, Meesho, Amazon, and Flipkart each offer unique advantages that cater to different user preferences, ranging from convenience and discounts to Prime benefits and affordability.

Platform	Advantages
Meesho	Convenience, discounts, unique product range
Amazon	Prime benefits, reliability, wide product selection
Flipkart	Affordability, user-friendly interface, frequent sales, good deals

Table 4.2 shown the result of advantages

4.3 Disadvantages: Despite their advantages, participants also noted some drawbacks of each platform.

Meesho: The main disadvantage mentioned was its limited product range. While Meesho offers unique

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

products, participants expressed a desire for a wider variety of options to choose from.

Amazon: Participants noted that some products on Amazon can be overpriced compared to other platforms. This factor can deter users from making purchases on Amazon, especially when they find similar products at lower prices elsewhere.

Flipkart: The most common disadvantage of Flipkart mentioned by participants was slow delivery times. Delays in receiving orders can be frustrating for users, particularly when they are expecting prompt delivery. These disadvantages, while not universal, can impact participants' purchase decisions and overall satisfaction with the platform.

Platform	Disadvantages
Meesho	Limited product range
Amazon	Some products overpriced compared to other platforms
Flipkart	Slow delivery times

Table 4.3 shown the result of disadvantages

4.4 Impact on Purchase Decisions

Participants across all platforms (Meesho, Amazon, Flipkart) indicated that these platforms have an impact on their purchase decisions. They mentioned that they are influenced by various factors such as product range, pricing, discounts, reviews, and ratings. Specifically, participants stated that they are influenced by:

Platform	Influence on Purchase Decisions
Meesho	Influences choice of products, especially for gifts and special occasions
Amazon	Influences purchase decisions; rely on reviews and ratings
Flipkart	Influences purchase decisions, especially for specific items

Table 4.4 shown the result of influence on purchase decisions

- **Product Range:** Participants appreciate the unique and wide range of products available on Meesho and Amazon, which influences their purchase decisions.
- **Pricing and Discounts:** The affordability and frequent sales on Flipkart, as well as the discounts on Meesho and Amazon, play a significant role in participants' decisions to make purchases.
- **Reviews and Ratings:** Participants rely on reviews and ratings on Amazon to guide their purchase decisions, indicating the importance of social proof in their shopping experience.
- **Social Media Influence:** Social media plays a role in participants' purchase decisions,

especially for product research and recommendations. They use social media to discover new products and promotions, which influences their choice of platform for making purchases.

Overall, participants indicated that these platforms have a notable impact on their purchase decisions, highlighting the importance of factors such as product range, pricing, reviews, and social media in shaping consumer behavior.

4.5 Overall Satisfaction and Recommendations:

Based on the data, participants expressed a high level of satisfaction with their overall experiences on Meesho, Amazon, and Flipkart. They appreciate various aspects of these platforms and are inclined to recommend them to others. Here's a more detailed elaboration:

Platform	Overall Satisfaction	Likelihood to Recommend
Meesho	Very Satisfied	Yes
Amazon	Very Satisfied	Yes
Flipkart	Satisfied	Yes

Table 4.5 shown the result of overall satisfaction and recommendations

Meesho: Participants are very satisfied with their experiences on Meesho. They particularly appreciate the unique products and good discounts offered by the platform. Despite some concerns about delivery times and product range, participants are generally happy with their shopping experiences. They are likely to recommend Meesho to friends and family, especially when they are looking for something different or unique.

Amazon: Participants are also very satisfied with their experiences on Amazon. They value the convenience, wide product selection, and fast delivery offered by the platform. While some participants mentioned that some products on Amazon can be expensive, they are overall satisfied with the service. They frequently recommend Amazon to friends and family for its reliability and product range.

Flipkart: Participants express satisfaction with their experiences on Flipkart, although there is room for improvement. They appreciate the frequent sales, user-friendly interface, and affordable prices on the platform. However, some participants mentioned that delivery times can be longer than expected. Despite this, they are satisfied with their experiences and often recommend Flipkart to others, especially for its affordability and sales.

In conclusion, participants' overall satisfaction with Meesho, Amazon, and Flipkart indicates that these

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

platforms are meeting their expectations in terms of product variety, pricing, discounts, and user experience. Their likelihood to recommend these platforms to others highlights the positive impact these platforms have had on their shopping experiences.

4.6 Comparison to Other Platforms:

Participants frequently compare these platforms based on their experiences with other similar platforms. Amazon is often perceived as having a better variety and pricing compared to other platforms. This perception is likely influenced by Amazon's extensive product range and competitive pricing strategy. Users appreciate the wide selection of products available on Amazon, as well as the competitive prices, especially when compared to other online shopping platforms. Additionally, Amazon's reputation for reliability and fast delivery may contribute to this positive comparison. Overall, these factors contribute to Amazon being viewed favorably in comparison to other platforms by the participants.

4.6.1 Platform Comparison:

Platform	Variety	Pricing	Pricing
Meesho	Limited	Good	Yes
Amazon	Wide	Competitive	Yes
Flipkart	Moderate	Affordable	Yes

Table 4.6.1 shown the result of platform comparison

Meesho: This platform offers a limited variety of products but is known for its competitive pricing, providing good discounts to customers. It also indicates a strong emphasis on pricing strategies to attract and retain customers.

Amazon: Amazon boasts a wide variety of products, offering customers a vast selection to choose from. Its pricing is competitive, ensuring that customers can find products at competitive rates. The "Yes" under "Pricing" suggests that Amazon actively employs pricing strategies to attract and retain customers.

Flipkart: Flipkart offers a moderate variety of products, falling between Meesho and Amazon in terms of selection. Its pricing is positioned as affordable, catering to budget-conscious consumers. The "Yes" under "Pricing" indicates that Flipkart, like the other platforms, employs pricing strategies to remain competitive in the market. This chart highlights the different approaches taken by each platform to appeal to consumers in terms of variety, pricing, and promotional strategies.

4.6.2 Perceived Advantages:

Platform	Advantages
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Meesho	Convenience, Unique Products, Discounts
Amazon	Prime Benefits, Reliability, Wide Selection
Flipkart	Affordable Prices, User-Friendly Interface

Table 4.6.2 shown the result of perceived advantages
Participants highlighted several advantages of using different e-commerce platforms. Meesho was praised for its convenience, offering a unique range of products and attractive discounts. Amazon stood out for its Prime benefits, reliable service, and extensive selection of products. Flipkart was commended for its affordability, frequent sales, and user-friendly interface. These advantages contribute to the overall satisfaction of users and influence their purchase decisions on these platforms.

4.7 Importance of Social Media:

The data suggests that social media plays a significant role in participants' shopping experiences across all platforms. Participants mentioned that social media is important for discovering new products and promotions, indicating that it influences their awareness and consideration of products offered by Meesho, Amazon, and Flipkart.

Meesho and Amazon are perceived as particularly effective in leveraging social media for product discovery. Meesho users appreciate the platform for showcasing unique products and promotions, which aligns with their social media usage patterns. Amazon users also value social media for product research and recommendations, indicating that the platform effectively utilizes social media channels to engage users and drive product discovery.

The effectiveness of social media in influencing purchase decisions is underscored by participants' satisfaction levels. Those who find social media important for product discovery also report being very satisfied with their overall experience on Meesho and Amazon. This suggests that a well-executed social media strategy can enhance user satisfaction and engagement with online shopping platforms.

All things considered, the research emphasizes how social media plays a significant role in influencing consumer preferences and behavior in the e-commerce space. Platforms are likely to gain a competitive edge and appeal to a wider range of consumers if they use social media to effectively exhibit items, run promotions, and interact with customers.

5. Conclusion

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

The data suggests that Meesho, Amazon, and Flipkart each have unique strengths that appeal to consumers. Meesho's appeal lies in its offering of unique products and attractive discounts, which resonates with consumers looking for distinct items. On the other hand, Amazon is favored for its Prime benefits and dependable service, making it a go-to platform for those valuing reliability and a wide selection. Flipkart, known for its affordability and user-friendly interface, attracts consumers looking for budget-friendly options. However, participants also highlighted some drawbacks, such as Meesho's limited product range, occasional overpricing on Amazon, and slower delivery times on Flipkart. Despite these limitations, participants expressed overall satisfaction with their experiences and indicated a likelihood of recommending these platforms to others, particularly when seeking unique products or good deals. The importance of social media in influencing purchase decisions was evident, with participants using it to discover new products and promotions, indicating that social media strategies are crucial for these platforms to engage with consumers effectively. These insights underscore the significance of understanding

consumer preferences and the role of social media in shaping their shopping behaviors, providing valuable insights for these platforms to enhance their offerings and engagement strategies.

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Participant ID	Platform Used (Meesho/Amazon/Flipkart)	Motivations for Use	Advantages	Disadvantages	Impact on Purchase Decisions	Overall Satisfaction	Recommendations	Comparison to Other Platforms	Importance of Social Media
P1	Meesho	Easy access to unique products	Convenient, good discounts	Limited product range	Influences choice of products	Very satisfied	Yes	Variety and pricing similar, better discounts	Very important, discover new products
P2	Amazon	Wide product selection, fast delivery	Prime benefits, reliable	Some products overpriced	Consider reviews and ratings	Satisfied	Yes	Variety and pricing better	Important, for product research
P3	Flipkart	Affordable prices, frequent sales	Good deals, user-friendly	Slow delivery times	Impulse buys influenced	Neutral	Yes	Pricing better, variety lacking	Moderately important, for promotions

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

P4	Amazon	"I use Amazon because they have a wide selection of products and fast delivery."	"The Prime benefits and reliability of Amazon are unmatched."	"Some products on Amazon can be overpriced compared to other platforms."	"I always check reviews and ratings on Amazon before making a purchase."	"I'm satisfied with my experience on Amazon."	"I recommend Amazon to others, especially for its reliability."	"Amazon has better variety and pricing compared to other platforms."	"I use social media to research products, and Amazon is great for that."
P5	Meesho	"I love the unique products available on Meesho that I can't find elsewhere."	"The convenience of shopping from home and the good discounts keep me coming back."	"Sometimes the product range is limited, and I wish they had more options."	"Meesho definitely influences my choice of products, especially for gifts and special occasions."	"I'm very satisfied with my experience on Meesho."	"I often recommend Meesho to friends, especially when they're looking for something different."	"I find the variety and pricing on Meesho to be similar to other platforms, but they do offer better discounts."	"Social media is very important for me to discover new products, and Meesho is great for that."
P6	Flipkart	"I shop on Flipkart because of their affordable prices and frequent sales."	"Flipkart always has good deals, and their website is user-friendly."	"The delivery times on Flipkart can be slow at times."	"I tend to make impulse buys on Flipkart, especially during sales."	"I'm neutral about my experience on Flipkart."	"I recommend Flipkart to others, especially when they're looking for specific items."	"Flipkart's pricing is better, but the variety is lacking compared to other platforms."	"Social media is moderately important for me when it comes to promotions, and Flipkart is good for that."

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

P7	Amazon	"I use Amazon because of the convenience and the variety of products available."	"Amazon's Prime benefits and reliable delivery are great."	"Some products on Amazon can be expensive compared to other platforms."	"I rely on reviews and ratings on Amazon to guide my purchase decisions."	"I'm very satisfied with my experience on Amazon."	"I often recommend Amazon to friends and family."	"Amazon has a better variety and pricing compared to other platforms."	"Social media is important for me to discover new products, and Amazon is great for that."
P8	Meesho	"I use Meesho because they offer unique products that I can't find elsewhere."	"The convenience of shopping from home and the discounts on Meesho are great."	"Sometimes Meesho's product range is limited, and I wish they had more options."	"Meesho definitely influences my choice of products, especially for special occasions."	"I'm very satisfied with my experience on Meesho."	"I often recommend Meesho to friends, especially when they're looking for something unique."	"I find the variety and pricing on Meesho to be similar to other platforms, but they do offer better discounts."	"Social media is very important for me to discover new products, and Meesho is great for that."
P9	Meesho	I use Meesho because of the great deals and discounts they offer on a wide range	Meesho's unique products and user-friendly interface make shopping online a	"Sometimes the delivery times on Meesho can be longer than expected."	"Meesho often influences my purchase decisions, especially when I see something I	"I'm very satisfied with my experience on Meesho so far."	"I frequently recommend Meesho to friends and family who are looking for unique products at great prices."	"Meesho offers similar variety and pricing to other platforms, but their discounts set them	"Meesho offers similar variety and pricing to other platforms, but their discounts set them apart."

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

		of products	breeze."		like on their platform."			apart."	
P10	Amazon	"I use Amazon because of the convenience and the wide range of products they offer."	"Amazon's fast delivery and reliable customer service make them my go-to online shopping platform."	"Some products on Amazon can be more expensive compared to other platforms."	"Amazon's reviews and ratings system often influences my purchase decisions."	"I'm very satisfied with my experience on Amazon."	"I regularly recommend Amazon to friends and family for their reliability and product range."	"Amazon has a better variety and pricing compared to other platforms I've used."	"Social media plays a moderate role in my purchase decisions, especially when I see recommendations from friends or influencers."
P11	Flipkart	"I shop on Flipkart because of their frequent sales and discounts."	Flipkart's user-friendly interface and affordable prices make shopping online a breeze."	At times, the delivery times on Flipkart can be longer than expected."	"I often make impulse buys on Flipkart, especially during their sales."	"I'm satisfied with my experience on Flipkart, although there is room for improvement."	"I'm satisfied with my experience on Flipkart, although there is room for improvement."	"Flipkart's pricing is better than other platforms, but the variety could be improved."	"Social media is moderately important for me in discovering new products and promotions, and Flipkart does a decent job in this regard."
P12	Amazon	"I use Amazon because of the convenience and the	Amazon's Prime benefits and wide product selection are	"Some products on Amazon can be more expensive than other platfor	"Amazon's reviews and ratings often influence	"I'm very satisfied with my experience on Amazon."	"I frequently recommend Amazon to friends and family for their reliability and	"Amazon has a better variety and pricing compared to other	Social media plays a significant role in my purchase decisions, especially for

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

		reliability of their delivery."	unmatched."	ms."	my purchase decisions."		product range."	platforms I've used."	product research and recommendations."
P13	Meesho	"I use Meesho because of the unique products they offer and the good discounts available."	Meesho's product range and discounts make shopping online a great experience."	"Sometimes the delivery times on Meesho can be longer than expected."	"Meesho often influences my purchase decisions, especially when I see something unique."	"I'm very satisfied with my experience on Meesho so far."	"I regularly recommend Meesho to friends and family for their unique products and discounts."	"Meesho offers similar variety and pricing to other platforms, but their discounts make them stand out."	"Social media is crucial for me to discover new products and deals, and Meesho does a great job of showcasing them."
P14	Meesho	"I use Meesho because of the variety of unique products they offer."	"Meesho's prices are often lower than other platforms, and the quality is good."	"Sometimes the delivery can be slow, especially for certain products."	"Meesho influences my purchase decisions, especially for gifts and personal items."	"I'm very satisfied with my experience on Meesho."	"I recommend Meesho to friends and family who are looking for unique products at good prices."	"Meesho offers better prices and a wider range of unique products compared to other platforms."	"Social media is important for me to discover new products, and Meesho's promotions on social media are effective."
P15	Amazon	"I use Amazon because of the convenience and the	"Amazon's Prime benefits and reliable delivery make	"Some products on Amazon can be more expensive than on other platform	"Amazon's reviews and ratings often influence	"I'm very satisfied with my experience on Amazon."	"I frequently recommend Amazon to friends and family for their reliability and	"Amazon has a better variety and pricing compared to other	"Social media plays a moderate role in my purchase decisions, especially for product

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

		fast delivery."	shopping online easy."	ms."	my purchase decisions."		product range."	platforms I've used."	research and recommendations."
P16	Flipkart	"I shop on Flipkart because of their frequent sales and discounts."	"Flipkart's user-friendly interface and affordable prices make shopping online a breeze."	"At times, the delivery times on Flipkart can be longer than expected."	"I often make impulse buys on Flipkart, especially during their sales."	"I'm satisfied with my experience on Flipkart, although there is room for improvement."	"I recommend Flipkart to others, especially for their affordable prices and sales."	"Flipkart's pricing is better than other platforms, but the variety could be improved."	"Social media is moderately important for me in discovering new products and promotions, and Flipkart does a decent job in this regard."
P17	Amazon	"I use Amazon because of the convenience and the wide range of products they offer."	"Amazon's fast delivery and reliable customer service make them my go-to online shopping platform."	"Some products on Amazon can be more expensive compared to other platforms."	"Amazon's reviews and ratings system often influences my purchase decisions."	"I'm very satisfied with my experience on Amazon."	"I regularly recommend Amazon to friends and family for their reliability and product range."	"Amazon has a better variety and pricing compared to other platforms."	"Social media plays a significant role in my purchase decisions, especially for product research and recommendations."
P18	Meesho	"I use Meesho because of the unique products they offer"	"Meesho's product range and discounts make shopping"	"Sometimes the delivery times on Meesho can be longer than expected"	"Meesho often influences my purchase decisions,"	"I'm very satisfied with my experience on Meesho so far."	"I regularly recommend Meesho to friends and family for their unique products"	"Meesho offers similar variety and pricing to other platform"	"Social media is crucial for me to discover new products and deals, and Meesho"

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

		and the good discounts available."	ng online a great experience."	d."	especiall when I see something unique."		and discounts."	ms, but their discounts make them stand out."	does a great job of showcasing them."
P19	Amazon	"I use Amazon because of the convenience and the fast delivery."	"Amazon's Prime benefits and reliable delivery make shopping online easy."	"Some products on Amazon can be more expensive than on other platforms."	"Amazon's reviews and ratings often influence my purchase decisions."	"I'm very satisfied with my experience on Amazon."	"I frequently recommend Amazon to friends and family for their reliability and product range."	"Amazon has a better variety and pricing compared to other platforms I've used."	"Social media plays a moderate role in my purchase decisions, especially for product research and recommendations."
P20	Amazon	Good Material	Easy to order	Nil	Social media	I like to buy more	Yes	Product discount	Its done a great job
P21	Flipkart	"I shop on Flipkart because of their frequent sales and discounts."	"Flipkart's user-friendly interface and affordable prices make shopping online a breeze."	"At times, the delivery times on Flipkart can be longer than expected."	"I often make impulse buys on Flipkart, especially during their sales."	"I'm satisfied with my experience on Flipkart, although there is room for improvement."	"I recommend Flipkart to others, especially for their affordable prices and sales."	"Flipkart's pricing is better than other platforms, but the variety could be improved."	"Social media is moderately important for me in discovering new products and promotions, and Flipkart does a decent job in this regard."
P22	Meesho	"I use Meesho because they offer a wide	"The discounts and deals on Meesho	"Sometimes the delivery can be slow, especially for	"Meesho definitely influences my	"I'm very satisfied with my experience on	"I often recommend Meesho to friends and family for their	"Meesho offers better prices and a wider	"Social media is important for me to discover new products,

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

		range of unique products that I can't find elsewhere."	o are great, and the quality of the products is good."	certain items."	purchase decisions, especially when I see something I like."	Meesho."	unique products and good prices."	range of unique products compared to other platforms."	and Meesho's promotions on social media are effective."
P23	Meesho	Cheapest	if product has damages easily return the product	Shows delivery times be longer	My friends are suggested to purchase	Very happy	I'll recommend	Low price	Very publicity
P24	Meesho	Reviews are good	Easy to order and earn more offers	Sometimes non stock	Friends referred	I like to buy more	Yes	Product discount	Its done a great job
P25	Amazon	"I use Amazon because of the convenience and the wide range of products they offer."	"Amazon's fast delivery and reliable customer service make them my go-to online shopping platform."	"Some products on Amazon can be more expensive compared to other platforms."	"Amazon's reviews and ratings system often influences my purchase decisions."	"I'm very satisfied with my experience on Amazon."	"I regularly recommend Amazon to friends and family for their reliability and product range."	"Amazon has a better variety and pricing compared to other platforms."	"Social media plays a significant role in my purchase decisions, especially for product research and recommendations."
P26	Meesho	"I use Meesho because"	"Meesho's product"	"Sometimes the delivery times"	"Meesho often influence"	"I'm very satisfied with"	"I regularly recommend Meesho"	"Meesho offers similar"	"Social media is crucial for me to"

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

		e of the unique products they offer and the good discounts available."	range and discounts make shopping online a great experience."	on Meesho can be longer than expected."	nces my purchase decisions, especially when I see something unique."	my experience on Meesho so far."	to friends and family for their unique products and discounts."	variety and pricing to other platforms, but their discounts make them stand out."	discover new products and deals, and Meesho does a great job of showcasing them."
P27	Amazon	"I use Amazon because of the convenience and the wide range of products they offer."	"Amazon's fast delivery and reliable customer service make them my go-to online shopping platform."	"Some products on Amazon can be more expensive compared to other platforms."	"Amazon's reviews and ratings system often influences my purchase decisions."	"I'm very satisfied with my experience on Amazon."	"I regularly recommend Amazon to friends and family for their reliability and product range."	"Amazon has a better variety and pricing compared to other platforms."	"Social media plays a significant role in my purchase decisions, especially for product research and recommendations."
P28	Meesho	Reviews are good	Easy to order and earn more offers	Sometimes non stock	Friends referred	I like to buy more	Yes	Product discount	Its done a great job
P29	Amazon	"I use Amazon because of the convenience and the	"Amazon's Prime benefits and reliable delivery make	"Some products on Amazon can be more expensive than on other platform	"Amazon's reviews and ratings often influence	"I'm very satisfied with my experience on Amazon."	"I frequently recommend Amazon to friends and family for their reliability and	"Amazon has a better variety and pricing compared to other	"Social media plays a moderate role in my purchase decisions, especially for product

Understanding Consumer Experience in E-Commerce: A Qualitative Comparison of Meesho, Amazon, and Flipkart

		fast delivery."	shopping online easy."	ms."	my purchase decisions."		product range."	platforms I've used."	research and recommendations."
P30	Meesho	Reviews are good	Easy to order and earn more offers	Sometimes non stock	Friends referred	I like to buy more	Yes	Product discount	Its done a great job