



RESEARCH PAPER

Consumer buying behavior towards online meat and meat products : In tier-I cities of India

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Abstract : Online meat and meat products shopping has become more popular now-a-days. People are willing to spend time and energy on purchasing fresh meat through e-commerce. Most of the existing e-retailers offer their services in metros and major urban centers targeting the urban population. The survey was conducted in Bengaluru city. A representative sample of 120 consumers purchasing meat as well as meat products through online retail outlets like Licious, Zappfresh, Tendercuts, Fipola, Freshmeat, Bigbasket, Amazon, Grofers etc. In comparison to other meat items, chicken meat (broiler/country bird) is chosen by 51.66 per cent of consumers. Eggs account for 41.70 per cent of daily consumer consumption, followed by other meat items. The monthly family consumption of meat and meat products is 43.33 per cent, with 3-5 kg consumed each month. Consumers' reasons for preferring meat and meat goods on e-commerce websites suggest that 36.70% of the sample consumers prefer buying meat and meat products online due to a wider choice. Customers' attraction to e-commerce when purchasing meat and meat goods finds that 17.50% of consumers were most drawn to buy online meat and meat products due to ease of use. Consumers who preferred to buy meat and meat products revealed that 51.70 per cent preferred butcher shops, while 32.50 per cent preferred online platform. Consumer preferences for fresh meat and meat products found that 42.50 per cent of sample consumers.

Key Words : Meat products, Fresh meat, Purchase, Preference, Online, E-commerce platforms

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