



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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INTRODUCTION

E-commerce (Electronic Commerce) is the activity of online buying and selling of commodities over the internet. It draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, internet marketing, online transaction processing *etc.* It provides direct interaction between the consumers and the products (or) services that can

shape up fruitful relationships. Today, the volume of trade digital payments using e-commerce has also been expanding. There has been an increase in e-commerce business due to good access to internet in both rural and urban areas.

Online meat and meat products shopping has become more popular now-a-days with the growing internet connectivity and raising popularity of electronic shopping. As, one can see a clear need waiting to be

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served through technology-based intervention. Entrepreneurs have identified the opportunity of opening online meat and meat products stores. In this hustle and bustle of modern lifestyle with long working hours and heavy traffic people associate shopping at meat and meat products market as tiresome and stressful. People are willing to spend their time and energy on purchasing of fresh meat and meat products through e-commerce which can increase their healthy consumption and reduced the wastage at retailer's level. Most of the existing e-retailers offer their services in metros and major urban centers targeting the urban population having a wide consumer base *viz.*, working couples, nuclear families, students fending for themselves, new mothers, senior citizens and large families.

E-commerce websites and services in Bengaluru city are on rise now-a-days as people's demand and preferences for online purchasing of meat and meat products keeps on increasing. Their main goal is to provide the consumers with digital support and services that highlight their product and specialties to the users. The e-commerce website development in cities offers consumers multiple product options, trust, transparency and they have the best and the finest strategies to deliver the products.

As, the consumer find a wide collection of goods, great pricing and convenience with exceptional levels of customer services *i.e.*, preferred delivery times, same day deliveries and also attract consumers to purchase a large variety of products by providing a sales promotion or discount code, making it more cost effective. Timely delivery of fresh and desired produce is done by efficient and reliable suppliers within the allotted time. They are also opened to take product feedback from their consumers.

Rising demand of the fresh meat and lack of quality in the traditional meat market which will boost the India online meat market. Moreover, the technological intervention and improved supply-chain management will boost the online marketing portfolio which will further boost the India meat market. Offline and online convergence of buying and selling is rapidly changing the meat market landscape. Purchasing meat products online is catching up very fast in urban India. In the upcoming years there will be around 80 per cent increase in the demand of meat products by 2022. Some of the established e-commerce platforms like Licious, Zappfresh, Tendercuts, Fipola, Freshmeat, Bigbasket,

Amazon, Grofers, Pheeb's, etc. in Bengaluru city are offering wide collection of goods.

The present study was conducted to understand the consumer buying behavior towards online meat and meat products in tier-I cities of India following stated objectives.

- To study the consumer buying behaviour towards online meat and meat products
- Consumer preference and reasons to purchase meat and meat products.

MATERIAL AND METHODS

The survey was conducted in Bengaluru city. Online business of selling meat and meat products through internet has been recently introduced in some metropolitan cities. Cities where online retail outlets of both meat and meat products have been expanding were selected purposively for the present study. A representative sample of 120 consumers from Bengaluru city purchasing meat as well as meat products through online retail outlets were selected by using simple random sampling technique. Primary data along with secondary data were collected for the study. Primary data was collected through personnel interviews with the help of a well-structured questionnaire based on objectives required. Secondary data was collected from the appropriate sources such as articles, journals, company reports, etc.

The data collected was analyzed using both quantitative and qualitative research techniques. Mainly the data collected was tabulated and analyzed using appropriate statistical tools such as percentage analysis, Likert scale analysis, Garrett ranking technique and factor analysis.

RESULTS AND DISCUSSION

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

Consumer buying behaviour towards online meat and meat products :

The buying behaviour of sample consumers was analyzed by collecting the data pertaining to preferred meat and meat products, frequency of consumption, monthly consumption, reasons for preference, preferred places to purchase meat and meat products.

Major sources of information regarding to meat and meat products :

Information regarding source of information regarding meat and meat products were divided into six categories viz., newspaper, pamphlets, advertisement (Television and Radio), social media, leaflets, family members and friends. And others as provided in Table 1.

From the above Table 1 and Fig. 1 inferred that TV advertisement and word of mouth 23.30 per cent were the major source of information regarding online meat products followed by social media/ Internet 21.70 per cent and newspaper 14.20 per cent. Pamphlets and others were the least source of information 7.50 per cent and 10.00 per cent of online meat products to the sample consumers in the study area.

Table 1: Major sources of information regarding to meat and meat products

Sr. No.	Major sources of information	Frequency (No. of consumers)	Per cent (%)
1.	TV ads	28	23.30
2.	Word of mouth	28	23.30
3.	Social media	26	21.70
4.	Newspaper	17	14.20
5.	Others	12	10.00
6.	Pamphlets	9	7.50
	Total	120	100

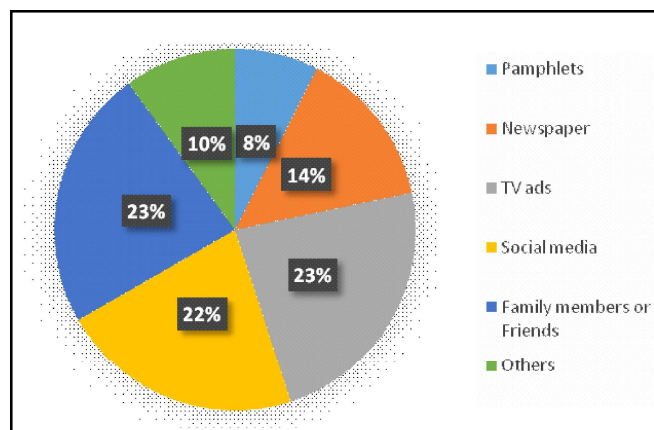


Fig. 1: Sources of awareness related to online meat products

Preferred sources to purchase meat and meat products by sample consumers :

The information regarding the source of purchase of meat and meat products by sample consumers were collected under five categories viz., butcher shop, online shopping, specialized meat mart, supermarket and local

shop and the results of the same was provided in the Table 2.

From the Table 2 it was inferred the preferred source of purchase of meat and meat products. Out of 120 sample consumers, 51.70 per cent consumers were preferred to purchased meat and meat products from butcher shops followed by 32.50 per cent of purchased from online shopping, 11.70 per cent of consumers are interested to purchasing from specialized meat mart and 3.30 per cent of sample consumers from supermarkets and 0.8 per cent are from local markets. Thus, it was observed that most of the consumers still buy meat and meat products from butcher shops followed by online shopping.

Table 2: Preferred sources to purchase meat and meat products by sample consumers

Sr. No.	Source of purchase	Frequency (No. of consumers)	Per cent (%)
1.	Butcher shop	62	51.70
2.	Online platform	39	32.50
3.	Specialized meat mart	14	11.70
4.	Supermarket	4	3.30
5.	Local shop	1	0.8
	Total	120	100

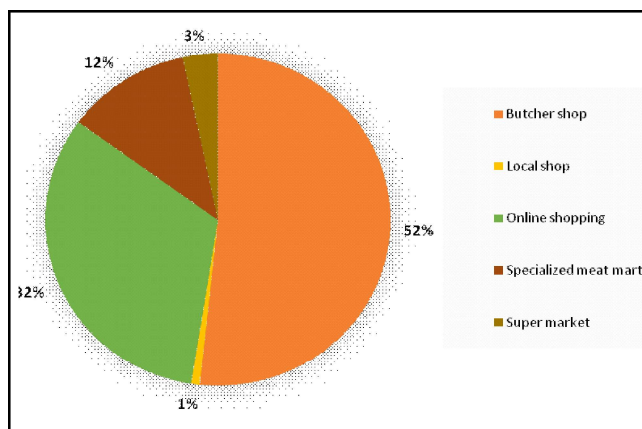


Fig. 2: Preferred sources to purchase meat and meat products by sample consumers

Reasons for consumers towards purchasing of meat and meat products :

The information regarding reasons for consumers towards purchasing of meat and meat products in preferred e-commerce sites were considered to measure the consumers preference towards meat and meat products purchased through online and the opinion of the sample consumers information was analyzed using

Table 3: Reasons for consumers towards purchasing of meat and meat products

Sr. No.	Particulars	Strongly agree		Agree		Can't say		Disagree		Strongly disagree		Total score	Mean	Rank
		N	S	N	S	N	S	N	S	N	S			
1.	Meat is rich source of protein	66	330	43	172	5	15	1	2	5	5	524	4.37	1
2.	Meat is very tasty	33	165	64	256	9	27	4	8	3	3	459	3.83	2
3.	Meat has many health benefits	33	165	53	212	17	51	5	10	2	2	440	3.67	3
4.	Easily available	29	145	62	248	11	33	4	8	3	3	437	3.64	4
5.	Consumption of meat makes strong and fit	28	140	54	216	18	54	8	16	3	3	429	3.58	5
6.	Consumption of meat satisfy my desire food	33	165	43	172	12	36	14	28	7	7	408	3.40	6
7.	Meat is mandatory of family gathering/ parties	28	140	33	132	21	63	19	38	8	8	381	3.18	7
8.	Meat is affordable food	20	100	36	144	23	69	25	50	4	4	367	3.06	8
9.	Consumption of meat is family/religion	17	85	27	108	40	120	14	28	17	17	358	2.98	9
10.	Consumption of meat gives social esteem	12	60	22	88	40	120	25	50	10	10	328	2.73	10

through a five-point rating scale as per this method the scores of 5,4,3,2 and 1 were given against strongly agree, agree, neutral, disagree, strongly disagree respectively. Mean scores were calculated, and ranks were given to the aspects according to the mean score and the results were presented in Table 3.

It is inferred from Table 3 the ‘Meat is rich source of protein’ was the main reason for purchase meat and meat products in e-commerce with mean score of 4.37, followed by ‘Meat is very tasty’ with mean score 3.83 , ‘Meat has many health benefits’ as it secured a mean score 3.67, ‘Easily available’ as it secured a mean score 3.64, ‘Consumption of meat makes’ as it secured a mean score 3.58, ‘Consumption of meat satisfy my desire food’ as it secured a mean score 3.40, ‘Meat is mandatory of family gathering/ parties’ as it secured a mean score 3.18, ‘Meat is affordable food’ as it secured a mean score 3.06, ‘Consumption of meat is family/religion’ as it secured a mean score 2.98. Least rank was given to the ‘Consumption of meat gives social esteem’ as it secured a mean score 2.73. Thus, majority of the consumers have selected the feature ‘Meat is rich source of protein’ by sample consumers in the study area.

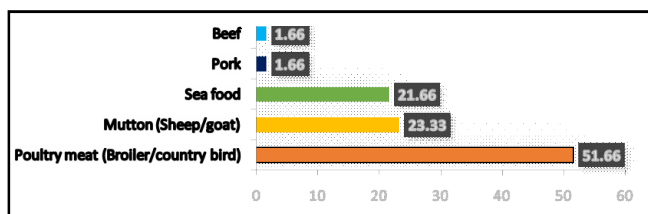


Fig 3: Most preferred meat products by sample consumers

Consumer preferences towards meat and meat products :

The details regarding consumer preference to online

meat and meat products were collected in study area and the results was depicted in Table 4.

From the Table 4 51.66 per cent of the sample consumers were preferring buy poultry meat (Broiler/country bird), 23.33 per cent of them preferred to buy mutton (Sheep/goat), 21.66 per cent of the sample consumers preferred to buy sea food and only 1.66 per cent of sample consumers preferred to buy pork and beef. Thus, majority of sample consumers preferred to buy poultry meat (broiler/country bird).

Table 4 : Consumer preferences towards meat and meat products

Sr. No	Source of meat	Frequency (No. of consumers)	Per cent (%)
1.	Poultrymeat (Broiler/country bird)	62	51.66
2.	Mutton (Sheep/goat)	28	23.33
3.	Sea food	26	21.66
4.	Pork	2	1.66
5.	Beef	2	1.66

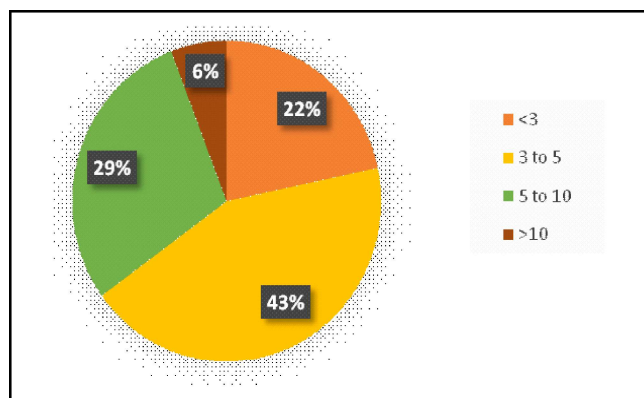


Fig 4 : Average monthly family consumption of meat and meat products

Table 5 : Frequency of consumption of meat and meat products by sample consumers

	Column	Eggs	Poultry meat (Broiler/country bird)	Mutton (Sheep/goat)	Seafood	Pork	Beef
Daily	N	50	8	2	2	1	-
	%	41.70	6.70	1.70	1.70	0.80	-
< 15 times in month	N	15	18	3	3	-	-
	%	12.50	15.00	2.50	2.50	-	-
> 15 times in month	N	10	5	4	3	2	-
	%	8.30	4.20	3.30	2.50	1.70	-
Weekly once	N	19	39	21	18	1	1
	%	15.80	32.50	17.50	15.00	0.80	0.80
Monthly once	N	2	5	32	14	2	2
	%	1.7	4.20	26.70	11.70	1.70	1.70
Occasional	N	1	3	16	21	4	4
	%	0.80	2.50	13.30	17.50	3.30	3.30
Never	N	1	2	-	1	49	49
	%	0.80	1.70	-	0.80	40.80	40.80

Frequency of consumption of meat and meat products by sample consumers :

The information regarding the frequency of consumption of meat and meat products by sample consumers was analyzed and divided in to seven categories *viz.*, daily, more than 15 times in month, less than 15times in month, weekly once, monthly once, occasional and never the results were provided in Table.

From the Table 5 it was inferred that 41.70 per cent of sample consumers were consuming eggs regularly (on daily basis) in their diet. While Poultry meat (Broiler/country bird) 32.50 per cent and eggs 15.80 per cent followed by mutton 17.50 per cent and sea food 15.00 per cent were most consumed on weekly basis. Mutton (Sheep/goat) 26.70 per cent and sea food 11.70 per cent were mostly consumed on monthly once. Poultry meat (Broiler/country bird) 15.00 per cent and eggs 12.50 per cent were consumed less than 15 times in a month. Eggs 18.30 per cent and Poultry meat (Broiler/country bird) 4.20 per cent were consumed grater then 5 times in a

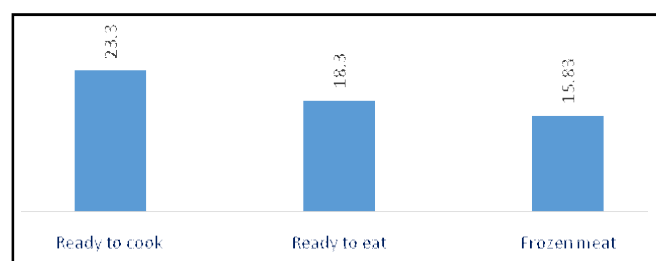


Fig 5: Consumers preference towards categories of meat and meat products

month. Mutton (Sheep/goat) 13.30 per cent and sea food 17.50 per cent are consumed occasionally. It is observed that most of the consumers are not consuming beef 40.80 per cent and pork 40.80 per cent are never consume the beef and pork products.

Average monthly family consumption of meat and meat products :

The information regarding the monthly consumption of meat and meat products by sample consumers was collected under four categories *viz.*, <3, 3-5, 5-10, and > 10 and the results of the same was provide in Table 6.

The Table 6 represents the average monthly family consumption of consumers of meat and meat products. Out of 120 sample consumers 43.33 per cent of the sample of consumers were consuming 3-5 kgs per month, 29.16 per cent of them were consuming 5-10 kgs per month, 21.66 per cent of sample consumers were consuming less than 3 kgs for monthly while 5.83 per cent sample of consumers are consuming more than 10 kgs monthly. Thus, greater percentage of consumers were consuming 3-5 kgs.

Table 6 : Average monthly family consumption of meat and meat products

Sr..No.	Monthly family consumption (in kgs)	Frequency (No. of consumers)	Per cent (%)
1.	<3	26	21.66
2.	3-5	52	43.33
3.	5-10	35	29.16
4.	>10	7	5.83

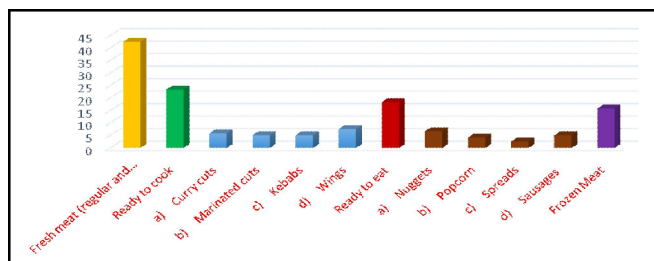


Fig 6 : Consumers preference toward purchasing of meat and meat products in online

Consumers preference towards categories of meat and meat products :

Information regarding consumers purchasing pattern towards meat and meat products was collected and divided in to four groups *i.e.*, fresh meat, frozen meat, ready to eat, ready to cook the same was presented in Table 7.

Table 7. reveals that, among all the preferences, majority of the consumers about 42.50 per cent were showing preference towards fresh meat. About 23.30 per cent of the consumers showing preference towards ready to cook, 15.30 per cent of the consumers showing preference towards frozen meat, 13.30 per cent of the consumers were showing preference towards ready to fry for purchasing meat and meat products. Hence, majority of the consumers show preference towards fresh meat compared to others.

Table 7 : Consumers preference towards categories of meat and meat products

Sr. No.	Particulars	Frequency (No. of consumers)	Per cent (%)
1.	Frozen meat	19	15.83
2.	Fresh meat	51	42.50
3.	Ready to cook	28	23.30
4.	Ready to eat	22	18.30
	Total	120	100.00

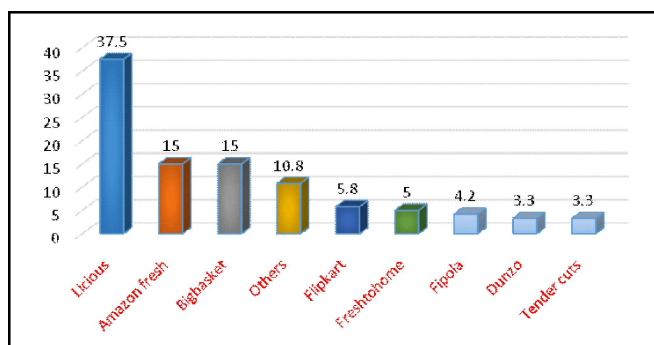


Fig. 7 : Consumers preference towards e-commerce websites

Consumers preference toward various online meat and meat products :

The information regarding the sample consumers preference toward purchasing of meat and meat products in online is collected and presented in the Table 8.

The Table 8 represents the consumer preference towards meat and meat products based on purchase pattern in online. Out of 120 sample consumers, majority consumers preferred fresh meat (regular and preferred cuts) (42.50%) compared to ready to cook products like curry cuts, marinated kebabs, wings (23.30%) and ready to eat products are nuggets, popcorn, spreads, sausages (18.30%) while 15.83 per cent of sample consumers had preference for frozen meat products during purchase in e-commerce. Thus, sample consumers preferred fresh meat (regular and preferred cuts) compared to others.

Table 8 : Consumers preference toward purchasing of meat and meat products

Sr. No.	Particulars	Frequency (No. of consumers)	Per cent (%)
1.	Fresh meat (regular and preferred cuts)	51	42.50
2.	Ready to cook (a) Curry cuts, (b) Marinated cuts, (c) Kebabs, (d) Wings	28	23.30
3.	Ready to eat (a) Nuggets, (b) Popcorn, (c) Spreads, (d) Sausages	22	18.30
4.	Frozen meat	19	15.83
	Total	120	100

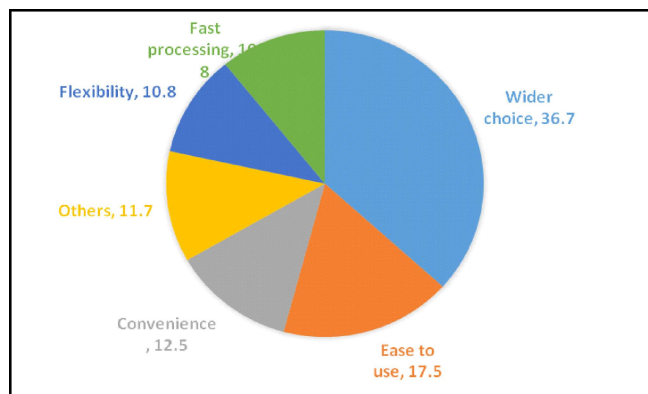


Fig. 8: Reasons for preference of meat and meat products in e-commerce platform by

Consumers preference towards e-shopping sites :

The information regarding the sample consumers preference towards e-commerce sites was collected and results were furnished in Table 9.

Table 9 reveals that, among all the preferences, majority of the consumers about 37.50 per cent were showing preference towards Licious. About 15.00 per cent of the consumers showing preference towards amazon fresh and big basket, 5.80 per cent of the consumers showing preference towards flipkart, 5.00 per cent of the consumers showing preference towards fresh to home, 4.20 per cent of the consumers showing preference towards Fipola. 10.80 per cent of the consumers were showing preference towards other e-commerce sites for purchasing fruits and vegetables and 3.30 per cent of the consumers showing preference towards tender cuts and dunzo. Majority of the consumers show preference towards licious compared to others.

Sr. No.	Particulars	Frequency (No. of consumers)	Per cent (%)
1.	Licious	45	37.50
2.	Amazon fresh	18	15.00
3.	Bigbasket	18	15.00
4.	Others	13	10.80
5.	Flipkart	7	5.80
6.	Freshtohome	6	5.00
7.	Fipola	5	4.20
8.	Dunzo	4	3.30
9.	Tender cuts	4	3.30
	Total	120	100.00

Reasons for preference of meat and meat products in e-commerce platform by sample consumers:

The information regarding the reasons for preference of meat and meat products in e-commerce platform by sample consumers was collected and the results were presented in Table 10.

Table 10 : Reasons for preference of meat and meat products in e-commerce platform by sample consumers

Sr. No.	Particulars	Frequency (Responses)	Percentage
1.	Wider choice	44	36.70
2.	Ease to use	21	17.50
3.	Convenience	15	12.5
4.	Flexibility	13	10.80
5.	Fast processing	13	10.80
6.	Others	14	11.70
	Total	120	100.00

It is inferred from Table 10. that majority of the consumers 36.70 per cent felt that wider choice major reason for buy meat and meat products in e- commerce followed by ease to use 17.50 per cent and convenience 12.50 per cent. Also, 10.80 per cent of the consumers mentioned that having flexibility feature also attracts consumers, 10.80 per cent of the consumers felt that fast processing also attracts meat and meat products buy in e- commerce and 11.70 per cent of the consumers may attract to other features. Thus, it was analyzed that wider choice is the main feature that attracts majority of the consumers for purchasing meat and meat products in online because in e-commerce there are wide variety of products which helps them to choose easily.

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