An Analysis of Online Purchasing Meat Products in Coimbatore City

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

The study aimed to examine various factors influencing the purchase decision of respondents about meat products through online-based platforms. Primary data has been collected from 100 respondents through interviews using a well-structured questionnaire from various zones of Coimbatore district in Tamil Nadu. Factor analysis is used to know a clear picture of major influencing factors used as a deciding parameter for the purchase of meat products through online-based platforms. From the study, the respondents are nowadays shifting to online purchasing of meat products because of their working patterns, and some factors like saving time & effort, convenience, COVID-19 pandemic situation, etc. also influence their decision of meat purchase.

1. INTRODUCTION

Electronic commerce has turned out to be one of the essential elements in the online age. Web and web technology has on a pretty basic level transformed the method of corporations and association with the buyers. Because the development and progress of retail markets have

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seen a significant shift in the last couple of decades, it has evolved into a dynamic virtual medium for offering and obtaining data, commodities, and services. For many stores, the strategy of providing low-quality and low-cost mark alternatives has evolved into a strategy of directly competing with producer marks in terms of quality, shape, and packaging. The web has additionally altered the manner we spend our money and our methods for satisfying the demands for our solace. Web commerce blossomed and grew into a common part of the everyday lives of customers. It enables the businesses and customers, with unlimited choices to browse over, for different transactions. Increasing utilization of the internet in India makes encouragement towards online purchases quite easy. At present consumers are gradually employing electronic channels for obtaining their regularly essential items. The rising usage of the Internet by the younger generation in India presents plenty of chances for online stores. To perform successfully in the competitive market, most manufacturers have begun using the internet with the purpose of decreasing marketing expenditure, subsequently cutting down the cost of items and services. Companies make use of the Internet to disseminate information, sell items, gather feedback, and carry out consumer satisfaction surveys.

Customers recognize the benefits of online shopping not only for buying products but also for comparing prices, analyzing product features, and after-sale support facilities given. As per the Associated Chambers of Commerce and Industry of India (ASSOCHAM) report, the number of customers who want to buy products online is expected to exceed 1.1 trillion by 2020 with the augmentation of digital natives, increased communication in terms of logistics, broadband and Internet-ready devices to stimulate the demand in e-commerce. The report also observed that demonetization and a drop in cash transactions, along with the increase in net banking facilities would generate enhanced opportunities for the Indian E-commerce business. Online commerce provides various factors of attractiveness when compared with traditional shopping. In the late 1990s and mid-2000s, online-based purchasing turned out to be more accessible for many individuals and its ubiquity boosted the purchasers. In the contemporary era, individuals are executing a wide variety of money-associated transactions ranging from collecting occasion endowments to buying autos and paying their bills over the net.

As indicated by UCLA Center for Communication Policy (2001), internet-based purchasing has changed into the third most well-known web movement, directly after email utilizing/texting and web perusing. Web-based purchasing should be accessible at home and one does not need to stress about movement restrictions, long lines, and other typical viewpoints.

2. REVIEW OF LITERATURE

Kanupriya and Anupreet Kaur [1] in their research have discovered that "time-saving, ease of purchasing, and opportunity for product comparison are the elements that drive people to favor online shopping".

Muhammad Umar Sultan and MD Nasiruddin [2] in their research have found that "website design/features followed by comfort, moment saving, security mechanisms on the web, quantity of products at cheap price and instant rebates, and friends' responses on the products are the most important factors that influence customers to choose online shopping".

Payal Upadhyay and Jasvinder Kaur [3] in their research have determined that "security and privacy characteristics supplied on web portals, simplicity to browse online websites, usefulness, and pleasure are the aspects that influence the customer to favor online shopping".

Pritam P. Kothari and Shivganga S. Maindargi (2016) in their research have discovered that "cognition, convenience to use, felt utility, the sensation of pleasure and security are the five grounds that draw a client towards Online purchasing".

Saranya and Anandh [4] in their research have discovered that "quick access, appealing presentation of items, and delivery of clear information about the product stimulate people towards online purchasing. Further, they have discovered that clients prefer to purchase cosmetics followed by technology products and footwear via online shopping".

Khushboo Makwana et al. [5] in their research have ascertained "the accessibility of Cash payment Choice, facility to buy products at any time, secure product delivery, facility to select goods at great rates, and improved efficiency the considerable factors that promote people to do online shopping".

Priyanka Sharma [6] in her research ascertains that "price is the most major influencing element promoting online purchases. Most people like to

purchase things from Flipkart. Further, a substantial percentage of customers choose to acquire electronic products followed by movie tickets and garments via online websites".

Rifaya Meera, R. Padmaja and R. Mohammed Abubakkar Siddique [7] in their research discovered "the availability of a range of brands, freebies, and discounts, the capability of having 24X7 shopping, and the availability of quality items are the key reason for choosing online shopping".

"The essence of this approach is critical for organizational success so that they can have a better understanding of their customer behaviors" (Solomon et al., 2006). "The physical action or behavior of the consumer and their buying decision every day can be measured directly by marketers" (Papanastassiu and Rouhani, 2006). "For that reason many organizations these days are spending a lot of their resources researching how a consumer makes their buying decision, what they buy, how much they buy when they buy, and where they buy" (Kotler, Amstrong, 2001). "To get a well coherent result, organizations normally looked at this behavior and base their analysis on different conceptions; whether customers buying behavior was measured from different perspectives, such as product quality and better service, lower price structure, etc" (Papanastassiu and Rouhani, 2006).

"Different theories and researchers have claimed that when an organization fully meets all aspects of its customer needs, the result enhances its profitability" (Chaudhuri, 2006), and also "enables them to develop better tackling strategies for the consumer" (As seal, 1998). "Possibly, the most challenging concept in marketing deals with the understanding of why buyers do what they do and what method or philosophy are they using to evaluate the product after the transactions, and what might be the effect on the future transaction" (Schiff man, 2004). "The reason why marketer chooses to learn about consumers" buying behavior is, from a business perspective; to be able to be more effectively reach consumers and increase the chances for success" (Sergeant & West, 2001). Therefore, the field of consumer behavior has taken a tremendous turn in the commercial world and became the fundamental concept of achieving company goals (Schiff man and Kanuk, 2007).

More recently, different researchers and author have given their definitions and meaning of consumer behavior. For Michael R. Solomon (2001) consumer behaviors typically analyze the processes of a group selected or individual purchases/dispose of product, service, concept, or experiences to satisfy their need and desires. Additionally, Kotler (1996) suggested that "consumer behaviors have a huge impact on a firm marketing decision-making process every year. There is a risk that what a consumer does will inflict on his or her behavior and generate consequences". (Snoj, Pisnik Koda & Mumel, 2004). "The user and the purchaser can be different people, in some cases; another person may be an influencer providing recommendations for or against certain products without actually buying or using them" (Solomon 1999; Solomon et al. 1999).

" In this case, most of the large consumer electronics retailers tend to gather more information about customers motivating factors and what influences their buying behaviors" Solomon & Stuart (2000).

3. MATERIALS AND METHODS

Simple random sampling & convenient sampling was used to collect the data from the respondents during January of 2022. Primary data has been collected from 100 respondents through online interviews using a well-structured questionnaire. The survey was carried out in various zones of Coimbatore district in Tamil Nadu, because I surveyed apartments and flats from the five zones namely Thondamuthur, Pollachi, Singanallur, Valparai, Mettupalayam. The data collected were analyzed using the Statistical Package for Social Sciences (SPSS). To satisfy the objective, Exploratory Factor Analysis (EFA) was used for analysis.

Chart 1. List of Variables

Quality of meat
Quantity of meat
Shelf life of the meat
Delivery time of the product
Trustworthiness of online brand
Convenient
Combo offers
Service quality
Hygiene of the product
Availability of the product
Saves time and effort

The responses for the statements were measured using a five-point scale from 'strongly Influencing' to 'strongly not Influencing' (Strongly Influencing=5, Influencing= 4, Neutral= 3, Not Influencing=2, Strongly Not Influencing=1)

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.899
Bartlett's Test of Sphericity	Approx. Chi-Square	915.658
	df	66
	Sig.	.000

Table 2. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.708	64.230	64.230	7.708	64.230	64.230	7.614	63.448	63.448
2	1.579	13.157	77.387	1.579	13.157	77.387	1.673	13.939	77.387
3	0.637	5.309	82.696						
4	0.475	3.962	86.658						
5	0.383	3.195	89.853						
6	0.362	3.014	92.867						
7	0.228	1.899	94.766						
8	0.189	1.575	96.341						
9	0.159	1.329	97.670						
10	0.123	1.023	98.693						
11	0.091	0.758	99.451						
12	0.066	0.549	100.000						
				Extraction Method: Principal Component Analysis					

4. RESULTS AND DISCUSSION

This study used exploratory factor analysis with principal component analysis and varimax rotation. Exploratory Factor Analysis and Principal Component Analysis are used to extract as much variety as possible from an idea. It includes Kaiser-Meyer-Olkin (KMO) correlation testing and Bartlett's sphericity test.

The KMO index of sampling adequacy, as shown in Table 1, is 0.899, suggesting that the data is suitable for factor analysis. Values more than 0.5 are suitable for factor analysis, according to Tabachnick and Fidell (2007), however values less than 0.5 are unsuitable. From Bartlett's test, the value of chi-square is 915.658 with the degree of freedom is 66 with significance (p<0.000) which Shows the data is suitable for factor analysis [8-10].

Table 2 displays the Eigenvalue as well as the proportion of variation. Items with Eigenvalues higher than one are kept for interpretation. The first component accounts for 64.23 percent of the variance, the second for 13.157 percent with Eigenvalue more than one for all the factors. As a result, the two variables are retained for interpretation, which totally explained 77.387 percent of the variation.

Table 3 shows the rotated component matrix created by utilizing the varimax rotation approach to extract variables using a principal component analysis technique. It rotates the variables to provide factor loading, and the higher the loading, the more pure measure factor the variable is. The elements are rotated and grouped under a related factor, resulting in two factors with factor loadings greater than 0.3.

From Table 4, it is concluded that factor 1 described a Value of the meats which is named Value. This factor includes the variables such as "Quality of meat" (.910), "Quantity of meat" (.897), "Shelf life of the meat" (.882), and "Delivery time of the product"(.918).

Factor 2 is described as Upgrade Ness of the online selling platforms of Meat, hence, it is named Upgrade Ness. This factor includes the variables such as "Trustworthiness of online brand" (.761), "Convenient" (.663), "Combo offers" (.585), "Service quality" (.582), "Hygiene of the product" (.846), "Availability of the product" (804), "Saves time and effort" (.062), "Price of the meat" (.821).

Table 3. Rotated Component Matrix

	Component	
	1	2
Which factor influence you to purchase meat in online? [Quality of meat]	.910	.022
Which factor influence you to purchase meat in online? [Quantity of meat]	.897	-.007
Which factor influence you to purchase meat in online? [Shelf life of the meat]	.882	-.030
Which factor influence you to purchase meat in online? [Delivery time of the product]	.918	.066
Which factor influence you to purchase meat in online? [Trustworthiness of online brand]	.905	.057
Which factor influence you to purchase meat in online? [Convenient]	.068	.874
Which factor influence you to purchase meat in online? [Combo offers]	.850	.044
Which factor influence you to purchase meat in online? [Service quality]	.878	.051
Which factor influence you to purchase meat in online? [Hygine of the product]	.846	.129
Which factor influence you to purchase meat in online? [Availability of the product]	.804	.212
Which factor influence you to purchase meat in online? [Saves time and effort]	.062	.887
Which factor influence you to purchase meat in online? [Price of the meat]	.821	.215

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Table 4. Components Extracted

Components	Factor Names	Variance explained	Factor Loadings	Variables
1	Value	64.230	0.910	Quality of meat
			0.897	Quantity of meat
			0.882	Shelf life of the meat
			0.918	Delivery time of the product

Components	Factor Names	Variance explained	Factor Loadings	Variables
2	Upgrade Ness	77.387	0.905	Trustworthiness of online brand
			0.068	Convenient
			0.850	Combo offers
			0.878	Service quality
			0.846	Hygiene of the product
			0.804	Availability of the product
			0.062	Saves time and effort
			0.821	Price of the meat

5. SUGGESTIONS

1. Customers before buying any goods online can make use of the reviews offered by the earlier buyers and choose the appropriate products.
2. E Retailers may offer exhaustive information pertaining to the product, which helps the customers understand the various utilities and modes of usage of the product.
3. By improving the logistics facility, online vendors may deliver goods in a shorter span of time.
4. Most of the customers agree that the provision of combo offers by the sellers induces them to prefer online shopping. Thus, it is suggested that in order to attract more customers online traders may give combo offers frequently, which helps traders not only to attract new customers but also retain the existing ones, and customers are happy to buy more goods at a low price.
5. Each and every online vendor should establish a proper customer care center for properly receiving customer complaints to initiate necessary steps for redressing his grievances at the earliest.
6. Online vendors have to maintain a customer database properly and keep customers informed about the new arrival, thereby increasing the volume of sales.
7. Online web portals are to be constructed in such a way that customers can access any information instantly.
8. Necessary security features are to be maintained in online web portals so that the customers' personal and payment details are kept confidential.

6. CONCLUSION

The purpose of this study was to find out the factors influencing customers to purchase meat products on online-based platforms in Coimbatore city. From this study, we can conclude that Factor 1 includes Quality of meat, Quantity of meat, the Shelf life of the meat, and Delivery time of the product. These are the major factors most influenced customers to purchase meat products on online-based platforms.

DISCLAIMER

CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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