

# **AN ANALYSIS OF PURCHASING OF MEAT PRODUCTS IN ONLINE IN COIMBATORE CITY**

## **ABSTRACT:**

The aim of the study was to examine which factor is influencing to purchase decision of respondents about Meat products in online based platforms. primary data has been collected from 100 respondents through interview using well-structured questionnaire from various zones of Coimbatore district in Tamil Nadu. Factor analysis is used to know the clear picture about major influencing factor used as a deciding factor for purchase of Meat products through online based platforms The conclusion of this study was which factor is influencing to purchase decision of respondent about meat products in online based platforms. From the study the respondents are nowadays shifting to online purchasing of meats because of their working patterns and some factors influenced by the respondents like Saving time & effort, Convenient, COVID-19 pandemic situation,etc.

*Keywords: Factor analysis, Meat products, Online purchase, E-marketing.*

## **1. INTRODUCTION:**

Electronic commerce has turned out to be one of the essential elements in the online age. Web and web technology have on a pretty basic level transformed the method corporations associated and spoke with buyers. It has changed into a dynamic virtual medium for offering and acquiring of data, commodities or administrations in view of the fact that, the expansion and advancement of retail marks have faced a huge shift in the course of the most recent couple of decades. For numerous shops the strategy of giving poorer quality and decreased cost on mark elective has altered to an approach of straightforwardly combating with producer marks as far as quality, form and bundling. The web has additionally altered the manner we spend items and our methods for satisfying the demands for our solace. The web has made it less demanding for us to obtain the items. Web commerce blossomed and grew into a common part of everyday lives of customers. It enables the two businesses and customers, with unlimited choices to browse over, for different transactions. Increasing utilization of internet in India makes encouragement towards online purchase 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. Of perform successfully in the competitive market, most of the manufacturers have began using the Internet with a purpose of decrease 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 carryout consumer satisfaction surveys.

Customers recognize the benefits of online shopping not only for buying products but also for comparing price, analyzing product features and after sale support facilities given. As per ASSOCHAM report, the number of customers who want to buy products online is expected to exceed US \$ 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 transaction, along with 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. The most major advantage is the accomodation. The web was advanced in the 1980s, when Microsoft and IBM came up with the PCs. The time of online shopping radically altered the PC in ways few would have envisioned in the mid 1980s. The first bank was opened in 1994 and a Pizza Hut site soon emerged on the online. 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 their 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 restriction, long lines and other typical viewpoints.

## **2. REVIEW OF LITERATURE:**

**Kanupriya and Anupreet Kaur (2016)** in their research have discovered that time saving, ease of purchasing, opportunity for product comparison are the elements that drive people to favor online shopping.

**Muhammad Umar Sultan and MD Nasiruddin (2016)** 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 on instant rebate and friends' responses on the products are the most important factors that influence customers to choose online shopping.

**Payal Upadhyay and Jasvinder Kaur (2016)** 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 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, sensation of pleasure and security are the five grounds that draw a client towards Online purchasing.

**Saranya and Anandh (2016)** 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. (2017)** in their research have ascertained that 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 are the considerable factors that promote people to do online shopping.

**Priyanka Sharma (2017)** in her research ascertains that price is the most major influencing element promoting online purchase. Most of the people like to purchase things from Flipkart. Further, a substantial percentage of customers chooses to acquire electronic products followed by movie tickets and garments via online web sites.

**Rifaya Meera, R. Padmaja and R. Mohammed Abubakkar Siddique (2017)** in their research discover that the availability of a range of brands, freebies and discounts, capability of having 24X7 shopping and the availability of quality items are the key reason for choosing online shopping.

### **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 interview using well-structured questionnaire. The survey was carried out in various zones of Coimbatore district in Tamil Nadu. The data collected was analyzed using the

Statistical Package for Social Sciences (SPSS). To satisfy the objective, Exploratory Factor Analysis (EFA) was used the following statements.

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**Chart.1 List of Variables**

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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  
Price of the meat  
Quality of meat  
Quantity of meat  
Shelf life of the meat]  
Delivery time of the product  
Trustworthiness of online brand

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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).

**4. RESULTS AND DISCUSSION:**

Exploratory Factor Analysis was applied in this study using principal component analysis with varimax rotation. The goal of using Exploratory Factor Analysis with Principal Component Analysis is to get as much variation from the concept as possible. It covers correlation testing with Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity

<b>Table. 1 KMO and Bartlett's Test</b>
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Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.899
Bartlett's Test of Sphericity	Approx. Chi-Square	915.658
	df	66
	Sig.	.000

From Table.1 the KMO index of sampling adequacy is 0.899, indicating that the data is appropriate for factor analysis. According to Tabachnick and Fidell (2007), values more than 0.5 are appropriate for factor analysis, whereas values less than 0.5 are unsuitable. From the Bartlett's test, the value of chi-square is 915.658 with the degree of freedom is 66 with significance ( $p < 0.000$ ) which demonstrating the data is suitable for factor analysis.

UNDER PEER REVIEW

<b>Table.2 Total Variance Explained</b>									
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.

From 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 per cent of the variance, the second for 13.157 per cent 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.

<b>Table. 3 Rotated Component Matrix</b>		
	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
<b>Extraction Method:</b> Principal Component Analysis.		
<b>Rotation Method:</b> Varimax with Kaiser Normalization.		

From Table. 3 illustrates the rotated component matrix obtained by employing a principal component analysis technique for variable extraction using the varimax rotation method. It offers the factor loading by rotating the variables, and the higher the loading, the variable is a pure measure factor. The items are rotated and grouped under a factor that is associated with one another, yielding two factors with factor loadings greater than 0.3.

<b>Component s</b>	<b>Factor Names</b>	<b>Variance explained</b>	<b>Factor Loadings</b>	<b>Variables</b>
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
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

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

Factor 2 is described as Upgrade Ness of the online selling platforms of Meat, hence, it is named as Value. 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).

## 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 help the customers understand the various utilities and mode 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 provision of combo offers by the sellers induce 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 centre 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 sale.

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 among customers to purchase meat products in online based platforms in Coimbatore city. From this study we can conclude that Factor 1 it includes Quality of meat, Quantity of meat, Shelf life of the meat, Delivery time of the product. These factors are mostly influenced among customers to purchase meat products in online based platforms.

### **COMPETING INTERESTS DISCLAIMER:**

Authors have declared that no competing interests exist. The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

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