

AN ANALYSIS OF PURCHASING MEAT PRODUCTS BY ONLINE IN COIMBATORE CITY

ABSTRACT:

The aim of the study was to examine various factors influencing the 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 parameter for purchase of meat products through online based platforms. From the study the respondents are nowadays shifting to online purchasing of meats because of their working patterns and some factors like saving time & effort, convenient, COVID-19 pandemic situation, etc. also influence their decision of meat purchase.

Keywords: Factor analysis, Meat products, Online 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 corporations and association with the buyers. Because the development and progress of retail markets have 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 on mark alternative 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 everyday lives of customers. It enables the 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. To perform successfully in the competitive market, most of the manufacturers have begun 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 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 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. 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.

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 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 lot of their resources to research how consumer makes their buying decision, what they buy, how much they buy, when they buy, and where they buy (**Kotler, Armstrong, 2001**). To get a well coherent result, organizations normally looked at these behavior base their analysis on difference conceptions; whether customers buying behavior were measured from different perspectives, such as product quality and better service, lower price structured etc (**Papanastassiu and Rouhani, 2006**)

Different theories and researchers have claimed that when organization fully meet all aspects of its customer needs, the result enhances their profitability (**Chaudhuri, 2006**), and also enable them to develop a better tackling strategies for consumer (**As seal, 1998**). Possibly, the most challenging concept in marketing deals with the understanding 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 future transaction (**Schiff man, 2004**). The reason why marketer chooses to learning 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 concepts of achieving company goal (**Schiff man and Kanuk, 2007**).

More recently, different researchers and author have given their definition and meaning of consumer behavior. For **Michael R. Solomon (2001)** consumer behaviors typically analyze the processes of 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 in 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 person, 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 gathered 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 interview using well-structured questionnaire. The survey was carried out in various zones of Coimbatore district in Tamil Nadu, because I conducted survey in apartments

and flats from the five zones namely Thondamuthur, Pollachi, Singanallur, Valparai, Mettupalayam. The data collected was 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).

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

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

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

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.

significance ($p < 0.000$) which Shows the data is suitable for factor 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.

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. 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.

Table.4 Components Extracted				
Component s	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
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 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).

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 are the major factors 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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