



COVID-19: CUSTOMER PERCEPTION AND POTENTIAL IMPACT ON ONLINE MEAT/SEAFOOD SELLING

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ABSTRACT

Purpose of this paper: The purpose of this research article is to study the customer's perspective towards online meat and seafood consumption during the COVID-19 pandemic and its potential impacts. And also to identify the factors that are influencing the customers to purchase meat/seafood online.

Design/methodology/approach: The research article is following a quantitative research approach. In this research work, we have collected data from the Customers who purchase meat/seafood online. The data was collected (N=503) from various areas of online meat/seafood customers. A questionnaire survey was distributed through the online platform for the data collection purpose. In this research, we have collected data using virtual simple random sampling and same has been used for the Factor Analysis using SPSS.

Finding: The finding of the study clearly mentions that the customer's perception is strongly affected by COVID-19 and also this research paper clearly tells that customers are influenced by offers/discounts, social media advertisements, positive word of mouth, convenience, quality, and the predominant key factor that is price and guidelines about cooking and consumption.

Research limitations: This paper focuses on customer community only and the data has been strictly collected only from the Customers in India and hence the study is confined only to certain geographical boundaries.

Original/value of paper: Since a new trend of selling meat/seafood online has emerged, the study on these field is quite less therefore the research outcome will be useful for the online retailers to know about the

pros and cons of selling meat/seafood online and also this work will be a guiding principle for the Government of India to improve the need and quality of online meat and seafood selling.

Keywords: COVID-19, impact, Customer perception, online meat/seafood selling

INTRODUCTION

India being the second largest population in the world (Dsouza et al., 2020), has estimated that economic population growth will lead to a 21% increase in per capita consumption of meat by 2050 in the world (Filippini & Srinivasan, 2019). According to (Devi et al., 2014) and FAO report meat and seafood consumption is increasing in India, Poultry and dairy are major sectors contributing to the economic development and seafood is contributing around 4% to the GDP. A new line of online business has emerged for selling meat and seafood in India a few years back and it has changed the way India buys meat/seafood. Few pioneered Indian firms like Licious, Zappfresh, Fresh to home, Jalongi, Meatigo, and Tender cut, etc sell exceptionally cut, marinated, and ready-to-cook meat products and apart from these firms, even grocery markets, and online food delivery stores like Swiggy, UberEats, Zomato, Foodpanda, Dunzo have also started selling meat/seafood online. It is benefitting the urban foodies who want to enjoy non-vegetarian meals without going to a butcher shop and without the risk of cutting and cleaning (Progressive & Aug, 2019). Technology has reached such an extent where Customers can buy the products and services with a touch of a button (Ninan & Cheriyan, 2020). These online retailers make use of app-based technology to sell their products and services they provide features to filter the price, choice of meat or seafood even reviews and rating options are given (Chauhan et al., n.d., 2020). Another important reason for an increase in E-retailing is Customer's demand for a variety of goods with similar products where these varieties of goods will be found in E retailing on a single screen (Kaur, 2016). In the traditional market which is also referred to us as wet market the way the retailer handles the meat and seafood cause safety issues were the meats are hanged on the hooks in a room temperature (Hsu & Chang, 2011) and most of the traditional markets are unorganized and no cold storage facility due to which the urban Customers are slowly moving towards purchasing meat online due to the various factors like hygienic, fresh meat, reasonable price, convenience at their doorstep without having to travel to multiple locations (Groeneveld, 2010).

Safety measures on the other hand is an important aspect that an online retailers has to maintain a minimum quality standard and furthermore credibility in eyes of customer's (Codron et al., 2005). The private sectors are growing at a faster pace according to KPMG study on 'The Online Private label growth paradigm' the e-commerce annual growth rate is estimated at 30% by 2023. Therefore the private sectors has to ensure that it meets the quality standards through its quality audit which enables transparency to customers regarding the supply chain management right from the producer to the end-customers (Kotsanopoulos & Arvanitoyannis, 2017). The food supply chain, transportation network, and shortage of labour was disrupted due to the spread of novel COVID-19 across the world (Pantano et al., 2020) lockdown was imposed to avoid the spread of the Virus this almost affected every sector and especially the meat and seafood industry (Hobbs, 2020). There are several other pandemics previous to the one but the livestock and seafood sector

is the one that directly gets affected (Erokhin & Gao, 2020). The COVID-19 caused food anxiety and health scares among the Customers and that made disruption in the meat and seafood supply chain, Consumers who could not control their appetite from eating meat moved to organic meat consumption and become more cautious about the safety issues (Xie et al., 2020; Shi et al., 2020). According to the news reports the online meat selling firm's sales were increased and there was a rise in customer demand during the lockdown these firms are working with the government and local authorities to ensure they follow guidelines and safety norms and Price is one such element in purchasing meat due to COVID-19 there was a fluctuation in the meat price, the farm's value was reduced since there were less consumption and butchers proportionately increased the price (Llc et al., 2020). So in this paper, we wanted to know what exactly is happening with online meat/seafood whether customers are satisfied or not with online purchases. It is hard to predict what could be the next outbreak and the impact is huge unless proper measures are taken since the meat and seafood industry contributes around 4 – 5 % to the GDP.

THEORETICAL BACKGROUND

India is a country of diversity with different languages, cultures, traditions, customs, food habits, etc. As there is a change in the period, there is a change in customers' buying behaviour. During the antecedent time, shoppers were more comfortable with the traditional way of shopping. Customers felt it the most secure way to purchase the product to touch and feel the product and had a texture of safety (Loo Lee Sim, 2002). In fast-moving technology, consumers are attracted to online shopping (Reibstein, 2002). The main criteria for purchasing a product may be online or offline, the quality assurance, price tag, value-based labelling, and the manufacturer's specific detailed knowledge or retailers help the customer make a better purchasing decision (WARNABY, 2004). Marketing and selling those product retailers should have an effective managerial skill of convincing the customer, an attitude of having complete knowledge about the product, managerial styles of running the business, retailers should try to depict future perspectives of the development, give the best impression about the quality based products, age of retailers is also an excellent factor for creating trust in the minds of customers, these are significant factors influences the retailers to sell the products (Gracia, 2008). Even though the retailers are figuring out different strategies and skills to improve their retail business in the competitive environment, the other side E-commerce business is advancing their business strategies to overcome their competitors and gain success in the market. Online reviews are the main factors that influence consumers in their buying decision. Consumers pay more attention to the qualitative aspects such as reviewer quality, coverage of the product, comments of the other purchaser, and the ratings given for the products, which will have a preminent impact on the online sales turnover (Nan Hu, 2008).

Shopping is not a one-time activity. It is consistently a recurring action taken by a customer for their best level of satisfaction and shopping through a digital website. There arises a question of what keeps them coming back? Online shopping is more convenient for customers. Customers visit the same website for their next purchases by considering a few aspects: the brand, quality, and the online trust created based on the prior online purchase. These aspects have induced a positive impact on customer online purchase intention

(Choon, 2010). Most Indians are Non-vegetarian, nearly 70% of the population are non-vegetarian, and 30% are vegetarian. As we know, meat consumption is more in India. Safety plays the most significant role in meat consumption. The production department has to be given more importance in poultry farming. The manufacturers should have a detailed examination of the method of raising different types of domestic animals, their originality, yarding procedure, and labelling the process of production (Pouta, 2010). Meat is a perishable food. So from the point of output till the consumers' consumption, it must be secured to protect consumers' health and hygiene. Also, consumers should be aware of government safety measures and campaigns (Liana, 2010). The halal meat industry is one of the ancient meat industries. Halal products in the domestic and overseas markets are at high-end consumption (Yang, 2011).

Customer meat consumption is significantly affected by the animal epidemic. As to avoid such affected diseases, vaccination is one of the best strategies to protect from the epidemic. During this epidemic consumers prefer to eat vaccinated meat as a sign of safety, few meat consumers vacillate between consuming the vaccinated animal because they have a misconception about the vaccination. There is no complete knowledge about animals' vaccination, and few educated consumers are willing to consume meat from vaccinated animals. To protect the overall interest of the consumers, the regulatory bodies provide potential information to minimize the health risk (Zingg A., 2012) Related to the Customer buying decisions of meat, Consumers highly prefer to consume fresh meat/fish rather than frozen, preserved, and ready meal food products. Consumers mostly have positive perceptions of fresh meat food because of the Customer insight that frozen food items lack the nutrients and are not healthy for consumption (Vanhonacker, 2013). Consumers perceive risk as intense or lesser in all supply chains of meat (Zing 2013).

It has to be directly purchased by the fisherman or from a nearby harbour for consuming virgin fish, and all the consumers' can't connect with the fisherman directly. Hence, the retailers sell it to customers. By the time it reaches the customer, the quality assurance of fish is not maintained to the standard. Since fish is perishable, it has to be frozen to protect the fish from bacteria and germs. Retailers were encouraged to create a standardized environment for frozen fillets. Managing the supply chain and handling customers' perceptions towards the online shopping experience is crucial to ensure their acceptance and satisfaction of fresh product online shopping (Masedek, 2015). Maintaining customer loyalty is the priority for the efficient new meat supply chain. Most of the customers buy meat from butcher's shops. Butcher's shop is small and butchering the animals in the same place where they sell animals' flesh. Thus much hygiene is not maintained, which is more dangerous to both seller and consumer. The fondness of purchasing in the same place where lambs are butchered is not in line with safety standards requirements, confirming low Customer awareness about food safety. Most of the consumers lack information about meat consumed and safety measures. The primary source of guaranteed meat is safety by trusting the (local) butcher. The second source knows the origin of the lamb (Zhllima et al., 2015). High Welfare Meat consumption is one of the most important for healthy and safe meat consumption (Weinrich, 2015).

In urban areas, meat is also purchased from supermarkets. Meat is preserved at room temperature in a cabinet with doors or without doors where consumers can easily find it. Consumers behave and perceive differently with doors and without doors. Doors impact the customer's behaviour, which is undamaged, clean (glass) doors on the cabinets, and a fresh impression since clean doors increased the visibility and access to the chilled groceries. On the other hand, dirty glass doors decreased accessibility as customers had trouble seeing groceries and labels through the door glass, which leads to a change in Customers perception. Doors have been touched by many people even though it looks clean, and customers hesitate to touch it because it lacks hygiene. Even broken and leakage from packages could give rise to wrong assumptions. Cleanliness and atmospherics are essential drivers of store choice and food choice as signs of safety and hygiene (Lindberg et al., 2018). Nowadays, most consumers prefer to purchase ready-made frozen food. Some significant factors influencing customers to choose frozen food are easy to cook, brand, time-saving, quality, low price, advertising, appearance, tasty, safety. Convenience is the most critical factor influencing the purchasing decision of the customers towards frozen food products. Customers are equipped to pay a premium price for frozen food, but they desire to consume safe and healthy food products. (Sen, 2019).

The growth rate of online shopping is increasing. Still, many people wish to purchase the products physically, checking the quality of the products and love to bargain with the shopkeeper before buying the products. Other groups of people are worried about the transactional risk, electronic payments, and they found unwilling to adopt online shopping due to security concerns. On the other side of Customer behaviour, generally educated and solvent people wish to improve their purchasing behaviour and living standards. Consumers prefer to buy electronically because of the easy procedure, substantial discounts, and more extensive options from which they can choose their desired products using laptops or personal computers at home instead of getting ready and passing through rush hours (Javed Ahmed Shaikh, 2020).

We are in the phase of a pandemic year. People's lifestyles have been changed drastically. They had to adapt to virtually connecting people, ordering essential items. Consumers' buying behaviour has also been changed during the COVID-19 regarding the price sensitivity and perceived quality within two specific food categories, meat, fruits, and vegetables. People's perceptions and eating habits have changed during the lockdown period, and they concentrated more on consuming healthier food. People gained knowledge about the pandemic and how to overcome it through social media. The food-related changes detected concerning the mandatory change of their lifestyles (staying at home or not allowed to exercise outside) have raised concerns regarding their mood and body weight. Besides, lowering the shopping frequency has decreased the most perishable food products like fish and seafood (heavily consumed in regular times). Shopping for non-perishable ready meals dropped, likely because people give more time to cook and prepare because of unhealthy related opinions. Thus fresh vegetables were purchased more online, and they perceive being healthier (Vancic, 2020).

Drawing view from review of literature the customers have changed their buying behaviour as per the changing trends, pattern, style, taste, culture, traditional food habits. The marketing approaches as also been

changed rapidly to sustain in a competitive environment. Customer satisfaction is recently transferred to the digital context. Emphasized with reliability information. Pre covid-19 consumers were more influenced to the changing fashions based on reviews and comments. They also purchased the luxury products based on their standards and comfort level. Online retailers produced the products according to customer satisfaction. But the crises have greatly impacted the buying decisions of consumers. Consumers give more prominence to the health and hygiene products. Especially pandemic as changed the eating habits of customers. They prefer mostly to consume the protein food items to resist healthy body. The customers also restricted to basic necessary products. Consumers are more concerned and worried about the covid-19 disease and its viral spread all over the country. Customers are anxious that the disease may also impact on the domestic animals which is consumed by the people thus non-vegetarian customers fear to purchase the online meat. Further our study focus on how customers changed their perceptions towards the purchase online meat/seafood.

Objectives of the Study

1. To know the Customer perception on online meat and seafood selling during COVID-19.
2. To identify the factors that influence customers to purchase online meat/seafood.

METHODOLOGY

The research methodology is a neat blueprint for the entire research process which will guide the researchers. Major variables on focus: In this research, the major focus has been placed on Indian online meat and seafood consumption. Henceforth the independent variable is the online meat and seafood industry and the dependent variable is the Indian customers. The mediating variable is COVID-19. This research is exploring the online selling effect during COVID-19 and hence the researchers follow explorative research. The data is collected through an online platform using questionnaire methods. Quantitative research is conducted to know the perception of Customers on online meat and seafood consumption and how COVID-19 is impacting the online meat and seafood industry. A snowball sampling method (Reserved, 2019) is adopted in this study which is more appropriate to get the database accurate. The area of study is extended to Customer communities in Bangalore with reference to online meat and seafood consumption. The city of Bangalore has been chosen because in this city different culture people are residing from all over the country.

Reliability test

Cronbach's alpha was introduced by Lee Cronbach's (1951) to measure the internal consistency and it is expressed between 0 and 1 (Tavakol & Dennick, 2011). This research paper has used the Likert five point scale (Averin et al., 2017) therefore it is necessary to check the reliability and consistency of the questionnaire. For the purpose of reliability, 20 questions were constructed and the Cronbach's alpha value for the entire set of items is .880 which is highly reliable and the value above 0.70 is acceptable. Hence this shows the majority of the respondents were comfortable in responding to the question statement.

Reliability Statistics

Cronbach's Alpha	N of Items
.880	20

Factor Analysis

The value Kaiser-Meyer-Olkin Measure of sampling adequacy is 0.927 (92.7%) which is adequate to proceed with factor analysis. 20 question statements were constructed and circulated among the online meat and seafood customers, the respondents (503) had to answer on a Likert scale the same was used for a factor analysis. Factor analysis is a statistical procedure used to describe the variability among observed correlated variables. It reduces large number of variables into fewer factors which groups common variables into descriptive category (Yong & Pearce, 2013) The factor analysis indicates 5 important output - KMO and Bartlett's (Table 1), Factor Loadings (Table 2), Total Variance (Table 3), Rotated Component Matrix (Table 4), Component Transformation Matrix (Table 5).

Table 1
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.927
Bartlett's Test of Sphericity	Approx. Chi-Square Df Sig.
	6360.484 190 .000

Table 2
Factor Loadings
Communalities

	Initial	Extraction
The online meat/seafood sellers give a standard guidelines about cooking and consumption	1	0.728
The Online meat/seafood sellers are not taking proper delivery measures during this COVID-19	1	0.556
The package and labelling of online meat/seafood is not safe and secure during this COVID-19	1	0.614
The trust has been reduced on online meat/seafood due to COVID-19	1	0.598
Positive word of mouth encourages me to buy meat/seafood online	1	0.693
I get influenced by social media advertisements on online meat/seafood	1	0.765
The quality of online meat/seafood influence me to buy online	1	0.764
The offers/discounts which influence me to buy meat/seafood online	1	0.732
I switch to other brands when there is no offers/discounts on online meat/seafood	1	0.693
I stopped buying meat/seafood online due to COVID-19	1	0.608
I have purchased meat/seafood on online platforms	1	0.791
I think meat/seafood is affected by COVID-19	1	0.669
Satisfaction level is high on online meat/seafood selling (Pre-COVID-19)	1	0.777
Satisfaction level is still high on online meat/seafood selling (Post-COVID-19)	1	0.552
I am convenient buying meat/seafood online	1	0.7
The price charged by online meat/seafood shop is reasonable compared to butcher shop	1	0.776
I purchase other online products except online meat/seafood	1	0.711
The purchasing power of online meat/seafood has reduced due to COVID-19	1	0.689
There is a hike in the price of online meat/seafood due to COVID-19	1	0.695
I prefer buying meat/seafood from butcher shop(traditional market) due to COVID-19	1	0.673

Extraction Method: Principal Component Analysis.

Table 3 TOTAL VARIANCE									
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	7.774	38.870	38.870	7.774	38.870	38.870	5.684	28.419	26.419
2	3.782	18.909	57.779	3.782	18.909	57.779	5.277	26.385	54.805
3	1.227	6.136	63.915	1.227	6.136	63.915	1.693	8.463	63.268
4	1.003	5.016	68.931	1.003	5.016	68.931	1.133	5.663	68.931
5	.790	3.948	72.879						
6	.636	3.178	76.057						
7	.548	2.740	78.798						
8	.507	2.535	81.333						
9	.453	2.263	83.596						
10	.427	2.135	85.731						
11	.396	1.978	87.709						
12	.388	1.939	89.648						
13	.337	1.684	91.332						
14	.317	1.586	92.919						
15	.271	1.355	94.274						
16	.263	1.314	95.587						
17	.254	1.270	96.858						
18	.229	1.144	98.002						
19	.227	1.136	99.139						
20	.172	.861	100.000						
Extraction Method: Principal Component Analysis									

Table 4
Rotated Component Matrix

	Component			
	1	2	3	4
The offers/discounts which influence me to buy meat/seafood online	.855			
I get influenced by social media advertisements on online meat/seafood	.831			
Positive word of mouth encourages me to buy meat/seafood online	.816			
I switch to other brands when there is no offers/discounts on online meat/seafood	-.812			
Satisfaction level is high on online meat/seafood selling (Pre-COVID-19)	.806			
I am convenient buying meat/seafood online	.802			
The quality of online meat/seafood influence me to buy online	.790			
I purchase other online products except online meat/seafood		.808		
The purchasing power of online meat/seafood has reduced due to COVID-19		.785		
I prefer buying meat/seafood from butcher shop (traditional market) due to COVID-19		.776		
The trust has been reduced on online meat/seafood due to COVID-19		.771		
The Online meat/seafood sellers are not taking proper delivery measures during this COVID-19		.740		
I think meat/seafood is affected by COVID-19		.718		
I stopped buying meat/seafood online due to COVID-19		.715		
The package and labelling of online meat/seafood is not safe and secure during this COVID-19		.703		
There is a hike in the price of online meat/seafood due to COVID-19		.696		
The online meat/seafood sellers give a standard guidelines about cooking and consumption			.693	
The price charged by online meat/seafood shop is reasonable compared to butcher shop			.665	
I have purchased meat/seafood on online platforms				.874
Satisfaction level is still high on online meat/seafood selling (During COVID-19)				.536

Marketing Strategies leads to purchase of online meat/seafood

Customer Perception on online meat/seafood during COVID-19

predominant factors that leads to purchase decision

Online meat/seafood leads Satisfaction Level during COVID-19

Table 5
Component Transformation Matrix

Component	1	2	3	4
1	.726	.630	.276	.023
2	-.631	.755	-.047	-.172
3	.158	.180	-.864	.443
4	-.222	.040	.419	.880

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

RESULTS

Since COVID-19 spread across the world, some initial evidence states that it first started in ‘Wet markets’ in Wuhan, China that sell fresh fish, meat, chicken, vegetables, and so on. Few live animals in the market tested positive for COVID-19 and news spread across and some of the misinformation had serious consequences especially on meat and seafood. A larger portion of Indians consume meat and seafood, the meat consumption during this year is expected to cross over 3.9 million metric tons and the revenue in fish and seafood is expected to reach US\$10,254m in 2020. Since a new trend has emerged along with the technology that is selling meat and seafood online and they sell a variety of products and Customers can buy them according to their taste and preferences. To understand how Customers are reacting to this new trend and to measure their perception on online meat and seafood during COVID-19 a survey was conducted using question statements related to online meat and seafood. The respondents (N=503) were asked similar question statements to answer in Likert five-point scale. The question statements were grouped into four components and were given name tags.

Component 1: Marketing Strategies that leads to purchase of online meat/seafood

Component 2: Customer Perception on online meat/seafood during COVID-19

Component 3: predominant factors that leads to purchase decision

Component 4: Satisfaction level during COVID-19

Component 1 is associated with marketing strategies which leads to purchase of online meat/seafood and this factor has a large positive loadings, so this factor describes that customers are influenced by marketing strategies. Brand shift is close to -1 which strongly influences the variable that means a smart Customer would do a cost-benefit analysis before making a purchase if the online sellers do not provide offers/discounts the customers would easily shift to other brands that provide them offers/discounts. This will help the online sellers to hold on to the marketing strategy that is feasible for their business and try to bring in many other strategies and revamp their existing strategies. Component 2 is associated with Customer perception on online meat/seafood during COVID-19, these negative statements show large positive loadings which means COVID-19 has potentially impacted the Customer perception due to which the online sellers would have faced ups and down in their sales. Component 3 is associated with predominant factors that lead to purchase decisions; guidelines on cooking and consumption & price are the primary key

elements that Customers are will look into while purchasing, the factor loading is positively influencing to purchase meat/seafood online. Component 4 is associated with satisfaction level during COVID-19; even though the loading is positive but when compared with pre- COVID-19 satisfaction level, the satisfaction level has really gone down from 0.806 to 0.536 this is because COVID-19 strongly affected the satisfaction level.

CONCLUSION

Since online meat/seafood selling is the latest trend in the market the customers have started accepting this new trend. This research paper clearly tells that customers are influenced by offers/discounts, social media advertisements, positive word of mouth, convenience, quality and the predominant key factor that is price and guidelines about cooking and consumption but the important aspect is that the sellers has to make the supply chain transparent by making information available on their webpage it is also a way of attracting Customers along with their marketing strategies. However customer's perception on online meat/seafood is greatly affected by COVID-19 this would be for a short term but there is no assurance that COVID-19 will be the last pandemic, the future is always uncertain. The sellers have to understand the customer's perception related to trust, delivery measures, package and labelling and hike in price during COVID-19 and has to improve and follow the strategies post COVID-19 to boost their sales and also to retain their loyal customers. The online sellers can monitor international trends and pattern that influence the online customers and the other important aspect is that an Indian customers are always price-sensitive, online sellers would think the goodwill can be raised by increasing the price to sustain in the market for a long period of time but since the Indian customers are price cautious the online business have to consider the price as an important element and make changes to their existing system.

RECOMMENDATION AND SUGGESTIONS

India's ever-growing population moves towards high protein food such as poultry meat, eggs, mutton, etc. New start-ups are established and organized to change the trends in meat retailing and marketing. Start-ups also aim to change the meat purchasing experience for the customers through a technology integrated platform. Consumers are already finding healthy, hygiene, and nutrition education about desire meat. So the online retailers must satisfy the expectation level of the customers. Meat and non-vegetarian products are highly unpreserved, needs stringent hygienic and sanitary conditions for storage. Essential to maintain a well-developed cold storage infrastructure for improved supply chain and inventory management. Online meat sellers' objective is to deliver hygienic and secure meat for consumption compared to Butchers shop. Start-ups should construct their primary processing plant to ensure a clean and quality meat supply chain. It should give genuine value to quantity, quality, the price for the meat and seafood.

Online seller's adversities, the safety measures followed by them during the packing and labelling, recommended advertising the production units' processing and detail procedure of the slaughter animals, and the guidelines and the description box at the specified meat, which creates transparency between online

sellers and consumers. It also builds trust and loyalty, which enables future business expansion. The employee is considered the asset of the organization. Employee benefits should be taken into consideration, safety measures while delivering health insurance. The organization should train the employee with interpersonal skills since, during covid-19, its most important to maintain a formal dress code. Thus organization goals are smoothly achieved and also try to overcome the competition.

Online sellers are advised to expand their delivery services to all BBMP wards and limit to the restrictive area or location. Introduce new varieties of meat products to satisfy the consumers' expectations of continuous improvement and innovations in products' quality, specifications, and technology-based on Customer needs. Online sellers will be the active drivers in meat retailing and empower to capture B2B and B2C market space.

Due to the COVID-19 pandemic, present behaviours and structures are being questioned. As crises can cause fundamental economic and societal modifications, agencies need to understand Customer behaviour at this unique time. The developments mounted in the course of this crisis might also stay solid into the future. We expect that during the modern disaster, customers are spending greater time on-line, and we find that hedonic reasons exert the strongest have an impact on consumers' behavioural intentions to purchase online. Furthermore, external normative pressures have an impact on individuals' buying. The organizations as to inbuilt new pattern of marketing tactics and break the blocks in ecommerce marketing advance the transparency and technology of online marketing.

SCOPE FOR FURTHER RESEARCH

This paper is focusing on a short term impact of COVID-19 on online meat/seafood future researchers can examine a long term impact on online meat/seafood to understand and analyse it better. Researchers can also concentrate from a retailer's point of view to understand what strategies they have implemented and how it is impacting their sales since this paper is focusing on the customer community. And the researcher can also focus on government roles to bring in standard guidelines, rules, policies and procedures to ensure the online retailers sell safety and quality meat/seafood through online and the other aspect that a researcher can focus on supply chain management and also how block chain can help them bring more transparency in their supply chain.

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