Research on Online Raw Meat Delivery and Its Impact on the Digital Market Post Pandemic

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Abstract: *A large growing market now revolves around selling perishable products such as meat, including poultry and seafood. Virtually many/every kind of fresh meat has been available for customers or purchasers from online vendors, there is very little research that examines the handling, and safe delivery that influences this unorganized sector [1]. The purpose of my paper revolves around analyzing the policies for delivering online raw meats by the purveyors of this product. And also, to emphasize the food safety data that are given on the websites of online sellers for this particular sector. Hence, I thought of this website that meets the need of the current Digital Market and is convenient to its users. An online raw meat delivery system like "WOW SHOPPER" enables the user to browse the range of products along with information about the product's specifications, features, and prices. The digital environment has a growing effect on consumers' minds and buying behavior, this is what makes our website feasible in the current scenario.*

Keywords— Perishable products, unorganized sector, analysis, Digital Market, website, meat industry, current scenario.

1. INTRODUCTION

1.1 Overview

These days, people are likely to use their mobile phone computer, and other digital devices to shop for everyday items, mainly because of the global pandemic. Hence the digital environment has a growing effect on consumers' minds and buying behavior. This is where "wow shopper" comes into the picture. The online world has started showing interest in the meat industry as it has the opportunity to revolutionize this unorganized sector. Early entrants including Zappfresh, Licious, and Early-meat have captured a fair share of the market and have been successful in breaking even operationally. This is how I thought of Wow Shopper, an online raw meat delivery website.

1.2 AIM OF THE PROJECT

The Global Pandemic which is the Covid-19 scare enabled the people to stop shopping manually from their neighborhood meat market. This in return helped the online meat sector to great extent. The meat sector immediately upped its game and targeted customer concerns, including lack of hygiene, fewer options, and wait times at the manual shops that were long and easy to access [2]. The online meat delivery sector made sure that the product they provided were fairly clean, they made sure the products like no stains or blood and with negligible odor.

1.3 SCOPE

The exponential rise of Internet access and adoption of mobile phones has accelerated the third phase's growth and spread. Only 4% of the total population had access to the Internet in 2007. However, from 2010 onwards, there was significant growth in Internet adoption. By 2020, over half of the world's population will be able to use the Internet. Simultaneously, the number of smartphone users in the country has increased significantly. According to market research firms, India had 468 million smartphones in 2017 and is anticipated to have 859 million by 2022. According to reports, India had surpassed half a billion smartphone users by the end of 2019.

2. PROBLEM STATEMENT

Early meat delivery entrants including Zappfresh, Licious, and Easymeat, have captured a fair share of the market in India and been successful in breaking even operationally. But in Sikkim, there is no online meat delivery to date. Usually, during the festive season when the demand is high and products are scarce, people often tend to compromise on hygiene and quality and don't get the satisfactory product even after having to burn their pockets. This is why we thought of creating a website that meets the need of the current Digital Market and is convenient for its users. An online raw meat delivery system like "WOW SHOPPER" enables the user to browse the range of products along with information about the product's specifications, features, and prices. The digital environment has a growing effect on consumers' minds and buying behavior, this is what makes our website feasible in the current scenario.

3. REVIEW OF RELATED WORKS

There are many online raw meat delivery systems to date, let's have a closer look at each of them.

3.1 Existing Systems:

According to the market research firm, online early entrants like Licious and FreshToHome have gained importance quickly[2]. Even online grocers like Big Basket have been in the game when it comes to the meat Industry online. The broad market for meat was fairly developed since 2019 with market size of RS700 crore. Since the online world has been in rapid growth since the pandemic Online meat industry like Licious, Zappfresh and FreshToHome have seen three times growth in online meat orders since the outbreak in India.

India's overall market for meat in 2019 was estimated to be at Rs 330k crore in gross merchandise value (GMV). It is rapidly growing and is estimated to reach Rs 460K crore by 2024 according to firm forecasts.

3.2 Delivery Policies:

When it comes to fresh meats the HACCP or Hazard Analysis Control Points has to be followed the safeguard these perishable products such as poultry and seafood which emphasizes the temperature use while the product is still within the vendor's grasp. The main challenge comes when the products leave the vendors because of their perishable nature and almost no control over the cold chain which result can affect the safe shipment of the same since mostly a parcel delivery system is used to deliver these items[2].

When it comes to the safe delivery of perishable products the delivery agent is not responsible for the shipment but rather the whole responsibility falls under the shipper who has to ensure the appropriate packaging and has ample refrigerants for the safety of these perishable items. If the shippers fail to use the proper packaging techniques the delivery agents or the delivering company is not responsible for the liability for spoiled raw food.

4. MATERIALS AND METHODS

4.1 Information on the safety of food

When it comes to the safety of the food products it is a vital point that the vendors follow certain guidelines like handling of the product, thawing, and storing. The Food Safety and Inspection emphasizes the fact that these raw materials should not be handled in the temperatures like 40-140 degrees Fahrenheit for longer than 1 ½ hours. Because the pathogenic bacteria can grow at a rapid pace at these temperatures. The presence of pathogens might go undetected as these pathogens do not disrupt the smell, appearance of the food, and taste. The food safety and inspection have also urged the customers of these perishable products to refrigerate and thaw them in the microwave to get rid of contamination hazards.

There is a vast differentiation when it comes to the websites for these perishable products in the market. Some websites provide the least information when it comes to products specifications and information regarding the pricing and shipping while others provide ample information regarding the same.

Regardless of the online purveyors' marketing expertise or the Web sites' level of sophistication, food safety information concerning how to safely handle, store, thaw, and cook the perishable products they sell should be an essential part of Web site content to prevent potential foodborne illness among customers.

4.2 Methodologies

Google searches with the terms online, delivery, meat, poultry, game, fish, shellfish, and seafood, as well as specialized terms, were used to find online purveyors.

Beef, ground beef, and other goods in these categories buffalo, chicken, duck, goose, lamb, pork, turkey, fish, crab, clam, oyster, and lobster are just a few of the dishes available[4]. The Web sites were also coded to see if they contained advice on proper handling, storing, and thawing and the preparation of the food (including temperature guidelines). On the Web sites, the location of this food safety information was also recorded. The number of mouse clicks required to find food safety information was used as a proxy for the number of levels a customer needs to go inside a Web site to find this critical information as a measure of accessibility.

4.3 Policy for delivery of Perishable Products

I found 12 online providers of fresh uncooked meats, poultry, game, and seafood (finfish and shellfish) who employ common carriers on their websites. Zomato and Swiggy are two examples of companies that deliver straight to customers. The varieties of foods available on the websites are displayed. The below Table demonstrates that meat and seafood make for a significant portion of the total for roughly one-third to one-fourth of the meal[5]. 43% of the Web sites assessed only sold fish, while 14% only sold meat (beef, hog, and lamb). Food Protection Trends omitting sausages or goats. All of the following were sold by 8% of the purveyors: seafood, meat, poultry, and eggs.

5. WORKING PRINCIPLE

The primary purpose of Online raw meat delivery is to put a focus on the industry's environment will be altered as the unorganized portion that is the meat industry is expected to capitulate. This could be due to the segment's ongoing concerns and misgivings about safety and cleanliness. Due to a lack of working capital, the unorganized sector is unlikely to be able to withstand the pandemic's ravages for long periods. In the face of mounting crises, estimates that predicted a major share of the unorganized market even in 2025 may not hold. Low-cost company methods underpinned by increased digitization and marketing may be the way.

6. CONCLUSION

From the study, it can be concluded that Online Meat Ordering System is new and many of the users specifically those above 40 years of age are not familiar with the ease of ordering Meat online. Most students prefer to order Meat online instead of going out for lunch. They feel simple Placing Orders and time efficiency as the main reason to prefer it. People generally aren't that comfortable with Digital Payment Platforms and like paying Cash. Customers who wish to enjoy the ambiance of the restaurant hesitate to order Meat just for the sake of eating a meal. After doing a detailed study on online shopping anyone can see a great change in the behavior of people in many manners like their attitude towards online shopping and buying patterns, especially after the pandemic. In earlier days people did manual shopping but now as time has changed and

people are becoming more advanced and busy, they tend to look for anything that will save them their time and is convenient to use.

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