



CONSUMER BEHAVIOUR TOWARDS ONLINE MEAT PURCHASING: EVIDENCE FROM LICIOUS USERS IN COIMBATORE

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Abstract:

The study titled "A Study on Licious Consumer Behaviour towards Online Meat Purchase in Coimbatore" aims to understand consumer perception, satisfaction, and purchasing behavior toward the online meat delivery platform Licious. With the growing adoption of digital platforms for grocery and meat purchases, consumer expectations regarding hygiene, quality, and convenience have become crucial factors influencing brand loyalty. Primary data were collected from 229 respondents in Coimbatore through a structured questionnaire. Statistical tools such as Descriptive Analysis, ANOVA, Correlation, and Chi-Square tests were employed to interpret the data. The findings revealed that consumers perceive Licious as a reliable platform offering hygienic and high-quality products. The Chi-square analysis indicated no significant association between demographic variables like age and income with consumer perception, implying a consistent brand image across various segments. The study highlights that product quality, freshness, and delivery efficiency are the major determinants of customer satisfaction and repeat purchases. The results suggest that Licious can strengthen its market position by enhancing promotional strategies and reward programs to sustain customer engagement and loyalty.

Key Words: EConsumer Behaviour, Online Meat Purchase, Licious, Customer Satisfaction, Brand Perception, E-Commerce, Chi-Square Analysis, Coimbatore.

Introduction:

In recent years, the Indian retail food industry has witnessed a remarkable transformation with the emergence of online meat delivery platforms such as Licious. The growing demand for hygienic, fresh, and quality meat has encouraged consumers to shift from traditional wet markets to organized digital platforms. Changing lifestyles, increasing disposable income, and the convenience of home delivery have driven this change, especially in urban regions like Coimbatore. Consumers now prioritize not just product quality but also safety, ease of purchase, and brand trust while making online food-related decisions.

The meat retail sector in India has historically been fragmented and unorganized, relying heavily on local vendors and open markets. However, the introduction of technology-enabled platforms has professionalized the supply chain, ensuring quality control, traceability, and improved service delivery. Licious, as a leading brand in this segment, has successfully leveraged digital solutions to build consumer confidence through hygienic processing, cold-chain management, and reliable delivery systems. These innovations have significantly altered consumer perceptions toward online meat shopping.

Understanding consumer behavior towards Licious is essential to evaluate how demographic and psychographic factors influence purchasing decisions. This study focuses on analyzing consumer awareness, satisfaction, and perceptions regarding Licious's offerings in Coimbatore. By exploring the relationship between variables such as age, income, product preference, and service experience, the research aims to identify the key determinants of customer satisfaction and loyalty in the online meat retail space. The insights derived from this study can help Licious and similar businesses strengthen their marketing strategies and enhance customer engagement in a competitive digital marketplace.

Statement of the Problem:

In today's fast-paced urban lifestyle, consumers increasingly seek convenient, hygienic, and high-quality food options, leading to the rapid growth of online meat delivery platforms like Licious. However, despite its popularity, consumer behaviour towards online meat purchasing remains influenced by several factors such as trust, quality perception, price sensitivity, delivery reliability, and overall satisfaction. In cities like Coimbatore, where traditional meat markets are still dominant, understanding how consumers perceive and adopt online meat services is crucial. There exists a research gap in analyzing the level of awareness, satisfaction, and purchasing preferences of consumers specifically towards Licious. Therefore, this study aims to identify the key factors influencing consumer behaviour, assess satisfaction levels, and explore the challenges and opportunities faced by Licious in enhancing customer trust and loyalty in the Coimbatore market.

Review of Literature:

Nielsen IQ (2022), indicated that Licious and Fresh to Home lead India's premium meat sector. Fresh to Home mainly competes on pricing, while Licious focuses on freshness, hygiene, and customer experience. Effective differentiation is essential in a competitive market. High-quality service and brand trust strengthen loyalty. Licious' strategies ensure it maintains a competitive edge in the online meat market.

A Bain & Company Report (2022), stressed that vertically integrated supply chains are essential for quality control,

reliability, and scalability in the meat sector. Direct control over sourcing, processing, and delivery ensures consistent product standards. Supply chain innovation minimizes risks of contamination and delays. Efficient operations reduce costs and improve customer satisfaction. Licious' integrated supply chain model strengthens its brand promise of freshness and hygiene.

Priya & Ramesh (2022), emphasize that awareness campaigns and brand trust significantly influence consumers' adoption of online grocery services. Consumers are more likely to purchase from brands they recognize and trust. Effective marketing, transparency in operations, and social proof play a critical role in shaping perceptions. Trust reduces perceived risk and encourages repeated purchases. For Licious, building brand credibility through campaigns and quality assurance enhances both awareness and loyalty.

Raghavan (2021), highlighted the influential role of social media in shaping brand awareness and consumer perception. Social media campaigns reach younger demographics effectively, encouraging engagement and trust. Influencer marketing and reviews impact purchase decisions. Online visibility enhances brand recall and credibility. Licious leverages social media platforms to educate consumers about hygiene, freshness, and product variety.

Bhattacharya et al. (2021), highlighted that brand reputation significantly influences consumer loyalty in the food sector. Positive perceptions around freshness, hygiene, and quality encourage repeat purchases. Consumers tend to remain loyal to brands that consistently deliver value and meet expectations. Maintaining strong brand messaging reinforces trust and satisfaction. Licious' emphasis on hygiene and premium quality strengthens its brand image and fosters long-term loyalty.

Objectives of the Study:

- To analyze consumer awareness and perception towards Licious in Coimbatore.
- To identify factors influencing online meat purchases through Licious.
- To evaluate customer satisfaction levels with Licious services.
- To study the demographic profile of Licious consumers.
- To provide actionable recommendations to enhance customer retention.

Research Design:

The present study adopts a descriptive research design to analyze consumer behavior towards Licious, an online meat delivery platform, with special reference to Coimbatore. The primary objective of the research is to understand consumer perception, satisfaction, and purchase preferences. Both primary and secondary data were used for the study. Primary data were collected through a structured questionnaire distributed among 229 respondents selected using a convenient sampling method. Secondary data were obtained from journals, websites, articles, and company reports to support the analysis. Statistical tools such as percentage analysis, correlation, ANOVA, and chi-square tests were employed to interpret the data and identify relationships between demographic factors and consumer perception. The research design was structured to provide a clear, factual, and objective understanding of consumer attitudes toward online meat purchasing through Licious.

Data Analysis Tools:

- ANOVA (Analysis of Variance)
- Chi-Square Test
- Correlation Analysis

Analysis:

ANOVA:

Table 1: Age and Perception of Licious Attributes

Null Hypothesis (H₀): There is no significant difference in perception of Licious attributes among different age groups, indicating that brand perception remains uniform across all age categories.

Age Group	Sum of Squares	df	Mean Square	F	Sig
Between Groups	6.347	3	2.116	5.12	0.002
Within Groups	93.112	225	0.414		
Total	99.459	228			

Interpretation:

The ANOVA test result reveals an F-value of 5.12 and a p-value of 0.002. As the p-value is less than 0.05, the null hypothesis is rejected. This means there is a significant difference in brand perception among various age groups. Therefore, age plays a crucial role in shaping how consumers evaluate Licious in terms of hygiene, convenience, and pricing.

Chi Square:

Table 2: Relationship between Age and Perception of Licious

Null Hypothesis (H₀): There is no significant relationship between the age of respondents and their perception of Licious attributes.

Test	Value	df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	12.82	9	0.17
Likelihood Ratio	13.20	9	0.15
Linear by Linear Association	2.41	1	0.12
No. of Valid Cases	229		

Interpretation:

The Pearson Chi-Square value is 12.82, with a significance level of 0.17, which exceeds 0.05. Therefore, the null hypothesis is accepted. This indicates no significant association between respondents' age and their perception of Licious attributes. Consumers of different age groups share similar opinions regarding hygiene, convenience, and product variety.

Table 3: Relationship between Income and Perception of Licious

Null Hypothesis (H₀): There is no significant relationship between monthly household income and perception of Licious attributes.

Test	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	14.27	9	0.11

Likelihood	14.62	9	0.10
Linear By Linear Association	2.87	1	0.01
No. of Valid Cases	229		

Interpretation:

The Chi-Square value is 14.27 with a p-value of 0.11, which is greater than 0.05. Thus, the null hypothesis is accepted, showing no significant relationship between income level and brand perception. Respondents from different income categories perceive Licious similarly in terms of quality, convenience, and pricing.

Table 4: Relationship Between Age and Perception of Licious

Null Hypothesis (Ho): There is no significant relationship between age and perception of Licious attributes.

Test	Value	df	Asymp. Sig. (2 Sided)
Pearson Chi -Square	8.12	9	0.52
Likelihood Ratio	8.35	9	0.49
Linear By Linear Association	1.08	1	0.30
No. of Valid Case	229		

Interpretation:

The chi-square value is 12.84 with a significance level (p-value) of 0.17, which is greater than 0.05. Hence, we accept the null hypothesis. This implies that there is no significant relationship between the age of respondents and their perception of Licious attributes. Respondents from different age groups share similar views regarding Licious's hygiene, product variety, convenience, and pricing.

Table 5: Factors influencing purchase decisions and difficulties faced while navigating or placing orders

Null Hypothesis (Ho): There is no relationship between factors influencing purchase decisions and difficulties faced while navigating or placing orders.

Test	Value	df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	45.32	12	0.000
Likelihood Ratio	48.11	12	0.000
Linear by Linear Association	8.14	1	0.004
No. of Valid Cases	229		

Interpretation:

Since the p-value is 0.000, which is less than 0.05, we reject the null hypothesis. This indicates that there is a significant relationship between the factors influencing purchase decisions and difficulties faced while navigating or placing orders. Customers who face more difficulties with the app or website may be influenced differently in their purchase decisions compared to those who experience no issues.

Correlations:

Table 6: Relationship between Purchase Frequency and Delivery Experience

Null Hypothesis (Ho): There is no significant relationship between Purchase Frequency and Delivery Experience, meaning that frequency of purchase does not influence delivery satisfaction.

Correlations			
		Purchase Frequency	Delivery Experience
Purchase Frequency	Pearson Correlation	1	0.42**
	Sig (2-Tailed)	-	.001
	N	229	229
Delivery Experience	Pearson Correlation	0.42**	1
	Sig (2-Tailed)	0.000	-
	N	229	229

Interpretation:

The Pearson correlation coefficient between Purchase Frequency and Delivery Experience is 0.42, with a p-value of 0.000. Since the p-value is less than 0.05, the correlation is statistically significant, indicating a moderate positive relationship. This suggests that respondents who purchase more frequently tend to rate the delivery experience higher, implying that repeated interaction with the service enhances satisfaction and loyalty.

Correlations:

Table 7: Relationship between the type of products ordered and delivery experience

Null Hypothesis (Ho): There is no significant relationship between the type of products ordered and delivery experience.

Correlations			
		Purchase Frequency	Delivery Experience
Purchase Frequency	Pearson Correlation	1	0.31**
	Sig (2-Tailed)	-	0.000
	N	229	229
Delivery Experience	Pearson Correlation	0.31**	1
	Sig (2-Tailed)	0.000	-
	N	229	229

Interpretation:

The correlation analysis shows a moderate positive relationship ($r = 0.31, p = 0.000$) between the type of products ordered and the delivery experience. This indicates that customers who order certain products, such as fresh meat, seafood, or ready-to-

cook items, tend to rate the delivery service more positively, suggesting that the type of product influences perceived delivery satisfaction. Since the p-value is less than 0.01, the relationship is statistically significant.

Table 7: Relationship between price/value satisfaction and hygiene issues

Null Hypothesis (Ho): There is no significant relationship between price/value satisfaction and hygiene issues.

Correlations			
		Purchase Frequency	Delivery Experience
Purchase Frequency	Pearson Correlation	1	0.28**
	Sig (2-Tailed)	-	0.000
	N	229	229
Delivery Experience	Pearson Correlation	0.28*	1
	Sig (2-Tailed)	0.000	-
	N	229	229

Interpretation:

The correlation analysis shows a moderate positive relationship ($r = 0.28$, $p = 0.000$) between price/value satisfaction and hygiene issues. This indicates that respondents who are more satisfied with the price and value for money tend to report fewer hygiene-related problems, suggesting that perceived value is associated with product quality. Since the p-value is less than 0.01, the relationship is statistically significant.

Suggestions:

Licious can enhance its service quality and customer satisfaction by focusing on improving its mobile app and website navigation to ensure a seamless and user-friendly shopping experience. Strengthening the customer service and feedback system would help in promptly addressing issues related to hygiene, delivery delays, and packaging quality. The introduction of loyalty programs or membership discounts could encourage repeat purchases and reward regular customers, leading to better retention. Considering that a large portion of consumers belong to middle-income groups, Licious should adopt value-based pricing strategies to make premium products more accessible. Improving stock management systems is essential to avoid product shortages and maintain the consistent availability of popular items like fresh meat and ready-to-cook varieties. Additionally, conducting awareness campaigns through both digital and offline marketing can expand brand visibility, particularly in untapped rural markets. Regular training for delivery personnel would ensure timely, hygienic, and professional service, enhancing overall consumer trust. Finally, periodic customer satisfaction surveys can provide valuable insights into changing consumer expectations, enabling continuous improvement and long-term brand loyalty.

Conclusion:

The study on consumer behaviour towards online meat purchase from Licious in Coimbatore provides valuable insights into the preferences, satisfaction levels, and challenges faced by customers. The findings indicate that the majority of respondents are young working professionals belonging to the middle-income group, who prefer Licious for its convenience, freshness, and product quality. While most customers are satisfied with the delivery service, product quality, and value for money, there remains scope for improvement in areas such as app usability, pricing perception, and product availability. The analysis also revealed that frequent buyers tend to have a better delivery experience, suggesting that satisfaction builds with repeated use. Overall, the study concludes that Licious has successfully established itself as a trusted and convenient online meat delivery platform. However, focusing on consistent service quality, enhanced digital experience, and stronger customer engagement strategies can further strengthen its market position and customer loyalty.

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