

A STUDY ON BUYER OPINION OF BAKERY PRODUCTS IN KANYAKUMARI DISTRICT

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ABSTRACT

Bakery industry and products in India have an important place in the industrial map of the country today. Bakery products are an item of mass consumption in view of its low price and high nutrient value. With rapid growth and changing eating habits of people, bakery products have gained popularity among masses. The bakery industry has achieved third position in generating revenue among the processed food sector. The first and second segments are the wheat flour processing and fruits and vegetables processing. Buyer behaviour refers to the decision and acts people undertake to buy products for individual or group use. Buyer behaviour is the driving force behind any marketing process. Understanding why and how people decide to purchase a product is the number one task for manufacturers who strive for improving their business model and acquiring more customers. This study explained the buyer opinion of bakery products. The customers of Kanyakumari District were taken for the study. This research is descriptive in nature. Primary data and secondary data were used for the study. Primary data was collected using a structured questionnaire and the secondary data from journals, websites, and newspapers. The data was collected from 80 respondents. The collected data were analyzed using percentage analysis and chi-square test in order to draw the inference of the study.

Key words: Bakery products, Price, Marketing Mix, Product, Promotion, India, Food, Ministry of Food Processing Industries.

INTRODUCTION

India is a major manufacturing house for bakery products and is the third largest bakery product manufacturing country after USA and China. In India, the real growth of bakery industry happened after the development of Ministry of Food Processing Industries in 1988. The bakery industry has achieved third position in generating revenue among the processed foods sector in India. The first and second segments are wheat flour processing and fruit and vegetables processing.

The demand for processed and convenience food is increasing constantly due to urbanization, changing lifestyle and food habits of the people. Liberalization of the Indian economy and world trade, as well as rising consumer prosperity has thrown up new opportunities for diversification in the food processing

sector and opened up new avenues for the development of deliberate food habits. There is perceptible increase in the number of developing countries involved in the production of food for export and internationalization of food tastes and habits which finally offers the Indian consumers with newer high quality food products by using the latest state-of-the-art technology.

Changing lifestyles due to increased disposable income in advanced countries lead to an increase in demand for processed foods (Wilkinson, 1987). Changes in food consumption patterns contribute to the development of food processing industry (Gopalan, 1994). The factors that fuelled the growth of packaged food industry are the arrival of multinationals, rising popularity of quick service restaurants, modern retail trade, technological advancement, changing urban lifestyles and so on.

Despite the growth prospects, the bakery industry is not free from constraints. At present, bakery industries are subject to a number of problems such as Government Regulations, Heavy Competition in the Market, Non- Interaction of Demand-Supply Chain, and Problems in arranging of Employees. Due to Increasing prices of flour (Maida) the major ingredient and other raw materials such as oil, fat and eggs, price-sensitivity of the market, nature of the bakery products, the owners of the bakery industries find it very difficult to manage their industry profitably. The present study has attempted to study the Production and Marketing of Bakery Products.

STATEMENT OF THE PROBLEM

Baking, referred as the oldest form of cooking, is used for producing bakery products like bread, cakes, pastries, pies, cookies, donuts and the like. Owing to their taste, color and easily digestible nature, bakery products are widely consumed by people of all age groups. In addition to this, the availability of innovative products containing multi-grains and whole wheat with low trans-fat and calorie content has further facilitated their consumption. Regular cooking consumes more time, but the consumption of bakery products saves the valuable time of the consumers. One of the primary factors catalyzing the growth of the global bakery products market is the rising health consciousness amongst the consumers which has led to a heightened demand for organic products. Apart from this, the market is also influenced by the easy availability of raw materials such as flour, sugar, emulsifiers, additives, preservatives, and the like. Some of the other forces that have been proactive in maintaining the market growth include rapid urbanization, hectic lifestyles, increasing disposable incomes, and rising demand for convenience food. Despite of the growth prospects, the bakery products' market also faces some serious problems because, as consumers become more health conscious, they demand more gluten-free, low carbohydrate, whole grain, organic, paleo diet products and the like. Buyers also substitute baked goods with nuts, yogurt and fruit bars.

There is also a greater imbalance in the demand and supply of bakery products and also face challenges such as lack of technology, Problems in online deliveries, lack of skilled bakers, frequent variations in the price of the raw materials and the like. Government regulations also weigh heavily on the industry. The Environmental Protection Agency and the Food and Drug Administration constantly oversee the operations of bakeries and issuing new regulations that increase the costs of production. This contributes to the need of the hour of the present study and an attempt has been made by the researcher to study the Buyer opinion of bakery products in Kanyakumari District.

REVIEW OF LITERATURE

Dr. Virender Khanna (2024), "A study on consumers' attitude towards marketing problem of bakery products", this study identified the factors and dimensions which lead to Marketing Problems of bakery products. The researcher taken four factors have been identified which leads to marketing problems related to bakery products in Pune region which are; product, promotion, place and price. The study aims to measure the contribution of each of the components of the marketing mix towards the marketing problems of

bakery products. Hence the purpose of the study is to find out that component of marketing mix which is creating huge problems in the marketing of the bakery products. It was found from the study that marketing mix and marketing problems of bakery products are related to each other and thus there is a relationship between marketing mix and marketing problems related to bakery products. The consumers were less bothered due to the problems faced by them related to promotion and pricing factor of marketing mix of the bakery products. The consumers are also affected by the place factor of marketing mix as consumers of bakery products are also facing problems related to distribution policy of bakery products.

Lădaru, G. R., Siminică, M., et al (2021), “Influencing Factors and Social Media Reflections of Bakery Products Consumption in Romania” have emphasized the strong links between income level and the concern of not having enough food for the citizens of a developing country like Romania. The findings reveal a considerable reliance on low-cost white-flour bakery products in the respondents' daily diets, as well as a significant increase in interest in bakery products during the COVID-19 epidemic.

Nemat, S. S. (2018), “Development and Growth of Bakery Industry in India”, has shown that though the existence of the baking process dates back to the prehistoric ages, the real growth in India of the bakery industry took place as a result of the development of the Ministry of Food Processing Industries in 1988. Increased urbanization, rise in income, increase in nuclear families, increase in the number of working women, changing needs and trends have opened up the demand for bakery products.

OBJECTIVES OF THE STUDY

- To identify the Socio-Economic Conditions of the respondents.
- To assess the buyer opinion towards the Bakery products in the study area.
- To find the association between the Level of Attitude and Socio-Economic factors.

RESEARCH DESIGN

The present study has adopted Simple Random Sampling for collecting primary data. This is a type of probability sampling in which the researcher randomly selects a subset of samples from a population. In this study, the researcher has selected buyers of bakery products from the district and the researcher has selected 80 buyers from district. For analyzing the data, the researcher adopted Percentages and Chi- square test were applied.

LIMITATIONS OF THE STUDY

- The study has been confined to Kanyakumari district alone. Since the study focuses on the restricted area, it is not possible to analyze all the bakery units available in the state.
- Few respondents were not able to recollect the information regarding the bakery products during the interview with the researcher.

RESULTS AND DISCUSSIONS

Table 1: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Age	Upto 20	24	30
	21-40	21	26
	41-60	13	16
	Above 60	22	28
	Total	80	100
	Male	49	61

Gender	Female	31	39
	Total	80	100
Educational Qualification	Upto HSC	24	30
	Graduation	21	26
	Post-Graduation	19	24
	Professional	16	20
	Total	80	100
Marital Status	Married	54	68
	Unmarried	26	32
	Total	80	100
Occupation	Agriculturalist	15	19
	Business	22	28
	Private Employees	33	41
	Govt. Employees	10	13
	Total	80	100
Income Per Month	Less than 10000	12	15
	10001-20000	17	21
	20001-30000	22	28
	30001-40000	19	24
	Above 40000	10	13
	Total	80	100

Primary data

Among the total 80 respondents, 24 respondents Age were Upto 20. Most of the respondents were male. The researcher compare with marital status of the respondents there married respondents were mostly. Educational qualification of the respondent were mostly below higher education. Most of the respondents Occupation were Private Employees and 22 respondent's monthly income were 20001-30000.

BUYERS OPINION TOWARDS BAKERY PRODUCTS**Table 2: Buyers Opinion towards Bakery Products**

Statements	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Bakery Products are affordable	14	34	17	8	7	80

They are the part of Day-to-day life	22	29	14	10	5	80
It is an alternate to regular meals	10	24	21	15	10	80
They are a part of celebration	21	29	14	12	4	80
Availability of Bakery Products in all domiciles	17	25	19	15	5	81
Convenient to place order through Digital platforms	12	18	31	10	9	80
Payment for the purchase of bakery products can be done digitally	17	35	17	7	4	80
They are available in different varieties	22	27	24	5	3	81
Delivery of Bakery products at the buyers' door steps	11	19	32	10	8	80
There is no alternative for bakery products	29	25	16	5	5	80
Delay in the delivery	29	24	18	5	4	80
Variations in Quality	18	29	24	6	3	80
Routine food habit is affected due to its intake	29	24	18	7	2	80
Frequent consumption will lead to laziness to cook	28	26	18	4	4	80
Children become addicted to bakery products	30	24	14	8	7	83

Primary data

The above table explained about Buyers Opinion towards Bakery Products. The researcher selected 15 variables. In which, the factors like Bakery Products are affordable, there is no alternative for bakery products, Delay in the delivery, Routine food habit is affected due to its intake, Frequent consumption will lead to laziness to cook and Children become addicted to bakery products were Strongly agree. Some other factors like the part of Day-to-day life, it is an alternate to regular meals, they are a part of celebration, Availability of Bakery Products in all domiciles, Payment for the purchase of bakery products can be done digitally, they are available in different varieties and Variations in Quality were agree. At the same time, the factors like Convenient to place order through Digital platforms and Delivery of Bakery products at the buyers' door steps were Neither agree nor disagree.

Table 3: Level of Attitude

Factors	No of Respondents	Percentage
Strongly Agree	14	18
Agree	13	16
Somewhat Agree	17	21
Either Agree or Disagree	7	9
Somewhat Disagree	12	15
Disagree	11	14
Strongly Disagree	6	8
Total	80	100

Primary data

The above table explained the Level of Attitude. The 17 respondents were Somewhat

Agree, 14 respondents were Strongly Agree, 13 respondents were Agree, 12 respondents were Somewhat Disagree, 11 respondents were Disagree, 7 respondents were Either Agree or Disagree and 6 respondents were Strongly Disagree.

ASSOCIATION BETWEEN LEVEL OF ATTITUDE AND SOCIO-ECONOMIC CHARACTERISTICS

The non-parametric chi-square test is applied to find the association between the Level of Attitude and Socio-Economic factors such as Age, Educational Qualification and Income.

Table-4: Socio Economic Characteristics and Level of Attitude

Factors	Calculated Value	Degrees of Freedom	Table Value	Result
Age	13.29	18	28.86	Accepted
Educational Qualification	15.40	18	28.86	Accepted
Income	17.88	24	36.4	Accepted

Computed data

From the above table, it is clear that there is significant difference between Level of Attitude and socio-economic factors of Age, Educational Qualification and Income. So the null hypotheses were accepted.

FINDINGS

- ❖ 24 respondents Age were 41-50.
- ❖ Most of the respondents were male.
- ❖ Educational qualifications of the respondent were mostly below higher education.
- ❖ Most of the respondents Occupation were Private Employees.
- ❖ 22 respondent's monthly income were 20001-30000.
- ❖ Most of the respondents were married.
- ❖ The researcher selected fifteen variables for Buyers Opinion towards Bakery Products, in which most of the respondents were Strongly agree.

SUGGESTIONS

- The manufacturers can try to practice chemical free, cost-effective and innovative technology to manufacture the bakery products.
- The manufacturers of the bakery products will have to maintain proper cleanliness in their production area.

- The manufacturers can adopt cost benefit technique in order to reduce the price of the bakery products by buying raw materials in bulk quantity and the like.
- The manufactures can use software and innovative technology to maintain their stocks and books.
- Government should support the small-scale bakery units to become large scale production units.
- A special insurance scheme for General insurance, Fire insurance, Theft insurance and the like can be initiated for the welfare of the manufacturers.

CONCLUSION

This study is appropriate and relevant as it is concerned with an interesting valuable sector for generating revenue in the Kanyakumari districts of Tamilnadu and highlighted existing conditions on opinion of bakery products. Now a days, Bakeries are innovating and adapting their production process and trade every year by diversification of products and services to meet the customers wishes. With a rich history that spans centuries of existence, bakeries attract consumers of different ages, genders, social classes and cultures so far. The existing competition in the bakery market, along with society's demands for healthy and varied food, increases the importance of understanding consumer behavior and their purchasing decision process at bakeries, being such understanding important to promote the perception of trends and opportunities for the bakery sector. It is also noted that those bakery units are grouping enterprises, inviting large number of small entrepreneurs into this business. The researcher selected fifteen variables for Buyers Opinion towards Bakery Products, in which most of the respondents were Strongly agree. When compare the level of attitude and socio-economic factors of Age, Educational Qualification and Income. There null hypotheses were accepted. The findings of the study and a few constructive suggestions made therein will be of immense use to the manufacturers of Bakery Products.

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