

# A Study of Madurai Region Consumers' Attitude to Bakery Product

M.K.Muruges

*Assistant Professor, KLEF (Deemed to be University) Vijayawada*

**Abstract— Bakery items are widely used in India and are vital to our civilization. Due to their rapid availability and high nutritional value, bakery products have become one of the most important food items in the modern human diet. The goal of this study is to determine how consumers react to bakery items. The research is based on primary data gathered from 500 customers. A questionnaire was created by the researcher to collect primary data. According to the findings of the study, among the four components of the marketing mix, pricing is the least impacting factor that generates problems in the marketing of bakery products, based on consumer attitudes.**

**Index Terms:** Consumer behaviour, bakery products, price, brand awareness, and product quality.

## I.INTRODUCTION

In our country, the bakery business is one of the fastest growing industries.

With an annual revenue of almost RS 3,000 crore, this industry in India is the largest of the food industries

India is the world's second-largest biscuit maker.

Individual bakers in the small sector catering to the needs of their local markets and industrial bakers of Fast Moving Consumer Goods (FMCG) in the category of major industrial units with market activities in many regions of the country make up the bakery business.

The bakery business now provides several work prospects for bakers, decorators, trainers, process, managers, and distributors, among others.

It also provides a large number of job chances for the kids.

Trained experts can find high-paying work both in India and overseas.

India's bread exports have also increased, contributing to the country's economic prosperity.

Women have benefited from bakery items as well.

Females had to make meals all of the time in the beginning, with no time to rest.

However, as women become more professional, they have less time to devote to their families and homes.

The rise of bakery items has reduced the kitchen's responsibilities.

They may now simply prepare food using ready-made food items, saving time and effort.

The burden of females in society has been alleviated as a result of increased awareness of bread products.

People who leave their homes can easily meet their food needs.

As a result, bakery products have helped individuals solve a variety of issues.

Bakery items also help to tackle the problem of long-term storage.

These items can be kept for a few days and do not spoil easily.

When other foods are stored for a long time, they lose their flavour, but bread products do not.

These foods can be conveniently stored by people who live away from home.

Bakery products have lessened men's reliance on women to meet their nutritional needs.

The country's primary sector, agriculture, has benefited from increased demand for bakery products.

Wheat and dairy products are used in almost all bakery items.

These agricultural products are in high demand all around the world.

Farming has become more commercialised in recent years.

Farmers raise the crop and sell it in both the domestic and foreign markets at competitive prices.

Farmers all around the country have benefited from these baked products.

Similarly, there has been an increase in demand for dairy products all over the world.

Cattle owners are compensated well for their goods. Milk and milk derivatives have been in high demand for decades.

Increased earnings have enhanced the standard of living of individuals in rural areas, which has aided in the country's overall development, as rural areas account for more than half of the population.

Agricultural and dairy goods have increased the country's export volume and consequently contributed to the country's trade balance.

Bakery products have helped to globalise the market, making it easier for manufacturers to sell their goods profitably.

Bakery products are widely used in India and are highly significant to our society.

Due to their rapid availability and high nutritional value, bakery products have become one of the most important food items in the modern human diet.

These are the most widely consumed wheat items.

Wheat and other shortening agents are used as raw materials in the production of these items, which are readily available in India.

India has all of the necessary plant and machinery, as well as the technology, to manufacture these products.

Because the consumption of bakery items is fast expanding day by day, the demand for them is also rapidly increasing.

So, while there are many organised and private sectors, they will not be able to meet all of the demand in the near future.

So far, new entrepreneurs, it appears to be a promising investment industry.

From all of these perspectives, bakery items are extremely important to our culture.

## II. LITERATURE REVIEW

A study was undertaken by Thanigachalam and Vijayarani (2014) to assess consumer behaviour toward FMCG products.

Consumer behaviour is defined by researchers as the process of selecting, purchasing, and disposing of items in order to satisfy their wants, needs, or desires. It is essentially a decision-making process that is influenced by a variety of elements such as product features and company attributes.

The researcher discovered a total of eleven variables for assessing customer behaviour: product, price, location, promotion, brand understanding, and so on.

Consumer behaviour can be measured using 10 variables: product, price, location, promotion, brand knowledge, brand loyalty, brand awareness, and customer service (after sales, during sales and pre sales).

The study discovered that brand awareness and promotional offers are two of the most critical factors that influence customer behaviour and the decision-making process when purchasing a certain commodity.

Consumer behaviour toward bathing soaps was studied by Katiyar and Katiyar (2014).

According to the findings of the study, product features such as aroma, colour, and texture play a significant effect in consumer purchasing decisions.

number, form, colour, application, and components, to name a few.

Another aspect that influences customer behaviour toward FMCG products, particularly bathing soap, is celebrity endorsement and commercials.

Chitra is a woman who lives in India (2014)

conducted a study to determine consumer buying behaviour toward various brands of apparel.

The research was conducted using primary data.

The variables that influence customer purchase intent have been separated into two categories by the researchers: brand specific and consumer specific variables.

Consumer-specific variables include things like confidence, income level, lifestyle, and normative influence, whereas brand-specific variables include things like emotional value, brand equity, brand Knudsen (2014) performed research to determine how customers felt about wholegrain bread.

Consumers are particularly concerned about the taste and ingredients of bread, according to the findings of the study.

Consumers are drawn to bread that contains healthful and nutritious elements.

Consumer acceptance of food goods is influenced by the taste, healthiness, and naturalness of the ingredients.

Food goods with a logo that reflects health are often well-liked by customers.

Nagyova et al. (2014) conducted a study to assess consumer behaviour toward food items such as pastries and bread.

Bakery products, according to researchers, are a crucial part of our daily lives. awareness, and perceived quality.

They've always been a part of our way of life.

Consumer behaviour toward bakery items is shifting as a result of increased consumer awareness and a shift in consumer lifestyle.

Previously, individuals consumed these things out of necessity; now, they seek out taste, variety, and health benefits.

Freshness, pricing, and quality are three characteristics that influence consumer behaviour when purchasing pastries and breads, according to the study.

### III. OBJECTIVE

The following are the study's key goals:

1. To assess customer attitudes concerning bread product marketing challenges.
2. To investigate customer attitudes concerning bread items.

### IV. RESEARCH METHODOLOGY

The current study incorporated both secondary and primary data sources.

Secondary data was used to gather information on the current state of the worldwide bakery sector, the Indian bakery industry, and the bakery industry in the Madurai region.

Secondary data was also employed to gain a thorough understanding of the research topic, as well as to examine the numerous management policies and manuals of the chosen organised baking business.

In order to quantify the dimensions/factors that contribute to marketing issues,

Primary data was collected from consumers of bakery products in the Madurai region and bakers of the top ten bakeries in the Madurai region about their attitudes toward marketing problems related to bakery products, their shopping behaviour toward bakery products, and bakers' opinions about the future prospects of bakery products.

Customers are sampled in groups of 500 from the top 10 bakeries in the Madurai region.

### V. ANALYSIS AND INTERPRETATION OF DATA

#### COMPARATIVE ANALYSIS OF CONSUMER ATTITUDE TOWARDS BAKERY PRODUCT MARKETING PROBLEMS BASED ON MARKETING MIX

This section compares each of the items that make up the four components of the marketing mix: product, price, place, and promotion.

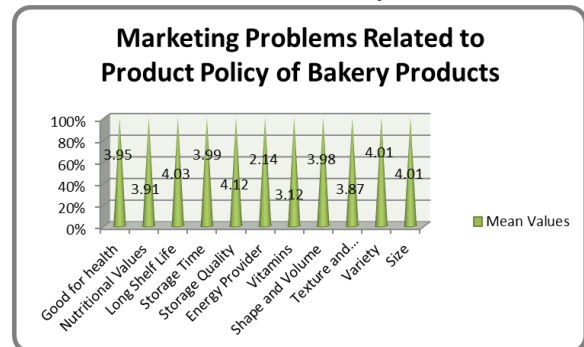
The mean value for each of the questions in the questionnaire was calculated, and a comparison was done using graphs to determine which item is contributing the most to the challenges associated with bakery product marketing based on consumer attitudes.

The following is a full analysis:

Graph 5.1 depicts the mean values of Consumers' attitudes toward each item in the marketing mix's product policy.

A higher mean value of consumers' attitude toward an item indicates that consumers are experiencing a high level of problems with that item, whereas the lowest mean value of consumers' attitude toward that item indicates that consumers are experiencing a low or very low level of problems with that item.

Graph: 5.1: Mean values of consumers' attitude towards Items under Product Policy



Interpretation: The graph 5.1 demonstrates that there are a total of eight items under product policy, indicating that there are marketing issues with bakery products from the consumers' perspective.

The most significant elements under product policy, according to graph 5.1, are storage quality and long shelf life, as the mean values of customers' attitudes toward these items are 4.12 and 4.03, respectively, indicating that consumers are having a lot of problems with these variables.

Vitamins and nutritional values are two variables with modest mean values of customers' attitudes, 3.12 and 3.91, respectively, as shown in Graph 5.1, indicating that they are also important things under product policy.

Consumers are also experiencing marketing issues as a result of these elements.

The energy supplier feature of bread products is also the least important item under product policy, as shown in graph 5.1.

This item has the lowest mean value of the consumers' attitude, 2.14, indicating that consumers have relatively few marketing difficulties associated with this characteristic.

Consumers are having issues with storage quality, shelf life, storage time, variety, sizes, form, and volume of bakery products, according to the results of the above analysis.

It indicates that bakery products offered on the market have a limited shelf life and can only be stored for a short period of time.

Sh In nature, if these bakery products are not sold and consumed within a short period of time, they may perish, which might be damaging to the consumers' health.

Shorter storage time of bakery products is a problem for both consumers and bakers, as consumers will be unable to store these products for future use, and bakers will suffer significant losses if they are unable to sell bakery products with shorter storage time within a reasonable time period. If bakers are unable to sell bakery products with shorter storage time within a reasonable time period, they will perish and their sale value will be zero.

Similarly, shorter shelf life will raise bakers' costs because it demonstrates that bakery items are perishable.

Consumers and bakers will both be affected by the storage quality.

Consumers of bakery items, according to consumer attitudes, are having major issues with the bakery products' storage quality.

The bakery products' quality should be maintained in accordance with the needs and requirements of the customers.

It is not required that every customer consumes the bakery items on the spot or consumes the entire piece of the bakery product at once.

Some customers prefer to save the leftover or unfinished portion of bakery products for later use.

In today's world, where family numbers are shrinking, Because individuals favour nuclear families, the number of family members in each family has shrunk to three or four.

As a result, consumers cannot consume bakery items all at once; instead, they must store them for in order to maximise consumer satisfaction with bakery products, bakers must focus on all of these issues, as well as the storage quality of bakery products, shelf life of bakery products, and storage time of bakery products.

Bakers should also focus on delivering diverse sizes of bakery products to meet the needs of different consumers.

Bakers should also consider adding more and more types to bakery products, as consumer preferences are constantly changing, and modifications should be made accordingly

Because bakery items are consumed by people of all ages, consumer demand varies according to their age group.

Because the younger age values attractive and appealing items, the design and texture of bakery products should also be appealing.

According to the analysis of customers' attitudes about the numerous items under product policy, consumers have relatively few difficulties with nutritional values, vitamins, energy providers, good for health, and so on.

This demonstrates that bakers are already considering all of these factors while creating bakery products.

Bakers sell bakery items that are nutritious, good for the consumer's health, and supply enough energy to the consumer while consuming these bakery products, and bakers also manufacture bakery products in such a way that the components provide adequate vitamins and minerals to the Consumers. consumer's are becoming increasingly health-conscious in today's world, putting pressure on bakers to create bakery items that are high in nutritional content, energy, vitamins, and are excellent for the consumer's health.

A baker will never be able to survive in the market if he or she does not meet or fails to meet the needs of customers in relation to the aforementioned features of bakery items. Consumer

The mean values of the consumers' attitudes about the various items under promotion policy are shown in graph 5.2.

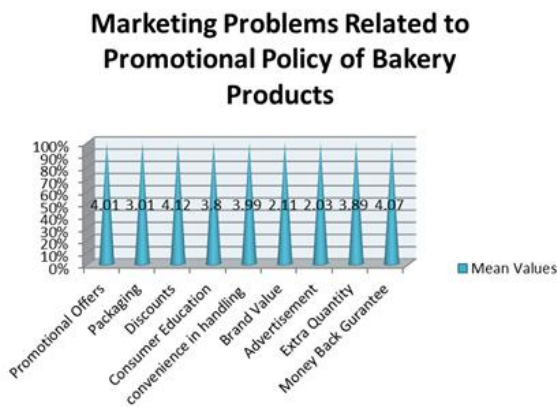
One of the most significant aspects of the marketing mix is promotional policy.

The promotion factor is made up of nine different items that are all related to the bakery's promotional policy.

Discounts, providing bakery products as free samples, giving quantity discounts, selling greater quantity at the same price, and selling two products in combination with other products are all examples of marketing policies that are needed for bakery product promotions.

Graph: 5.2: Mean values of consumers' attitude towards Items under Promotion Policy

Discounts on bakery products and money back guarantees on bakery products are the most important items under promotional policy, according to graph 5.2, because the mean values of consumers' attitudes toward these items are 4.12 and 4.07, respectively, indicating that consumers are having a lot of problems with these variables.



The graph 5.2 also shows that bread product advertising is the least important item in the promotional policy.

Graph 5.2 depicts that packaging of bakery products and consumer education related to bakery products are the two variables which are having moderate mean values of consumers' attitude i.e. 3.01 and 3.8 respectively, which shows that these are also important items under promotional policy. Consumers are also facing some marketing problems related to these variables. It can also be seen from the graph 5.2 that advertisement of bakery products is the least important item under promotional policy. This

item is having lowest mean value of the consumers' attitude i.e. 2.03 which shows that consumers are facing very low level of marketing pConsumers are having issues with discounts on bakery products, money back guarantees on bakery products, extra quantity, and promotional offers on bakery items, according to the above analysis.

Consumers expect bakers to provide a money-back guarantee if any of the bakery items they purchase from them do not meet their demands, are not of standard quality, or are not related to the wholesomeness of bakery products. Bakers can reassure customers by offering a money-back guarantee on bakery products if the products are unable to be consumed for any of the reasons listed above. problems related to this variable.

Consumers of bakery items are likewise confronted with marketing issues linked to bakery product discounts and promotional offers.

Bakery products are no longer considered luxury items, but rather necessities.

People use bakery products on a daily basis, thus they anticipate to receive discounts or special deals while purchasing these items.

Consumers can receive discounts on bakery products if they purchase a large quantity of them from bakers. Bakers might also provide discounts to their loyal consumers in order to keep them coming back.

Extra quantity is another type of promotional offer that may be made to customers at the same price as the baked goods.

Other promotional incentives, such as free coupons, free gifts, and combo deals, can be made available to clients to entice them to make more purchases and increase their satisfaction levels.

The bakers must pay special attention to the promotional policy, since it is an important component of the marketing mix.

Bakers should offer a growing number of promotional deals in order to attract new clients and keep old ones.

Consumers' attitudes toward the marketing mix's promotional policy indicate that they are having fewer marketing challenges relating to brand values and advertising.

It means that bakers are concentrating on bakery product branding in order to benefit from the bakery products' brand image.

Bakers also advertise bakery products extensively to keep people informed about new kinds, nutritional values, and other benefits of eating bakery products, all of which assist consumers in making decisions about which bakery items to purchase.

As a result, bakers are informing consumers about the benefits and ingredients of bakery products.

The bakers should also deliver bakery products in easy-to-handle packaging.

The products should be packaged in such a way that the client can easily carry them, that they are easy to remove from the outer packing wrapper, and that there is minimal product waste when removing them from the wrapper.

Overall, bakers should make it as easy as possible for customers to handle bakery items.

The mean values of consumers' attitudes about various items under the bakery product distribution policy are shown in graph 5.3.

One of the most significant aspects of the marketing mix is distribution policy.

A total of six items linked to bakery product distribution policy are included in the place or distribution factor.

The approach and methods by which bakers sell bakery products to the market are explained in the distribution policy.

The basic goal of distribution policy is to get the right product to the right client at the right time, in the appropriate quality, and for the least amount of money possible.

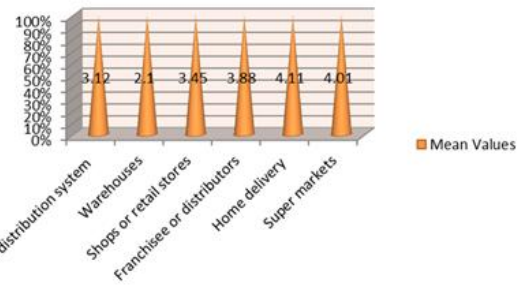
As a result, the distribution policy for bakery products is focused on supplying consumers with high-quality bakery items at a reasonable price.

Directly from bakery shops, through retailers, through franchisees, sale through super markets, and so on are some of the numerous channels or means by which a baker's products can be distributed in the market.

The bakers' ability to choose a distribution technique is determined by the resources available to them.

Whatever mode of distribution the bakers use, there will be a cost, and that cost should be appropriate enough to keep the cost of the product as low as possible while simultaneously allowing the bakers to make a reasonable profit margin. Bakers might use a single method or a variety of methods to distribute their goods.

### Marketing Problems Related to Distribution Policy of Bakery Products



Graph: 5.3: Mean values of consumers' attitude towards Items under Place Policy

Interpretation: The graph 5.3 shows that home delivery of bakery products and sales of bakery products through supermarkets are the most important items under distribution policy, with mean values of consumers' attitudes of 4.11 and 4.01, respectively, indicating that consumers are having a According to Graph 5.3, sales of bakery products through retail stores or traditional bakery shops, as well as sales of bakery products through franchisees or distributors, have moderate mean values of consumers' attitudes, i.e. 3.45 and 3.88, respectively, indicating that these are important items under distribution policy.

Consumers are also experiencing marketing issues as a result of these elements.

The graph 5.3 also shows that bakery product warehousing is the least important factor under distribution policy.

This item has the lowest mean value of the customers' attitude, 2.1, indicating that consumers have relatively few marketing concerns associated with this characteristic. lot of problems with these variable Based on the foregoing data, it can be inferred that consumers are having difficulty finding bakery products at their doorstep.

Consumers' lifestyles have altered in recent years, and they are running out of time.

Consumers expect the things they require to be delivered to their houses by the seller due to their hectic schedules.

As a result, bakeries could offer free home delivery of bakery products to boost customer satisfaction and save them time and money.

Customers' happiness will undoubtedly rise as a result of improved customer service, which will lead to increased customer loyalty as a result of repeat

purchases. One of the customer service features that adds value to the items is home delivery. variables.

Customers expect bakers to provide the same bakery products at super markets as well, so that they may complete their grocery and bakery shopping in the same place at the same time.

As a result, bakers should form partnerships with supermarkets to sell bakery items, so that customers who are accustomed to purchasing certain bakery products may do so simply in supermarkets as well.

It would also enhance the sale of bakery products because more people will notice them while shopping in supermarkets.

The mean values of the consumers' attitudes toward the various items under pricing policy are shown in graph 5.4.

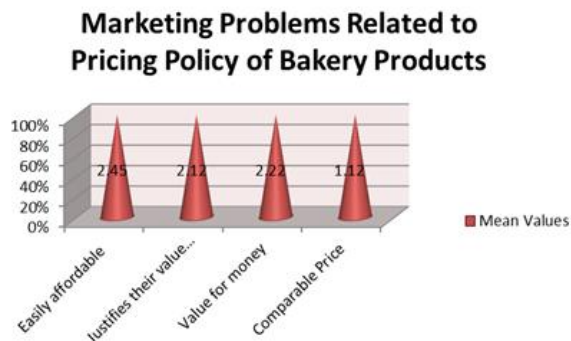
One of the most significant aspects of the marketing mix is pricing policy.

The price factor covers a total of four items linked to the bakery's promotional programme.

Pricing policy considers factors such as whether the bakery product is easily affordable to consumers, whether the value of the bakery product is justified, whether bakery products are good value for money, and whether the pricing of bakery products are comparable to those of similar items.

The key aspect that influences the selling of bakery items is price.

It plays a crucial role in consumers' decision-making when it comes to purchasing bakery items.



Graph: 5.4: Mean values of consumers' attitude towards Items under Price Policy

Interpretation: It can be interpreted from the graph 5.4 that bakery products are easily affordable by the consumers and bakery products are value for money products are the two most important items under pricing policy, as the mean values of consumers' attitude of these items are 2.45 and 2.22 respectively,

which shows that the consumers are moderate level of problems related to these variables.

Graph 5.4 depicts that price of bakery products justifies their value and price of bakery products are comparable with other similar products, are the two variables which are having lowest mean values of consumers' attitude

i.e. 2.12 and 1.12 respectively, which shows that these are not so important items under pricing policy.

From the above analysis it can be concluded that consumers are not facing much problems related to the pricing policy of the bakery products. Price of the bakery products are easily affordable by the consumers, the price of the bakery products justifies their value, price of the bakery products are comparable with other similar products and purchase of the bakery products are value for money to t This demonstrates that bakers have paid close attention to this aspect of the marketing mix, as consumers have experienced very few marketing issues connected to bakery product pricing policies.

The pricing is the most important thing to consider An essential role in acquiring new customers, retaining existing customers, and ensuring that bakery items are purchased on a regular basis.

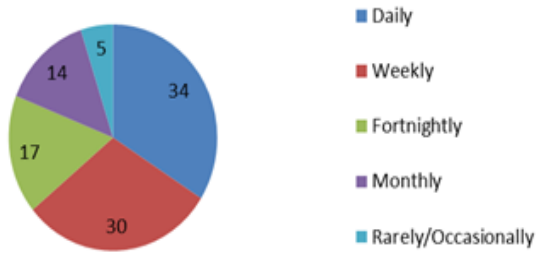
As a result of the aforementioned analysis, it can be inferred that, of all the four components of the marketing mix, pricing is the least impacting factor that generates problems in the marketing of bakery products, according to customers' attitudes regarding bakery product marketing problems.

Bakery items are replacing required products in favour of luxury products, therefore the pricing of necessary products is no longer as important to customers as the remaining three components of the marketing mix, namely, venue, promotion, and product.

## VI. SHOPPING BEHAVIOUR OF THE CONSUMERS TOWARDS BAKERY PRODUCTS

The second part of the Questionnaire was related to the shopping behaviour of the consumers towards the bakery products in Madurai region. This section explains the shopping behaviour of the consumers towards the bakery products in detail with the help of graphs.

Frequency of Purchasing the Bakery Products by the Consumers



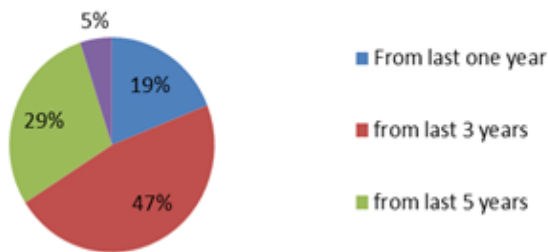
Graph 5.5: Percentage of Respondents Purchase the Bakery Products

Interpretation: Graph 5.5 depicts the frequency with which customers purchase bread products.

According to graph 5.5, the majority of respondents (34%) purchase bakery products on a daily basis, followed by customers who buy bakery products monthly and then fortnightly.

Only 5% of the 500 respondents said they buy bakery products only once or twice a year for special occasions such as birthdays, anniversaries, or parties.

Purchasing Bakery products from the Same Bakery Shop



Graph 5.6: Percentage of Respondents Purchasing Bakery Products from the Same Bakery Shop

Interpretation: Graph 5.6 depicts the time period during which customers purchase bakery products from a specific bakery establishment.

According to graph 5.6, the majority of respondents, 47 percent, had been purchasing bakery products from the same bakery businesses over the past three years.

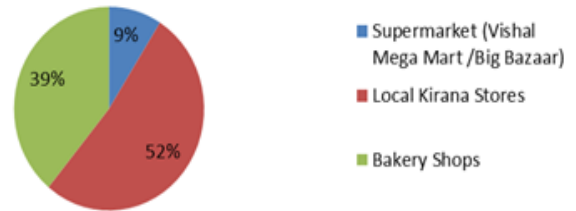
19% of the total respondents have been buying bakery products from the same bakery establishments for the past year.

Those who have purchased bakery products from the same bakery businesses for the past five years make up 29% of the total respondents.

Only 5% of all respondents say they switch bread shops based on convenience.

Graph 5.7: Percentage of Respondents Visiting Different Types of Bakery Shops

Type of Bakery Shops Visited by the Consumers



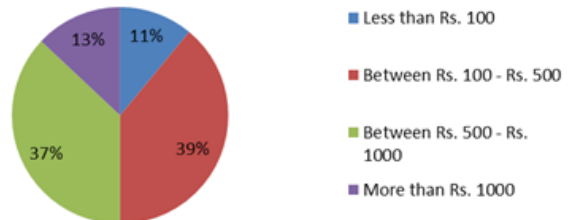
Interpretation: Graph 5.7 depicts the types of bakeries that customers frequent.

The graph 5.7 shows that the majority of respondents (52%) buy bakery products from local Kirana stores or convenience stores.

Only 9% of consumers go to supermarkets (Vishal Mega Mart and Big Bazaar) to buy bakery products, despite the fact that 39% of the total respondents go to bakeries.

Graph 5.8 depicts the average amount of money spent by customers at bakery stores for bakery products during a single visit.

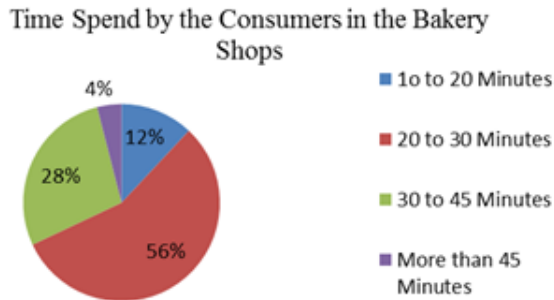
Money Spend by the Consumers in the Bakery shopss



Graph 5.8: Percentage of Respondents Spending Money in Bakery shops

Interpretation: It can be interpreted from the graph 5.8 that majority of the respondents which is 39 percent spend an average amount of money between 100 to 500 rupees on bakery products when they visit the bakery shops. 37percent of the total respondents are those who buy the bakery products worth 500 to1000 from the bakery shops in their single visit. While only 11 percent of the total respondents are those who spend less than 100 rupees for buying the bakery products from the bakery shops in one visit.





Graph5.9: Percentage of Respondents Spending Time in Bakery shops

Interpretation: Graph 5.9 depicts the average amount of time spent in bakery stores by customers during a single visit.

According to graph 5.9, the majority of respondents spend 30 to 45 minutes on average at bakery stores purchasing bakery products.

As a result of the examination of consumer purchasing behaviour in bakery stores, it can be concluded that the majority of respondents in the current study are those who make bakery purchases. Only 4% of all respondents spend more than 45 minutes in a bakery shop on a single visit. daily, visit largely Local provisional stores or convenience stores, spend 30 to 45 minutes in bakery shops, make purchases of bakery products ranging from 100 to 500 rupees, and purchase bakery products from the same bakery shops over the past three years.

As a result, based on purchasing habits,

We can predict the authenticity and reliability of the responses given by the current study's respondents since they are required to deliver honest and most reliable solutions to the marketing challenges they are experiencing with bakery items.

## VII CONCLUSION

The current study's findings show that the majority of respondents buy bakery products on a daily basis, visit mostly Local Provisional stores or convenience stores, spend 30 to 45 minutes in bakery shops, buy bakery products worth 100 to 500 rupees, and have been buying bakery products from the same bakery shops for the past three years.

According to customers' attitudes on bakery product marketing challenges, pricing is the least impacting aspect among the four components of the marketing

mix that generates problems in the marketing of bakery products.

Bakery items are replacing required products in favour of luxury products, therefore the pricing of necessary products is no longer as important to customers as the remaining three components of the marketing mix, namely, venue, promotion, and product.

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