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## **Bakery Products purchase intention and Marketing aspects in Mumbai**

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**Abstract-** The purpose of this study was to understand the purchase intention of bakery consumers as well as their purchase decision process. A study was performed involving 446 bakery consumers and respondents responses collected with the help of pre-tested questionnaire. Results show that consumers attend bakeries mostly to buy perishable product or product for immediate consumption. Besides, that consumers demonstrated positive buying associations with purchase intention and marketing aspects. In addition, consumers are not willing to pay more for baked products than for products from other industries, although they have been showing preference for baked products. This inclination depended on the different parameters which are talked here in this paper. This study pioneers marketing insights and contributes to an understanding of the key factors that influence consumers' purchase intention for bakery products.

**Keywords:** Baked Products, consumer buying decision, Purchase intention.

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## **INTRODUCTION**

The history about bakery products back to ancient Egypt, for over 10,000. It considers that for around the year 2500 BC, bakers started with the first fermented breads. In [3], author mentioned here in his study that, the ancient proof of bakery product consumption was also observed in ancient Egypt and same here in history will be around 3000 BC. Bakery product production became a business, and its deal in huge scale gave support to bakery industry. In [5], author highlights here that bakery industry grow throughout in the 12<sup>th</sup> century globally, the incident on which France grow into the world epicenter for the production of luxury baking products.

In the meantime, new strategies for bakery and bakers shop improvement were considered in Italy. However, Italians are observed to be accountable for bakery industry in Brazil, which well-known typical bakeries comes from 19<sup>th</sup> century. Bakery industry has gone through various alterations from their initial stage till the present one. These alterations were in terms of production systems, physical structure, type of products, offered service to consumer, and numerous other one. Some of these modifications in industry structure result from a natural response of manufacturer when they look forward product and consumer demands causing from changes taking place in the market demand pattern.

In research [5] author express his opinion about today's industry modifications encompass to the economic, cultural, political, social and technological factors, which influence in current and future market trends, also which affect consumers preferences and their consumption pattern. This researcher of this paper also argue that such modifications crave industry to do assessment of their current operating strategies, management paradigms and structures so that mostly they can continue competitive position in market.

## **RELATED WORK**

In [9], author's research led an examination to quantify the customer behavior. Researcher has characterized behavior as a procedure for choosing the products, purchasing and discard merchandise keeping in mind the end goal to fulfill their desire, needs or wants. It is essentially a choice procedure which is influenced by different factors, for example, traits of merchandise, and properties of organization also. Researcher has discovered aggregate ten factors for measuring the purchaser conduct to be specific; product, price, place, promotion, brand knowledge, brand loyalty, brand awareness and customer services (after purchase, during purchase time and pre purchase).

Further in [1], author led an investigation to quantify the demeanor of clients towards the wholegrain bread. It was found from the investigation that buyers uniquely worry towards the taste and elements of the Product. Product with Healthy and nutritious elements draws in the purchasers. The agreeableness of product by the customers; influenced by the classiness, sound and common elements. Bakery various Products with some brand logo which mirrors the wellbeing are for the most part famous among the customers.

In continuation above in [2] research authors directed an investigation to quantify the conduct of purchasers towards the sustenance things like cake and bread. Scientists have expressed that bakery products are a vital piece of our everyday life. They have dependably remained a piece of

our way of life. Conduct of customers towards the bakery products are changing because of increment in purchaser mindfulness and change in way of life of the shoppers. Prior these items were devoured for require now individuals search for taste, assortments and point of view of wellbeing too. It was found from the investigation that three components which influence the shopper conduct towards the buy of cake and breads things are freshness, cost and quality.

In a similar sense, [4] author discuss that the initiator is the individual who recommends the purchasing of product, and assembles data that assistance in the basic leadership process. The influencer is the individual whose perspectives impact the basic leadership process. The decision-maker is who chooses what, how and where to purchase a given product. The purchaser is who makes the buy, and the client is the individual who utilizes or expends the product.

### **OBJECTIVES OF THE STUDY**

1. To analyse factors which influence consumer behaviour.
2. To analyse the association between brand & factors of purchase intention.
3. To analyse the significant difference between socio demographic and marketing aspects.

### **HYPOTHESIS**

1. There is no association between brand of bakery product and purchase intention influence factor
2. There is no significant difference in marketing aspects and socio demographic.

### **RESEARCH METHODOLOGY**

**RESEARCH DESIGN** - The research design is descriptive.

**SAMPLING** - Simple random sampling method was adopted to select the respondents. The sampling was done in different localities of Mumbai. A total 446 respondents were interviewed. The data was collected by personally interviewing the respondents using a pre tested structured questionnaire.

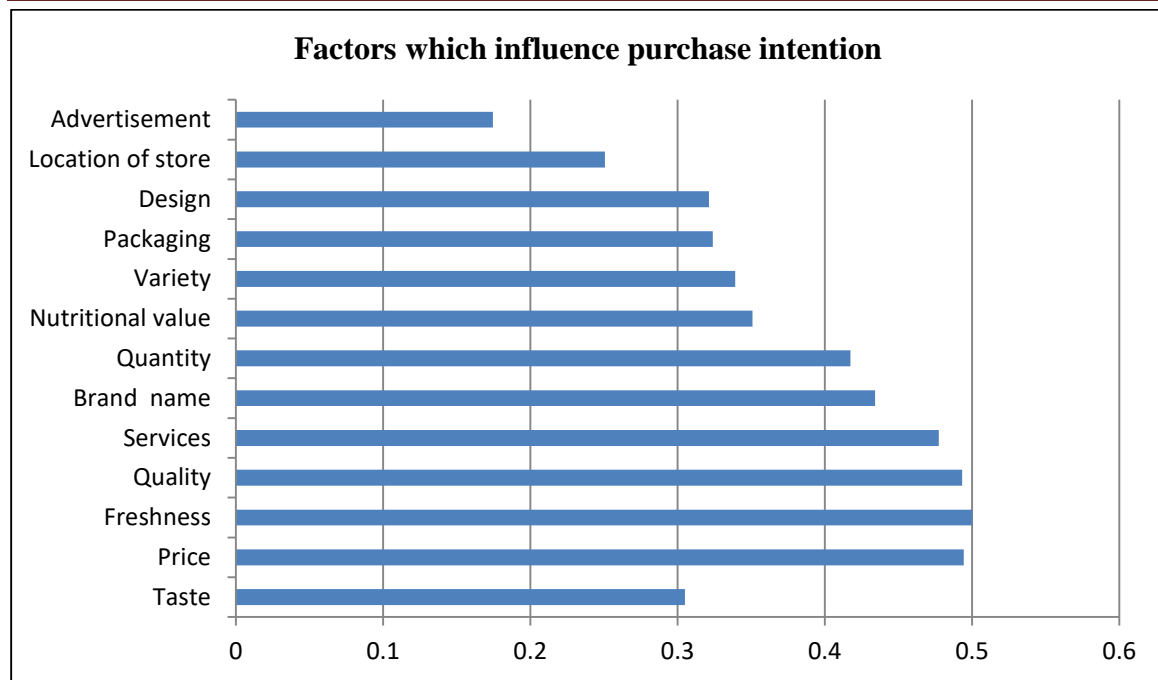
**LIMITATION OF THE STUDY** - The main limitation of the study is time and money. Mumbai has been taken as the scope of the study, which may not be true representative for Pan India. Another limitation can be the biasness at the respondent's level.

**RESULTS** - Socio Demographic details for respondents are mentioned here in below table 1.

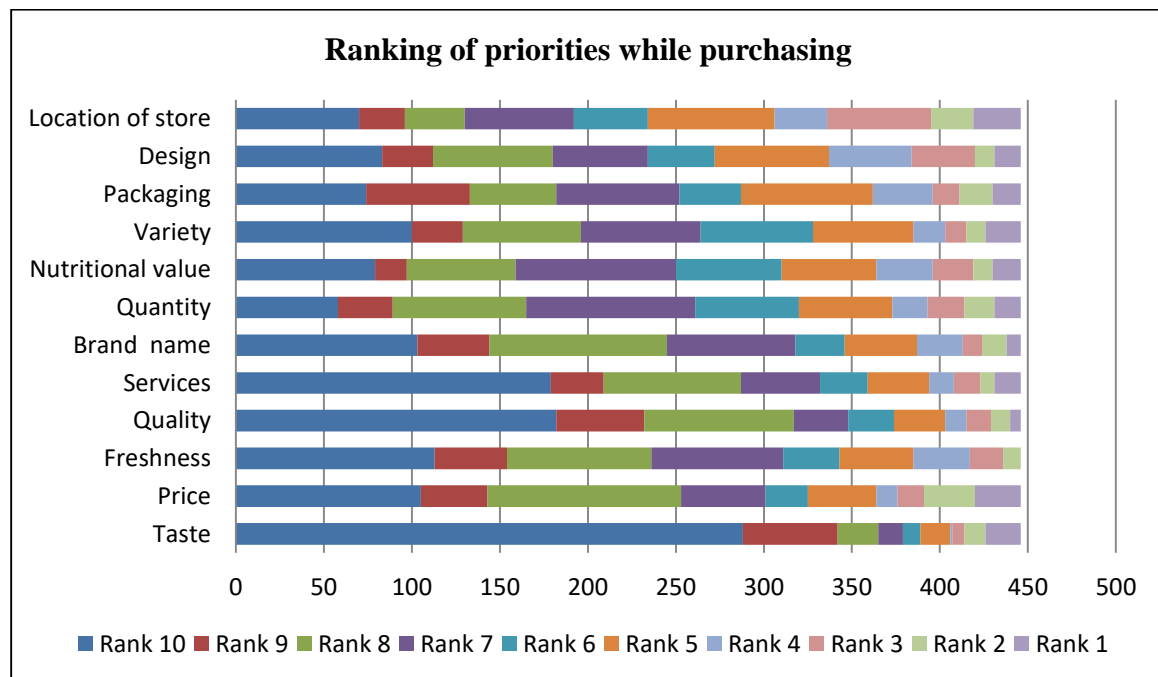
| Sr. | Particular            | Frequency | Percentage |
|-----|-----------------------|-----------|------------|
| 1   | <b>Age</b>            |           |            |
|     | < 25 Years            | 242       | 54.3       |
|     | 25 - 35 Years         | 125       | 28.0       |
|     | 35 - 45 Years         | 38        | 8.5        |
|     | 45 - 55 Years         | 24        | 5.4        |
|     | > 55 Years            | 17        | 3.8        |
| 2   | <b>Area</b>           |           |            |
|     | Churchgate to Dadar   | 91        | 20.4       |
|     | Dadar to Bandra       | 120       | 26.9       |
|     | Bandra to Andheri     | 91        | 20.4       |
|     | Andheri to Borivali   | 144       | 32.3       |
| 3   | <b>Gender</b>         |           |            |
|     | Female                | 210       | 47.1       |
|     | Male                  | 236       | 52.9       |
| 4   | <b>Marital status</b> |           |            |
|     | Married               | 135       | 30.3       |
|     | Other                 | 4         | 0.9        |
|     | Unmarried             | 307       | 68.8       |
| 5   | <b>Educations</b>     |           |            |
|     | Un-educated           | 4         | .9         |
|     | Upto SSC              | 22        | 4.9        |
|     | HSC                   | 147       | 33.0       |
|     | Graduate and above    | 273       | 61.2       |
| 6   | <b>Income</b>         |           |            |
|     | Up to 5000            | 19        | 4.3        |
|     | %001 to 8000          | 19        | 4.3        |
|     | 8001 to 11000         | 81        | 18.2       |
|     | 11001 to 14000        | 72        | 16.1       |
|     | 14001 to 17000        | 93        | 20.9       |
|     | more than 17000       | 162       | 36.3       |
| 7   | <b>Occupation</b>     |           |            |
|     | Employed              | 106       | 23.8       |
|     | Self employed         | 112       | 25.1       |
|     | Student               | 158       | 35.4       |
|     | Housework             | 34        | 7.6        |
|     | Not working           | 36        | 8.1        |

**Factor which influence purchase intentions of the preferred brand of bakery products:**

Information about factor which influence purchase intentions of the preferred brand for bakery products is obtained. Respondent's responses for purchase intention factors are classified into 13 different groups. Classification of respondents is shown in following graph 1.



Also respondent's preference ranking for various priorities while purchasing bakery products is presented here in below mentioned graph 2.



**NULL HYPOTHESIS 1:** There is no association between brand of bakery product and purchase intention influence factor

**ALTERNATIVE HYPOTHESIS 1:** There is association between brand of bakery product and purchase intention influence factor .

Same here discussed in table 2 and table 3.

| Brand * Purchase Intention Cross tabulation |     |                |       |       |       |
|---|-----|----------------|-------|-------|-------|
|   |     |                | Price |       | Total |
|   |     |                | No    | Yes   |       |
| Brand                                       | No  | Count          | 148   | 123   | 271   |
|   |     | Expected Count | 114.1 | 156.9 | 271.0 |
|   | Yes | Count          | 39    | 134   | 173   |
|   |     | Expected Count | 72.9  | 100.1 | 173.0 |
| Total                                       |     | Count          | 187   | 257   | 444   |
|   |     | Expected Count | 187.0 | 257.0 | 444.0 |

Above table discuss that the expected count for customer is 100 but actual count is grater that this i.e. 257.

| Chi-Square Tests  |                     |    |                       |                      |                      |
|---|---------------------|----|-----------------------|----------------------|----------------------|
|   | Value               | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
| Pearson Chi-Square  | 44.545 <sup>a</sup> | 1  | .000                  |                      |                      |
| Continuity Correction <sup>b</sup>  | 43.239              | 1  | .000                  |                      |                      |
| Likelihood Ratio  | 46.396              | 1  | .000                  |                      |                      |
| Fisher's Exact Test   |                     |    |                       | .000                 | .000                 |
| Linear-by-Linear Association  | 44.445              | 1  | .000                  |                      |                      |
| N of Valid Cases  | 444                 |    |                       |                      |                      |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 72.86. |                     |    |                       |                      |                      |
| b. Computed only for a 2x2 table  |                     |    |                       |                      |                      |

Since the p-value is less than our chosen significance level  $\alpha = 0.05$ , we can reject the null hypothesis, and conclude that there is an association between brand and purchase intention factor. Based on the results, we can state the following: There was a significant association between brand and purchase intention factor ( $X_2(1) > = 44.545, p < .001$ ).

**NULL HYPOTHESIS 2:-** There is no significant difference in marketing aspects and Age.

**ALTERNATE HYPOTHESIS 2:-** There is significant difference in marketing aspects and Age.

To test above null hypothesis ANOVA is obtained and F-test is applied. Results are as follows, whereas in below table shows One-way ANOVA test result for all research factors according to 5 different groups of marketing aspects with reference to age of respondents in following table 4.

| ANOVA                      |                |                |     |             |       |      |        |
|----------------------------|----------------|----------------|-----|-------------|-------|------|--------|
|                            |                | Sum of Squares | df  | Mean Square | F     | Sig. | Result |
| Product_score              | Between Groups | 44315.442      | 36  | 1230.985    | 3.205 | .000 | Reject |
|                            | Within Groups  | 157080.297     | 409 | 384.059     |       |      |        |
|                            | Total          | 201395.740     | 445 |             |       |      |        |
| Price_score                | Between Groups | 27910.549      | 36  | 775.293     | 3.031 | .000 | Reject |
|                            | Within Groups  | 104616.236     | 409 | 255.785     |       |      |        |
|                            | Total          | 132526.786     | 445 |             |       |      |        |
| Place_score                | Between Groups | 22994.566      | 36  | 638.738     | 2.093 | .000 | Reject |
|                            | Within Groups  | 124799.324     | 409 | 305.133     |       |      |        |
|                            | Total          | 147793.890     | 445 |             |       |      |        |
| Promotional_activity_score | Between Groups | 25624.089      | 36  | 711.780     | 2.465 | .000 | Reject |
|                            | Within Groups  | 118095.266     | 409 | 288.741     |       |      |        |
|                            | Total          | 143719.354     | 445 |             |       |      |        |
| People_services_score      | Between Groups | 36420.249      | 36  | 1011.674    | 2.679 | .000 | Reject |
|                            | Within Groups  | 154441.966     | 409 | 377.609     |       |      |        |
|                            | Total          | 190862.215     | 445 |             |       |      |        |

The result reflects statistically significant p-value for F-test i.e.  $p=0.000$  ( $p<0.05$ ) and shows that difference between overall satisfaction is significantly related to age groups, hence null hypothesis is rejected and alternate hypothesis is accepted. Based this we conclude that there is an association between Marketing aspects and age of respondents. Based on the results, we can state that, there was a significant difference between marketing aspects and age ( $p=0.000$ ).

## CONCLUSION

Bakery industry are developing and adjusting their organizational procedure and exchange each year by expansion of products to meet the client's desires. With a rich history that traverses a very long time of presence, bakery shops pull in purchasers of various ages, social classes and societies up until now. The current rivalry in the bakery industry showcase, alongside society's requests for solid and fluctuated sustenance, which expands the significance of understanding purchaser conduct and their obtaining choice process at bakery brand, being such understanding essential to advance the view of patterns and open doors for the bakery industry segment. Results obtained in this study support the conclusion that buying of bakery product are related to factors which influence consumer preference and purchase intention.

The study area was led in Mumbai city in view of its cosmopolitan nature which gives a wide extension for concentrate the consumer inclination towards bakery products and their brands. Basic arbitrary inspecting strategy was received to choose the respondents. The research was done in various areas of Mumbai. An aggregate 446 respondents were met. The information was gathered by specifically meeting the respondents utilizing a pre tested structured questionnaire.

In connection to purchase intention there is relations between consumer's socio demographic and marketing aspects with regard to bakeries products and brand associated with it, outcome of research states that such affiliations are overwhelmingly positive, and basically identified with buyer expectations and advertising aspects. The fondness for variety of products from bakery industry in comparison to those from other brands can be viewed as a competitive advantage, in spite of the fact that it is not producing a more noteworthy ability of customers to pay an additional value under comparable quality conditions.

Therefore, bakery industry major player who are known as a brand ought to adjust their strategies to the new patterns of customers, which drive towards demand for convenience, service agility and healthy product.

#### **RECOMMENDATIONS**

- Conduct a detail regular review at normal interim to review about the one of a kind needs and necessities of the consumer.
- The brand must know about and keep at any rate the most recent information of its essential rivals in market and attempt to try idealize foreseen endeavors to meet the same.
- The company should also use time to time some more and new attractive system of marketing system.

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