



ISSN (E): 2277- 7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2021; SP-10(12): 1574-1576
© 2021 TPI
www.thepharmajournal.com
Received: 07-10-2021
Accepted: 09-11-2021

Hanumantappa Jamanal
Department of Agribusiness
Management, College of
Agriculture Dharwad,
UAS Dharwad, Karnataka,
India

Dr. AD Naik
Professor, Department of
Agribusiness Management,
College of Agriculture Dharwad,
UAS Dharwad, Karnataka,
India

A study on consumer preference, marketing and influencing factors towards bakery products in Dharwar district of Karnataka

Hanumantappa Jamanal and Dr. AD Naik

Abstract

Bakery products are using in India as snacks. Bakery products have a very bright future in India a business proposition due to ever increasing demand for bakery products. Bakery products are the readymade food items made of various ingredients available anytime when demanded. The main bakery products are bread, biscuits, cakes, pastries and other milk and milk products. The present study was through light on consumer preference, perception and influencing factors towards Bakery products in Dharwad district of Karnataka. The main aim of the study is to understand the awareness level of respondent regarding various products and identifying factors in buying bakery products. For this purpose, a total 200 respondents were interviewed personally to their perception, preference and influencing factors on bakery products. The collected data was digitized in SPSS spreadsheet and simple statistical analysis were carried out such as descriptive statistical analysis frequency distribution and Garrent ranking. It was concluded that consumers buy bakery products because better appeal, taste and convenience from bakery foods.

Keywords: bakery products, consumer preference, influencing factors, perception

Introduction

In the olden days people were stuck to the simple food like Chapattis, Rice, Pulses, Corn, Bajara etc. and there was no advancement in the food habits as there was no awareness about the advance methods of cooking food. But with the passage of time, man started thinking of some new items of food to change the taste with the same ingredients used in the traditional food. Food ingredients have commanded the food industry around the globe making people savor the food they eat. Food is no more about filling the hungry stomach but it is actually driving people into an obsession with the tastes it leaves behind. Ingredients are the issue of research and experimentation because it has an immense importance in developing the taste and appearance of food cooked using them.

Bakery products are the readymade food items made of various ingredients available anytime when demanded. The main bakery products are bread, biscuits, cakes, pastries and other milk and milk products. People due to shortage of time prefer these bakery products. The present day consumer looks for new bakery products, better appeal, taste and convenience from bakery foods. With a population of 1 billion plus, India has the largest middle-income consumers, who demand varieties in food, clothing, transport and improved living standards, also wish to eat out.

Bakery products are gaining popularity day by day. Young generation mostly prefer the bakery products. Most of the bakery products are made up of wheat, the major food crop of India, produced abundantly in India. Wheat is the major cereal crop of the world and is consumed mainly in the form of bakery products in most parts of the world. In India, wheat is consumed mainly in the form of chapatti- an unleavened baked product. In India, bakery products have become popular among different cross sections of population in recent years due to increased demand for convenient foods. Among bakery products, bread and biscuits are the most popular processed ready-to-eat food items in the country. Bread and biscuits accounting for 84 per cent of the total bakery products produced in the country. India's bakery products can be divided into three main products viz., bread, biscuits and cakes. Bakery products are mostly popular in urban areas. Due to unawareness and illiteracy, rural people are not familiar with the various kinds of bakery products. Rural areas supply raw material for the bakery products.

Corresponding Author
Hanumantappa Jamanal
Department of Agribusiness
Management, College of
Agriculture Dharwad,
UAS Dharwad, Karnataka,
India

Objectives of the study

To study the consumer preference, marketing and influencing factors towards bakery products in Hubballi-Dharwad twin city.

Need of the study

As the demand of bakery products are increasing, there is a need to recognize the needs and wants of the consumers regarding the expectations they want from these products. So, in order to get some idea about consumer satisfaction pattern from bakery products, it is very important to study about their preference regarding bakery products. The influencing factors also play a significant role in buying behaviour of the consumers. This study has been conducted to know about all the factors which were affecting the buying of bakery products in Dharwad district of Karnataka.

Materials and Methods

This study is based on the survey carried out by a questionnaire and personal interview from the year 2018. A total of 200 respondents were interviewed personally to know their perception, preference and influencing factors on Bakery products covering twin cities Hubballi-Dharwad of Karnataka state. The sample respondents were randomly selected and emphasis had been given in interviewing those respondents who purchase bakery products. Similarly the question related to demographic information of the respondents such as age, gender, family size, educational level, household income were also included. The collected data was digitized in SPSS spreadsheet and simple statistical analysis were carried out such as descriptive statistical analysis, cross tabulation, frequency distribution and Garrett's ranking.

Table 1: Demographic characteristics of sample respondents

	Sample respondents			Sample respondents	
	Numbers	Percentage		Numbers	Percentage
Gender			Family size		
Male	141	70.50	Small (below 5 No's)	78	39.00
Female	59	29.50	Medium (5-7 No's)	99	49.50
Total	200	100	Large (more than 7 No's)	23	11.50
Age group			Monthly income		
Below 20 years	35	17.50	< 5000	80	40.00
21-40 years	134	67.00	>25000	72	36.00
41-60 years	20	10.00	5000-10000	48	24.00
>60 years	11	5.50	10001-15000	48	24.00
Total	200	100	15001-20000	200	100

Source: Primary data.

From the table 1 it is depicted that 70.50 per cent of the sample respondents were male and 29.50 per cent were female. 67 per cent of the respondents were from age between 21-40 years. Regarding size of the family, 49.50 per cent of

the sample respondents were in the group of 5-6 members. Finally, the income level, 36 per cent of the sample respondents were in the category of 10001-15000. The results are in accordance with Anupriya (2017) [1].

Table 2: Frequency of purchase of bakery products

Products	Daily	Once in a week	Twice in a week	Fortnightly	Whenever needed
Khari n=172	5 (2.91)	64 (37.22)	53 (30.81)	32 (18.60)	18 (10.46)
Puffs n=182	24 (13.18)	27 (14.83)	45 (24.72)	31 (17.03)	55 (30.21)
Bread n=181	14 (7.74)	41 (22.65)	53 (29.28)	45 (24.86)	28 (15.46)
Toast n=179	4 (2.24)	62 (34.64)	33 (18.44)	56 (31.29)	24 (13.41)
Cakes n=168	2 (1.20)	43 (25.60)	37 (22.03)	39 (23.22)	47 (27.98)
Biscuits n=194	28 (14.44)	68 (35.06)	66 (34.02)	14 (7.22)	18 (9.27)

Note: Figures in parentheses indicate the percentage to the total number of respondents in the category.

Table 2 depicted that frequency of purchase by the respondent. It could be observed from the table that, majority of the respondents purchased khari once in a week. The frequency of purchase of biscuits was more as compared to other bakery products. Probably, because people want to use the fresh installment of the biscuits to enjoy its crispy nature, the stored biscuits loose that. Most of the respondents purchased puffs and cakes whenever needed. These products are generally fun eat and also these are impulse purchase products. Even in case of bread 29.28 per cent respondents purchased twice in a week followed by fortnightly 24.86 per cent purchased because of convenient use for snacks. In case of toast majority of the respondent purchase a once in a week 34.64 per cent followed by twice in a week 18.44 per cent. Because of it is also convenient for the snacks. In case of cakes majority of respondent purchased whenever needed 27.98 per cent and twice in a week 22.03 per cent. Similar

findings were recorded in the by the study Prasad (2007) [5].

Table 3: Factors influencing purchase of bakery products

Sl. No	Influencing factor	Scores	Garrett's Rank
1.	Readily available	75.9	I
2.	Taste	66.9	II
3.	Convenient to use for snacks	65.6	III
4.	Difficulty in preparation at home	61.0	IV
5.	Satisfaction	59.0	V
6.	Easily available in shops	58.0	VI
7.	Influence of family/friends	56.0	VII
8.	Liked by the family members	45.8	VIII

Source: Primary data.

Table 3 depicts the result of Garrett ranking analysis of factors influencing the buying of Bakery products. Among eight factors the readily available of Bakery products were the

major influencing factor. This is due to the reason that, nowadays everyone consuming a using for snacks. Taste was the second most influencing factors among respondents. This is because most of the respondent was opined that bakery products were tasty. Third most influencing factor was Convenient to use for snacks. Most of the respondents opined that bakery products were using in evening snacks in their tea time. Other influencing factors like Difficulty in preparation at home, Satisfaction, Easily available in shops, Influence of family/friends and Liked by the family members but it was contributing very less. The results are in accordance with Palkar (2004) ^[2].

References

1. Anupriya S. A study on consumer's preference and perception towards Patanjali product. Int. J Multidisciplinary Res. and development 2017;4(2):204-209.
2. Apoorva Palkar. Consumer preferences in purchase of ready to eat snacks-branded potato chips. Ind. J Mktg 2004;34(9):34-38.
3. Bala SM, Anil KT, Srinivasa Rao K. Buying behaviour of consumers towards instant food products. Int. J Res. Comput. Technol 2012;2(2):1-13.
4. Manoj K, Avinash K. Study on existing bakery industries and sensory evaluation of bakery products. Int. Res. J Eng. Technol 2016;2(10):267-271.
5. Prasad VV. The spread of organized retailing in India with a special reference to Vijayawada city. Ind. J Mktg 2007;36:3-7.
6. Rungta N. Emerging trends in Indian baking industry. Anveshana's Int. J Res. Reg. Studies, Law, Soc. Sci. Journalism Mgt. Pract 2016;1(6):41-43.