



IMPACT OF HOME BAKERIES ON SOCIAL MEDIA USERS – AN EMPIRICAL STUDY IN COIMBATORE CITY

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ABSTRACT

The bakery is one of the largest segments in India in the processed food category. The industry offers a lot of growth and business opportunities. The changing customer habits and lifestyle are making the traditional bakeries obsolete and given enormous growth to the home bakers. The demand for customized bakeries, healthy ingredients, choice of flavours makes the home bakers much more popular than any traditional bakery. In course of time baking started getting commercial, which used automated machines to produce for extensive distribution. Eventually to increase the shelf life of the product, the commercial bakers started adding food additives and preservatives to the baked goods. This is where the home baked products came into market. Establishing a home bakery needs only a minimal amount of investment and human resource which makes it easy for home bakers. As like any other business, home baking also needs proper strategy and marketing techniques to be on trend. Baked products play a vital role in our Indian food industry. Bakery products like cakes and breads are made easily available for consumers, even though they do not fall under the list of necessities. This bakery industry was already a crowded place before the pandemic period itself. Here, social media plays a vital role for home bakers to launch their products and market them.

KEY WORDS: Bakery, social media, home bakery.

INTRODUCTION

The consumption of bakery items is high in every household. Just look at the number of times you consume bread, biscuits, cookies, etc. in your day-to-day life. But as much as we like to consume these baked goodies, we also actively look for healthy alternatives of the same. And that's when the consumer turn towards a home baker. One of the key advantages of home baking is that it allows for a high degree of customization and personalization. Home bakers can cater to specific dietary requirements, such as gluten-free or vegan diet, and can also offer unique and creative flavour combinations that are not commonly found in traditional bakeries. In addition, home bakers often use high-quality, locally sourced ingredients, which can result in superior taste and texture.

OBJECTIVES OF STUDY

- To study the shift of consumer's demand from traditional bakeries to home bakeries.
- To find out the impact that home bakeries have created among social media users.
- To identify the experience of social media users by home bakeries.
- To analyze the consumer behavior of social media users.
- To assess the importance of home bakeries and the role of social media in its growth.

SCOPE OF THE STUDY

The popularity of home baking has been increased and this study confines that the home bakers upgrade their skills and knowledge often to adapt them to market trend. This study helps in observing the perception of social media users towards home bakeries. The study gives an insight about how home bakeries focus on various factors like price, quality and availability of products. This study focused on the performance of home bakeries in various social media platforms.

RESEARCH METHODOLOGY

The study undertaken was descriptive in nature as it provides description of the state of affairs, as it exists at present "Impact of home bakeries on social media users.



SOURCES OF DATA

The information relevant for the study was drawn from secondary data, which alone was not sufficient. Primary data was collected through survey method using questionnaire to conduct the study successfully. A questionnaire was designed for this purpose.

TOOLS FOR ANALYSIS

- Simple percentage analysis
- Rank analysis
- Weighted average analysis
- Chi square test

REVIEW OF LITERATURE

A literature review is survey of scholarly sources (such as books, journal articles, and theses) related to a specific topic or research question.

Lee o. upton, Emma j.broming and Dr.Rebecca Lupton(2012)³⁰ made a study on ,”Research on customers relationship entrepreneurs social networks”. Entrepreneurs must leverage valuable resources, in order to increase the success throughout the entrepreneurial process. Popular usage and understanding of social networks have broadened in the past few years and many are familiar with the terms given rise of useful technologies.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

Gender

Gender of the respondents

S. No.	Gender	Frequency	Percent
1	Male	75	44.1
2	Female	95	55.9
	Total	170	100.0

Sources: Primary data

Interpretation

The table shows the frequency and percentage distribution of the respondents by gender. Out of the total sample size of 170, 75 respondents (44.1%) were male, and 95 respondents (55.9%) were female. This indicates that the majority of the respondents were female.

Inference

It is concluded that majority (55.9%) of the respondents are female.

Monthly Income

Monthly income of the respondents

S. No.	Monthly income	Frequency	Percent
1	Less than 20000	45	26.5
2	Rs.20, 001-35,000.	71	41.8
3	Rs.35,001 - 50,000	19	11.2
4	Rs.50, 000 and above.	35	20.6
	Total	170	100.0

Source: Primary Data

Interpretation

There were a total of 170 individuals surveyed. 41.8% of the respondents earn between Rs.20, 001-35,000. The next largest group 26.5% earn less than Rs.20,000 per month. 20.6% of the respondents earn Rs.50,000 while only 11.2% of the respondents earn between Rs.35,001-50,000 per month.

Inference

It is concluded that majority (41.8%) of the respondents earn Rs. 20,001-35000 as monthly income.



Consumer preferences for baked goods shifted from traditional bakeries to home bakeries after the pandemic:

Shift of consumer preference

S. No.	Level of agreement	Frequency	Percent
1	Strongly agree	30	17.6
2	Agree	46	27.1
3	Neutral	54	31.8
4	Disagree	40	23.5
	Total	170	100.0

Source: Primary Data

Interpretation

Among 170 responses collected, 17.6% of the respondents agreed and 27.1% strongly agreed that consumer preferences for baked goods had shifted from traditional bakeries to home bakeries after the pandemic. In contrast, 23.5% of the respondents disagreed with the statement, and the majority, 31.8%, remained neutral.

Inference

Majority 31.8% of the respondents are neutral about shift of consumer preference for baked goods.

WEIGHTED AVERAGE ANALYSIS

Aspects of home bakeries that attracts consumers the most:

Factors about home bakeries

FACTORS	1	2	3	4	5	TOTAL	RANKS
Hygiene and Sanitation	105 (525)	36 (144)	15 (45)	7 (14)	7 (7)	170 (735)	I
Customization services	18 (90)	98 (392)	35 (105)	10 (20)	9 (9)	170 (616)	IV
Provides high end quality Products	43 (215)	90 (360)	22 (66)	7 (14)	8 (8)	170 (663)	III
Adapting to market trends	20 (100)	45 (180)	72 (216)	15 (30)	18 (18)	170 (544)	V
Attractive packaging	88 (440)	31 (124)	36 (108)	5 (10)	10 (10)	170 (683)	II

Source: Primary Data

Interpretation

- As ranked by 170 respondents, the aspect Hygiene and Sanitation is placed as First rank.
- As ranked by 170 respondents, attractive packaging done by home bakeries is ranked second.
- As ranked by 170 respondents, home bakery providing high end quality products is ranked third.
- As ranked by 170 respondents, customization services are ranked fourth.
- As ranked by 170 respondents, home bakers adapting to market trends have been ranked fifth.

Inference

Majority of the respondents prefer home bakeries, as they provide products with good hygiene.



WEIGHTED AVERAGE ANALYSIS

Level of agreement on factors of home bakeries

FACTORS	SA	A	N	D	SD	TOTAL	MEAN SCORE
Home bakeries are open and honest about the ingredients they use.	99 (495)	24 (96)	33 (99)	8 (16)	6 (6)	170 (712)	4.19
The delivery of the baked goods will be on time and safe.	34 (170)	73 (292)	41 (123)	14 (28)	10 (10)	170 (623)	3.66
Home bakers respond to the queries of customers quickly.	23 (115)	42 (168)	15 (45)	66 (132)	24 (24)	170 (484)	2.85
Home bakers adapt to market trends and update their skills.	54 (270)	22 (88)	64 (192)	13 (26)	17 (17)	170 (593)	3.49
Home baked goods are free from preservatives.	87 (435)	48 (192)	7 (21)	12 (24)	15 (15)	170 (687)	4.04

Source: Primary Data

Inference

The above table shows agreeance level of respondents towards certain factors of home bakeries. The highest mean score is 4.19 from the factor “Home bakeries are open about the ingredients they use.”

CHI-SQUARE ANALYSIS

Gender and Consumer preferences for baked goods have shifted from traditional bakeries to home bakeries after the pandemic

HO1: There is no relationship between Gender and Consumer preferences for baked goods have shifted from traditional bakeries to home bakeries after the pandemic

Cross tabulation						
Count		Consumer preferences for baked goods have shifted from traditional bakeries to home bakeries after the pandemic				Total
		Strongly agree	Agree	Neutral	Disagree	
Gender	Male	8	14	21	11	54
	Female	22	32	33	29	116
Total		30	46	54	40	170

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.997 ^a	3	.003

The chi-square test of independence was conducted to examine the relationship between gender and consumer preferences for baked goods after the pandemic. The observed frequencies were compared to the expected frequencies, assuming that there was no relationship between the two variables.

The results of the test revealed that the chi-square value was 1.997 with 3 degrees of freedom and a p-value of .003. Since the p-value is less than the conventional level of .05, we can reject the null hypothesis (HO1) that there is no relationship between gender and consumer preferences for baked goods after the pandemic.

Therefore, we can conclude that there is a significant relationship between gender and consumer preferences for baked goods after the pandemic.



CONCLUSION

The conclusion of the study is that the survey results provide valuable insights into the demographics and preferences of customers who purchase baked goods from home bakeries. The majority of respondents are female, aged between 26 to 35 years, and have completed SSLC. They value preservative-free baked goods, attractive packaging, and quick and responsive customer service. To successfully target this customer segment, home bakers should focus on marketing efforts through social media platforms like Facebook, ensuring eye-catching advertising and staying updated with market trends. They should also prioritize offering high-quality baked goods with functional packaging and responding quickly to customer inquiries.

While the survey indicates that home bakers are generally trusted and believed to be open and honest about their ingredients, there is room to further identify and cater to specific customer needs. Overall, home bakers who prioritize customer satisfaction, product quality, and trend awareness can expect to see increased success and customer loyalty.

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WEBSITES

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