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CONSUMPTION PATTERN OF BUYERS OF BAKERY PRODUCTS: A STUDY CONDUCTED IN KERALA

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ABSTRACT

Bakery products are ready to eat, convenient to use and possess satisfactory nutritional quality. According to various studies it has been revealed that there is a faster growth of bakery products, especially bread and biscuits, in the rural market than in the urban area which fuelled the growth of this sector. This paper explores the impact of the demographic variables in the purchase of bakery products and also analyses the purchase behaviour and influencing factors of customers towards the purchase of bakery products. The Bakery sector has huge market potential and has a wide range of untapped market which can be explored through various promotional activities and also by providing quality bakery products.

KEYWORDS

consumption pattern, bakery products.

INTRODUCTION

Bakery Industry in India is the largest of the food Industries with an annual turnover of about Rs.32000 million and has achieved 3rd position in generating revenue among processed food sector. India is the second largest producer of biscuits after USA (NIIR, 2007). The bakery Industry in India valued at Rs.69 billion and out of this, bread and biscuits hold about 82% of the share. The bakery industry comprises of organized and unorganized sectors. The unorganized sector accounts for about 67% of total biscuit production estimated at 1.3 million tonnes and 80% of the total bread production estimated at 1.5 million tonnes and around 90% of the other bakery products estimated at 0.6 million tonnes, which includes pastries, cakes, buns, rusks and others (NIIR, 2007). Though bakery industry in India has been in existence since long, real fillip came only in the later part of 20th century.

A study conducted by the Confederation of Indian Industry reveals that at present Indian's spend half of their household expenditure on food items. With over 1 billion population and 350 million strong urban middle class and changing food habits, the processed food market is promising a huge potential to be tapped. The Centre for Agriculture and rural Development reports that the youth is educated and wants to splurge their earnings on quality stuff. Availability and ease of use are progressively becoming the chief criterion for purchase and the trend of eating out and buying packaged food which is relatively new phenomenon, has witnessed an unprecedented rise. Changing life styles due to increased disposable income in advanced countries led to an increase in demand for processed food (Wilkinson, 1987). Changes in food consumption patterns contribute to the development of food processing Industry (Gopalan C, 1994).

Kerala has always been a leader state in Food Processing sector. The prominence of food sector in Kerala is highlighted by the fact that the state has the highest per capita expenditure on food in the country and 2\3 of Kerala's Total export income comes from processed food. Increased literacy, changing pattern of life style, mass media promotion has all contributed to a change in demand for processed food (Chandrasekharam, 2001). Rapid urbanization, Changing life style and increased awareness amongst consumers on health and safe food led to the growth of bakery Industry. Increased competition and changing consumer choice have made the bakery manufacturer to improve their growth standards. The bakery business in Kerala has been on a growth track for many years. Bakers in Kerala offer unique and wide range of tastes unmatched to any part of the world. The present study analyses the consumption pattern of customers towards bakery product in Ernakulam district, Kerala, India.

BACKGROUND OF THE STUDY

Bakery products still remain the cheapest of the processed ready to eat product in the country. The production of bakery products has increased from 5.19 lakh tonnes in 1975 to 18.95 lakh tonnes in 1990 recording four fold increase in 15 years. The market size for the industry is pegged at US \$4.7 billion in 2010 and is expected to reach US \$ 7.6 billion by 2015. It is also revealed that the equation between unorganized and organized sector has shifted from 66:34 in 1997 to 60:40 (NIIR, 2007). The bakery products are becoming quite popular in rural areas and about 57% of biscuits are consumed by rural sector. The contributing factors were urbanization, resulting in increased demand for ready-to-eat food at reasonable costs (Goyal, Swati Shrivastava, & Tanweer Alam, 2007). The Central Food Technological Research Institute (CFTRI), Mysore, sees potential in this growing segment. According to the University of Agricultural Sciences (UAS), Bangalore, bakery is a promising sector for growth going by the interest evinced for products like cakes, biscuits, buns, rusks among other for all age groups. The Indian Institute of Management (IIM), Bangalore pointed out that the overall change in consumption patterns, young population willing to experiment on new products, propensity to spend, preferred locations for hangouts for all age groups are the key growth drivers of this sector. Bread market is estimated to be growing at around 7% p.a. in volume terms, whereas the biscuit market has witnessed a higher growth at around 8-10 %.(Goyal, Swati Shrivastava & Tanweer Alam, 2007). India's bakery market at Rs.49.5 billion makes it the third largest market in Asia pacific, only after Japan and Australia (Anon, 2006)

The per capita consumption of bakery products in India is 1 to 2 kg per annum, which is comparatively lower than the advanced countries where consumption is between 10 to 50 kg per annum. Trends in consumer preference suggest increasing demand for bakery products. As per the ministry of Food Processing Industry the bakery products are reserved for the small scale sector out of which 40% is produced in the organized sector and remaining 60% is in the unorganized sector. Taking the market forces such as rising income level and changing consideration it is expected to reach a growth rate from 10% in 2010 to 25% in 2020(RNCOS report-Indian food processing,2006). Increased number of working women, Change in Indian meal pattern, increased disposable income, urbanization etc., has increased the demand for bakery products. It is in this context the proposed study is undertaken.

OBJECTIVE OF THE STUDY

In this study an attempt has been made to analyse the factors that effect the purchase behaviour of customers of bakery product in Ernakulam district, Kerala, India. The specific objectives of the study are:

1. To analyse the familiarity, preference and demand for Bakery products.
2. To study the purchase behaviour, influencing factors and preference of customers towards Bakery products.
3. To find the impact of Demographic variables in purchase of bakery products.

RESEARCH METHODOLOGY

This Study has the specific objective to understand the purchase behaviour of customers of bakery product of Ernakulam district, Kerala, India. The research is purely exploratory in nature. The primary data have been used to supplement the objectives and the sample unit was the customers of bakery products.

POPULATION AND SAMPLE SELECTION

Consumers of bakery products in Kerala have been considered as the population of the study. A sample of 110 consumers was drawn from the population using stratified sampling method.

TOOLS FOR DATA COLLECTION

The data were collected with the help of a semi-structured questionnaire developed by the researcher. The questionnaire consisted of two parts: the first part was related to the customer's opinion and attitudes about the purchase of bakery products and the second part was related to the demographic profile of the respondents. The first part contained questions relating to the use of different types of bakery products and their attitude towards the purchase of bakery products. Under the demographic profile factors taken into account were age, gender, educational qualification etc.

RESEARCH DESIGN

The research design for the study is descriptive in nature. Personal interview was conducted among the target respondent using semi structured questionnaire. Further in-depth and structured observations were also made.

SAMPLE PROFILE

Table 1 shows the profile of the respondents with respect to gender, Residential status, age, education level and their income. Out of 110 respondents 53% of them were male and 47% were female. Information was collected from both urban and rural area, different age group, educational level, occupation and income level.

TABLE 1: DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Sl. No.	Profile factors	Number of Respondents	Percentage (%)
1.	Gender		
	Male	58	53
	Female	52	47
2.	Residential status		
	Urban	68	62
	Rural	42	38
3.	Age		
	10 – 20 years	12	11
	20 – 30 years	50	45
	30 – 40 years	16	15
	Above 40 years	32	29
4.	Occupation		
	Business	26	24
	Professionals	29	26
	Service	24	22
	Others	31	28
5.	Education		
	Below Graduation	57	52
	Graduate	24	22
	Post Graduate	29	26
6.	Income p.a (in Rs.)		
	Less than Rs.1,20,000	31	28
	Rs.1,20,000 – Rs.2,40,000	25	23
	Rs.2,40,000 – Rs.4,80,000	25	23
	Above Rs. 4,80,000	29	26

TOOLS USED FOR ANALYSIS

Percentage analysis and Chi square test were used for analysing the data. Percentage analysis method was used to interpret the data and pie charts were used to present the interpretation.

$$\chi^2 = \sum (\text{O}-\text{E})^2 / \text{E}$$

where, O is observed frequency and E is expected frequency

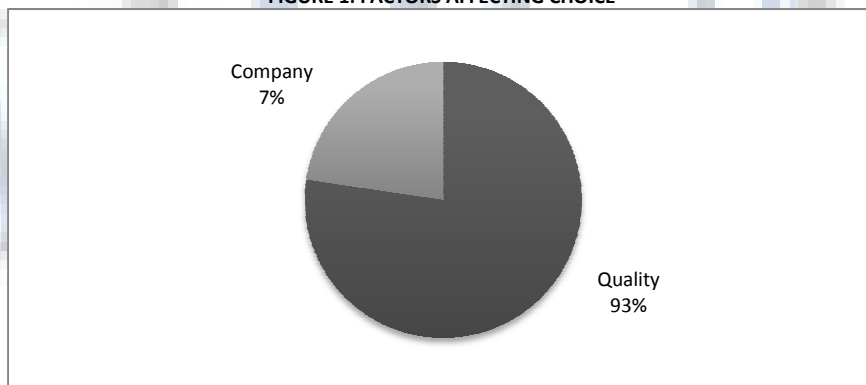
RESEARCH FINDINGS & DISCUSSIONS

Demographic profile of the respondents and Descriptive Statistics: Out of the total sample of 110 respondents selected for the study, 53% were male respondents and 47% were female. It was found that, 11% were below 20 years, 45% were within the age group of 20-30 years, 15% were between 30-40 years of age and 29% were above 40 years of age.

The survey revealed that, out of the total number of respondents the occupation of 24% were business, 26% were professionals, 22% belonged to service sector and 28% belonged to various other occupation (agriculture, daily wages etc) . It was found that 28% of respondents income were below Rs.1,20,000 p.a., 23% earned in between Rs.1,20,000-Rs.2,40,000 p.a., 23% earned between Rs.2,40,000-Rs.4,80,000 p.a., and 26% income were above Rs.4,80,000 p.a. 52% were below graduation and 48% above graduation. As per the study conducted by OMEGA analytics higher income levels, increasing urbanisation and favourable demographics are the key drivers of higher bakery product consumption in India. The present study confirms that the purchase of the bakery products is influenced by the age of the customer whereas occupation and income do not influence the purchase of bakery products.

Factors affecting the choice of bakery products: The increasing desires by customers for products with improvement in nutritional value, Palatability, Safety and Convenience led to the development and improvement of Food Processing Industry (McFarlane, 1988). Bakery products are one of the subsectors of Food Processing Industry. The present study was able to explore the relationship between purchase of bakery products and the reason behind the selection of various products. Quality and brand were considered as the most important influencing factor for purchase of bakery products.

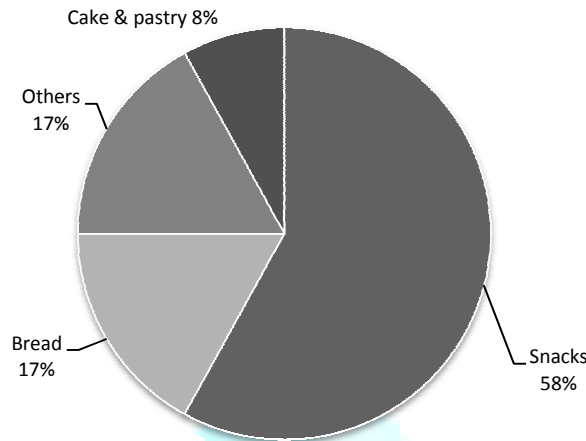
FIGURE 1: FACTORS AFFECTING CHOICE



Ninety three percentage of the respondents were of the opinion that quality of the product determine the choice of the product and 7% of the respondents prefer branded product and only company products are purchased by them.

Favourite among bakery products: Higher consumption of biscuits in rural areas can be attributed to its position as a snack (NIIR, 2007). The shining star of the bakery sector remains the biscuit industry, which is expected to outperform the growth of the overall sector. When discussed with the customers about the various types of bakery products it was revealed that 58% of the respondents liked snack items, 17% of the respondents preferred bread, 8% of the respondents preferred cake & pastry and 17% of respondents preferred other items such as noodles, pasta, pizza etc.

FIGURE 2: FAVOURITE AMONG BAKERY PRODUCTS



From figure 2 it can be seen that snack items were preferred by most users and it can be considered as the favourite among bakery products.

Purpose of purchase of Bakery products: The study revealed that respondents purchased bakery products to meet their refreshment or tea time requirements. Bakery products once considered as sick man’s diet have now become essential food items of the vast majority of population (NIIR, 2007).

FIGURE 3: PURPOSE OF PURCHASE

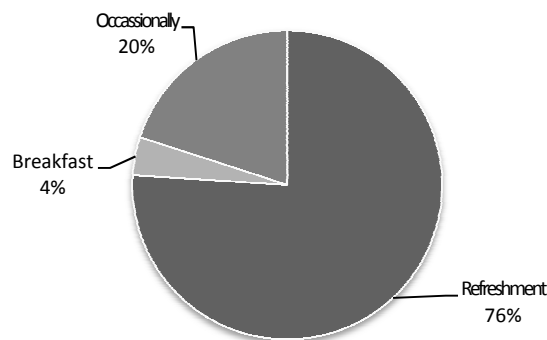


Figure 3 provides a clear insight into the factor that 76% of the respondent makes use of the product during refreshment or tea time. 20% made an occasional purchase and only 4% use the product as breakfast.

Preferred frequency for purchase: Out of the total sample size most of the respondents made a frequent purchase of bakery products. 50% of the respondents made a monthly purchase.

FIGURE 4: FREQUENCY OF PURCHASE

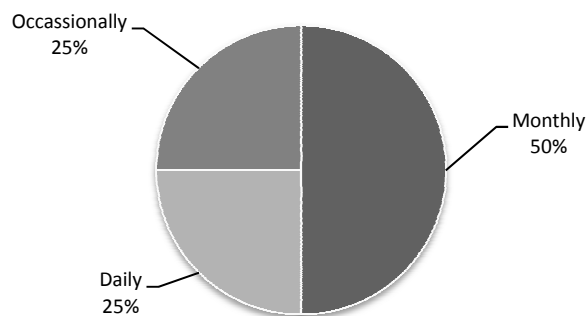


Figure 4 show that customers purchase bakery products frequently. 25% of respondents purchased daily, and 25% of respondents purchased occasionally.

HYPOTHESIS –I

Demand and frequency of purchase of bakery products varies according to the variation of age. Most of the sales promotional activities aim at children and home makers. Here hypothesis is

H1: Purchase of Bakery product is dependant on the age of the customer.

H0: Purchase of Bakery product is not dependant on the age of the customer.

In Table 2 age of the customer is compared with the frequency of purchase of bakery products. The customers of different age group and their nature of purchase of bakery products are displayed in the table. Chi-square test has been used to test the hypothesis.

TABLE 2: INFLUENCE OF AGE ON PURCHASE OF BAKERY PRODUCTS

Age	Purchase		
	Frequently	Occasionally	Total
10 – 20	12	0	12
20 – 30	21	29	50
30 – 40	6	10	16
>40	19	13	32
Total	58	42	110

$$\chi^2 = 19.39$$

Tabulated value = 7.815

Since the calculated value of chi-square is 19.39 which is more than the tabulated value of chi-square at 5% level of significance; **we reject the null hypothesis.** From Table 2 it can be inferred that purchase of bakery product is dependant on age of the customer.

HYPOTHESIS II

H1: Purchase of bakery product is dependant on occupation of customers

H0: Purchase of bakery product is not dependant on occupation of customers

In Table 3 Occupation is compared with the purchase of bakery products. Customers belong to different occupations and their purchase behaviour is taken for analysis.

TABLE 3: INFLUENCE OF OCCUPATION ON PURCHASE OF BAKERY PRODUCTS

Occupation	Purchase		
	Frequently	Occasionally	Total
Business	23	8	31
Profession	17	9	26
Service	23	6	29
Others	14	10	24
Total	77	33	110

$$\chi^2 = 3.27$$

Tabulated value = 7.815

Since the calculated value of chi-square is 3.27 which is less than the tabulated value of chi-square at 5% level of significance; **we accept the null hypothesis.** From Table 3 it can be inferred that there is no significant influence of occupation over the purchase of bakery products.

HYPOTHESIS III

H1: Purchase of bakery product is dependant on income of customer

H0: Purchase of bakery product is not dependant on income of customer

In Table 4 Income of customers of bakery products is compared with purchase of bakery products. The purchase behaviour of customers of different income levels are displayed in the table.

TABLE 4: INFLUENCE OF INCOME ON PURCHASE OF BAKERY PRODUCTS

Income	Purchase		
	Frequently	Occasionally	Total
0-Rs. 1,20,000	23	8	31
Rs.1,20,000-Rs.2,40,000	16	9	25
Rs.2,40,000 –Rs. 4,80,000	20	5	25
Above Rs. 4,80,000	17	12	29
Total	76	34	110

$$\chi^2 = 3.56$$

Tabulated value = 7.815

Since the calculated value of chi-square is 3.56 which is less than the Tabulated value of chi-square at 5% level of significance; **we accept the null hypothesis.** From Table 4 it can be inferred that there is no significant influence of income over the purchase of bakery products.

FINDINGS OF THE STUDY

The main findings of the study are as follows:

- 1) Quality and brand are the major factors that influence the purchase of bakery product. Quality products are purchased by the customers.
- 2) Snack items are the most preferred bakery item by the customers.
- 3) Bakery products are mainly used as a product of refreshment. The respondents use these products during tea time which refresh them when they are at work or such other engagements.
- 4) Respondents buy bakery products on a monthly basis.
- 5) Purchase of the bakery product is dependant on the age of the customer.
- 6) Income does not have a significant influence on the purchase of bakery products.
- 7) Occupation also does not have a significant influence on the purchase of bakery products.

CONCLUSION

After detailed analysis, it is concluded that there is tremendous demand for the bakery products. According to FPI the Bakery sector is in a growing phase. The study recommends that the units in the organized and unorganized sector should take active measures to capture the unexplored market as most of the customers under this study were a regular purchaser of bakery products. Consumers prefer a particular bakery product on the basis of quality and it plays an essential role over the purchase behaviour of customers. The study revealed that age is a determinant of purchase of bakery products hence advertisement aimed at children and home makers increases the sales of bakery products. Information provided by this study will be helpful in increasing the sales of bakery products and their market share.

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