INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A STUDY ON THE CONSUMPTION PATTERN OF BAKERY PRODUCTS IN SOUTHERN REGION OF TAMIL NADU

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ABSTRACT

This article is an outline of the study conducted on the topic "A study on the consumption pattern of bakery products in southern region of Tamil nadu" The main objectives of the study is to study the consumer preference towards bakery products and to analyse the perception of consumers towards the bakery and bakery products. The present study has been confined to Study consumption pattern of bakery products. The study will cover only from the point of consumers from southern region of Tamil Nadu. The present study is an empirical research based on survey method. The researchers have collected primary data by comprehensive interview schedule and Secondary data have been collected from websites, books and journals. This study was carried out for a period of two months. The data which were collected from the respondents were analysed by using percentage analysis. Five point scales that are Likert's scale analysis, weighted average ranking and chi-square test are used.

KEYWORDS

Baker, Bakery products, Baking, Baker.

INTRODUCTION

Food is an integral part of our society and necessary for survival. Food is also a source of pleasure. It is an excess of food, or too much of the wrong kinds of foods, that lead to health problems, obesity, and, in a worst case, poisoning. Thus a delicate balance must be integrated into our eating habits. Food can also be seen as a privilege, gift or reward. It is common to give a child a sweet in reward for good behavior, or give a box of chocolates to a loved one as a sign of affection. Food industry in India is broadly divided into the following categories. They are basic food industry and processed food industry. The basic or primary food industry comprises units engaged in rice and flour milling, legume and oil seed processing, and manufacture of sugar and jaggery. The processed food industry deals with the production of biscuits and bakery goods, confectionery, vanaspathi, meat and fish products, fruits and vegetable products, breakfast products, and etc. Bakery industry is developed in India and it is on increasing trends. The competition is heavy with advertising on local channels, handbills and boards. They are developing to cater the needs of the growing mass of youth. These bakery products are served on special occasion and festival and bakery industry is growing tremendously in number. There are basically two types of bakeries: wholesale bakeries and retail bakeries. The wholesale bakery is the place where there is mass production of bread, cakes and other bakery goodies for distribution purposes. There is usually a large workforce of people who bake and make foodstuffs while following hygienic standards set by the government. A wholesale bakery need not only be a factory; there are even small family businesses that run wholesale bakeries. These family- run businesses are more often found in towns and small cities where they supply bread and foodstuffs to shops of the town. A retail bakery is the place we usually visit for buying bakery products; we can choose from a wide range of bakery products.

STATEMENT OF THE PROBLEM

With hectic schedules in the lives, people do not have time to cook and eat. This increases the demand for the bakery products. Increasing income is always accompanied by a change in the food habit and particularly the consumption of bakery products, ready to eat products and fast foods. Now a days, we can see many of the bakery arranges for food park and cake and they are celebrating cake festival too. Awareness of the need of quality and safety in food with nutrition has risen among people. These factors pose an enormous challenge to the food processing units to come out with appropriate food products that suit the varying needs of the customers. These development demands for the food sector, in order to meet consumer needs are proving a challenge   for food scientists and technologists. Euro monitor International, a market research company, says the amount of money Indians spend on meals outside the home has more than doubled in the past decade, to about 200 billion Indian rupees a year and is expected to double again in about half that time. This induced the researcher to study the consumption pattern of bakery products in southern region of Tamil Nadu. The factors that are studied include the consumer attitudes and consumer preferences.

RESEARCH OBJECTIVES

The objectives of the study are:
- To study the consumer preference towards bakery products
- To study the consumption pattern of bakery products among the consumers in southern region of Tamil Nadu
- To analyse the perception of consumers towards the bakery and bakery products
- To give suggestions to the bakers and consumers for better handling of the bakery products.

SCOPE OF THE STUDY

The present study takes into consideration of the consumption pattern and the attitude of the consumers towards the bakery and bakery products and this study is confined to southern region of Tamil Nadu. None of the researches had studied the topic in detail, so the researchers made an attempt to focus the consumption pattern of bakery products.

GEORAPHOCAL AREA OF STUDY

The study area for the consumption pattern of the bakery products in the southern region of tamilnadu have covered four out of nine districts in the southern region, such as Virudhunagar, Madurai, Ramanathapuram and Sivagangai. Virudhunagar District is an administrative district of Tamil Nadu state in southern India. According to the 2011 census Virudhunagar district has a population of 1,943,309. Majority of the population are involved in Industries and agriculture. Madurai district is one of the 32 districts of the state of Tamil Nadu, in southeastern India. According to the 2011 census Madurai district has a population of 3,041,038. Madurai is also known as "Athens of the East. Ramanathapuram District is an administrative district of Tamil Nadu state in southern India. Total Population of Ramanathapuram district in 2011 census was 1,337,560. Sivagangai District is an administrative district of Tamil Nadu state in southern India. According to the 2011 census Sivagangai district has a population of 1,341,250.

REVIEW OF PREVIOUS STUDIES

There are numerous studies having been undertaken in areas related to this topic. The following studies have been reviewed.

➢ The study entitled, 'A study on consumption pattern of Bakery Products in Madurai City' analyses the bakery products with special reference to branded and unbranded bakery products available in the market.

➢ A study entitled "a study on consumer preference towards bakery products in Madurai city" (2007) by Ms.Angelin Gunavathy.E analyses the taste and preferences of bakery items and purchasing behaviour of the consumer.

➢ Kubendran and Vanniarajan (2005) founded that, the change in consumption pattern is due to changes in food habits. If income and urbanization increase among consumers, the percentage of income spent on consumption increases. The urban consumers prefer mostly branded products compared to rural consumers. The most significant factors influencing buying decisions were acceptability, quality, regular supply, door delivery and the mode of payment.

➢ Ramasamy (2005) studied consumer behaviour towards instant food products in Madurai, the second largest city in Tamil Nadu and observed that consumers do build opinion about a brand on the basis of which various product features play an important role in decision making process. A large number of respondents (78.00%) laid emphasis on quality and 76.00 per cent on price which is an important factor, while 64.00 per cent of the respondents attached importance to the image of the manufacturer and 50.00 per cent considered packaging as an important factor and an equal percentage (50.00%) felt longer self life influenced them.

But however none of the studies has made any attempt to probe into the consumption pattern of bakery products. Hence, the researchers have undertaken the present study titled "A study on the consumption pattern of bakery products in southern region of Tamil Nadu" as a pioneering approach to find out the various influencing factors and level of attitude towards bakery and its products.

PERIOD OF THE STUDY

The survey for collection of primary data was conducted during the month of January and March 2012.

OPERATIONAL DEFINITIONS

➢ **Attitude**

Attitude is an expression of inner feelings that reflect whether a person is favourably or unfavourably predisposed to some 'object' (e.g. brand, a service). As an outcome of some psychological process, attitudes are not directly observable, but must be inferred from what people say or from their behaviour. An "Attitude is a learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object".[1]

➢ **Bakery products**

Bakery products include bread, rolls, buns, biscuits, pastries, donuts, Danishes, cakes, muffins, bars, cookies, etc.

➢ **Baker**

One who produce and sell the bakery products.

➢ **Bakery**

Bakery is the place where the bakery products are sold or the shop for bakery products**.**

➢ **Baking**

Baking is the process of cooking or roasting by dry heat in a closed place called oven.

METHODOLOGY

The present study is an empirical research based on survey method. The researchers have collected primary data by comprehensive interview schedule and Secondary data have been collected from websites, books and journals with regard to the bakeries and bakery products.

PRE-TESTING

The interview schedule prepared for the respondents have been pre-tested by the researchers' in person. Comments on the question were noted and after careful analysis necessary modification have been made in the interview schedule. Pre-testing was conducted on 10 respondents. The researchers interviewed two respondents each at Paramakudi, Devakottai, Karaikudi, Sivagangai, Ramanathapuram, Madurai and Virudhunagar. In the course of the interview, the researchers had experienced some difficulties in getting answers to some of the questions raised and suitable changes have been incorporated before finalizing the interview schedule.

SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure, the researchers would adopt in selecting items for the sample. The study area covers southern region of Tamil Nadu based on demographic, economic and other conditions as centre for the study in order to measure the consumers' preferences and consumption pattern of bakery products. Southern region consist of nine districts, out of which four districts have been chosen. A sample of 50 respondents was selected from each area to ensure equal representation. Hence the sample size consists of 200 respondents who were selected on the basis of convenience sampling method from Paramakudi, Devakottai, Karaikudi, Ramanathapuram, Madurai and Virudhunagar. This study is both descriptive and analytical.

FRAMEWORK OF ANALYSIS

With reference to the objectives of the study, various factors are taken into consideration such as age of the respondents, gender of the respondents, educational qualification of the respondents, Occupation of the respondents, marital status of the respondents, monthly income of the respondents and region of survival of the respondents. The data which were collected from the respondents were analysed by using percentage analysis. Three point and five point scales that are Likert's scale analysis and chi-square test are used. This study also uses comparison table as tool in order to study the various factors.

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[1] Leon G. Schiffman and Lestie Lazar Kanuk. Consumer Behaviour, p.270.

ANALYSIS AND INTERPRETATION
CLASSIFICATION OF GENDER ON THE BASIS OF DISTRICT

TABLE NO. 1: CLASSIFICATION OF GENDER ON THE BASIS OF DISTRICT

Gender	District				
	Virudhunagar	Madurai	Ramanathapuram	Sivagangai	Total
Male	39(29%)	26(19%)	28(21%)	41(31%)	134(100%)
Female	11(17%)	24(36%)	22(33%)	09(14%)	66(100%)
Total	50	50	50	50	200

Source: Primary Data

It is observed that out of 200 sample respondents, 134 are male respondents out of which 41(31%) are from Sivagangai and 66 respondents are female out of which 24(36%) are from Madurai.

AWARENESS TOWARDS BAKERY PRODUCTS

In this study the respondents are asked to give their opinion about bakeries. The response observed for each of the products in the schedule have been scored and tabulated on a master sheet. The scoring factor is based on Likert's method. To secure the total score weights were given by the researchers to the following factors. Three points for friends, two for relatives, and one for advertisements. Thus the total scores were obtained.

The levels of awareness has been classified into three categories namely, high level, medium level and low level for analytical purpose, while the score value $\geq \bar{x} + \sigma$ and score value $\geq \bar{x} - \sigma$ have been classified as high level and low level of awareness respectively, the score value between $\bar{x} - \sigma$ and $\bar{x} + \sigma$ are classified as medium level of awareness. $\bar{x}$ and σ are the arithmetic mean and standard deviation calculated from the score value of 200 respondents

Based on the mean and standard deviation, the levels were classified as below. $\bar{x} + \sigma$ is (4.9) – above 5 – high level, $\bar{x} - \sigma$ is (4.1) – below 4 – Low level and ($\bar{x} - \sigma$) to ($\bar{x} + \sigma$) is between 4 and 5 – Medium level. Table 1 highlights the cross tabulation between the personal factors of the respondents and Level of awareness of the respondents towards bakeries. The researchers have made an attempt to study the level of awareness among bakery products and the bakery. The factor is classified as high level, medium level and low level. This factor has been cross tabulated with other factors like gender, age, educational qualification, occupation, income, marital status and region of survival.

TABLE NO. 2: LEVEL OF AWARENESS AND PERSONAL FACTORS

Personal Factors		Level Of Awareness			
		High	Medium	Low	Total
Gender	Male	67(50%)	27(20%)	40(30%)	134(100%)
	Female	41(62%)	15(28%)	10(15%)	66(100%)
	Total	**108**	**42**	**50**	**200**
Age	Less than 25 years	68(71%)	20(20%)	8(9%)	96(100%)
	25-50 years	40(57%)	18(26%)	12(17%)	70(100%)
	Above 50 years	-	4(12%)	30(88%)	34(100%)
	Total	**108**	**42**	**50**	**200**
Educational Qualification	Illiterate	-	5(42%)	7(58%)	12(100%)
	HSC	55(61%)	21(23%)	14(16%)	90(100%)
	Graduates	53(54%)	16(16%)	29(30%)	98(100%)
	Total	**108**	**42**	**50**	**200**
Marital Status	Married	25(35%)	22(30%)	25(35%)	72(100%)
	Unmarried	83(65%)	20(16%)	25(19%)	128(100%)
	Total	**108**	**42**	**50**	**200**
Occupation	Students	40(80%)	10(20%)	-	50(100%)
	Home makers	4(34%)	4(33%)	4(33%)	12(100%)
	Employees	60(51%)	18(15%)	39(34%)	117(100%)
	Farmers	-	2(33%)	4(67%)	6(100%)
	Business	4(27%)	8(53%)	3(20%)	15(100%)
	Total	**108**	**42**	**50**	**200**
Income	Less than Rs 25000	73(50%)	28(19%)	45(31%)	146(100%)
	Rs 25000 –Rs 50000	21(58%)	10(28%)	5(14%)	36(100%)
	Above Rs 50000	14(78%)	4(22%)	-	18(100%)
	Total	**108**	**42**	**50**	**200**
Region of survival	Rural	25(43%)	25(43%)	8(14%)	58(100%)
	Urban	83(58%)	17(20%)	42(22%)	142(100%)
	Total	**108**	**42**	**50**	**200**

Source: Primary Data

It is observed that out of 200 sample respondents, 62% of the female genders have high level of awareness compare to the male respondents in the gender group. In the age group of above 50 years of age, 88% of the respondents have low level of awareness whereas 71% of the respondents in the age group of less than 25 years have high level of awareness towards bakery products. Among the educational qualification, most of the respondents from the HSC and Graduates have high level of awareness. From among the marital status, 65% of the unmarried respondents have high level of awareness. With regard to the occupational category, 80% of the students have high level of awareness whereas 67% of farmers have low level of awareness towards the bakery products.

In the income category, 78% of the respondents whose income above Rs.50, 000 have high level of awareness. The respondents region of survival in among the rural and urban, 58% of the respondents have high level of awareness towards the bakery products. By and large, most of the sample respondents inclined towards the high level of awareness with regard to the bakery products. The study disclosed that majority of the respondents have high level of awareness towards bakery products but some of the respondents have low level of awareness about bakery products like pizza, burger, sandwich etc. because some of the bakeries fail to create awareness of bakery food to the consumers and especially to the home makers, farmers and high age group people.

CHI-SQUARE TEST RESULTS- AWARENESS TOWARDS BAKERY PRODUCTS

Following are the results for chi-square test between demographic factors of the respondents and level of awareness towards bakery products

To find out whether there is a significant relationship between these two factors, the following null hypothesis is framed. The frequency of cell value is less than 5. Hence Yates Correction is applied in chi- square test.

Ho – There is no significant relationship between the personal factors of the respondents and their level of awareness towards bakery products.

The table value of x^2 for degree of freedom 2 at 5% level of significance is 5.991. The calculated value of x^2 is less than the table value; therefore the null hypothesis is accepted that there is no significant relationship exists between the **gender** and the **level of awareness** regarding bakery products.

The table value of x^2 for degree of freedom 4 at 5% level of significance is 9.488. The calculated value of x^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between the **age and the level of awareness** regarding bakery products.

The table value of x^2 for degree of freedom 4 at 5% level of significance is 9.488. The calculated value of x^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between the **educational qualification and the level of awareness** regarding bakery products.

The table value of x^2 for degree of freedom 2 at 5% level of significance is 5.991. The calculated value of x^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between the **marital status** and the **level of awareness** regarding bakery products.

The table value of x^2 for degree of freedom 8 at 5% level of significance is 15.507. The calculated value of x^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between the **occupation and the level of awareness** regarding bakery products.

The table value of x^2 for degree of freedom 4 at 5% level of significance is 9.488. The calculated value of x^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between the **monthly income and the level of awareness** regarding bakery products.

The table value of x^2 for degree of freedom 2 at 5% level of significance is 5.991. The calculated value of x^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between the **region of survival and the level of awareness** regarding bakery products.

PLACE AND SPENDING PATTERN OF THE RESPONDENTS TOWARDS BAKERY PRODUCTS

TABLE NO. 3: PLACE AND SPENDING PATTERN OF THE RESPONDENTS TOWARDS BAKERY PRODUCTS

Place	Spending Pattern			
	Less Than Rs 500	Rs 500 To Rs 1000	More Than Rs 1000	Total
Madurai	2(7%)	23(18%)	25(54%)	**50**
Virudhunagar	6(22%)	40(31%)	4(9%)	**50**
Ramanathapuram	6(22%)	29(23%)	15(33%)	**50**
Sivagangai	13(49%)	25(28%)	2(4%)	**50**
Total	**27(100%)**	**127(100%)**	**46(100%)**	**200**

Source: Primary Data

Table 3 depicts that the comparison between the amounts spent for the consumption of bakery products and the place of the respondents residing. Out of 200 respondents, 27 respondents have spent less than Rs 500 per month out of which 13(49%) respondents are from sivagangai district. Spending pattern of 127 respondents are of Rs 500 and Rs 1000 out of which 40(31%) respondents are from Virudhunagar district and the spending pattern of respondents are more than Rs 1000 per month for the purchase of bakery products out of which 25(54%) are from Madurai district. On an average the spending pattern on consumption of bakery products is mostly likely between Rs 500 and Rs 1000.

ATTITUDE OF CONSUMER TOWARDS BAKERY PRODUCTS

In this study the respondents are asked to give their opinion on the basis of five level of satisfaction namely highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied. The response observed for each of the products in the schedule have been scored and tabulated on a master sheet.

The scoring of factor is based on Likert's method. To secure the total score five points are given for highly satisfied, four for satisfied, three for neutral, two for dissatisfied and one for highly dissatisfied. Thus the total score were obtained.

The levels of attitude has been classified into three categories namely, high level, medium level and low level for analytical purpose, while the score value $\geq \bar{x} + \sigma$ and score value $\geq \bar{x} - \sigma$ have been classified as high level and low level of attitude respectively, the score value between $\bar{x} - \sigma$ and $\bar{x} + \sigma$ are classified as medium level of attitude. $\bar{x}$ and σ are the arithmetic mean and standard deviation calculated from the score value of 200 respondents. The mean value obtained was 21 and the value of standard deviation is 4.2 based on the mean and standard deviation the levels were classified as below. $\bar{x} + \sigma$ – Above 25 – high level, $\bar{x} - \sigma$ – Below 16 – Low level, ($\bar{x} - \sigma$) to ($\bar{x} + \sigma$) – 16 to 25 – Medium level The researcher has made an attempt to study the level of attitude of the customers. This factor is classified as high level, medium level and low level. This factor has been cross tabulated with personal factors like gender, age, educational qualification, occupation, income, marital status and region of survival. Following are the factors to find out the level of attitude of customers towards bakery products like quality, taste, quantity, price, packaging, varieties of the products respectively.

TABLE NO. 4: LEVEL OF ATTITUDE AND PERSONAL FACTORS

Personal factors		Level of Attitude			
		High	Medium	Low	Total
Gender	Male	12(9%)	43(32%)	79(58%)	**134(100%)**
	Female	2(3%)	28(42%)	36(55%)	**66(100%)**
	Total	**14**	**71**	**115**	**200**
Age	Less than 25 years	5(6%)	35(36%)	56(58%)	**96(100%)**
	25-50 years	7(10%)	21(30%)	42(60%)	**70(100%)**
	Above 50 years	2(6%)	15(44%)	17(50%)	**34(100%)**
	Total	**14**	**71**	**115**	**200**
Educational qualification	Illiterate	-	2(16%)	10(84%)	**12(100%)**
	HSC	5(6%)	50(55%)	35(39%)	**90(100%)**
	Graduates	9(9%)	19(19%)	70(72%)	**98(100%)**
	Total	**14**	**71**	**115**	**200**
Marital Status	Married	1(1%)	30(42%)	41(57%)	**72(100%)**
	Unmarried	13(10%)	41(32%)	74(58%)	**128(100%)**
	Total	**14**	**71**	**115**	**200**
Occupation	Students	3(6%)	46(92%)	1(2%)	**50(100%)**
	Home makers	-	1(8%)	11(92%)	**12(100%)**
	Employees	10(9%)	20(17%)	87(74%)	**117(100%)**
	Farmers	-	-	6(100%)	**6(100%)**
	Business	1(7%)	4(27%)	10(66%)	**15(100%)**
	Total	**14**	**71**	**115**	**200**
Income	Less than Rs 25000	14(10%)	48(33%)	84(57%)	**146(100%)**
	Rs 25000 –Rs 50000	-	18(50%)	18(50%)	**36(100%)**
	Above Rs 50000	-	5(28%)	13(72%)	**18(100%)**
	Total	**14**	**71**	**115**	**200**
Region of survival	Urban	14(10%)	67(47%)	61(43%)	**58(100%)**
	Rural	-	4(7%)	54(93%)	**142(100%)**
	Total	**14**	**71**	**115**	**200**

Source: primary data

From the table 4, out of 200 sample respondents, most of the respondents in the gender group of male and female have low level of attitude towards the bakery products. In the age group of the respondents, mostly in all age group, the respondents have opined low level of attitude. From among the educational qualification, 84% of the illiterates and 72% of the Graduates have low level of attitude whereas 55% of HSC have medium level of attitude towards bakery products. Most of the respondents in the marital status and occupational category have opined low level of attitude. In the income category, 72% of the respondents in the income category of above Rs.50, 000 have opined low level of attitude whereas 50% of the respondents in the income group between Rs.25, 000 and Rs.50, 000 have opined that they have medium level of attitude towards bakery products. 93% of the respondent in the rural area have opined that they have low level of attitude towards the bakery products.

By and large, the overall opinion of the respondents have resulted to the low level of attitude towards bakery and its products and this is due to lack of facility to sit and chat, unhygienic environment, lack of services by the bakers, lack of time management to deliver the products at home, locality of the bakery in congested area, exorbitant pricing and no additional services provided by the bakery like rest rooms, surround music system, parking zone etc. these are the factors which leads to the dissatisfactory level of attitude towards bakery and bakery products.

CHI-SQUARE TEST RESULTS- ATTITUDE TOWARDS BAKERY PRODUCTS

Following are the results for chi-square test between demographic factors of the respondents and level of attitude towards bakery products

To find out whether there is a significant relationship between these two factors, the following null hypothesis is framed. The frequency of cell value is less than 5. Hence Yates Correction is applied in chi- square test.

H_o: **there is no significant relationship between the personal factors of the respondents and their level of attitude towards bakery products.**

The table value of x^2 for degree of freedom 2 at 5% level of significance is 5.991. The calculated value of x^2 is less than the table value; therefore the null hypothesis is accepted that there is no significant relationship exists between the **gender** and the **level of attitude** regarding bakery products.

The table value of x^2 for degree of freedom 4 at 5% level of significance is 9.488. The calculated value of x^2 is less than the table value, therefore the null hypothesis is accepted that there is no significant relationship exist between the **age and the level of attitude regarding** bakery products.

The table value of x^2 for degree of freedom 4 at 5% level of significance is 9.488. The calculated value of x^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between the **educational qualification and the level of attitude** regarding bakery products.

The table value of x^2 for degree of freedom 2 at 5% level of significance is 5.991. The calculated value of x^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between the **marital status** and the **level of attitude** regarding bakery products.

The table value of x^2 for degree of freedom 8 at 5% level of significance is 15.507. The calculated value of x^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between the **occupation and the level of attitude** regarding bakery products.

The table value of x^2 for degree of freedom 4 at 5% level of significance is 9.488. The calculated value of x^2 is less than the table value, therefore the null hypothesis is accepted that there is no significant relationship exist between the **monthly income and the level of attitude** regarding bakery products.

The table value of x^2 for degree of freedom 2 at 5% level of significance is 5.991. The calculated value of x^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between the **region of survival and the level of attitude** regarding bakery products.

MAJOR FINDINGS AND SUGGESTIONS

➢ Some of the respondents have faced health issues because of poor taste and quality of the bakery products. To avoid such health problems the bakers should use fresh raw materials to prepare the food products, handle the food products hygienically and serve the food products clearly.

➢ Majority of the respondents depicts that after they have purchased the cakes and breads from the bakeries it cannot be used even till 48 hours so the bakers have to store the breads and cakes at room temperature to maximize freshness and pack well with attractive package and sealed paper bags or in a bread box.

➢ Some of the bakers charge high price for the low quality goods or they follow different pricing strategy to the different consumers. To avoid this bakery association must give guidelines to the bakers regarding maintaining proper quality, quantity and standard pricing strategy to all the consumers.

➢ Respondents from rural areas have low level of awareness towards bakery and bakery products like pizza, burger, sandwich and chat products. So the bakeries have to create awareness among people from rural areas by the way of giving advertisements in news papers and local television channels, increasing sales promotion techniques and also by introducing new offers and discount to the consumers.

➢ Majority of the respondents are dis- satisfied because few of the bakeries don't have facilities to sit, improper and unclean environment, insufficient space and the bakeries situated in inconvenient location for parking the vehicles. To increase the level of satisfaction of the consumers towards bakeries, they have to take remedial measures like providing hygienic environment, proper ventilation and lighting facilities, free spacing and parking facilities and quick services and courtesy to the consumers.

CONCLUSION

The bakery industry plays an important role in industrial activities of food processing industry in the country. It provides nutritious food to go large number of households in cities in the modern times. Baking is a diverse industry that covers a wide range of breads, cakes and pastries. As a fast-growing industry, more and more of its products are being consumed by everyone each day. The life style changes from traditional practice to a modern one by which the product is consumed by every hold. The fortunes of the bakery products can be attributed in part to changing eating habits. Thus the marketers have to concentrate on the overall development thereby to increase the level of satisfaction towards bakery products.

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