

# A Study of The Performance of User Reviews in The Bakery Industry

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## ABSTRACT

As people's habits shift, bakery product sales are skyrocketing all around the globe. The purpose of this research was to learn how different demographics and product attributes influence customers' decisions while shopping for bakery items. The chi-square test was used to examine the correlation between the survey data (answers to questions) and the categorical variables (the questions themselves). The goals of this research were to investigate what aspects people consider when buying bakery goods and how they conduct themselves when faced with these options. To better grasp Vinayak Bakery's place in the industry in relation to its rivals, a comparative analysis was conducted. It has a long history as India's oldest bakery and a well-respected name in the industry. Instead, we were able to see through the smokescreen of our rivals' market efforts.

**KEYWORDS:** - Bakery Products, Importance-Performance Analysis (IPA), product quality, service quality, customer satisfaction

## INTRODUCTION

Since the bakery industry is more competitive, it is essential that bakeries differentiate themselves from the competition by meeting the specific demands of their target demographic in a way that leaves them wanting to return for more. According to the findings, there are five distinct aspects of service quality: responsiveness, tangibility, reliability, empathy, and guarantee. Customer satisfaction is increased and discontent is decreased because it acknowledges the "service quality qualities to enhance results," as reported by survey respondents. The analytical findings help the bakery focus on what needs to be done first to improve service quality and competitiveness. The bakery saves a lot of time and energy by not wasting it on ineffective methods.

Since the dawn of civilization, people have relied on cereal foods for a significant portion of their dietary needs. With the passage of time, bread and other bakery items have become a more common part of the average person's diet, if not a mainstay. In today's world, the bakery market is the largest food industry subzone, and one of the largest in the processed food industry overall. Since the dawn of civilization, people have relied on cereal foods as a primary source of nutrition. Bread and other bakery items have been more popular throughout time, to the point that they now constitute a well-recognized and fundamental component of the modern diet. Currently, the bakery market is the largest food industry subzone internationally, and one of the largest in the processed food sectors overall. Complex processes are involved in taking agricultural raw materials from batter/dough to the final edible form. It is essential to analyze the primary engineering and analytical characteristics of raw materials, in-process material, and the finished product, as well as to monitor the features that are relevant to the consumer. Present quality frameworks in the banking sector depend heavily on final product quality being evaluated in-house laboratories. As a result of this prognosis, a product recall may be necessary in the worst-case scenario.

Customers are an organization's most precious resource; as such, they should always be asked for their feedback. If the business is serious about keeping its consumers around for the long haul, it has to pay attention to what those customers are saying. Direct communication with clients helps businesses cater to their needs. The amount of client happiness may be determined by company-run market research. Enhancing goods and services with a focus on the consumer base requires their approval. Management

may benefit from hearing from consumers as they provide insight into what should be a top priority. Customers are more satisfied when they perceive that their needs are being met, according to a study that found a correlation between product quality and contentment. In addition, contentment was tied to the degree to which needs were satisfied.

Service quality refers to how well actual services meet the needs of customers. It's a major aspect in evaluating the level of pleasure a client has after a service has been provided. There are two factors that influence how satisfied a customer is with a service's quality: their expectations and their impressions. A consumer is considered to be happy if and only if their experience matches their expectations.

## LITERATURE REVIEW

**Rifna E. Jerome, et.al. (2019)** Bakery goods are widely eaten by people of all ages across the world because of their delicious taste and digestibility. Bread, cookies, biscuits, muffins, cakes, tortillas, rolls, wafers, and pies are only some of the many baked goods that have made their eating more convenient. However, changes in biochemistry, complicated reactions, and physical alterations are triggered by shifts in processing settings and raw material quality, and these are the aspects of the food business that are least well understood. This insufficient adoption of controls during baking has been linked to several operational and product problems. For this reason, the FDA has pushed for the development of process analytical technology, which bakeries are beginning to explore adopting in order to improve the quality, safety, and efficiency of their baked goods. This article is a systematic overview of research on the bakery sector's use of process analytical technologies.

**Yi-Chan Chung (2020)** The bakery industry is very competitive; to succeed, bakeries must differentiate themselves from the competition, meet their customers' expectations, and turn a profit. This research used the Kano model to identify seven factors that significantly impact consumer happiness and discontent. personnel who dress professionally and present themselves well to clients; employees who understand the unique requirements of each customer; employees who are able to deliver responsible service; and clearly displayed pricing, promotions, and discounts. Bakeries may increase client satisfaction by focusing on these products.

**Aina Nandini et.al. (2017)** The purpose of this study was to evaluate a Bekasi-based bakery based on how its customers felt about the quality of its products and services. Specifically, an Importance-Performance Analysis was used (IPA). IPA was carried out to evaluate the current state of product and service quality parameters. The goal was to provide leadership some guidance as they made strategic decisions. This study used a sample size of 127 participants. Non probability sampling was utilized in this study. According to the findings, enhancing the product's flavor should be a top goal. However, in Quadrant A, the politeness indication has the highest priority in terms of service quality. As such, the bakery should place special emphasis on those metrics for development.

**Cunha Moura (2016)** The goal of this research was to learn more about bakery customers' habits and the factors that influence their purchasing decisions. In this case, the survey was split into two parts. The first method was qualitative and relied on in-depth interviews with a representative sample of 10 business owners and/or managers and 10 Belo Horizonte, Minas Gerais, Brazil, customers. The second phase included a detailed and numerical description. In addition, a poll was conducted with 465 people who regularly buy baked goods. Consumers often shop at bakeries for fresh, quickly consumable goods, as shown by the findings. In addition, customers showed favorable impressions of bread, bakeries, and baked items overall, even those made by businesses other than bakeries. Although consumers have shown a liking for baked goods, they are not prepared to pay a premium for them over items from other sectors. The criteria used to arrive at this selection were as follows: a) essential features; b) features that set the product apart for the general public; and c) features that set the product apart for targeted

audiences. Because of this, the work has both practical and theoretical consequences for management and academia.

**Virender Khanna (2016)** We place a high value on bakery goods because of their widespread usage and importance in Indian culture. Due to their convenience and excellent nutritional content, bakery goods are rapidly rising in importance in the contemporary diet. The purpose of the present investigation is to quantify buyer preferences for baked goods. Primary data from 500 customers was used to compile this research. In order to gather primary data, the researcher has created a questionnaire. According to respondents' perceptions of the sources of marketing difficulties for baked goods, the study's findings indicate that price is the least problematic of the marketing mix's four pillars. As bakery goods increasingly replace consumables formerly considered luxuries, customers lay less emphasis on pricing and more on the other three Ps of the marketing mix: placement, promotion, and product.

## RESEARCH METHODOLOGY

Methods used to complete this research are the topic. The methodology, population, and method of sampling all have a role. There are additional methods, tools, and analyses for data collection included. People who are the focus of a study and who may reliably be extrapolated to from the results are known as the study's "target population." A sample is a selection of individuals from a larger population that is assumed to be representative of the total. As a result, we'll choose a sample size of 100. The information was gathered via the use of a semi-structured questionnaire. For this study, we relied only on a questionnaire to assemble primary data. The researcher met with the proprietors of the chosen bakeries individually to deliver the surveys. The researcher went over each questionnaire and made sure that it was consistent and comprehensive. The researcher hoped to record the respondent's mistakes throughout this process and correct them afterwards. Following collection of information, codes were used to classify replies into several groups.

## DATA ANALYSIS

### “Study on Consumer behavior for Bakery products”

was carried out by distributing a questionnaire among a random population. Responses from each participant were analyzed extensively for each question. Overall, 110 replies were captured and utilized for analysis. There are 110 answers total, with 90 men and 20 women accounting for 82% and 18%, respectively. The clients are belonging to diverse place in India such Uttar Pradesh (Allahabad, Meerut, Mathura, Muzaffarnagar, Varansi, Lucknow, Saharanpur, Kanpur) and Rajasthan (Kota, Jaipur, Jodhpur), Delhi, Haryana (Gurgaon, Faridabad) (Gurgaon, Faridabad,). Bakery items are eaten at every site, those who do not like bakery products are quite low in numbers i.e., just 6 in 110 answers. Most of the peoples prefer bakery items i.e., 104 in 110 answers. Due to fast change in lifestyle of peoples and wealth, consumption of bread goods grows.

Influence of numerous criteria on the choosing of bread items Differences in age and profession- Varied age group/occupation has different perspectives and preferences for food items. Consumers' behavior towards a certain food product is modified according to the age and career. According to this poll, greatest consumer of bakery items are the peoples of age group of 20 to 40 years and having service as a career. The replies gathered are displayed below in the form of pie chart.

**Table 1: Chi-square test result (P=0.05, df=3)**

Parameter	Responses	X <sup>2</sup> (Calculated)	X <sup>2</sup> (Tabulated)
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		Yes	No		
Age	Below 20 years	3	0	9.109113	7.815
	20 to 40 Years	72	1		
	40 to 60 Years	26	4		
	Above 60 Years	3	1		
Occupation	Student	33	3	4.542653	7.815
	Housewife	3	1		
	Business	5	0		
	Services	63	2		

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The quality of a baked good is affected by a number of factors, including the ingredients used, the fortification techniques used, the flavors utilized, and the nutritional content of the ingredients themselves. A survey was conducted to determine the impact of these variables on bakery product consumption.

**Table 2: Chi-square Test result (P=0.05, df=1)**

Parameter	Responses		X <sup>2</sup> (Calculated)	X <sup>2</sup> (Tabulated)
	Yes	No		
Raw material	84	26	0.17908	3.841

<b>Flavor</b>	80	30	0.73588	3.841
<b>Fortification</b>	84	26	0.025183	3.841
<b>Nutritive value</b>	87	23	0.012216	3.841

A total of 84 people said they were in favor of using the raw material and just 26 said they were opposed to doing so. The fortification question received 80 "yes" votes and the nutritional value question received 84 "yes" votes and the fortification question received 30 "no" votes. We received 87 affirmative replies and 23 negative ones. The quality and appeal of finished goods depend on the raw materials utilized in their production. Wheat flour, oat flour, and multigrain flour are the key ingredients in baked goods. Customers have high standards when it comes to taste, therefore bakeries often add their own twist by incorporating different flavors. Fortification in bakery goods refers to the addition of various elements such as sweetness, nutrition, color, food items like coconut, jeera, methi, egg, etc. It's fortified so that it can satisfy customer demands. Similarly, the Chi-square test shows a robust association between the nutritional content of items and customer happiness (Table 2)

Color, feel, flavor, and aroma are all critical factors in determining whether or not a consumer would purchase a product. We experimentally investigated the impact of these variables on consumers' purchasing decisions, and the findings are as follows:

**Table 3: Chi-square Test result (P=0.05, df=1)**

Parameters	Responses		X2 (Calculated)	X2 (Tabulated)
	Yes	No		
Color	67	43	0.008485	3.841
Texture	77	33	0.291005	3.841
Taste	100	10	1.032778	3.841
Smell	103	7	3.059793	3.841

According to the study's findings, 67 participants said "yes" to the study's color and 43 said "no," while 100 participants said "yes" to the study's taste and 10 said "no" to the study's scent. Of the replies, 103 were affirmative and 7 were negative. Acceptance of a product is mostly determined by these elements. Customers' purchasing decisions are influenced by the hue of baked goods like cookies, cakes, and pastries. This is the fundamental reason why there is such a colorful selection of baked goods on store shelves. The fragrance of a meal conjures up an idea of how it will taste in the mind of the customer; if that idea is unpleasant, the consumer is unlikely to buy and eat the item in question. Color, touch, taste, and smell all have significant impacts on this study's variables, and their relationships with one another are clear (Table 3).

## CONCLUSION

The participants' replies were collected for many criteria. A majority of customers, the study finds, have a favorable attitude toward baked goods. Both consumer decision-making and consumer behavior in relation to bakery products were investigated. Overall, studies show that many individuals regularly eat bakery items, with their purchasing decisions influenced by elements like flavor, texture, aroma, fortification, and more. Participants in this research are actual consumers of Bakery H. Based on Kano's two-dimensional quality model, we find seven "service quality items to enhance the result" that may be used to both delight customers and keep them from defecting in droves. The study example at the bakery suggests that product quality may be gauged by customer satisfaction with the flavor, and service quality can be gauged by customer politeness. According to IPA's Quadrant A, they are the top areas for development. Many answers were obtained for many parameters in this study. The findings suggest that shoppers have a favorable attitude toward baked goods. Both consumer decision-making and consumer behavior in relation to bakery products were investigated. Overall, studies show that individuals eat a lot of bread items, with their preferences being determined by aspects like flavor, texture, aroma, fortification, and so on.

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