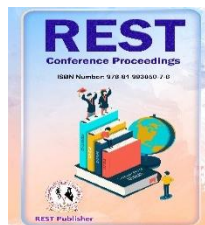


REST Conference Proceedings

Vol: 1(2), 2025

REST Publisher; ISBN: 978-81-993050-7-6

Website: <https://restpublisher.com/book-series/rcp/>



A Study of Consumer Buying Behaviour towards Bakery Products in Amravati City

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Abstract: This study investigates consumer buying behavior towards bakery products in Amravati, aiming to understand the factors influencing purchasing decisions, preferences, and consumption patterns. The research focuses on key aspects such as product quality, price sensitivity, convenience, brand loyalty, and health consciousness. A survey was conducted among consumers in Amravati to gather primary data regarding their purchasing habits, preferences for specific bakery items, and factors influencing their choices. The study also examines the role of advertisements, packaging, and product availability in shaping consumer behavior. The findings suggest that taste, product freshness, and price are the most significant determinants influencing consumer choices, with a growing preference for healthier bakery options. The research concludes by highlighting the importance of customer satisfaction, the role of marketing strategies, and the potential for growth in the local bakery market.

Keywords: Consumer buying behavior, bakery products, product quality, price sensitivity, brand loyalty, health consciousness.

1. INTRODUCTION

In today's competitive business environment, understanding customer perception plays a pivotal role in the success of any enterprise. This study aims to delve into the customer perception towards Palekar Bakery and its products within the vibrant city of Amravati. Palekar Bakery, known for its delectable range of bakery products, has been a prominent player in the city's culinary landscape for several years. The bakery industry has witnessed significant growth over the years, marked by increasing consumer demands for quality, taste, and variety. In this context, understanding how customers perceive Palekar Bakery and its products becomes vital for the bakery's continued success and growth. This research endeavours to uncover valuable insights into various aspects of customer perception, such as product quality, pricing, customer service, and overall satisfaction. By analyzing these factors, we aim to provide actionable recommendations to Palekar Bakery, enabling them to enhance their offerings and better cater to the preferences of Amravati's diverse customer base. The study will employ a combination of quantitative and qualitative research methods, including surveys, interviews, and data analysis. Through this comprehensive approach, we aim to gain a holistic understanding of customer perception and preferences towards Palekar Bakery.

2. LITERATURE REVIEW

According to Singh and Verma (2016), product quality plays a significant role in determining consumer satisfaction with bakery products. Consumers are highly concerned about the freshness, taste, and texture of bakery items such as bread, cakes, and pastries. The study highlights that consumers in India are willing to pay a premium for high-quality and fresh bakery products, which influences their purchase behavior.

A study by Sharma and Gupta (2017) focused on the price sensitivity of consumers towards bakery products in urban India. The study found that while quality is important, price remains a crucial factor for most consumers. Discounts, promotional offers, and the perceived value for money strongly influence purchasing decisions, especially in the context of bakery products like bread and biscuits.

In their research, Patel and Soni (2019) explored how health concerns have impacted consumer buying behavior in the bakery industry. With an increasing awareness of healthy eating, consumers are becoming more conscious of the ingredients used in bakery

products, such as the demand for low-fat, whole wheat, and gluten-free items. This shift has led many bakery businesses to adapt their offerings to cater to the health-conscious consumer segment.

A study by Reddy and Rao (2020) discussed the importance of trust in consumer behavior toward local bakery products in small towns and cities. They found that consumers often trust local bakeries due to their proximity and the personal connection with the brand, making them more likely to purchase from local shops. The study also highlighted that freshness and authenticity were key drivers of consumer trust in these products.

Problem Definition

Consumer buying behaviour towards bakery products in Amravati is influenced by a variety of factors, including personal preferences, cultural influences, economic considerations, and the availability of different types of bakery products. However, limited research exists that systematically examines the factors driving consumer choices in this sector, the frequency of purchases, and the perception of quality and pricing among bakery consumers in this region.

3. RESEARCH OBJECTIVE

1. To assess the overall customer satisfaction levels.
2. To identify the key factors influencing customer perception and preferences.
3. To examine the impact of branding and marketing strategies on customer perception of Palekar Bakery.
4. To understand the role of pricing, quality, and variety in shaping customer perceptions.
5. To investigate the demographic and psychographic factors that may influence customer perception and choices To make recommendations for enhancing customer satisfaction and loyalty through a better understanding of customer perceptions

4. RESEARCH METHODOLOGY

Research Design: A descriptive research design was applied to examine and highlight the key factors influencing consumer buying behaviour towards bakery products in Amravati City.

DataSources And Methods:The data required for the study was collected from respondents who are bakery products consumers.

Primary Sources: The primary data means those data which will collected a fresh and for the first time, thus happento be original in nature. As it will descriptive research of concern literature, so the researcher willbe collecting it through structured questionnaire.

SecondaryData:The secondary data means a data that are already available i.e. they refer to the data which have already been collected and analyzed by someone else. Secondary data will be collected from newspapers, journals, magazines, text books, websites etc.

5. DATA ANALYSIS TECHNIQUES

To analyze the data statistical tools like Mean, mode, median, etc., was used

Sampling Design Universe: It includes all consumers who are bakery products consumers.in Amravati City.

Population: Respondents in Amravati City who are bakery products consumers..

SampleUnit: Individuals who were bakery products consumers.

Sample Size: The study included a total sample of 100 respondents who are bakery products consumers in Amravati City.

Sampling Technique: To collect the data from the respondents the research will use simple random sampling technique.

Data Analysis and Interpretation

TABLE 1 . Classification on basis of how often respondents purchase Bakery products in a month

Frequency to buy bakery Products	No. of respondent	Percentage %
Rarely	27	27
Once a month	25	25
2-3 times a month	33	33
More than 3 times a month	15	15
Total	100	100%

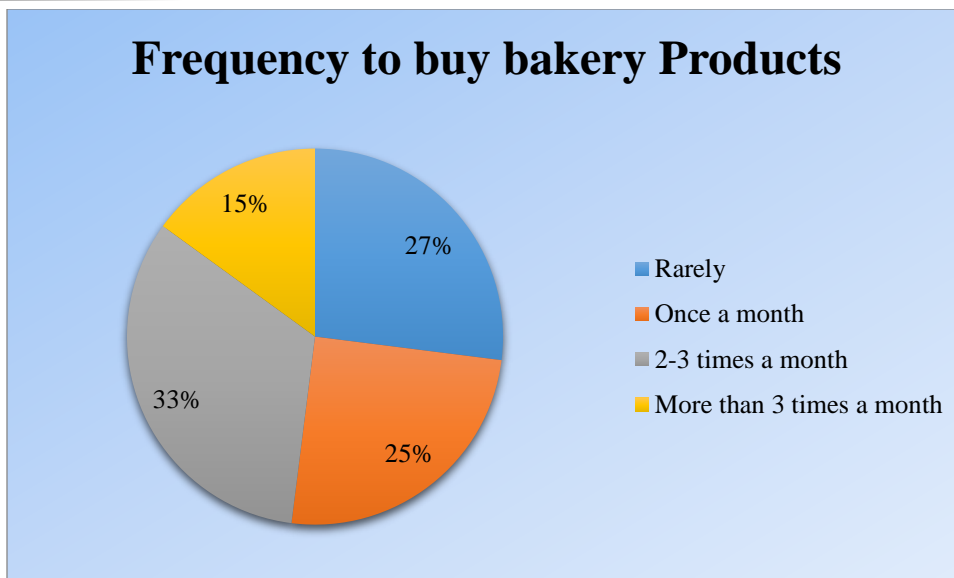


FIGURE 1. Classification on basis of how often respondents purchase Bakery products in a month

Figure 1 From the above graph it is interpreted that frequency to buy bakery products in a month varies among respondents, with 27% purchasing rarely, 25% buying once a month, 33% purchasing 2–3 times a month, and 15% buying more than 3 times a month.

TABLE 2. Classification on basis of Bakery product category do you prefer the most

Satisfaction	No. of respondent	Percentage %
Breads	28	28
Cookies	22	22
Cakes	38	38
Others	12	12
Total	100	100%

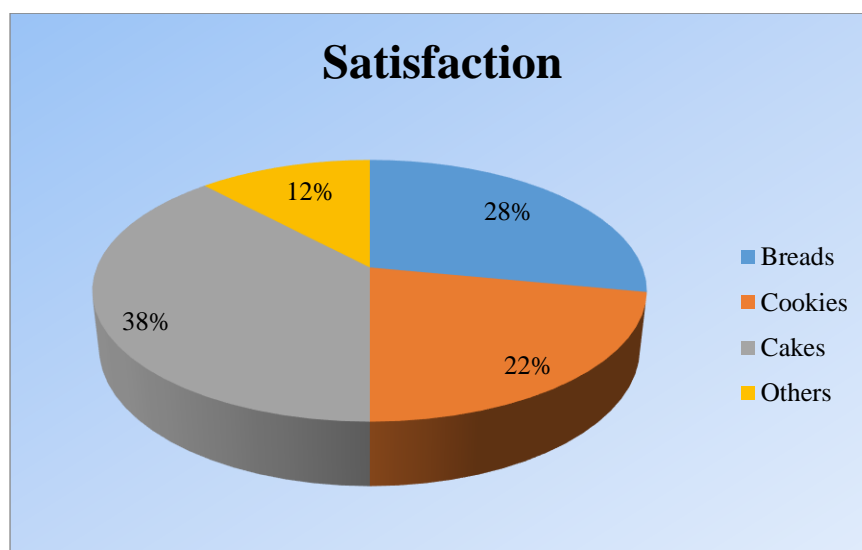


FIGURE 1. Classification on basis of Bakery product category do you prefer the most

Figure 1 From the above graph it is interpreted that the preferred bakery product category among respondents shows that 28% prefer Breads, 22% prefer Cookies, 38% prefer Cakes, and 12% prefer other products such as Puffs and Pastries.

TABLE 3. Classification on basis of satisfaction with overall experience of purchasing and consuming Bakery products

Satisfaction	No. of respondent	Percentage %
Very dissatisfied	5	5
Dissatisfied	10	10
Satisfied	52	52
Very satisfied	33	33
Total	100	100%

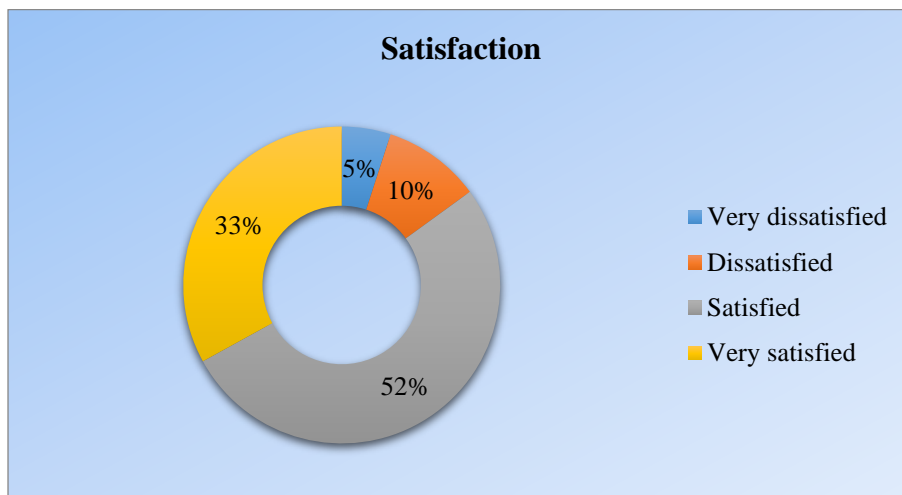


FIGURE 3. Classification on basis of satisfaction with overall experience of purchasing and consuming Bakery products

Figure 3 From the above graph it is interpreted that overall satisfaction with purchasing and consuming bakery products is generally positive, with 52% of respondents being Satisfied, 33% being Very Satisfied, while 10% are Dissatisfied and only 5% are Very Dissatisfied.

TABLE 4. Classification on basis of how does the introduction of new products or innovations by Bakery’s impact buying behavior

Innovation Impact	No. of respondent	Percentage %
No impact	8	8
Minimal impact	18	18
Moderate impact	42	42
Significant impact	32	32
Total	100	100%

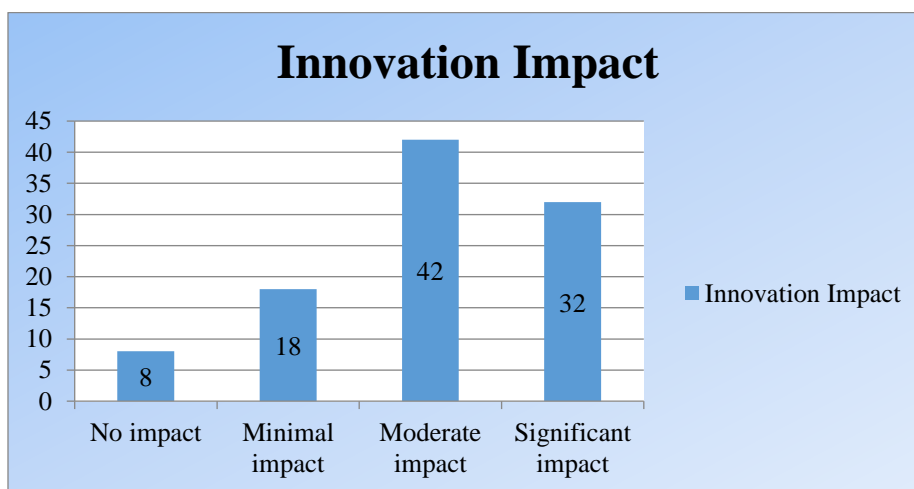


FIGURE 4. Classification on basis of how does the introduction of new products or innovations by Bakery’s impact buying behavior

Figure 4 From the above graph it is interpreted that the impact of new products or innovations by bakeries on consumer buying behavior varies, with 42% of respondents stating it has a Moderate impact, 32% stating a significant impact, 18% experiencing Minimal impact, and only 8% reporting No impact.

Findings: The study reveals that most consumers in Amravati purchase bakery products moderately, with the largest group (33%) buying them 2–3 times a month, followed by 27% who buy rarely and 25% who purchase once a month, while only 15% buy more than three times a month. Cakes emerged as the most preferred bakery item (38%), followed by breads (28%), cookies (22%), and other products such as puffs and pastries (12%). Overall customer satisfaction is high, with 52% of respondents satisfied and 33% very satisfied, while only a small percentage reported dissatisfaction (10%) or high dissatisfaction (5%). Innovation and new product introductions play an important role in influencing consumer buying behavior, with 42% reporting a moderate impact and 32% a significant impact, highlighting that variety and novelty can directly drive purchasing decisions. Price, product quality, and freshness remain the core factors influencing consumer preferences, supported by the growing interest in healthier options.

6. CONCLUSIONS

The research concludes that consumer buying behavior towards bakery products in Amravati is characterized by moderate purchase frequency, a dominant preference for cakes, and a generally high level of customer satisfaction. The strong influence of product innovation indicates that bakeries can sustain and grow their customer base by regularly introducing new flavors, healthier alternatives, and seasonal specials. Maintaining high standards of product freshness, taste, and quality, while offering competitive pricing, will be essential for sustaining loyalty. Given the significant role of variety and innovation in shaping consumer choices, local bakeries should adopt proactive marketing strategies and engage with customers to anticipate emerging trends. This approach can help them capture a larger share of the growing bakery market in Amravati and strengthen their brand position.

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