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A STUDY ON CUSTOMER'S PERCEPTION TOWARDS THE ATUL BAKERY AND ITS PRODUCTS

Heet Patel¹, Mr. Dharmaraj Solanki²

¹Research students, B.V. Patel Institute of Management, UKA Tarsadia University, Bardoli

²Faculty, B.V. Patel Institute of Management, UKA Tarsadia University, Bardoli

ABSTRACT

The aim is to conduct "A study on consumer perception towards Products of Atul Bakery with reference Bilimoria". For this study researcher has used descriptive research design. Because Descriptive studies are undertaken when researcher is interested in knowing the characteristics of certain group such as Age, Gender, Size of Family. The objective of such a study is to answer the "who, what, when where and how" of the subject under investigation. The sampling technique used is the non-probability, convenience sampling method. Research study is based on primary data. Researcher makes the survey of 151 customers of the bakery in Bilimoria. Data has been collected through structured questionnaire. The findings of this study indicates that the customers are satisfied with the product of Atul bakery. The factor which are very important for the people are quality of the product, packaging of the product, price of the product. While buying a baked good from Atul Bakery, 11.9% prefer appearance, 20.5% prefer smell, 42.4% prefer taste and 25.2% prefer texture. Peoples are more attracting and preferring to buy the products because of the Taste. Out of 100.0% respondents 10.6% purchasing bread, 37.7% purchasing cakes, 29.1% purchasing namkeen, 6.6% purchasing sweets, 10.6% purchasing pastries and 5.3% are purchasing from Atul Bakery. Peoples are Regularly buying Breads from the Atul Bakery.

1. INTRODUCTION

"A study on customer's perception towards Atul Bakery and its products" 'Customer Perception' refers to customers' awareness, their impressions, and their opinions about your business, products, and brand. Customer perception is shaped by multiple variables, including direct and indirect interactions with your offerings. Customer perception is how customers feel about your product and brand. It's an opinion that they've formed through every interaction they've had with your company, both direct and indirect. The way customers perceive your business impacts every action they take. Positive customer perception can increase brand loyalty and generate referrals. It does this in two ways: Value alignment: If customers perceive your business as having strong values that align with their own, they're far more likely to purchase from you. A 2020 consumer culture report found that 71% of consumers prefer buying from brands that align with their values. Trust signals: A positive customer perception can help develop trust. If you're seen as a trustworthy business (i.e., you do what you say you will), customers are more likely to "engage with, buy from, advocate for, and defend you" according to Edelman's 2020 Trust Barometer Report. Customer perception refers to the consumer's feelings about your brand. It encompasses all their beliefs, expectations, and experiences with the business and its products, whether positive or negative. It's built from all the times they've interacted with the brand.

2. LITERATURE REVIEW

1. **Harish Jadhav, Dr. Pravin Chavan (2019):** "An Analytical Study on Consumer Buying Behaviour for Bakery Products". The objective of the study is to ascertain the level of brand awareness for Bakery and study factors influencing the selection of Bakery brand. The study was undertaken to understand the behaviour of bakery consumers as well as their purchase decision process in Brazil. The study reveals that consumers buy bakery products as perishable food or food for immediate consumption. This research analysed the influences of the four dimensions of brand equity, which are brand awareness, brand association, perceived quality, and brand loyalty over the purchasing behaviour.
2. **Gustavo Quiroga Souki, Viviane Costa Reis, Luiz Rodrigo Cunha Moura (2015):** The purpose of this study was to understand the behaviour of bakery consumers as well as their purchase decision process. A survey was carried out in two stages. The first was a qualitative approach, based in interview involving 10 proprietors and/or managers of bakeries and 10 consumers based in Belo Horizonte, State of Minas Gerais, Brazil. The second stage consisted of a quantitative and descriptive characterization. A survey was also performed involving 465 bakery consumers. Results show that consumers attend bakeries mostly to buy perishable food or food for immediate consumption.
3. **Dr. Virender Khanna (2016):** "A study on consumer's behaviour towards bakery products in Delhi/NCR region". The objective aims to measure the consumers' attitude towards the marketing problems of bakery products and study the consumer behaviour towards bakery products. Both the secondary as well as the primary data have been used in the study. The sample size of the customers is 500 which are top ten bakeries of Delhi NCR region. It deals with the comparative study of each of the items under four components of marketing [17] mix namely; product, price, place and promotion. The mean value for each of the items used

in the questionnaire has been measured and a comparison has been made through graphs to look for the item which is contributing higher in the problems related to marketing of bakery products as per the consumers' attitude. The study reveals the fact that among all the four components of the marketing mix, pricing is the least affecting factor which causes problems in the marketing of the bakery products, as per the consumers' attitude towards marketing problems of bakery products.

4. **Aleksandar Mariü, Slavko Arsovsk (2010):** "The levels of customer satisfaction as one of the goals of quality of organization in the bakery industry. The main objective is measuring customer satisfaction is monitoring the attitudes and perceptions of consumers about the quality of products and services company and the choice of adequate feedback system of consumer experiences. The analysis of the study was done through ACSI American customer satisfaction index which helped on evaluating the level of customer satisfaction.
5. **Prof. Nitin Chandra S, Ms. Namita Hunswadkar (2018):** "A study on customer satisfaction with reference to Vinayak Bakery and Its Competitors at haliyal". The objective is to understand consumer perception regarding Vinayak Bakery Products and to analyse the different strategies adopted by the bakeries (competitors) at Haliyal. Sample size for the survey conducted is 50. For primary data, interaction with the customers for filling up the survey form was done. For analysis, Chi-Square Test, Factor Analysis, Binomial Test, Descriptive (Frequencies) was used. The outcomes are there was a close relationship between the occupation of the consumers and their preference to the Brand of Vinayak Bakery and it was found that out of all 50 samples selected every one of them has visited Vinayak Bakery at least once in their life time.

3. OBJECTIVES

The aim of the research is to study the following objectives:

- To determine the factors affecting purchase decision from Atul Bakery
- To identify the most preferred category of product of Atul Bakery
- To study the customer's perception towards Atul bakery products

4. RESEARCH METHODOLOGY

This study is conducted through primary data. A structured questionnaire was created on the basis of that data was collected from 151 customers. Various tools like cross-tabulation, chi-square etc. were used. all of the analysis is done through SPSS software.

Findings of the study demographic profile frequency

Variable	Frequency	Percentage
Gender:		
Male	100	66.2
female	51	33.8
Age:		
Less than 25	25	16.6
25-35	69	45.7
35-45	47	31.1
above	10	6.6
Occupation:		
Farming	87	57.6
Service/job	26	17.2
Housewife	0	0.0
Student	35	23.2
Others(specify)	3	2.0
Qualification:		
Less than SSC	18	11.9
HSC	55	36.4
Graduation	64	42.4
Post-Graduation	13	8.6
others	1	0.7
Annual income:		

Below 2.5 lac	39	25.8
2.5-5 lac	59	39.1
5-7.5 lac	31	20.5
Above 7.5 lac	22	14.6

From the above table, we can say that 66.2% of respondent are male and 33.8% of respondent are female. So, it can be interpreted that majority are male. From the above table, respectively in age wise, 16.6% belongs to age less than 25, 45.7% belongs to age between 25 to 35 years, 31.1% belongs to age between 35 to 45 years and other 6.6% belongs to age above 45 years. From the above table, respectively in the Occupation wise, 57.6% of the respondents are farmers, 17.2% of the respondents are doing service/Job, 0.0% of the respondents are housewife, 23.2% of the respondents are self-employed, 2.0% of the respondents are students. From the above table respectively, 11.9% of the respondent's qualification is less than SSC, 36.4% of the respondents has completed their HSC, 42.4% of the respondents has completed their Graduation, 8.6% of the respondents has completed their post-Graduated and 0.7% respondents are in other categories. From the above table respectively in income wise, the total 151 respondents in that 25.8% are having the income below 2.5 lakh, 39.1% of respondents have income between 2.5 lakh to 5 lakh, 20.5% of the respondents are having the income between 5 lakhs to 7.5 lakh and remaining 14.6% of the respondents are having the income more than 7.5 lakh

5. DATA ANALYSIS

Chi-square Method: Gender * Atul bakery products are good for health

Crosstab						
Count						
	Atul bakery products are good for health					Total
		Strongly agree	agree	disagree	Strongly disagree	
Gender	1(Male)	14	14	14	14	100
	2(Female)	10	2	19	20	51
Total		24	16	33	34	151

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.936 ^a	3	.817
Likelihood Ratio	.914	3	.822
Linear-by-Linear Association	.861	1	.353
N of Valid Cases	151		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.69.

Gender * Atul bakery products are tasty

Crosstab						
Count						
		Atul bakery products are tasty				Total
		strongly agree	agree	disagree	strongly disagree	
Gender	1 (Male)	19	0	55	26	100
	2 (Female)	8	1	26	16	51
Total		27	1	81	42	151

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.620 ^a	3	.454
Likelihood Ratio	2.829	3	.419
Linear-by-Linear Association	.237	1	.627
N of Valid Cases	151		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .34.			

INTERPRETATION: The above table show that the p-value is more than 0.05 so the null hypothesis is accepted i.e.: there is a significant relationship between gender and Atul bakery products are good for health. The above second table show that the p-value is more than 0.05 so the null hypothesis is accepted i.e.: there is a significant relationship between gender and Atul bakery products are tasty.

6. CONCLUSION

Completing this study research found that, majority respondent is aware of Atul Bakery and its products. Majority of the respondent perceived that product of Atul Bakery is good as compare to other bakeries. Respondent preferred high quality purchasing bakery and food products. Majority of the respondent purchase products from Atul Bakery because of its good quality and taste provided by Atul Bakery. Some of the respondent perceived that price of product of Atul Bakery is high and because of high price customers are not able to purchase.

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