

Factors Influencing Purchase of Cake Premix by Bakeries in Madurai and Virudhunagar District

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ABSTRACT

This mission targets to discover the elements influencing the acquisition of cake premix in bakeries. This mission is likewise intended to become aware of the thing influencing the acquisition of cake premix merchandise. The records became amassed with inside the Virudhunagar and Madurai district to analyze which cake premix and logo they pick, in addition to the elements influencing their selection to shop for cake premix. A total of 157 bakeries from Madurai and Virudhunagar District were taken for study and the details were collected with the use of a Structured Questionnaire. For the evaluation cause, statistical test like Chi Square, Percentage analysis and Weighted Average have been used. It is determined out from work that the Quality of product is terrific with crust & crumb cake premix and it occupies the primary function while in comparison to different premix brands.

Keywords: Retailers, Clients, Factors, Cake premix.

Introduction

Cake is a shape of candy meals crafted from flour, sugar, and different substances this is normally baked. In their oldest forms, desserts have been changes of bread, however desserts now cowl a huge variety of arrangements that techniques are possible: with inside the first, the separated eggs are whisked with the sugar and any flavoring, and the sifted flour is then reduce and folded into this thick, mild aggregate; with inside the second, the egg yolks are crushed with lemon may be easy or elaborate, and that proportion capabilities with different cakes inclusive of pastries, meringues, custards, and pies.

In the United States, desserts normally are made through one in all 3 techniques. In the traditional technique the sugar and fats are creamed together, the egg delivered, and an aggregate of flour, salt, and baking powder jumbled in alternately with the liquid, starting and finishing with dry substances. In the quick-dump, or one-bowl, technique, all of the substances besides the leavening agent are placed right into a bowl and combined vigorously (ideally with a strength mixer), the leavening agent delivered, and combining completed.

As an amendment of the technique, the eggs and a part of the milk can be delivered as a separate stage. Sponge cake and angel meals cake are examples of un-shortened mixtures. These desserts rely in large part upon integrated air for leavening, and, except changed recipes are used, chemical elevating sellers are unnecessary, enough air to supply a mild product being integrated through whisking the eggs. In angel meals cake, simplest the white of egg is used, crushed with cream of tartar, that is acidic and has a tendency to stabilize the egg-white foam; the mixed flour, sugar, and salt then are lightly folded in and the preferred flavoring delivered. A part of the sugar can be crushed with the egg whites. When making sponge cake, juice and all or a part of the sugar, and the egg whites are crushed separately, without or with a part of the sugar, the flour and salt being delivered to the yolk aggregate and the entire mixed with the crushed whites.

Review of Literature

Rees (1992), in his have a look at found that the elements influencing the customers „preference of meals are flavor, look and advertising. Demographic and family function adjustments and the creation of microwave ovens have produced adjustments in consuming habits. Vigorous sale of chilled and different organized meals is due to the mindset of massive variety of running better halves and unmarried those who pick comfort. Development in retailing with awareness of 80 percentage of meals income in Supermarkets is likewise taken into consideration to be an essential thing. Consumers are pretty responding to messages concerning protection and health. They are pretty worried approximately the manner wherein meals are produced and need safe, herbal and excessive pleasant meals at an affordable fee.

J.Duraichamy, T.T Karthik completed A Study on “Consumer’s Opinion closer to Packaged Instant Food Products in Madurai City” (2021) The cause of the have a look at became to examine the client opinion concerning packed on the spontaneous meals. In a have a look at, a strive has been made examine the customer’s degree of opinion closer to package on the spontaneous meals. The sampling length is 45. SPSS software program is used to examine the records statistics. Tahreen Huq, Imran Mahmood Sarker studied “Factors influencing logo alternatives for fast meals: A comparative have a look at among Sweden and Bangladesh” (June 2020) researches investigated the elements that impact customers' logo alternatives for fast meals focusing at the graduate-degree college students of Sweden and Bangladesh. The sampling length is 120. Thematic evaluation is used.

N.Vijayalakshmi studied “Consumer Behavior closer to Instant Cooking Food Products in Madurai District” (Jan 2019), studies had determined the elements influencing the shopping for selection. A pattern of a hundred and fifty families were decided on for the have a look at from the Madurai district of Tamil Nadu, because they have a look at area. Statistical equipment like percent evaluation, Chi-rectangular take a look at, Factor Analysis and Garrets Ranking Techniques are used.

Rupa Rathee, Pallavi Rajain, Anchal Kuchhal studied “Ready-to-Eat Products: Perspective of Working Women” (2019) The effects confirmed that, majority of the girls have been privy to geared up to consume meals merchandise. The elements which inspired the acquisition are poor aspects, usefulness, and simplicity of use, income promotion, familiarity, fondness, fee impact and time taken. The sampling length is 205. Non-possibility sampling i.e., comfort and judgmental sampling is used. R.Shopiya carried out A have a look at on “Awareness most of the Consumers’ approximately Instant Food Products” (2018) The cause of the have a look at became to become aware of the notice of the clients closer to on the spontaneous meals merchandise and observe the relationship among the non-public profile and their degree of focus. The sampling length is a hundred. Chi-Square take a look at is used. S. Shanmugapriya , V. Srivarshini studied “Consumer choice and delight closer to Instant Food Products”(2018) have a look at analyzed the customers degree of delight on the use of on the spontaneous meals merchandise and finish that the own circle of relatives income, non-incomes participants with inside the own circle of relatives and duration of the use of on the spontaneous meals merchandise are related to customers degree of delight on the spontaneous meals merchandise. The sampling length is 234. Simple percent and Chi-Square take a look at is used. Pavithra K.M carried out “A have a look at on shopping behavior closer to on the natural meals

merchandise with specialized choice to Coimbatore city”(2017) From the have a look at it is far recognized the pressure that impact on client purchasing sample mainly in Coimbatore additionally at the fundamental of private hobby proven through the manufactures on them, the strategies utilized in advertising and marketing consist of selecting goal markets thru marketplace evaluation and marketplace segmentation, in addition to information techniques of impact at the client behavior. The sampling length is 70. Convenience sampling approach is used.

V.Selvarani, A.Zeenath Amman carried out A Study on “Consumer Behaviour of Instant Food Products with unique connection with Tiruchirappalli City”(2016). It includes the mental methods that customers were given thru in spotting needs, locating methods to remedy those needs, making buy decisions, interpret records, make plans and put into effect the ones plans through conducting contrast purchasing or truly shopping a product. The sampling length is 85. J.Y.Liew, N.S.Mat Zain carried out a have a look at on “An exploration of the important thing elements affecting client shopping for behaviour of on the spontaneous meals merchandise in Kota Bharu” (2015) explored the important thing elements affecting client shopping for behaviour of on the spontaneous meals merchandise in Kota Bharu. The sampling length is 384. Convenience sampling approach is used. A.Jafersadhiq carried out A Study on “Buying Behavior on Instant Food Products at Coimbatore” (2014) The have a look at tested the customers shopping for behaviour with the assist of client focus closer to the Instant merchandise, purpose for shopping, elements influencing to buy. It proves that customers shopping for behaviour are inspired through the conventional manner of producing process, conventional substances and the supply of merchandise subsequent to their shops. The sampling length is 180. Convenience sampling approach is used.

K.Srinivasan, R.Nirmala carried out “A Study on Consumer Behavior closer to Instant Food Products (With Special References to Kanchipuram Town” (November 2014)highlights the have a look at of client behavior concerning on the spontaneous meals merchandise. A strive has been made to examine the client shopping frequency for the immediate meals merchandise. Further efforts have additionally been made to recognize the client focus closer to merchandise and to examine elements influencing the acquisition of on the spontaneous meals merchandise. A questionnaire became organized to check the mindset of a hundred customers closer to on the spontaneous meals merchandise. Sampling technique has been used to accumulate the records on the premise of likert scale. Percentage evaluation, Chi-rectangular take a look at additionally has been applied. J.Lilly studied “Purchase Decision of the customers closer to Instant Food Products”(2012) have a look at found out that, majority of the respondents have deliberate selection in shopping on the spontaneous meals merchandise wherein self and partner selection is favored and that they buy in most cases in departmental stores. Television performs a prime function in presenting records approximately on the spontaneous meals merchandise. The sampling length is 250. Convenience sampling approach is used.

Objectives of the study

- ✦ To identify the factors influencing the purchase of cake premix.
- ✦ To find out the brand preference of baking masters among cake premix.
- ✦ To know the expectations of baking master needs towards cake premix.

- ✦ To identify the difficulties /issue faced by baking master.

Research Methodology

This section discusses the method and procedure to collect the data in order to achieve the aims and objectives of this study. The topic to be discussed in this chapter includes research design and instruments, data collection methods, sampling design and analysis tools.

Research Design

Descriptive research is used in the study to analyze the factors influencing the purchase of cake premix among bakery. The data collected for this research is purely based on primary and secondary sources.

Nature of data

Primary data and Secondary data are used in this research.

Sources of Data

Primary Data

The information is required for this research is collected from baking masters through questionnaire.

Secondary Data

Secondary data is collected from company reports, periodicals, journals, magazines and websites.

Method of data collection

Primary data was collected by Direct Survey Method using the structured questionnaire from the retailers.

Secondary data were collected from the company records, reports, newspapers, files, magazines, periodicals, and websites.

Data Collection Instrument

A well-structured questionnaire has been designed to collect the data from baking masters.

Sampling Design

Population Size

The population size for the study is unknown.

Sample Size

The sample size of the study is 157.

Sample Method

The sampling method used is convenience sampling.

Tools used for Analysis

Data collected through questionnaire was analyzed using tools present in SPSS software.

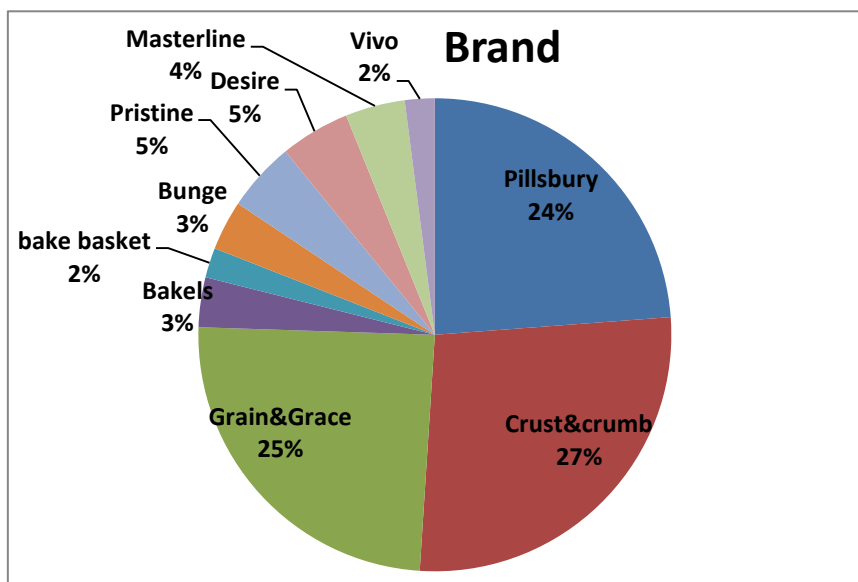
The tools that are used for this study are:

- A. Percentage analysis
- B. Weighted average
- C. Chi-square

Data Analysis

Brand preference of cake premixes

| Brand | No. of responses | |
|---------------|------------------|--------|
| | No. | % |
| Crust & crumb | 35 | 27.210 |
| Grain & Grace | 40 | 24.489 |
| Pillsbury | 36 | 23.809 |
| Pristine | 5 | 4.7619 |
| Desire | 6 | 4.7619 |
| Masterline | 7 | 4.0816 |
| Bunge | 5 | 3.4013 |
| Bakels | 3 | 3.4113 |
| Bake basket | 7 | 2.0408 |
| Vivo | 3 | 2.0311 |
| Total | 147 | 100 |



Inference:

It is inferred that majority of Brand preference is crust & crumb (27%) followed by Grain & grace (25%), Pillsbury (24%), Pristine (5%), Desire (5%), Masterline (4%), Bunge (3%), Bakels (3%), Bake basket (2%).

Factors influencing the purchase of cake premix: (Weighted Average)

Product

| Factors(Product) | Average |
|--|---------|
| The quality is really outstanding | 3.9010 |
| Quantity of the product is well sufficient | 3.8901 |
| The shelf life of product is satisfactory | 3.7444 |
| Wide variety of product is there | 3.6813 |

Inference:

It is inferred that Factors influencing the purchase of cake premix regarding with (Product) as best for the quality is really outstanding followed by Quantity of the product is well sufficient, Shelf life of product is satisfactory and wide availability variety of product is there.

Price

| Factors (Price) | Average |
|--|---------|
| The price varies from brand to brand | 3.6923 |
| The price of the premix is reasonable | 3.6483 |
| The pricing policy of the brand helps in maximizing our profit | 3.5604 |

Inference:

It is inferred that Factors influencing the purchase of cake premix (Price) with price varies from brand to brand followed by reasonable price of premix and pricing policy of brand helps to maximize profit.

Service

| Factors (service) | Average |
|---|---------|
| The sales person visits the outlet regularly and takes orders | 3.802 |
| The salesperson addresses grievances on time | 3.666 |
| The sales person builds good relationship with the outlet | 3.633 |

Inference:

It is inferred that Factors influencing the purchase of cake premix (Service) with best sales person visiting the outlet regularly and taking orders followed by salesperson addressing the grievances on time and the sales person builds good relationship with the outlet.

Delivery

| Factors (Delivery) | Average |
|--|---------|
| No damages when products are Delivered | 3.659 |
| Right quantity of products are delivered | 3.631 |
| The products are delivered on time | 3.505 |

Inference:

It is inferred that Factors influencing the purchase of cake premix (Delivery) with no damages when products are Delivered followed by right quantity of products being delivered and being delivered on time .

CHI Square Analysis

Relationship between the purchase of cake premix for your bakery and the factors influencing the purchase of cake premix:

Null hypothesis: There is no relationship between the purchase of cake premix for your bakery and the factors influencing the purchase of cake premix:

Alternate hypothesis: There is relationship between the purchase of cake premix for your bakery and the factors influencing the purchase of cake premix:

Relationship between the purchase of cake premix for your bakery and the factors influencing the purchase of cake premix:

| S.No. | Factor | Asymptotic significance | Null hypothesis |
|-------|--|-------------------------|-----------------|
| 1. | The price of the product is reasonable. | 0.025 | Rejected |
| 2. | The shelf life of the product is satisfactory | 0.00 | Rejected |
| 3. | The sales person builds good relationship with the outlet. | 0.53 | Accepted |

| | | | |
|----|---|------|----------|
| 4. | The sales person visits the outlet regularly and take orders. | 0.92 | Accepted |
| 5. | No damages when products are delivered | 0.42 | Rejected |
| 6. | The products are delivered on time | 0.53 | Accepted |

Inference:

While observing the results of the chi square test shown in the above table, the asymptotic significance is lesser than 0.05 ($p < 0.05$), the null hypothesis is rejected that there is a significant relationship between the two variables. Hence it is inferred that the price of the product is reasonable, The shelf life of the product is satisfactory, No damages when products are delivered has significant association with the purchase of cake premix for your bakery. The remaining factors like The sales person builds good relationship with the outlet, The sales person visits the outlet regularly and take orders and The products are delivered on time has no impact.

Relationship between the salesperson visits the bakery and the factors influencing the purchase of cake premix:

Null hypothesis: There is no relationship between the salesperson visits the bakery and the factors influencing the purchase of cake premix.

Alternate hypothesis: There is relationship between the salesperson visits the bakery and the factors influencing the purchase of cake premix.

| S.No. | Factor | Asymptotic significance | Null hypothesis |
|-------|---|-------------------------|-----------------|
| 1. | The salesperson builds good relationship with the outlet | 0.044 | Rejected |
| 2. | The salesperson visits the bakery regularly and takes orders. | 0.002 | Rejected |
| 3. | The products are delivered on time | 0.975 | Accepted |
| 4. | No damages when products are delivered. | 0.542 | Accepted |

Inference:

While observing the results of the chi square test shown in the above table, the asymptotic significance is lesser than 0.05 ($p < 0.05$), the null hypothesis is rejected that there is a significant relationship between the two variables. Hence it is inferred that The salesperson builds good relationship with the outlet, The salesperson visits the outlet regularly and take orders has significant association with the salesperson visits the bakery. The remaining factors like No damages when products are delivered and the products are delivered on time has no impact.

Relationship between the SkU of cake premix and the factors influencing the purchase of cake premix:

Null hypothesis: There is no significant relationship between the SkU of cake premix and the factors influencing the purchase of cake premix

Alternate hypothesis: There is significant relationship between the SkU of cake premix and the factors influencing the purchase of cake premix

| S.No. | Factor | Asymptotic Significance | Null Hypothesis |
|-------|---|-------------------------|-----------------|
| 1 | The Quantity of the product is well sufficient. | 0.67 | Accepted |
| 2 | Wide variety of product is there | 0.00 | Rejected |
| 3 | The quality is really outstanding | 0.56 | Accepted |
| 4 | The shelf life of product is satisfactory | 0.044 | Rejected |
| 5 | The price of the premix is reasonable | 0.95 | Accepted |
| 6 | The price varies from brand to brand | 0.67 | Accepted |

Inference:

While observing the results of the chi square test shown in the above table, the asymptotic significance is lesser than 0.05 ($p < 0.05$), the null hypothesis is rejected that there is a significant relationship between the two variables. Hence it is inferred that Wide variety of product is there, The shelf life of product is satisfactory has significant association with the SkU of cake premix. The remaining factors like The Quantity of the product is well sufficient, The price of the premix is reasonable, The price varies from brand to brand has no impact.

Relationship between the average monthly sales revenue and the factors influencing the purchase of cake premix:

Null hypothesis: There is no relationship between the salesperson visits the bakery and the factors influencing the purchase of cake premix.

Alternate hypothesis: There is relationship between the salesperson visits the bakery and the factors influencing the purchase of cake premix.

| S.No. | Factor | Asymptotic Significance | Null Hypothesis |
|-------|---|-------------------------|-----------------|
| 1. | Quantity of the product is well sufficient | 0.044 | Rejected |
| 2. | The quality is really outstanding | 0.002 | Rejected |
| 3. | The shelf life of the product is satisfactory | 0.975 | Accepted |
| 4. | Wide variety of product is there | 0.542 | Accepted |

Inference:

While observing the results of the chi square test shown in the above table, the asymptotic significance is lesser than 0.05 ($p < 0.05$), the null hypothesis is rejected that Quantity of the product is well sufficient The quality is really outstanding there is a significant relationship between the two variables. Hence it is inferred that has significant association with the salesperson visits the bakery. The remaining factors like The shelf life of the product is satisfactory, Wide variety of product is there has no impact.

Rank your expectation towards cake premix:

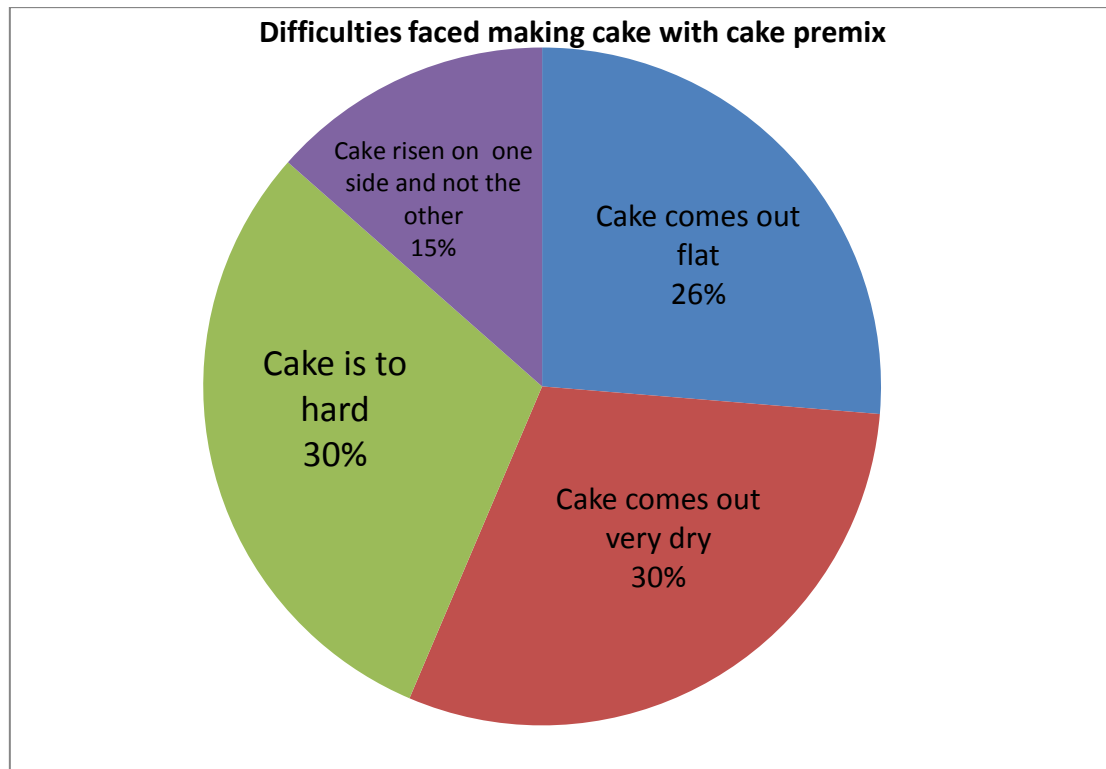
| Particulars | Average | Rank |
|-----------------|---------|------|
| Tasty & Healthy | 1.7032 | 1 |
| Time saving | 3.0879 | 2 |
| Less wastage | 3.4175 | 3 |
| Freshness | 3.5555 | 4 |
| Long shelf life | 4.0769 | 5 |
| Nutrition | 5.9560 | 6 |
| Brand | 6.1978 | 7 |

Inference:

It is inferred that majority of expectation towards cake premix is ranked as Tasty & healthy (1), Time saving (2), Less wastage(3), Freshness (4), Long shelf life(5), Nutrition (6) and Brand(7).

| Difficulties | Responses | |
|---|-----------|---------|
| | No. | Percent |
| Cake comes out flat | 35 | 26.3% |
| Cake is to hard | 40 | 30.1% |
| Cake comes out very dry | 40 | 30.1% |
| Cake risen on one side and not the other. | 18 | 13.5% |
| | 133 | 100.0% |

Difficulties faced preparation of cake with cake premix:



Inference:

it is inferred that majority of Difficulties faced making cake with cake premix is cake comes out very dry(30%), followed by cake is to hard(30%), Cake comes out flat(26%) and cake risen on one side but not other (14%).

Findings

Factors influencing the purchase of cake premix

- A. Majority of respondents are satisfied with the Quality of the product that is really outstanding.
- B. Majority of respondents are satisfied with the price that varies from brand to brand.
- C. Majority of respondents agreed that there was no damages when products were delivered.

To find out the brand preference of baking masters among cake premix

- A. Majority of respondents brand preference is crust & crumb (27%) followed by Grain & grace (25% packs), Pillsbury (24%), Pristine (5%), Desire (5%), Masterline (4%), Bunge (3%), Bakels(3%), Bake basket(2%).

To know the expectations of baking master needs towards cake premix

- A. Majority of respondents said that were they using premix for cake preparation is required the height of cake.
- B. Majority of respondents said that using premix for cake preparation saves the time ranked as 1.

To identify the difficulties /issue faced by baking master

- A. Cake comes out very dry is the difficulties faced by majority of respondents.
- B. Most of the baking masters agreed that they are ready to buy newer cake premix brands.

Conclusion

From the research study that is done on “Factors influencing purchase of cake premix by bakeries in Madurai and Virudhunagar District”. The survey is conducted among 157 bakeries in 86 from Virudhunagar and 71 from Madurai. From the above study it is concluded that majority of the respondents are highly satisfied with the quality of the cake premix. Baking masters much preferred brand is crust & crumb and least preferred brand is Bake basket. Majority of the baking masters prefer Black forest cake over other cakes. Overall the baking master feels that the price is reasonable and much preferred cake in SKU is 5Kg package.

Declarations

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Competing Interests Statement

The authors declare no competing financial, professional and personal interests.

Consent for publication

Authors declare that they consented for the publication of this research work.

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