

“A STUDY ON IMPACT OF BAKING INDUSTRY IN ECONOMY AND GROWTH OF ORGANIC BAKING”

(With reference to Bengaluru city)

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Abstract:

The basic trends in bread, bakery, and pastry innovation are related to health, pleasure, and convenience. This article analyses how culinary trends are influencing product innovation in bread and similar products. New cuisine and leading chefs consider bread and bakery not solely a complement to the dishes served in their restaurants but a fundamental aspect of their innovation offerings.

A case study of various leading small innovation firms/cafes in Bengaluru will serve as an example of the drivers of innovation and critical elements in this craft. The influence of these innovation trends in the bread and dessert industry will be analysed as well.

Introduction :

Baking is a strategy for planning sustenance that utilizes dry warmth, regularly in a broiler, yet should likewise be possible in hot powder, or on hot stones. The most widely recognized heated thing is bread however numerous different kinds of sustenance are prepared. Warmth is bit by bit exchanged "from the outside of cakes, treats, and breads to their inside. As warmth goes through, it changes hitters and mixture's into prepared products and more with a firm dry outside layer and a gentler focus". Baking can be joined with flame broiling to deliver a half and half grill variation by utilizing the two strategies at the same time, or in a steady progression. Baking is identified with grilling on the grounds that the idea of the workmanship stove is like that of a smoke pit.

REVIEW OF LITERATURE

A literature review or narrative review is a type of review article. A literature review is a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic.

STUDY OF CONSUMER BEHAVIOUR

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 four stages. The first was a personal detail approach. Followed by second, third and fourth stage consisting of qualitative, quantitative and descriptive approach. A survey was also performed involving 79 bakery consumers.

Keeping in view this fact, a review of existing literature in respect of bakery products was made by the researcher in the following manner:

According to Dublin, “Research and Markets have announced the addition of the Bakery Products in India. The Bakery Products in India offer a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2003-2008), Allowing you to identify the sectors during growth. It identifies the Leading companies, the leading brands and offers strategic analysis of Key factors influencing the market – be the new product.

In the words of Irum Khan, “Food ingredients have commanded the food industry around the globe making people savour the food they eat. Food is no more about filling the hungry stomach but it is actually driving people into an obsession with the taste it leaves behind.

According to Manish Parekh, “Now and 10 years hence we will see India making the maximum wealth it ever made in recent history. Indian cuisine has always been a big part of that economic success and remains so today. Current ingredient trends such as the soaring demand for healthier products, increased development in preservatives & processing and the rise in consumer need for wider product choice, are all pervading opportunities for creating and extending business in the Indian food industry.

According to Julia Moskin, “Artisan (or Artisanal) bread Whetted mainstream American tastes in the 1990’s. Ancient products for modern gourmets, Commercial bakers producing pre-baked loaves put these products in supermarkets and wholesale food outlets.

According to K.T. Achaya, “Naan is a roti of fine white maida, leavened, rolled out oval in shape, sprinkled with nigella (kalonji) seeds and baked in a tandoor or ordinary oven. Small, mud plastered ovens closely resembling present-day tandoors have been excavated at kalibangan and Indus valley site. In about AD 1300, Amir Khusrau notes nann-e-tanuk (light bread) and naan-e-tanuri (cooked in a tandoor oven) at the imperial court in Delhi. Naan was in Mughal times a popular breakfast food, accompanied by kheema or kabab of the humbler Muslims. It is today associated with pujnabis and is a common restaurant item rather than home-made one, all over India.”

According to www.bakeryindia.com, “The present day consumer looks for new bakery products, better appeal, taste and convenience from bakery foods. With a population of 1 billion plus, India has the largest middle-income consumers, who demand varieties in food, clothing, transport and improved living standards. Opportunities, in abundance, exist in Bakery cafes and Restaurants. Those who cater fast foods are another fastest growing section in India.

Dublin, www. researchand markets.com

Khan Irum, India Hot Spot for Food Ingredients; Mumbai; Oct 2008

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Achaya, K.T.; A Historical Dictionary of Indian Food; Oxford University Press; Delhi; 1988; p 170.

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Research design

Introduction

A research design is the set of methods and procedures used in collecting and analysing measures of the variables specified in the problem research. The design of a study defines the study type (descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research problem, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. A research design is a framework that has been created to find answers to research questions.

RESEARCH METHODOLOGY

Sources, Tools and Techniques of data collection are as follows:

Primary data: It will be collected by issuing the questionnaire.

Secondary data: It will be collected from research papers, various websites, company's data base and books.

Statistical tools applied for the study:

A chi-squared test, also written as χ^2 test, is any statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. Without other qualification, 'chi-squared test' often is used as short for Pearson's chi-squared test. The chi-squared test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories

Analysis of variance (ANOVA) is a collection of statistical models and their associated estimation procedures (such as the "variation" among and between groups) used to analyze the differences among group means in a sample. ANOVA was developed by statistician and evolutionary biologist Ronald Fisher.

The t-test is any statistical hypothesis test in which the test statistic follows a Student's t-distribution under the null hypothesis.

LIMITATION OF THE STUDY

- Organic baked products seen by the responses of questionnaire seems to be not known by many of the people, survey conducted 79 random people gave mixed results thus the study lacked some points.
- The cause of choosing millets over white flour is millets being costly. As millets are highly exportable goods they are less in quantity in India, thus become costly and unaffordable.
- As the growth of bakery industry is high, tendency of opening up bakeries in and around is too much, thus the quality and price gets affected as well as the interest towards bakery product too.
- There were possibly no research papers for this study, it was quite difficult to find review of literature and thesis for reference.

HYPOTHESIS OF THE RESEARCH STUDY

The present research study is based on the following presumptions:

1. Bakery Industry is one of the important businesses of Bangalore Region.
2. Production processes of bakery products are traditional in the study area.
3. Generally the cost of production works out very high for different bakery products in the study area.
4. Marketing charges are found very high in case of bakery products in the study area.
5. A number of factors leave their direct and indirect influence on the production costs and marketing margins in case of bakery products.
6. To increase the profits and to reduce the costs, mixing of inferior quality raw materials is done in bakery industry in the study areas, which is totally illegal and detrimental to health.

ANALYSIS AND INTERPRETATION

Hypothesis 1

H₀: There is no association between frequency of visit to bakery and gender.

H₁: There is association between frequency of visit to bakery and gender.

Table: Descriptive statistics of gender and frequency of visit

Table 1: Hypothesis 1- Research Hypothesis.

GENDER		FREQUENCY OF VISIT TO BAKERY					TOTAL	
		DAILY	TWICE A WEEK	WEEKLY	FORTNIGHTLY	MONTHLY		OTHER
FEMALE		.9	6.5	11.1	3.7	12.0	1.8	36.0
		2.8%	11.1%	30.6%	5.6%	41.7%	8.3%	100.0%
		50.0%	28.6%	45.8%	25.0%	57.7%	75.0%	46.2%
MALE		1.1	7.5	12.9	4.3	14.0	2.2	42.0
		2.4%	23.8%	31.0%	14.3%	26.2%	2.4%	100.0%
		50.0%	71.4%	54.2%	75.0%	42.3%	25.0%	53.8%
TOTAL		2.0	14.0	24.0	8.0	26.0	4.0	78.0
		2.6%	17.9%	30.8%	10.3%	33.3%	5.1%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the above table it is evident that 42% of females visit the baker monthly and only 26% of male visit monthly. Overall only 33% of male and female visit the bakery monthly.

Table: Chi-square on gender and frequency of visit.

Table 2: Hypothesis 1 "Chi-square" analysis - Research Hypothesis

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.927 ^a	5	.313
Likelihood Ratio	6.119	5	.295
Linear-by-Linear Association	3.042	1	.081
N of Valid Cases	78		

From the above table it is evident that Chi square test statistic =5.92 and p=.313, greater than alpha level of significance of 0.05. The hypothesis there is association between frequency of visit to bakery and gender is rejected.

Hypothesis 2

H0: There is no significant difference in opinion on preference of organic product with regard to Education qualification.

H1: There is significant difference in opinion on preference of organic product with regard to Education qualification.

The opinion on preference of organic product taken from different respondents with regard to different education qualification is depicted in the table below.

Table: Descriptive Statistics

Table 3: Hypothesis 2- Research Hypothesis

	Education qualification	N	Mean	Std. Deviation	Std. Error
Preference of organic product	UNDER GRADUATE	6	1.8333	.75277	.30732
	GRADUATE	22	2.0909	.29424	.06273
	POST GRADUATE	42	1.9524	.62283	.09611
	PROFESSIONAL	8	2.1250	.64087	.22658
	Total	78	2.0000	.55829	.06321

Table ANOVA for preference of organic product

Table 4: Hypothesis 2 "ANOVA" analysis - Research Hypothesis

		Sum of Squares	df	Mean Square	F	Sig.
Preference of organic product	Between Groups	.569	3	.190	.599	.618
	Within Groups	23.431	74	.317		
	Total	24.000	77			

The Table of ANOVA result depicts that the F ratio of preference of organic product is 0.618 and P value greater than 0.05 it is statistically insignificant with 3 and 74 degrees of freedom at 5%. Therefore it can be concluded that there is no significant difference in opinion on preference of organic product with regard to Education qualification

Hypothesis 3

H0: There is no significant difference in opinion on preference of Hygiene with regard To Gender.

H1: There is significant difference in opinion on preference of Hygiene with regard To Gender.

The opinion on preference of Hygiene taken from different respondents with regard to different Gender, Male being 42 and Female being 36 is depicted in the table below.

Table 5: Hypothesis 3- Research Hypothesis

Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
HOW HYGIENE YOU THINK	FEMALE	36	2.0000	.53452	.08909
THE BAKERIES ARE?	MALE	42	1.8095	.55163	.08512

Table 6: Hypothesis 3 "T-Test"- Research Hypothesis

Independent Samples Test

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
HOW HYGIENE YOU THINK	Equal variances assumed	1.542	76	.127
THE BAKERIES ARE?	Equal variances not assumed	1.546	74.833	.126

The Table of t-test result depicts that the t ratio of preference of hygiene is 1.542 and P value greater than 0.05 it is statistically insignificant with 76 degrees of freedom at 5%. Therefore it can be concluded that there is no significant difference in opinion on preference of hygiene with regard to gender.

Hypothesis 4

H0: There is no significant difference in opinion on preference of Hygiene with regard To Education qualification.

H1: There is significant difference in opinion on preference of Hygiene with regard to Education qualification.

The opinion on preference of Hygiene taken from different respondents with regard to different Education qualification is depicted in the table below.

Table 7: Hypothesis 4- Research Hypothesis

Descriptives

HOW HYGIENE YOU THINK THE BAKERIES ARE?

	N	Mean	Std. Deviation	Std. Error
UNDER GRADUATE	6	1.6667	.51640	.21082
GRADUATE	22	1.9545	.48573	.10356
POST GRADUATE	42	1.9048	.61721	.09524
PROFESSIONAL	8	1.8750	.35355	.12500
Total	78	1.8974	.54866	.06212

Table 8: Hypothesis 4 "ANOVA" analysis- Research Hypothesis

ANOVA

HOW HYGIENE YOU THINK THE BAKERIES ARE?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.398	3	.133	.430	.732
Within Groups	22.782	74	.308		
Total	23.179	77			

The Table of ANOVA result depicts that the F ratio of preference of hygiene is 0.430 and P value greater than 0.05 it is statistically insignificant with 3 and 74 degrees of freedom at 5%. Therefore it can be concluded that there is no significant difference in opinion on preference of hygiene with regard to Education qualification

FINDINGS, CONCLUSION AND SUGGESTION.

Today Bakery Products are in like manner use. These are no more implied only for a couple of house holds or classes of individuals. In India, Bread and Biscuits go under the rundown of superfluous things, I .e . they are not considered as essential necessities. Variations of Bread, for example, rusk, have discovered acknowledgment among the moderately poor house holds. Notwithstanding, it isn't observed to be so. It has turned into the most significant piece of the sustenance of the normal - man.

This investigation was attempted with the accompanying explicit targets.

- (a) To contemplate the reasons elevating the business visionaries to dives into this business.
 - (b) To contemplate whether, a specific network assumes a prevailing job.
 - (c) To evaluate the capital interest in this industry and the capital structure.
 - (d) To make an inside and out investigation of the different issues relating to back, the board and advertising.
 - (e) To ponder the labour consumption limit, of the bread kitchen industry,
 - (f) To think about the different issues before the bread mama
 - (g) To confirm the bread kitchen makers productivity, as respects to the promoting blend, in this way, evaluating their proficiency, in regard of advertising rehearses.
 - (h) To investigate different issues and stick point valuable recommendations, assuming any, for the improvement of the pastry kitchen industry as a rule and the shoppers specifically. It was assumed that
1. Pastry kitchen Industry in Bangalore District, has developed out of the need and is in charge of advancing the need, ubiquity and request of the bread shop items, charging sensible rates of benefits.

2. This Industry is in charge of creating the business opportunity, in the circle of generation and promoting exercises. The bread kitchen proprietors awareness about creation, showcasing, blend, monetary issues and changing innovation is in charge of this.

3. Bread shop items, being exceptionally transient and client arranged. Bakerywalas around there, know about the need of Quality Control.

4. Bread shop Industry in Bangalore District, has built up a feeling of cognizance about the promoting blend, keeping them constantly alert about the assembling and advertising exercises. Pastry kitchens situated in this District, know about the work issues and have embraced Labor Welfare Schemes of different kinds.

The entire work depends on the investigation of 100 bread kitchens, chosen by applying Multi Stage Stratified Random Sampling Techniques. Due consideration was taken at the season of choosing the example, having agent of the Universe. It is asserted in this manner, that the discoveries would be agent in character. It is additionally similarly asserted that, the discoveries would be helpful for all the Bakery proprietors in Bangalore District and somewhere else, ' in the other piece of India, having comparable conditions.

In this section, Results have been condensed and Conclusions have been drawn, other than valuable Suggestions have been made, relating to the Conclusions.

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