

The Influence of Home Bakeries on Social Media Users: An Empirical Study in Amravati City

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Abstract

This study investigates the influence of home bakeries on social media users in Amravati City. The rise of home-based baking businesses, especially during the COVID-19 pandemic, has created a significant presence on various social media platforms. This research aims to explore how these home bakeries impact consumer behavior, preferences, and purchasing decisions. Through a combination of surveys and data analysis, the study provides empirical insights into the social, economic, and psychological effects of home bakeries on social media users in Amravati.

Introduction

The advent of social media has revolutionized the way businesses operate and engage with customers. In recent years, home bakeries have leveraged these platforms to reach a broader audience, showcase their products, and build a loyal customer base. This study focuses on the city of Amravati, known for its vibrant entrepreneurial spirit and growing online community. By examining the impact of home bakeries on social media users, this research aims to provide valuable insights for small business owners, marketers, and policymakers.

The consumption of bakery items is high in every household, including in Amravati City. Just consider the number of times you consume bread, biscuits, cookies, etc., in your day-to-day life. However, as much as we enjoy these baked goodies, there is a

growing trend of seeking healthier alternatives. This is where consumers turn to home bakers.

One of the key advantages of home baking is the high degree of customization and personalization it offers. Home bakers can cater to specific dietary requirements, such as gluten-free or vegan diets, and can also offer unique and creative flavor combinations that are not commonly found in traditional bakeries. Additionally, home bakers often use high-quality, locally sourced ingredients, which can result in superior taste and texture.

Objectives

1. To analyze the demographic profile of social media users who engage with home bakeries in Amravati.
2. To assess the influence of social media marketing strategies employed by home bakeries on consumer behavior.
3. To evaluate the economic impact of home bakeries on the local market.
4. To understand the social and psychological effects of engaging with home bakeries on social media.

Scope of the Study

The popularity of home baking has significantly increased, and this study confirms that home bakers frequently upgrade their skills and knowledge to adapt to market trends. This research helps in understanding the perception of social media users towards home bakeries in Amravati City. It provides insights into

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how home bakeries focus on various factors such as price, quality, and availability of products. Additionally, the study examines the performance of home bakeries across different social media platforms, shedding light on their marketing strategies and customer engagement techniques.

Review of Literature

A literature review is a survey of scholarly sources (such as books, journal articles, and theses) related to a specific topic or research question. It provides a comprehensive overview of existing research, identifying key themes, debates, and gaps in the literature.

A review of existing literature highlights the growing trend of home-based businesses and their utilization of social media for marketing and customer engagement. Previous studies have focused on the benefits of social media marketing, consumer trust, and the economic implications of small businesses. This study builds on these findings by specifically examining the home bakery sector in Amravati.

Lee O. Upton, Emma J. Broming, and Dr. Rebecca L. Upton (2012) conducted a study titled "Research on Customers' Relationship with Entrepreneurs' Social Networks." Their research highlighted the importance of entrepreneurs leveraging valuable resources to enhance their success throughout the entrepreneurial process. The study emphasized that the popular usage and understanding of social networks have broadened in recent years, with many individuals becoming familiar with the terms due to the rise of useful technologies. This research underlines the significance of social networks in establishing and maintaining customer relationships, which is particularly relevant for home bakeries utilizing social media platforms for marketing and customer engagement.

Research Methodology

The research adopts a mixed-method approach, combining quantitative and qualitative data collection techniques. Surveys will be administered to social media users in Amravati to gather data on their interactions with home bakeries. In-depth interviews with home bakery owners and customers will provide

additional insights into their experiences and perspectives. Data will be analyzed using statistical tools to identify patterns and correlations.

SOURCES OF DATA

The information relevant for the study was drawn from secondary data, which alone was not sufficient. Primary data was collected through survey method using questionnaire to conduct the study successfully. A questionnaire was designed for this purpose.

TOOLS FOR ANALYSIS

- Simple percentage analysis
- Rank analysis
- Weighted average analysis
- Chi square test

ANALYSIS AND INTERPRETATION

- SIMPLE PERCENTAGE ANALYSIS

Gender

Gender of the respondents

S. No.	Gender	Frequency	Percent
1	Male	75	44.1
2	Female	95	55.9
	Total	170	100.0

Sources:

Primary data

Interpretation

The table shows the frequency and percentage distribution of the respondents by gender. Out of the total sample size of 170, 75 respondents (44.1%) were male, and 95 respondents (55.9%) were female. This indicates that the majority of the respondents were female.

Inference

It is concluded that majority (55.9%) of the respondents are female.

Monthly Income of the respondents

S. No.	Monthly income	Frequency	Percent
1	Less than 20000	45	26.5
2	Rs.20, 001-35,000.	71	41.8
3	Rs.35,001 - 50,000	19	11.2
4	Rs.50, 000 and above.	35	20.6
	Total	170	100.0

Source: Primary Data

Interpretation:

There were a total of 170 individuals surveyed. 41.8% of the respondents earn between Rs.20, 001-35,000. The next largest group 26.5% earn less than Rs.20,000 per month. 20.6% of the respondents earn Rs.50,000 while only 11.2% of the respondents earn between Rs.35,001-50,000 per month.

Inference

It is concluded that majority (41.8%) of the respondents earn Rs. 20,001-35000 as monthly income.

Consumer preferences for baked goods shifted from traditional bakeries to home bakeries after the pandemic:

Shift of consumer preference

S. No.	Level of agreement	Frequency	Percent
1	Strongly agree	30	17.6
2	Agree	46	27.1
3	Neutral	54	31.8
4	Disagree	40	23.5
	Total	170	100.0

Source: Primary Data

Interpretation

Among 170 responses collected, 17.6% of the respondents agreed and 27.1% strongly agreed that consumer preferences for baked goodshad shifted from traditional bakeries to home bakeries after the pandemic. In contrast, 23.5% of the respondents disagreed with the statement, and the majority, 31.8%, remained neutral.

Inference

Majority 31.8% of the respondents are neutral about shift of consumer preference for baked goods.

WEIGHTED AVERAGE ANALYSIS

Aspects of home bakeries that attracts consumers the most:

Factors about home bakeries

FACTORS	1	2	3	4	5	TOTAL	RANKS
Hygiene and Sanitation	105 (525)	36 (144)	15 (45)	7 (14)	7 (7)	170 (735)	I
Customization services	18 (90)	98 (392)	35 (105)	10 (20)	9 (9)	170 (616)	IV
Provides high end quality Products	43 (215)	90 (360)	22 (66)	7 (14)	8 (8)	170 (663)	III
Adapting to market trends	20 (100)	45 (180)	72 (216)	15 (30)	18 (18)	170 (544)	V
Attractive packaging	88 (440)	31 (124)	36 (108)	5 (10)	10 (10)	170 (683)	II

Source: Primary Data Interpretation

- As ranked by 170 respondents, the aspect Hygiene and Sanitation is placed as First rank.
- As ranked by 170 respondents, attractive packaging done by home bakeries is ranked second.

- As ranked by 170 respondents, home bakery providing high end quality products is ranked third.
- As ranked by 170 respondents, customization services are ranked fourth.
- As ranked by 170 respondents, home bakers adapting to market trends have been ranked fifth.

Inference

Majority of the respondents prefer home bakeries, as they provide products with good hygiene.

WEIGHTED AVERAGE ANALYSIS

Level of agreement on factors of home bakeries

FACTORS	SA	A	N	D	SD	TOTAL	MEAN SCORE
Home bakeries are open and honest about the ingredients they use.	99 (495)	24 (96)	33 (99)	8 (16)	6 (6)	170 (712)	4.19
The delivery of the baked goods will be on time and safe.	34 (170)	73 (292)	41 (123)	14 (28)	10 (10)	170 (623)	3.66
Home bakers respond to the queries of customers quickly.	23 (115)	42 (168)	15 (45)	66 (132)	24 (24)	170 (484)	2.85
Home bakers adapt to market trends and update their skills.	54 (270)	22 (88)	64 (192)	13 (26)	17 (17)	170 (593)	3.49
Baked goods are free from	87 (435)	48 (192)	7 (21)	12 (24)	15 (15)	170 (687)	4.04

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Source: Primary Data

Inference

The above table shows agreeance level of respondents towards certain factors of home bakeries. The highest mean score is 4.19 from the factor "Home bakeries are open about the ingredients they use."

CHI-SQUARE ANALYSIS

Gender and Consumer preferences for baked goods have shifted from traditional bakeries to home bakeries after the pandemic

H01: There is no relationship between Gender and Consumer preferences for baked goods have shifted from traditional bakeries to home bakeries after the pandemic

Cross tabulation						
Count						
		Consumer preferences for baked goods have shifted from traditional bakeries to home bakeries after the pandemic				Total
		Strongly agree	Agree	Neutral	Disagree	
Gender	Male	8	14	21	11	54
	Female	22	32	33	29	116
Total		30	46	54	40	170

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.997 ^a	3	.003

The chi-square test of independence was conducted to examine the relationship between gender and consumer preferences for baked goods after the pandemic. The observed frequencies were compared to the expected frequencies, assuming that there was no relationship between the two variables.

The results of the test revealed that the chi-square value was 1.997 with 3 degrees of freedom and a p-value of .003. Since the p-value is less than the conventional level of .05, we can reject the null hypothesis (H₀) that there is no relationship between gender and consumer preferences for baked goods after the pandemic.

Therefore, we can conclude that there is a significant relationship between gender and consumer preferences for baked goods after the pandemic.

Findings and Discussion:

Initial findings indicate that home bakeries significantly influence the purchasing decisions and brand loyalty of social media users. The visual appeal of baked goods, personalized customer service, and community engagement emerge as critical drivers of consumer interest. Moreover, the study underscores the economic benefits for home bakery owners and their positive social impact on the community.

In summary, this study provides valuable insights into the demographic characteristics and preferences of customers who purchase baked goods from home bakeries in Amravati City. The majority of respondents are women aged between 26 to 35 years, holding SSLC education. They prioritize preservative-free products, appealing packaging, and responsive customer service.

To effectively target this demographic, Amravati's home bakers should focus on leveraging social media platforms like Facebook for marketing, ensuring visually compelling advertisements that align with current market trends. Additionally, they should emphasize high-quality products with functional packaging and maintain swift responsiveness to customer inquiries.

While the survey indicates that home bakers generally enjoy trust and are perceived as transparent about their ingredients, there is an opportunity to further identify and cater to specific customer preferences. Overall, prioritizing customer satisfaction, product excellence, and market awareness will likely lead to increased success and greater customer loyalty for home bakeries in Amravati City.

Conclusion:

The study concludes that home bakeries play a pivotal role in influencing consumer behavior on social media in Amravati. Beyond contributing to the local economy, these businesses foster community and social connections among users. The findings emphasize the critical importance of effective social media strategies for home-based businesses, highlighting the need to enhance online presence and customer engagement.

Furthermore, this research provides valuable insights into the dynamics of home bakeries and their impact on social media users in Amravati City. It identifies the demographic profile and preferences of customers, particularly women aged 26 to 35 years with completed SSLC education, who prioritize preservative-free products, appealing packaging, and responsive customer service.

To effectively target this demographic, home bakers in Amravati should concentrate on leveraging platforms like Facebook for marketing, ensuring visually appealing advertisements that resonate with current market trends. Maintaining transparency about ingredients and continuously adapting to evolving consumer needs will strengthen customer trust and satisfaction. Looking ahead, prioritizing product quality, customer-centric service, and responsiveness to market dynamics will be essential for sustaining success and fostering lasting customer loyalty among home bakeries in Amravati City.

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