A STUDY ON CONSUMER ATTITUDE TOWARDS BAKERY CAKE VS HOME-MADE CAKE AND FORECASTING SALES USING PYTHON

Dissertation submitted to St. Teresa's College (Autonomous) Ernakulam,

Affiliated to Mahatma Gandhi University in partial completion of

PGDM – BUSINESS ANALYTICS

Submitted by

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ST. TERESA'S COLLEGE (AUTONOMOUS),
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CERTIFICATE

This is to certify that the dissertation entitled **"A Study on Consumer Attitude Towards Bakery cake vs Homemade cake and Forecasting Sales using Python "** is a bonafide record of the project work carried out **by Anjali Linto**(Reg: SM21PGDM003) final year student of **PGDM - Business Analytics** under my supervision and guidance during the academic year 2021-2023. The project report represents the work of the candidate and is hereby approved for submission.

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DECLARATION

I hereby declare that the project work entitled "**Consumer Attitude Towards Bakery Cake vs Homemade Cake And Forecasting Sales Using Python"** submitted to the St. Teresa's College(Autonomous), Ernakulam , is a record of an original work done by me under the guidance of **Mrs. Praseetha . M.S , Asst. Professor , Dept of Management Studies** ,St.Teresa's College ,Ernakulam, and this project work is submitted in the partial fulfilment of the requirement for the award of the degree of PGDM-Business Analytics. The results embodied in this project report have not been submitted to any other University or Institute for the reward of any degree or diploma.

ANJALI LINTO KATTOOKKARAN

Place : Ernakulam

Date:

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An undertaking of work life - this is never an outcome of a single person; rather it bears the imprints of some people who directly or indirectly helped me in completing the present study. I would be failing in my duties if I don't say a word of thanks to all those who made my training period educative and pleasurable one.

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ANJALI LINTO

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INTRODUCTION

1.1 OVERVIEW

CONSUMER ATTITUDE

Consumer attitude may be defined as a feeling of favourableness or unfavourableness that an individual has towards an object. As we, all know that an individual with a positive attitude is more likely to buy a product and this results in the possibility of liking or disliking a product.

Consumer attitude basically comprises of beliefs towards, feelings towards and behavioural intentions towards some objects.

Consumers are individuals with likes and dislikes. When the preponderance of people in a particular group feel one way or another about a product, service, entity, person, place or thing, it is said to be a generalized consumer attitude that could affect the marketing of that person, product or entity in positive or negative ways. Marketers strive to influence consumer attitudes, and understanding the prevailing attitude is the first step to changing it if needed.

One of the prime reasons for conducting marketing research is to understand consumer attitudes. Attitudes affect behaviour. In marketing, the desired behaviour is to purchase a product or service. Marketers need to know what attitudinal barriers exist in purchasing so they can strategize how to counter those obstacles through marketing activities. Large companies will conduct market studies that survey the opinions of hundreds or thousand of people. Their goal is to survey a sample size large enough so that the results are deemed "significant." They pose questions to study participants that attempt in every way possible to understand all the attitudinal nuances of the study subject.

BAKERY AND HOMEMADE INDUSTRY

A bakery is an establishment that produces and sells flour-based food baked in an oven such as bread, cookies, cakes, donuts, pastries, and pies.[1]Some retail bakeries are also categorized as cafés, serving coffee and tea to customers who wish to consume the baked goods on the premises. Confectionery items are also made in most bakeries throughout the world. retail bakery usually sells its goods directly to the consumer. Many retail bakeries have physical stores, but some have online outlets. Wholesale bakeries supply organizations such

as restaurants, grocery stores, schools, and company cafeterias. They may also supply retail bakery stores.

Along with the bakeries, the bakery industry includes vendors for ingredients, equipment, and supplies. Ingredients include flour, butter, eggs, and other food items needed to produce baked goods. Equipment includes industrial ovens, scales, mixers, and refrigerators. Bakery supplies are items such as food-grade packaging, pans, and utensils.

Another component of the bakery industry consists of delivery drivers. The drivers may work for either wholesale or retail bakeries. Along with delivering products, they may also be tasked with stocking shelves, tracking inventory, and recommending products

People seeking careers as bakers may attend technical schools or colleges to obtain the necessary skills. High end bakeries, especially those selling pastries and cakes, may prefer to hire those who've attended a school that specializes in those goods. Smaller bakeries may be more willing to hire employees without formal training.

Small, home-based businesses may be subject to less rigorous requirements that larger businesses. Each region, however, may have unique requirements. Regulations may also vary based on whether the bakery products are for human or animal consumption.

1.2 STATEMENT OF PROBLEM

This study is aimed to examine the consumer attitude towards bakery cake vs homemade cake. The study mainly focused on knowing what exactly the respondents prefer to have. This study is conducted within Ernakulam. In this research, a theoretical and simple framework is used to analyse consumer attitude towards bakery cake and home made cake, and their willingness to recommend it to others.

1.3 LITERATURE REVIEW

Consumer attitudes are both an obstacle and an advantage to a marketer. Choosing to discount or ignore consumers' attitudes of a particular product or service—while developing a marketing strategy—guarantees limited success of a campaign. In contrast, perceptive marketers leverage their understanding of attitudes to predict the behaviour of consumers.

These savvy marketers know exactly how to distinguish the differences between beliefs, attitudes, and behaviours while leveraging all three in the development of marketing strategies.

Dr. Lars. Perner (2010) defines consumer attitude simply **as a composite of a** consumers. beliefs**, feelings, and behavioural intentions** toward some object within the context of. marketing. A consumer can hold negative or positive beliefs or feelings toward a product or service.

Once the relevant information about the product or service is obtained the next stage involves analysing the alternatives. **Kotler and Keller** (2005) consider this stage as one of the important stages as the consumer considers all the types and alternatives taking into account the factors such as size, quality and also price.

The present research involved a sociological survey of consumers. The study intends to understand consumption changes, motivations, knowledge, expectations, satisfaction and loyalty of the consumer towards bread. Bread quality was perceived as a permanent value. It was observed that consumers chose wheat bread by price **(Eglite &Kunkulberga, 2015**).

Ladislav Skořepa & Kamil Pícha studied the consumers 'buying behaviour and decision-making process for bread as a bakery products. The most important factors influencing

choosing bread are freshness, appearance habit and price. The study showed that importance of the price grows with the increasing age and decreases with the increasing consumers' income. The study underlined the importance of brand, reference and recommendation from family and friends in selection of bakery brands (Skořepa & Pícha,2016).

Food has several dimensions (gastronomic, environmental, social and economic), including a cultural one [37], and consumer attitudes related to the food are motivated by diverse variables. These relationships between consumer attitudes towards food consumption and the respective motivations are influenced by various factors, such as the brand [43], depending on the kind of market considered

Age and gender also impact the attitude to other sensory characteristics, such as texture [31]. Consumer trust in food labelling is crucial [62] for the design of their preferences.

1.4 SIGNIFICANCE OF STUDY

Kerala's growing middle class and their changing food habits are giving huge opportunities to the fast-food and bakery industry. In a competitive marketplace, it is important to know the consumer attitude to **increase consumer satisfaction**.

Bakery cake and homemade cake are creating a competition among them. Consumers tend to prefer bakery cake in aspect of packaging and appearance whereas homemade cake is preferred due to natural ingredients, taste and freshness.

1.5 SCOPE OF STUDY

The study mainly focused on knowing whether consumers prefer bakery cake better than homemade cake. A self-structured questionnaire was designed for data collection from a sample of 150 respondents in Kerala, which consists of age group between 15 and 50. This questionnaire consists of 22 sets of questions which were aimed to get inputs such as demographic information of respondents, factors related to homemade cake and factors related to bakery cake. The study was conducted during the period from August to November.

1.6 OBJECTIVE

- To study the factors affecting homemade cake
- To study the factors affecting bakery cake
- To study the preference of cake among respondents

1.7 RESEARCH METHODOLGY

The study made use of the primary data collection method for collecting data from online surveys. Questionnaires were designed and disseminated to respondents over their emails to be filed in by them. The source of secondary data is journals, articles, research papers, online sites and websites of online and offline education website. The sample size for this research is one hundred and fifty users who were selected purely based on convenience and support the purpose of the study. The sample area is selected as Kerala state and data is collected through the close-ended questionnaire through the mail. For the analysis of data, Chi-Square test is us

ed to compare the dependency in various hypothesis framed for achieving the objectives of the study and used descriptive statistics. SPSS and PYTHON research tools have been used to analyse the data.

1.8 STATISTICAL PACKAGE

SPSS SOFTWARE

 SPSS is a widely used program for statistical analysis in social science. It is also used by market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. In addition to statistical analysis, data management (case selection, file reshaping, creating derived data) and data documentation (a metadata dictionary is stored in the datafile) are features of the base software. SPSS datasets have a two-dimensional table structure, where the rows typically represent cases (such as individuals or households) and the columns represent measurements (such as age, sex, or household income). The graphical user interface has two views which can be toggled by clicking on one of the two tabs in the bottom left of the SPSS Statistics window. The 'Data View' shows a spreadsheet view of the cases (rows) and variables (columns). The 'Variable View' displays the metadata dictionary where each row represents a variable and shows the variable name, variable label, value label(s), print width, measurement type, and a variety of other characteristics. Cells in both views can be manually edited, defining the file structure and allowing data entry without using command syntax. This may be sufficient for small datasets. Larger datasets such as statistical surveys are more often created in data entry software, or entered during computer-assisted personal interviewing, by scanning and using optical character recognition and optical mark recognition software, or by direct capture from online questionnaires. These datasets are then read into SPSS.

PYTHON

Python is an open source programming language. It was made to be easy-to-read-and-understand and powerful. Python is an interpreted language. Interpreted languages do not need to be compiled to run. A program called an interpreter runs Python code on almost any kind of computer. This means that a programmer can change the code and quickly see the

results. This also means Python is slower than a compiled language like C because it is not machine code directly.

Python has become one of the most famous programming languages on the world as of late. It's utilized in all that from AI to building sites and programming testing. It tends to be utilized by engineers and non-designers the same.

Python development solutions are most commonly used for creating prescriptive analytics tools like deep learning, which uses artificial neural networks to enhance outcomes. It is also known as decision science and occurs in the final phase of business analytics. It helps anticipate what, when, and why certain outcomes will happen. It also helps in deciding what to do with that information.

1.9 LIMITATION

The study is subjected to some limitations. The study has been done only in the Kerala state. Findings of the survey are based on the assumption that the respondents have given correct information. Some of the respondents were reluctant to answer. Time was another constraint. As the sample size is small, statistical tests would not be able to identify significant relationships within data set.

CHAPTER 2

INDUSTRY PROFILE

Due to the rapid population rise, the rising foreign influence, the emergence of a female working population, and the fluctuating eating habits of people, Bakery Industry in India has gained immense popularity. Bakery products are also famous nowadays due to their high nutrient value and affordability, are an item of huge consumption. Concerning bakery products, consumers are demanding newer options, and the industry has been experiencing fortification of bakery products to satiate the burgeoning appetite of the health-conscious Indian men, women, and children. Bakery Industry in India holds an important place in the food processing industry and is a traditional activity. Several healthy wheat-based products have been launched in the Bakery Industry in India, and are gaining popularity at a high rate. The mounting presence of bakery chains has further triggered the growth in the sector.

India is the world's second-largest producer of food next to China and has the potential of being the biggest with its food and agricultural sector. So the trends and challenges of the *bakery* industry in India are large as well. The Bakery Industry in India is one of the biggest sections of the country's processed food industry. Bakery products, which include bread and biscuits, form the major baked foods accounting for over 82 percent of the total bakery products produced in the country. The Bakery Industry in India enjoys a competitive advantage in manufacturing, with an abundant supply of primary ingredients required by the industry, and is the third-largest biscuit manufacturing country (after the United States and China).

The trends that have been gaining ground in the Bakery Industry are e-retailing of the bakery products, aggressive expansion plans of the incumbents, and technological and ingredient advancements. Despite a slight slowdown in India's economy, bakeries continued to perform strongly driving sales of baked goods over 2013.Baked goods registered double-digit value growth of 10 percent in 2013.The growth of baked goods was driven mainly by the rapid expansion of modern retail outlets across the country.

The cakes market is projected to register a CAGR of 3.5% during the forecast period, 2022-2027.

The COVID-19 crisis has accelerated the cakes market through innovations and formed an easily accessible option for consumers to buy cakes sitting at home. The majority of the supermarkets, hypermarkets, and e-commerce grocery and bakery websites were selling different types of cakes and offering either free delivery options or minimum delivery

charges. The ease of lockdown has further prompted artisanal cake manufacturers to populate the market with new produ0

cts, thus disrupting the branded category over a shorter time frame. Furthermore, this factor has even led to product shortages across counters, thus allowing manufacturers to embark on capacity expansion.

Over the medium term, unpackaged/artisanal cakes led in terms of sales while packaged/industrial cakes continued to decline in volume and value terms. Rising consumption, shifting preferences, and the emergence of small producers are among the changes transforming the organized cake industry.

CHAPTER 3
DATA ANALYSIS

FREQUENCY OF PURCHASE

Frequency of purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Frequently	10	6.7	6.7	6.7
	b) Occasionally	135	90.0	90.0	96.7
	c) Never	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

Table 3.1
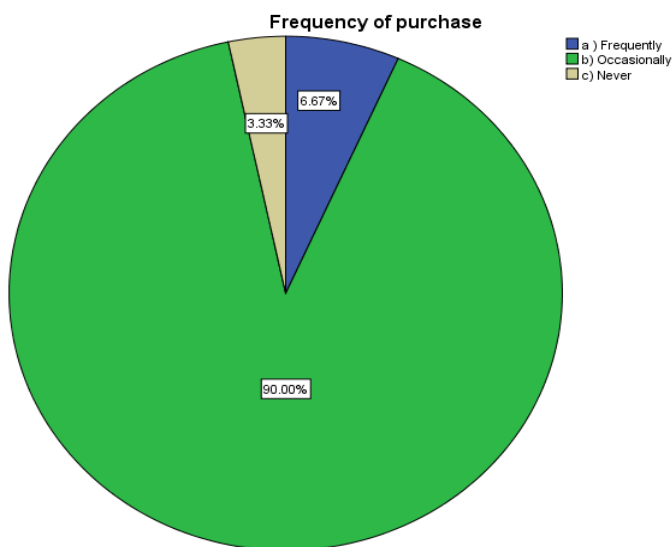
Fig 3.1

Interpretation

Majority of respondents say, 90% buy cake occasionally followed by frequent buyer which constitute 6.7%.

AMOUNT SPEND

<div align="center">

Amount spend

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) 0-500	33	22.0	22.0	22.0
	b) 500-1000	103	68.7	68.7	90.7
	c) 1000-1500	13	8.7	8.7	99.3
	d)1500-2000	1	.7	.7	100.0
	Total	150	100.0	100.0	

</div>

Table 3.2
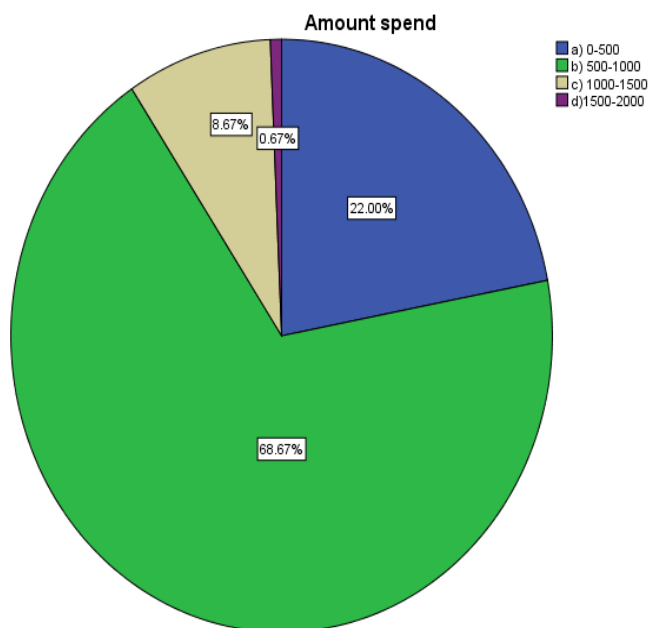
Fig 3.2

Interpretation

Around 68% of respondents prefer to spend a range of 500-1000. Which is followed by 22% of respondents preferring to spend arrange of 0-500.

USE OF HEALTHY INGREDIENTS

Use of Healthy ingredients

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Yes	109	72.7	72.7	72.7
	b) No	41	27.3	27.3	100.0
	Total	150	100.0	100.0	

Table 3.3
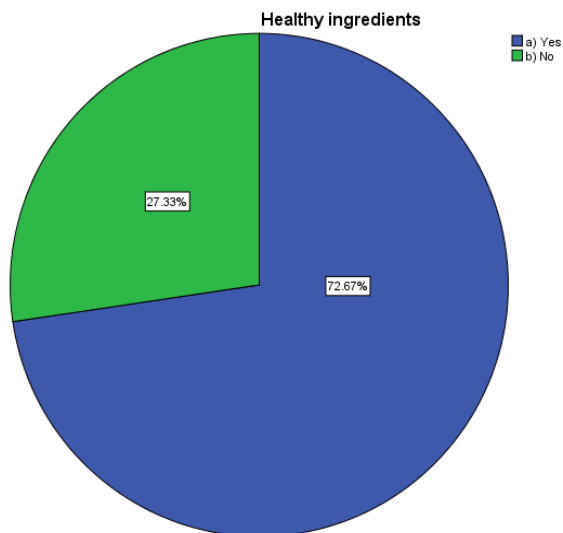
Fig 3.3

Interpretation

Majority of the respondents ,72 % prefer to have healthy option in cake.

PREFERENCE OF BAKERY CAKE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Yes	116	77.3	77.3	77.3
	b) No	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

Preference of bakery cake

Table 3.4
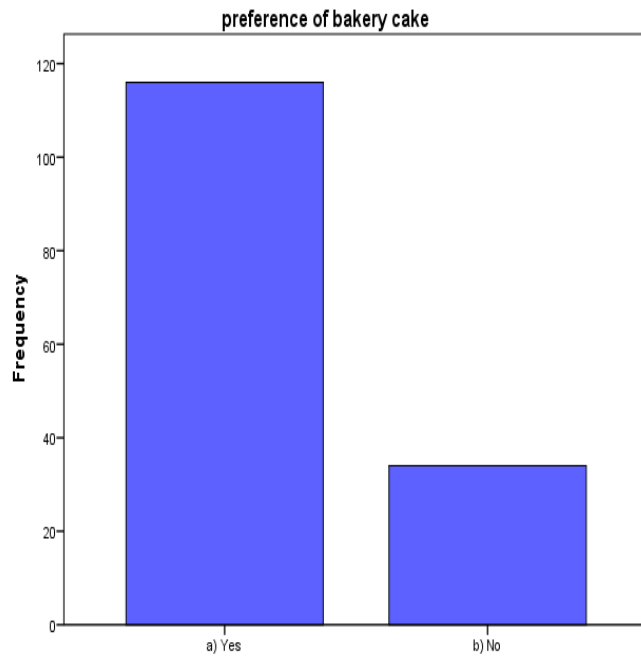
Fig 3.4

Interpretation

Around 77% of respondents prefer bakery cake and 22% doesn't prefer bakery cake.

BAKERY CAKE HAS MORE FLAVOR THAN HOMEMADE CAKE

Bakery cake has more flavor than homemade cake

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Yes	71	47.3	47.3	47.3
	b) No	79	52.7	52.7	100.0
	Total	150	100.0	100.0	

Table 3.5
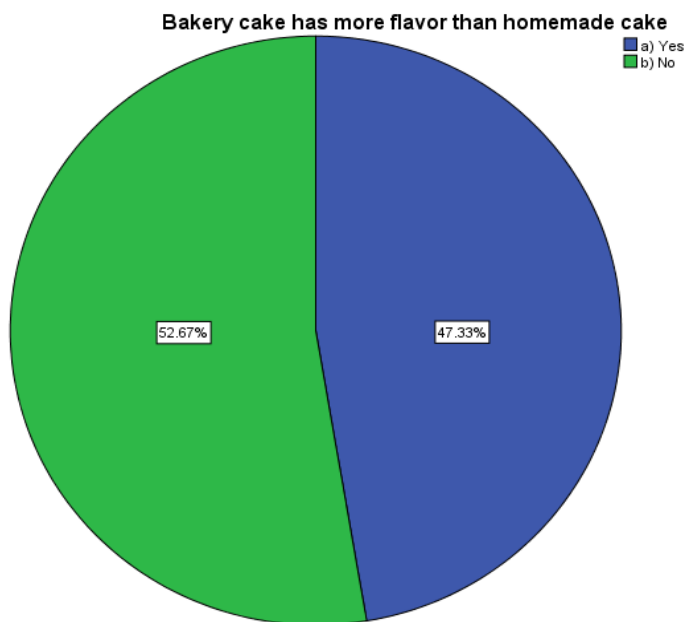
Fig 3.5

Interpretation

Around 52% of respondents doesn't agree that bakery cake has more flavour.
Whereas 47% of respondents agrees that bakery cake has more flavour.

HOMEMADE MORE EXPENSIVE THAN BAKERY CAKE

Homemade more expensive than bakery cake

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Yes	71	47.3	47.3	48.7
	b) No	77	51.3	51.3	100.0
	Total	150	100.0	100.0	

Table 3.6
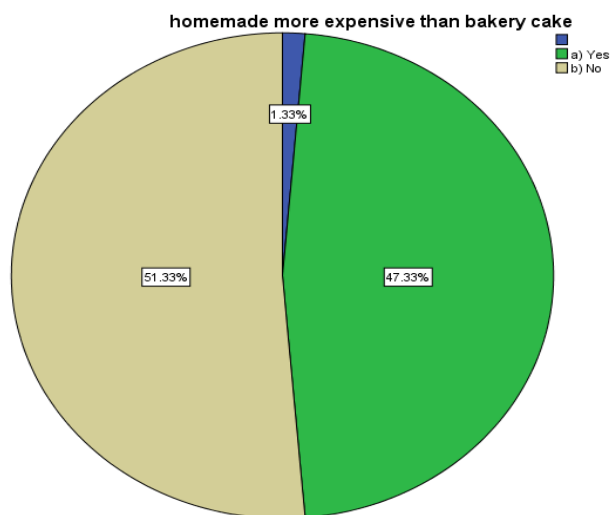
Fig 3.6

Interpretation

51% of respondents doesn't agree that homemade is more expensive . They are with a opinion that bakery cake is more expensive.Also 47 % of respondents agree that homemade cake are more expensive.

BAKERY CAKE MATCHES PRICE WITH QUALITY

Bakery cake matches price with quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	3	2.0	2.0	2.0
	2.0	12	8.0	8.0	10.0
	3.0	69	46.0	46.0	56.0
	4.0	53	35.3	35.3	91.3
	5.0	13	8.7	8.7	100.0
	Total	150	100.0	100.0	

Table 3.7
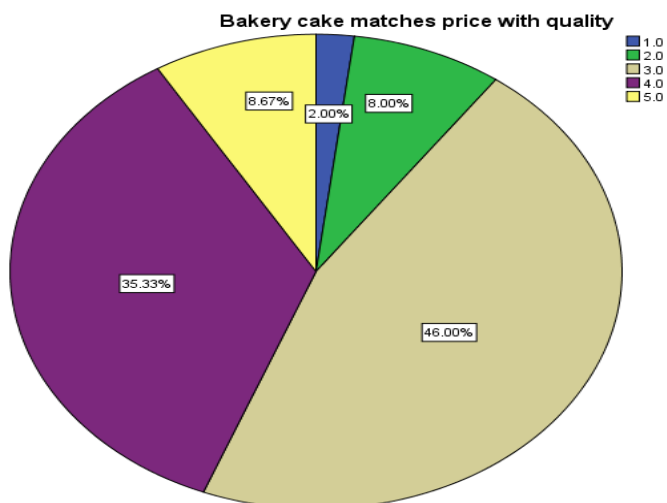
Fig 3.7

Interpretation

46% of respondents has a neutral opinion that bakery cake matches price with quality. And 35% of respondents agrees that bakery cake matches price with quality.

ORDER OF PREFRENCE IN CASE OF TASTE

Order of preference due to Taste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bakery cake	55	36.7	36.7	36.7
	Homemade cake	95	63.3	63.3	100.0
	Total	150	100.0	100.0	

Table 3.8
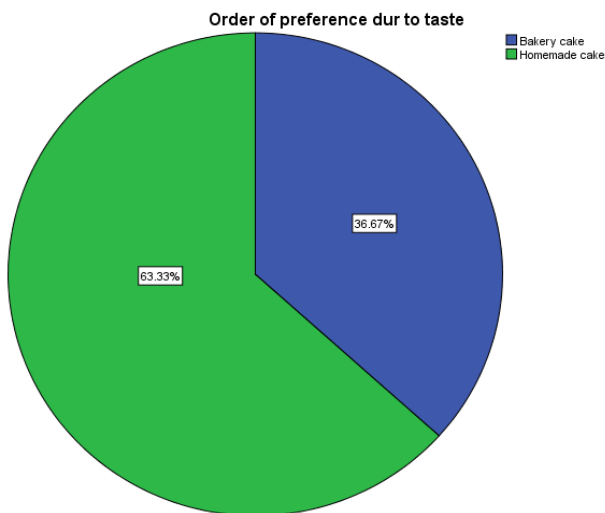
Fig 3.8

Interpretation

Around 63% of respondents says that they prefer to have homemade cake with respect of taste.Whereas only 36% of respondents prefer to have bakery cake with respect of taste.

ORDER OF PREFERNCE OF FRESHNESS

Order of preference due to Freshness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bakery cake	24	16.0	16.0	16.0
	Homemade cake	126	84.0	84.0	100.0
	Total	150	100.0	100.0	

Table 3.9
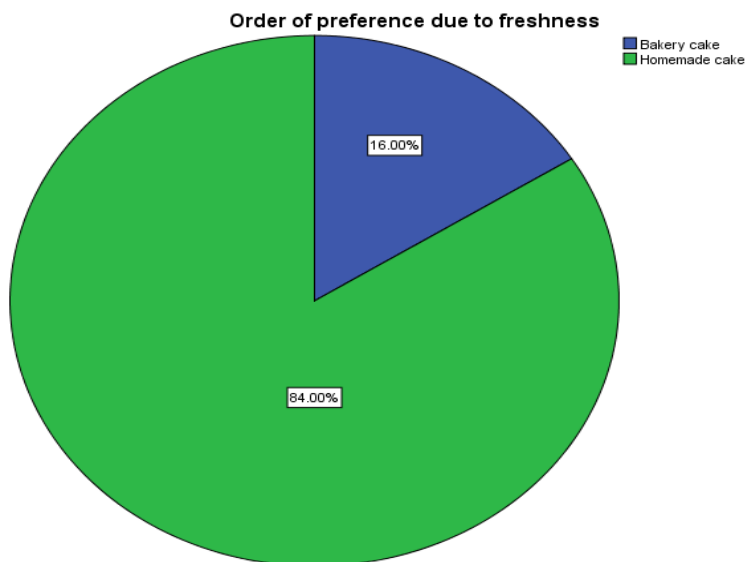
Fig 3.9

Interpretation

 Majority of the respondents say 84% prefer to have homemade cake with respect to freshness and only 16% prefer to have bakery cake.

ORDER OF PREFERENCE OF PACAKAGING

0rder of preference due to Packaging

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bakery cake	122	81.3	81.3	81.3
	Homemade cake	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

Table 3.10

Fig 3.10

Interpretation

Majority of respondents 81% ,prefer to have bakery cake with respect to packaging whereas 18% prefer to have homemade cake.

ORDER OF PREFERENCE OF APPERANCE

Order of preference due to Apperance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bakery cake	112	74.7	74.7	74.7
	Homemade cake	38	25.3	25.3	100.0
	Total	150	100.0	100.0	

Table 3.11
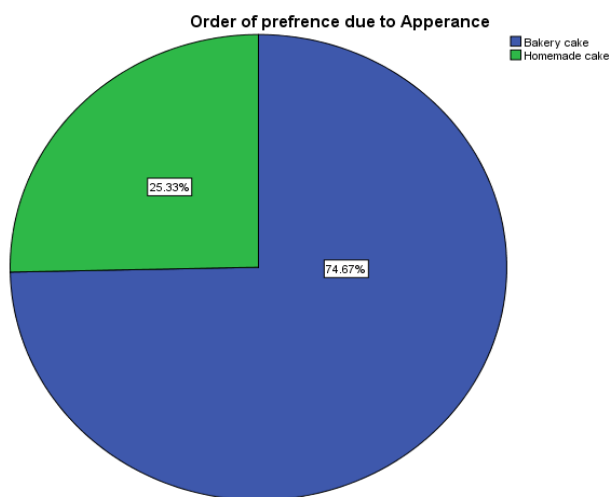
Fig 3.11

Interpretation

74% of respondents prefer to have bakery cake with respect to appearance.

ORDER OF PREFERENCE OF NATURAL INGREDIENTS

Order of preference due to Natural Ingredients

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bakery cake	11	7.3	7.3	7.3
	Homemade cake	139	92.7	92.7	100.0
	Total	150	100.0	100.0	

Table 3.12

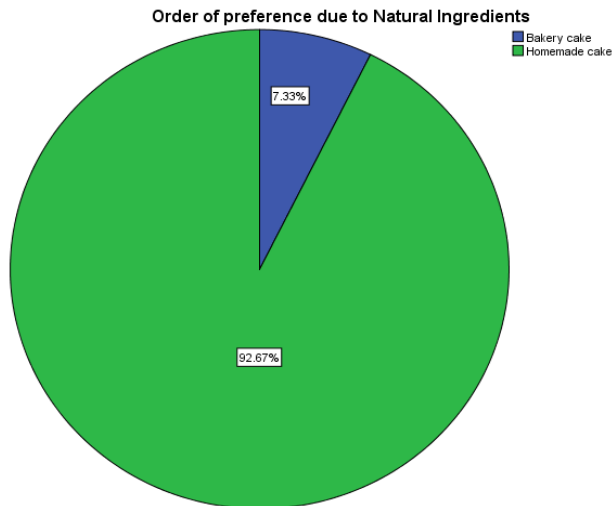**Fig 3.12**

Interpretation

Majority of respondents 92%,prefer to have homemade cake with respect to natural ingredients.

HYPOTHESIS TESTING

CHI-SQUARE TESTING

H_0: There is no relationship exists on the preference of bakery cake and bakery cake matches price with quality.
H_1: There is relationship exists on the preference of bakery cake and bakery cake matches price with quality.

Preference of bakery cake * Bakery cake matches price with quality Crosstabulation

Count

		bakery cake matches price with quality					
		1.0	2.0	3.0	4.0	5.0	Total
Preference of bakery cake	a) Yes	0	9	53	44	10	116
	b) No	3	3	16	9	3	34
Total		3	12	69	53	13	150

Table 3.13

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.262	4	.024

Table 3.14

Interpretation

Here the P-value is .024 which is less than significance value .05. Therefore, we could accept the alternate hypothesis. It means there exist relationship between preference of bakery cake and bakery cake matches price with quality.

HYPOTHESIS TESTING

H₀: There is no relationship exists on the preference of bakery cake and bakery cake has more output.

H₁: There is relationship exists on the preference of bakery cake and bakery cake has more flavour.

Bakery cake has more flavour * Preference of bakery cake Crosstabulation

Count

		preference of bakery cake		Total
		a) Yes	b) No	
bakery cake has more flavour	a) Yes	60	11	71
	b) No	56	23	79
Total		116	34	150

Table 3.15

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.958	1	.047

Fig 3.16

Interpretation

Here the P-value is .047 which is less than significance value .05. Therefore, we could accept the alternate hypothesis. It means there exist relationship between preference of bakery cake and bakery cake has more flavour.

HYPOTHESIS TESTING

H₀: There is no relationship exists on the preference of bakery cake and bakery cake has more output.

H₁: There is relationship exists on the preference of bakery cake and bakery cake has more flavour.

Preference of bakery cake * Homemade cake more expensive Crosstabulation

Count

		homemade cake more expensive		Total
		a) Yes	b) No	
preference of bakery cake	a) Yes	2	57	57	116
	b) No	0	14	20	34
Total		2	71	77	150

Fig 3.17

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.419ᵃ	2	.492

Fig 3.18

Interpretation

Here the P-value is .492 which is more than significance value .05. Therefore, we could accept the null hypothesis. It means there no relationship between preference of bakery cake and bakery cake more expensive.

FORECASTING SALES OF BAKERY CAKE IN PYTHON

Code:

```
Line1:           import pandas as pd
                 import matplotlib.pyplot as plt


Line2:           df=pd.read_csv("bakery sales.csv")
                 df


Line3:           X=df.drop('avg price',axis=1)
                 y = df['avg price']
                 print("shape of x :: ",X.shape)
                 print ("shape of y ::",y.shape)


Line4:           from sklearn.model_selection import train_test_split
         X_train ,X_test,y_train,y_test=train_test_split(X,y,test_size=0.2,random_state=51)
                 print("Shape of X_train::",X_train.shape)
                 print("Shape of y_train::",y_train.shape)
                 print("Shape of X_test::",X_test.shape)
                 print("Shape of y_test::",y_test.shape)


Line5:           from sklearn.preprocessing import StandardScaler
                 sc=StandardScaler()
                 sc.fit(X_train)
                 X_train=sc.transform(X_train)
                 X_test=sc.transform(X_test)


Line6:           svr_linear=SVR(kernel='linear')
                 svr_linear.fit(X_train,y_train)


Line7:           svr_linear.score(X_test,y_test)


Line 8:          from sklearn.linear_model import LinearRegression
```

```
Ir=LinearRegression()
Ir.fit(X_train,y_train
```

Line 9:   x_axis = df['avg qty']

```
y_axis = df['avg price']
plt.bar(x_axis,y_axis)
plt.title('forecasting cake sales')
plt.xlabel('avg qty')
plt.ylabel('avg price')
plt.show()
```

INTERPRETATION

Line1:   Matplotlib and Pandas Pandas is **a** library used by matplotlib mainly for data
            manipulation and analysis which has been imported using imort function.

line2:   calling the csv file "bakery sales" to the dataframe.

Line3:   The df.drop () function removes the column based on the column index**.**

Line4:   train_test_split is a function in Sklearn model selection for splitting data arrays into
            two subsets: for training data and for testing data. With this function, you don't need
            to divide   the dataset manually. By default,   Sklearn train_test_split will make
                random partitions for the two subsets.

Line5:   The function of preprocessing is feature extraction and normalization, in general, it
                converts input data such as text for the machine learning algorithm in this section
                we will be using StandardScaler () which is a part of data normalization **.**

 line6:   The Linear SVR algorithm applies linear kernel method and it works well with
                large   datasets

  Line7:   The score for linear regression was .80 which means 80% .Therefore test
                for the study is linear regression.

Line 8: Importing the linear regression from sklearn.

Line 9: ploting the graph as barchart for the study.x-axis is taken as the avg qty and y-axis is
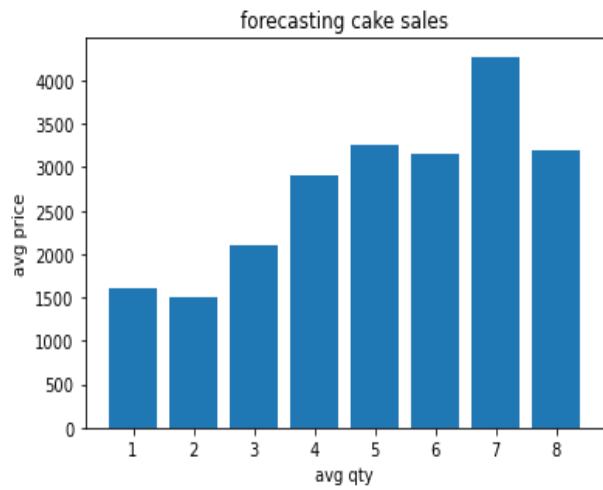taken as the avg price.

OUTPUT

Fig 3.13

Interpretation

The graph used for the study is bar chart. Here on x-axis is avg qty and on y-axis is avg price. The data taken was on daily basis of cake of 3 years (2020,2021,2022).It is clear from the graph that most moving or demand for cake is when they sell it for 7 kg. It means maximum sales they get is up to 7 kg on daily basis with a range of price from 4000 and above.

CHAPTER 4

INFERENCES

SUMMARY OF FINDINGS

- The study shows 68% of respondents prefer to spend a range of 500-1000. Which is followed by 22% of respondents preferring to spend arrange of 0-500.
- The study shows majority of the respondents ,72 % prefer to have healthy option in cake.
- The study shows Majority of respondents say, 90% buy cake occasionally followed by frequent buyer which constitute 6.7%.
- The study shows around 77% of respondents prefer bakery cake and 22% doesn't prefer bakery cake.
- The study shows 52% of respondents doesn't agree that bakery cake has more flavour.
- The study shows 46% of respondents has a neutral opinion that bakery cake matches price with quality
- The study shows around 63% of respondents says that they prefer to have homemade cake with respect of taste.
- The study shows majority of the respondents say 84% prefer to have homemade cake with respect to freshness.
- The study shows   majority of respondents 81%, prefer to have bakery cake with respect to packaging.
- 74% of respondents prefer to have bakery cake with respect to appearance.
- Majority of respondents 92%, prefer to have homemade cake with respect to natural ingredients.
- In case of forecasting the sales of bakery cake, it clear from the graph that maximum sales for cake on daily basis is upto 7 kg with a range of 4000 and above.

INFERENCES

 From the study we understood that respondents aging from 18 to 50 have answered the question air. Most of the respondents prefer to buy cake ranging of 500-1000 occasionally. Respondents prefer bakery cake with healthy ingredients. Respondents is in a opinion that homemade cake has more flavour and isn't that expensive.

Respondents prefer bakery cake due to its packaging and appearance. And homemade cake is preferred due to its taste, freshness and natural ingredients.   From the hypothesis testing it is clear that there is a relationship between preference   of bakery cake and bakery cake matches price with quality. And also, there is a   relationship between preference of bakery cake and bakery cake has more flavour

 From the forecasting of sales of bakery cake, it is clear that the homemaker could make   7 kg per day which is the maximum sales for a day.

CHAPTER 5

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