A COMPARATIVE STUDY OF THE FACTORS INFLUENCING THE CONSUMPTION PATTERNS OF THE BAKERY PRODUCT FOR HOME MAKERS AND COMMERCIAL BAKERY

Sweety Thakkar
Commerce & Management, Vishwakarma University, Pune, Maharashtra.
sweety.thakkar@vupune.ac.in

Mrudula Risbud
Commerce & Management, Vishwakarma University, Pune, Maharashtra.
mrudula.risbud@vupune.ac.in

Abstract

Customers are said to be KING of market and hence understanding what all factors affect during purchasing decisions of any product is very important for converting potential customers into actual ones. The above study is related to analysis of factors affecting consumers purchasing decisions with context to bakery product "CAKE", from Home Baker or Commercial Bakeries. The research methodology for the study was conducted with the help Primary Data- Questionnaire Method here 105 responses were collected through google form, and Secondary Data was collected through Litrature Review. And the analysis of the data was done with the help MS-Excel and it helped to interpret how each factor affects purchasing decisions and their inter-linkages, and this helped to understand behaviour of consumers i.e. reasons before placing an order for CAKE to either Home baker or Commercial Bakeries. The research is limited to CAKE as a bakery product hence it gives space for conducting research for more bakery products.

Keywords: Cakes, Commercial Bakeries, Home Baker, Consumer Behaviour, Baking Industry

Introduction

The baking industry has earned good acceptance in the consumer's market being a fast-moving consumer good. It supplies the variety of products addressing the many events of the celebration during the whole year. The history of the baking industry finds its roots with the major product i.e. "breads" dated back to ancient Egypt, for over 10,000 years; where then civilians used to crop grains along the Nile River for bread production. It was used as compensation for the work done, which was found to be basic and showed a social importance (Franklin, 2003). It is believed that for around the year 2500 BC, bakers began producing the first fermented breads. However, according to Ramos (2011), the oldest evidence of fermented bread consumption was also found in ancient Egypt and date back to around 3000 BC. In addition, some historians state that the yeast was used for bread-making purposes in the prehistoric period. Souki, G. Q., Reis, V. C., & Moura, L. R. C. (2016).

During 12th Century, it was observed that bread production and sale was in large scale, and this gave birth to commercialisation of the bakery products which can be considered as inception point of the "BAKERIES". France became the world centre for manufacturing luxury breads and other research on invention of new techniques / tools for continuous improvements.

Baking as a profession has passed through various changes i.e., from taste to techniques, quality to quantity, satisfying consumers to delighting them. These all changes are caused by various environmental factors like technological, social , cultural, economic etc. These factors has impacted the consumer buying behaviour as consumers have become more specific for flavours, brand, quality, trust, designs, value for money etc. This can be supported with a some incidences like, before a

1371

decade, for bakery products like cakes, biscuits, bread etc consumers had only one choice and it was commercial bakeries. But these days, especially after Covid, bakery industry as a profession has provided immense opportunities to home makers, college students, someone looking to start a new venture etc, hence home Bakers have emerged as competitors with commercial bakeries. Thus, consumers now compare many aspects before purchasing products from commercial bakeries or home makers.

Buying behaviour of the individual or any artificial persons depends on the past experience, gained utility from the product, cost of the product. All these aspects are widely studied as significant hypothesis in the market to narrow down the effective ways how both make purchase decisions, (Kotler and Keller, 2012).

Consumer buying behaviour is directly dependent on the need, urge to satisfy the wants and level of the derived utility from the consumption. Personal factors like age group, perspective, personality features play a dominant role in deciding the consumption patterns.

In the past, good numbers of research has been conducted by the researchers for identifying and analysing factors affecting the consumers' buying behaviour and as a result, various types of factors have been identified. Wiedermann et al (2007) has segregated the factors into internal and external whereas, Winer (2009) has segmented the same into personal, social and psychological. Hoyer et al. (2012), has pointed out that factors affecting the consumption can be broadly fragmented as personal, social, cultural, and situational. (Rao, 2007) has commented that thought the classifications or segmentation done in the previous researches are different still most of them shows similar scope and purpose.
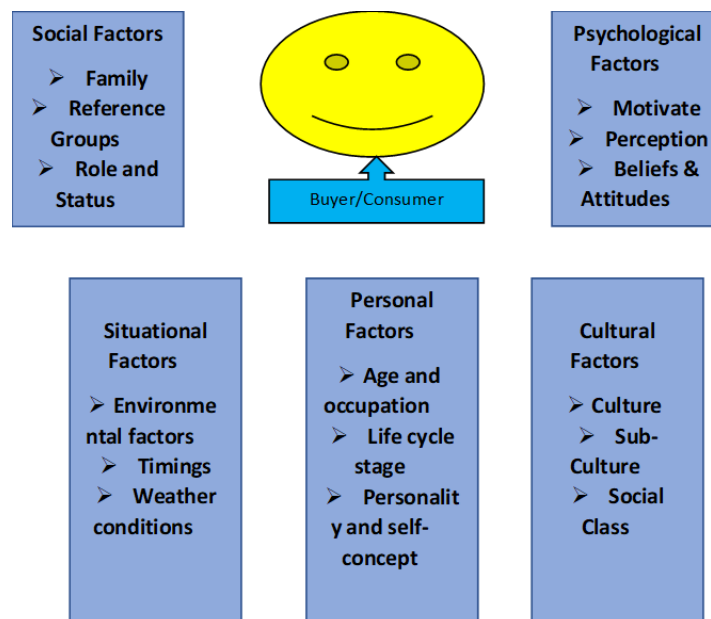
Increase in number of social gatherings, social media influence and change in lifestyle made the celebration of the events unavoidable and integral part of everyone's life where "CAKE" as a bakery product has become mandatory part of every celebration. According to "Grand View Research" (https://www.grandviewresearch.com/industry-analysis/cakes-market),

The international market size for the "cake" as a product crossed 42.94 $ billions in 2019. Its expected that the same has potential to grow at the rate 3.3% per annum in the span of next seven years i.e. 2020 to 2027. The new lifestyle encourages the celebration of events, special days and success on the regular basis and is going to be a prominent activity for the day-to-day life. The demand for cakes is increasing day by day as Generation Z and upcoming generations are promoting the idea of celebrating non traditional days as anniversaries, friendships, Mother's Day apart from traditional celebration only on the birthdays. Consumers are not ready to spend more money on the same which expanding the market in terms of number of clients and on the other hand the market size as well.

1372

Considering the fact that "Cakes and pastries" has become the integral part of the celebration of the every individual and artificial person, this research paper attempt to understand the influencing factors in the decision making of purchase of the cake. Due to dynamic changes in the consumer behaviour especially after pandemic hit the world, baking is no longer dominant area for commercial bakeries, home makers are equally getting noticed from the customers. Hence this research aims to study factors affecting the consumer buying behaviour with respect to "CAKE" as a product with respect to the Home baker or with Commercial Bakery.

LITERATURE REVIEW

It's observed that noticeable researches has been conducted in terms of the bakery products and its analysis of the consumption pattern. This search focuses on the factors affecting the behaviour habits of the consumer purchasing the home baker/maker against the commercial bakery. This question triggers the requirement of the understanding the concepts of the home baker/ maker and commercial bakeries.

It is seen that "Home baker" is little bit new concept in the field of research, therefore very few literatures has been found in the direct reference of the same. Therefore, the detailed literature review is conducted on broader keywords related to baking i.e., food industry, baking industry, and extended up to buying behaviour of consumer is also analysed under different categories.

Baking is the process of cooking food by indirect heat or dry heat in a

confined space as in heated oven using gas, electricity, charcoal, wood, or oil at a temperature from 250°F-450°F (Junya, n.d.). For this research, baking involves preparing the baked goods, which usually prepared from flour or meal derived from some form ofgrain such as cake, bread, rolls, cookies, pies, pastries, and muffins, Sujjaruk, P. (2016).

Its pertinent to understand the concept of the consumer behaviour before reflecting on the relation between the consumer pattern for the baking product as "CAKE."

The "American Marketing Association" narrated that the consumer behaviour is communication of the reactions and experiences gained through the living in the external environmental factors, (Johnson & Chang).

Many factors influence our behaviour. Kotler and Armstrong (2008) classified into the following figure, which depicts the interdependency of the immediate environment factors, personal characteristics, and wider social context at the time of the consumer behaviour.
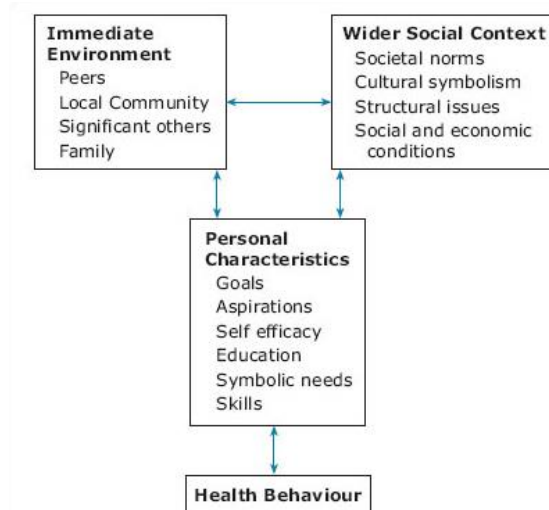

Figure 1 The wider determinants of health behavior

Source: Hastings (2007)

The friends and family influence, peer group pressure influences the purchasing decisions in both direction i.e. it may motivate us to purchase or can refrain us from purchasing any products. The above figures explains the social- cognitive theory having the foundation that behaviour is dependent on the personal and external factors as well.

Nakat, Z., & Bou-Mitri, C. (2021), narrated the negative repercussions of the pandemic situations on overall manufacturing concerns and difficulties faced by the food industry being part of the necessity product. Author concluded the paper by offering the tools and instrument to make the transition easy from the pre pandemic to post pandemic in case of the food industry.

Iqbal, J., Khan, Z. H., & Khalid, A. (2017), gives a comprehensive review of robotics application on food industry. It has also discussed the aspects and impact of factors related with robot's kinematics, dynamics, hygiene, economic efficiency, human robot interaction, safety and protection etc. A comparison of actual robots used in industry is also presented. The review finds that the food serving sector is the new potential area in which ample research opportunity exist by integrating advancement from various technological domains. This paper also anticipates that wiser dissemination of research development in "robot food" is possible.

Santeramo, F. G., Carlucci, D., De Devitiis, B., Seccia, A., Stasi, A., Viscecchia, R., & Nardone, G. (2018), explained the trends in European food, diet, and food industry. The scope of the study is limited to the fruits and vegetables, meat and sea food. It is observed that in such industry acclaimed certifications, prestigious lables / marks helps to create trust among the client base due to which a strong awareness is observed among the producers of the same. In case of food industry researcher have reviewed those trends in global food industry is increasingly using functional foods (health enhancing food), neophobia for novel foods (new/unknown foods).

Researchers Rapp, A., Baker, T. L., Bachrach, D. G., Ogilvie, J., & Beitelspacher, L. S. (2015), have used Exploratory method for studying the subject - Perceived customer showrooming behaviour and the effect on retail salesperson self-efficacy and performance and used structured qualitative interview method to collect data from 17 retail store managers and 39 retail salespersons across a range of retail store.

Song, J., Baker, J., Lee, S., & Wetherbe, J. C. (2012), attempted to study the customer satisfaction level for online retail website operators. It is observed that neatly presentation information and easy to surf websites helps to save the time and efforts of consumer while making a purchase decision. Excellent neat designs loaded with appropriate information proves effective for the online retail websites to ensure the increased satisfaction level.

The author Brocato, E. D., Voorhees, C. M., & Baker, J. (2012), stated that customer experience and their portfolios are equally important while executing any commercial transactions. Authors has attempted to introduce the "Other Customer Perception (OCP) scale to understand its impact on the customer's approach and their decision of refraining from purchase.

Cil, I. (2012), reflected on how success of retail business is influenced in understanding consumer. Hence through analysis of transaction data, examining and proposing the layout strategy in relation to supermarket, which will help managers to develop better layout for supermarket, and hence this will lead in consumer satisfaction and hence success of retail business. It is descriptive study, where correlation matrix and multidimensional scale technique is used.

Wilis, R. A., & Faik, A. (2022), examined the effect of digital marketing, influencer marketing and online consumer review on consumer purchasing decision and this study is made on brand of cake shop Lumiere which has succeeded in attracting cake lovers. This study is based on primary data, where initial data was collected through direct observation method and later through questionnaire method. The data was analysed using validity and reliability tests, and the result says that Digital marketing, Influencer Marketing and Online Consumer Review significantly affects Consumer Purchasing Decisions.

Anam, K., Hidayat, K. R., Nugroho, A. I., & Hutahaean, K. T. (2022), conducted a study on a cake shop, who had experienced a down fall in business, due to fire in the shop and other environmental factors. The cake shop was relocated but due to competition it was not able to generate business. Hence authors examined their old model of business and data was collected through descriptive method, where information was seemed of existing symptoms of low business were examined, in

1374

short authors re-engineered the process and introduced new model with many additional marketing strategies and their analysis showed that new model is better than old model for generating business

Pulungan, I. M., Sumarwan, U., & Simanjuntak, M. (2016) adopted a case study method studying the case of Aroma Bakery and Cake Shop in Medan where, the effect of brand equity dimension on purchasing behaviour is studied. It has thrown a light on the 4 major factors of brand equity as awareness, association , perception about the quality and loyalty contributing to the purchasing behaviour.

Begas, J. A. D., & Gabiota, M. G. F. (2020), conducted a study on the feasibility check on proposed cake shop -Central Philippine University as the strategic location for the cake shop. and it has talked about how cakes have become one of the integral parts of any parties, celebration, and any events. the study also showed the cakes are not only evening items, but it also been eaten even as mid-afternoon snack. Hence looking at increasing demand proponents thought of venturing out as a homebased baker to formal market.

Sujjaruk, P. (2016), analysed motivation and factors affecting purchasing decisions, by households for bakery equipment. The data was collected from 10 respondents through focus group interview method, and for understanding factors affecting purchase decisions a questionnaire was given to respondents. Authors have concluded the paper stating the quality, cost of the product, promotional activities, after sale service play crucial role while deciding the purchase behaviour.

Raside, A. N., & Ramli, A. A. (2021) paper is based on Case Study on an enterprise named MAMA RENI, it is a private bakery which run by homebased seller. It was observed that due to COVID 19, various problems are encountered by the enterprise, and they were unaware of existing business, no proper advertisement strategy etc. Hence authors worked on and suggested to set up E-Bakery - Online Website and this will help sellers to handle his business more comfortable and easily. Authors suggested and tested model for running E-bakery.

The above-mentioned papers have motivated us to conduct the survey for understanding the consumer behaviour while purchasing the bakery product from home baker against the commercial product.

Research methodology:

Mix methodology has been used for this paper, aiming to understand the conceptual framework for comparing the home baker and commercial bakery. The primary data is collected from the 105 respondents having the following features.

Home Baker means those individuals who bakes cakes and related items on order, and mainly the products are of customized nature, and usually they are not readily available.

Commercial Bakeries are those commercial outlets which carry on business of bakery product on mainly pre-demand basis, i.e., the products are readily available for sale and customers can enjoy product without a wating period i.e. on the spot.

Table 1: Population classified with age group and gender.

Age Group	Female	Male	Total
18-28	22	10	32
29-39	36	14	50
40-50	15	1	16
51 & Above	6	1	7
Total	**79**	**26**	**105**

Table 2: Classification of the population based on the Profession.

Profession	Female	Male	Total
Job/Service	15	14	29
Practicing Professionals (Professors, Teachers, Doctors, Lawyers, CA etc)	9		9
Self Employed	19	10	29

1375

Others (Student/House wife)	36	2	38
Total	**79**	**26**	**105**

The data is collected through both the methods – Primary data and Secondary data.

Primary data was collected through questionnaire and for this google forms were circulated and Secondary data was collected through literature review. And the data was analysed through a tool - Ms- Excel

105 responses were collected from Pune district and the analysis of these responses helped to conclude that the respondents choose home bakers for various reasons like Hygiene, Convivence, Customized flavours ab& decoration, Trust, Home Baker is your relative/Friend , More better quality , home delivery service, and the reason for choosing commercial bakeries is because their cakes are easily and readily available. Thus, it can be linked with the factor that people consider cake cutting as an integral part of any celebration, and commercial bakeries cakes are readily available and whenever there is a planned celebration respondents rely on home bakers.

Secondary data is collected through available online and offline material related to the bakery products, mainly the on the cake segments for commercial bakeries and home makers.

Questionnaire considered for collecting the primary data.

1. On what occasion do you order/buy cake ?
2. From where do you order/buy cake?
3. Frequency of placing an order of cake per month
4. Are you loyal to specific Home Baker/Bakery?
5. Reasons to select Home Baker
6. Reasons to select Bakery Cake
7. Do you explore new cake flavors?
8. Do you try to get some discounts from Home maker/Bakery?
9. How did you come to know about respective maker/Bakery?

Data Analysis & Interpretation:

With the help of the questionnaire mentioned in the researched methodology, 6 major factors are identified based on the responses received from the sample. Each factor is discussed in the greater detail in the following paras
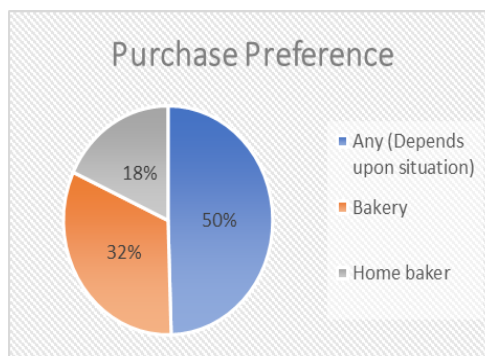

Factor 1: Awareness about the Homer maker Vs Commercial Bakeries

It is observed that 50% of the respondents are taking the decision of the purchase based on the situation, still the loyalty towards the home makers is less as compared to the commercial brands.
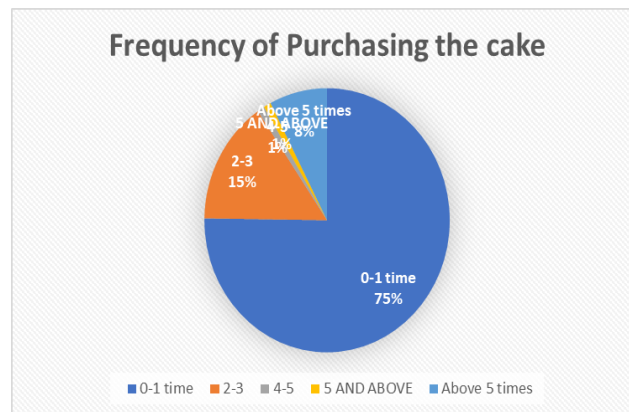
Factor 2: Frequency of the ordering the cakes as per given preferences in factor 1

It is observed that 75% of the respondents are consuming the cakes / bakery items mostly once in the month. If this observation is linked with the factor 1, then it can be concluded that most of the orders placed by 75% respondents may fall in the kitty of the commercial bakeries.
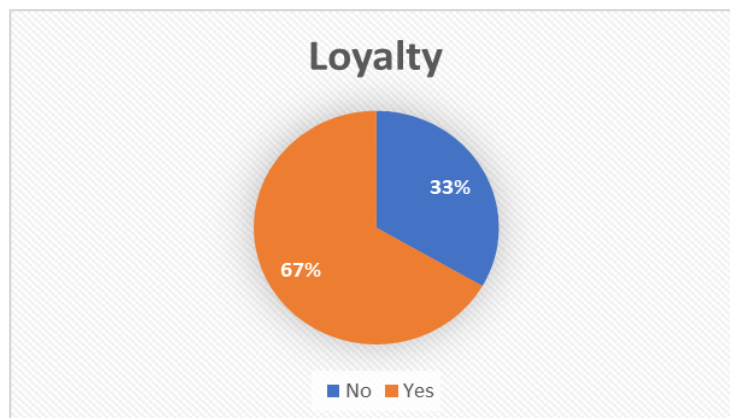
Factor 3: Loyalty towards the vendors

It is observed that 67% of the respondents choose to be loyal with their existing choice of the vendors. Therefore, upcoming home makers are having significant market share to enter as 33% of the respondents are open to change the vendor based on the taste and quality of the products offered. Here, once has to considered that still as mentioned in the factor 1 still 50% of the consumer take the decision of purchasing the cake based on the situation. Therefore, the above test of the loyalty sounds true only to the rest 50% of the clients.
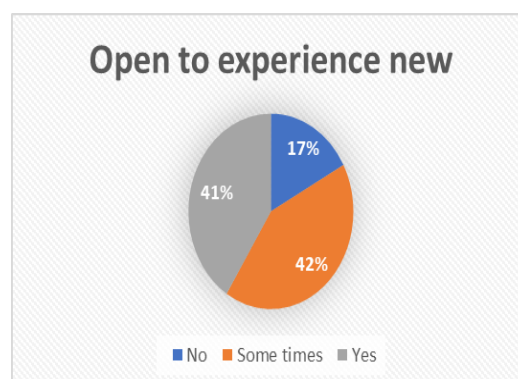
Factor 4: Urge of exploring the new flavors.

83% of the respondents like to explore the new flavours and new tastes in the terms of the bakery product. It is a very positive sign for the home maker and commercial bakeries to lure their customers by introducing the new flavours over the period of time to enhance the customer loyalty.

Factor 5: Claiming the discount / would like to have offers

Particulars	Any (Depends upon situation)	Bakery	Home baker	Grand Total
No	26	17	9	52
Yes	26	17	10	53
Total	**52**	**34**	**19**	**105**

It is observed that 50% of the respondents are looking for discounts or offers from the home baker or bakeries equally. Discount is playing a crucial role for deciding the consumption pattern, also contributing the loyalty of the customers.

Factor 6: Expansion of the business

Referrals	Any (Depends upon situation)	Bakery	Home baker	Total
Friends and Relatives	33	18	13	64
Recommendation by somebody on social group	5	4	3	12
Social Media - Promotion by Baker	4	7	2	13
You gave a try	10	5	1	16
Total	**52**	**34**	**19**	**105**

TABLE I.   TABLE TYPE STYLES

a. Sample of a Table footnote. (Table footnote)

b. It can be seen that, in terms of the bakery product customers are more than 60% of customers relying on the recommendations of friends and relatives.

Findings and conclusion:

1)   The majority of respondents i.e. 41% do not wait for some particular occasion, hence it can said that these days cutting cake is like a ritual for any kind of celebration, and plus it is been found during the analysis the people order cakes casually just to satisfy their sweet cravings.

2)   It is found that 50% of respondents are taking their purchase decisions based on the situation, this number interprets that even though respondents are aware about home bakers but as per situation they go with available option.

3)   It is observed that 75% of the respondents are consuming the cakes mostly once in a month. If this observation is linked with the factor 1 i.e. choosing the bakers where it can be concluded that most of the orders placed by 75% may fall in the kitty of the commercial bakers.

4)   In case of loyalty as a factor, respondents choose to be loyal with their existing choice of the vendors. Therefore, upcoming home bakers are having good scope to enter market yet good percent of respondents are open for change in vendor for taste and quality as a factor in the cakes,

5)   48.5% respondents have given following reasons for choosing home baker for placing an order for cake, they are as follows

a.   Hygiene,

b.   Convivence,

c.   Customized flavours

d.   decoration,

1378

e. Trust
f. Referral from relative/Friend
g. Quality
h. Home Delivery Service

6) Respondents choosing commercial bakeries for cakes is only because their cakes are easily and readily available.

7) It is observed that 83% of the respondents like to explore the new flavours and new tastes in the terms of the cakes. If this followed by home baker and commercial bakers, then this can help them to increase their sales.

8) It is found that 50% of the respondents are looking for discounts or offers from the home baker or bakeries equally. Discount is playing crucial role for deciding the consumption pattern and contributing loyalty of the customers.

9) Data shows that respondents orders cake may either a home baker or a commercial bakery based on recommendation from friends and relatives, this factor can be connected to the business expansion plans, where both commercial bakery and home bakers needs to work on other promotional strategies to make themselves visible and get positive outcomes.

Conclusion:

Baking industry is one of the fast-moving industry in food sector, and to be specific "CAKES" as a product in baking industry is fastest growing product, and this was also observed during analysis that respondents order cake for any kind of celebration and at times does not wait for any occasion and place an order just to satisfy their sweet craving. We may conclude that cakes are substitute to sweets. Through the above research authors have tried to analyse consumer choice towards home baker and commercial bakeries for placing an order for cake and also different factors that affect purchasing decisions of consumer for cakes.

Various factors that affect consumers purchasing decisions were analyzed like in case of preference of cakes i.e., Vegetarian, Non-Vegetarian and Vegan, 66.7% of respondents preferred only vegetarian cakes, hence through this can infer that cultural factors do affect while placing an order.

Even social factors affected majorly before placing an order, as it was observed that majority of respondents i.e., 61% got reference of respective home baker or commercial bakery from friends and relatives, hence it can interpret that even though digital marketing/social media is one best platform to promote the product but yet personalized network plays the major role in case of cakes in bakery industry. Hence authors recommend both home baker and commercial bakeries to take care of their customer, as one bad deal will directly affect their business through negative mouth publicity. It is suggested that both home bakers and commercial Bakeries should also put some efforts for their visibility on social media platform, so new flavours they launch, new designs etc can me promoted easily to mass customers, hence through this business growth is possible.

The next factor that affects consumers purchasing decisions is psychological factor, and it was observed that 66.7% of respondents are loyal to their respective bakers and on the contrary 50.5% respondents ask for discounts, hence it can link that loyalty also depends upon discounts and along with that majority of respondents are Housewives/Students/Self-employed and here it can said that by virtue housewives ask for discounts. Hence it can infer demographic factors and psychological factors are interrelated and affect purchasing decisions.

This research also has some limitations like this study has only examined "CAKES" as a bakery product and customers/respondents are limited to Pune District. With those limitations, future research can use a broader research sample and variable to provide a bigger result.

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1379

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