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USE OF SOCIAL MEDIA BY HOME BAKERS

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ABSTRACT

This study concluded that reasons for the rise of home bakers in India. It also concluded about the best social media platform for their business to gain customers for their products and to increase sales for their business. It also suggests some measures to be carried out by the home bakers in promoting their business and also to face their challenges.

Keywords: Home bakers, women entrepreneurs, social media platforms, pandemic, sales of business, online business.

INTRODUCTION

The bakery and baked goods business in India has witnessed massive growth over the last few years backed by strong demand for processed foods. In addition, to the increase in a number of stores of established bakery chains and individual bakeries, a bakery business has been taken up as a home-based business by many a number of women entrepreneurs. Establishing a bakery business requires very minimal capital investment and manpower, making it very for homemakers and students. Like every business, the home baking business also needs to be handled like any other full-time business, if you like your business to grow and find paying customers. But unfortunately, the marketing part of the home baking business is often neglected and hence most of the home-bakers struggle in finding paying customers. King a cake for friends or family is different, but starting a bakery shop business requires proper planning and strategy. There are multiple factors involved like cost and finances, registration, licensing, hiring a team of professionals, and overall management.

THEORITICAL FRAMEWORK

Procedure for starting a home-based bakery business in India.

- Business Registration
- Limited Liability Protection
- Transferability
- Minimal Compliance
- Food Business Registration
- GST Registration
- Trademark Registration

Government Support to Women Entrepreneurs

Scheme given for Food Industry

Annapoorna Scheme

STATEMENT OF PROBLEM

There are a wide variety of social media platforms that are made used by the people. The preference of each people depends on their satisfaction of usage and their convenience. So it is difficult for the home bakers to choose which platform aid them in achieving their desired goal. Not only choosing the platform they also should consider about the hindrance that are attached with that chosen social media because there will be existing home baking competitors which restrict the startups affect their sales. Innovation of business will play a major role in this industry to survive in the long run. Since baking is all related to the creativity and upgradation in the business.

OBJECTIVES OF STUDY

- To study the shift in the trend of traditional marketing to social media marketing by home bakers.
- To find out whether social media help increase the sales of home bakers.
- To find out the challenges faced by the home bakers while using social media.

SCOPE OF STUDY

The popularity of home baking has been such that a survey found that 34% of home bakers had acquired new baking skills and were highly interested in using baking as a commercial activity or as their primary source of income. This also led to a rise in sign-ups for bakery and pastry art management courses online. Also, it is easy and relatively inexpensive to start a home-based business like baking and don't require much investment but the ticket size or the money that you make from it is substantial.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It specifies the approach; the researcher intends to use with respects to proposes steady scientifically. The scope of research methodology is wider than that of research methods, thus we talk of the research methodology, we use the context of our research study and explain why we are using a particular methods or technique any why we are not using others so that research results are capable of being evaluated either by the researcher himself or by others. 'A Research design is simply the frame work or plan for a study is used to guide in collecting and analyzing the data. It is a blue print that is followed in completing a study'.

Source of data

Primary data

Primary data refers to the first-hand data gathered by the researcher himself. Secondary data means data collected by someone else earlier. Surveys, observations, experiments, questionnaire, personal interview, etc

Secondary data

Secondary data is the data that has already been collected through primary Sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past.

Secondary data was collected by the following means

- 1)Website
- 2)Reviews

Tools used for analysis

The rule of statistical in research is to function as a tool in designing research, analyzing the data, drawing its conclusion form. Most research studied result in large volume of new data that must be suitably reduced so that the same can be read easily and can be used for further analysis. The analysis is prepared by using MS excel.

The tools used are:

- 1) Percentage method
- 2) Weighted average method
- 3) Karl Pearson's correlation Method

LIMITATIONS OF THE STUDY

1)The data have been collected to understand the home Bakers use of social media in the business. The study is not for a specific social media.

2)The research is micro level analysis and therefore the findings of the study are applicable only to the Home Bakers of those having business in social media.

3)The data has been limited only to 105 respondents of the home bakers.

REVIEW OF LITERATURE

The times of India Article (2021) "Those offering homemade products online say that social media platforms have helped them reach out to a larger customer base. The increasing demand for homemade cakes and pastries and their popularity on social media brought with them their share of controversies. Those who run bakeries and shops raised objections. To avoid complications we registered with the food safety commissioner to sell our products."

The Economist (2020) posted a blog on the Daily Chart section 'Home baking is on rise, Thanks to coronavirus lockdown' mentioning the increase in the sale of baking raw materials in India.

The news article from The Times of India (2021) 'Rise of the Home Bakers' stated how the pandemic and use of social media became a blessing for the Home Bakers. The social media has become a tool for advertisement. The pandemic had a great effect on several lives, thus to manage the stress and anxiety, people started to get into baking.

Malika Bhagat (2020) 'Sweet nothings: Home bakers whip up and deliver delights amid lockdown', Ms. Malika Bhagat has mentioned about the home bakers from Delhi who are facing a tough time to keep the business going on, to cater a high demand with limited reSources / raw materials. Home bakers offer a special lockdown menu which consists of healthier or keto desserts, keeping in mind the health and safety of the customers.

Raisa Bruner (2021) No matter how different their origins, these home bakers are all crafting a meaningful future through their culinary pursuits. For some, it is a creative way to earn an income in tough times. For others, it's a chance to home in on a newfound purpose.

Priyanka P.V and Padma Srinivasan (2015) in her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. The study concludes that continuous customer support services will result in improvement of customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

Sakshi Singh (2021) 'The rise of home bakers amid pandemic', Ms. Sakshi Singh states about how the lockdown has pushed so many baking enthusiasts to start their own venture and convert their passion into profession.

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION

This study is conducted on the home based bakery business. The sample have been collected from 105 respondents.

This chapter contain three different analyses namely,

- Simple percentage Analysis
- Weighted Average Analysis
- Correlation Analysis

Simple percentage Analysis

Simple Percentage Analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of primary data.

The simple percentage can be calculated by using the formula,

$$= \frac{\text{Actual Responses}}{\text{Total number of Responses}} \times 100$$

1. Persons influenced by home baking business

S.NO	INFLUENCED	NO OF RESPONSES	PERCENTAGE
1	Housewife	67	63.8
2	Working persons	15	14.3
3	students	23	21.9
	Total	105	100

Source: Primary data

INTERPRETATION

The above table shows that 63.8% of housewife are mostly influenced by home baking business, 14.3% of working people are influenced by home baking business and 21.9% of students are influenced by home baking business.

2. Form of business home bakers prefer

S.NO	PREFERENCE	NO OF RESPOSES	PERCENTAGE
1	Online business	59	56.2
2	Offline business	4	3.8
3	both	35	33.3
4	Organizing shops	7	6.7
	Total	105	100

Source: Primary data

INTERPRETATION

The above table shows that 56.2% of respondent's prefer online business, 3.8% of respondent's prefer offline business, 33.3% of respondent's prefer both online and offline business and 6.7% of respondent's prefer organizing shops for their business.

3. Platform mostly used for promoting business through social media

S.NO	SOCIAL MEDIA	NO OF RESPONSES	PERCENTAGE
1	Whatsapp	22	21
2	Instagram	55	52.4
3	Youtube	16	15.2
4	Facebook	12	11.4
5	Twitter	0	0
6	Telegram	0	0
	Total	105	100

Source:
Primary data

INTERPRETATION

The above table shows that 21% of respondent's use Whatsapp for promoting their business, 52.4% of respondent's use Instagram for promoting their business, 15.2% of respondent's use You tube for promoting their business and 11.4% of respondent's use Facebook for promoting their business.

4. Increase in sale of business using social media

S.NO	INCREASE SALE	NO OF RESPONSES	PERCENTAGE
	Strongly agree	31	29.5
2	Agree	71	67.6
3	Disagree	2	1.9
4	Strongly disagree	1	1
	Total	105	100

Source: Primary data

INTERPRETATION

The above table shows that 29.5% of respondent's strongly agree that social media help in increase in sales, 67.6% of respondent's agree that social media help in increase in sales, 1.9% of respondent's disagree that social media does not help in increase in sales and 1% of respondent's agree that social media help in increase in sales.

5.Struggles faced by home bakers during delivery of product

S.NO	STRUGGLES	NO OF RESPONDENTS	PERCENTAGE
1	Damage of product	37	35.2
2	On time delivery	15	14.3
3	High transport cost	14	13.3
4	Lack of man power	39	37.1
	Total	105	100

Source: Primary data

INTERPRETATION

The above table shows that 35.2% of respondent's face the problem of damage of the product, 14.3% of respondent's face the problem of on time delivery, 13.3% of respondent's face the problem of high transport cost and 37.1% of respondent's face the problem of lack of man power.

6.Home bakers use social media for their business

S.NO	FACTOR	Rank 1	Rank 2	Rank 3	Rank 4
1	Marketing	31	44	21	9
2	To reduce cost	39	39	21	6
3	Less risk	30	46	24	5
4	More orders	56	32	11	6
5	Increase sales	57	36	7	5

Weighted average method = $(X1W1+X2W2+X3W3+.....)/N$

Rank Weighted Average Score

Rank	Weighted average	Reasons
I	3.457	Increase sales
II	3.31	More orders
III	3.057	To reduce cost
IV	2.961	Less risk
V	2.923	Marketing

Source: Primary data

INTERPRETATION

From the above table it is found out that the First rank goes to increase in the sale of business, second rank goes to get more orders for the business, Third rank goes to reduce the cost for the home bakers, Fourth rank goes to reduce the risk of the functioning the business and the fifth rank goes to marketing of the business using social media.

Karl Pearson's Correlation Analysis

RELATIONSHIP BETWEEN SOCIAL MEDIA PLATFORM AND THE SALES OF HOME BAKERS USING SOCIAL MEDIA

Independent variable:

An independent variable is the variable which vary in an experimental study to explore its effects. It is called "independent" because it is not influenced by any other variable.

Dependent variable:

A dependent variable is a variable that changes as a result of the independent variable manipulation. Its outcome you are interested in measuring and it "depends" on your independent variable.

Social media(X)	X	Sales(Y)	Y
Whatsapp	22	Strongly agree	31
Instagram	55	Agree	71
You tube	16	Disagree	2
Facebook	12	Strongly disagree	1

Karl Pearson's correlation method:

$$r = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

$$r = 0.96846518$$

Source: Primary data

INTERPRETATION

the "r" value is greater than 0 this shows that the independent variable (X) social media is positively related to the dependent variable (Y) Sales.

FINDINGS SUGGESTIONS AND CONCLUSION

- Here mostly 63.8% of housewife are mostly influenced by home baking business.
- Here mostly 56.2% of respondent's prefer online business.
- Here mostly 52.4% of respondent's use Instagram for promoting their business.
- Here mostly 67.6% of respondent's agree that social media help in increase in sales.
- Here mostly 37.1% of respondent's face the problem of lack of man power.

WEIGHTED AVERAGE RANK ANALYSIS

- It can be inferred that home bakers use social media in order to increase the sale of the business and to promote the business.

CORRELATION ANALYSIS

- It can be inferred that social media and sales are positively related to each other.

SUGGESTIONS

- After conducting the study, I suggest that it is important for the home bakers to use social media for capturing consumers for their product.
- Home bakers need to update their product and bring creativity in order to survive in this competitive market.
- Twitter and Facebook are providing a lot of opportunities for business account holders it is suggestable for the home bakers should make use of this.

CONCLUSION

At last we can say that Home Baking Business is on trend and it is important for the homemakers who earn and become financially independent. Home bakers should be encouraged. In this research paper we study about the rise of home bakers, their growth and the opportunities available for them in starting their business and promoting them. Social media greatly help the home bakers in the business. The study conclude that Instagram has been the recent trend to catch more customer for the business since it has not yet started providing any facilities for the business account holder the growing business will make facilities available for the business holders.

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