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IMPACT OF COVID-19 ON BAKERY SECTOR: A REVIEW ANALYSIS

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ABSTRACT

The purpose of this paper is to explore the effect of covid-19 on customer perception regarding opening their business of bakery venture. This research figure out the intrinsic and extrinsic factors that have a great footprint on the existing bakery industry. In this empirical paper, we reviewed many primary and secondary data sources. This study provides handy information regarding consumers' compulsive perception on coming up with their new bakery venture and also examines the effect of Covid -19 on bakery sector with special reference to pocket D, Dilshad Garden colony, Delhi which hasn't been researched systematically yet. The present study indicates that many bakers had to close their businesses during the peak of the pandemic due to insufficient sales of bakery products and a shortage of workers. Along with, disruptions in logistic facilities caused due to the lockdown, which affected the supply chain leading to the unavailability of products as per consumers' needs, ultimately affecting the market. Present study highlights importance of upfront investment in a strong supply chain, so bakers can try to prevent disruptions caused by seasonality, changing consumer preferences, and global crises like the novel coronavirus pandemic. In the survey, it was agreed by bakers that Bakers enough equipment and personnel may cope-up such disruption in demand and supply in future. After pandemic, the existing bakery has to accept the fact that their prior customers are in the race of becoming their market competitors.

KEYWORDS: Customer perception, covid-19, Bakery venture, Sustain, Bakery Industry.

INTRODUCTION

2.1 BAKERY SECTOR

The economic growth of a nation depends on the agriculture and industrial development of the nation. Small scale industries have played a pivotal role in the economic growth of the developing nations. Bakery industry is pioneering example of Small scale industry. In India, initially, the bakery industry was developed largely to meet the needs of the British Army. Thus, this industry developed at first at the seaports of Calcutta and Bombay to cater to the need of foreign travellers and Britishers. Nowadays, bakery product is increasingly consumed in the home as well as outside eating-places. The main reason behind the growing consumption of Bakery product is convenience in eating ready-made food items for busy people, particularly, urban class and working-class people. For many, bakery products have substituted their routine food items. Hence, at present, the bakery industry is having wide scope for growth and development. Therefore, a detailed investigation in its present position would be useful for industry as well as for government, to plan and frame policy about the systematic growth and expansions of this small-scale industry.

2.2 COVID-19

COVID is a contagious disease. Transmission of COVID-19 occurs when people are exposed to virus-containing respiratory droplets, and when airborne particles are exhaled by an infected person. People

remains infectious for up to ten days after the onset of symptoms in moderate cases and up to ten days in severe cases. Those diagnosed with COVID-19 or who believe they may be infected are advised to stay home except to get medical care, call ahead before visiting a healthcare provider, wear a face mask before entering the healthcare provider's office, and when stay in any room or vehicle with another person, cover coughs and sneezes with a tissue-paper or handkerchief, regularly wash hands with soap and water and avoid sharing personal household items and most important to be vaccinated timely. The onset of COVID-19 pandemic has impacted economy to a greater extent than any other industries which are smaller in size, local in business has been devastated due to sudden disruption of demand and supply. In this research paper, we will analyse the consequences of COVID-19 over the bakery sector in India. In a report by BBC it was mentioned that around 39.5% of the bakeries were reported to be closed because of various reasons like natural calamity and outbreak of pandemics. At the same time also after COVID-19, India is currently depicting a very similar approach of shutting down shops, bakeries store, schools, public spaces, malls, cinema halls and asking the public to practice social distancing or home quarantine which may negatively impact the businesses.

3. LITERATURE REVIEW

The process of baking is used not only for bread making, but also for cakes, pastries, pies, tarts, pastries, burgers, pizza cookies, cream roll, and many more. These items are known as the baking item and are sold at a bakery or a bakery section of a supermarket or other food shops. Few centuries ago, families, particularly Europeans, used to bake their bread and bread produce until baking developed into a trade. With the Industrial evolution, baking became an industry that used heavy machinery and the latest chemicals and preservatives, to produce large batches of fresh, long-lasting bread products. The advance in transportation has furthermore meant that baked goods can be transported at large distances. Today, bread is still baked by local bakeries but also in large industrial batches which are sold to supermarkets and other shops. The previous studies are based on the study of various types of impacts that have been affecting the bakery sector. After reviewing some of the papers related to this study it is said that this was not the first time in which bakery sector was largely impacted. Earlier also, bakery sector has been impacted, but soon it has made a fast comeback to sustain itself in the market. The bakery sector has been reviewed on diverse dimensions. In earlier study, Singh, S. (2008) finds that, the small scale baking industry is capital intensive on one hand and low productive on other hand and is also less efficient and migrant workers are predominantly employed in such bakery units.

- **Majid, I., Kumar, V., & Nayik, G. A. (2014)** in their study concluded that the bakery industry in India has an important place in the industrial map of the country and there is increasing competition from foreign counterparts. They also suggested ways to overcome the challenge of rising production costs as many national and international companies have come forward with solutions to reduce the production costs by offering on-site trial demonstrations, which would reduce the percentage of gluten, fat, eggs, and oil used in the recipe and also such on-spot food making will enhance the freshness and taste.
- **Kumar, M., & Kumar, A. (2016)** in their study concluded that children and their friends are the primary consumer of bakery products. Also in their localised study they concluded that the bakery industry in city of Allahabad is developing and in future it has the capability of becoming larger to serve potential consumers. While later, the author **Giri, A. V. (2018)** in his book, mentioned that bakery products are not part of traditional Indian culture, but it has gained its importance, due to change in lifestyle and currently India is second largest market for bakery products only after China.
- In a study, **Navyashree, G. R., & Bhat, S. (2020)** they highlighted the importance of Information and Communication technology (ICT) in bakery industry and concluded that investment in ITC has direct impact on bakery firm's performance and for adoption of ITC in small scale businesses like bakeries, the government should come up with funding schemes. Same year, in another study **Kumar, G. (2020)** they highlighted the importance of ICT in bakery industry.

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(TFP) was examined and it was suggested that bakery Industry needs to redefine the innovative strategies by proper management of resources.

4. OBJECTIVE OF THE STUDY

The objective of the current study is to find out the factors which has mostly impacted bakery sector during the outbreak of COVID-19 Pandemic. More specifically, the objectives are-

- 4.1 - To find out the effect of covid-19 lockdown at bakery sector.
- 4.2 - To identify the customer opinion about the starting of their new bakery venture.

5. RELEVANCE OF THE STUDY

As there is various research work already conducted for different industries in the last few years to examine pre and post COVID-19 business scenarios. But, there exist need for research in the food industry with special reference to the bakery industry during the COVID-19 pandemic. The current research is significant as it will provide conclusive evidences to strengthen the bakery sector leading to the growth of bakery units to the fullest in post COVID economy. The dimensions considered under this study are – economic growth, manpower and consumer perception.

The study will be helpful in exploring and summarizing the problems faced by the bakery sector, in this covid-19 pandemic and also, to make the situation a bit understandable for the bakery industrialist, that what is the opinion of their customers on starting their home bakery venture to have a better idea of potential competitors.

6. RESEARCH METHODOLOGY

Primary and Secondary data has been used in this research work. The primary data has been collected using the Questionnaire method (Google form) and observation method and various reports has been studied as secondary data source.

6.1 POPULATION

In this study, the population was categorized as students, teachers, homemakers, self-employed, fashion designers, retired-employee. Questionnaire was send to 210 respondents, and total 188 complete responses was collected with a response rate of 89.52%. The area under study was Dilshad Garden, Delhi. Direct response was also recorded by researcher, using Survey method making the total sample size of this study is 215.

7. STUDY REVIEW

7.1 To find out the effect of covid-19 lockdown at bakery sector: This study is based upon the primary as well as secondary data collected via, various websites, published articles. The observation of current study can be summarised as:

Discussion: The above-appended studies show that there is a conclusive impact of covid-19 on the bakery sector. Since the demand has been increased over the initial period of covid -19 but a slight decline has been seen during the lockdown in covid -19 Pandemic

Date	Particular	Observations
From June 2020	Economic Growth	The government started allowing reopening of the shops, the demand for the bakery products took hike especially bread and others as these are the essential products which are used in daily diet, majorly as breakfast and evening snacks. Therefore, the demand from the household sector for bakery products has increased on the other hand the food services sector has faced a decline in the market for bakery products that were considered to be one of the demanding products in the foodservice sector. Sales in the bakery sector increased by 62.3% over the week ending March 15, 2020, and it has also been found only a slight increase of approximately 44.3% for combined cookies and crackers in the food sector.
From March 2020	Manpower	The supply of bakery was insufficient as many of the bakers have shut operations due to a shortage of labourers. Along with this, disruption in logistics facilities due to the lockdown has created more issues in the market as consumers were not getting products as per their requirement which ultimately affected the market. Also, the migration of the various labourers has led to the lack of manpower for their bakeries.

The factors like economic growth and the lack of manpower have held the overall bakery sector which consecutively faced a negative impact.

7.2 To identify the customer opinion about the starting of their new bakery venture: Based upon the primary data collected via, questionnaire method and observational method, this study analysed customer perception about starting their bakery venture, which is summarised as:

Discussion: The above-appended studies show that around 25% of the population through

Date	Particular	Questionnaire method / Observations
Till 24th May 2021	Buying opinion	Approx. 42% population find the reason to avoid the bakery items, due to covid-19 which is 34.1%, and 14.8% due to lockdown. Factor reviews by customer: 68.2% feels quality as the prominent factor for their purchase of bakery items. 48.9% of the population purchases due to taste of bakery product as their preference over other food item's taste.
Till 24th May 2021	Opening their bakery venture	75% of the sample population has tried to make different bakery items during the lockdown in which: <ul style="list-style-type: none"> • 44.3% made cake • 17% made pizza • 11.4% made burger Perhaps, 38.6% has responded "maybe" and 15.9% of the population responded with "yes", when asked about their mastery in making bakery items. Most importantly: when asked to open their bakery venture, professionally – <ul style="list-style-type: none"> • 17% and 17% of the population have responded for "yes" and "maybe" respectively when asked about their choice of opening new bakery business. • 19.3% of the population have also, decided to compete with the existing bakery store by giving online Ads and WhatsApp Business.

8. CONCLUSION

Bakery Industry has to play an important role in the economic development of the country, achieved via fuller utilization of wheat and other agro resources, and in building up the health of the people. This Industry has a prospective future and has considerable scope of generating additional employment and investment. In this industry, the capital requirement per unit of production is lower as compared to most of the other capital-intensive industries in India.

The covid-19 has adversely impacted bakery industry. This study helps us to find that the growth as well as the overall development of the bakeries, are at a declining stage right now, the bakery owners are losing not only their manpower by migration and lack of finance due to decline in demand and sales but also their customer base which is actually, a major challenge for the existing bakery ventures. We find out that people are more afraid while purchasing bakery items during covid-19, lockdown. One of the reasons could be, all the bakery products are handmade, and also, the customer are not sure about the hygiene due to the outspread of the virus. Due to the lockdown, many bakery stores are being closed by the government. So, the existing bakeries are facing problems in terms of decline in their sales, growth, profit earned, and also losing their customer base. The next important finding is that the perception of the customer is changing during the covid-19 lockdown professionally also. Some of them have tried and mastered making their chosen bakery items at home itself. This causes the idea of opening and starting their bakery venture, professionally. According to the study, approx. 25% have responded to open their bakery ventures soon. So, this is a matter of concern for the existing bakeries that their customer will be their competitors now.

9. RECOMMENDATIONS

The existing bakeries should come up with more new ideas, concepts, and themes, to compete with the potential and existing competitors. The existing bakeries should employ more creative and innovative employees for their bakeries, by assuring them about job security during the times of pandemics, so that they could capture the market by the presentation of the various bakery items. Government should

also support the bakery industry, by coming up with various schemes, reducing the amount of taxes, reducing the interest rate of the loan which bakery industrialist has taken for their bakery to bring them to the track again. Constant touch with their customer will also helps them to make them retain their market share and customer base. Various offers and schemes should be provided to their customer to hold them with their bakeries. Quality standards should be raised and proper hygiene should be maintained. The idea of home delivery is one of the best practices the bakeries should adopt. Such type of ideas can keep their bakery business to be dynamic and alive.

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