

Study on Consumer's Perspective on Difference Between Home Bakery and Commercial Bakery

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Abstract: *The Indian bakery industry is one of the biggest sections in the processed food industry with abundant supply of primary ingredients required for bakery industry. The paper compared the commercial bakery and home baker from the consumer's viewpoint. The responses were obtained from 100 respondents from major cities of Maharashtra state. The findings of the study revealed that Quality, Taste and Price were important factors while choosing bakery products from commercial setup whereas Freshness, Taste, Quality and Customization were important factors while buying products from a home baker. Like all the other businesses the Bakery Industry also got affected during the Covid-19 Pandemic.*

Keywords: Bakery Industry, Home bakers, Commercial Bakeries, Bakery Products, Consumer Behaviour

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