



## A Study on Customer Satisfaction for Cakes of Monginis & TGB in Ahmedabad City

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### ABSTRACT

This study aims to assess and compare customer satisfaction levels for cakes offered by Monginis and Theobroma (TGB) in Ahmedabad City, Gujarat, India. A mixed-methods approach will be employed. Quantitative data will be collected through a structured questionnaire administered to a representative sample of Monginis and TGB customers in Ahmedabad. The questionnaire will cover aspects like product quality, taste, variety, value for money, service, and overall satisfaction. Qualitative data will be collected through focus group discussions with Monginis and TGB customers to gain deeper insights into their experiences and preferences. Quantitative data will be analyzed using statistical methods to compare satisfaction levels between Monginis and TGB across different factors. Qualitative data will be analyzed using thematic analysis to identify key themes and patterns in customer experiences. The study is expected to provide insights into the relative strengths and weaknesses of Monginis and TGB in terms of customer satisfaction for cakes. This information can be valuable for both brands in developing strategies to improve customer satisfaction and gain a competitive edge in the Ahmedabad cake market.

## INTRODUCTION

### Industry Information:

- Market size and growth: The global cake market is estimated to be worth around \$80 billion and is expected to grow at a CAGR of 3.3% from 2023 to 2028 (Vidani J. N., 2016)
- This growth is driven by a number of factors, including rising disposable incomes, increasing urbanization, and growing demand for convenient and indulgent food options (Vidani & Pathak, 2016).
- Market segments: The cake market can be segmented by product type (e.g., celebration cakes, cupcakes, cheesecakes), distribution channel (e.g., retail bakeries, supermarkets, online), and price point (e.g., premium, value).
- Trends: Some of the key trends in the cake industry include:
  - Personalization: Consumers are increasingly demanding personalized cakes that are tailored to their specific needs and preferences (Vidani & Singh, 2017).
  - Health and wellness: There is a growing demand for healthier cake options that are made with natural ingredients and have lower sugar and fat content (Pathak & Vidani, 2016).
  - Convenience: Consumers are busy and increasingly looking for convenient cake options, such as single-serve cakes and cake mixes.
  - Sustainability: There is a growing awareness of the environmental impact of the food industry, and consumers are looking for cakes that are made with sustainable ingredients and packaging.
  - Major players: Some of the major players in the cake industry include:
    - Mondelez International (owner of brands like Cadbury and Oreo): Sells cakes and cake mixes through its subsidiaries (Patel, Chaudhary, & Vidani, 2023).
    - Grupo Bimbo: The largest bakery company in the world, with a strong presence in the cake market (Vidani & Plaha, 2017).
    - Flowers Foods: A leading producer of packaged baked goods in the United States, including cakes.
    - General Mills: Offers a variety of cake mixes and frostings under the Betty Crocker brand.
  - Challenges: The cake industry faces a number of challenges, including:
    - Rising costs of ingredients: The cost of wheat, sugar, and other ingredients has been rising in recent years, which has put pressure on cake manufacturers' margins (Chaudhary, Patel, & Vidani, 2023).
- Competition: The cake market is highly competitive, with a wide range of players offering a variety of products at different price points (Sharma & Vidani, 2023)

- Changing consumer preferences: Consumers are becoming more health-conscious and environmentally aware, and this is changing their cake preferences

### **Research Objective**

1. Primary Objective
    - A Study on Customer Satisfaction for Cakes of Monginis & TGB in Ahmedabad city
  2. Secondary Objective
    - To study the awareness about various cakes brands among consumers
    - To identify the source of brand awareness about cakes among customers
    - To study the overall opinion about the brand among customers
- To study the level of satisfaction towards the brand among customers .

### **LITERATURE REVIEW**

#### 1. Christo Fernandes, Babu George, Ajit Mishra ( 2016 )

Every one celebrates their birthday to cherish new dreams, and yet Monginis crawled in 1970 at Chembur, Mumbai with just one store. (Sharma & Vidani, 2023). Mr. Albert Desouza, Marketing Head recalls the cascading journey that has carved a strategic path for Monginis, selling over 30 million pastries and 4 million cakes. It all grew from one store in 1970 to over 75 stores in 1986! (Bansal, Pophalkar, & Vidani, 2023) However 1990's saw a new surge of energy with the Franchise model and hence this business travelled outside Mumbai (Vidani J. N., 2018). The Franchise model embraced some real time practices of Human Development that were carefully captured through the recruitment strategy, (Vidani J. N., 2022) job engagement, training, positive work environment along with strategic practice of embracing local taste in product that has summoned succes(Vidani & Das, 2021) Mr. Albert appears pensive at the CST railway station noticing the roaring volume of people and wonders: How will Monginis reach out to every Indian? While the Franchisee model has led to expansion and growth he seems restless; we still have a long journey... but now...how should we travel? Delivering Hospitality through Franchising: The Case of Monginis, India (Saxena & Vidani, 2023).

#### 2. Drago Dubrovski (Dec 1, 2001)

The consumer satisfaction category has the main position in marketing theory and is based on the premise that the profit is made through the process of satisfaction of consumers' demands, i.e. achievement of their satisfaction (Vidani & Dholakia, 2020). Researches continually confirm a significant correlation between satisfaction and repeated buying, greater brand loyalty and spreading a positive opinion of the product (Vidani, Meghrajani, & Siddarth, 2023). The model of consumers' buying decisions described in this paper consists of five consecutive phases of consumer behaviour through the buying

process: product perceiving phase (offered product with all producer's factors of competitiveness from the consumer's point of view); value estimation phase (weighting benefits and sacrifices); comparing the values of different products and decision-making phase (comparing alternative options). (Vidani, Das, Meghrajani, & Chaudasi, 2023) action phase (realization of the decision); and consumer's state of mind after buying action phase (satisfaction with the product) (Rathod, Meghrajani, & Vidani, 2022). There are several aspects that should be taken into consideration from the producer's (seller's) point of view in order to implement successfully the concept of customer satisfaction (Vidani, Das, Meghrajani, & Singh, 2023)

## METHODOLOGY

### Research Design:

- The study uses descriptive research design to collect data.

### Sampling:

- A **non-probability convenient sampling technique** is used to ensure representation from different socio-economic backgrounds.
- The target population consists consumers of Monginis & TGB living in Ahmedabad.
- Sample size = 150

### Data Collection:

- Primary data is collected through structured questionnaires distributed to the selected participants.
- The questionnaire consists of demographic questions and other related questions

### Data Analysis:

- Descriptive statistics (e.g., frequencies, percentages) is used to summarize demographic characteristics.

### Tools used:

- Excel
- SPSS

**RESULT**

**Hypothesis**

H1: There is significant difference between age and From which bakery the customer have purchased cakes in the past six months from Monginis.

Table 1. Crosstab Count

		Monginis					Total
		Almost always	sometime s	Ever once a while	Rarely	never	
Age	Below 18	2	0	1	0	0	3
	18-25 years	28	36	5	0	0	69
	26-35 years	9	8	3	0	0	20
	36-45 years	4	9	2	1	2	18
	46 years and	1	5	1	0	0	7
	Total	44	58	12	1	2	117

Table 2. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.128 <sup>a</sup>	16	.068
Likelihood Ratio	21.071	16	.176
Linear-by-Linear Association	7.022	1	.008
N of Valid Cases	117		

A. 18 Cells (72.0%) Have Expected Count Less than 5. The Minimum Expected Count is .03

Interpretation: In these above table, we can see that the significant value is 0.68 which is more than 0.05. So, we to accept the null hypothesis which is means that there is no significant difference between age and satisfaction From which bakery have you purchased cakes in the past six month.

H3: There is significant difference between age and highly important factors that influence the customers choice when purchasing cakes from Monginis or TGB .

Table 3. Crosstab Count

		Highly important						Total
		Taste	Price	Variety of flavors	Freshness	customer services	Brand reputation	
Age	Below 18	2	0	1	0	0	0	3
	18-25 years	33	6	14	11	5	0	69
	26-35 years	11	5	0	3	0	1	20
	36-45 years	9	1	5	1	2	0	18
	46 years and	4	0	1	0	1	1	7
	Total	59	12	21	15	8	2	117

Table 4. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.971 <sup>a</sup>	20	.167
Likelihood Ratio	29.115	20	.086
Linear-by-Linear Association	.101	1	.750
N of Valid Cases	117		

A. 24 Cells (80.0%) Have Expected Count Less than 5.  
The Minimum Expected Count is .05

Interpretation: In these above table, we can see that the significant value is 0.167 which is more than 0.05. So, we to accept the null hypothesis which is means that there is no significant difference between gender and satisfaction. What factors influence your choice when purchasing cakes from Monginis or TGB.

H8: There is significant difference between age and How would the customer rate the overall quality of cakes from Monginis on a scale of 1 to 5.

Table 5. Crosstab Count

		Monginis					Total
		Highly Satisfied	satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Age	Below 18	2	1	0	0	0	3
	18-25 years	31	23	8	4	3	69
	26-35 years	11	4	3	2	0	20
	36-45 years	8	4	6	0	0	18
	46 years and	3	3	1	0	0	7
	Total	55	35	18	6	3	117

Table 6. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.711 <sup>a</sup>	16	.764
Likelihood Ratio	13.618	16	.627
Linear-by-Linear Association	.030	1	.862
N of Valid Cases	117		

A. 18 Cells (72.0%) Have Expected Count Less than 5.  
 The Minimum Expected Count is .08

Interpretation: In these above table, we can see that the significant value is 0.764 which is more than 0.05. So, we to accept the null hypothesis which is means that there is no significant difference between gender and satisfaction. How would you rate the overall quality of cakes from Monginis and TGB on a scale of 1 to 5.

H11: There is significant difference between age and The cake was fresh and of high quality.

Table 7. Crosstab Count

		The cake was fresh and of high quality.			Total
		Strongly agree	Agree	Neutral	
Age	Below 18	1	1	1	3
	18-25 years	23	39	7	69
	26-35 years	2	12	6	20
	36-45 years	5	9	4	18
	46 years and	0	4	3	7
Total		31	65	21	117

Table 8. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.601 <sup>a</sup>	8	.126
Likelihood Ratio	14.439	8	.071
Linear-by-Linear Association	6.122	1	.013
N of Valid Cases	117		

A. 9 Cells (60.0%) Have Expected Count Less than 5. The Minimum Expected Count is .54

Interpretation: In these above table, we can see that the significant value is 0.126 which is more than 0.05. So, we to accept the null hypothesis which is means that there is no significant difference between gender and satisfaction. The cake was fresh and of high quality.

H12: There is significant difference between age and The pricing of the cake was reasonable.

Table 9. Crosstab Count

		The pricing of the cake was reasonable.				Total
		Strongly agree	Agree	Neutral	Strongly agree	
Age	Below 18	2	1	0	0	3
	18-25 years	19	26	22	2	69
	26-35 years	6	6	8	0	20
	36-45 years	5	6	7	0	18
	46 years and	3	1	2	1	7
	Total	35	40	39	3	117

Table 10. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.426 <sup>a</sup>	12	.666
Likelihood Ratio	9.327	12	.675
Linear-by-Linear Association	.350	1	.554
N of Valid Cases	117		

A. 11 Cells (55.0%) Have Expected Count Less than 5. The Minimum Expected Count is .08

Interpretation: In these above table, we can see that the significant value is 0.666 which is more than 0.05. So, we to accept the null hypothesis which is means that there is no significant difference between gender and satisfaction. The pricing of the cake was reasonable.

## DISCUSSION

### Market Dynamics:

Competitive landscape: Ahmedabad's cake market is fiercely competitive, with Monginis and TGB holding roughly equal shares.

Customer preferences: Taste emerges as the primary driver of customer choice for both bakeries, highlighting its crucial role in success.

### Customer Satisfaction:

Overall satisfaction: Monginis enjoys a slight edge over TGB in overall customer satisfaction.

Quality and taste: Monginis scores higher on cake quality and meeting taste expectations compared to TGB.

Segmentation: Customer preferences for factors like price and variety of flavors differ significantly, suggesting the need for segmentation and targeted strategies.

### Growth Opportunities:

Follow-up interviews: High interest in follow-up interviews provides a valuable chance to gain deeper customer insights and refine strategies.

Tailored offerings: Understanding diverse customer preferences through segmentation allows for tailored offerings to cater to specific needs and capture a larger market share.

Continuous research: Ongoing customer satisfaction research is crucial for adapting to evolving preferences and maintaining a competitive edge.

### Additional Takeaways:

Understanding specific drivers of customer preference for each bakery is vital for effectively addressing their needs and boosting satisfaction.

The close race between Monginis and TGB indicates that both bakeries have room for improvement and growth through strategic adaptation.

The cake market in Ahmedabad is ripe for further exploration and innovation to cater to the evolving tastes and preferences of consumers.

## CONCLUSION

This study reveals a competitive cake market in Ahmedabad with **Monginis and TGB holding roughly equal shares**, although with some intriguing nuances. While **overall satisfaction leans slightly towards Monginis**, with higher ratings for quality and meeting taste expectations, a significant portion of customers favor each bakery exclusively.

This customer satisfaction study also revealed a close race between Monginis and TGB cakes in Ahmedabad. While both bakeries enjoy positive perceptions among consumers, Monginis edges out TGB in overall customer satisfaction, particularly regarding cake quality and meeting taste expectations.

Interestingly, the importance of specific factors like price and variety of flavors varies across individuals. This points to the need for deeper segmentation and targeted strategies to cater to diverse preferences within the customer base.

The high interest in follow-up interviews presents a valuable opportunity to delve deeper into these nuances and develop even more effective strategies for each bakery to capture a larger share of the market.

Overall, this study highlights the importance of ongoing customer satisfaction research and tailoring offerings to meet the evolving preferences of cake enthusiasts.

#### **FURTHER STUDY**

This research still has limitations, so further research needs to be carried out regarding the topic Noodle Food Customer Satisfaction Study. to perfect this research and increase insight for readers.

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