The Styles of Bakeries and the Factor of Consumers’ Behavior

麵包店的類型和消費者行為

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I. Introduction

A. Background of the study

Recently, two new bakeries opened up around my block, though there were already eight! Except from bakeries, bread is also sold in convenient stores and supermarkets.

It shows that bread has been more and more popular and has already mixed with our daily lives, although originally, it’s a part of western food culture.

Ministry of Economic Affairs and Statistics Department shows that the baking industry produces about twenty-three billion dollars, five percent in the food industry, in 2013.

Plus, the contestants from Taiwan perform better and better in the global competition. For example, Wu Pao-chun, won the champion Coupe Louise Lesaffre 2006 and became famous since that. Liu yi-qun, in 2013, won a bronze medal in the world skill competition. Recently, Chen li-zhe also won the championship in a global dessert chef contest. Through all of these prizes, Taiwan’s baking has been known worldwide.

B. Purpose of the study

Since there have been more and more bakeries established, in this study, I am going to find out what the practitioner can do to survive under this high sales stress. But firstly, finding out the factors which influence consumer choice is necessary. Then, according to the consumers’ perception nowadays, the bakeries can make changes to satisfy their needs.

C. Research Question

This study focuses on the questions below.
1. Why are there more and more bakeries around us?
2. What’s the difference between those bakeries?
3. Which kind of bakery is more popular with the consumers?
4. What contributes to consumers’ preferences?

D. Methods of the study

According to the purpose of the study, I read some literature, from magazines to newspapers, from the internet to theses. After that, I designed a questionnaire for people who buy bread. The respondents are Facebook friends. The range of the bakeries is around my...
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house. Then, after I analyzed the result, I could find the relations between bread consumers and bakeries.

II. Thesis
A. The market of baking industry

1. Baking industry in Taiwan

The baking industries in Taiwan have been more and more developed. According to the Ministry of Economic Affairs and Statistics Department, in 2013, the food industry produces 492 billion dollars. And the baking industry accounts for 5 percent in it, which is about 23.4 billion dollars.

![Figure 2.1 The percent of baking industry in the food industry](Ministry of Economic Affairs and Statistics Department)

It shows that the need of the baking industry is larger than before and has a huge market in Taiwan.

2. The popularity of bread

Based on my study, there is only 1 person (1.1%) in 90 respondents that has never gotten an experience to buy bread in a bakery. Bread has already become necessary in Taiwanese diet nowadays.

3. Frequency of buying bread

How often do people in Taiwan go to a bakery? According to the questionnaire, there are four degrees to choose to describe their frequency of buying bread, which are “almost every day”, “several times a week”, “several times a month” and “seldom”. “almost every day” means you buy bread five times or more in every week; “several times a week” means you buy bread two to four times every week, “several times a month” means you
buy bread two to eight times every month and if you buy a bread only once a week or less, means “seldom”.

According to my survey, in 90 people, 7 from all (8.0%) say they go to the bakery almost every day; 28 of them (32.2%) say that their frequency of buying bread is “several times a week” and 32 (36.8%) of them are “several times a month”. What’s more, 20 people (23.0%) say they seldom go to the bakery. As we see in figure 2.3, most people (77%) eat bread in their daily lives.

From the popularity of the bread and the consumers’ frequency of buying, we can see that bread has already been accepted by the public in Taiwan. The continuous improvement of the baking industry can show us the need of bread has increased, and that the baking market has become bigger and bigger. Therefore, more and more bakeries are opened. The more bakeries there are, the more competition they suffer. So how to attract customers has been a big issue.

**B. The style of the bakery**

1. **Operation model**

   The operation model of bakeries could be divided into two different groups; modern enterprise chain style and traditional style. According to the definition of the chain, modern enterprise chain style includes bakeries get more than one branch.

   Big chain bakery has more advantage in the market competition. First of all, it is always famous, such as 85c Bakery Café, Mr. Mark Bakery and Mita. Plus, fame helps them to develop their commercial reputation. They always get branches to expand its market and have a center kitchen to reduce the costs. On the contrary, traditional bakeries
are usually only known by the people who live around them.

2. Distribution

Though all of these 10 bakeries are around my home, the distribution is uneven. About 5 bakeries (50%) are distributed around the cross of MTR and the bus station. And three of them are chain bakeries. Even in a residential area, bakeries tend to open beside transport stations.

![The distribution of the bakeries around my house](image)

Figure 2.4 The distribution of the bakeries around my house

3. Transformation and styles

Apparently, many of the bakeries not only sell bread nowadays. According to the observation, coffee, cocoa, milk tea and ice cream are also sold. They even set seats to let consumers sit and drink. It is a good idea that helps them to improve their sales performance. As the result of staying longer, consumers may order something out of their expectation.

Among the 10 bakeries, 5 of them (50%) are compounding, 1 (20%) for modern enterprise chain bakeries and 4 for (80%) traditional bakeries.

![Compounding rate of bakery](image)

Figure 2.5 Compounding rate of bakery

![Chained and the traditional rate in the compounding bakeries](image)

Figure 2.6 Chained and the traditional rate in the compounding bakeries
Bakeries tend to change their original style into a compounding one and traditional bakeries occupy the most.

Since traditional bakeries are at a disadvantage in the fierce market competition, traditional bakeries need to make changes to get more consumers’ attention. They need to find something new or something that chain bakeries don't have. Setting up compounding is a good way.

C. The influence of consumers’ behavior

1. Factors of the bakery.

So many bakeries cause an intense competition among them. So how to attract customers has been a very important issue. Firstly, we need to know the factors that influence consumers’ choice.

According to the research of consumer behavior, in the book *Consumer Behavior*, Rong Tai-sheng mentions that the surroundings play an important role in situational influences, a kind of external factor that affect consumers behavior. “*Physical surrounding includes the location, decoration, sound, smell, illumination, climate and stimulus object.*” (榮泰生, 2007)

Based on this theory, I designed my questionnaires. In the questionnaire, there were five options about the attraction of a bakery, including “Fame and history”, “Good reputation”, “Nice decoration and cleanliness”, “Good atmosphere (for example the smell of the bread and the leisurely music)” and the “Convenient location”.

![The attraction of a bakery](image)

Figure 2.7 The attraction of a bakery

As shown in figure 2.7, when being asked what is the attraction of a bakery, among 90 people in 205 choose, “Fame and history” had been chosen 25 times(12.2%); “Good
reputation” had been chosen 38 times (18.5%); “Nice decoration and cleanness” had been chosen 45 times (22.0%); “Good atmosphere” had been chosen 38 times (18.5%); “Convenient location” had been chosen 51 times (24.9%); and “Others” had been chosen 8 times (3.9%). Apparently, the most important part of the physical factor of a bakery is the location. Whether it is convenient to buy influences the choice of the consumers a lot. A good decoration can also fascinate people to come. Plus, the storefront must be clean and tidy.

a. Location

Since the location is the main factor that attracts consumers. I wondered which location is the most popular one. And the analysis of questionnaires gives a conclusion.

As shown in Figure 2.3, among 167 checkmarks in 90 persons, the option of “Near home” had been chosen 59 times (35.3%); “Near school/company” had been chosen 40 times (24.0%); and 25 for “Near MTR/bus station” (15.0%); 31 for “Downtown” (18.6%); what’s more, “On the way to home” also got 12 (7.2%).

People tend to buy bread near their home and school or company (59 percent), the place where we spend most of our day at. Since a nearby bakery can satisfy our needs immediately, the more time we stay here, the more chance of sales they get. It is even better if it is near the MTR/bus station. Then the rate would be higher, that is 50% and 39%. It is why about 50% of the bakeries are opened near transport stations in my block.
b. Bakery’s styles

Does the style of a bakery also affect consumers’ choice? If so, which kind is more popular? Modern chain one or traditional one? Among 90 respondents, 35 people (38.9%) like modern chain bakeries more; 24 people (26.7%) are keen on traditional bakeries and 31 (34.4%) like both.

![Bakery’s styles and consumers choices](image)

Figure 2.9 Bakery’s styles and consumers choices

Apparently, the style does influence consumers’ choices. More people prefer the modern enterprise chain style bakery. The chain style has more competitiveness than the traditional one.

2. Factors of the bread

I list six factors that may lead people to choose a certain kind of bread. They are flavors, ingredients, prices, variety, new product and others.

In my study, among 90 persons with 226 checkmarks, “Flavor” is chosen 79 times (35.0%); “Ingredients” is chosen 56 times (24.8%); “Prices” is chosen 54 times (23.9%); “Variety” is chosen 30 times (13.3%); “New product” is chosen 6 times (2.7%); and “Others” is chosen 1 time. (0.4%)

![The attraction of the bread](image)

Figure 2.10 The attraction of the bread
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Obviously, flavor preference leads people to choose certain bread over others and even to choose a certain bakery over another. On the other hand, whether there are new products is not important at all.

3. The time of purchasing.

When do consumers usually buy bread? In my study, among 90 respondents, 66 people (73.3%) usually go to the bakery at 4:00P.M. ~ 10:00P.M.; 12 people (13.3%) usually go to the bakery at 10:00A.M. ~ 4:00P.M. 10 people (11.1%) usually go at 5:00A.M. ~ 10:00A.M. In addition, 2 people (2.2%) do not have a certain time. The results are shown in Figure 2.11.

![Figure 2.11 Time that people go to the bakery](image)

More than half of the people go to bakery between 4 o’clock to 10 o’clock in the evening during a day. Most people go home from school or work at this time. They may have more free time to do anything, including going to the bakery and buying bread.

III. Conclusion

The market potential of the baking industry is high. Therefore more bakeries are being opened one by one.

But there are not the same at all. The two different operation models, modern enterprise chain style and traditional style are different. Modern enterprise chain bakery is in the advantage because of its big market occupancy and lower cost. The traditional bakeries are in the disadvantage; therefore, many of them change their way of selling into compounding to make the bakery a place of leisure, just like a café. But traditional bakeries also need to find out their features, the things that the chain may not have. In addition, they need to produce not only Taiwanese traditional bread, but also create new products. It is reasonable to say that bakeries will tend to be compounding and chained in the future.
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Location, especially in a residential area is very important for a bakery. So when it comes to choice of location, the top choice is neighborhood with a transport station in a residential area.

Consumers go to a bakery during the noon to evening hours in a day, so the bakery may put its main productive forces here to boost the sales.

IV. Reference


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V. Appendix

Bakeries’ attraction and the factor of consumers’ behavior

Participant,

I am a student of Jing-Mei Girls High School. Thank you for sparing a time to join the survey. This questionnaire is an academic research based on the factor of consumers’ behavior towards bakery products in Taiwan.

This questionnaire is put into a ballot. All the research will be used for academic research purposes only and certainly won’t be published to the general public. Thank you for taking the time to complete the questions.

Best wishes

張子君

Part 1: Personal information

1. Gender
   ✔ Female
   ☐ Male

2. Occupation
   ○ Students
   ○ Working
   ○ Domestic
   ◯ Retired
   ○ Others

3. How often do you buy bread?
   ◯ Always
   □ Few times a week
   □ Few times a mouth
   ◯ Seldom

4. How much do you usually spend in a purchase?
Part 2: Research variable

A. Which style of bakery do you usually prefer to go to?
   - Modern enterprise chain style
   - Traditional style
   - Both

B. The reasons why a bakery attracts you are: (You can choose more than one.)
   - Fame and history
   - Good reputation
   - Nice decoration and cleanness
   - Good atmosphere (For example the smell of the bread and the leisurely music.)
   - Convenient location
   - Others

C. Which part of bread attracts you? (You can choose more than one.)
   - Flavor
   - Ingredients
   - Prices
   - Variety species
   - New product often
   - Others

D. What is the location of the bakery to which you usually go? (You can choose more than one.)
   - Near home
   - Near school/company
   - Near MTR/bus station
   - Downtown
   - On the way to home
   - Others

E. When do you usually buy bread?
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- 4:00P.M. ~ 10:00P.M.
- 10:00A.M. ~ 4:00P.M.
- 5:00A.M. ~ 10:00A.M.
- No certain time