

# Factors Influencing Consumer Buying Behavior on Baby Care Products

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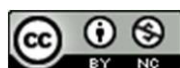
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### ABSTRACT

**Purpose:** *The goal of this study is to understand consumer purchasing habits and to pinpoint the variables that affect parents' decisions to buy baby care goods. This article's objective is to look into customer preferences for baby care items such as hygiene, skin and hair care, and food and beverages.*

**Design:** *For this study, the secondary data was collected from various published materials like Google scholar, journal articles, newspapers, books, magazines, publications, web pages, libraries and studies from various research papers.*

**Findings:** *According to the results of a study, people prefer branded goods like Johnson & Johnson and Himalaya because of their strong brand names, affordable costs, and simple accessibility. The study will give more insight and help the producers and sellers of baby care products concentrate on environmentally friendly materials. Consumer behavior had a more significant influence on buying baby care products. Customers favor the improvement of quality products over pricing as child's skin is very sensitive and mothers are also working to balance income in the family.*

**Originality/Value:** *The market for baby care products in India is expanding and changing over time as a result of changing consumer habits, rising earnings, and a rise in the number of working women. The client is the main emphasis of today's market. In modern marketing, consumers are given considerable consideration. The goals of the business who are selling baby care items must be accomplished in order to satisfy the customers.*

**Type of Paper:** *Case study.*

**Keywords:** Consumers' buying behavior, baby care products, brand image, consumers preference, buying decision, SWOC analysis.

### 1. INTRODUCTION :

The retail sector in India has thrived as one of the most active and dynamic. In India, the marketing of baby care goods is anticipated to expand dramatically. Baby clothes, baby toys, baby cosmetics, baby skin care goods, including baby soaps, washes, shampoos, cleansers, toiletries, baby food & beverages, baby accessories, and baby diapers, are the market's main subsectors [1]. India has the largest base of infants in the 0 to 4 year age range. The vast majority of rural consumers, most of whom occupied home with their grandparents, thought little of the need for baby care products. For baby care, they have always favored and employed homemade natural remedies. However, as urbanization, the number of working women, wealth, and time constraints have all increased, so has the demand for baby care products. Baby skin care requires the use of soaps, washes, and shampoos. Baby-safe cleaners and washes include mild ones. A baby's skin can benefit from moisturizer. Depending on their preferences for purchases, parents should pick less expensive baby care goods. Increased product awareness and increased sales are results of efficient advertising and sales promotion [2]. India is currently one of the most popular locations for manufacturing and selling baby care products. It has experienced tremendous growth due to favorable changes in lifestyle of Indian consumers' [3]. The age range of 0 to 4 years has numerous chances for baby care product manufacturers. Before purchasing baby care items, consumers

conduct extensive research. The evolution of baby care products may be a result of the increase in working women. Due to their constant worry for their children's health and hygiene, customers favor product quality over pricing [4]. Children that are healthy will become young adults who are brimming with life and vitality. The social and economic progress of the country is decided by these future citizens, who place a high value on consumer preference, brand awareness, and goods [5]. The majority of women are switching to infant formula. Food quality is essential to human health, and people's readiness to accept particular food products rises as their knowledge of nutrition, food safety, and environmental issues increases [6]. This is supposed to be made possible by product design in a significant way. Consequently, in a circular economy, the idea of product lifetime is crucial [7]. The potential development of the baby care products market in India may also be attributed to factors such as rising income levels, better product accessibility, growing brand awareness due to parents' increased media exposure and education levels, and rising income levels. This gives India a favorable environment for the expansion of the baby care products sector and offers tremendous opportunities for both new and established businesses to further explore this market [8]. Respondents stated that branded infant care products were of higher quality and had a lower perceived risk than retail brand, which is consistent with consumer perceptions and purchasing trends for factory versus store brand baby care products [9]. The family's purchasing decisions are influenced by the child, the mother's employment, and the family's size, whether it is nuclear or joint [10]. High-quality infant products are in high demand, and their sales have been increasing regularly. This is because baby products are very vital, and its end consumers are very sensitive and gentle [11]. The recent reduction in the time needed for meal preparation at home has already had an impact on the market's availability of ready-to-eat food goods. They are also referred to as convenience foods and come packaged fully or half cooked. They are easy to prepare and heat up quickly. They are also created to satisfy children's nutritional needs, which include those for high calorie consumption, high protein and essential amino acid requirements, unique vitamin and mineral requirements [12].

**2. RELATED RESEARCH WORK :**

The following is a review of the research on baby care products. The Google Scholar search engine is used to undertake a systematic review of the published journals between 1999-2022 with the help of key words such as "Brand image", "Consumer behaviour", "Perceived risks", "Baby care", "Buying intentions" and "Consumer satisfaction".

**Table 1:** Related works on the contributions made by numerous authors to brand equity, brand knowledge, and consumer brand loyalty.

S. No	Field of Research	Focus	Outcome	References
1	Brand knowledge dimensions on international fashion brands.	Brand Knowledge	Brand knowledge refers to a consumer's capacity to recognize or recreate memories associated with a specific brand. Brand awareness makes it easier and quicker to connect with customers.	Alimen & Cerit, (2010). [11]
2	A study on understanding brand equity.		It comprises of related brand concepts, brand recognition and brand images, which bring together a multiple bits of knowledge to create brand knowledge and directly affect how people respond to businesses.	Keller, (2003). [13]

3	Effect of relationship and brand knowledge on current and future purchases.	Brand image	Customers form relationships with brands in a wide range of ways, including through personal identification, reliable connections, ongoing support and connections, and participation at various levels. The study discovered that the brand relationship route, which comprises brand happiness, loyalty, and attachment, has an impact on total decisions.	Esch, et al., (2006). [14]
4	Examination done on selected elements of marketing mix and brand equity.	Brand value	Intangible factors that influence brand value are brand name, association, perceived quality, and perceived trust, whereas price, discounts, and offers are some financial factors connected to brand value. Although price is a significant and decisive element for brand loyalty, it is the intangibles that help to foster strong brand loyalty. Consumers choose a specific brand over a rival brand because of all these intangible factors.	Yoo, (2000). [15]
5	Consumers Brand Loyalty towards Johnson & Johnson Baby Care Products.		Since brand image and brand value have been shown to have a mediating effect, marketing activities should concentrate on creating a favorable company image through consumer interaction. Customers can be exposed to brands through consistent social media posting, relying on intrinsic and extrinsic motives for rewards as well as integrated communications, such as the development of brand networks.	Jadhav, et al., (2021). [16]
6	Determinants of brand loyalty:a review of rapidly changing consumer items.	Brand Loyalty	The facilitation of customer repurchases of the brand through preference or involvement is a marketing plan's primary aim for the majority of product categories.	Kumar & Advani, (2005). [17]
7	Loyalty of consumers.		A persistent preference for returning to or using a favorite brand of products or services in the future, despite situational circumstances and marketing efforts having the potential to promote behavioral intentions..	Oliver, (1999). [18]
8	Retail environment studyinquality-value relationship and perceived risk.	Perceived Risk	Perceived risk, which was discovered to play a crucial part in this relationship, was found to be a substantial mediator of the relationship between perceived product and service quality and value for money. A substantial regulator of consumer perception, value, chance, and eagerness to buy was also found to	Sweeney, et al., (1999). [19]

			be assessed cost effectiveness. The findings have important consequences for businesses and further marketing study.	
9	Linear Programming on onlinebuyingbaby products.	Purchase intentions	Customers are placing more emphasis on buying baby things. The product's quality, cleanliness, and safety are all highly important to the parents. When buyers buy infant products, they will carefully consider a number of variables. Before buying baby products, people rely on word-of-mouth and visit websites to read product reviews and consumer feedback, among other things.	Pradeep, et al., (2018). [20]
10	Baby Care Market - Review.		Due to changes in consumer behaviour, rising incomes and a growth in the number of working women, the baby care product market in India is expanding and changing with time. When purchasing baby care products, there is a positive correlation between education, qualification, family income, and the number of children.	Nandal, et al., (2020). [21]

### 3. OBJECTIVES OF THE STUDY :

1. To determine consumer awareness of and purchasing behaviour toward a certain baby care product manufacturer.
2. To study the consumer's expectation on the baby care items.
3. To explore factors influencing the customer's choice of baby care products.
4. To assess the business strengths, weaknesses, opportunities and threats and measure the satisfaction of customers about baby care products.

### 4. RESEARCH METHODOLOGY :

Only secondary data were utilized for the study. The literature that is currently available from 1999 to 2022 is studied in this paper. In peer-reviewed Indian and international publications, a wide range of research papers, reviews and case studies were gathered by using Google Scholar search engine. Keywords such as "Consumers' buying behavior, baby care products, brand image, consumers' preference, buying decision and SWOC analysis were used. To understand the evolution and hypotheses more thoroughly, cross references and focused keyword searches were also done. To better grasp the theory, other published materials were also used, including books, theses, and websites.

### 5. THE EXPANSION OF INDIA'S BABY CARE INDUSTRY :

#### Product Categories of Baby Care Market:

- Products for skin care and cosmetics include lotions, moisturizers, talcum powder, baby creams, and perfumes.
- Hygiene and Hair care products: shower gel, soaps, shampoo and conditioner
- Toiletries including diapers and nappies
- Baby Apparels and foot wear
- Baby food like Cereals and Soups
- Baby Toys and Baby Accessories

- Baby Beverages such as gripe water Fruit juices and extracts
- Baby Milk Products & Nutrition

India's retail industry has evolved through several stages, including urbanization, globalization, organized retailing, and liberalization. Despite going through several stages of transformation, unorganized merchants continue to play a significant role in driving Indian commerce, as evidenced by the huge market share they still hold today [22]. The consumer, not the product, is the centre of any firm. High consumer consideration is the secret to current marketing success. Manufacturers create a variety of goods in order to promote and sell them. In the present era, it is challenging to thrive in the market without conducting market research and without knowing consumer desires and needs. It is vital to understand client behaviour and purchasing patterns in order to satisfy them. The three areas of consumer behaviour that require careful consideration are situational influences, socio-cultural influences, and psychological influences. The fact that "baby care" goods must be applied directly to the skin, body and other portions of newborns or infants presents a variety of obstacles for marketers [23]. It has been demonstrated that the design of infant strollers and the brief duration of their use make them an intriguing subject for research [24].

#### **Some well-known manufacturers and vendors of baby care products:**

Novalab Healthcare, Johnson & Johnson, Himalaya, Sebamed, Biotique, Mama Earth, Pampers, Dove, Mom and Me, Kimberly Clark, Lilliput, Procter & Gamble, Mothercare, Nestle, Unilever, Amul, Dabur, Dorel Industries, Emami, Infantino, Krauter Healthcare, Kiwi Baby, Marico, Newell Rubbermaid, and Pristine Organics are some of well-known manufacturer and vendors of baby care products.

#### **6. CUSTOMERS AWARENESS AND BUYING DECISION ON BABY CARE PRODUCTS :**

Educated moms only consider safe options for their kids; the market for new childcare products has become flooded with possibilities. The market for baby care items has seen a boom in franchising or distribution. The baby care industry is one of the few that has experienced a high rate of repeat purchases, with repeat customers making up more than 50% of all consumers [25]. Newborn baby skin needs special attention because it is delicate and prone to injury and illness. All soaps, cleaners, and powders should be used according to the right instructions and with caution. Customers are more influenced by emotionally-driven marketing techniques than logic based reality marketing techniques when making decisions about specific infant products. The objective is to demonstrate that emotional factors are taken into account before rational factors, even though consumers won't always be more persuaded by them. A consumer frequently seem to care more about how a product looks, feels and is perceived by others than if it is eventually secure and worth the amount they are spending [26].

#### **7. CUSTOMERS EXPECTATION ON BABY CARE PRODUCTS :**

In today's market, all corporate activities are more focused on delighting the client by attending to their needs through efficient service. Because baby products are expensive, businesses are constantly searching for the most innovative solutions. In order to ensure their child's safety and security, mothers are constantly concerned with finding the greatest products and taking the necessary safety measures. How parents separate the best products from those that are only claiming to be the best, however, is the problem. Parents refer to prices of related goods, and websites where consumers may select and review sites, journals, and recommendations from others. Because most first-time mothers are frequently uninformed of the differences between the things, parents take these precautions in addition to the fact that they are greatly worried about their child's safety. Therefore, any form of media from which they receive information may easily have an impact on these first-time parents [27].

#### **8. FACTORS INFLUENCING THE CUSTOMERS CHOICE OF BABY CARE ITEMS :**

Given the use of various evaluative criteria to compare possibilities in the intended category of baby care products, different categories of parents make different types of consumer purchasing decisions. Parents are positively persuaded to purchase a product by recommendations from specialists like child care consultants or doctors, celebrity endorsements, and emotional appeal in promotional campaigns for infant care products. The amount of effort put into finding information while buying baby care goods varies from category to category. However, a change in behaviour, belief, and attitude toward baby care

has helped in the adoption and acceptance of baby care items as customers' lifestyles change. In India, with the gradual introduction of new baby care products to parents and increased level of awareness about various baby care product categories, preference and selection of baby care products get associated with the lifestyle of parents [28]. One of the most critical factors determining goods and services is price. Price consciousness is related to the degree of price acceptance as well as the range of product acceptability. Price is essentially a representation of the value in money that the customer decides to give the vendor when making a purchase [29]. Consumers of infant formula are constantly exposed to advertisements depicting how newborns become brilliant after ingesting particular types of baby milk formula [30]. However, the infant grows quickly throughout these first two years and gradually gains independence as it masters muscle control. Consumers of infant formula are constantly exposed to advertisements depicting how newborns become brilliant after ingesting particular types of baby milk formula [31]. Indian mothers are observed to be more concerned about their children's health and safety. As soon as they notice that something is hurting their child, they instantly take a step back. When parents learn about the harmful components and chemicals included in some products, they instantly stop purchasing them, as was the case in the newborn care industry. And for that reason, parents begin choosing natural and organic products to protect their children [32]. The product's brand, price, convenience, advertising and promotional impacts, the baby's reaction to the product, the opinions of friends and family, the guidance of medical professionals, the product's health benefits, its accessibility, the product's packaging, and its nutritional labeling influences buying trend [33].

### 9. SWOC ANALYSIS :

A planning process that assists in overcoming obstacles and identifying potential new business possibilities is the examination of a company's strengths, weaknesses, opportunities and challenges (SWOC) [34-39].



Fig. 1: SWOC analysis of Consumer Buying Behavior on Baby Care Products [40].

### 10. FINDINGS :

The results demonstrate that consumer action had a bigger impact on buying baby care products. Parents today are particularly concerned about the skin care of their children and are willing to spend a lot of money. Customers favor improvement of quality products over pricing as mothers are also working to balance income in the family. Because children's skin is so delicate, they want high-quality products, so manufacturers of baby care products must focus on making organic products of the highest caliber. The majority of responders are female and they learnt about the product through media and advertising.

## 11. SUGGESTIONS :

The following suggestions are made for improving the customer's satisfaction towards consumer baby care products.

- (1) First and foremost, consumers' decisions are heavily influenced by quality and price, which are still considered to be the most delicate factors. Therefore, the makers must concentrate their efforts on defending these parameters.
- (2) Product makers must invest their time and energy in product development issues. Due to the increased rates of various diseases, obesity, and allergies in children, there are high expectations for the quality of baby food, including baby breakfast cereals, fruit bags, vegetable containers, baby snacks, beverages and many more.
- (3) Since oils in the skin surface of the child are crucial, cleansers should have extremely gentle qualities to prevent excessive oil loss.
- (4) To be able to concentrate on efficient marketing tactics for their products, baby care product firms need to know their target audience and competition very well.
- (5) To maximize the effectiveness of their marketing tactics and be successful in the baby product industry, businesses must also pay attention to their products, distribution, pricing and the manner they are communicated to parents.
- (6) Manufacturers of baby care products can survey consumers to learn what they need.

## 12. CONCLUSIONS :

The market for baby care products is expanding and changing over time in India as a result of changes in consumer behaviour, rising incomes and a growth in the proportion of working women. When purchasing baby care items, there is a favorable correlation between family income, number of children, and educational attainment. Parents are becoming more aware as they get more educated and employed. Companies are now concentrating on more inventive concepts prior to the release of a new product. They are also concentrating on changes in consumer taste, demands, and preferences. Today's market is mostly focused on the customer. The customer is king of the market nowadays. Customers are given careful consideration in contemporary marketing. Different types of items are created by product manufacturers in order to be sold through marketing. But marketing the product is not a simple task. Today, it can be difficult to sell a product without doing market survey and without knowing what the market wants and needs. It's critical to recognize and satisfy the needs of the client. To accomplish the company's goals and advance the public's welfare, consumer satisfaction is essential.

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