

Literature Review on Consumer Perception and Buying Behaviour on Baby Care Products

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ABSTRACT

Purpose: *Different behaviours have had a significant impact on how people shop and consume. 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. There is a shortage of knowledge regarding how consumers perceive and what factors influence customers' purchasing decisions for baby care items.*

Design/Methodology: *Studies, case studies, journal articles, reviews and variety of research papers serve as secondary sources for the research.*

Findings: *Research study reflects that, nurturing a baby is the most challenging stage of life since it requires an awareness of the requirements of a baby's body to promote the healthy growth of both physical and mental state. As far as the baby products are concerned parents become more responsible while taking the right decisions so that their children are safe and secure. Parents in India are becoming more brand savvy and informed and they favour high-quality goods.*

Originality/value: *This is done in order to comprehend how people and families act when they purchase a product. This is an effort to discover and investigate what consumer activities and behaviors result in a product purchase. India's market for baby care goods is growing and changing over time as a result of changing consumer tastes, rising incomes, and a growth in the proportion of working women.*

Paper Type: *Review Paper*

Keywords: Consumer behaviour, Consumer intention, Product awareness, Consumer perception, baby care products, SWOT analysis, ABCD analysis.

1. INTRODUCTION :

The market of today is focused on the client. Its business activities revolve around giving clients what they want and need through efficient service. Parents are more anxious about utilizing baby items when a new infant is present than they are about the products' costs. Companies are constantly trying to create the best items at the best costs. The category of baby care includes a wide range of baby items. A few examples of baby care products are shampoo, toothpaste, foot powder, creams, feeding bottle, pacifier, toys, wash, lotions, oils, powders, diaper creams, baby carriers, bath tub, baby wipes, and diapers [1]. One of the most liked countries for producing and distributing baby care goods is India. It has grown tremendously as a result of positive improvements in Indian customers' lifestyles [2]. Today's baby care products include cribs, swaddles, sprays, diaper cream, medicine sachets, bathing kits and more. A wide variety of baby items are readily available on the market and the list of such things keeps getting more and longer every day. A significant potential and unexplored market for baby, child and maternity care items exist in India because it is one of the most alluring shopping destinations in the world. The baby and child industry in India is among the largest and fastest-growing countries in the world [3]. Because of changes in consumer behaviour, rising incomes and growth in the proportion of women working, the baby care product market in India is expanding and changing with time. Indian mothers are observed to be more concerned about their children's health and safety. When there is a benefit to buying baby

care goods, correlation between education, employment status, family income, and the number of children. India's market for baby care products is growing and changing over time as a result of changes in consumer behaviour, rising earnings, and an increase in the percentage of women who work. When purchasing baby care products, there is a correlation between income of family, educational attainment and the number of children [4]. The finest natural care possible is the goal of baby care. Today's market is increasingly customer focused in that all business operations centre on comprehending customers' behaviors and purchasing patterns and on gratifying them by attending to their demands through efficient service. The consumer, not the product, should be the centre of the entire company system because they are the essence of any organisation. It's important to understand client behaviour and purchasing patterns in order to satisfy them. The market is anticipated to grow as a result of an increase in the emphasis placed on self-care, changing buying patterns and habits, and expanding consumer awareness of beauty items [5]. Over the past few years, there has been steady expansion in the Indian newborn care sector. From an Indian perspective, the market, which was formerly seen as a narrow field, has now developed into a prospective, fully fledged sector. Factors like the rising urbanization rate and the rising birth rate are what are driving the industry. The market for baby care products is also being driven by other reasons, such as rising women to men ratios, changing consumer dynamics and increased awareness of sanitation and hygiene [6]. The baby care products industry is a sizable global business with items for many customer groups. Diapers, baby food, bottles & pacifiers, toiletries, skin & hair care, and bottles & pacifiers are the key subsectors of the baby products industry. Sometimes, this category of "baby items" includes baby clothing and footwear [7]. Parents in India are becoming more brand savvy and informed, and they favor high-quality goods. They will eventually grow tired of the current offerings and desire something fresh and original. Since Indian parents won't accept anything less than the best for their kids, thus marketers must focus on bringing innovation to baby care goods and marketing strategies. In contrast to other industries, the baby care industry has shown recurrent purchases. The majority of consumers are female. Online sales of infant items are estimated to occur 15 times each minute. The baby care market in India has enormous potential for innovation and growth. Because they don't want to skimp on the products' quality, consumers invest a lot of money in these categories [8].

2. OBJECTIVES OF SCHOLARLY REVIEW :

This literature review's objective is to look at the studies on baby care product perceptions and purchasing patterns. The paper provides a brief overview of a comprehensive literature review on how consumers perceive baby care products globally, addressing significant issues like the role of branding in marketing, consumer purchasing behavior, consumer perception, online purchases, and the role of women in choosing baby products by using systematic review methods. A range of research publications is analyzed to make the underlying concepts clearer and to evaluate the current and available literature on customer perception and purchase behavior in the baby care sector. The primary goals of this study include the following:

- (1) To identify consumer buying behavior while selecting a particular brand.
- (2) To find out what matters most to customers when choosing baby care goods.
- (3) To examine how consumers feel about using infant care goods.
- (4) To evaluate factors influencing the customers to buy baby products.
- (5) To measure the awareness of the customers of baby care products.
- (6) To offer suggestions to improve the market of baby care products.
- (7) To locate the research gap by understanding the existing situation and the ideal situation.

3. RESEARCH METHODOLOGY OF LITERATURE REVIEW :

This is an exploratory study based on secondary data. The literature that is currently available from 1968 to 2022 is examined in this study. In peer-reviewed Indian and international publications, a variety of research papers, reviews, and case studies are collected using the Google Scholar search engine. The keywords that were looked for in the paper titles include "consumer behavior," "role of women," "consumer perception," "baby care items," "reviews," and "literature." Cross references and targeted keyword searches were also employed to better investigate the evolution and themes. Other published materials, such as books, theses, and websites, were also examined to better understand the theory.

Additionally, customer perceptions of and purchasing patterns for baby care products are examined using the SWOT analysis and ABCD listing.

4. SCHOLARLY REVIEW OF RESEARCH LITERATURE :

The main objectives of this research are to review the body of literature. It makes it easier to comprehend and assess past scientific endeavors. The following is a summary and discussion of their contributions in a descriptive and tabular format.

4.1 Baby Care Marketing And Retailing:

Market Segmentation -

- Baby Skin Care
 - Baby Moisturizer cream
 - Baby Face Cream
 - Baby Massage Oil
 - Baby Face Powder
 - Baby Diaper Rash Cream
- Baby Toiletries/Hair Care
 - Baby Shampoo
 - Baby Conditioner
 - Baby Hair oil
 - Baby Body Wash
 - Baby Wipes
- India's Market and Distribution Channel for Baby Care Products.
 - Supermarkets and hyper marts
 - Online businesses,
 - Specialty shops, and pharmacies

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 [9]. With so many options available in the market for new childcare goods, informed mothers only consider secure options for their children. The franchising or distribution of baby care products has grown significantly. The baby care industry is one of the few that has seen a significant percentage of repeat purchases [10]. Researchers from a different study have found that conventional and conservative women's children had little influence on their parents' purchasing preferences [11]. Given that diverse evaluative criteria are used to compare options in the targeted category of baby care products, different types of parents make varied kinds of consumer purchase decisions. Parents are positively encouraged to buy a product by suggestions from experts like child care consultants or doctors, celebrity endorsements, and emotional appeal in advertising campaigns for infant care items. The adoption and acceptance of infant care products, however, has benefited from a change in behaviour, belief, and attitude toward child care as customers' lifestyles change. In India, as new baby care items are gradually made available to parents and as understanding of the many categories of infant care goods rises, parents' preferences and product choices are becoming more closely linked to their lifestyle [12] and the correlation between numerous demographic, socioeconomic, personalities, and attitudinal factors and children's influence patterns [13]. Many researchers have conducted numerous studies to determine how the age of the child affects the mother's decision-making process for purchases, and the majority of them have discovered that the younger the child, the less impact the child has on the mother's decision making process [14]. The perceived risk component increases the level of complexity in the retailing of baby care. It was discovered that the mother's decision to buy something for her child's consumption is inversely related to her "child-centeredness" in a study to investigate the role of children in mothers' decision making. For instance, in comparison to other mothers, a mother who is concerned about the health of her child would prefer to buy a cereal with high nutritional qualities [15]. To ascertain the procedures and results of decision-making in the choosing of breakfast cereals, patterns of interaction between parents and kids were covertly monitored at supermarkets [16]. It has been established that newborn strollers are an

intriguing research subject due to their design and limited use [17]. The market is supplied with a wide range of baby skin and hair care products. When creating items for the care of babies, unique needs should be taken into account because those products assert to have been especially made for the fragile baby skin [18].

4.2 Consumer Behaviour:

The vast majority of rural consumers, the majority of whom lived with their grandparents, gave little regard to the requirement for newborn care items. They have always preferred and used natural homemade medicines for newborn care. However, the need for baby care products has expanded along with urbanization, the number of working women, money and time restrictions. Shampoos, washes, and soaps must be used for baby skin care. Mild cleansers and washes are suitable for babies. A baby's skin can benefit from moisturizer. Parents should choose less expensive baby care products based on their preferences for buying. Effective advertising and sales tactics result in greater product awareness and sales [19]. Customer satisfaction is a measure of the choices, purchases, uses, and disposals that individuals or groups make when selecting, utilizing, or discarding products, services, ideas, or experiences to satisfy their needs and preferences. Making decisions about available goods and services is referred to as consumer decision-making. It may be described as a procedure for obtaining and processing data in order to evaluate it and choose the best option for a problem-solving or purchasing decision. The consumer purchase decision models explore the numerous perspectives and orientations that consumers approach the market with, as well as how/why they behave as they do. They discuss the effects of the various orientations on the decision-making process and general buyer behaviour [20]. Because newborn baby skin is sensitive and prone to disease and injury, it requires special care. Use all soaps, cleansers, and powders cautiously and in accordance with the proper directions. When making selections about particular baby items, customers are more influenced by emotionally-driven marketing strategies than by marketing strategies based on logic and reality. Although consumers won't always be more persuaded by them, the goal is to show that emotional aspects are taken into account before intellectual ones. A product's appearance, feel, and how others would perceive it often seem to matter more to consumers than whether or whether it will ultimately be secure and worth the money they are spending [21]. In Sweden, baby care product cost and quality have some influence on consumers' decisions to buy. Customers' decisions to buy baby care products are moderately influenced by 100% natural product ingredients, organic components, plant-based materials, and eco-friendly materials. Due to the store closings during COVID-19, there was a reduction in the demand for baby care items. Despite changing their purchases throughout the epidemic, consumers did not experience any significant issues. For marketers, this means launching products that are hygienic, environmentally friendly and centered on wellbeing [22]. Customers are placing more emphasis on product purchases in the current environment. But when it comes to baby products, consumers and parents in particular—cares deeply about the items' quality, hygienic standards and safety. Currently, businesses are also creating items using cutting edge technology to ensure their safety. Indian businesses strive to give their consumers the best things possible. When buyers buy infant products, they will carefully consider a number of variables. Before buying baby products, people rely on word-of-mouth recommendations and explore websites to look at product reviews, customer reports, etc. This study reveals the elements that genuinely encourage people to buy baby products as well as their intentions to do so. The study demonstrates simulation modeling on the intention to buy infant items [23]. Personal care items marketed toward infants and kids are frequently thought of as "safe" or "gentle." Despite the population's growing desire for "safe" and "natural" products, it can be difficult to find affordable, allergen-free personal care products. Families with a history of severe atopic and contact allergies will benefit the most from such products. Patch testing in children has a lot of advantages, but there are practical problems. Some kids awaiting patch testing appointments may benefit from empiric tests of less allergic goods [24]. The toiletry subcategory accounted for the majority of the market for baby and kid items at 4.4 billion at the end of 2015, according to the most recent analysis from Euromonitor, which was conducted in May 2016. From the previous year, growth increased by 4.1%. By the end of 2017, the sector is projected to have grown by 2% and would be worth 8.3 billion. By 2020, it is expected that sales of goods tailored to infants and children would amount to 9 billion. This will be accomplished by increasing dealer initiatives and visually showcasing the brand's strength through Tupperware Brands brochures and social media presence. The campaign aims to make Infant Care Plus

natural Care Line a household name in the market for natural baby skin care products in addition to increasing its profit share [25]. The child, the mother's employment and the size of the family whether it is nuclear or joint all affect the family's purchasing decisions. This is because infant items are so important and its intended users are particularly delicate and kind [26]. To make this possible, device design is intended to play a significant role. The concept of product lifespan is therefore essential in a circular economy [27]. 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 [28].

4.3 Consumer Perception:

Baby care is one of the most rapidly growing industries in the country. The baby care market has experienced tremendous expansion, including improved demography and changes in Indian consumers' buying patterns. Compared to adult needs, a baby's health and hygiene needs must be met right away. It might not be the best idea for parents to put off buying some of the necessary baby care items [29]. The baby care market in India has grown surprisingly during the past few years as a result of shifting consumer attitudes and growing adoption of baby care products. The environment of the baby care goods sector has undergone tremendous change as a result of improving product accessibility, rising income levels, and growing consumer knowledge. For businesses producing and selling baby care products, their preferred market has become India [30]. Infant products of the highest caliber are in high demand and their sales have been steadily rising. This is due to the importance of baby products and the delicate nature of its intended users [31]. The market in the modern day is more customers focused than ever. As a result, baby product manufacturers are becoming so competitive that we can often witness new baby items being made or simply use ones that are currently on the market but have more advanced features. Mothers are constantly focused on getting the best products available and taking every precaution to protect the welfare and well-being of their children [32]. Users determine what quality is and how it is understood. The quality of an expression depends greatly on the person using it and their history. It is crucial to define quality from a consumer standpoint because baby formula quality might differ significantly from that of other types of milk powder. According to Fournier, the topic of quality is difficult because it depends on the opinion of the customer regarding how well the product performs. The subjective evaluation of the product's quality indicators and attributes gives rise to perceived quality. According to the findings of the qualitative study, moms believed that high-quality baby formula was imported and expensive, whereas low-quality baby formula was produced locally and less expensive [33]. The potential development of the baby care products market in India may also be attributed to factors such as increasing economic status, improved goods accessibility, growing brand recognition because of 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 opportunity for both fresh and established businesses to further investigate these sectors [34]. One of the most critical factors determining services and products is price. Price awareness is correlated with both the range of acceptable product prices and the degree of pricing adoption. Price is essentially a representation of the value in money that the customer decides to give the vendor when making a purchase [35]. Consumers of infant formula are constantly exposed to advertisements depicting how newborns become brilliant after ingesting particular types of baby milk formula [36]. Perceived risk, which was discovered to play a crucial part in this relationship, was discovered to be a key moderator of the association between value for money and evaluated product and service quality. A substantial regulator of consumer perception, value, chance and eagerness to buy was also found to be assessed cost effectiveness [37].

4.4 Online Purchase:

Because the number of persons who are working is continually rising, the Indian economy is expanding quickly. Spending power has significantly expanded, particularly for the young. The majorities of young households lives in metropolitan areas as nuclear families and have two incomes. Because there is so much internet information is only a tap away, customers can evaluate options and determine what is

best for their child. People cannot afford to spend a lot of time shopping because of the hectic and very competitive nature of job schedules today. Despite the fact that shopping is one of the best ways to relieve stress, women who work full-time typically don't have the energy or time to go shopping, especially for necessities like diapers. As a result, online shopping has taken on a significant role in our lives [38]. Instead of visiting a nearby retail location, the shopper can compare prices using various internet platforms [39]. The study focuses on technological and particular psychological elements that foretell Generation Y parents in Malaysia's use of one-stop e-commerce platforms to buy infant supplies. Given that they can buy nearly anything at any time on a single platform, these platforms are fantastic conveniences for parents. However, purchasing baby supplies is different because parents usually choose seeing and speaking with salesmen in person to receive clarification and confidence. Therefore, the choice to use single-stop e-commerce sites depends on the platforms' credibility with the parents. Operators should emphasize the perceived utility of yet another e-commerce website technology while fine-tuning their platform since it emerged as the most predictive element [40]. The consequences of various benefits, security perception quality, and perceptions of trust suggest that there is always a perceived risk associated with making an online purchase. It suggests that consumer loyalty is constantly correlated with perceived risk. Due to the fact that babies and toddlers are the intended users; parents are unable to properly assess a brand's effectiveness. Those produced in-house were thought to be of higher quality and to provide a smaller danger than those with retail brands [41]. Trust and attitude have a big effect on the desire to purchase online. The primary drivers of internet shopping are worthiness of product, confidence, and design innovation, time savings, and perception of safety [42]. Always, the website's quality is crucial to online shopping. The perceived quality of a website directly influences how people shop online [43]. Trust and attitude have a strong influence on the probability of online shopping [44]. The trust that is built through time, which ultimately influences people's intents to make purchases online, must be thoroughly understood in order to create a successful online store for e-business. The trust that is built through time, which ultimately influences people's intents to make purchases online, must be thoroughly understood in order to create a successful online store for e-business [45]. The retailers place a high priority on consumer satisfaction. The results of this study show a direct correlation between online shopping behaviour and website quality factors. This study emphasizes that the most important factors in online purchases and customer satisfaction are the caliber of the data and the online resource [46]. To enhance website quality, greater emphasis should be placed on the website's information and website design [47]. Several instances of bogus and counterfeit brands being offered to unaware customers in the context of one-stop e-commerce platforms have been made especially in developing nations [48]. Perceived usefulness is not a factor in online shopping, but rather, fashion and online cognitive experiences have a bigger role in explaining online purchasing behaviour than their extrinsic components do [49]. A worldwide trend is the rise in business to consumer e-commerce transactions. E-commerce customer decision-making is influenced by cultural values. Perceived risk, perceived self-efficacy and subjective norm are all preceded by cultural values [50].

4.5 Brand Influence:

A brand is any characteristic that distinguishes one seller's good or service from that of other sellers, such as a name, concept, appearance, symbol, or other attribute [51]. 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 [52]. 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 [53]. In order to delight customers and generate income, businesses should analyze and fully comprehend the purchasing habits of customers, particularly parents. Customers play a crucial part and are essential in maintaining a product or service relevant, thus it is in the best interest of the firm to assure customer happiness and promote customer loyalty. Customers play a vital function and are critical in keeping a product or service relevant. The expectations a customer has for a product reveal how he or she thinks it will function [54]. Parents in both developed and developing nations have been using infant care products more frequently in recent years as they have grown increasingly reliant on these items to take good care of their babies' skin. Customers do, however, choose certain

retail brands over others made by manufacturers. Customers are more inclined to rely on manufacturer bands for baby care goods [55]. For reasons that are very clear to comprehend, scholars and practitioners have focused a lot of attention on the significance of brands and branding. Successful marketing depends on having a strong brand, and branding encourages customer brand contact. They encourage client loyalty and satisfaction. This study aims to investigate how different brands of baby care items can influence consumer preference and brand perception. The goal of the current study is to how know mothers think, feel, and perceive different companies by focusing on baby care goods. This research is significant in demonstrating how consumers understand their brand preferences depending on various product characteristics [56]. Brand loyalty is a firmly held commitment to repeatedly purchase the same brand, despite circumstances and marketing initiatives having the ability to encourage switching behaviour [57]. Every firm must conduct market research to comprehend its position in the marketplace. Without research, a business may make a poor choice that results in the loss of resources for that business [58]. A description of the branding of children's items based on the associations of the parents [59]. All consumers interact with a product's packaging, which has a great chance of attracting the bulk of the target market. Because of this, it is a distinctive instrument in the context of contemporary marketing. In addition to it, some marketers think that packaging really has a greater impact on consumers' perceptions and experiences of the product than advertising does [60]. 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 [61]. 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 [62]. Recognizing and meeting the client's wants is essential. Without conducting market research and without being aware of the needs and wants of the market, it might be challenging to sell a product today [63].

Table 1: Contribution of different authors regarding Consumer perception and buying behaviour from an Indian perspective.

S. No	Area	Focus	Research Outcome	Reference
1	Harmful ingredients used in baby products and baby care products.	Consumer buying decisions with a brief analysis on safely.	Products for caring for a baby's skin and hair come in a wide range. Due to allergies and infections, the infant's skin is constantly at high danger of skin breakdown. As time has passed, infant cosmetics have integrated seamlessly into parents' and children's daily lives. These items are intended for use by infants, a high-risk category. Before making a purchase, consumers should examine the labels of their chosen Skin and Hair Care products, and those that include the aforementioned components should be avoided.	Sushmitha, (2019). [64]
2	Models of consumer purchase decisions	Consumer buying decisions	The dynamics of consumer decision-making are important for marketers to comprehend. Although the method and the person's life choice process is influenced by various environmental forces and circumstance to circumstance. Making choices based on available goods and services is known as consumer decision-making. To solve a problem or make a purchasing decision, it can be characterized as a process of obtaining, analysing, and evaluating information before	Prasad & Jha, (2014). [65]

			choosing the best alternative. Different perspectives and orientations through which customers approach the market are discussed in the consumer purchase decision models.	
3	The district of Coimbatore's mothers' opinions regarding the caliber of baby food products.	A brief analysis of the relationship between infant care products use patterns and baby food price.	Due to factors such as rising consumer knowledge, rising income levels, and changing consumer behaviour, the baby food sector is becoming more and more significant on a global scale. Food quality is a crucial component of human life and as people's awareness of nutrition, food safety and environmental issues grows, so does their willingness to accept certain food products. The degree of inherent risk connected with the usage of baby care products needs to be addressed by the baby care product producers and sellers because the customer who purchases baby care products has either no or minimal consumption experience.	Pradeepa&Panduranga, (2016). [66]
4	Decisions made by female consumers in Chennai City during the pandemic about baby care products.	The major study aims to identify the factors that affect female consumers' decisions regarding baby care products and to measure consumer satisfaction with COVID-19.	The COVID-19 epidemic has significantly increased the number of fatalities worldwide. The pandemic has altered female consumers' perceptions, preferences, and buying habits because their favored brand of baby care goods is no longer available and the majority of retail locations have closed. Customers have subsequently shifted to new brands. The rise in the proportion of women working, the rise in the birth rate, and the improvement in family economic status brought on by the dual income are all factors that have contributed to the India's development of baby care items. Customers frequently give quality consideration since they are worried about the health and hygiene of their children.	Priya, (2021). [67]
5	An investigation into how happy mothers are with using baby diapers	The purpose of the study was to investigate how satisfied moms were with using cloth versus disposable diapers for their children.	To protect a baby's delicate skin and prevent frequent skin issues, health-friendly infant care products are becoming increasingly popular. The purpose of the current study was to compare the satisfaction of moms using cloth and disposable diapers for their children. The majority of responders were content with the diapers they regularly used for their infants.	Srivastava, et al., (2017). [68]
6	An Overview of Johnson &	Brand name and	Marketing is the essential and most significant instrument for establishing a product or brand name among consumers,	Ezhilmaran, (2019). [69]

	Johnson's Baby Products' Chennai City Marketing Strategy.	consumer awareness	particularly in the case of baby care goods. Due to increased consumer awareness of the impacts of baby care items before purchasing and using them. Due to the increased availability of baby items on the market today, it is important to understand client preferences, expectations, and attitudes as well as how well they are happy with the service offered for baby products.	
7	Brand trust factors for FMCG items with a focus on the shampoo category	Brand Trust	The extension of the trust relationship theory known as brand trust has acquired acceptance and attention in the marketing academic community. In addition to the frequently argued and discussed brand characteristic elements like reputation and credibility, brand intimacy, brand innovation, and social information influencers have also been proposed as antecedent variables for creating brand trust for the baby care firms.	Rishi, (2013). [70]
8	Facts about commercial baby food products and major health concerns	Analyses on baby food products.	Every kid should have a healthy start in life, and the first two years of life provide the groundwork for the best possible development, growth, and overall wellbeing. Receiving proper nutrition care in the earliest stages of life is a fundamental element of human existence, health, and growth throughout the entire life span. Since a healthy diet and adequate nutrition are essential for survival, physical development, mental growth, effectiveness and productivity, as well as for overall health and wellbeing from the earliest stages of development in the womb to birth, through infant stage, childhood, teenage years, middle age, and old age. It is common knowledge that the first two years of life are crucial for fostering the best possible growth, health, and behavioral development.	Srivastava& Chaturvedi, (2020). [71]
9	The Level of Brand Awareness among the Baby Care Products Category	Awareness of brands	Brand awareness is a constant procedure that not only assists in gaining new clients but also encourages repeat business from current clients. Baby care goods will speed up market growth by increasing awareness of newborn nutrition, hygiene and safety. While making a purchase, consumers undertake research on the product's brand, cost, and quality. Marketers must ensure that their target customers can at least recognize their brand and should position it as the initial name that springs to mind when considering the product category.	Chandran, et al., (2020). [72]
10	From an Indian perspective, reference	The study on nuclear families and young	It goes without saying that parents are concerned about their children's welfare and health, and they are especially unsure of the infant food selection. Global newborn	Khandelwa, et al., (2019). [73]

	organization s support parents' decisions regarding baby food.	parents decisions on newborn feeding	research studies feeding patterns reveal that members of the reference group have a considerable impact. The present study shows that important reference groups, especially nuclear families and young parents, have a major impact on parents' decisions on newborn feeding. Despite their limited knowledge of baby food products and infant feeding guidelines, it is good to see fathers being increasingly involved in child care.	
11	Baby Care Selling in India: Integrated Marketing Mix Structure	Retailing of baby care - a complicated industry	The retailing of baby care is a complicated industry. The complexity of the baby care retail market, on both the supply and demand sides, deters some investors. A portion of the process is choosing the ideal item, manufacturer, industry, pricing, amount of a discount, retail location, store size, continue to buy, and sales team. The retailer's entire business objective and target market should also be taken into consideration. Another crucial aspect is that merchants must reevaluate some of the firm convictions they and their staff hold and put them to the test with current information, statistics, and unbiased observations.	HR, G., &Aithal, P. S. (2020). [74]
12	Examining consumer brand loyalty for Johnson & Johnson Baby Care Products	Brand image	The results of this study help marketers numerous options for launching their brands or products. Marketers should focus on brand reputation and brand worth because it has been established that they have a mediating influence and their attention toward establishing a positive brand image through customer engagement while also working to establish trust through resolving consumer complaints, offering great products, and developing special offers. For the purpose of fostering enduring relationships with customers, brands should develop suitable loyalty programmes through regular postings on social media.	Jadhav, et al., (2021). [75]
13	Customer retention in infant care goods.	Trust in the decision-buying baby care items.	Baby care items are an example of a product category that consumers favored at one point in time. While the babies are older, parents won't always favor the same product category. Additionally, when buying baby care items, trust in the decision-maker can be especially crucial. The outcome of the functionality dimension might be considered as being trust. The first of them, with a technological or commercial framework, is a brand's capacity to keep its commitments and fulfill client demands. The second element has to do with the brand's intent and customer	Kavitha& Ramesh, (2017). [76]

			expectations that it will act delicately for the consumer's wellbeing or happiness.	
14	An empirical analysis of consumer behaviour towards baby food products.	Consumer behaviour	The most significant aspect of every child's life is their state of health. Healthy eating should include foods that are energizing and contain calcium, protein, and vitamins. In the new scenario, the parents' top concern is the "health of the infant." Every mother and father wants to have a healthy, strong child. They occasionally can't feed their infant home-prepared food because of a lack of time. Parents are looking for infant food that is already prepared and easily accessible. As a result, they buy the various kinds of baby food that are sold in the market to satisfy these needs.	Murugavel, (2013). [77]
15	Satisfaction of customers with baby care product.	Safety, Security and precautions.	In today's market, all corporate activities are more focused on delighting the client by attending to quality delivery, meet their needs. With regard to babies, things are pricey, and businesses are constantly searching for methods to provide the most innovative items. In order to ensure their child's safety and security, parents are constantly worried about getting the greatest items available and following all safety precautions. However, the issue is how parents pick out the greatest items from those that are merely claiming to be the best.	Malarvizhi & Nivetha, (2020).[78]

Table 2: Contribution of different authors to Consumer perception and buying behavior from an International perspective:

S. No.	Area	Focus	Research Outcome	Reference
16	Study examines the purchasing decisions made in Ireland for commercial infant care items.	The variables influencing parents' decisions to buy private label baby care products in Ireland	Because of the competition between premium products and brands and growing wages, baby items are becoming more and more important to businesses and customers alike. The elements that may positively or negatively influence parents' decisions to purchase private label infant items have been further investigated in this study, and new insights have been presented. In this study, factors affecting parents' decisions to buy private label infant products, who are not customers, have been examined. Most importantly, this research discovered that a parent's decision to buy a private label baby items may be positively influenced by loyalty to a particular private-label retailer, the availability of organic options in	Tyagi, 2018. [79]

			commercial infant food items, as well as favorable referrals from relatives and acquaintances.	
17	Analyzing the risk of diaper rash when evaluating the safety of baby care product ingredients	Evaluating the safety for newborn skin	The biggest organ in the human body is the skin. Safety evaluations are necessary since cosmetics and personal care items are frequently applied directly to the skin. Due to the close confinement of clothing and diapers, issues with potential skin damage, excessive peeing and diarrhea, in the nappy zone, there are particular circumstances present in the nappy area. Most infants experience diaper rash at some time, which, if it is severe enough, can damage the skin's ability to act as a barrier to newborn skin around the diaper. It is essential to consider how diaper rash affects the exposure assessment.	Felter, et al., (2017). [80]
18	The impact of corporate culture on prospective buyers' buying decisions	Based on consumer buying action, profit prediction for baby products	The American Academy of Pediatrics is deeply opposed to a concept from a consumer products firm to sell inexpensive infant formula directly to consumers as opposed to through healthcare. It is crucial to address a baby's nutritional needs, which cannot be overstated. Therefore, before using any infant formula, parents are advised by the American Academy of Pediatrics to speak with their child's pediatrician. Will the business heed the advice of the American Academy of Pediatrics or stick with its plan to market to parents rather than doctors in an effort to acquire a competitive edge?	Elizabeth H. Creyer, (1997). [81]
19	Market analysis of RoRo Care's Lulla Doll, a product for caring for infants.	Study on favorable business climate to enter the market.	The thesis examines both consumer behaviour with regard to baby care items and the overall business climate in Finland. Additionally, this thesis tries to specify Lulla Doll's target market segments and the ways to reach in marketing. Finland has a relatively favorable business climate thanks to its rising economy, low levels of corruption, and open government. For Lulla Doll to enter the market, it must overcome obstacles posed by outside firms. Opportunities for Lulla Doll include the Finnish baby care market's low level of competition and mothers' need for leisure time.	Ly, (2017). [82]

20	Baby Care Products- The Role of Brand Trust	The purpose is to understand how trusting a brand affects the consumer relationship.	Two competing brands, one international and the other domestic, are used in Turkey's market for baby care items to test the model created for this purpose. According to the study, brand trust has a stronger influence on future purchase intent than it does on relational commitment, and this effect is particularly noticeable for national brands. A particular time period saw buyers favor a certain product category, baby care products.	Aydin, &Taskin, (2014). [83]
21	This pilot study looked at how baby lotion and sunflower oils affected infants' skin barrier capabilities.	Studies on different skin care regimens.	Clinical research comparing different skin care regimens is essential for the standardization of infant skin care recommendations. The impact of topical skin care, however, on the skin of newborns may differ, it is wise to consider the gestational age of neonates. Within the first few weeks of life, neither skin care regimen impaired the skin texture in healthy term newborns.	Kanti, et al., (2017). [84]
22	Applying idea of planned behavior to the analysis of baby care goods purchasing.	The purpose of this article is to offer a framework for consumer behaviour in the baby care products sector.	The market for baby care goods has been expanding quickly. Baby care products are under the category of goods that benefit the infant or toddler rather than the consumer; hence the perceived risk may be larger. In light of the Theory of Reasoned Action, this aspect of purchasing baby care goods offers lots of room for discussion. However, if there is a promotion or their product is simply less expensive, individuals may still priorities price above name and are more willing to check out a different brand. There are other buying circumstances as well, such as when a product is not available but a need still exists and one should still acquire the item.	Pandir, et al., (2020). [85]
23	Evaluation of baby cosmetic product exposure in a Korean population.	Study's objective was to evaluate infants' accessibility to particular personal care products.	For assessing the hazards connected with the use of these items, it is critical to assess skin exposure to personal care products. It is advised to use the goods in accordance with their regular practices, documenting usage for each item every day for a total of 14 days. At the beginning and end of the study, products were weighed, and the difference in weight was used to calculate the total	Lee, et al., (2017). [86]

			amount of product used. In this study, sex, age groups, and seasons had an impact on daily exposure to various items.	
24	Baby care product- A case study of Johnson and Johnson	A classical rhetorical analysis of persuasive writing in commercial communication.	Businesses of all sizes must contend with intense competition as a result of the globalization A company must establish and keep up constant communication with its stakeholders if it wants to be sustainable over the long term. The credibility of the Johnson and Johnson Corporation is derived from its broad product offering, global marketing network, corporate vision, high-quality, guaranteed baby care products, openness to customer feedback, research on infant skin, and regular product evaluation.	Slamet, (2017). [87]
25	Skin care procedures in babies - Maryland.	Important homeostatic functions.	Neonatal health is greatly impacted by early skin care habits. Infants' epidermal barrier function is reduced by improper skin care. It may cause serious issues with water balance, temperature regulation, increased morbidity, and infections. Neonatal skin requires special care since it experiences distinct physiological changes at birth and quickly matures during the first year of life.	Khalifian, et al., (2017). [88]
26	Creating baby food: American diet industrialization, taste, and health	Childhood and the evolution of parental and child care.	The most recent commercial, parenting, and medical trends continue to have an impact on baby food. The acts of eating the foods that everyone chooses to consume are a reflection of its ideals in terms of lifestyle, health, and nutrition. It speaks a lot about its dietary habits and health ideals that it feeds its children. A groundbreaking historical research demonstrates until the late eighteenth century, breast milk was the primary feeding method for infants.	Bentley, (2014). [89]
27	Measuring the amount of fragrance compounds in personal products that are inhaled by newborns and toddlers.	Exposure and risk assessment	Since the lotion was applied directly to a simulated baby's skin in the baby lotion trials and toddlers may be exposed to smells several times during the day as a result of the extensive usage of them in consumer products. These exposure data can be used for potential health risks from scents added to consumer infant items and to produce risk assessments. To determine the	Zhou, et al., (2017). [90]

			general safety of new compounds added to personal care products, particularly with regard to babies, toddlers, and the elderly, a complete exposure and risk assessment should be undertaken, as with any personal care product.	
28	Baby milk formula feeding habits and parental perceptions and attitudes in East Malaysia.	The objective is to investigate infants' and toddlers' bottle-feeding, nursing, and transitional eating habits.	The opinions of family and friends were found to have little influence on decisions to buy baby formula, but they were regarded as a major factor when choosing follow-up formula. This may be due to the fact that infants have much greater sensitivity than young children and giving them the incorrect kind of formula may result in negative reactions. Parents' choices of baby milk products to purchase were impacted by brand and quality. In the follow-up formula, children did not have a major effect on parents' shopping decisions.	Yee & Chin, (2007). [91]
29	Baby care products: possible sources of infant phthalate exposure.	Chemical stabilizers in cosmetics, and personal care items.	Because of their potential for causing harm to the developing reproductive and endocrine systems, synthetic, man-made compounds known as PHTHALATES are becoming more and more important to society. They are employed in the production of a vast array of commercial and domestic goods. These substances can be found in plastic toys for kids, cosmetics, and personal care items. As babies grow, they start to move around, crawl, and exhibit more hand-mouth movements, perhaps increasing their exposure to environmental sources of phthalates.	Sathyannarayana, et al., (2008). [92]

5. CURRENT STATUS & NEW RELATED ISSUES :

Understanding how consumer behaviour and perception affect baby care goods will be benefited by the study the researcher has performed. The emphasis of the current study is on consumers' attitudes and perceptions about baby care items. The modern marketplace is increasingly customer-focused, and all companies focus on ensuring customer satisfaction by attending to their demands and providing effective service. The top priority of parents is to provide the greatest things for their children in order to keep them secure. Parents conduct research online by looking at company websites, consumer reports, blogs, etc. before making a decision that best matches their child. The landscape of the child care goods sector has been significantly changed by rising levels of money, the availability of improved products, and growing awareness.

6. IDEAL SOLUTION AND DESIRED STATUS :

The following would be the ideal solutions for enhanced consumer behaviour and perception.

- (1) The necessity for safer and more effective products should be marketed by marketers due to the growing customer demand for various baby care products at the local, national, and international levels.
- (2) Women and children impact buying decision, so it is wise to maximize the range of their choices.
- (3) Along with price reductions issues with guarantees, warranties and services must be resolved as soon as possible.
- (4) Development of new items and the constant introduction of new products are important.
- (5) Since baby products are typically only found in large cities, there is a great market opportunity for businesses that target smaller cities. For the company to enhance its market share and generate profits, it should concentrate on entering untapped markets.
- (6) They can modify a few goods with lower prices and smaller packaging for the rural areas.

7. RESEARCH GAP :

The core of every research is identifying the areas where vital information is lacking. A research gap is a situation that hasn't been investigated or solved in earlier studies published in books, journal articles or reports.

- (1) It is clear that research on baby care items mostly focuses on women; however, studies that offer some insight on men and general parenting is lacking and might have more positive effects on the market.
- (2) Not much studies were done on organic and herbal baby care products
- (3) Studies on Consumer Perception and Buying Behaviour on Baby Care Products were done in many places but not in Dakshina Kannada.

8. RESEARCH AGENDAS BASED ON RESEARCH GAP :

Based on this literature review, the research scholar proposes the following:

1. To investigate fathers perception towards baby care products.
2. To further research the purchasing patterns and buying behaviors.
3. To study the parents perception in Dakshina Kannada district.

9. ANALYSIS OF RESEARCH AGENDAS :

Due to consumers' shifting interests, preferences, and needs, businesses should concentrate on creative products. An improved version of a current product, the inclusion of the newest product, or the addition of a new natural ingredient all help to gain a competitive edge over rivals, make life easier for new parents and keep babies safe. Businesses live on releasing an upgraded version of their previous products and seek to have a distinctive characteristic to promote their product. Since a large proportion of elderly, wealthy and consumers without small children also buy baby products, it is necessary to spread brand awareness to a broad audience. Those who are expecting want to use products that are devoid of toxins and standards for safety and quality. Many individuals prefer purchasing organic items for a variety of reasons, including product function, value for money and organic ingredients. They place more faith in natural remedies than chemical additions.

10. FINAL RESEARCH PROPOSAL :

10.1 Title:

Consumer Perception and purchasing patterns for baby care products in Dakshina Kannada.

10.2 Purpose:

In particular, after the Corona and COVID 19 Effect, many have noticed changes in the purchasing power of individuals and families in terms of their changes in product preference, such as safe and organic products for their infants, which will be brought out and highlighted by the study in Dakshina Kannada district. The customer's perception and behaviour of the respondents are the main topics of this study. The survey includes some significant parental preferences for baby care goods.

10.3 Research and investigative Objectives:

- (1) To identify the consumer buying behaviour while selecting the particular brand.
- (2) To ascertain the buyers' priorities when choosing infant care goods.
- (3) To examine how consumers feel about using infant care goods.

- (4) To evaluate factors influencing the customers to buy baby products.
- (5) To measure the awareness of the customers of baby care products.
- (6) To offer suggestions to improve the market of baby care products.
- (7) To locate the research gap by understanding the existing situation and the ideal situation.

10.4 Proposed Methodology:

STUDY POPULATION:

The people under study consist of parents in general from Dakshina Kannada district.

STUDY SAMPLE:

A sample population of male and female customers will be chosen from Dakshina Kannada districts.

STUDY INSTRUMENTS:

The learning process will set up a validated natural, prearranged questionnaire. This questionnaire will be made through goggle form. The primary part of the questionnaire will be based, on respondents' demographic profiles, while the second section will focus on the factors that influence customer's perception and buying behaviour. After collecting data, SPSS software will be used for the study.

STUDY PROCEDURE:

The learning is mostly the primary information using a validated questionnaire and the additional information gathered from publications, journals, scholarly researched articles, opinions blogs, books, websites, research news, reports, and other related projects.

LIMITATIONS OF THE PROPOSAL:

This learning will be narrowed down and conducted only in Dakshina Kannada district. Future studies can also include other neighboring districts from where customers buy the baby care products and the findings may not be relevant for other locations

11. SWOT ANALYSIS :

A method of examining firms utilizing S-Strength, W-Weakness, O-Opportunity, and T-Threats is known as SWOT analysis. Every organisation operates in a business environment, and as these environments are likely to change frequently, positioning the firm to adapt to those changes is essential. Based on the organization's current strengths and weaknesses, this seems possible. Every firm should think about potential opportunities and risks in the near future [93].

Strength:

- Alterations in customer tastes and choices.
- Enhanced attribute knowledge.
- Convenience and financial growth are factors in shopping

Weakness:

- Limited knowledge in rural area.
- Organic product accessibility is very low.

Opportunity:

- Worldwide marketing potential
- Efficiency in terms of costs

Threats:

- Competing internationally
- Children's demographics
- Issues related to certain business procedures.

12. ABCD LISTING OF ON CONSUMER PERCEPTION AND BUYING BEHAVIOUR ON BABY CARE PRODUCTS :

ABCD stands for Advantages, Benefits, Constraints, and Disadvantages. When ABCD analysis is applied, a structured matrix is created that has a categorized list of business benefits, drawbacks, and advantages [94-95]. The ABCD framework can be used to examine a person's traits, systemic features, the viability of a thought or idea, and the viability of a strategy. Focus groups were used to identify each factor's constituent important parts as well as the many factors affecting these. The outcomes validated the application of the ABCD analysis technique to a system performance assessment [96-99]. Based on four constructs-Advantages, Benefits, Constraints, and Disadvantages- this takes into account all determining factors in important areas by examining big problems and figuring out an essential

constituent part [100-102]. This section presents the ABCD analyses of Consumer Perception and Buying Behavior on Baby Care Products.

Advantages:

- Brand loyalty to a company or product improves repeat purchases and instills a positive attitude about future purchases.
- Customers with more disposable income increased market share for baby care products.
- Consumers' rising desire to buy these products is a result of their concerns about their baby's safety.

Benefits:

- A new era of influencing consumers' purchasing intentions has begun with the restructuring of the target customers' products and consumer engagement.
- The consumer's apparent behavioral patterns with regard to their lifestyle and health concerns of their babies are driving forces behind the purchase of branded goods.
- Instead of going to traditional stores, it allows customers to use portable devices to access a variety of products and services from anywhere.

Constraints:

- The primary barrier to product consumption is a lack of purchasing intent brought on by rising costs.
- The wrong notion and lack of knowledge about nature of the products serve as a barrier to purchase intent.
- One of the biggest challenges clients confront is security. When using the internet, there is a chance that service and technological disruptions will occur.
- The study's scope is limited to moms' perceptions only; men are not included.

Disadvantages:

- Few customers may not feel obligated to use them because they prefer products created at home.
- Customers may not be aware of how to use infant care products and services.
- Customers may not be quick to trust technology advancements due to safety concerns.
- Because certain branded products are expensive, there is less of a market for baby care products.

13. FINDINGS :

(1) Raising a child is the most difficult experience of life since it is so important to understand what the body needs to develop properly on both a mental and physical level.

(2) Indian parents will become tired of the current offerings and desire something fresh and original. Therefore, in the baby care industry, marketers must concentrate on bringing innovation to products and marketing methods.

(3) Indian parents will not make concessions for anything other than the best for their children. When they notice anything hurts their child, they instantly take a step back. As happened in the newborn care industry, once parents learn about the harmful consequences of harmful materials and toxins in some goods, they instantly stop buying them.

(4) To be sure their kids are safe; parents started choosing natural and organic items. Parents' awareness is found to be growing with time, and their tastes are being slowly shifted towards natural and organic items.

(5) The lack of dangerous components and the lack of any negative effects on children are what matter to the new generation of Indian parents; brand names and pricing do not appeal to them, which ultimately creates a market for natural products.

14. SUGGESTIONS TO IMPLEMENT RESEARCH ACTIVITIES :

(1) Identify the study's population- Parents of children between the ages of 0 and 4 years will be consulted with various places in the Dakshina Kannada district.

(2) Design and use study techniques and procedures - The researcher will create a survey questionnaire based on consumer purchasing and usage patterns.

(3) Perform data collection. - To gather primary data, a survey questionnaire will be given to the sample population. Numerous websites, journals, reports, thesis books, blogs, newspapers, and magazines will comprise the secondary facts.

- (4) Execution of the data analysis - SPSS software will be utilized to investigate the data.
- (5) Result understanding and explanation - Comparative tables and charts will be used in the publication of the findings and the outcome.

15. CONCLUSION :

The baby care market in India is expanding. The Players on the market are trying to innovate and develop the product at a reasonable cost without sacrificing the product's quality and health requirements. Because babies are so delicate and sensitive, buying baby items is an emotional activity. To assure the quality, safety, and hygiene of their babies' products including toys, food, and clothing—parents take extra care. When parents buy baby products from real stores, they may examine the items, read the labels, and speak with the salesperson about any questions they may have. . However, due to the transactions' proximity from one another, buying infant products through one-stop e-commerce platforms is restricted. Even while previous study emphasizes the significance of brand components like brand authenticity and brand attachment in influencing customer purchasing. Although it is clear that research on newborn care items primarily focuses on moms, studies that offer insights on greater impacts on the industry may come from fathers and parenting in general. Customer satisfaction and quality are closely tied. New enterprises using cutting-edge technology have emerged as a result of liberal government policies and international partnerships. Therefore, businesses should increase customer happiness to keep them as clients for the longer run.

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