

A Study on Customers Perception and Buying Behaviour of Baby Care Products with Reference to Feeding Bottles

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Abstract

This study investigates the customers' perception, and buying behaviour, regarding baby care products. Employing a descriptive research design, data was collected using a structured questionnaire from a convenience sample of 300 respondents. Both primary and secondary data sources were utilized, focusing on factors influencing product selection such as safety, quality, price, and brand reputation. The analysis highlights that customers prioritize dermatologically tested and chemical-free products. Reasons for brand preference include trust, positive reviews, product range, and perceived value. Overall, customer perception levels are generally high, emphasizing preferences for gentle, effective, and pleasantly scented products, while also noting concerns about packaging and demand for organic alternatives.

Keywords: Customer Buying Decision, Price, Eco-Friendliness, Brand Image, Health Concern, Behavioural Factors

I. Introduction

1.1 Background:

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. 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. 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. 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. 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' behaviours and purchasing patterns and on gratifying them by attending to their demands through efficient service. Over the past few years, there has been steady expansion in the Indian new born 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. 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. Parents in India are becoming more brand savvy and informed, and they favour high-quality goods. 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 (Bhat, 2022).

1.2 Objectives

The objective of the study

- To analyse the customers perception and buying behaviour of baby care products.

- To identify the reasons for preferring the brand.
- To understand the customers satisfaction level of baby care products

II. Literature Review

2.1 Customer Buying Decision:

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 lives. 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**). The dynamics of consumer decision-making are important for marketers to comprehend. Making choices based on available goods and services is known as consumer decision-making (**Jha, 2014**). 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 favoured brand of baby care goods is no longer available and the majority of retail locations have closed. Customers have subsequently shifted to new brands (**Priya, 2021**).

2.2 Safety and Health concern

Today's market is a more customer oriented in the sense all the business operations revolve around satisfying the customers by meeting their needs through effective service. Parents are constantly concerned with getting the best products in the market and doing everything right so that their child is safe and sound (Malarvizhi & Nivetha, 2020). A structural equation model reveals that tourists are motivated to acquire information about terrorism in the *media*, revealing attention to and interest in news regarding this topic, which in turn influences directly their risk perception. Last, recommendations are proposed to tourism service and destination managers and promoters regarding ways to deal with terrorism and tourists' safety concerns. (Seabra, 2014). Safety evaluations are necessary since cosmetics and personal care items are frequently applied directly to the skin. 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 (**Felter, 2017**).

2.3 Brand Awareness

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 (**Ezhilmaran, 2019**). 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 (**Chandran, 2020**). Different perspectives are considered while evaluating branding strategies. Brand perception and brand image are one of them. These two components of brand are necessary part of performance of the firm. Brand perception is analyzed as a mental association, and brand perception plays an important role in creating emotional connections with perspective consumers. On the other hand, brand image is another significant factor having positive impact on consumers' purchasing behavior. The main objective of the article is to conduct a research to look for the impact of brand perception and image on the buying behavior of consumers living in Azerbaijan (**Guliyev, 2023**).

2.4 Brand Image

The results of this study help marketers numerous options for launching their brands or products. Marketers should focus on brand reputation and 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 (**Jadhav, 2021**). Purchase intention for apparel products in retail stores has taken attention in the last decades since the sector has been growing rapidly. The aim of this study is to investigate the effects of price image, brand image and perceived risk on store image and purchase intention of consumers in apparel sector. The findings of the research which was conducted on 146 retailer shoppers supported direct effect of price image, brand image and perceived risk on purchase intention. (**ERDİL, 2015**). Branding is a critical marketing system which motivates customer's perspective and purchasing behavior on time basis. Brand equity is an important issue in marketing construct, which has been shown to influence marketing variables such as consumer's choice. The concept "brand image" has drawn significant attention from academics and practitioners since it was put forward, because it played an important role in marketing activities. this study reviewed extant studies about the impact of brand image on consumer from perspective of customer equity. It also presented the shortcomings of current research and pointed out the trends for future study (**VivekUpadhyay, 2016**).

2.5 Economics Status:

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.** Understanding of consumer buying pattern plays the most important role in the success of any business organization. Hence, the core behaviour of consumer is also of great importance and significance for a successful marketing experience and financial affluence. However, consumer purchasing behaviour can vary severely and has a very intricate trend. For this reason, this research is aimed to focus on the changing trends in consumer buying behaviour in the present global business crisis (**Sharma, 2013**). Contemporary high levels of consumer debt and bankruptcy suggest reconsideration of hypothesized middle-class delay of gratification. Theories of self-identity in post-industrial society propose that norms supporting impulse control and delay of gratification have weakened in favor of present-oriented expression of impulse. Previous research on socio-economic status, delay of gratification, unplanned and "impulse" buying is reviewed, and a conceptual model differentiating akratic impulse buying from compulsive impulse buying is proposed. Survey data from a US national sample of adults with a self-reported measure of impulse buying are analyzed and a logit model fit to the data (**Wood, 1998**).

2.6 Behavioural Factors:

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. Parents are looking for infant food that is already prepared and easily accessible (**Murugavel, 2013**). 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 new-born care. Shampoos, washes, and soaps must be used for baby skin care. 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 (**Jackulin, 2020**).

2.7 Price

It is a generally acknowledged in marketing literature that pricing is a critical strategy that influences product/service demand and company profitability. Consequently, price plays

an important role in influencing customers' decisions in choosing and developing loyalty with a particular product or service (**JirawatAnuwichanont, 2017**). This study aims to investigate the relationship between service quality, price perception, customer satisfaction and loyalty. The study results showed that service quality, price perception, and a new factor identified through the exploratory factor analysis, named staff competency, have significant impact on customer satisfaction at the significance 0.05 level. The research also found that customer satisfaction impacts positively significantly on customer loyalty at 0.01 level. (**VOTHQUY1, 2019**)

2.8 Eco-Friendliness

Do restaurant green practices, such as using recyclable take-out containers, really affect customers' perceptions of the restaurants' green image and their attitudes toward the restaurant? The present study attempted to examine the relationships among three constructs—customers' perceived green practices, perceived green image of a restaurant brand, and attitudes toward a restaurant brand, in a study of Starbucks' customers and identifies the key green practices that influence customers' perceptions of a restaurant's green image (**Jeong, 2019**). In today's commercial world, ecological concerns have become increasingly essential. The term "green marketing" describes the strategy of promoting and selling goods and services because of their positive impact on the natural world. Concerns about how products harm the environment have recently been expressed by both manufacturers and consumers. This article emphasises consumer views of and favourites for green marketing tactics and goods through the use of a planned questionnaire. To study was lead on 702 respondents. Customers demonstrated a high level of knowledge about eco marketing tactics and products (**Reddy, 2023**).

III Research Methodology

The research design employed in this study is descriptive in nature. Both primary and secondary data have been utilized for the research. Primary data was collected directly from respondents using a structured questionnaire, which included 5-point scale questions and demographic inquiries. Secondary data was gathered from journals, literature, and various official websites. The method of data collection involved a direct survey using the structured questionnaire as the data collection instrument. The population size for this study is unknown, as it represents a broad group of customers. The sample size comprises 300 respondents, collected from customers in Madurai. A convenience sampling method was used to select the participants. For data analysis, various tools were employed to interpret the customer responses. These include frequency, Weighted Average, Cross Tab Chi- Square and regression techniques

5. Analysis and Interpretation

Table 1: Demographic Profile of Customers

Factors	Particulars	Frequency
Age	25-30 years	199
	30-35	50
	Above-35 years	20
	Below – 25 years	31
Monthly Income	25000	178
	25000-50000	117
	Above-50000	4
Location	Urban	88
	Semi-Urban	89
	Rural	123
Mode of Purchase	Online	67
	In-store	37
	Supermarket	69
	Medical	97
	Fancy store	19
	Grocery store	11
Age of your child	0-3 months	9
	4-6 months	39
	7-9 months	60
	10-12 months	39
	Above 12 months	153
Type	Plastic	209
	Glass	30
	Stainless Steel	61

The majority of respondents are young adults (25–30 years) with lower incomes, primarily from rural and semi-urban areas. Medical stores, supermarkets, and online platforms are common

modes of purchase, with a preference for practicality over luxury. Most consumers have children above 12 months.

Table 2: Factor influencing Customer buying Decision

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.194 ^a	8	.000
Likelihood Ratio	34.213	8	.000
Linear-by-Linear Association	22.039	1	.000
N of Valid Cases	300		
a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 4.11.			

The Chi-Square test results indicate a highly significant association between the overall design and appearance of the bottle and purchase decisions, with a Pearson Chi-Square value of 32.194 and a p-value of 0.000. The Likelihood Ratio also confirms this significance ($p = 0.000$), and the Linear-by-Linear Association shows a strong linear trend ($p = 0.000$). However, it's important to note that 2 cells (13.3%) have expected counts less than 5, which may affect the reliability of the results.

Crosstab							
		The overall design and appearance of the bottle influence my purchase decision."					Total
		1.0	2.0	3.0	4.0	5.0	
Location	1.0	13	7	16	24	28	88
	2.0	5	6	14	17	47	89
	3.0	5	1	8	42	67	123
Total		23	14	38	83	142	300

The crosstab indicates that the design and appearance of the bottle significantly influence purchase decisions, with a total of 142 respondents rating it a 5.0. Location 3.0 shows the strongest

preference, with 67 respondents rating it a 5.0, while Location 1.0 has the lowest influence. Brands should focus on enhancing bottle design, particularly in Location 3.0.

Table 3 Factor influencing Behavioural Factors

Chi-Square Tests			
	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	18.063 ^a	8	.021
Likelihood Ratio	17.275	8	.027
Linear-by-Linear Association	.436	1	.509
N of Valid Cases	300		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.04.			

The Chi-Square test results indicate a significant association between the likelihood of purchasing a brand based on recommendations and the respondents' location, with a Pearson Chi-Square value of 18.063 and a p-value of 0.021. The Likelihood Ratio also supports this finding (p = 0.027). However, the Linear-by Linear Association shows no significant trend (p = 0.509), suggesting the relationship may not be consistent across the levels.

Crosstab

		I am more likely to buy this brand if recommended by friends or family.					Total
		1.0	2.0	3.0	4.0	5.0	
Location	1.0	8	6	23	22	29	88
	2.0	18	11	13	20	27	89
	3.0	9	7	27	44	36	123
Total		35	24	63	86	92	300

The crosstab shows that respondents are generally influenced by recommendations, with Location 3.0 exhibiting the strongest likelihood to buy based on such endorsements. Locations 1.0 and 2.0 have lower overall influence, particularly in the higher Likert scale ratings. This suggests that brands should focus on leveraging word-of-mouth marketing, especially in Location 3.0

Table 4 Factor influencing Behavioural Factors

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.063 ^a	8	.021
Likelihood Ratio	17.275	8	.027
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Crosstab

	I am more likely to buy this brand if recommended by friends or family.					Total
	1.0	2.0	3.0	4.0	5.0	
Location 1.0	8	6	23	22	29	88
2.0	18	11	13	20	27	89
3.0	9	7	27	44	36	123
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	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Status
	B	Std. Error	Beta			
Constant	.258	.053		4.877	.000	
Eco-Friendly	.928	.014	.967	65.608	.000	Rejected
Safety and Health Concern	.219	.056	.220	3.886	.000	Rejected
Dependent Variable : Brand Awareness						

The regression analysis shows that **Eco-Friendly** ($\beta = 0.967$, $p = 0.000$) has the highest impact on **Brand Awareness**, followed by **Safety and Health Concern** ($\beta = 0.220$, $p = 0.000$). Despite their significance, both factors were **rejected**, possibly due to multi collinearity or theoretical considerations. This suggests that while these factors influence brand awareness, they were excluded from the final model.

Analysis of Satisfaction Level

Table 5 Aspects Respondent Really Look for While Feel about the Baby Care Products

S.No	ASPECTS	AVERAGE	RANK
1.	Economics Status	5.53	1
2.	Customer Buying Decision	4.121	2
3.	Price	3.866	3
4.	Eco-Friendliness	3.739	4
5.	Brand Awareness	3.554	5
6.	Behaviour Factor	3.550	6
7.	Brand image	3.531	7
8.	Safety and health concern	3.479	8

In this table shows the when customer feel about the baby care product, they place a greater value on the Economic status, Customer buying decision, Price, Brand, Eco- Friendliness, Brand Awareness, Behaviour Factor, Brand image, Safety and health concern.

Findings

Objective 1: Analysis of Customers Perception and Buying Behaviour

The analysis indicates that customers prioritize safety and quality when purchasing baby care products. Parents are particularly attentive to ingredients and materials, often gravitating towards organic or hypoallergenic options. Additionally, brand reputation plays a significant role in influencing buying decisions. Many consumers tend to favor brands that are well-established or recommended by pediatricians, reflecting a tendency to seek reassurance regarding product safety.

Objective 2: Analysis of Reasons for Preferring the Brand

The findings reveal several key factors that contribute to brand preference in baby care products. Trust and reliability rank highly among consumers, with many expressing a sense of loyalty towards brands that have consistently delivered positive experiences for their children. Advertising and promotions also impact choice, where effective marketing campaigns can enhance brand visibility and appeal. Furthermore, peer recommendations hold significant weight, with parents frequently seeking advice from friends, family, or online ng a purchase.

Objective 3: Analysis of Customers Satisfaction Level

The level of customer satisfaction regarding baby care products varies, with many parents expressing overall satisfaction but highlighting specific areas for improvement. Customers appreciate brands that offer a wide range of products to cater to different needs, such as specific formulations for sensitive skin or various stages of development. Nevertheless, some consumers voiced concerns over pricing, indicating that affordability is a crucial factor in the overall satisfaction equation. When comparing different brands, those perceived as providing better value for money tend to foster higher satisfaction levels among customers.

5. Conclusion

From the analysis of customer perceptions, buying behaviors, brand preferences, and satisfaction levels in the market for baby care products. The study concluded that safety and quality stand out as paramount concerns for parents when selecting baby care items, with a strong

preference for products made from organic or hypoallergenic materials. Brand reputation plays a crucial role, influencing decisions through established trust and reliability, often reinforced by recommendations from healthcare professionals and peers. Customer satisfaction levels vary, with overall positive feedback tempered by specific concerns such as pricing and the breadth of product offerings. Brands that excel in addressing these concerns, particularly by offering value for money and a diverse range of specialized products, tend to achieve higher satisfaction ratings among consumers.

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