

## A STUDY OF PARENTAL PURCHASE BEHAVIOUR IN THE INDIAN BABY CARE MARKET

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### Abstract

The market of today is more customer-oriented in that all business activities are focused on ensuring that consumers are satisfied by providing for their demands through efficient service. Babies cost a lot; thus, businesses are constantly searching for methods to provide the most innovative goods. Purchasing the top items available and taking all the necessary precautions to ensure their child's safety are continual concerns for parents. But how do parents choose between items that truly are the finest and those that are merely making the best claims. Do they properly consider all the information or are they just making assumptions? To choose which product will be the best for their child, parents consult product websites, consumer product review websites, consumer reports, blogs, and word-of-mouth recommendations. Parents do this not just because they are deeply worried about their child's safety, but also because most first-time parents typically have no concept what the distinctions between the items are. Therefore, any kind of media from which they receive information may easily have an impact on these first-time parents. The study focuses on customer sentiments, awareness, opinion levels, and variables that affect the decision to buy baby goods from Johnson & Johnson, Mama Earth, and Himalaya.

### Keywords:

Baby products;  
Customer sentiments;  
Innovative goods;  
Customer satisfaction;  
Baby safety.

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### 1. Introduction

The adaptation of commercial operations and the utilisation of institutions by businesses with the aim of bringing about temporary or long-term behavioural change is known as marketing. Through market analysis and market segmentation, target markets are selected, and ways of influencing customer behaviour are also understood [1]. A market survey is a method of gathering customer preferences and purchase intentions for a company's goods and services in a particular region. Market research is crucial because it helps businesses understand what their consumers like and hate about their goods and services. In order for a customer to pick their brand above other computer brands on the market, a marketer must provide a compelling argument [2]. The customer is the one who consumes the goods and services and evaluates their value. Customers are

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constantly passionate about the brands they anticipate with a sense of value. Marketers should follow consumer behaviour when introducing international brands to the marketplace. Each client has a unique way of analysing the brand options accessible on the market [3]. It is up to the marketer to determine these techniques of evaluation and create their marketing communication data in a way that makes it easy for the consumer to see that their products live up to expectations for each parameter taken into account. As a market, they must provide a compelling argument for why a client should select their brand over competing computing brands on the market.

## 2. Literature review

- ❖ **Aswathy.R. & Chandrasekar Concluded [4]:** According to Euro monitor International's 2017 study, online retailing channels have been increasingly popular for the promotion of infant care items since customers are given a sizable discount. Over the past several years, a large number of new marketers have joined this market through either their own websites or by setting up shop on various e-commerce platforms. Some of them are dedicated to meeting the requirements of newborns, such as baby Oye, First Cry, Hopscotch, and My Baby Cart. First Cry and Baby Care businesses have begun serving their consumers offline by creating their own stores in order to get an advantage over the competition and attract more clients after becoming established online. Amazon, Mynta, Flipkart, Snapdeal, and other online retailers were drawn to this market, and they have begun to serve their clients by providing a variety of infant care items. Child care goods e-retailing has expanded during the last several years. Customers favour e-retailers because they are convenient and time-saving.
- ❖ **Mathuthra & Latha [5]** concluded that marketers are today more customer-oriented and less focused on products and sales. Marketers are making every effort to delight clients by providing goods and services tailored to their need. Marketers have come to the conclusion that customers, not products, are what matter most to them. Every marketer develops their own tactics for promoting their products, but in today's cutthroat marketplace, marketing is no longer a simple undertaking. To keep it simple, a marketer must be skilled at research and should first comprehend client demands and wants before developing a product for the market. Any organization's first priority should be to please the client. Customer attitude and quality are directly related.
- ❖ **Nandal, Nandal, and Malik [6]** Conclusion: In every market, new clients may be gained and kept by employing an efficient loyalty programme. It has been observed that businesses with loyalty programmes have a stronger competitive edge. It facilitates the development of lasting and fruitful relationships with clients. As more customers make purchases online, businesses should employ the finest technology available to develop loyalty programmes.
- ❖ **Kavitha [7]** concluded that there is a favourable correlation between education level, family income, the number of children, and the length of time a person has used Johnson's goods. The majority of customers are price sensitive; thus, marketers need to explain why this price is being charged if respondents believe it to be exorbitant. Customers must be happy for the organization's goals and the general welfare to be realised. Because of the permissive government regulations, new businesses with the newest technology or international collaboration can quickly join the market. Keeping consumers happy is the best method to keep them coming back.
- ❖ **Wadhawan & Seth [8]** Conclusion: Strict rules must be implemented to ensure that eco-friendly materials are used while producing infant items. The goods have to be created inexpensively priced. To assure safety, the items should undergo clinical testing. Although more people are choosing to purchase online, conventional methods are still available. People continue to make purchases offline because they can check the quality of the item before parting with their money. Due to peoples' shifting lifestyles and rising incomes, this business has a significant potential for growth. More women are working, more people are aware of cutting-edge items, innovative retailing concepts, etc.
- ❖ **M.Ganesan and M.K. Durgamani [9]**, concluded that all corporate activities centre around ensuring that customers are satisfied by satisfying their demands through effective service and that the market as a whole is more customer-oriented. Rapid change is also characterised by advances in technology, consumer needs, tastes, and preferences. But in a world that is changing, infant health is the most important aspect. Research for product development is required. It is possible to introduce new flavours to the infant food industry. The government may run campaigns to raise awareness of infant nutrition and health in both urban and rural areas. The business will also focus on providing things at affordable prices for those with modest incomes.

- ❖ **M.Jackulin and k sethuraman [10]** investigation of the social, economic, political, and professional attitudes that influence women's decisions regarding their purchasing of infant items. Mothers might benefit from shopping hints by seeing full product information on labels for infant formula products. On the other hand, the government, nonprofit groups, and medical professionals must integrate nutrition, growth, and development education as part of a multi-pronged strategy targeted at lowering the occurrence of this avoidable micronutrient-related illness in infants. The producers' increased focus on the baby food market boosts the sales volume of the infant care sector.

### 3. Objectives of study

- ❖ Investigate consumer knowledge and preferences for Johnson & Johnson, Mamaearth and Himalaya goods marketed at infants.
- ❖ Investigate what criteria people, use to decide whether to buy Johnson & Johnson, Mamaearth or Himalaya baby goods.

### 4. Need and scope of the study

It may be used to determine a customer's preferences and expectations as well as their level of satisfaction with the JOHNSON & JOHNSON, MAMAEARTH, and HIMALAYA product services. This research provides quantifiable data on customer preferences for the services, which may aid in the product's ability to affect consumer behaviour. The goal of the research is to learn more about the consumer and the delicate elements affecting the quality of the services.

### 5. Statement of the problem

The firms that manufacture infant items face a variety of issues, including rising costs, fierce competition, changing customer lifestyles, and difficulty anticipating customers' attitudes about a product due to rapid changes in consumer demand. The market is currently flooded with a variety of baby goods from various brands that provide the newest items. Thus, in the market of today, customer attitudes are crucial. Customers' attitudes regarding the product have an impact on their choice to buy, thus marketers must often deploy their strategies and techniques to be successful. The product or service, the cost, the location, and the advertising are the primary factors that influence what customers anticipate. Studying consumer perceptions of JOHNSON & JOHNSON, MAMAEARTH, and HIMALAYA products is helpful. Knowing the preferences of clients is useful when purchasing from JOHNSON & JOHNSON, MAMAEARTH, and HIMALAYA. Understanding current customers' post-purchase behaviour is useful.

### 6. Limitations of study

- ❖ The study is only conducted in the city of Hyderabad.
- ❖ Only 150 people are included in the survey sample.
- ❖ Due to the limited time frame, it was difficult for the researcher to collect data from a sizable number of respondents.
- ❖ Personal bias could skew the data collected from the respondents.
- ❖ This study was conducted to learn more about the general performance problems with infant care items.

### 7. Research Methodology

The research challenge may be approached methodically using research technique. It might be viewed as a science that examines the methodical approach that research uses to address its research challenge.

### 8. Method of data collection

A set of surveys is the method of data collecting used in this study. Customers are encountered living in various Hyderabad city neighbourhoods. This feedback and replies are recorded in the questionnaire. For gathering primary data, a questionnaire was employed in the study. Secondary information was gathered from many sources.

- ❖ Secondary Data, and
- ❖ Primary Data

### 9. Sampling Design

Not all members of the population are surveyed. Sampling is used when only a small portion of the population being studied is taken into consideration for analysis. The population size for the current study is limitless, hence the use of a sampling procedure was unavoidable. The sample unit, sample size, and sampling technique make up the sampling plan. Sample surveys are used to obtain data, and convenience sampling is the approach utilised in the study. 500 respondents make up the sample. They were picked out of Hyderabad City.

## 10. Statical Tools

Each sample question was categorised, tabulated, and then subjected to analysis once the data from the clients was collected. The techniques used to examine the data were the Chi-square test and straightforward percentage approaches.

Table 1. The summary of the Demographical Factors Information

Factors	Particulars	Frequency	Percentage
Gender	Male	40	20
	Female	160	80
Age	Less than 20 Years	34	17
	21 – 30 Years	116	58
	31 – 40 Years	44	22
	41-50 Years	6	3
Nature of Family	Nuclear	131	65.5
	Joint	69	34.5
Members in the Family	2 Members	6	3
	3 Members	61	30.5
	4 Members	61	30.5
	Above 4 members	52	26
Educational Status	Up to school level	20	10
	Ug/diploma	96	48
	Pg	69	34.5
Monthly income of the family	Professionals	35	17.5
	Less than Rs 20000	55	27.5
	Rs 20001-30000	64	32
	Rs30001-40000	31	15.5
	Rs40001-50000	25	12.5
Buying baby products Per month	Above Rs 50000	25	12.5
	Less than Rs.500	59	29.5
	Rs.501 – 1000	53	26.5
	Rs.1001 – 2000	64	32
	Rs.2001- 3000	15	7.5
Purchase mode	Above Rs 3000	9	4.5
	Cash	150	75
	Credit	50	25
Problems	Side effect	49	24.5
	Non-availability	33	16.5
	High price	69	34.5
	Low quality	21	10.5
	Others	28	14

**Chi Square test**

Table 2. Amount Spent and Monthly Income

Monthly Income	Amount					Total
	Rs.500	Rs.501-1000	Rs.1001-2000	Rs. 2001-3000	Above Rs.3000	
Less than Rs10000 - Rs.20000	22	8	12	6	9	48
Rs.20001-30000	21	28	12	13	0	74
Rs.30001-40000	10	8	12	0	0	30
Rs.40001-50000	0	10	9	7	0	26
Above Rs.50000	0	3	9	10	0	22
Total	53	57	54	36	9	200

$$\chi = \sum \frac{(O_i - E_i)^2}{E_i}$$

Chi - Square Value: 78.43, DF: 16, Significance:000

Ho= The respondent's monthly income and spending have no discernible link.

Data from primary sources

We accept the hypothesis and get to the conclusion that there is no significant link between monthly income and monthly spending since the chi-square value was 78.43 and it was deemed to be significant at the 5% level because the significance value was 26.296.

We accepted the hypothesis and came to the conclusion that there is no significant correlation between education and consumer behaviour based on the chi-square value of 1.642, which was deemed to be significant at the 5% level due to the significance value of 7.815.

Table 3. Education and Mode of Purchase

Education	Month of purchase		Total
	Cash	Credit	
Up to School level	54	23	77
UG/Diploma	54	15	69
PG	30	9	39
Professionals	12	3	15
Total	150	50	200

Chi - Square Value: 78.43, DF: 16, Significance:000

Ho= The respondent's monthly income and spending have no discernible link.

Data from primary sources

**11. Findings**

The majority of respondents in the survey were female and fell within the age range of 20 to 30 years, the researcher discovered.

Most of the respondents have a degree, make between Rs.20,000 and Rs.30,000 per year, spend between Rs.1,000 and Rs.2,000 per month on infant care items, and most of the respondents had issues with side effects and expensive prices.

**12. Suggestions**

- ❖ Companies or producers must conduct a lot of research while developing products.
- ❖ Price is a touchy subject for them. Therefore, the manufacturers must defend the cost.
- ❖ Many respondents believe that the suggested retail price for infant care goods is too high.

**14. Conclusion**

In today's market, all corporate activities are increasingly focused on delighting the client by attending to their demands and providing efficient service. The client, not the product, should be at the centre of the whole company system since they are the soul of any corporation. High consumer attention is the key to modern marketing success. Manufacturers create a variety of goods to advertise and sell. However, it is not simple to sell the goods on the market. Selling a product in the present day is challenging without conducting market research and without comprehending what the target market wants and needs. The demands of the client must be discovered, and they must be met. The satisfaction of the consumers is required in order to achieve the

objectives of the company and the welfare of the public. Customer attitude and quality are directly related. The liberal government policies have led to the introduction of new businesses with cutting-edge technology and international partnerships in the sector.

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