

Customer Buying behavior: A study with respect to Baby Care Industry

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ABSTRACT

The aim of the study is to analyse the perception of the consumer with respect to the baby care industry. The study of consumer perception is assumed to be based on multiple traits of consumer and of product and these can be led by multiple reasons, whereas the buying behaviour is assumed to be the pattern which also take care about the products alternatives, income, and others. The main objective of the study analyse how the significant change in income of a customer can impact the preferences and buying behaviour of the consumer. The finding of the study may help the marketers and businesses to effectively develop the strategies by understanding the consumer and driving the sales of the products.

Introduction

Parenting in Asian subcontinent is very distinct as compared to the other parts of the world. Especially in India, parents are very engaging with the children, they are involved in every thin and thick with the child. With the rise in e-commerce and quick commerce and increasing awareness of health and wellness, India's retail market is drawing a significant transformation. Tech savvy generation of parents, parents now roll the internet to get the information, and they are starting to get more inclined towards online shopping. It is not only due to technology but also due to less information available offline, busy schedules, payment methods, discounts and others. The study will give more depth to the insights regarding perception and buying behavior of the customer with respect to the financial status of the customer.

Literature Review

Daniels (2009) evaluates that parents evaluate alternatives before buying baby care products. They involve into thorough research. New parents do research not just due to safety but also due to lack of knowledge in this field. Parents also try to get the best product irrespective of the cost, they tend to stretch their budget. But the problem arises in determining the best product, whether they shall believe on what is claimed to be best or shall they finds different variables to identify it.

Vinod Kumar Bishnoi and Ruchi Sharma (2009) studied TV advertisement impact on the buying perception of the teenagers in state of Haryana. Teenagers living in Rural areas are more inclined towards TV advertisement, but the final decision is made with the consultation of family members, it also identified that male teenagers are more influenced as compared to female teenager. However, urban teenagers only buy advertised product when they need that product.

Researcher Mikkelson (2012) reported that the study tends to finding the reasons and factors which influences the pregnat lady and new mothers to make the purchasing decision of the baby care products. It also focused on ideal parent portrayal in the view of society.

Subidita, Pattanaik, Bhusan, & Mishra, (2016) analyzed out the preference of customers choice related to the purchase point i.e. retail shops. Also, how purchasing from different type of retail points can encourage the retailers to adopt the organized retailing in cities. Some of the highly popular retail formats have been the following:

- a. Departmental Stores
- b. Specialty Stores
- c. Convenience stores
- d. Discount stores
- e. Supermarkets
- f. Hyper markets
- g. Branded Stores

Problem Statement

It is important for every manufacturer to understand its customer to optimise sales. This study aims to contribute towards the needed information by calculating the various objective which are as follows:
Objectives of the Study

- Understanding the concept of customer perception towards purchase of baby care products.
- Identify the demographic factors impacting customer behavior.
- Evaluate the impact and importance of financial status of customer on selection of baby care products.

Customer behavior

All customers carry different buying patterns which are developed by general traits like income of a customer, social status of customer, customer satisfaction, and other variables. It's impossible to identify and customize the product as per each individual but it's possible to segregate them in bunch of classifications and develop the product as per that classification. Therefore, it's important to get the information of how the customer behave when it comes to buying the baby care product. This behavior may also change as per the change in above given traits or the change can be brought by company in its favor by finding the perfect product market mix. Due to the changing technological landscape, customers have become more informed about what to buy and what not to. A marketer must understand the changing factors to align them accordingly to optimizing the results.

Scope of the Study

Study helps to understand that factors leading to change customer preference from traditional to online retail stores, it will also uncover the reasons leading to change in buying behavior of the customer with respect to financial status of the customer.

The analysis is done based on assumptions taken from several studies which classify the few factors which influence the customer's behavior are as follows:

- Financial factors
- Cultural background factors
- Personal factors
- Social and Community factors
- Internal and psychological factors

Source of Data

Both the primary and secondary sources are used to collect the data for the study. A structured questionnaire was sent to 200 respondents via Google Forms out of which 158 responded but only 134 had responded properly as other respondents' responses are incomplete. The secondary data has been

collected from books, journals, research papers.

Sampling Techniques

Collection of samples has been done via convenient sampling methods.

Tools of Analysis

The data collected from the respondents were coded and tabulated to suit the requirement of the study. The statistical tools used in study are Frequency Distribution and ANOVA

Limitations of study

- The area of study is restricted to Rampur District of Uttar Pradesh.
- The number of respondents in the study is limited to 134 due to time and money spent.
- The respondent's views can be different in future.
- Some Assumptions were made to conduct the research which may carry biasness.

Hypothesis of the Study

- 1- Ho: There is no significant relationship associated with the variables deciding the customer's behavior while purchasing baby care products.
H1: There is a significant relationship associated with the variables deciding the customer's behavior while purchasing baby care products.
- 2- Ho: There is no significant association between buying baby care products and the financial status of the customer.
H1: There is a significant association between buying baby care products and the financial status of the customer.

Demographic Profile of the respondents

Table No: I

Factors	No. of Respondents	Percentage
Respondents Age		
LESS THAN 25 Yrs	14	10.2
26 to 35 yrs	38	28.6
36 to 45 yrs	64	47.6
More than 45 yrs	18	13.6
Total	134	100.0
Gender		
MALE	22	16.2
FEMALE	112	83.4
Total	134	100.0
Education		
Undergraduate	26	19.6
Postgraduate	72	53.6
Postgraduate Plus other/s	36	26.8
Total	134	100.0
Income P.A.		
Below 2 Lac	44	32.6
2 to 3.5 Lac	52	38.6
3.5 to 5 Lac	14	10.8
Above 5 Lac	24	18.0

Total	134	100.0
Family Type		
Nuclear	74	55.4
Joint	60	44.6
Total	134	100.0
Marital Status		
Married	110	82.2
Unmarried	24	17.8
Total	134	100
Occupation		
Public Sector	36	26.8
Private Job	58	43.4
Business/Profession	12	9.0
Unemployed	28	20.8
Total	134	100.0

Source: Primary Data

Branded Products Preferences

Below table deals with the preference of branded product gender wise, which shows that both the genders are inclined towards branded products.

Table No: II

S.no.	Preference	Female	Percentage	Male	Percentage
1	Strongly Agree	34	30	10	46
2	Agree	44	39	6	27
3	Neutral	22	202	6	27
4	Disagree	12	11	0	0
5	Strongly Disagree	0	0	0	0
	Total	112	100	22	100

Source: Primary Data

Customer behavioral pattern

Customer behavior depends on many traits, they can be recorded and ranked to identify the behavior which influences the most while making informed decisions.

Table No: III

S.no.		Mean	Rank
1	Purchase the products which are necessities first.	4.45	1
2	Financial positions play an important role	4.34	2
3	Gathering information is important before buying	4.15	3
4	Most of the buying are brand centric	3.94	4
5	Preference to herbal products	3.78	5
6	Media influences buying decisions	3.56	6
7	Discounted products influence the buying decisions	3.38	7
8	Reference of product from known persons play important role	3.29	8
9	Preference to Indian products over foreign products	3.14	9

Source: Primary Data

As per the above Table No: III, the customer finds the necessities purchasing as the foremost important task followed by the role of financial status of a customer. While information gathering is stood as the third factor, it is also shown that the customers are brand centric (also shown in Table No: II). As people

are more aware of health and wellness, therefore the customers are now getting inclined towards herbal products, but the media also influence the buying decisions. Regardless of the need, buying behavior can be influenced by the discounts you receive on different platforms. It is also recorded that the reference from known person make an impact on buying decisions and people are now giving preference to Indian products also.

Analysis of Variance (ANOVA)

Analysis of variance has been used to figure out the association between the demographic variable and the customer behavior.

Table No: V
ANOVA

		Sum of Sq	df	Means Sq.	F	Sig.
Age	B/w groups	5.947	8	1.489	2.223	.077
	Within Groups	41.457	126	.667		
	Total	47.404	134			
Gender	B/w groups	.632	8	.156	1.146	.344
	Within groups	8.562	126	.140		
	Total	9.194	134			
Educational Qualifications	B/w groups	3.537	8	.886	2.024	.103
	Within groups	27.090	126	.435		
	Total	30.627	134			
Monthly Income	B/w groups	33.678	8	8.418	10.135	.000
	Within groups	51.516	126	8.42		
	Total	85.194	134			
Family Type	B/w groups	1.599	8	.397	1.656	.170
	Within groups	14.978	126	.243		
	Total	16.567	134			
Marital Status	B/w Groups	1.425	8	.359	2.627	.045
	Within groups	8.426	126	.136		
	Total	9.851	134			
Occupation	B/w Groups	22.954	8	5.736	6.684	.000
	Within Groups	53.225	126	.861		
	Total	76.179	134			

Source: Primary Data

Findings of Data

Hypothesis 1

Ho: There is no significant relationship associated with the variables deciding the customer's behavior while purchasing baby care products.

H1: There is a significant relationship associated with the variables deciding the customer's behavior while purchasing baby care products.

As per table no III, the different variables are shown and marked in ranking manner to determine their impact on customer behavior while purchasing baby care products, the showed all the factors had some impact, out of which necessities of the product topped the table followed by financial variables. This along with the ANOVA shown in Table no. V indicates that the null hypothesis cannot be accepted at p-value of 0.05, hence the alternate hypothesis is accepted.

Hypothesis 2

Ho: There is no significant association between buying baby care products and the financial status of the customer.

H1: There is a significant association between buying baby care products and the financial status of the customer.

As per the Table no V, calculation on ANOVA with the given categorical data shows that the P-Value of the two categories is lesser than 0.05 i.e. Monthly Income and Occupation, these both are directly linked with the financial status of a customer. Hence, the null hypothesis cannot be accepted at 5% level of significance, therefore the alternate hypothesis is accepted.

- Understanding the concept of customer perception towards purchase of baby care products.
- Identify the demographic factors impacting customer behavior.
- Evaluate the impact and importance of financial status of customer on selection of baby care products.

Conclusion

The study uncovers the pivotal role of many variables which influences the customer behavior, among all the financial position of the customer tops the list in making informed buying decisions of baby care products. The findings highlight the importance of understanding customers' pockets and tailoring strategies to get the optimum result.

Key Takeaways:

- a- The economic status of the customer influences buying decisions with brand being the top priority.
- b- Occupation can easy help markers to get the information of economic status which may help to bring out effective policies.
- c- Apart from financial status, there are many factors like availability of information, brand, role of media etc. which also influence the customer.

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