



## **Preferences and Awareness Level about Baby Products through Online Shopping**

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**Abstract:** Online shopping has become increasingly popular, due to convenience (and often lower prices). Especially in the holiday season, online shopping saves an individual the hassle of searching several stores and then waiting in long queues to buy a particular item. Many respondents use online buying of baby care products, because of the benefits associated with them. Among the most preferred benefits was the efficiency, reliability and speed and less cost. The result revealed that the online shopping of cosmetics need to improve their services to satisfy all types of customers. The customization of services is needed by the buying behavior of baby products need cosmetics to improve the satisfaction level of all types category customer.

**Key Words:** Baby Products, Online Shopping.

### **Article History**

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### **Introduction**

Online shopping has become increasingly popular, due to convenience (and often lower prices). Especially in the holiday season, online shopping saves an individual the hassle of searching several stores and then waiting in long queues to buy a particular item. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Without doubt the Internet has influenced our lives deeply in which it plays an indispensable and irreplaceable role. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet

provides a unique opportunity for companies to more efficiently reach existing and potential customers.

### **Objectives of the Study**

The following are the objectives of the study:-

- **To find out the factor influenced to purchase the baby products**
- **To find out the preferences of the baby products through online purchase**
- **To study the awareness level of customers of baby products**

### **Research Methodology**

#### ***Primary Data***

This study is primary in nature. For the purpose of collection of data, questionnaire method has been followed. A Questionnaire containing the questions broadly covering aspects like personal profile, customer awareness and satisfaction has been prepared. The secondary data is collected from internet.

#### ***Sampling***

A simple random sampling method is being followed for the purpose of data collection. For this purpose, 120 questionnaires were collected.

#### ***Limitations of the Study***

- The study is restricted to Pollachi Taluk. So it cannot be generalized to other areas.
- Some of the customers are not co-operative in giving the necessary information.
- This study is based on primary data through the use of questionnaire and hence the results have its own limitations.
- The time of the study is restricted to 5months only is a major limitation.

### **Review of Literature**

Guo Jun and Noor ismavati Jaffar (2011): A study on “customer attitude towards online shopping in china”. The study objective is to examine the level of customer attitude towards online shopping in china. 405 questionnaire were used for analysis 33.3% of shanghai, 36.8% and Beijing 29.9% of fuzhou. The genders show us that 238 males and 167 females. The percentage analysis uses this study. The conclusion and result of this study is online customer care more about marketing mix and the reputation the e-vendor when making online purchase the market mix and sellers reputation have a significant positive impact on the customer attitude towards adopting online purchase.

Rashed Al Karim (2013): A study on “Customer satisfaction in online shopping”. The objective of the study is aim of the research is to explore perceptions on internet-based e-retailing and the major factor that influences the online customer shopping behaviour in decision making process. A survey was conducted in Wareham area to collect primary data using questionnaire which contains 23 questions regarding online shopping, a quantitative analysis has been used to analyze the research data. Findings founded purchase decision customer opinions time saving most important motivating factor. Then easy ordering system, online payment system, personal privacy and product return policies mostly influenced to purchase the product.

### **Findings**

#### ***Socio – Economic Profile of the Respondents***

- The majority 62(52%) of the Female respondents are female.
- The majority 94(78%) of the respondents resides are married.
- The majority 86(61%) of the respondents reside in urban areas.
- The majority 97(69%) of the respondents are living in a nuclear family.
- The majority 69(49.29%) of the respondents are four members in their family.
- The most 110(79%) of the respondents are two earning members in their family.
- The majority 50(41%) of the respondents have completed post - graduation.
- The majority 35(29%) of the respondents are students.
- The majority 36(30%) of the respondents of monthly income is up to Rs 10,001 to Rs 15,000
- The most 52(43%) of the respondents family income.
- The majority 55(46%) of the respondents are two members in the family.
- The majority 68(57%) of the respondents position in their family is head.
- The majority 36(30%) of the respondents are know about online shopping through friends & relatives.

#### ***Preferences of Baby Products***

- The majority 50(42%) of the respondents are period of online shoe purchasing up to 1 year.
- The majority 62(52%) of the respondents are purchasing product value ranging Below Rs 1, 000.
- The majority 57(47%) of the respondents are using interested in Debit card of payment.

- The majority 71(51%) of the respondents are preferring for celebration make up cosmetic baby care products.
- Most of the respondents 51(42%) respondents are purchase soap.
- The majority 45((37%) of the respondents are prefer Chico brand.
- The majority 51(36%) of the respondents have been using cosmetic products less than one year.
- The majority 39(33%) of the respondents are purchased monthly once.
- Most of the respondents 70(58%) of the respondents are highly disagree with Mother care.
- The majority 60(50%) of the respondents are reason for purchased for products quality

***Classification of Respondents Based on the Level of Influences***

To find out classification of respondents, based on their area they are divided into 11 groups. The classification is shown in the following table.

**HI - Highly Influenced, I – Influenced, N-Neutral, DI -Dis Influenced, HDI-Highly DisInfluenced**

<b>Factors</b>	<b>Highly Influenced</b>	<b>Influenced</b>	<b>Neutral</b>	<b>Dis-influenced</b>	<b>Highly Dis-influenced</b>
Product quality	4(3%)	30(25%)	60(50%)	14(12%)	12(10%)
Competitive pricing	22(18%)	18(25%)	44(37%)	29(24%)	7(6%)
Brand offers	8(7%)	16(13%)	32(27%)	54(45%)	10(8%)
Availability of brands	8(7%)	18(15%)	35(29%)	52(43%)	7(6%)
Easy door delivery	15(22%)	31(26%)	29(25%)	30(25%)	15(12%)
Method of payment	3(2%)	30(25%)	40(34%)	39(32%)	8(7%)
Variety of design	42(35%)	15(12%)	37(31%)	12(10%)	14(12%)
Shipping charges	1(1%)	20(27%)	56(47%)	40(33%)	3(2%)
Guarantee &warrantee	14(12%)	24(48%)	22(18%)	54(45%)	6(5%)
Product price	4(3%)	48(40%)	38(32%)	20(17%)	10(%)
Got the ordered product properly	15(12%)	42(35%)	38(32%)	19(16%)	6(5%)

Form the above table shows that out of 120 respondents,

- Majority 60(50%) of the respondents neutral influence with product quality
- Majority 44(37%) of the respondents neutral influence with competitive pricing
- Majority 54(27%) of the respondents neutral with Brand offers
- Majority 52(43%) of the respondents disinfluence with availability of Brand offers
- Majority 31(26%) of the respondents influence with Easy door delivery
- Majority 40(34%) of the respondents neutral with Method of Payment System
- Majority 42(35%) of the respondents Highly Influenced with Variety of design
- Majority 56(47%) of the respondents neutral with Shipping charges
- Majority 54(45%) of the respondents influence with Guarantee and Warranty
- Majority 48 (40%) of the respondents neutral with Product Price
- Majority 42(35%) of the respondents neutral with Got the order product properly

***Classification of Respondents Based on the Awareness Level of Baby Products***

To find out classification of respondents, based on their area they are divided into 8 groups. The classification is shown in the below table

***Awareness Level of Baby Products***

**HA-Highly Aware, A-Aware, N-Neutral, DA - Disaware, HDA -Highly Disaware**

<b>Type of products</b>	<b>HA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>HDA</b>
Baby health drinks	18(15%)	32(27%)	40(33%)	24(20%)	6(5%)
Baby lotion	13(11%)	18(15%)	30(25%)	59(49%)	0
Baby powder	8(7%)	28(23%)	52(43%)	24(20%)	8(7%)
Baby dresses	10(8%)	25(21%)	40(33%)	38(32%)	7(2%)
Baby accessories	22(18%)	26(22%)	25(21%)	43(36%)	4(3%)
Baby oil	10(8%)	34(28%)	38(32%)	35(29%)	3(2%)
Baby food	12(10%)	16(13%)	46(38%)	39(33%)	7(6%)
Baby medicine	14(12%)	32(27%)	29(24%)	43(36%)	2(1%)

Majority of the respondents are highly aware about baby accessories 22(18%), followed by baby health drinks, baby medicine, baby lotion, baby foods, baby dresses, baby oil and baby powder.

**Suggestions**

The following suggestions are framed to provide better utilization of online shopping. They are:

- Increase the variety of branded items.
- To provide better service and quick delivery can improve their business.
- Newly introduced online websites should be advertised through television and newspaper.
- Quality and guarantee of the product should be genuine.
- Provide minimum price for the products.
- Provide more offers to the customers.
- Giving discount for baby care products.
- To simplify the steps for buying products may be increase online buyers
- To create more awareness about baby products through online.
- More free gifts must provide to consumers.
- Give updated information about the baby products and Avoid more duplication.

### **Conclusion**

Many respondents use online buying of baby care products, because of the benefits associated with them. Among the most preferred benefits was the efficiency, reliability and speed and less cost. The result revealed that the online shopping of cosmetics need to improve their services to satisfy all types of customers. The customization of services is needed by the buying behavior of baby products need cosmetics to improve the satisfaction level of all types category customer.

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