

An Empirical Study on the Rural and Urban Parental Customer Preferences and Care in Selection of Baby Care Products With Reference to Krishna District, A.P.

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Abstract: The Indian baby care market has been witnessing speedy transformation with rising income levels and Changing consumer behavior. Yesterday's luxuries have become today's necessities. "Indian consumer has the core feature of family-orientation." Parents are concerned with getting the best products in the market and doing everything right so that their child is safe and sound. But the question is how parents determine which products are the best and which ones are simply claiming to be the best. Parents look at advertisements, websites, and get word of mouth referrals to try to figure out which product is going to be the best for their children. parents, at times, appear to be more concerned with how the product looks, feels, and appears to other people than whether the item is ultimately safe and worth the money they are paying. As competition is intensifying and national and international brands as well as new companies are introducing innovative and better baby care products and evolving various marketing strategies to stay ahead in the competition, the quality consciousness of the consumers has increased and they are trying to garner as much information as possible before taking any decision regarding purchasing of goods and services.

Key Terms: Baby care products, Selection choice, Brand Pattern

INTRODUCTION OF THE STUDY

Buying behavior of customers plays a significant role in the strategic marketing planning. Increasing competition and changing social and economic environment has made the marketers to become more customer oriented. The baby care product market growth is largely fueled by the growing baby population in developing nations, where the disposable income of parents have also increased considerably at the same time. Moreover, the average age of parents across the globe has also increased in past few years. Higher aged parents are considered to be financially more stable and hence have more money to spend on their baby's care and convenience. In addition, growing number of women entering into mainstream workforce has helped the baby care market to grow, as the average disposable income of the family has grown.

STATEMENT OF THE PROBLEM:

The study attempts to address the following main research questions.

1. What are the determinant that influences parents' intention to purchase baby care products in rural and urban areas?
2. Are there differences in parental' intention to purchase baby care products in rural and urban areas with respect to their demographic characteristics?

3. Do parental' psychographic determinants (motives, perception, attitudes) affect their intention to purchase rural and urban areas towards baby care products?

OBJECTIVES OF THE STUDY:

1. To understand the selection preferences and care of rural & urban parental customers towards particular baby care products.
2. To know the effectiveness of advertisement of selected baby products towards rural and urban parental customers.
3. To determine the factors affecting the buying behavior of parents in the baby care products towards Rural & Urban area.
4. To examine the brand awareness of rural & Urban parental customers of baby care products.

HYPOTHESIS FOR THE STUDY

In line with the objectives stated above, the following hypotheses formulated, to test for the purpose of this study.

Hypothesis 1: There is no significant relationship between the purchase habit and education of parents in the baby products.

Hypothesis 2: There is significant change in the preferences and care of the parental customers of baby care products with new brands competing with innovative products in the markets.

METHODOLOGY OF THE STUDY

In view of mentioned above objectives and hypotheses, the following methodology was adopted for the study. It is an empirical method based on both primary and secondary data.

Primary Data

Primary data is first hand data which is solely collected for a particular purpose. The primary data has been collected through questionnaire study technique from the customers.

Questionnaire is the most common research instrument. Questioning methods have considerable versatility. They are used to obtain data on almost any type of marketing problem. To know the parents behavior towards the baby care products, the questionnaire was prepared and distributed to parental customers of different age groups, different income groups and of different occupation.

Secondary Data: Secondary data is a second hand data. There are numerous sources of secondary data. It is published or semi published data. Secondary data has been collected through text books, internet, publications and reports, catalogues etc.

Collection of Data: The primary data were collected by submitting a questionnaire to the selected parents in the selected units of area. The schedule consists different variables under the purchasing behavior factors. The researcher had developed a five point rating scale namely 'strongly disagree', 'disagree', 'neutral', 'agree' and 'strongly agree' for rating the answers to the questions. The respondents were asked to give information on the five point rating scale. Rating scale 5 point has given for strongly agreements, 1 point for strongly disagree and in between points 4, 3 and 2 were given in the order of rating. Before the commencement of interview, a sample schedule is given to each respondent and a brief explanation regarding the study was given to them. Each question/item in the schedule was asked by the researcher to the respondent employees. Proper care was taken to give enough time to the employees to think about answer to the questions.

The respondents were encouraged to express their opinions and suggestions openly and frankly. So as to enable them to be frank and lucid opinions.

Sample Size:

Since the universe was large and infinite, and administering the questionnaire to the customers on a random basis was difficult, therefore, a simple non probabilistic convenience sampling was adopted for the study. However, necessary care was taken in the study to cover customers from different socio- economic backgrounds.

The overall sample size for the study included 600 respondents out of which half of the respondents are selected from urban areas and remaining half from rural areas of Krishna district based on their socio- economic backgrounds

Tools Used For Analysis:

The collected primary data were statistically processed, classified and tabulated by using appropriate methods. Tables and statistical results will have been derived from the computer software package called SPSS (Statistical Packages for Social Sciences).

1. For comparing results percentages, averages, weighted mean and variances have been used
2. For testing the significance of difference in variances Fisher's Test has used.
3. Data has been analyzed with the help of standard deviation technique also.

IMPORTANCE OF THE STUDY

Consumer behavior means the behavior of an individual in making purchases keeping in view his available resources (money, time and effort). Nowadays, consumers have become more conscious and are trying to garner as much information as possible before taking decision regarding purchasing of goods and services. Firms who underestimate their consumers will have no chance to serve them. Study of consumer behavior is very important because intentionally or unintentionally we are all consumers of goods and services. These days the markets are customer driven and understanding the consumer is no easy job as his behavior is unique and unpredictable.

LIMITATIONS OF THE STUDY

1. For measuring the purchasing behavior of parents from selected area, there may be other factors have an impact which are not considered for this study.
2. For each of the factors minimum five to ten sub-variables were identified. They have been chosen on the basis of various theories, models, conference reports etc. However the researcher has felt that the chosen items grouped under five factors are more vital and sufficient and therefore, they have higher logical correlation with the buying behaviour than with the left-out items which may have also be better correlated.

Data Analysis & Results

1. choice & Preference of shop for buying.

Particulars of Study Area	Urban Areas				Rural Areas				Total
	VJD	MTM	GDV	Total	VJD	MTM	GDV	Total	
Departmental Store	8	2	8	18	2	0	0	2	
Super Market	52	41	27	120	12	17	18	47	
Convenient Store	7	24	22	53	41	34	39	114	
Kirana Stores	6	12	29	47	36	47	43	126	
online shopping	27	21	14	62	9	2	0	11	
TOTAL	100	100	100	300	100	100	100	300	600

Area * Preferred Shop

Count

Crosstab

		Preferred Shop					Total
		Departmental Store	Super market	Convenient Store	Kirana Stores	online	
Area	Urban	18	120	53	47	62	300
	Rural	2	47	114	126	11	300
	Total	20	167	167	173	73	600

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	138.697 ^a	4	.000
Likelihood Ratio	147.299	4	.000
Linear-by-Linear Association	9.713	1	.002
N of Valid Cases	600		

Inference: The relationship between the Area and the store preferred is significant.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	188.512 ^a	20	.000
Likelihood Ratio	215.294	20	.000
Linear-by-Linear Association	8.630	1	.003
N of Valid Cases	600		

a. 6 cells (20.0%) have expected count less than 5. The minimum expected count is 3.33.

Inference: The relationship between the Place and the store preferred is significant.

ANOVA

Dependent Variable: No Of Respondents

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	3239.333 ^a	9	359.926	1.773	.137
Intercept	12000.000	1	12000.000	59.104	.000
Place	.000	5	.000	.000	1.000
Preferred Shop	3239.333	4	809.833	3.989	.015
Error	4060.667	20	203.033		
Total	19300.000	30			
Corrected Total	7300.000	29			

a. R Squared = .444 (Adjusted R Squared = .193)

Post Hoc Tests

Preferred Shop

Homogeneous Subsets

Duncan^{a,b}

No Of Respondents

Preferred Shop	N	Subset	
		1	2
Departmental Store	6	3.33	
Online	6	12.17	12.17
Two	6		27.83
Convenient Store	6		27.83
Kirana Stores	6		28.83
Sig.		.296	.076

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = 203.033.

a. Uses Harmonic Mean Sample Size = 6.000.

b. Alpha = 0.05.

Inference: There is a significant difference among the types of stores preferred. Most of the times it is “Kirana Stores”.

Correlation:

	<i>Urban</i>	<i>Rural</i>
Urban	1 0.03749	
Rural		1

Inference: Almost no correlation is observed between urban and rural areas w.r.t the levels of agreement.

2. Do you think that the quality of the product is properly maintained in the store?

Particulars of Study Area	Urban Areas				Rural Areas				Total
	VJD	MTM	GDV	Total	VJD	MTM	GDV	Total	
Strongly agree	34	32	36	102	41	44	39	124	226
Agree	45	39	42	126	38	36	37	111	237
Neutral	21	29	22	72	21	20	24	65	137
Disagree	0	0	0	0	0	0	0	0	0
Strongly Disagree	0	0	0	0	0	0	0	0	0
TOTAL	100	100	100	300	100	100	100	300	600

Area * Level Of Agreement

Crosstab

Count

		Level Of Agreement			Total
		SA	A	N	
Area	Urban	102	126	72	300
	Rural	124	111	65	300
Total		226	237	137	600

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.449 ^a	2	.178
Likelihood Ratio	3.453	2	.178
Linear-by-Linear Association	2.400	1	.121
N of Valid Cases	600		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 68.50.

Inference: The relationship between the Area and the level of agreement is not significant.

Place * Level Of Agreement

Crosstab					
		Level Of Agreement			Total
		SA	A	N	
Place	Vijayawada	34	45	21	100
	Machilipatnam	32	39	29	100
	Gudivada	36	42	22	100
	Vijayawada	41	38	21	100
	Machilipatnam	44	36	20	100
	Gudivada	39	37	24	100
Total		226	237	137	600

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.547 ^a	10	.767
Likelihood Ratio	6.411	10	.780
Linear-by-Linear Association	1.527	1	.217
N of Valid Cases	600		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.83.

Inference: The relationship between the Place and the level of agreement is not significant.

ANOVA

Tests of Between-Subjects Effects					
Dependent Variable: No Of Respondents					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	9002.333 ^a	9	1000.259	93.628	.000
Intercept	12000.000	1	12000.000	1123.245	.000
Place	.000	5	.000	.000	1.000
Level Of Agreement	9002.333	4	2250.583	210.663	.000
Error	213.667	20	10.683		
Total	21216.000	30			
Corrected Total	9216.000	29			

a. R Squared = .977 (Adjusted R Squared = .966)

Post Hoc Tests

Level Of Agreement

Homogeneous Subsets

Duncan ^{a,b}		No Of Respondents		
Level Of Agreement	N	Subset		
		1	2	3
DA	6	.00		
SD	6	.00		
N	6		22.83	
SA	6			37.67
A	6			39.50
Sig.		1.000	1.000	.343

Means for groups in homogeneous subsets are displayed.
Based on observed means.
The error term is Mean Square(Error) = 10.683.

a. Uses Harmonic Mean Sample Size = 6.000.
b. Alpha = 0.05.

Inference: There is a significant difference among the levels of agreement. Most of the times it is “Agree”.

Correlation:

	<i>Urban</i>	<i>Rural</i>
Urban	1	
Rural	0.783336	1

Inference: High correlation is observed between urban and rural areas w.r.t the levels of agreement.

3. How important are the following factors in collecting information relating to purchase of baby products

Particulars of Study Area	Urban Areas						Rural Areas					
	very important	Important	Neutral	Not important	Not at all important	Total	very important	Important	Neutral	Not important	Not at all important	Total
Personal Sources												
a. Family/Relatives	186	98	16	0	0	300	156	134	10	0	0	300
b. Colleagues	125	128	47	0	0	300	119	123	58	0	0	300
c. Friends	127	134	39	0	0	300	128	131	41	0	0	300
d. Doctor	84	55	132	29	0	300	112	89	99	0	0	300
e. Past experience	89	122	89	0	0	300	86	114	78	22	0	300
f. Word of mouth	126	132	42	0	0	300	123	137	40	0	0	300
Commercial Sources												
	very important	Important	Neutral	Not important	Not at all important	Total	very important	Important	Neutral	Not important	Not at all important	Total
a. Sales persons or representatives	132	127	41	0	0	300	139	148	13	0	0	300
b. Traders	126	121	27	26	0	300	131	135	34	0	0	300
c. Promotional offers	184	64	19	33	0	300	179	68	53	0	0	300
Public Sources												
	very important	Important	Neutral	Not important	Not at all important	Total	very important	Important	Neutral	Not important	Not at all important	Total
a. Radio	0	0	0	0	0	0	0	0	0	0	0	0
b. TV	155	141	4	0	0	300	194	87	19	0	0	300
c. Magazine	132	154	14	0	0	300	124	134	42	0	0	300
d. Newspapers	146	92	62	0	0	300	137	124	39	0	0	300

Area * Level Of Agreement

Crosstab

Count

		Level Of Agreement				Total
		very important	Important	Neutral	Not important	
Area	Urban	1612	1368	532	88	3600
	Rural	1628	1424	526	22	3600
Total		3240	2792	1058	110	7200

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.836 ^a	3	.000
Likelihood Ratio	43.640	3	.000
Linear-by-Linear Association	5.641	1	.018
N of Valid Cases	7200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 55.00.

Inference: The relation between the Area and the level of agreement is significant.

Particular * Level Of Agreement

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	912.059 ^a	33	.000
Likelihood Ratio	896.491	33	.000
Linear-by-Linear Association	31.262	1	.000
N of Valid Cases	7200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.17.

Inference: The relation between the Particular source and the level of agreement is significant.

ANOVA

Tests of Between-Subjects Effects

Dependent Variable: No Of Respondents

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	381551.077 ^a	16	23846.942	29.852	.000
Intercept	398769.231	1	398769.231	499.181	.000
Particular	33230.769	12	2769.231	3.467	.000
Level Of Agreement	348320.308	4	87080.077	109.007	.000
Error	90269.692	113	798.847		
Total	870590.000	130			
Corrected Total	471820.769	129			

a. R Squared = .809 (Adjusted R Squared = .782)

Homogeneous Subsets

Level Of Agreement

No Of Respondents

Duncan^{a,b}

Level Of Agreement	N	Subset			
		1	2	3	4
Not at all important	26	.00			
Not important	26	4.23			
Neutral	26		40.69		
Important	26			107.38	
very important	26				124.62
Sig.		.590	1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = 798.847.

a. Uses Harmonic Mean Sample Size = 26.000.

b. Alpha = .05.

Inference: There is a significant difference among the levels of agreement .Highest response is for “very important”.

Weighted Score

Particular	U	R	Overall
Family/ Relatives	4.566667	4.486667	4.526667
Colleagues	4.26	4.203333	4.231667
Friends	4.293333	4.29	4.291667
Doctor	3.453333	4.043333	3.748333
Past experience	4	3.733333	3.866667
. Word of mouth	4.28	4.276667	4.278333
Sales persons or representatives	4.303333	4.42	4.361667
Traders	3.983333	4.323333	4.153333
Promotional offers	4.11	4.42	4.265
Radio	0	0	0
TV	4.503333	4.583333	4.543333
Magazine	4.393333	4.273333	4.333333
Newspapers	4.28	4.326667	4.303333

Inference: At urban area the most influenced factor is “Family/ Relatives”.

Inference: At rural area the most influenced factor is “TV”.

Inference: On overall the most influenced factor is “TV”.

Correlation:

	<i>Weighted Score(U)</i>	<i>Weighted Score(R)</i>
Weighted Score(U)	1	
	0.999403	
Weighted Score(R)		1

Inference: The correlation between urban and rural areas w.r.t the response is almost perfect.

4 Which of the Following Brand of Products you purchase to use for your baby

Particulars of Study Area	Urban Areas					Rural Areas				
	Johnson’s	Himalaya	Wipro	Any other	Total	Johnson’s	Himalaya	Wipro	Any other	Total
Baby Soap	110	43	98	49	300	127	36	79	58	300
Baby Powder	121	68	84	27	300	110	21	86	83	300
Baby Oil	65	47	98	90	300	89	16	84	111	300
Baby Shampoo	135	21	74	70	300	124	65	87	24	300

Area * Brand Cross tabulation

Count

		Brand				Total
		Johnson's	Himalaya	wipro	any other	
Area	Urban	431	179	354	236	1200
	Rural	450	138	336	276	1200
	Total	881	317	690	512	2400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.307 ^a	3	.025
Likelihood Ratio	9.325	3	.025
Linear-by-Linear Association	.555	1	.456
N of Valid Cases	2400		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 158.50.

Inference: The relation between the area and the brand is significant.

Brand * Particular

Crosstab

Count

		Particular				Total
		Baby Soap	Baby Powder	Baby Oil	Baby Shampoo	
Brand	Johnson's	237	231	154	259	881
	Himalaya	79	89	63	86	317
	Wipro	177	170	182	161	690
	any other	107	110	201	94	512
	Total	600	600	600	600	2400

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	91.735 ^a	9	.000
Likelihood Ratio	88.934	9	.000
Linear-by-Linear Association	.375	1	.540
N of Valid Cases	2400		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 79.25.

Inference: The relation between the product and the brand is significant.

ANOVA

Tests of Between-Subjects Effects

Dependent Variable: No Of Respondents

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	21861.750 ^a	6	3643.625	6.758	.000
Intercept	180000.000	1	180000.000	333.871	.000
Particular	.000	3	.000	.000	1.000
Brand	21861.750	3	7287.250	13.517	.000
Error	13478.250	25	539.130		
Total	215340.000	32			
Corrected Total	35340.000	31			

a. R Squared = .619 (Adjusted R Squared = .527)

Brand

Homogeneous Subsets

No Of Respondents

Duncan^{a,b}

Brand	N	Subset		
		1	2	3
Himalaya	8	39.63		
any other	8		64.00	
Wipro	8		86.25	86.25
Johnson's	8			110.13
Sig.		1.000	.067	.050

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = 539.130.

a. Uses Harmonic Mean Sample Size = 8.000.

b. Alpha = .05.

There is a significant difference among the brands w.r.t to the user preferences. The most preferred brand is "Johnson's".

Correlation:

	<i>Weighted Score(U)</i>	<i>Weighted Score(R)</i>
Weighted Score(U)	1	0.962201
Weighted Score(R)		1

Inference: The correlation between urban and rural areas w.r.t the response is very high.

FINDINGS OF THE STUDY

- It is observed that the urban parental customers buy the products from super market and rural parental customer's preference to kirana shops.
- It is observed that urban respondents influenced more by quality, followed by price, brand. Whereas rural people influenced by price, followed by quality, brand image.
- It is observed that most influencing factor is advertisement for both urban and rural respondents.
- It is noticed that they also ready to change from existing brands to new brands if they not satisfied with existing used baby care product.

SUGGESTIONS OF THE STUDY

- Those who communicating with customers they may have more chance to become as market leaders.
- Focusing any one product in any niche market is very important where customers have more interesting. That will keep on enhancing reputation.

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