

A Study on Parental Purchasing Behavior Towards Baby Products

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Abstract

Due to increasing awareness of infant health, safety, and hygiene, parental purchase behaviour regarding baby items has become increasingly important. When choosing infant products like food, diapers, clothes, toiletries, and toys, parents today are more meticulous and prioritize factors like price, quality, brand reputation, and safety regulations. The purpose of this study is to examine the variables that affect parents' brand preferences, degree of satisfaction, and purchasing decisions about infant items. A systematic questionnaire was used to gather primary data from 120 parents for the study. For data analysis, both descriptive and inferential statistical methods are used. The study's conclusions will assist retailers, producers, and marketers in comprehending parental expectations and creating effective marketing plans while maintaining product quality and kid safety.

Keywords: Parental Behaviour, Baby Products, Consumer Preference, Brand Perception, Buying Decision.

Introduction

Children heavily influence family purchasing decisions, particularly when it comes to baby and childcare supplies. When buying things for their infants, parents are quite involved because these items have a direct impact on the health, development, and safety of the child. The market providing baby care has grown significantly in recent years because of urbanization, growing awareness of child health issues, rising income levels, and the growing power of social media and advertising.

Parents consider various factors such as product quality, safety certification, brand image, price, availability, and recommendations from doctors, family members, and online reviews. With the increasing availability of both domestic and international baby care brands, parents often face confusion while making purchase decisions. Hence, understanding parental purchasing behaviour towards baby products becomes essential for marketers and policymakers to ensure ethical marketing and child welfare.

Statement of the Problem

The baby products market is highly sensitive as it deals with infants who require special care and protection. Despite the availability of numerous baby product brands, parents often face difficulties in choosing suitable and safe products due to misleading advertisements, lack of product information, and price variations. Many parents are unaware of product ingredients, safety standards, and long-term effects (especially in baby food and toiletries). Therefore, it becomes necessary to study the factors

influencing parental purchasing behaviour, brand preference, and satisfaction level towards baby products. This study attempts to analyze how demographic factors, awareness, and marketing strategies affect parents' buying decisions.

Objectives of the study

The primary objective of the study to analyse the parental purchasing behavior towards baby products. Also, identify the factors influencing parents while purchasing baby products.

Scope of the Study

The study focuses on how parents buy certain infant things, including toys, diapers, clothes, hygiene, and baby food. It looks at things like price, quality, safety, brand image, and promotional activities that affect consumers' decisions to buy. Manufacturers and marketers can better grasp parental preferences and expectations thanks to the study. It advances scholarly studies on consumer behaviour and family decision-making. The results could help legislators create laws pertaining to the safety and promotion of baby products.

Limitations of the Study

- The study is limited to 120 respondents only.
- The data collected is based on parents' personal opinions, which may be biased.
- Time constraints limited in-depth qualitative analysis.
- The study covers selected baby products and not all childcare items.
- The results cannot be generalized to all regions due to geographical limitations.

Research Methodology

Descriptive research design is adopted to study parental purchasing behavior towards baby products. The study is confined to a selected geographical area of Devakottai Taluk. The sample size for the study is **120 parents** having children below five years. Convenience sampling method is used. **Primary Data:** Collected through a structured questionnaire. **Secondary Data:** Collected from journals, books, websites, and reports. The researcher used structured questionnaire using 5-point Likert scale.

Reviews of literature

Nair and Menon (2025) explored changing parental purchasing patterns in the Indian baby care market. The study observed a shift towards organic and eco-friendly baby products. The authors highlighted that modern parents are increasingly influenced by health consciousness and sustainability concerns.

Kumar and Bhatia (2024) studied the role of brand trust and perceived risk in baby product purchases. The findings showed that higher perceived risk led parents to choose established brands. The authors concluded that trust mediates the relationship between perceived risk and purchase intention.

Balasubramanian and Suresh (2023) focused on brand preference among parents for baby toiletries. The study indicated that herbal and natural product claims significantly influenced brand preference, particularly among middle-income parents.

Siva Kumar and Thangamani (2023) investigated the impact of safety awareness on parental buying behavior towards baby products. The study found a positive correlation between awareness of safety standards and satisfaction level. Parents who actively checked certifications showed higher brand loyalty.

Yadav and Pathak (2022) studied young parents' purchase intention towards baby products in India using the Theory of Planned Behavior. The study concluded that attitude towards safety, subjective norms, and perceived behavioral control significantly influenced purchase intention. The research emphasized the growing role of social media in shaping parental awareness.

Data Analysis and Interpretation

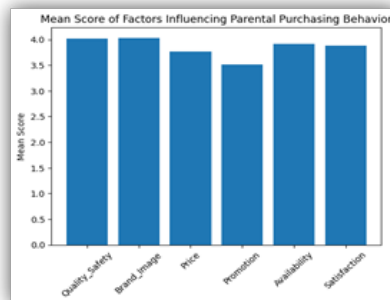
Demographic Profile (Percentage Analysis)

Percentage analysis was used to analyze demographic variables such as age, education, occupation, income, and number of children. The results show that majority of respondents belong to middle-income group and are educated, which indicates higher awareness towards baby products.

H_{01} : There is no significant relationship between brand image and parents' purchase decision.

Mean Score Analysis – Influencing Factors

Factors	Mean Score	Level of Influence
Quality & Safety	4.02	Very High
Brand Image	4.03	High
Price	3.77	Moderate
Promotion	3.52	Moderate
Availability	3.92	High
Satisfaction	3.88	High



The table reveals that **brand image and quality & safety** are the most influential factors in parental purchasing behavior. Promotion plays a comparatively moderate role, indicating that parents rely more on trust and product safety than advertisements.

H_{02} : There is no significant association between awareness of safety standards and satisfaction level.

Distribution of Satisfaction Level among Parents

Satisfaction Level	No. of Respondents	Percentage
Neutral (3)	50	41.7
Agree (4)	34	28.3
Strongly Agree (5)	36	30.0
Total	120	100

Correlation Analysis: Brand Image & Satisfaction

Correlation Matrix of Key Variables

Variables	Brand Image	Quality & Safety	Price	Satisfaction
Brand Image	1.000			
Quality & Safety	0.64	1.000		

Price	-0.21	-0.18	1.000	
Satisfaction	0.62	0.68	-0.15	1.000

There is a positive relationship between brand image and satisfaction level of parents. The table indicates that a majority of parents are **satisfied or highly satisfied** with the baby products they purchase, reflecting a positive overall perception of available baby care brands.

The correlation matrix shows a strong positive relationship between satisfaction and quality & safety ($r = 0.68$), followed by brand image ($r = 0.62$). Price shows a weak negative correlation, indicating that parents prioritize quality over cost.

H₀₃: There is no significant difference in purchasing behavior among parents based on education level.

ANOVA: Education Level vs Purchasing Behavior

- F-value is significant at 5% level
- Result: Null hypothesis rejected

Purchasing behaviour differs significantly based on education level.

Findings of the Study

1. Majority of parents give top priority to quality and safety.
2. Brand reputation strongly influences purchase decisions.
3. Parents show moderate price sensitivity.
4. Awareness of safety standards positively influences satisfaction.
5. Educated parents are more cautious while selecting baby products.
6. Brand loyalty is high among satisfied parents.

Suggestions

1. Manufacturers should focus on safety certification and transparency.
2. Clear labelling and ingredient disclosure should be ensured.
3. Ethical advertising practices must be followed.
4. Affordable pricing strategies can attract middle-income parents.
5. Awareness campaigns about baby product safety should be increased.

Conclusion

Parental purchasing behavior towards baby products is primarily influenced by quality, safety, and brand trust. Parents act as highly involved consumers, carefully evaluating products before purchase. The study highlights the importance of awareness, education, and ethical marketing in shaping parental decisions. The findings will be beneficial to manufacturers, marketers, and policymakers in developing safer and more reliable baby products while addressing parental expectations and concerns.

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