

A study on awareness of online shopping about baby care products

Abstract

This paper attempts to explore the impact of online marketing of online shopping for kids and baby products. India is one of the most attractive retail destinations around the world and hence represents a high potential and untapped market for Baby, Child and Maternity care products. The Baby Care market in India is overwhelmingly dominated by the unorganized sector. Finding the right baby care products is surely a hard task for most young parents. It is difficult for parents to shop offline in this era of busy and congested life style. Online shopping for kids and baby products has comparatively less demand than the online shopping for adolescent. There is a wide scope for the growth of online shopping for baby products. In this age of technical advancement obtaining more efficiency and productivity in less time is crucial. For the awareness of Brand and promotional schemes it is necessary to find out the target market, and requirement specification of the customers. It can also help in reaching the potential customers around the globe as the Baby and Child care products market has grown substantially over the last few years catching the attention of international players.. In addition, the preference of a vast population base in the age group of 0-4 years and parents' to spend more on baby products works to further boost the demand for baby care products in the country. The causes for this increase can be attributed to; consistent birth rate, increase in the population of working women, increase in disposable income, innovative baby care products being launched in the market.

The Indian Baby and Child sector is among the world's largest and fastest growing.

INTRODUCTION

Electronic commerce, commonly known as e-commerce or e-comm, is the buying and selling of products or services over electronic systems such as the Internet & other computer networks. India has an internet user base of over 118 million users. The penetration of e-comm is growing at a much faster rate with a large number of new entrants.

There is a wide scope for online shopping in Maharashtra, particularly in Nasik District. Online shopping for kids and baby products is at its pace, helping the economy to reach at its top. There are basically two ways of shopping which are preferred that is Traditional or conventional and E-marketing. In traditional mode of shopping the products are generally "PUSHED" to the consumers via direct mailing, TV, brochures, cold calling etc. it takes times for this type of marketing to reach the ultimate consumers. Another form is E-marketing wherein the digital technologies such as websites, emails, mobiles are used. It is of great importance after TV and radio marketing.

Nowadays, the internet penetration is almost all over the world and is also made available. Consumers can get solutions to their problems. Connectivity among the different networks is tremendously observed. Online shopping for baby products are on the boom with its higher market share. Online shopping plays an important role for the working class of people. The required product is made available with the required specification in considerably lesser time. Due to this, the parent gets to spend more time with their kids and family.

OBJECTIVES OF THE STUDY

To find out the awareness level regarding online shopping for baby care and mother care products.

To understand the customer opinions regarding and expectations regarding online shopping for kids and baby products.

To analyze the existing competitors and their strength.

METHODOLOGY

The study was conducted in Nasik district of Maharashtra state. Parents of babies between 0 to 4 years were questioned. In order to understand the awareness level of customers and opinions regarding online shopping for baby products. Distribution of free samples of online shopping was distributed with the help of the intermediaries, to understand the shopping experience in terms of variety and services which the companies provide. Interviews with the doctors of maternity hospitals along with the questionnaire were structured.

SCOPE OF THE RESEARCH

This research study helps the researcher in understanding the awareness and level of expectations of the customers

It has got the wider opportunity to expand and growth. As the demand for the baby products are inextinguishable.

It has the challenge to make the concept more popular and make effective use of technology and to reach the common man.

Industry Overview

Global Outlook

The current estimated market size of global baby care market is worth **US\$ 44 Billion** and the child care market around **US\$ 255 Billion** according to research and analysis .The market encompasses different segments in the baby care segment, which can be divided into: toys, feeding accessories,

soothers, wipes, disposable diapers, body care products, carriages, strollers, and furniture. The children product market is divided into: toys and children's wear.

Demand has grown due to a rising number of babies and children to be catered to. Product innovation and development has allowed retailers and manufactures to widen the market, using new technologies and advanced marketing approaches. Research from firm Key Note points to the contribution of changing lifestyle trends to the market, including mothers returning to work earlier giving rise to greater demand for breastfeeding equipment such as sterilizers and pumps.

India the Land of Opportunities

With a population approximating 1.18 billion people, India is the second largest nation in the world. The average population growth is about 1.5 per cent per year. A particularly remarkable feature is the enormous population density in the cities: 35 cities had more than 1 million inhabitants in 2001. More than 10 million people live in each of the three largest metropolises of Mumbai, Delhi and Kolkata. There is a tremendous opportunity for the online market to flourish in India.

As the demand for the products would continue to increase.

Continuous Growth

Since 1991, numerous reforms have transformed the country into one of the fastest-growing economic powers. India emerged from the strained world economy as one of the winners due to its strong domestic market. Between 2003 and 2010, India's Gross Domestic Product grew constantly by about 8.8 per cent annually, reaching around 1.31 trillion US dollars in 2010.

Retail Trade

India has the fifth largest retail trade in the world. Experts expect this to rise to **US\$ 573 billion 2012/13** from **US\$ 385 billion in 2007/08**. The tremendous growth of the Gross Domestic Product and the organized retail trade increases India's consumer spending and offers attractive opportunities for international companies to enter the market.

Growing Spending Power

Indian families focus on children. About 20 per cent of the global population under 25 years of age lives in India. Children under 14 years account for 29.7 per cent of the total population. A slight decline in the average number of children per family and rising income means that Indian families

have more money available for goods and are far wealthier. Appreciable growth of the middle class, the rich and very rich has increased the sales opportunities of high-priced articles.

Research Methodology

Research process:

Before embarking on the details of research methodology and techniques, it seems appropriate to present a brief overview of research process. Research process consists of a series of action or steps necessary to effectively carry out research and the desires

sequencing of these steps. The following order concerning various steps provides a useful procedural guideline regarding the research process.

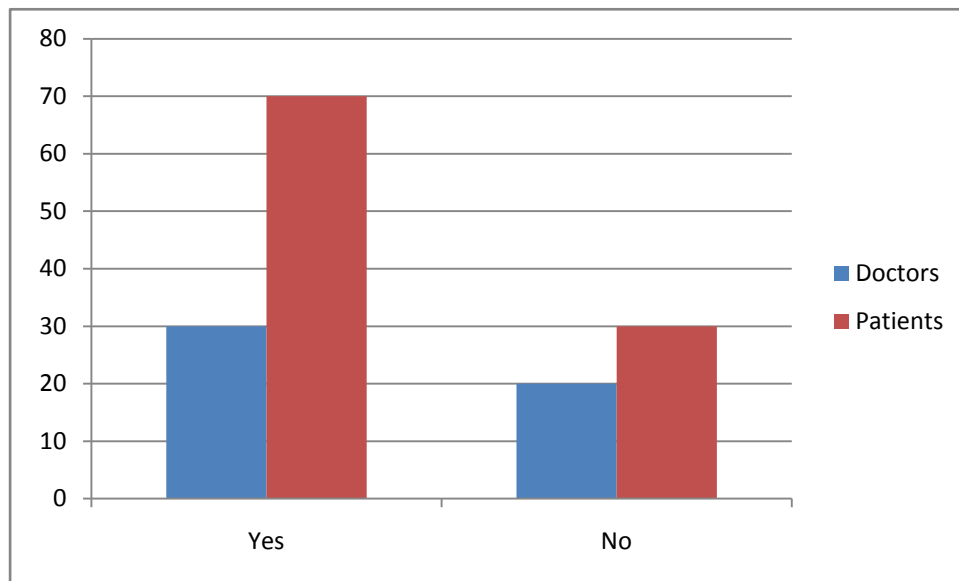
Sampling plan for the project.

Sample area:	All Nasik area pathardi, Bombay naka Pavan nagar Cidco, college road, gangapur road, Mahatama road, nasik road, panchavati, ashok stambh, camp.
Sampling unit	Doctors and Parents of new born babies
Sample size	50 doctors and 100 patients
Sampling technique	Simple Random sampling
Ultimate customers	Parents of new born babies aspire to buy baby and mother care Products online.
Research method	Survey method
Research design	Descriptive research design
Research tool	Questionnaire

DATA ANALYSIS AND INTERPRETATION

1) Awareness regarding online shopping websites for kids

	Yes	No	Total
Doctors	30	20	50
Patients	70	30	100
Percentage	67%	33%	

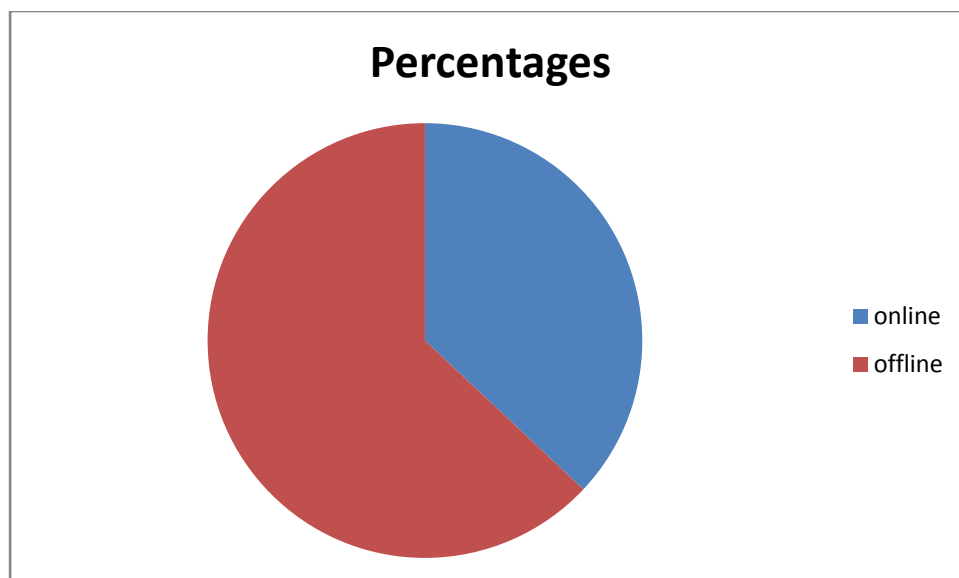


Interpretation: Out of the total responses the awareness level amongst the patients are high. And the rest of the population was made available regarding online shopping for kids and baby products.

Conclusion: Around 67% people are aware of online shopping for kids and baby products.

2) Consumers mode of buying

Mode	Respondents(67)	Percentages
online	25	37%
offline	42	63%



Interpretation:

As per the above results total sample size 37% buys online and the rest 63% prefers buying offline

As most people are of the view that they do not believe in the products which are intangible as they cannot touch, feel the product.

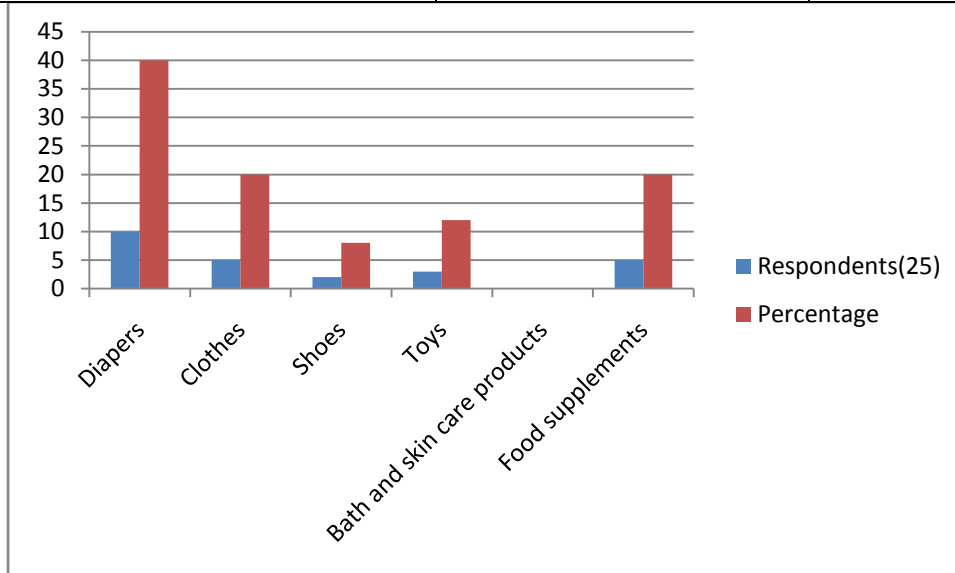
The quality of the products is unseen and entrusted.

Conclusion:

Currently 63% of the people prefer offline purchasing. As per the beliefs and ethics followed and the distrust towards online shopping as people prefer offline shopping for surety of the products

3) Which baby care products do you buy from the online shopping?

Items	Respondents(25)	Percentage
Diapers	10	40
Clothes	5	20
Shoes	2	8
Toys	3	12
Bath and skin care products	0	0
Food supplements	5	20



Interpretation:

As per the total estimation most people prefer buying Diapers and clothes from the online websites. Next comes the food supplements. Whereas shoes and toys bears lesser percentage and bath and skin products as zero preference.

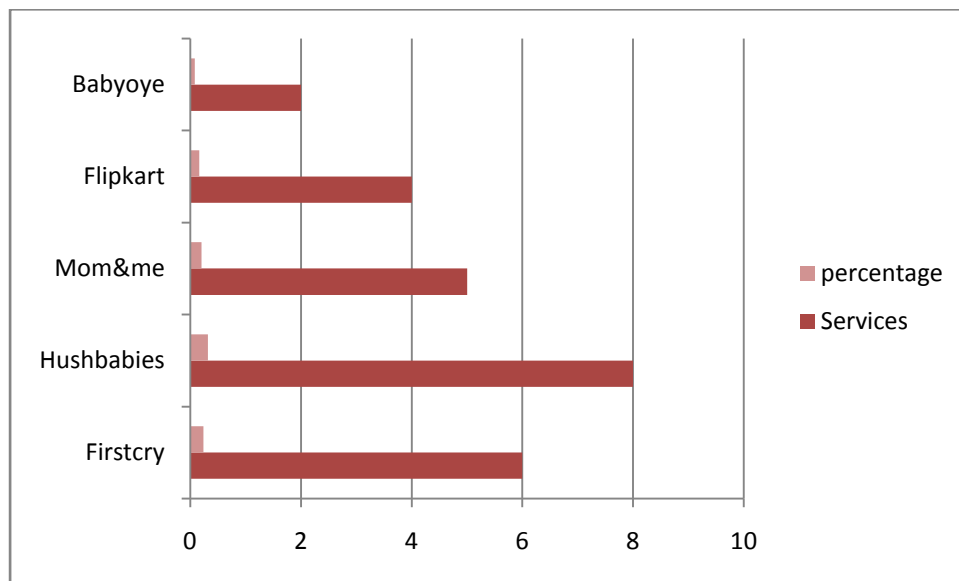
Conclusion:

Clothes and Diapers are mostly preferred for online shopping.

4) Best service provider is-

(Out of total sample size, 67 respondents are aware about online shopping and amongst them only 25 people shops online)

	Firstcry	Hushbabies	Mom&me	Flipkart	Babyoye
Services	6	8	5	4	2
percentage	24%	32%	20%	16%	8%



Interpretation: Firstcry and Hushbabies are the leading and bears maximum percentage in terms of service delivery.

Conclusion:

Hushbabies have the best service delivery as per the survey.

Findings:

- Much of the population shops offline.
- Most of the promotional activities carried out were as same as the other companies.
- It proves as a time saver for the working class of people.
- People prefer to purchase toys and clothes mostly from online shopping websites

Suggestions:

- Public relations and advertisements should be focused.
- Several promotional activities should be fallowed.
- Increase electronic media usage for the awareness program.
- Several festival offers should be given in order to retain customers.

Conclusion

Buying trends of most of the population is migrating towards online shopping. It is benefited to consumers as well as the service industry in terms of less man power is required, no physical stores, time saving for the consumers.

It provides various convenience shopping schemes for the consumers. Product quality, variety, designs etc are available.

Attitude of the people are changing and are adaptable to newer technology, as most of the people are having threat of cyber crime, sharing their personal information online. But with time and new inventions people are preferring online shopping for better convenience and flexibility available.

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