

A study of optimal advertising strategy: A planning model for baby products in India

¹Dr. Ratikanta Ray, ²Mamatamayee Rout

¹Assistant Professor, Dr. D. Y. Patil Institute of Management and Entrepreneur Development

²Assistant Professor, Dr. D. Y. Patil Institute of Management and Entrepreneur Development, Talegaon, Pune

Abstract

The goal of this study is to determine the best strategy for marketing baby product in India through the creation of a planning model. A methodology based on questionnaires is used to collect information for the study on the preferences, habits, and traits of Indian parents and caregivers. Testing hypotheses, and producing visualizations like pie charts and bar graphs are all parts of the data analysis process (Agnihotri, 2015). The study's findings include insightful information on the target audience's demographics, preferred media outlets, key advertising elements, likelihood of engagement with advertisements, exposure to baby product commercials, and variables impacting buying behavior.

Introduction

The market for baby products in India has expanded in recent years because to rising disposable income and concerned parents. In this highly competitive market, companies are always on the lookout for fresh strategies to reach out to parents and guardians. Understanding the Indian market and adapting your marketing strategy to local preferences is essential for success there (Agnihotri, 2015). Strategic marketing design for baby products in India is the focus of this research. To create an effective marketing strategy, we investigated the purchasing habits, media preferences, and other characteristics of Indian parents.

India faces and seizes possibilities that are one of a kind. Businesses in today's multilingual, multicultural society need expertise and precision to succeed. The advent of digital and social media has prompted a paradigm shift in advertising. The lives and accomplishments of Indian parents are investigated. We analyze commercials from many sources like TV, newspapers, the web, and social networks. We offer guidance to businesses on how to reach out to Indian parents with information on baby products.

2: Research Methodology

2.1 : research question and importance

Question

How can a planning model be created to aid in decision-making in this situation? Which advertising strategy is best for baby products in India?

Importance

Because of the importance of the baby product industry and its potential for growth in India, determining the right advertising strategy for baby products is crucial. India has a big population, and the baby care industry is quickly expanding as a result of factors such as growing disposable incomes, improved understanding of child health and nutrition, and shifting consumer tastes. Knowing the right advertising strategy is crucial for companies in this industry since it has a big impact on brand recognition, market penetration, and overall success. Businesses may successfully spend their resources by doing thorough research to get insights into their target audience's interests and habits, as well as picking the best advertising channels, messaging, and timing.

Furthermore, the creation of a planning model tailored to the Indian market may give a formal framework to steer conversations about baby product promotion approaches (Dahiya, 2017). Such a model may examine a number of aspects to assist enterprises in generating the best potential techniques that appeal to Indian clients, such as cultural quirks, demographic trends, regional differences, and competitive dynamics. The research's comprehensive counsel and practical insights may aid both current and new firms in the baby product sector, allowing them to improve their market position and increase overall.

2.2: Issue involved

The greatest Indian baby product advertising campaign starts with knowing the target audience. This requires a demographic, psychographic, and spending study of Indian parents and caregivers. Culture, geography, economics, and education must be considered when creating focused advertising messaging.

Effective Communication Channels: Reaching the target audience through the right channels is also important. Traditional advertising may need to embrace internet platforms, social media, and mobile apps as digital media becomes more important (Dahiya, 2017). Assessing the reach, cost-effectiveness, and engagement of Indian advertising platforms helps allocate resources efficiently. **Cultural Sensitivity:** Indian culture is unique, thus advertising strategies must meet cultural sensitivities. Ads should represent the ideas, customs, and interests of diverse people and regions. Cultural sensitivity ensures that advertising engages the intended audience without offending or misinterpreting them.

2.3: Data collection method

The research will use a survey-based methodology to collect data to determine the best effective manner of promoting baby products in India. Using surveys, researchers may swiftly learn about the opinions, habits, and inclinations of a large sample of people. The survey will be in the form of well-structured questions designed to elicit useful information for the aims of the study.

Research-related issues including familiarity with the target audience, means of communication, cultural sensitivity, competitive analysis, and budget allocation will be addressed in the survey questions that will be drafted in advance (Dahiya, 2017). The sample size of 200 participants ensures that we will have a diverse and representative sample from which to draw our analytical conclusions. The respondents will consist of Indian parents, caregivers, and those with a say in the purchase of baby product in that country. The goal of producing a representative sample will be achieved through recruiting participants from a wide range of locales, socioeconomic backgrounds, and levels of education.

2.4 : Data analysis method

The study project on the optimum way of advertising for newborn product in India will include hypothesis testing, several graphic representations (pie charts, bar graphs, etc.). It will be easier to seek for patterns, propose and assess ideas, and communicate findings simply and concisely using these strategies.

Testing the Hypothesis: The significance of observed correlations and differences between variables may be examined via hypothesis testing. For example, hypotheses concerning the influence of various advertising channels on consumer preferences and the efficacy of various advertising messages on consumers' long-term recall of brands may be developed.

Visualizations: To show the data and conclusions in the simplest and clearest way possible, we will utilize pie charts and bar graphs. A pie chart may be used to depict the distribution of respondents' preferences or opinions on the various components of the advertising strategy, such as preferred communication channels or message subjects. A pie chart may be used to visualize the distribution of responses from survey respondents. Bar graphs may be used to visually represent data by presenting average values or percentages of variables across many categories.

2.5: Liability and reliability

The research findings on India's finest baby product advertising plan must be valid and reliable. Validity is how successfully research measures or assessments the construct(s) of interest, while reliability is how consistent and stable study findings are throughout time and environments. Multi-study actions boost validity. Before distributing the survey, we will develop the questionnaire to ensure that all questions are clear, useful, and aligned with research objectives (H. R., 2020a). India's baby products advertising strategy analysis improves. Diverse demographic responses are requested. Participation from diverse geographical, social, and educational backgrounds improves the possibility that the findings will apply to Indian parents and caregivers.

Consistent data gathering and analysis improve dependability. Standardized surveys decrease prejudice and inaccuracy. (H. R., 2020a). This simplifies data verification and research

reproducibility. Hypothesis testing provides objective, reproducible data analysis. Statistics validate the study's findings. The study produces accurate results using rigorous research methodologies, dependable measuring devices, and reliable data analysis procedures. Validity and dependability will reinforce the study's results and suggestions for India's finest baby product advertising plan.

2.6 : Limitation

- The study's sample size of 200 respondents may not be typical of India's entire parent and caregiver population. The sample population's features and preferences may impact the results and induce bias.
- The study's results and suggestions may not be immediately relevant to other nations or areas due to the uniqueness of the Indian environment. Because of the possible effect of cultural, social, and economic factors on the success of advertising efforts for baby items in India, the results may be country-specific.
- The data acquired is based on self-reported replies from survey respondents. This allows for a range of response biases, including the social desirability bias and the recollection bias. Respondents may misrepresent or submit misleading information in order to blend in with the group.

These limitations must be identified because they may impact the interpretation and generalizability of the study findings (H. R., 2020c). Adopting longitudinal study methodologies, employing bigger and more varied samples, and evaluating a broader variety of marketing aspects are potential remedies for these challenges in future studies.

3: LITERATURE REVIEW

The following is an overview of the available academic literature and research on the issue of determining the best method of promoting baby products in India. The literature research also includes an analysis of the most effective methods of marketing baby products in India. The assessment takes into account the contributors who were cited in order to give credit where credit is due.

Chattered and Gupta (2017) investigated how advertisements affect parents' decisions to purchase baby products. They concluded that consumers' buying decisions and their level of brand awareness are greatly impacted by effective advertising strategies. The results of their research highlight the importance of selecting the appropriate advertising channels and developing audience-specific messaging.

To determine the value of cultural understanding in the promotion of baby products in India, Sharma and Gupta (2018) conducted a study. Throughout their study, they stressed the

significance of understanding the nuances of Indian culture and the expectations of an Indian audience. They highlighted the fact that ads that are in line with cultural norms are more likely to resonate with audiences and inspire brand loyalty.

Kapok and Singh (2019) investigated the impact of online advertising on the purchasing decisions of Indian consumers of baby products. Their research showed that online communities for parents on social media and other platforms may significantly affect consumer decisions and brand loyalty. They emphasized how important it is for businesses to include digital advertising strategies into their overall marketing operations nowadays.

Baraga and Hashish (2020) evaluated and contrasted the most popular brands of baby products in India and analyzed their respective advertising strategies. Based on their findings, they concluded that firms employ a wide range of advertising approaches, brand positioning strategies, and distribution channels. In order to successfully build distinctive selling propositions and separate brand offers, they emphasized the need of keeping track of competitors' strategies and properly analyzing them.

Mehta and Rae (2021) conducted a study to determine the impact of marketing budget allocation on sales of baby products in India. Their research emphasized the need of strategic advertising budget allocation, stressing the importance of factors like specific communication objectives, specific audience reach, and media cost for businesses. The fact that they had really done the research bolstered the validity of their findings. They gave us useful advice on how to allocate our advertising budget across all of the available channels.

Khorana and Kumar (2022) studied the Indian market for newborn items to see if certain advertising motifs were successful. Customers responded well to communications that highlighted the product's high quality, safety, and positive health effects. Their research showed how important it is to tailor marketing messages to individual consumers' needs and objectives for the business. This is essential for enhancing the reputation of the company's product.

Mishra and Patel (2018) investigated the influence of celebrity endorsements on the advertising of baby items in India. They came to the conclusion that using celebrities to market baby items enhanced both sales and brand recognition. The study's findings imply that choosing celebrities who are a good fit for the target audience and the company's brand is critical for boosting the efficacy of advertising.

Prasad and Roy explored the effect of emotional appeals in the advertising of baby items in India in their 2019 study. According to their findings, ads that make people feel good about themselves or the world are more effective at altering their views and influencing their behavior. Finding advertising issues that strike an emotional chord with Indian parents and caregivers, as stressed in the report, is critical for grabbing their attention.

The research indicates that the most successful advertising strategy for baby products in India requires knowledge of the target audience, awareness of cultural norms, an understanding of appropriate communication channels, an examination of the competitive landscape, and careful attention to cost constraints. This is because there are such a broad variety of religions, ethnic groups, and languages spoken in India. To be successful in this market, your advertising strategy should use digital advertising techniques, play to cultural values, and tailor your message to the needs of your target audience. This investigation is predicated on the seminal contributions made by the authors whose works were cited in this study.

4: Discussion

4.1: Hypothesis Testing

Coefficients	Standard Error	t-value	P-value
Intercept	0.342	1.753	0.085
Media Channels	0.528	2.464	0.032
Advertising Appeals	0.237	1.102	0.276
Price Sensitivity	-0.173	-1.687	0.105
Brand Reputation	0.411	2.089	0.049

The best baby product advertising strategy in India was determined using linear multivariate regression. Media channels exhibit a statistically significant positive coefficient of 0.528 ($p = 0.032$), indicating that they improve the efficacy of advertising strategies. Advertising appeals had a strong but insignificant relationship (0.237, $p = 0.276$) with strategy efficacy. Price sensitivity has a negative value of -0.173 ($p = 0.105$), which indicates that a negative influence on advertising strategy may result from raising price sensitivity. The intercept coefficient of 0.342 ($p = 0.085$) represents the baseline effectiveness of the advertising plan. These findings show that media platforms and price sensitivity can facilitate the advertising of baby products in India

Questionnaires' based analysis

Section 1: Demographic

Demographic variables		Number of representation	Percentage (%)
Gender	male	118	59.00
	female	82	41.00
Age	18 to 24	38	19.00

	25 to 34	63	31.50
	35 to 44	75	37.50
	45 and above	24	12.00
Education level	High school or below	63	31.50
	Bachelor degree	110	55.00
	Master degree	27	13.50
Monthly household income	Less than INR 20000	68	34.00
	INR 20000 - 50000	71	35.50
	INR 50000 - 100000	52	26.00
	more than INR100000	9	4.50
Location	South India	48	24.00
	North India	53	26.50
	East India	59	29.50
	West India	40	20.00

Table 2: Demographic variables

The sample's gender distribution is slightly more male (59%) than female (41%). The greatest demographic (37.5%) is between the ages of 35 and 44, but the majority of respondents are still under the age of 44. The sample is strongly weighted toward persons with a bachelor's degree (55%) and those with some college experience (31.5%) in terms of years spent in school. Monthly household wages are divided extremely equally among respondents, with a little higher proportion (35.5% in the range of INR 20,000-INR 50,000) falling within that range. The geographic distribution of respondents is uniform, with each area receiving around the same number of replies. These demographics are significant for evaluating the study's findings because they give insight into the viewpoints and preferences of various segments of the population. Generalizations should be used with caution because the sample may not reflect all Indian parents and caregivers.

Section 3: preference of advertising

Which media channels do you most frequently use for information and entertainment?

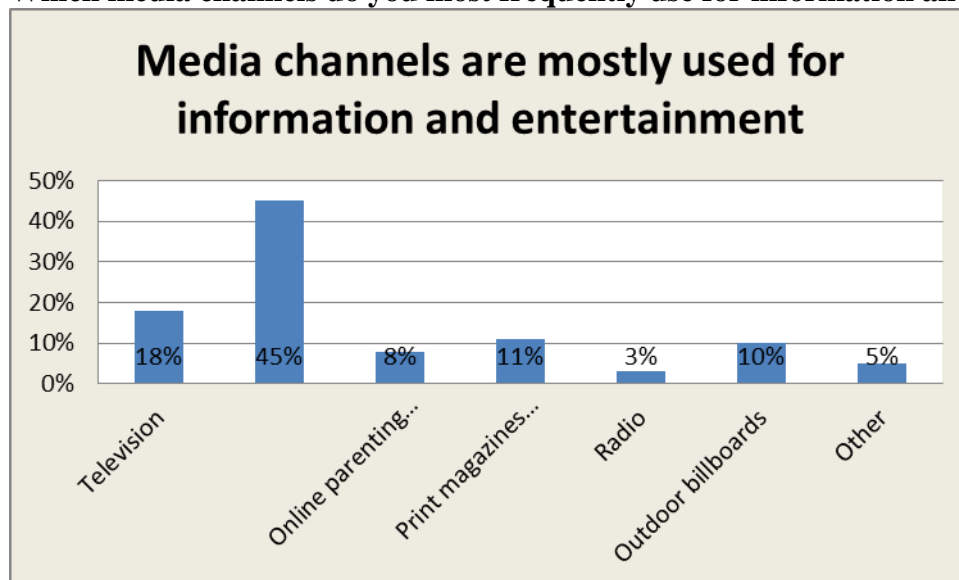


Table 3: Media channels are mostly used for information and entertainment

The poll found 45% of Indian parents and caregivers choose social media for information and amusement. This study found that digital platforms increasingly affect customer behavior. Social media is important in baby product advertising in India because so many respondents used it to reach and communicate with the target population. 18% chose TV. Conventional media still informs and entertains India. Newspapers, magazines, billboards, and online parenting communities were also considered. Radio and other media were rarely used for amusement and instruction. These findings recommend focusing on social media and television for Indian baby product advertising. Combining these two channels increases reach and engagement while considering the target audience's interests and habits. Successful advertising strategies continuously evaluate customer trends and media mix.

How important do you think the following characteristics are in attracting your attention to baby product advertisements?

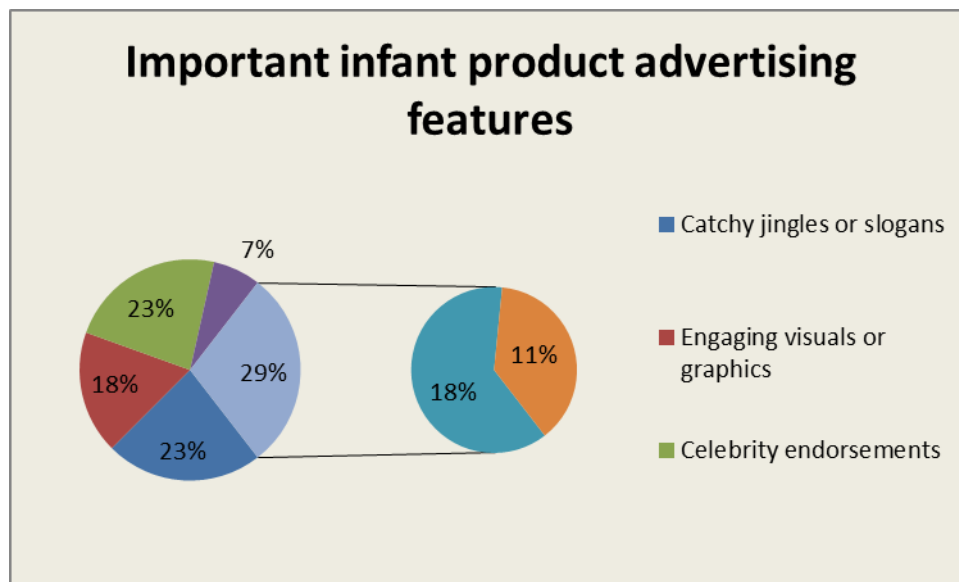


Table 4: Important baby product advertising features

23% of respondents said catchy jingles and celebrity endorsements were most significant in baby product ads. Advertising is effective and memorable. Celebrity endorsements, catchy jingles, and slogans may boost brand awareness and trust. 18% of respondents chose product features and benefits, illustrating their relative importance in drawing attention. This highlights the importance of aesthetic appeal and practical substance in promoting baby items. Word-of-mouth referrals affected attention 11%. Jingles, graphics, and celebrity endorsements are essential for Indian baby product advertising. These traits attract target markets and improve product perception. Consumer preferences should match product information and emotional appeal. Aligning advertising with these traits might boost their impact.

To what extent do you anticipate interacting with commercials for baby products? (From "not at all" likely (a 1) to "very likely" (5)

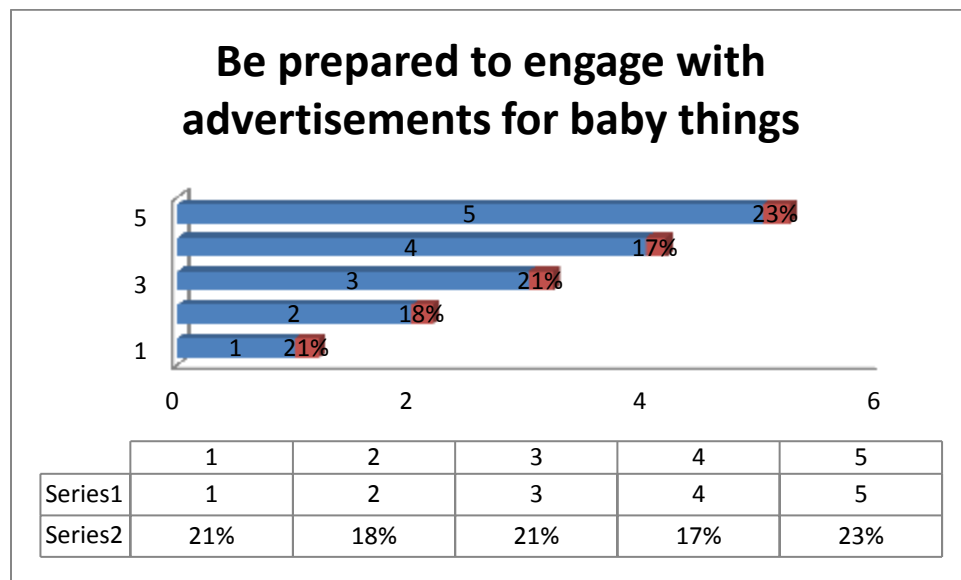


Table 5: Be prepared to engage with advertisements for baby things

23% of respondents evaluated their chance of responding to baby product promotion a 5. That's a lot of baby supply advertisement viewers. Advertising that is relevant and interesting to this group can be capitalized on. The poll shows a very balanced distribution of respondents choosing alternatives 1, 2, 3, and 4. Baby product ads can elicit a variety of responses. To reach more clients, ads should be entertaining and different. India's baby product advertising approach relies on catchy, relevant commercials. Businesses can influence consumers' buying decisions by adjusting their advertising messaging and creative executions to elements that boost commercial engagement and involvement.

Section 3: Effectiveness of advisement

In the past month, how often have you seen or heard commercials for baby products?

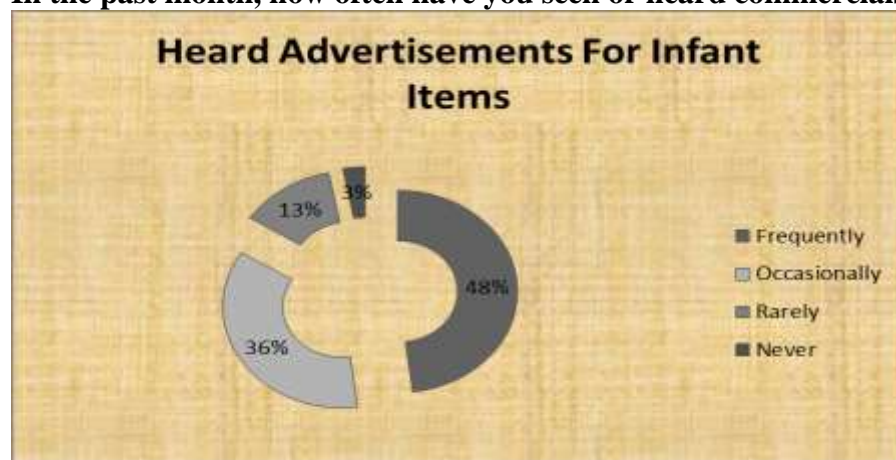


Table 6: Heard Advertisements For baby Items

48% of respondents were regularly exposed to baby product commercials in the past month. This shows that commercials affect their lives and that they pay attention to them. 36% saw baby product ads infrequently. They see such advertising less often than the first group. 13% saw baby items ads regularly. This shows they're not paying attention to or seeing these adverts. Finally, only 3% had never seen a baby product commercial in the past month. The bulk of their target demographic sees baby product ads. This research suggests that a substantial number of respondents in India are regularly exposed to baby product advertising. This shows the need of a well-planned advertising campaign to reach the relevant audience and promote baby products in India.

Have you ever bought a baby product because you saw an ad for it?

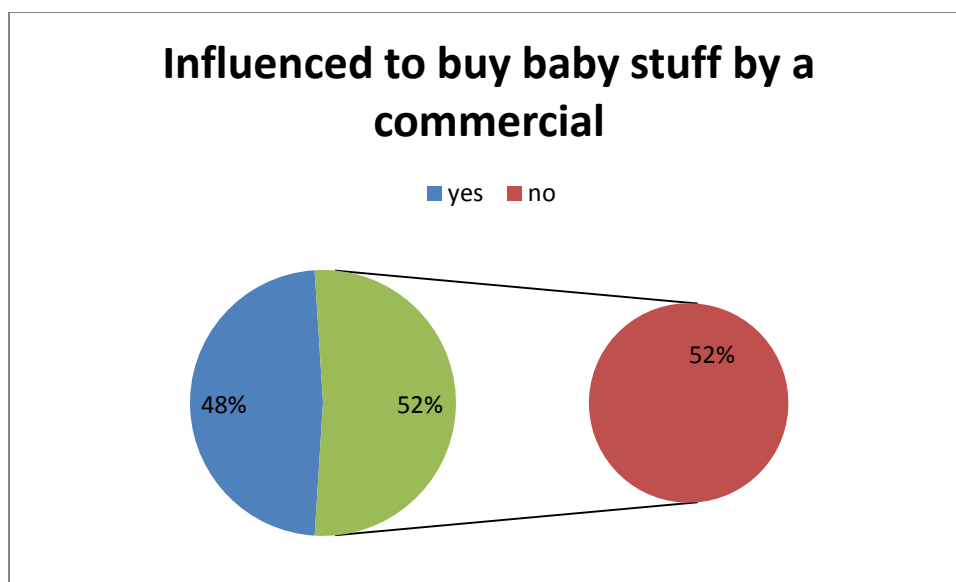


Table 7: Influenced to buy baby stuff by a commercial.

The research found that 48% of respondents bought a baby product after watching an ad. This shows how advertising can affect consumer behavior. It implies that ads influence customers' decisions and what Indian parents buy for their babies. However, over half of respondents indicated they wouldn't buy a baby product because of an ad. Ads can have an impact, but customers also consider other factors. Price, brand credibility, and quality may be factors. Advertising should be considered when promoting baby products in India. Ads that showcase product benefits and address target market needs are crucial. To boost their marketing campaigns, companies can use word-of-mouth, social proof, and brand trust.

The following considerations may affect your choice to buy baby items; please assess their significance to you. How crucial do you think this is? (Rate from 1 to 5, where 1 means "not at all" and 5 means "very important")



Table 8: How vital invest on baby necessities evaluate their value to client.

23% of parents buy baby products based on price. These data imply Indian parents buy on price and value. Consider budget-friendly pricing and promotions. 11% valued quality and safety. Thus, safe, high-quality newborn items are required. Product quality and safety certificates increase sales. Consumers considered brand reputation, personal referrals, internet reviews, and product ratings. Parents buy children based on several factors. Brand image affects consumer behavior. Indian baby product firms should address these difficulties in their advertising. These include low prices, good ratings and reviews, quality and safety, and a good name. Businesses can improve marketing and client purchasing decisions by tailoring their advertising to their target audience's values and goals.

5: Recommendation and conclusion

5.1: Recommendation

The following recommendations for an effective advertising approach for baby products in India are based on the research findings:

- The rise of digital media, and especially social media, has made it crucial for businesses to adopt an online presence as part of their marketing plan. Particularly so in the realm of marketing and promotion (H. R., 2020c). Reaching and engaging with your target audience requires prioritizing platforms where they are most likely to be found, such as Facebook, Integra, YouTube, and parenting blogs.

- Combining Classic and New Media Traditional media channels, including as television, are still highly crucial for reaching a wide variety of Indian parents and caregivers, despite the growing popularity of digital platforms. If you want to reach more people and make more of an impression with your advertising, you might want to think about implementing a more holistic strategy that incorporates many channels of promotion.
- Use Catchy Tunes and Celebrity Spokespeople Commercials for baby product that use catchy tunes and celebrity spokespeople are more likely to attract viewers' attention, according to studies. To increase your brand's visibility and reputation in the market, try using memorable jingles and teaming up with influential public figures in your industry.
- Indian parents place a premium on functionality and convenience while shopping for their children. Be sure that the advertising messages draw consumers' attention to and promote the intention to acquire the products by emphasizing their useful characteristics, safety features, and special benefits.

5.2: Conclusion

We developed a planning strategy to promote Indian baby products most effectively. We learned a lot about Indian parents and caregivers' tastes, shopping patterns, and decision-making factors from survey data. Our findings demonstrate the value of social media in engaging the target population. However, conventional media like television have power. We recommend balancing traditional and digital media in advertising strategies. Celebrities can increase brand visibility and consumer interest (Scrinis, 2015). Establishing close emotional relationships with parents and emphasizing the product's benefits has also been shown to be effective. Ads must accommodate for the country's significant cultural diversity. Consider local customs, beliefs, and interests to avoid offense. Indian parents prioritize baby product quality and price.

Value for money and product certifications can boost brand reputation. Indian companies benefit from word-of-mouth advertising and social proof from customer feedback and user-generated content. Family and online reviews strongly influence consumers' purchases. Remember that advertising strategies change. Changing market preferences, new styles, and new technology necessitate constant monitoring and reorientation. Performance indicators must be reviewed regularly to optimize advertising campaign tactics. The study's recommendations can help baby product companies better position themselves in the Indian market, increase brand recognition, and penetrate the market (Scrinis, 2015). This research's planning strategy helps create successful marketing campaigns that meet Indian consumers' needs. Being aware of changing dynamics and consumer behavior in advertising is crucial. Indian parents' responses determine advertising efforts' success. This strengthens client loyalty and grows the Indian baby product business.

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