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PERCEPTION OF MOTHER TOWARDS BABY FOOD PRODUCTS

ANUPAMA SUNDAR D

ASST. PROFESSOR

JSS CENTRE FOR MANAGEMENT STUDIES

SRI. JAYACHAMARAJENDRA COLLEGE OF ENGINEERING

JSS SCIENCE & TECHNOLOGY UNIVERSITY

MYSORE

ABSTRACT

Food is an important component of health care for infants. Parents always try to give their baby nutritious food. Commercially produced infant food has a different taste profile and nutritional content compared to homemade baby food and its consumption is now very widespread. Baby food behaviour has been expressed in various ways because of recent changes in the family environment. Thus, this study was performed to investigate quality research on the mother's perception on baby food products. It describes the result of the data collected through survey, 250 mixed category respondent consisting married women. The major findings were that that respondent does not consider all the variables to fulfilled their dependent variables. Likert scale is used to collect data and to enter the data to excel sheet, SPSS is software used to analyse the collected data. The statistical tool used is factor analysis, descriptive, regression, reliability, ANOVAs. This study was designed in four steps of planning, collection of participant's process and analysis. Due to lack of time, home prepared foods cannot be given to the children always by the parents, so they go for tinned foods available in the market. The parents prefer tinned food not only for quality but also for some additional nutrients provided by the manufacturers. Hence at this point, it is essential to study the mother's perception towards the baby food and the factors determining their satisfaction. The major focus areas of the baby food industry are mothers. This has resulted in this highly competitive environment of baby food products laying all their emphasis and concentration in providing quality products at nominal prices to their customers which in turn improves their level of satisfaction.

KEYWORDS

baby food product, nutrition, supplements, brand image, food safety.

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1. INTRODUCTION

The baby food market in India witnessing rapid growth. It is an industry that is gaining importance all over the world. There are many factors like increasing awareness, increasing number of working women, and the increasing in income levels and shift in consumer behaviour have led to baby food industry growth. The baby's health at any point is the top priority for its parents. Every parent will want to make their baby strong and healthy by giving them nutritious food. Due to various reasons, parents are not able to feed their babies exclusively with homemade food. This makes them search for readymade food for their baby without much trouble. Hence they purchase different types of baby food which are available in the market to meet their requirements. According to Joseph Reitz "Perception includes all those process by which an individual receives information about his environment – seeing, hearing feeling tasting and smelling. The study of these perpetual processes shows that their functioning is affected by three classes of variables – the objectives or events being perceived, the environment in which perception occurs and the individual doing the perceiving." In simple words we can say that perception is act of seeing what is there to be seen. But what is seen is influenced by the perceiver, the object and its environment. The changing food environment is the reason for increasing variety of food forms available for purchase. Nutrition is one the most important aspect for which parents give more importance. A nutrient is any substances that are absorbed and either provides you with energy or enables growth, repair or proper functioning of our body. Nutrients are substances intended primarily to nourish your body and treat diseases. In the present scenario baby's health is the major thing where parents give more priority. Every mother wants his baby to be very strong and healthy for this purpose parents always try to give their baby nutritional food as they don't have time they cannot always give their baby home prepared food so parents search for nutritious readymade food for their baby without much annoyance. Hence they purchase different types of baby food product. Quality of the baby food products is also an extremely important aspect for the mothers. Quality represents the sum of all properties and assessable attributes of a food item. Food quality is the quality characteristics of food acceptable to consumer. The definition of quality includes the precise. "The distinctive trait, characteristics, capacity or virtue of a product that gets it apart from all." According to the 1970 yearbook agricultural, "is the measure or expression of goodness." Food buyers are concerned about some of these characteristics of excellence they express them differently it includes external factors as appearance, (size, shape, colour, gloss, and consistency) texture and flavour, factors such as federal grade standards and internal (chemical, physical, microbial). Food safety and environment issues that determine the mother's acceptance of baby food products. They give more concern to the quality baby food product rather than other type of food product. Quality of baby food products can be determined by its colour, value, fragrance, flavour and ingredients used. Quality of baby food products can also be evaluated by the brand, price, production process etc. While advertising has more or less shaped mother's perception and attitude towards baby food products. Their purchase decision is not entirely based on information from the advertisements or other means of marketing communication. Their best interest is always the safety and health of their babies therefore other factors might play significant role in purchase decision such as expert opinion, other mothers experience, baby performance etc. Becoming a parent can be daunting endeavour which is why guidance from trusted advisors. A recommendation from health care experts tops the list of most influenced information sources. Brand name is very important while comes to selection of baby food products. Trusted brand names are most important developing markets. While consumer knows what they looking for when it comes to price they are they are not opposed to switching brands if another products better suits their needs. If the less expensive product fails to deliver on basic expectations of leakage protection, gentleness, comfort and absorption, consumers will not likely to buy it again. The above variables are leads to the mother's satisfaction towards baby food products performance. Satisfaction refers to customer level of approval when comparing a product's perceived performance with his or her expectations. Also could refer to discharge, extinguishment, or retirement of an obligation to the acceptance of the obligor, or fulfillment of a claim. While satisfaction is sometimes equated with performance, it implies compensation or substitution whereas performance denotes doing what was actually promised. Providing quality products at nominal prices to their customers which in turn improve their (customers') level of satisfaction. An important factor to take into consideration when examining the usage of commercial baby foods is the parental experience of weaning and reasons for choosing and introducing particular foods. Commercial baby foods are, in general, an accessible, non-perishable and portable option of feeding. The increase in their usage may be a reflection of modern lifestyles becoming busier, with less home cooking taking place, leading to an overall increased reliance on readymade food. Several firms had been engaging in production and marketing of infant food product. Hence the consumer (mothers) had greater options to choose from various options. Undertaking the mother's perceptions and behaviour towards baby food products would help the firms in formulating the strategies to cater the needs of the consumer (other). In this context study on mother perception towards baby food products was deemed to be important to understand the buying behaviour and preferences of different consumers and also elucidated the perception of mothers on food quality of baby food products. Not all the variables are considered, which is used in this study are effectively influenced while buying a baby food products.

2. THEORETICAL BACKGROUND

HISTORY OF THE PRODUCT (BABY FOOD PRODUCT)

Baby food is any soft, easily consumed food, other than breast milk or infant formula that is made specifically for babies, roughly between the ages of four to six months and two years. The food comes in multiple varieties. In the Western world until the mid-1900s, baby food was generally made at home. The industrial revolution saw the beginning of the baby food market which promoted commercial baby foods as convenience items. In developed countries, babies are now often started with commercially produced iron-fortified infant cereals, and then move on to mashed fruits and vegetables. Commercial baby foods are widely available in dry, ready-to-feed and frozen forms, often in small batches (e.g. small jars) for convenience of preparation. On the contrary, in developing countries, breastfeeding is more widely accepted and socially tolerated in public, thus creating a societal contrast. Amy Bentley, author of inventing baby food product talks about how infant feeding reflects one's "position in the post-war era of the American Century" because in developed countries, families are able to purchase processed baby foods to feed their children, whereas in developing country, natural breastfeeding is more popular. Commercially prepared baby foods in the Netherlands were first prepared by Martinus van der Hagen through his NV Nutricia company in 1901. In United States they were first prepared by Harold Clapp who sold Clapp's Baby Food in the 1920s. The Fremont Canning Company now called the Gerber Products Company started in 1927. The Beech-Nut company entered the U.S. baby food market in 1931. The first precooked dried baby food was Pablum which was originally made for sick children in the 1930s. Other commercial baby food manufacturers include H. J. Heinz Company Nestle Nutricia and Organix Heinz produced dehydrated baby food in the 1980s. The demand from parents for organic food began to grow in the 1960s; since then, many larger commercial manufacturers have introduced organic lines of infant food. At the beginning of the 20th century in America, most babies began eating baby food around the age of seven months. During and shortly after World War II, the age at which solid food was first introduced dropped to just six weeks. This age has since increased to four to six months. By the mid-20th century, manufactured baby food was readily used and supplemented previous infant feeding practices. Author of inventing baby food products. Amy Bentley argues that the excessive additives of sugar, salt, and MSG in overused manufactured baby food conditioned infants to prefer processed foods later in life. Also, it is believed that exposing infants to solid foods at an earlier age will help them get used to foods later on in life. This subsequent misuse of salt and sugar was also feared to effect issues of weight and nutrition based diseases. In China and other East Asian countries, homemade baby food remains common, and babies are started on rice porridge called xifan then move on to mashed fruits, soft vegetables, tofu and fish. In Sweden, it is common to start with mashed fruit, such as bananas, as well as oatmeal and mashed vegetables. In western Africa, maize porridge is often the first solid food given to young children.

3. HISTORY OF THE AREA (FUNCTIONAL FOOD AREA)

A functional food is a food given an additional function (often one related to health-promotion or disease prevention) by adding new ingredients or more of existing ingredients. Functional foods may be "designed to have physiological benefits and/or reduce the risk of chronic disease beyond basic nutritional functions, and may be similar in appearance to conventional food and consumed as part of a regular diet". A large-scale, grant-aided research project on food functions that was conducted in Japan from the early 1980 to 1990s brought about the world's first policy that legally approved functional food as "food for specified health we (FOSHU). Each functional food products approved as a FOEHU is subjected to strict inspection data regarding the products effectiveness and safety.

4. CURRENT SCENARIO

Today baby food product industry in India, rapid urbanization, growing population, increasing disposable income and growing number of women workforce has led to the fact paced growth in this industry where the availability of good quality food is gradually increasing with innovation in product variants. In terms of evaluation of baby food industry, the usage of innovative packaging techniques has given rise in the investment and research and development is carried out by major companies to offer better quality products. Now a day's consumers judge the baby food products and functional food products not only in terms of taste and nutritional needs but also in terms of their ability to improve the health and well-being

5. PURPOSE OF THE STUDY

To know how a customer (mother) perceives a baby food product specifically regarding quality, nutrients, supplements, brand image and influences them to buy the baby food products and know if they using any baby food product is it worth for their money. To know their satisfaction level towards baby food products. To know is there expected product performance matches with the exact product performance. By analysing the data with the help of various statistical tool. To know the factors considered while perceiving about baby food products. To know the important factors which play a significant role in forming a perception towards a baby food products?

6. OBJECTIVES OF THE STUDY

1. To study the perception of mothers towards baby food products.
2. To identify the factors, which determine the satisfaction and measure their level of satisfaction.
3. To study the need and desire of mother's regarding the consumption of baby food products.
4. To find out the motivational factors to buy the baby food products.
5. To know the opinion of mothers regarding commercially produced baby food products.
6. To offer the valuable suggestions for the improvements of infant food industry.

7. STATEMENT OF PROBLEM

It is an emotional bonding occasion for every mother when she feed her baby. However, in the present age, mothers finding it extremely difficult to exclusively to feed their child due to various reasons like busy life, sickness, Physiological problems, modernization family financial situation etc. Whereas here baby food products act as a substitutes due to a steep increase in literacy levels majority of women are forced to be strongly career oriented it is evident that a majority of mothers are moving towards infant food products for some reason or other. Many brands with different prices and quality are available in the market in this case mothers also face difficulties in choosing an appropriate brand with good quality at the same time marketers are facing stiff competition from their competitor so it becomes essential for marketers to study the perception of mothers towards the baby food products for further survivals and success as well as to fulfill the quality of requirement of mothers. Therefore, to know mother's perception on the baby food products this study has been undertaken

8. LIMITATIONS OF THE STUDY

1. The area of the study is restricted to Mysore city.
2. The number of respondents in the study is limited to 250.
3. The accuracy of the study depends on the data provided by the respondent.
4. This study is made based on primary data.
5. The respondent views and opinions may vary in future.
6. The respondent is considered below age group of 40 years married women.
7. As many of the respondent furnished the data on recall basis.

9. SCOPE OF THE STUDY

The scope of the study is restricted to selected category of respondent. The present study titled "The mothers perception towards baby food products." Aims to assess the different perception regarding the baby food products. To know what are all the variables which influences to buy the baby food products. To also assess the extent of variation in the perception of the mothers towards baby food products.

10. LITERATURE REVIEW

Mariesa Miley and Ann Mack (2009), in their study "The rise of the real mom" has revealed that how mothers differ from their older counterparts and examine how markets can and should improve communication about infant food product to its target consumer.

Dr. S. Kalasiselvi and Mrs. S. Mohanapriya (2013), in their study "women's perception towards baby food with special reference to erode town" has revealed consumer (mother) behaviour was deemed to be important to understand the buying behaviour and preferences of different consumers.

Kate Birmingham and Susan Venna (2013), in their study "New motherhood a moment of change in everyday shopping practices" has revealed the ways in which modes and meaning of everyday shopping may shift through of transition to mother because of environment impacts associated with positive moves.

Febrina Fitriyanti Tambunan and Mustika Sufiati (2015), in their study "mother's perception, attitude, and willingness to purchase towards baby formula" has revealed that growth benefits made by baby formula significantly influence the willingness to purchase baby food products as substitutes for breastfeeding but does not build baby's intelligence as claimed in many advertisements.

Nielsen (2015), in the study "Trends in the baby food and Diaper markets" has revealed that word of mouth communication is the most commonly cited source for information about baby food product and brand name, nutrients and safety are the most important purchase criteria for baby food. Price is an important purchase consideration in developing market.

Kate Maslin, Audrey Dunn and Galvin and Carina Venter, (2015) in their study "A quantity study of mother's perception of weaning and use of commercial infant food" has revealed that commercial baby food product was perceived as more convenient to homemade baby food by the majority and superior and safer to baby.

Dr. V. Pradeepa and Dr. P. Pandurangan (2016), in their study "Mother's perception towards the quality of baby food products in Coimbatore district" has revealed that the highly competitive environment the baby food industry lays down it emphasize on providing quality products at a nominal price to their customer in order to improve their level of satisfaction.

11. GAP OF THE FINDING

Major finding in this study is majority of mothers considered the baby food product as a substitution. They get information from medical practitioners and friends, relatives and neighbors. The mothers prefer more Pharmacy store for purchasing and they buy frequently like once in a

12. RESEARCH DESIGN AND METHODOLOGY

The data has been collected from primary data through survey method. The sample size of the respondent is calculated under slovin's formula. The Slovin's Formula is quite popularly use in our country for determining the sample size for a survey research, especially in undergraduate thesis in education and social sciences, may be because it is easy to use and the computation is based almost solely on the population size. The Slovin's Formula is given as follows: $n = N/(1+Ne^2)$, where n is the sample size, N is the population size and e is the margin of error to be decided by the researcher. Where confidence level is 95% and the level of error occurrence is 0.05. Total population is considered is 1000 members which suggest the final 250 respondents to conduct the survey. Where questionnaire was design on the basis of variables. Variables are bifurcated as dependent variables and independent variables in which it consists 5 questions each.

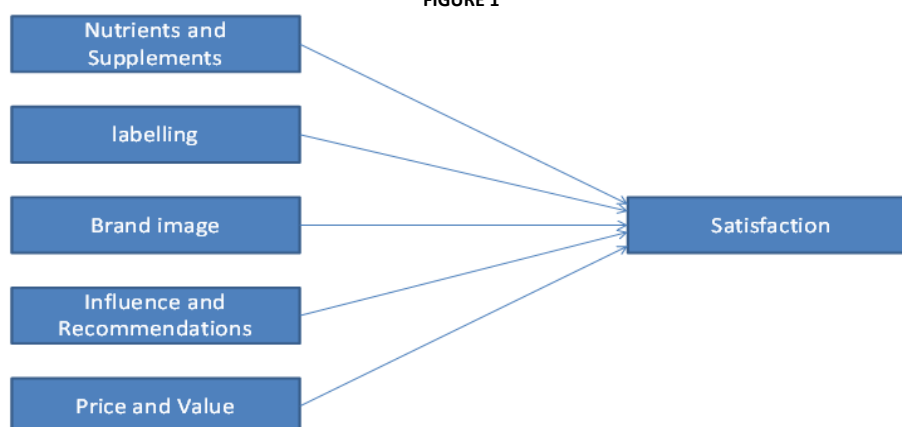
DEFINITION OF VARIABLES

Nutrients and supplements: A substance that provides nourishments essential for the maintenance of life and growth. A substance design to make up for a deficiency in one's diet. Nutrients are molecules in food that all organisms need to make energy, grow, develop, and reproduce. Nutrients are digested and then broken down into basic parts to be used by the organism. There are two main types of nutrients, macronutrients and micronutrients. The three main categories of macronutrients include carbohydrate, protein, and fat. The two types of micronutrients are vitamins and minerals, and these are extra molecules that cells need to make energy.

Labelling: Display of information about a product on its contains, packaging or the product itself. Which also explains about products usage and what exactly product contain. Labelling involves attaching a small piece of paper, fabric, plastic, or similar material that is part of the package, to identify it or give instructions or details concerning its ownership, use, nature, destination, etc. Protection and preservation Information Transmission Containment Product Promotion Product Identification Convenience Product Positioning Enhances product image and Appeal.

CONCEPTUAL MODEL OF VARIABLES

FIGURE 1



HYPOTHESIS

Variable one: Nutrients and Supplements

H0: There is no significant relationship between Nutrients and supplements and Satisfaction

H1: There is a significant relationship between Nutrients and supplements and Satisfaction

Variable Two: Labeling

H0: There is no significant relationship between Labeling and Satisfaction

H1: There is a significant relationship between Labeling and Satisfaction

Variable Three: Brand image

H0: There is no significant relationship between Brand image and Satisfaction

H1: There is a significant relationship between Brand image and Satisfaction

Variable Four: Influence and Recommendations

H0: There is no significant relationship between Influence and Recommendation and Satisfaction

H1: There is a significant relationship between Influence and Recommendation and Satisfaction

Variable Five: Price and Value

H0: There is no significant relationship between Price and Value and Satisfaction

H1: There is a significant relationship between Price and Value and Satisfaction

13. DATA ANALYSIS AND INTERPRETATION**TABLE 1: DESCRIPTIVE STATISTICS MEAN AND STANDARD DEVIATION**

	N	Range	Minimum	Maximum	Sum	Mean	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Nutrition	250	4.00	1.00	5.00	898.00	3.5920	.04816
Value	250	4.00	1.00	5.00	965.00	3.8600	.05754
Commercial available	250	4.00	1.00	5.00	808.00	3.2320	.06445
Labelling	250	4.00	1.00	5.00	823.00	3.2920	.07121
Communicate	250	4.00	1.00	5.00	866.00	3.4640	.05167
Influence buying	250	4.00	1.00	5.00	938.00	3.7520	.05296
Examine	250	4.00	1.00	5.00	824.00	3.2960	.06000
Buying Decision	250	4.00	1.00	5.00	858.00	3.4320	.06578
Experiment	250	4.00	1.00	5.00	801.00	3.2040	.05871
Buy Branded	250	4.00	1.00	5.00	850.00	3.4000	.05696
Reorganization	250	4.00	1.00	5.00	862.00	3.4480	.05551
External Aspects	250	4.00	1.00	5.00	841.00	3.3640	.06310
Recommendation	250	4.00	1.00	5.00	984.00	3.9360	.06598
Celebrity endorsement	250	4.00	1.00	5.00	834.00	3.3360	.07031
Price sensitive	250	4.00	1.00	5.00	907.00	3.6280	.06517
Hike in Price	250	4.00	1.00	5.00	807.00	3.2280	.06849
Comparison	250	4.00	1.00	5.00	741.00	2.9640	.06786
Products Price	250	4.00	1.00	5.00	740.00	2.9600	.07494
Information	250	4.00	1.00	5.00	938.00	3.7520	.04581
Supplements	250	4.00	1.00	5.00	792.00	3.1680	.06011
Buy healthy	250	4.00	1.00	5.00	930.00	3.7200	.04287
Brand image	250	4.00	1.00	5.00	845.00	3.3800	.05957
Feasibility	250	4.00	1.00	5.00	742.00	2.9680	.07212
Valid N (list wise)	250						

TABLE 2: DESCRIPTIVE STATISTICS SKEWNESS AND KURTOSIS

	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Nutrition	.76148	.580	-.094	.154	-.026	.307
Value	.90979	.828	-.751	.154	.353	.307
Commercial available	1.01898	1.038	-.019	.154	-.562	.307
Labelling	1.12597	1.268	-.033	.154	-.806	.307
Communicate	.81693	.667	-.373	.154	.096	.307
Influence buying	.83744	.701	-.581	.154	.519	.307
Examine	.94867	.900	-.254	.154	-.428	.307
Buying Decision	1.04005	1.082	-.098	.154	-.699	.307
Experiment	.92835	.862	-.205	.154	.021	.307
Buy Branded	.90069	.811	.020	.154	-.487	.307
Reorganization	.87771	.770	-.002	.154	-.365	.307
External Aspects	.99774	.995	.001	.154	-.516	.307
Recommendation	1.04320	1.088	-.556	.154	-.586	.307
Celebrity endorsement	1.11178	1.236	-.076	.154	-.702	.307
Price sensitive	1.03047	1.062	-.093	.154	-1.061	.307
Hike in Price	1.08292	1.173	.224	.154	-.867	.307
Comparison	1.07299	1.151	.072	.154	-.653	.307
Products Price	1.18491	1.404	.370	.154	-.710	.307
Information	.72429	.525	-.799	.154	1.066	.307
Supplements	.95047	.903	-.059	.154	-.203	.307
Buy healthy	.67782	.459	-1.071	.154	2.077	.307
Brand image	.94189	.887	-.158	.154	-.518	.307
Feasibility	1.14025	1.300	.276	.154	-.732	.307

N=the responses collected were 250. The Likert was used to measure the response of the respondent. Descriptive statistics was done using SPSS software as shown in the table. Descriptive included Range, mean standard deviation, variance, kurtosis, and skewness. Range=the range of the scale of the dependent and independent variable is most of 4 and 3 as in the table Range = H-L. Mean=Mean the average of the variables is also ranging from 4 and 3. Standard error=the deviation between the sample mean and population is measured using standard error. Standard error the test made to check the accuracy; it should be least in number. As the sample size increases the standard error decreases. Standard deviation=the statistical measure to measure the dispersion of the set of data values. Whereas the variance is square root of it.

Skewness: values of skewness should be near to 1. It measures the degree and direction of asymmetry. From the above table the factors are negatively skewed. Hence the data is skewed to left. This means the mean is less than mode, median is less than mode.

Kurtosis: The kurtosis of 2.96 is near the expected value of 3. The closer the kurtosis value to zero, the more normal the distribution of scores. A distribution is more leptokurtic (peaked) when the kurtosis value is a large positive value as the item from the table has (10.547-point of view) as the value of kurtosis, and a distribution is more platykurtic (flat) when the kurtosis value is a large negative value (interpret—1.202).

FACTOR ANALYSIS OF INDEPENDENT VARIABLE

TABLE 3: KMO FOR INDEPENDENT VARIABLE

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Bartlett's Test of Sphericity	Approx. Chi-Square	490.826
	Df	66
	Sig.	.000

KMO test measures sampling adequacy for each variable calculated as 0.805 as the above table. The sampling size to be adequate the KMO value should be greater than 0.5. A value ranging from 0.80 to

0.85 says that the adequacy is mediocre. Hence the sampling adequacy for items of Independent variable is mediocre. Stating it is acceptable.

TABLE 4: ROTATED COMPONENT MATRIX

	Component			
	1	2	3	4
Labelling	.757			
Commercial available	.743			
Products Price	.737			
Competition	.726			
HikeinPrice	.614			
Celebrity endorsement		.718		
Price sensitive		.684		
External Aspects		.536		
Influence buying			.800	
Buying Decision			.655	
Recommendation				.699
Reorganization				.617

Finally Rotated Component Matrix show the factors for each variables and highlighted the factors that each variables loaded most strongly. Based on these loaded factors it represents

1. First five subset component loaded strongly on factor one that is Nutrients and Supplements
2. Followed by next components loaded on second factors that is Labeling
3. Followed by next two components are loaded on third factor Brand image
4. The last two components are loaded in fourth factor which is Influence and Recommendation

FACTOR ANALYSIS FOR DEPENDENT VARIABLES

TABLE 5: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.598
Bartlett's Test of Sphericity	Approx. Chi-Square	80.150
	Df	10
	Sig.	.000

KMO test measures sampling adequacy for each variable calculated as 0.598 as the above table. The sampling size to be adequate the KMO value should be greater than 0.5. A value ranging from 0.50 to 0.598 says that the adequacy is mediocre. Hence the sampling adequacy for items of dependent variable is mediocre. Stating it is acceptable.

TABLE 6: ROTATED COMPONENT MATRIX

	Component	
	1	2
Brand image	.736	
Feasibility	.734	
Supplements	.714	
Information		.750
Buy healthy		.727

Finally Rotated Component Matrix show the factors for each variables and highlighted the factors that each variables loaded most strongly. Based on these loaded factors it represents

1. First Three subset component loaded strongly on factor one that is Nutrients and Supplements.
2. Followed by next Two components loaded on second factors that is Labeling.

RELIABILITY TEST

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. Here reliability test is done for independent variables. Where it divided in to four components. Here I considered the components which have the Cronbach alpha more than 0.5 is more reliable component. Component 1 having a more consistency and which can be relied more compare to other components which as 5 items in it.

TABLE 7: RELIABILITY STATISTICS

Cronbach's Alpha	N of Items
.787	5
.428	3
.257	2
.092	2

ANOVA TEST

A method for assessing the contribution of an independent variable or controllable factor to the observed variation in an experimentally observed dependent variable to determine whether any of the differences between the means are statistically significant, compare the p-value to your significance level to assess the null hypothesis. The null hypothesis states that the population means are all equal.

Usually, a significance level (denoted as α or alpha) of 0.05 works well. If p-value is less than significance level then Null hypothesis is rejected.

TABLE 8: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691 ^a	.477	.469	.72878181

TABLE 9: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	118.875	4	29.719	55.955	.000 ^b
Residual	130.125	245	.531		
Total	249.000	249			

TABLE 10: COEFFICIENTS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.000E-013	.046		.000	1.000
	ind 1	.655	.046	.655	14.193	.000
	ind 2	-.025	.046	-.025	-.536	.592
	ind 3	.169	.046	.169	3.649	.000
	ind 4	.137	.046	.137	2.965	.003

As dependent variables id divided in to 2 components. Here annova is done based on first components. Here I considered the Null hypothesis is as rejected whose valve is less than 0.05 that is p valve is less than significance value.

TABLE 11: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345 ^a	.119	.105	.94620265

TABLE 12: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	29.652	4	7.413	8.280	.000 ^b
Residual	219.348	245	.895		
Total	249.000	249			

TABLE 13: COEFFICIENTS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.001E-013	.060		.000	1.000
	ind 1	-.234	.060	-.234	-3.903	.000
	ind 2	-.069	.060	-.069	-1.153	.250
	ind 3	.172	.060	.172	2.874	.004
	ind 4	.173	.060	.173	2.880	.004

As dependent variables id divided in to 2 components. Here annova is done based on second components. Here I considered the Null hypothesis is as rejected whose valve is less than 0.05 that is p valve is less than significance value.

HYPOSTASIS

Variable one: Nutrients and Supplements

In both the case $P < \alpha$ where, $0.00 < 0.05$ and $0.00 < 0.05$

Therefore, Null hypothesis is rejected

H0: There is no significant relationship between Nutrients and supplements and Satisfaction

H1: There is a significant relationship between Nutrients and supplements and Satisfaction

There is a significant relationship between Nutrients and Supplements and satisfaction

Variable Two: Labeling

In both the case $P < \alpha$ where, $0.592 > 0.05$ and $0.250 > 0.05$

Therefore, Null hypothesis is accepted

H0: There is no significant relationship between labeling and Satisfaction

H1: There is a significant relationship between Labeling and Satisfaction

There is No significant relationship between Labeling and satisfaction

Variable Three: Brand image

In both the case $P < \alpha$ where, $0.00 < 0.05$ and $0.04 < 0.05$

Therefore, Null hypothesis is rejected

H0: There is no significant relationship between Brand image and Satisfaction

H1: There is a significant relationship between Brand image and Satisfaction

There is a significant relationship between Brand image and Satisfaction

Variable Four: Influence and Recommendations

In both the case $P < \alpha$ where, $0.03 < 0.05$ and $0.04 < 0.05$

Therefore, Null hypothesis is rejected

H0: There is no significant relationship between Influence and Recommendation and Satisfaction

H1: There is a significant relationship between Influence and Recommendation and Satisfaction

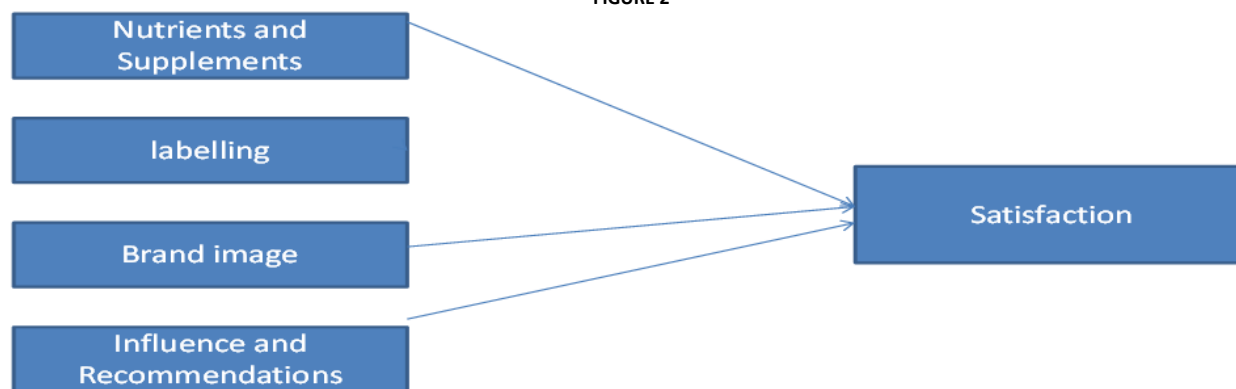
There is a significant relationship between Influence and Recommendation and Satisfaction

Variable Five: Price and Value

H0: There is no significant relationship between Price and Value and Satisfaction

H1: There is a significant relationship between Price and Value and Satisfaction

FIGURE 2



As we did the ANOVAS test for both the dependent components where second independent variables Labeling show its P value more than its significant value so in the both the case independent variables has no significant relationship between its dependent variables satisfaction.

14. SUGGESTIONS

1. Educate the people about baby food product by creating awareness
2. The baby food product manufacturing firms should the survey to understand the customer requirements
3. The baby food products manufacturing firms should interpret their strategies with regard to the customer preferences
4. They should ensure that their product is accessible every where
5. The firms should sell their baby food product in economic level so that every income level people can buy their product
6. The government should also involve in the process of creating awareness among people regarding baby food products
7. They also tryout the best promotional practices to gain more customer and to retain the existing customer
8. It is better to come out with innovative and diversification baby food products
9. The baby food manufacturing firms should also look after the quality of baby food product.
10. The baby food manufacturing firms should communicate the importance and usage of baby food products to its respected customers.

15. CONCLUSION

As the study is about the identified the Mother's perceptions towards baby food products on various dimension like Nutrients and Supplements, labeling, Brand image, Influence and recommendations, Price and Value of the baby food products to assessed their level of satisfaction towards baby food products. The mothers' have been considered as the vital focus area in the sector of the baby food industry. As a result, in this highly competitive environment, the baby food industry lays down its emphasis on providing quality products at a nominal price to their customers in order to improve their level of Satisfaction. By offering better, diversified and customized products to fulfill the needs and wants of the mothers and creating a trust in the minds of Mothers, the baby food industry can improve the level of satisfaction of Mothers towards baby food products. As per the survey the mothers won't give much importance to labeling of the baby food product but for Nutrients in food, so the firms should concentrate on Nutrients of baby food products. Mothers take utmost care of their children's health. Mothers try their Maximum to fulfill the nutrient requirements of their children. So the baby Food industry should supply products in such a way that it satisfies the taste & preference, quality requirements, product variety requirements, etc of the Mothers. In today's world of rapidly changing technology, consumers taste, need and preferences are also characterized by fast change. But baby's health is the prime factor in the changing world. If the above stated suggestions are considered by the baby food manufacturers, it would certainly help to preserve baby's health and also to boost their market.

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