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The Influence of Digital Marketing on Parental Purchase Intention Towards Baby Skincare Products

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Abstract

Digital marketing has become an important tool for influencing consumer behaviour and purchasing decisions. The increasing use of social media, online reviews, digital advertisements, influencer recommendations, and online product information has changed the way parents search for and evaluate baby skincare products. Since babies have delicate and sensitive skin, parents tend to collect sufficient information before selecting skincare products for their babies. This study aims to examine the influence of digital marketing on parental purchase intention towards baby skincare products. The study adopts a conceptual approach based on secondary data collected from existing research articles, journals, books, and consumer behaviour studies. The conceptual framework highlights digital marketing factors such as social media marketing, online reviews, digital advertisements, influencer recommendations, and online product information as factors influencing parental purchase intention. The study suggests that informative, credible, and engaging digital marketing communication can influence parents' product awareness, evaluation, and purchase intention. The study provides useful insights for baby skincare marketers and manufacturers to develop effective digital marketing strategies and communicate product information clearly to parents.

Keywords

Digital Marketing, Parental Purchase Intention, Baby Skincare Products, Social Media, Online Reviews, Consumer Behaviour

Introduction

Digital marketing has significantly changed the way consumers obtain product information and make purchasing decisions. Social media platforms, online shopping websites, digital advertisements, online reviews, and influencer recommendations have become important sources of information for consumers. Parents can now search for product information, compare brands, read consumer experiences, and obtain recommendations through various digital platforms.

Baby skincare products require special attention because babies have delicate and sensitive skin. Parents are therefore careful when selecting products such as baby soaps, lotions, oils, shampoos, creams, and powders. Before purchasing these products, parents may seek information regarding product quality, ingredients, suitability, consumer experiences, and brand reputation.

Digital marketing provides parents with easy access to such information. Social media content can create product awareness, online reviews can provide experiences of other consumers, and influencer recommendations can introduce products to parenting communities. Digital advertisements and online product descriptions can also provide information about product features and benefits.

Therefore, understanding the influence of digital marketing on parental purchase intention is important for baby skincare manufacturers and marketers. Effective digital communication can help brands reach parents and provide information that supports their purchasing decisions.

Need of the Study

The increasing use of digital platforms has changed the traditional process of consumer decision-making. Parents are increasingly exposed to baby skincare products through social media, e-commerce platforms, online advertisements, reviews, and digital recommendations.

The availability of numerous baby skincare brands and products may make it difficult for parents to select suitable products. Digital marketing can help parents obtain information and compare different alternatives before making a purchase.

Online reviews provide information about the experiences of other consumers, while social media allows parents to interact with brands and other consumers. Influencer recommendations may also influence parents when the information is considered useful and credible.

Although digital marketing has become an important part of consumer behaviour, limited conceptual studies have specifically focused on its influence on parental purchase intention towards baby skincare products. Therefore, this study focuses on the major digital marketing factors that may influence parental purchase intention.

Definition of Baby Skincare Products

Baby skincare products are specially developed personal care products intended to cleanse, moisturize, protect, and maintain the sensitive skin of babies. These products are generally formulated with mild ingredients suitable for infants.

Baby skincare products commonly include baby soaps, lotions, oils, shampoos, creams, powders, wipes, and diaper rash creams. Parents generally consider product quality, suitability, ingredients, brand reputation, and recommendations when selecting such products.

Review of Literature

The study explains that digital marketing has become an important source of information for consumers in the purchasing process. Social media platforms, online advertisements, and digital content help consumers obtain information about products and services. In the context of baby skincare products, parents can use digital platforms to learn about product features, benefits, and suitability before making a purchase.

Previous studies indicate that social media and electronic word-of-mouth can influence consumer attitudes and purchase intentions. Mangold and Faulds (2009) explained that social media has become an important element of marketing communication, while Erkan and Evans (2016) highlighted the importance of online information and electronic word-of-mouth in influencing consumers' purchase intentions. These studies suggest that digital information can play an important role in consumer decision-making.

Similarly, Kaplan and Haenlein (2010) discussed the growing importance of social media in consumer communication and interaction. Digital platforms allow consumers to share experiences, reviews, recommendations, and product-related information. Therefore, parents may be influenced by social media content, online reviews, digital advertisements, and recommendations when developing purchase intention towards baby skincare products.

Research Objectives

To examine the influence of digital marketing on parental purchase intention towards baby skincare products.

To analyse the influence of social media marketing and online reviews on parental purchase intention.

To examine the role of digital advertisements and influencer recommendations in shaping parental purchase intention.

To understand the role of online product information in influencing parental purchase intention towards baby skincare products.

Research Hypotheses

H1: Digital marketing has a significant influence on parental purchase intention towards baby skincare products.

H2: Social media marketing and online reviews have a significant influence on parental purchase intention towards baby skincare products.

H3: Digital advertisements and influencer recommendations have a significant influence on parental purchase intention towards baby skincare products.

H4: Online product information has a significant influence on parental purchase intention towards baby skincare products.

Conceptual Framework

The conceptual framework of the study explains the relationship between digital marketing factors and parental purchase intention towards baby skincare products.

The framework considers Digital Marketing as the independent variable and Parental Purchase Intention as the dependent variable.

Digital marketing includes social media marketing, online reviews and ratings, digital advertisements, influencer recommendations, and online product information. These factors provide parents with product-related information and may influence their evaluation and intention to purchase baby skincare products.

The framework therefore proposes that effective and credible digital marketing communication can influence parental purchase intention towards baby skincare products

Variables of the Study

Independent Variable

1. Digital Marketing

Digital marketing refers to the use of digital platforms and communication channels to promote products and provide information to consumers. In the context of baby skincare products, digital marketing enables parents to obtain product information and evaluate different brands before purchasing.

Social Media Marketing

Social media marketing refers to the promotion of baby skincare products through platforms such as Instagram, Facebook, YouTube, and other social media channels. Product posts, videos, educational content, and customer interactions may create awareness and influence parental purchase intention.

Online Reviews and Ratings

Online reviews and ratings provide information about the experiences and opinions of consumers who have used a product. Parents may consider reviews and ratings when comparing baby skincare products and deciding whether a product is suitable.

Digital Advertisements

Digital advertisements communicate product information through websites, social media platforms, search engines, and online shopping applications. Attractive and informative advertisements can create awareness and encourage parents to consider a product.

Influencer Recommendations

Influencer recommendations involve product information or experiences shared by individuals with an established audience on digital platforms. Parenting and lifestyle influencers may introduce baby skincare products to parents and influence their product evaluation.

Online Product Information

Online product information includes product descriptions, ingredients, usage instructions, product benefits, prices, photographs, and other details available through websites and e-commerce platforms. Clear information helps parents compare products and make informed purchasing decisions.

Dependent Variable

2. Parental Purchase Intention

Parental purchase intention refers to the willingness or likelihood of parents to purchase baby skincare products after evaluating the available information and alternatives. Parents may develop purchase intention based on their perception of the product, digital information, reviews, recommendations, and brand communication.

Conclusion

Digital marketing has become an important influence on modern consumer purchasing behaviour. Parents can obtain information about baby skincare products through social media, online reviews, digital advertisements, influencer recommendations, and online product information. These digital sources can help parents become aware of products, compare alternatives, and develop purchase intentions.

The conceptual framework developed in this study highlights the relationship between digital marketing factors and parental purchase intention towards baby skincare products. Social media marketing, online reviews, digital advertisements, influencer recommendations, and online product information may play an important role in shaping parental purchase intention.

Therefore, baby skincare manufacturers and marketers should provide clear, informative, reliable, and parent-oriented digital content. Effective digital marketing communication can help brands reach parents, provide

useful product information, and strengthen product consideration. The study provides a conceptual foundation for future research on digital marketing and parental consumer behaviour in the baby skincare market.

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