

EXPLORING THE FACTORS INFLUENCING MOTHERS' BRAND CHOICES ON BABY DIAPER BRANDS (An applied marketing research)

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ABSTRACT

Jaffna market is idiosyncratic, and furnish opportunities for marketers to sell their products and services to the potential customers who have returned to their habitual life. Knowing mothers' brand choice is essential for creating strategies for baby items in the market. Using Grounded Theory approach, this study explores how marketing academics and the marketers can gain fresh insights into mothers' behavior of baby diaper products in the post-conflict marketing environment. By using this methodology, researcher analyzed 40 in-depth interviews with mothers in the post conflict marketing environment. This approach allowed the development of new knowledge about the mothers' purchase behavior on diaper brands. The researcher identified unique behavioral patterns in the consumer brand choice, in a post-conflict marketing environment. The findings of the study show that mothers are seeking for a better benefit, such as hygiene, absorbency, comfortable, user-friendly, green ingredients, environmental friendly, price, softness and stretch, fashion and style, safe and secure, size and weight, which are match with their living patterns cultural norms, as well as the baby's care. Especially they more concern on brand benefits, which match the needs of the society. This research has an implication to design a unique strategy to attract the mothers to purchase particular brand in the country.

Keywords: *Baby diaper brands, Grounded theory approach, Mothers brand choice post-conflict marketing environment.*

1. INTRODUCTION TO THE RESEARCH

The need for diapers has been around since the beginning of time. Throughout history, parents have created various versions of diapers using a wide range of materials, depending on the natural resources available. It was not until the 1950's that the disposable diaper came into being as we

know it today. Today there are several diaper brands available that have taken great strides since the diapers' beginning. Technological advances in materials used have taken the disposable diaper to a whole new level.

Brand benefits consists of 'bits' of information that are linked to the brand name in consumer memory and that, when combined with the brand name, make up a

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