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Commerce

A STUDY ON MOM'S PERCEPTION TOWARDS INFANT FOOD PRODUCTS WITH SPECIAL REFERENCE TO SELECTED VILLAGES IN CALICUT CITY

KEY WORDS: Infant food, Mom's perception, Food nutrition.

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ABSTRACT

Food is the basic need for all and is essential for the growth of infant. So mothers should concentrate more on the selection of food for the infant. Infant want to get well nutritious food rather than normal food. Good nutrition is essential for the growth and development that occurs during an infant's initial stage of life. When developing infants are fed the appropriate type and amounts of foods, their health is promoted. Positive and supportive feeding attitudes and techniques demonstrated by the caregiver help infants develop healthy attitudes towards foods. This study is focused on Mom's perception towards infant food products in Calicut district Kerala.

Introduction

"A new baby is like the beginning of all things- wonder, hope, a dream of possibilities" A mothers love for her child is like nothing else in the world. It knows no law, no pity, it dares all things and crushes down remorselessly all that stands in its path. Moreover, selection of baby food is the most responsible duty of a Mom. Baby food is any soft, easily consumed food, other than breast milk or infant formula that is made specially for babies, roughly between the ages of four to six months and two years. The food comes in multiple varieties and tastes; it may be table food that the rest of the family is eating that has been mashed or otherwise broken down, or it can be purchased ready – made from producers. Newborns need a diet of breast milk or infant formula. About 40% of the food energy in these milks comes carbohydrates, mostly from a simple sugar called lactose.

An infant derived from the Latin word infants, which means "unable to speak" or speechless". is the more formal or specialised synonym for baby the very young off spring of a human or other animal. Food is basic for all. Each and every living or non living things needs food for their survivals. Without food no one can survive. So food stands the psychological need an individual . Food is any matter consumed to provide nutritional support for a creature. It is generally of plant or animal origin, and contains essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals. The substance is ingested by an organism and assimilated by the organism's cells to supply energy, maintain life, or stimulate growth.

Several companies has been engaging in production of instant food products. Hence, the Mother's had greater options to choose from. Understanding the Mothers behaviour would help the companies in formulating strategies to cater to the needs of the consumer and thereby increase their market share. Consumer's taste and preference were found to change rapidly, especially in a dynamic environment. Here, the consumer in Mother's or those who have baby. So this study is necessary to know Mom's perception towards infant foods.

Infant Nutrition

Much of our current understanding of the long term influence of variation in early nutrition has come from historical studies. Unavoidably, the quality and type of accounts of infant feeding vary, and are often based on recalled information. Contemporary potential studies that describe infant feeding in detail are therefore essential, although they rely on markers of long term health assessed in childhood or early adult life. Whereas most of the existing evidence is observational, there are two important experimental trials of milk feeding. In the foremost of these, preterm infants were randomized to receive preterm infant formula or breast milk. The second is a trial (PROBIT) in which hospitals were randomized to receive usual care or a breastfeeding support intercession, which increased the duration and superiority of breastfeeding. The infants in both trials have been followed up

in later babyhood. Across all studies a prominent feature is that there is considerable variation in the description of infant feeding and the definition of nutritional exposures. These differences impact on our ability to collect findings, and they offer challenges for the interpretation of the links between infant nutrition and adult health.

Infant cereal

Infant cereal is the primary food for your esteemed one to be introduced due to lack of nutrition received by the infant from their mom. Infant cereal is the best food for infant which can be easily digested and not likely to have an adverse effect on your loved one. Many of these cereals are accessible in jars, or box, which can be easily used by mixing them in cold or warm water. Some infant may desire to have cereals with warm / heated water and some babies may enjoy with cereal with cold water. The first solid food which touches your baby's tongue is the cereal which consists of rice cereal, oatmeal which is rich in fibre content. All infant love to have cereal due to its good taste as well as it is enriched with many fundamental nutrients. This has been the never ending journey of every infant of eating and also trying out new foods.

Statement of the problem

Food is any matter consumed to provide nutritional support for a creature. Even though baby food is the most sensitive food than other food. It is generally of plant or animal origin, and contains essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals. The substance is ingested by an organism and assimilated by the organism's cells to supply energy, maintain life, or stimulate growth. Purpose of this study is to access **Mom's perception towards infant food products.**

Objectives

- To check out the availability of food for infants
- To find out major food brands available in the market
- To probe the rationale for opting exact brand by the respondents

Research Methodology and Tools

The study is confined to Calicut town in Kerala. The present study used both primary as well as secondary data. Structured questionnaire was used to collect the primary data from the 200 selected sample respondents through direct interview method at Calicut Town specially in Villages. For analyzing the data, simple statistical tools like Percentage analysis and Chi-square test were used.

Hypothesis

- H₀:** There is no significant relationship between product recommendation and growth in buying.
- H₁:** There is significant relationship between product recommendation and growth in buying.

Analysis and Interpretation

Table.1 Percentage Analysis

Factors	Particulars	Frequency	Percentage
Age	20-25	105	52.5
	25-30	25	12.5
	30-35	35	17.5
	Above 35	35	17.5
Educational qualification	School level	56	28
	Graduate	38	19
	Post Graduate	25	12.5
	Professional course	65	32.5
Occupation	House maker	93	46.5
	Professional	36	18
	Self employed	47	23.5
	Others	24	12
Income per Month	Below 10000	78	39
	10000 – 20000	56	28
	20000- 30000	39	19.5
	Above 30000	27	13.5
Preferable products	Peida sure	23	11.5
	Lactogen	55	27.5
	Cerelac	31	15.5
	NAN- H.A	17	8.5
	Nutrimed	26	13
	Farex	29	14.5
Frequency in feeding	Only 1 time	59	29.5
	2 times	68	34
	3 times	34	17
	More than 3 times	39	19.5
Explanation for Purchase	Excellence	102	51
	Affordable	32	16
	Accessibility	47	23.5
	Others	19	9.5
Issues in usage	Discentry	35	17.5
	Digestion issue	100	50
	Others	65	32.5
Upcoming expectation	More offers	63	31.5
	Price reduction	52	26
	New flavours	47	23.5
	Others	38	19

Interpretation: Out of 200 respondents 105 are belongs to 20 – 25 range of age. If we notice the education profile of the respondents, 32.5% of them are Professional. 28% of them are fall under school level. The occupation category with 46.5% belongs to House maker category and 23.5% being self employed. Around 39% of the respondents fall in the income group of below 10K. 28% are in between 10K-20K. 19.5% of the people fall under the income group of 20K to 30K. If we observe the product preference of respondents, 27.5% of them prefer Lactogen for their infant. Secondly they prefer Cerelac around 15.5%. Out of 200 respondents 68 of them feed their baby at two times per day. And mostly prefer the particular product because of its excellence or quality. Majority of the respondents complaint that digestion is the big problem of these kind of products. And 31.5% of them expect more offers with coming products.

Chi- Square test analysis

To test the relationship between regularity in purchase and growth in buying.

H₀: There is no significant relationship between product recommendation and growth in buying.

H₁: There is significant relationship between product recommendation and growth in buying.

Table 2. Observed Frequency Table

Product Recommendation	Regularity	Rarely	Total
Recommended	85	25	110
Not Recommended	15	75	90
Total	100	100	200

Table 2.1 Expected frequency table

Product Recommendation	Regularity	Rarely	Total
Recommended	55	55	110
Not Recommended	45	45	90
Total	100	100	200

Table 2.2 Chi- Square calculation Table

O _i	E	(O-E)	(O-E) ²	(O-E) ² /E
85	55	80	6400	116.363
15	45	-30	900	20
25	55	-30	900	16.363
75	45	30	900	20
TOTAL				172.726

Level of significance = 0.05

Degree of freedom = (r-1)(c-1)

$$= (2-1)(2-1) = 1$$

Table value = 3.841, Calculated value > table value

Result

The calculated value is greater than table value. Hence we reject the null hypothesis and accept alternative hypothesis. It can be concluded that there is no significant relation between product recommendation and growth in buying.

Findings

- Out of 200 respondents are belongs to 20 – 25 range of age.
- Majority 32.5% of them are Professional. 28% of them fall under school level.
- The occupation category with 46.5% belongs to House maker category and 23.5% being self employed.
- Around 39% of the respondents fall in the income group of below 10K. 28% of the respondents fall under the category of 10K-20K income group.
- Majority 27.5% of them prefer Lactogen for their infant. Secondly they prefer Cerelac around 15.5%.
- Out of 200 respondents 68 of them feed their baby two times per day.
- Majority(51%) prefer the particular product because of its excellence or quality.
- Majority (50%) of the respondents complaint that digestion is the big problem of these kind of products.
- And Majority 31.5% of them expect more offers with coming products.
- There is 0.5% level of significance. The calculated value is greater than table value. So we reject the null hypothesis. Hence, there is no significant relation between product recommendation and growth in buying.

Conclusion

Nutritious food is essential for the growth and development of Infant. There are number of companies that has been engaging in production of instant food products. Hence, the Mother's had greater options to choose from. Most of the mothers prefer lactogen for their baby. The study mentioned that most of the respondents complaints tin type baby food cause digestion issues. And this study declare that most of the respondents prefer infant food for its Excellence or quality of the product.

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