Mindlink

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CATEGORY STUDY · PARENTING & BABY CARE · INDIA

Indian parents buy against fear, and natural says safe faster than clinical

498 Indian parents, psychographically profiled across nine parenting and purchase behaviours. What builds confidence, what they fear, and where metro and non-metro pull apart.

863	498	58%	26
respondents reached	completed and clustered	completion rate	days to collect data

One motive sits above every other. It leads in metro and non-metro, among mothers and fathers alike, and in every age band under 65: **38.0% of these parents buy against the fear of unknowingly harming their child.**

HOW IT WORKS

OTP-verified respondents were screened via paid social into a single India campaign and asked a short psychographic and category battery. 498 of 863 completed and received an archetype. All figures are shares of that base.

HOW TO READ THIS

Stated attitudes, not sales data. Maharashtra accounts for 17.1% of located respondents: concentrated, not nationally representative. Multipliers show a segment's share of a response against the panel.

WHY PSYCHOGRAPHIC PROFILING

Every respondent carries a full profile against the same eight archetypes used across 30+ MindLink categories, so these parents stay readable by mindset rather than by city tier or age.

FINDING 01

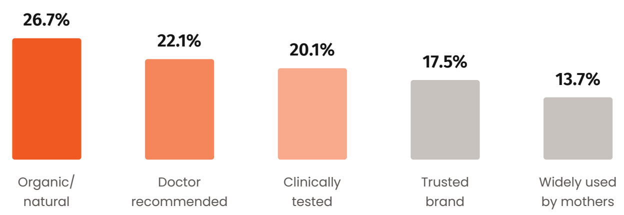
Natural framing beats clinical authority

26.7%

of parents say an organic or natural claim builds the most confidence, ahead of both doctor recommendation and clinical testing.

- **Medical authority is second, not first.** Doctor recommendation reaches 22.1% and clinical testing 20.1%. Together they lead, but neither wins on its own.
- **Peer proof is the weakest signal at 13.7%.** Being widely used by other mothers persuades fewer parents than anything else tested.

What builds the most confidence in a baby product



WHAT WE WOULD DO

Lead the pack and the first line of copy with origin and ingredient. Hold clinical evidence as second-line proof for the parent who reads on.

FINDING 02

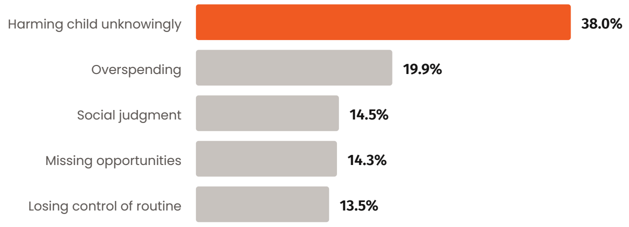
Fear of harm outweighs cost, by almost two to one

38.0%

name harming their child unknowingly as the main fear behind a purchase decision. Overspending is named by 19.9%.

- **This is a category bought against a downside.** The three remaining fears sit within a point and a half of each other, between 13.5% and 14.5%.
- **Price is a secondary anxiety here.** Discounting answers the second concern in the category and leaves the first one open.

The main fear behind a purchase decision



WHAT WE WOULD DO

Sell safety before value. Reassurance on what is not in the product will move more parents than a price argument, and it protects margin while doing so.

FINDING 03

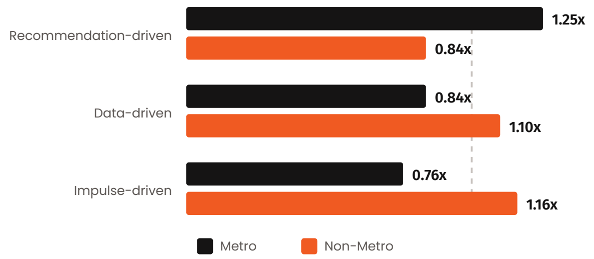
Metro parents lean on recommendations; non-metro parents lean on data and impulse

1.25x vs 0.84x

how metro parents index on recommendation-driven decisions, against 0.84x for non-metro parents.

- **The common assumption runs the other way.** Word of mouth is usually treated as the non-metro lever and evidence as the metro one. In this base it is reversed.
- **Non-metro parents index above the panel on both data and impulse,** at 1.10x and 1.16x. Deliberation and spontaneity sit in the same audience.

How purchase decisions are made, indexed against the total panel



WHAT WE WOULD DO

Split the campaign. Referral and creator mechanics for metro; specification, comparison and shelf-ready triggers for non-metro. A single word-of-mouth-led plan would under-serve both.

FINDING 04

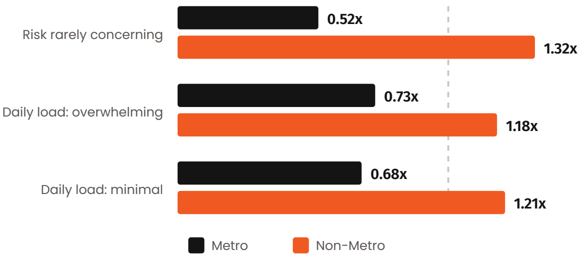
Non-metro parents split toward both extremes at once

1.32x vs 0.52x

how non-metro parents index on finding product risk rarely concerning, against 0.52x for metro parents.

- **Both ends of the load scale sit outside the metros.** Non-metro indexes at 1.18x on an overwhelming daily parenting load and 1.21x on a minimal one. Metro clusters in the middle on both.
- **Risk sensitivity is the sharpest divide in the study.** The gap on rarely concerning risk is wider than any other metro comparison here.

Risk and daily load, indexed against the total panel



WHAT WE WOULD DO

Treat non-metro as two audiences, not one. The relaxed segment needs a reason to care about risk at all; the stretched segment needs the decision made simpler, not louder.

THE EIGHT MINDLINK ARCHETYPES the psychographic type every respondent is assigned to

Geek 21.1%
Stability-seeking tech enthusiast, comfort over ambition.

Explorer 18.1%
Balances steady routine with genuine openness to the new.

Trailblazer 16.1%
Curious early adopter, balances novelty with pragmatism.

Free-Spirited 12.7%
Values authentic connection over wealth or status.

Ambitious 11.2%
Treats work, health and social progress as one unified project.

Believer 9.2%
Tradition-first; security in routine and trusted circles.

Reformer 8.8%
Achievement through hard work and conventional norms.

Mediator 2.8%
Steadiness-first peacekeeper; stability over quick wins.

FINDING 05

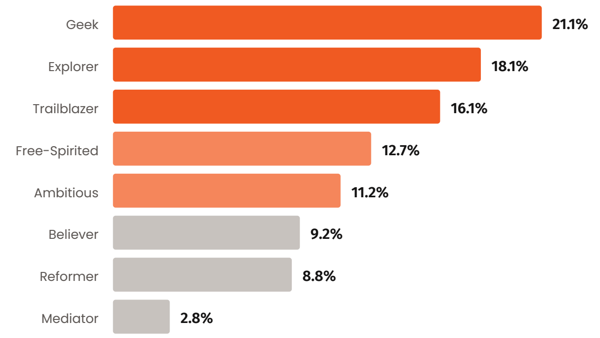
Geek and Explorer lead the base, and they do not read a pack the same way

21.1%

of this base maps to Geek, the largest archetype in the campaign. Explorer follows at 18.1%.

- **The top three archetypes hold more than half the base,** at 55.3% across Geek, Explorer and Trailblazer.
- **Believer is where clinical language works.** Half of this archetype names clinical testing as the strongest confidence signal, against 8.9% of Ambitious parents.
- **Ambitious parents trust the brand, not the test.** They are the only archetype where a trusted brand name leads, at 35.7%, and the only one where overspending outranks fear of harm, at 32.1% against 25.0%.
- **Mediator is exploratory here.** At 14 respondents the archetype is directional only and should not carry a targeting decision on its own.

Share of the base by archetype



SUPPORTING VIEW

The same claim lands differently in every mindset

Demographics would put these parents in one bucket. Read by archetype, the claim that builds confidence moves from ingredient to evidence to brand name across the eight groups.

- **Free-Spirited and Mediator parents lean on the doctor,** at 31.7% and 28.6%, more than any other group.
- **Reformer and Explorer parents are the natural seekers,** at 31.8% and 32.2%, and are the cleanest fit for an organic-first pack.

What builds confidence, by archetype · darker cells show a stronger pull

	Geek	Explorer	Trailblazer	Free-Spirited	Ambitious	Believer	Reformer	Mediator
Organic/natural	27	32	22	27	25	22	32	21
Doctor rec.	28	24	15	32	14	17	16	29
Clinically tested	17	14	29	13	9	50	16	21
Trusted brand	15	14	16	14	36	9	20	21
Used by mothers	13	14	18	14	16	2	16	7

WHAT THIS GIVES A BRAND

The growth here is not in more reassurance, it is in the right kind of reassurance for the right mindset. Natural framing opens the category, clinical proof closes the Believer, and a familiar brand name closes the Ambitious. One pack, three orders of argument.

Why this only works at panel scale

41pp

separate Believer and Ambitious parents on whether clinical testing builds confidence, at 50.0% against 8.9%. No demographic cut in this dataset produces a gap of that size.

38.0%

name fear of unknowingly harming their child as the reason behind a purchase. That motive appears in no sales file, and it is the one the category is actually competing on.

26days

to reach 863 parents and profile 498 of them across 31 states and 145 cities, with no new panel build and no field team. Widening this cell needs more of the same.

Base: 498 profiled parents from 863 reached. Fielded 27 February to 25 March 2026 across 145 Indian cities in 31 states. Sourced from the MindLink panel of verified Indian consumers profiled across 30+ categories. Margin of error ±4.4 percentage points at 95% confidence. All figures are directly observed responses. Multipliers show a segment's share of a response against the total panel. Mediator (14 respondents) is directional only.