

A STUDY ON THE INFLUENCE OF CONSUMER ATTITUDE AND MOTIVATION ON CONSUMER PREFERENCES TOWARDS BABY CARE PRODUCTS IN CHENNAI

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Abstract

The baby care industry in India is expanding quickly, and this extraordinary growth can be linked to favourable changes that have taken place in the demographics and purchasing habits of Indian consumers. All items designed to fulfil a baby's everyday requirements fall under the category of "baby care products," which are typically marketed to children aged 0–4 years. To ensure their children's safety and potential growth, Indian parents are willing to provide them with the greatest things that are available on the market. Manufacturers of baby care products encourage customers' needs by raising awareness of infant nutrition, hygiene, and safety in urban areas. Furthermore, it is expected that government initiatives and programmes to improve baby welfare will boost market demand. Technological developments in baby products are anticipated to create new possibilities in upcoming years, which will have an impact on how the baby care products market develops in India. The Indian baby care industry is projected to increase by USD 26.35 billion with a CAGR of 11.11% from the year 2020 to 2025. The present research paper attempts to study the level of brand awareness of consumers of baby care products, their preferences, motivation and attitude towards baby care food products. T test, Anova and Regression analysis were performed to validate the hypotheses related to the objectives of the study. Primary data is collected from 196 consumers by adopting convenient sampling method by administering well-structured questionnaire.

Keywords: Baby Care Products – Brand Awareness – Consumer Preferences – Attitude – Motivation

Introduction

The global baby care products market is being driven by emerging nations with growing awareness and consciousness of the health and wellbeing of infants, toddlers and young children. The development of the global industry for baby care products is being accelerated by an understanding of the nutrition needs and overall wellbeing of babies. Growing demand throughout the world and in order to satisfy the consumers, companies are making an effort to design novel baby care products. In India, the major factors are responsible for market growth like rising fertility rates, generate high - quality of child cleanliness, a growth in the women empowerment, growing urbanization and a change in lifestyles and increased in buying power among consumers. Growing parental concerns over their children's hygiene are the main reason behind the expansion of the baby care market in India. Growing parental concerns over their children's hygiene are the main reason behind the expansion of the baby care market in India. Especially, Mothers are aware of how important a child's hygiene and health, that's why they pay for higher quality baby products. As a result of realising that consumers are prepared to pay more for baby cleanliness, manufacturers are conducting research and development on product quality and development.

Review of Literature

Dr. Anjali Singh and Manav Rachna (2021) highlighted that in recent days, marketers must know the aspirations of their customers through market research in order to meet their wants and requirements. Consumer attitudes are linked to quality, particularly in baby care items, where young parents are more concerned with product quality and believe pricing to be secondary. Marketers are continually on the lookout for high-quality baby care items at competitive pricing. In consonance with **Eliska Sklenarova (2021)**, parents buy baby food items to give their kids a balanced diet, save time, and feed their newborns when they're travelling. The quality and ingredients are being prioritised by customers. Parents inquire about their close friends and family for information on baby food items. In order to increase their brand's set of consumer preferences and attitudes regarding baby food, baby food retailers need to understand what their customers want and desire.

Newborns and young children utilise baby care items the most. Parents pay close attention while choosing baby care items and always choose the finest for their kids. The majority of women today are working, making them financially stable. Before making online purchases of baby care items, they used to gather a lot of information on the internet according to **E. Pradeep and R. Arivazhagan (2020)**. Customers purchase goods from firms' websites based on their faith in them. As a result, this study explores how the physical and external characteristics of the website, its structures, and other associated components of the online shopping home page affect users' decisions to buy baby care items.

Wilson Ozuem et al. (2020), explained that by focusing on how posts made in a forum are perceived by various customers and how members of virtual communities and networks influence others' perceptions of the brand, the study adds to our understanding of how virtual forums affect brand awareness in social networking. Although our results show the value of interpersonal connections in fostering long-term community engagement, they do not directly relate these connections to loyalty intentions.

Objectives of the study

- I. To identify the association among the level of brand awareness of baby care food supplement products with respect to select brands.
- II. To study the preferences of consumers while buying the baby care products and ranking the same.
- III. To analyse the influence of consumer attitude and motivation on the preference of consumers to buy the baby care products

Hypotheses of the study

1. There is no significant association among the levels of brand awareness of baby care food products on select brands.
2. There is no remarkable variation on the consumer preferences while buying baby care food products.
3. Consumer Attitude and motivation has no direct influence on the consumer preferences to buy the baby care food products.

Limitations of the study

1. The study is limited to Chennai.
2. The responses are collected from Generation Y consumers.
3. The answers may be subject to personal bias of the respondents.

Research Methodology

Method: Analytical and exploratory

Sample: Generation Y consumers of Baby care food products

Sample Size: 196

Method of data collection: Primary

Tool for data collection: Structured Questionnaire

Analysis and interpretation

Objective 1: To identify the association among the level of brand awareness of baby care food supplement products with respect to select brands.

To study the level of brand awareness of generation y consumers towards the baby care food products top five brands are selected namely Nestle, Glaxo, Amulspray, Danaone and Abbott. The consumers select those brands that are closely associated with each other in terms of food quality and taste.

Table 1: Descriptive statistics

	Nestle	Glaxo	Amulspray	Danaone	Abbott
Mean	1.83	3.28	2.47	3.60	2.84
Median	1.00	3.00	2.00	4.00	3.00

Source: Computed from primary data

Table 1 reveals the descriptive statistics of brand awareness level and it is inferred that among all the top brands Nestle is leading followed by Amulspray. Abbott is placed in the third and the consumers expressed least awareness on Danaone food products.

Table 2: Spearman's Rho rank correlations between level of brand awareness

		Nestle	Glaxo	Amulspray	Danaone	Abbott
Nestle	Correlation Coefficient	1.000	.238**	.275**	.055	.196**
	Sig. (2-tailed)	.	.001	.000	.447	.006
Glaxo	Correlation Coefficient	.238**	1.000	.470**	.591**	.359**
	Sig. (2-tailed)	.001	.	.000	.000	.000
Amulspray	Correlation Coefficient	.275**	.470**	1.000	.426**	.390**
	Sig. (2-tailed)	.000	.000	.	.000	.000
Danaone	Correlation Coefficient	.055	.591**	.426**	1.000	.376**
	Sig. (2-tailed)	.447	.000	.000	.	.000
Abbott	Correlation Coefficient	.196**	.359**	.390**	.376**	1.000
	Sig. (2-tailed)	.006	.000	.000	.000	.

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Computed from primary data

Table 2 exhibits the leading correlation between Glaxo, Danaone and Amulspray with rho values of 0.591, 0.470 and 0.359. There exists a weak relationship among the brand awareness levels of Nestle and Danaone.

Objective 2: To study the preferences of consumers while buying the baby care products

The preferences of consumers refers to the mode of purchasing the baby care food products from various sources namely, nearby retail sop outlets, departmental stores, medical shops, Online shopping or any sources. The Friedman test evaluates the mean ranks among the associated groups and specifies how the groups differed, and it is included for this reason.

Table 3: Friedman Test for testing the mean ranks of consumer preferences

Ranks	
	Mean Rank
Known shop	2.59
Departmental Store	2.85
Medical Shop	2.53
Online Shopping	3.14
Anyplace	3.91

Source: Computed from primary data

From the above table it is inferred that the consumers prefer to buy baby care food products from Medical shop (mean rank = 2.53), followed by known shop (mean rank = 2.59) and the departmental stores (M = 2.85). The generation Y consumers show least preference to buy it from anywhere as they don't want to take risk or compromise the health and hygiene of their kids.

Table 4: Test Statistics^a of Friedman rank

N	196
Chi-Square	144.073
Df	4
Asymp. Sig.	.000
a. Friedman Test	

The above table reflects the Chi-Square value of 144.076 at 4 degrees of freedom and the significance level of 0.000. Hence there is an overall statistically significant difference between the mean ranks of the consumer preferences to buy the baby care food products.

Objective 3: To analyse the influence of consumer outlook and motivation on the preference of consumers to buy the baby care products

Consumer attitude means the way the consumer behaves, believe and emotionally respond towards a product or service. Consumer motivation is the driving factor that pushes the consumers to take specific purchasing decisions especially with respect to branded products. The following table explains the variation of means of top 5 brands based on the attitude of consumers of baby food products.

Table 5 : ANOVA for testing the consumer preference based on consumer attitude

		Sum of Squares	df	Mean Square	F	Sig.
Known shop	Between Groups	24.880	4	6.220	5.202	.001
	Within Groups	228.386	191	1.196		
	Total	253.265	195			
Departmental Store	Between Groups	18.437	4	4.609	5.171	.001
	Within Groups	170.232	191	.891		
	Total	188.668	195			
Medical Shop	Between Groups	25.075	4	6.269	7.423	.000
	Within Groups	161.307	191	.845		
	Total	186.383	195			
Online Shopping	Between Groups	14.389	4	3.597	2.348	.056
	Within Groups	292.611	191	1.532		
	Total	307.000	195			
Anyplace	Between Groups	13.161	4	3.290	1.742	.142
	Within Groups	360.650	191	1.888		
	Total	373.811	195			

There is a significant difference among the consumer preferences to purchase the baby care food products from Known shop ($p = 0.001$), departmental store ($p = 0.001$) and medical shop ($p = 0.000$). Hence it is inferred that the consumers prefer to buy more from the above sources than online shopping and anywhere.

Table 6: ANOVA for testing the consumer preference based on consumer motivation

		Sum of Squares	df	Mean Square	F	Sig.
Known shop	Between Groups	14.315	4	3.579	2.861	.025
	Within Groups	238.950	191	1.251		
	Total	253.265	195			
Departmental Store	Between Groups	12.975	4	3.244	3.526	.008
	Within Groups	175.694	191	.920		
	Total	188.668	195			
Medical Shop	Between Groups	18.139	4	4.535	5.148	.001
	Within Groups	168.243	191	.881		
	Total	186.383	195			
Online Shopping	Between Groups	28.173	4	7.043	4.825	.001
	Within Groups	278.827	191	1.460		
	Total	307.000	195			
Anyplace	Between Groups	5.569	4	1.392	.722	.578
	Within Groups	368.242	191	1.928		
	Total	373.811	195			

There is a significant difference among the consumer preferences to purchase the baby care food products from Known shop ($p = 0.025$), departmental store ($p = 0.008$), medical shop ($p = 0.001$) and online shopping ($p = 0.001$). Hence it is inferred that the consumers prefer to buy more from the above sources than anywhere.

Findings of the study

- Ha1. Among top 5 brands Nestle is leading followed by Amulspray.
- Ha2. There exists a strong correlation between Glaxo, Danaone and Amulspray.
- Ha3. Consumers prefer to buy baby care food products from Medical shop, followed by known shop and the departmental stores.

Suggestions of the study

1. Manufacturers must take steps to spread knowledge about safety and standards of their baby care products to build a brand trust and confidence of consumers.
2. Online retailers could promote their businesses by designing effective mobile applications, enabling mobile notifications for various promotional offers, and providing efficient connections among notifications and buying options.
3. Retailers must employ novel techniques and provide more offers to persuade consumers to purchase baby care products through both retail stores and online portals.

Conclusion

Baby care food products are considered most essential for the physical and mental growth of babies ranging in the age group of 1 month to 3 years. The consumers or parents prefer branded items to avoid the risk of unhygienic and unhealthy foods and shows positive outlook and motivation in getting right products at right time. The study can be extended to various brands of baby care products with wide range of products. Related study can be performed in other metropolitan places for generalisation of the outputs of the study.

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