Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 4, 2021, Pages. 8201 - 8210
Received 05 March 2021; Accepted 01 April 2021.

Generation Y Female Consumer Decision Making on Baby Care Products during Post Pandemic in Chennai City

B. Suriya Priya[1], Dr. Saraswathy.C[2].
[1]research Scholar
Vistas, Pallavaram

[2]associate Professor, Department Of Commerce,
Vistas, Pallavaram

ABSTRACT:

The COVID-19 pandemic has core to a substantial loss of human life globally. During this pandemic period, generation Y female Consumer's perception, preferences and buying behaviour are varying as most of the retail shops were closed and unavailability of preferable brand of baby care product in the market the consumers are moved to new brand. By the way the generation y female consumers are regularly consume the new brand to their babies even at the time of post pandemic. All over in India, evolution of baby care products can be credited to growing number of employed women, increasing birth rate and rising family economic status due to double income. The consumers are always keen on their child's health & hygiene so they are considering the quality of the product is primary and the price is secondary. In this study baby care products are segregated into Toiletries, Baby skin care, Baby hair care and Baby food & beverages. The main purpose of this study is to identify the factors influencing generation Y female consumer decision making towards baby care products, to ascertain the customers' priority in selecting the baby care products regarding Quality, Price, Mode of shopping, brand preference and to identify the level of satisfaction during post COVID-19 Pandemic.

Keywords: - Generation y, Baby care products, COVID-19 Pandemic, consumer decision making

1. INTRODUCTION:

Baby care products are enormously fast-growing market in the country. India baby care products market is expected to grow at a CAGR of more than 15% during 2020 – 2025. Mostly baby toiletries grasp the largest share in the market, followed by the Baby Skin Care. Both, Baby toiletries and Baby Skin Care product groups, are anticipated to raise strong in the forthcoming years, and subsequently, remain continue their market dominance through 2025. The Unparalleled pandemic COVID-19 has overwhelmed in the world. India is not an

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 4, 2021, Pages. 8201 - 8210
Received 05 March 2021; Accepted 01 April 2021.

exemption. In this post COVID 19 pandemics, main purpose to figure out how the generation y mothers are involved to buying the various baby care products available in the market and also this paper attempts to report some of the important issues related to baby Care product consumption, measures on generation y female consumer decision making on price, quality, mode of shopping behaviour, brand trust and preference, demographic factors and their level of satisfaction.

2. REVIEW OF LITERATURE:

Due to increasing women employment leads purchasing power, growing number of urbanisation baby care industries are fast growing in both rural and urban areas (V.Hima Bindhu and Dr.U.Devi Prasad, 2017), the physical and outward appearance of the website, structures and other interrelated aspects of the online shopping home page and their impacts on promoting purchase decisions for baby care products among the customers (E. Pradeep and R. Arivazhagan, 2020), In this environment of COVID 19, customers faced some of the vital issues related to baby Care product consumption and temporary adopts new brand is a likely hazard for the seller as it results in the constant practice of the new brand depending on the customer satisfaction with the new brand even at the time of post COVID 19 epidemics. (Aswathy.R and Dr. K.S. Chandrasekar, 2020), due to ecological aspects have influenced Generation Y customers to make them different from elder generation groups of people. This research analysis the decision-making styles of female Generation Y consumers using Consumer Styles Inventory (Cathy Bakewell and Vincent-Wayne Mitchell, 2003), Sellers must have UpToDate knowledge of baby care market. Correct knowledge about market place, attitude of the consumer's, factors affecting retail purchase but these are very difficult for the industry to forecast (Neha Wadhawan and Amit Seth, 2018) Utilitarian Influence persons purchase products out of certain expectations and value expressed is emotional fulfilment, people purchase products out of emotions (Gracia S. Saerang, 2019)

3. SIGNIFICANCE OF STUDY:

The research was undertaken to know the generation Y female consumer decision making on baby care products during post pandemic and in the framework essential commodity like baby care products are unavailable in retail outlets during lockdown period. So, the generation Y female consumers are going with alternate mode of shopping and also adopts the available brand in the market. Baby care products are taking vital significance in daily life. Due to increasing women employment leads purchasing power, growing number of urbanisation and raising family income status baby care industries are rapid growing in both

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 4, 2021, Pages. 8201 - 8210
Received 05 March 2021; Accepted 01 April 2021.

rural and urban areas. The health and hygiene are crucial concern given by the parents to their babies this will also make a significant to baby's overall health and well-being. the consumer decision making in the baby care segmentation also will get affected during this lockdown period as forced margin limits their purchase behaviour and pattern. Therefore, the present study appears to identify the generation Y female consumer decision making pattern on various modes of shopping, quality, price, brand trust, health and hygiene concern in the baby care product markets during the period of post COVID 19 pandemics.

4. OBJECTIVES:

- To analyse the buying behaviour of generation y female towards baby care products during the post COVID-19 pandemic
- To measure the efforts taken by the young mothers to safeguard the health and hygiene of their baby during the post COVID-19 pandemic
- To study on demographic factors
- To analyse the brand trust of generation y mothers towards baby care products during the post pandemic

5. RESEARCH METHODOLOGY:

Convenience sampling method was used for this study by selecting the 120 generation Y female respondents in the Chennai city. A designed questionnaire was used from google forms for collecting the view from the several respondents. For the purpose of the study both primary and secondary data have been used. Primary data was collected from 120 generation Y females of their children in the age group of 0 to 5 & above 5 years. The secondary data have been collected from the books and journals related to customer perception and behaviour.

6. ANALYSIS AND INTERPRETATION:

A) Demographic Factors

S.NO	VARIABLES	CHARACTER	NO. OF RESONDENTS	PERCENTAGE
1.	Age of the Mother	24 yrs – 29 yrs	38	31.67
		30 yrs – 34 yrs	52	43.33
		35 yrs – 39 yrs	30	25

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 4, 2021, Pages. 8201 - 8210
Received 05 March 2021; Accepted 01 April 2021.

		Total	**120**	**100**
2.	Age of the Baby	Less than 2 yrs	24	20
		2 yrs – 3 yrs	34	28.33
		3 yrs – 5 yrs	36	30
		Above 5 yrs	26	21.67
		Total	**120**	**100**
3.	Educational Qualification	Secondary School	10	16.67
		Degree	44	36.67
		Post-Graduation	34	28.33
		Others	22	18.33
		Total	**120**	**100**
4.	Occupational Status	Business	20	16.67
		Professional	40	33.33
		House Wife	60	50
		Total	**120**	**100**
5.	Family Income	Less than Rs.30,000	18	15
		Rs.30,000 – Rs.50,000	34	28.33
		Rs.50,000 – Rs.75,000	44	36.67
		Above RS.75,000	24	20
		Total	**120**	**100**
6.	No of Member in Family	Three	36	30
		Four	44	36.67
		Five	18	15

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 4, 2021, Pages. 8201 - 8210
Received 05 March 2021; Accepted 01 April 2021.

		Above Five	22	18.33
		Total	**120**	**100**
7.	Area of location in Chennai	East	28	23.33
		West	34	28.33
		North	24	20
		South	34	28.33
		Total	**120**	**100**

- The above table clearly defines, out of 120 generation Y female respondents, 31.67% were in the age group between 24 yrs to 29 yrs, 43.33% were 30 to 34 years in the age group, 25% were 35 to 39 years in the age group
- 20% of the generation y female respondents have babies in the age group of less than 2 yrs, 28.33% of the generation y female respondents have babies in the age group of 2 yrs to 3 yrs, 30% of the generation y female respondents have babies in the age group of 3 yrs to 5 yrs and 21.67% of the generation y female respondents have babies in the age group of above 5 yrs
- 16.67% of the respondents were secondary school level, 36.67% of the respondents were degree graduate, 28.33 % of the respondents were post graduate and 18.33% of the respondents were other.
- 16.67% of the respondent occupational status were business, 33.33% of the respondents were professionals and 50% of the respondents were housewife
- This table shows that, 15% of the respondents have family monthly income less than Rs.30,000, 28.33% of the respondents have family monthly income Rs.30,000-50,000, 36.673% of the respondents have family monthly income Rs.50,000-75,000 and 20% of the respondents have family monthly income above Rs.75000.
- 30% of the generation y female respondents having up to 3 members in the family, 36.67% of the respondents having 4 members in the family, 15% of the respondents having 5 members in the family and 18.33% of the respondents having above 5 members in the family.
- 23.33% of the respondents were residing at east zone in Chennai city, 28.33% of the respondents were residing at west zone in Chennai city, 20% of the respondents were

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 4, 2021, Pages. 8201 - 8210
Received 05 March 2021; Accepted 01 April 2021.

residing at north zone in Chennai city and 28.33% of the respondents were residing at south zone in Chennai city.

B) Amount Spent on baby care products in a month:

	Frequency	Percent	Valid percent	Cumulative percent
Less than Rs.500	14	12.0	12.0	12.0
Rs.500 – Rs.1000	52	43.0	43.0	43.0
Rs.1000 – Rs.2000	40	33.0	33.0	33.0
Above Rs.2000	14	12.0	12.0	12.0
Total	120	100	100	

Source: Primary Data

The study discloses about the generation y female customers amount to be spent on baby care products for their babies in a month 12 % of respondents were spent under less than Rs.500 and Above Rs.2000. 43% of the respondents were spent amount of Rs.500 – Rs.1000 and 33% of the respondents were spent amount of Rs.1000 – Rs.2000

C) Frequency of purchases

	Frequency	Percent	Valid percent	Cumulative percent
Weekly	28	23.0	23.0	23.0
Fortnight	34	28.0	28.0	28.0
Monthly	58	49.0	49.0	49.0
Total	120	100	100	

Source: Primary Data

The study reveals about the generation y female customers frequency of purchase towards baby care products. Majority of the customers are purchasing bulk quantity by monthly basis (49%). During the pandemic period customers are opt for bulk purchases of the baby care products due to avoid going out regularly. This can be regularized even at the time of post pandemic.

D) Satisfaction of Price on baby care products

	Frequency	Percent	Valid percent	Cumulative percent
Highly Satisfied	28	23.0	23.0	23.0
Satisfied	40	67.0	67.0	67.0
Not Satisfied	12	10.0	10.0	10.0
Total	120	100	100	

Source: Primary Data

The study exposes about the generation y female customers price level of satisfaction towards baby care products. Majority of the customers are satisfied towards the price of baby

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 4, 2021, Pages. 8201 - 8210
Received 05 March 2021; Accepted 01 April 2021.

care products (67%), around 23% of the customers were highly satisfied and remaining 10% of the respondents were not satisfied.

E) Satisfaction of quality on baby care products

	Frequency	Percent	Valid percent	Cumulative percent
Highly Satisfied Satisfied Not Satisfied	32 76 12	27.0 63.0 10.0	27.0 63.0 10.0	27.0 63.0 10.0
Total	120	100	100	

Source: Primary Data

The study disclosures about the generation y female customers level of satisfaction towards quality of baby care products. Majority of the customers are satisfied towards the quality of baby care products (63%), around 27% of the customers were highly satisfied and remaining 10% of the respondents were not satisfied. Now a days majority of young mothers are very much concern on baby’s health & hygiene. So, they are highly cautious on quality of baby care products

F) Brand preference of generation Y female consumers

	Frequency	Percent	Valid percent	Cumulative percent
Johnson & Johnson Himalaya Pigeon Chicco Mee Mee Biotique	24 60 6 8 10 12	20.0 50.0 5.0 7.0 8.0 10.0	20.0 50.0 5.0 7.0 8.0 10.0	20.0 50.0 5.0 7.0 8.0 10.0
Total	120	100	100	

Source: Primary Data

The study disclosures about the generation y female customers brand preference on baby care products. Majority of the customers are using Himalaya baby care products (50%), next to that is an oldest baby care product johnson & johnson brand (20%), biotique is the herbal baby care brand were using (10%) of the respondents, Mee Mee is the Indian brand were using by (8%), Chicco is an Italian baby care brand were using by (7%) and Pigeon were using by (5%) of the respondents.

G) Moved to new brand

	Frequency	Percent	Valid percent	Cumulative percent
Yes No Not Sure	16 92 12	13.0 77.0 10.0	13.0 77.0 10.0	13.0 77.0 10.0

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 4, 2021, Pages. 8201 - 8210
Received 05 March 2021; Accepted 01 April 2021.

Total	120	100	100	

Source: Primary Data

From the table describes that 77% of the generation y female customers are not ready to shifted to new brand, 13% of the customers have chosen new brand. Mostly new brands are available in online shopping rather than medical shop and retail shop. So, the customers are coming to know about the new baby care products are available in the market.

H) Consumption of baby care products segmentation:

	Frequency	Percent	Valid percent	Cumulative percent
Baby Skin Care Baby Hair Care Baby Toiletries Baby Food & Beverages	28 22 40 30	23.0 19.0 33.0 25.0	23.0 19.0 33.0 25.0	23.0 19.0 33.0 25.0
Total	120	100	100	

Source: Primary Data

From the table defines about majority of the amount would be spent on baby toiletries (33%) and next to that is baby food & beverages (25%). Growing the number of employed women ratio and increasing standards of living of people in developing economies such as in India makes several opportunities in the universal baby toiletries market and baby food and beverages.

I) Type of Modes of shopping

	Frequency	Percent	Valid percent	Cumulative percent
Retail Shop Medical Shop Online Shopping	38 24 58	32.0 20.0 48.0	32.0 20.0 48.0	32.0 20.0 48.0
Total	120	100	100	

Source: Primary Data

The study discloses that during lockdown period the customers are depend on the above modes of shopping. Among that majority of the customers bought the baby care products from Online Shopping (48%), next to that is Retail Shop (32%) and the remaining customers are depending on Medical Shop (20%). During the period many of the retail shops have been closed so, most of the customers opt for Online purchases. Even post pandemic too many are prefers to purchase baby care products via online shopping.

Annals of R.S.C.B., ISSN:1583-6258, Vol. 25, Issue 4, 2021, Pages. 8201 - 8210
Received 05 March 2021; Accepted 01 April 2021.

7. LIMITATONS OF THE STUDY

- The study is limited to Chennai city and hence the conclusion cannot be connected to entire world
- This study is focused on 120 generation y female respondents of Baby care products.
- The study is mainly focused on Generation Y Female respondents and not for other age group and gender.

8. FINDINGS:

The study is driven by the rising awareness among generation Y female consumers about the health and hygiene associated with baby care products. Moreover, the growth in the population of employed women in India mainly contributes to the improved baby care products segmentation, making it one of the meaningfully growing markets in India. Additionally, attractive packaging and the use of an organic ingredients that have important health assistances are significantly improving the demand of baby foods and beverages. The consumption of baby care products is highly rising in day by day. At the time of COVID-19 Pandemic, customers have purchased baby care products from various mode of shopping like retail shop, medical shop and online shipping modes. Majority of the customers favours online shopping due to avoid moving out from their house because of consciousness of health & hygiene towards their babies. Most of the customers were highly loyal to their baby care brand. But during the lockdown period that cannot be obtained. Therefore, the customers were moved to new brand which may leads even at the time of post lockdown period. Most of the generation Y mothers are highly educated can see only hazardless products for their children. So, they look quality as primary and price of the product is secondary.

9. CONCLUSION:

The global impact of covid-19 much influences the consumption behaviour of the generation y female customers. However, customers were preferred baby care products from online shopping. That’s really leads to move to new baby care brand. By the way the customers are practiced regularly using the new brand even at the time of post lockdown period. So, the sellers can plan on to more capitalize in distribution & promotional activities to generate and maintain the demand for the product at the time of post lockdown period. Due to growing women employment leads purchasing power, growing number of urbanisation and raising family income status baby care industries are rapid growing in both rural and urban areas. The health and hygiene are crucial concern given by the parents to their babies this will also make a significant to baby's overall health and well-being. the consumer decision making in the baby care segmentation also will get affected during this lockdown period as forced margin limits their purchase behaviour and pattern.

10. REFERENCE:

1. V.Hima Bindhu and Dr.U.Devi Prasad - (2017). Indian Baby care Market: An overview. EPRA International Journal of Economic and Business Review, 53-58.
2. Pradeep E., Arivazhagan R. (2020) A Study on Attributes of Websites with Specific Reference to Online Purchase Intentions of Baby Products in Chennai. In: Sharma S.K., Dwivedi Y.K., Metri B., Rana N.P. (eds) Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation. TDIT 2020. IFIP Advances in Information and Communication Technology, vol 617. Springer, Cham. https://doi.org/10.1007/978-3-030-64849-7_43
3. Aswathy.R and Dr. K.S. Chandrasekar - Baby Care Products, Health and Hygiene Concerns-Learning for Marketers Post Covid 19, International Journal of Advanced Science and Technology Vol. 29, No. 7, (2020), pp. 12565 – 12569
4. Cathy Bakewell and Vincent-Wayne Mitchell, "Generation Y female consumer decision-making styles", International Journal of Retail & Distribution Management Volume 31. Number 2. 2003. 95-106
5. Neha Wadhawan, Amit Seth, " Understanding Consumer Buying Behaviour: A Study with respect to Baby Care Industry", International Journal of Scientific Research in Science and Technology (IJSRST), Print ISSN: 2395-6011, Online ISSN: 2395-602X, Volume 4, Issue 5, pp., March-April-2018.
6. Gracia S. Saerang, James D.D. Massie and Emilia M. Gunawan, "Brand Choice and Reference Group: A Quantitative Approach of Baby Skin Care Products in Manado", Jurnal EMBA Vol.7 No.3 Juli 2019, Hal. 3578 – 3587, ISSN 2303-1174
7. Ria Mammen and Geogree K.I - Marketability of Online Baby Products in Kerala, Journal of the Gujarat Research Society, Volume 21 Issue 16, December 2019
8. Tambunan, F. F., Purwanegara, M. S., & Indriani, M. t. (2013). Mothers' perception, Attitude and willingness to purchase towards baby formula. Journal of economic and behavioural studies, 511-521.
9. Jangra, A. (2014). A study on women consumer satisfaction and preference for baby care products. International journal for research in Commerce and Management, 63-66.
10. Koksal, M. H. (2007). Consumer behaviour and preference regarding children's clothing in Turkey. Journal of fashion marketing and Management: An international journal, 69-81.
11. Kalaiselvi, S., & Mohanapriya, S. (2013). Women's perception towards baby food with special reference to Erode town. Asia Pacific journal of Marketing & management review, 49-58.
12. https://www.techsciresearch.com/report/india-baby-care-products-market/4390.html#:~:text=India%20baby%20care%20products%20market%20is%20projected%20to%20grow%20at,income%20families%20across%20the%20country.