



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR
COLLEGE(Autonomous)

VIRUDHUNAGAR - 626 001

NOTIFICATION

"Ph.D PUBLIC VIVA-VOCE"
Research Centre in Business Administration

As per the regulations of Madurai Kamarajar University Madurai, Mrs. S. Amsha Lekha (Reg. No. P4557) Manager, Jothi Motor Spares(Automobiles Industry), 316,VOC 2nd Street,Theni Main Road,PP Chavadi, Madurai Will defend her thesis at public viva-voce examination through video conference mode using Google meet platform

Title of the Thesis

Consumer Behaviour On Baby Care Products in Madurai District: Young Mothers'
Perspective

Date and Time

25.09.2020, 11.00 A.M

Venue

MBA Conference Hall, V.H.N.S.N. College(Autonomous), Virudhunagar.

Vedio conference Platform

Google meet

Meeting ID

<https://meet.google.com/rmb-mnndd-itm>

The synopsis of the thesis is available in the college website and a copy of the thesis is available in the department library for reference. Faculty members, Scholars and students are most welcome to attend the viva-voce.

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CONSUMER BEHAVIOUR ON BABY CARE PRODUCTS IN MADURAI DISTRICT YOUNG MOTHERS PERSPECTIVE

Synopsis Submitted to



MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

Madurai

for the award of Degree of
**DOCTOR OF PHILOSOPHY IN BUSINESS
ADMINISTRATION**

Submitted by

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SYNOPSIS

CONSUMER BEHAVIOUR ON BABY CARE PRODUCTS IN MADURAI DISTRICT YOUNG MOTHERS PERSPECTIVE

INTRODUCTION OF THE STUDY

‘Baby care products’ is an umbrella term which includes skin-care, hair care, baby food, toiletries [diapers and wipes], apparels, footwear, toys, baby convenience, safety products etc. Any product that promises to meet the demand for taking care of an infant, generally between 0-4 years of age, falls under baby care industry. India, with 1.28 billion people, is the second most populous country in the world, just after China. With 27 million annual births and a fertility rate of 2.72 children per woman, India has 20% of the 0-4 years’ child population of the world i.e. nearly 127 million. The number of live births in the country is estimated to be 27 million, which again constitutes 20% of the total number of live births in the world. According to Technavio Report Indian baby care market is expected to grow at an annual rate of over 17% in terms of revenues during the 2014- 2019 period to reach over \$31 billion, from \$14 billion, thus, making India a lucrative market for the baby care industry.

According to the study by a research firm RNCOS, the domestic baby and children care products market which includes apparel, footwear, toys and baby cosmetics is growing in sync with the retail industry growth, and is estimated to grow at a CAGR of around 17 per cent during 2012-2017 to \$ 26.2 billion from \$ 11.8 billion in 2012.

The key player of Indian baby care market are Johnson and Johnson with about 80% of market share. Kimberly Clark (Huggies) and P and G

(Pampers) leads in toiletries and diapers segment while Johnson and Johnson dominates the skin/hair care segment. Baby food market is dominated by Nestlé's Cerelac and Nestum followed by Workhardt's Farex. According to a Technavio report 2016, the baby apparel segment accounted for more than 90% of the market, followed by toys at nearly 7%, whereas baby cosmetics, food, accessories and diapers together constituted over 2%. Other Prominent Vendors include Aditya Birla Group, Amul, Brevi, Chicco, Dabur, Emami, Fisher-Price, Himalaya, Marico, Mothercare, Nestle Wipro etc.

According to a report by Technavio, the baby care market in India is expected to grow at an annual rate of over 17% in terms of revenues during the 2014- 2019 period to reach over \$31 billion, from \$14 billion. The baby cosmetics and toiletries market was a large market segment with a revenue share of 92.2% in 2011. The segment will further consolidate its position with 93.2% market share in 2017.

NEED FOR THE STUDY

The study it can be used to understand the consumer's preference and expectation, and how well they are satisfied with the BCPs, problems faced in the purchase of BCP and their future expectations from the BCPs. This study gives detailed information about the consumer behaviour from what they buy brand and switching behaviour in the BCP market. It also explains the problems encountered by the consumers and their level of switching intention along with the future expectation from the BCPs. Since the study focuses on the mindset of the consumer in the BCP market, it will give a lot of tips to the

marketers to reformulate their products and their marketing strategies in order to satisfy their consumers.

STATEMENT OF THE PROBLEM

After globalization and liberalization there is a hectic competition among the companies in the Baby Care Product (BCP) market. The companies face many problems such as increasing cost, changing life style of the consumers, difficulties in the prediction of consumer's behaviour because of frequent changes in the consumer preferences and so on. The market is widely covered by a range of baby care products under different brands. There is also a continuous updation in all marketing mixes in the BCP market. Hence, the consumer's attitude towards various aspects in BCP market is essential to update.

OBJECTIVES OF THE STUDY

Based on the proposed research model, the objectives of the study are confined

1. To reveal the profile of the consumers and their purchase intention BCP market and its determinants;
2. To study the buying behaviour and its determinants in the BCP market;
3. To analyses the impact of factors leading to the buying behaviour in the BCP market;
4. To examine the brand behaviour and its association with the profile of the consumers in the BCP market;
5. To study the problems encountered by consumers in the BCP market and its impact on their switching intention among the consumers; and
6. To study the expected attributes from the BCP market in near future.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It includes the research design, locale of research, sample size, sampling procedure, methods of data collection and framework of analysis.

RESEARCH DESIGN

Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

Since the present study focuses on the characteristics of mother, their consumption behaviour, purchase intension, brand and switching behaviour in the BCP market, it is descriptive in nature. Apart from that, the research is characterized by prior formulation of specific hypotheses and the needed information is clearly defined. As a result, this research is preplanned and structured. A formal research design specifies the methods for selecting the sources of information and for collecting data from those sources. Hence, the applied research design in the present study is a descriptive research in nature.

SCOPE OF THE STUDY

The scope of the study is confined to only selected mothers in rural and urban Madurai. The period of the study is limited to 2017-2018.

SAMPLING PLAN OF THE STUDY

The sampling plan of the study includes the determinants of sample size and sampling procedure of the study. Since the population of the study is

unknown the sample size of the study is determined by the formula of

$n = \left[\frac{Z\sigma}{D} \right]^2$ whereas n-sample size; Z-Z statistics at five per cent level, σ - standard deviation of consumer satisfaction on BCP at pilot study and D- Degree of error acceptance.

The determined sample size in urban Madurai is 244 consumers since it's ' σ ' in 0.3984. In the case of rural Madurai, it is 284 consumers since it's ' σ ' is 0.4299. The total sample size of the study is 528 consumers of BCP. The determined sample size in urban and rural Madurai is identified with the help of doctors. Hence, the applied sampling procedure of the study is snow ball sampling.

BASIC CLASSIFICATION OF SAMPLED CONSUMERS

The customers are basically classified into two important categories namely Housewife and the Employed since plays on important role in the consumer behaviour at BCP market.

Out of the total of 528 consumers, 216 are housewives whereas the remaining 312 are 'employed'. In urban Madurai, out of 244 consumers, 119 and 125 consumers are housewives and employed respectively. At rural Madurai, out of the total of 284 consumers, 97 belong to housewife category and 187 belong to 'employed' category.

DATA COLLECTION

A pilot study was conducted among 25 each in housewife and employed mother categories at Madurai city. Based on their feedback, certain addition,

deletions, simplifications and modifications in the schedule were carried out. The final schedule was prepared to collect the primary data from the consumers in the BCP market.

TOOLS FOR DATA INTERPRETATION

T-Test, Analysis of Variance (ANOVA), Multiple Regression Analysis, Exploratory Factor Analysis, Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, Confirmatory Factor Analysis, Discriminate Analysis are the most suitable and significant statistical test ranging from simple to complex adopted in the present study by using MS Excel and SPSS.

LIMITATIONS OF THE STUDY

The present study is subjected to the following limitations.

Even though, the sample size is determined scientifically

1. No scientific sampling procedure has been applied to distribute the sample.
2. Only the identified mother in rural and urban Madurai by the doctors has been included as a sample of the study.
3. The scope of the study is confined only to Madurai district.
4. The variables related to the various constructs developed in the present study are based on the review of previous studies.
5. The descriptive variables used in the present study are converted into quantitative variables with the help of five point Likert Scale; and

6. The linear relationship between the dependent and independent variables has been assumed.

CHAPTER FRAMEWORK OF THE STUDY

The present study is presented in chapters.

- * The first chapter covers the introduction, need for the study, statement of the problem, review of previous studies, research gap, objectives, hypotheses, methodology, limitation of the study and chapter frame work.
- * The second chapter explain the meaning, definitions, measures and variables included in the concepts generated for the study.
- * The third chapter explains the profile of the consumers, their purchase intention and its determinants, and the impact of determinants on the level of purchase intention in the BCP market and the discriminant determinants of purchase intension among the housewife and employed.
- * The fourth chapter includes the buying behaviour, its antecedents, store choice behaviour, consumer's decision-making styles, consumer satisfaction and loyalty in BCP market.
- * The fifth chapter covers the brand behaviour in the BCP market, and its components among the consumer, brand loyalty in BCP market, problems encountered by the consumer in the BCP market; level of switching intention, impact of important problems on the level of switching intention and expected attributes from the BCP market in future.
- * The sixth chapter covers the findings of the study, with conclusion, policy implication and scope for future research.

GIST OF FINDINGS

The present study concludes that the level of purchase intention in BCP market is higher among the employed compared to housewife. The significant influencing factors for their purchase intention are baby care interest and perceived quality of BCPs. The peer group, parents, friends and personal factor play a significant role in their purchase decision in BCP market. The employed spend more on the purchase of BCPs compared to housewife. Their source of information on BCPs are advertisement and friends. The consumers give more importance to buying baby health and safety products and baby food products whereas the highly focused attributes of BCP are company reputation and pleasant of experience of users of BCPs.

The important factors leading to their brand behaviour among the consumers are publicity and advertisement, social, biogenic, finance and geophysical factor. The important factors leading to their store choice in BCP market are convenience and access and speciality outlets. The employed decision making style in the BCP market is higher and employed compared to that of a housewife. The higher level of brand behaviour is seen by any employed compared to that of a housewife. The level of advertisement effectiveness on purchase is higher in any employed compared to a housewife. The important problems faced by consumers in the BCP market are core failure, encounter failure, pricing, inconvenience, competition, promotion, ethical failure and redressal failure which significantly influence their switching intention in the BCP market.

The highly expected attributes from the BCP market in near future among the consumers are consumption setting, learning process in BCP market, utilitarian reinforcement, information reinforcement and service quality. But the most important aspect among housewife and the employed are utilitarian reinforcement and service quality respectively. Since the behaviour of an employed mother is different from that of the housewife mother, it is essential to design different marketing strategies and programmes to satisfy these two segments in BCP market.