



GENERATION Y FEMALE CONSUMER SATISFACTION ON MARKETING MIX TOWARDS BABY CARE PRODUCTS IN CHENNAI CITY

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ABSTRACT:

The research is primarily focused on generation Y female consumer satisfaction on marketing mix towards baby care products in Chennai city. Modern marketing is highly focus on customer oriented. The entire business processes turn around to fulfilling the customers by satisfy their requirements by providing good services. Even now companies are concentrating on wants, needs and preferences of the consumers and bring more innovative ideas to introducing new products into the market. When it comes to baby care products, while buying parents express much attention and more cautious over the health and hygiene for their babies especially mothers are always anxious with obtaining the finest products in the market and their foremost thing is to look after the child's safety and wellbeing. The researcher applied 7Ps of marketing mix (Product, Price, Place, Promotion, People, Process and Physical evidence) to analyse the customer satisfaction level. To test the research model, researcher framed a structured questionnaire and with collected data analysed by percentage analysis, Cronbach Alpha, Descriptive analysis and regression. The research discloses that the result of generation Y female consumer satisfaction on buy back intention is to provide better results for achieve the market.

Keywords: Generation Y female, Baby Care, Baby Care Products, Customer satisfaction, Marketing Mix, Chennai City

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1. INTRODUCTION:

The global baby care products have been subdivided like baby skin care, baby hair care, baby food, baby toiletries and others and also by distribution networks of both physical outlets and online shopping. India's market for motherhood and baby care goods is expected to grow by USD 26.35 billion between 2020 and 2025, with a CAGR of 11.11 %. One more study by Data Bridge Market Research stated the report on Indian baby care products industry is predicted to increase at a CAGR of 17.40%. As a result, the market value, which in 2021 was USD 10.95 billion, would have increased to USD 39.54 billion by 2029. Additionally, it shows that

baby toiletry and cosmetics are dominate in the market for baby care products due to an increasing dispersal income on babies and high knowledge of children's health and hygiene. Increased awareness of the consumption of organic products through online and offline distribution channels both demand and supply are raising for baby care products. A greater number of domestic and international businesses are entering the market as a result of the rapid amount of globalisation. Baby's fitness and mental health are developed by adding good amount of organic ingredients in baby care products. The brands are boosting their spending on commercials and other marketing initiatives



to promote brand recognition, which contributes to the market's expansion. The growth of market rate has also been accelerated by an increase in product innovation activities and dispersal income. More over government also has been given support to baby care market to undertake the research and development activities. So, the main aim of the study to identify generation Y female consumer satisfaction on marketing mix towards baby care products under 7P's of marketing mix.

2. REVIEW OF LITERATURE:

The goal of all business operations is to please clients by providing services that meet their needs. Baby care items can be rather expensive, so manufacturers always look for ways to make premium products at competitive prices. Parents are constantly concerned with buying the best items available, but their primary concern is the safety of their children (Malarvizhi, J and Nivetha. K, 2020). Branding helps buyers in many ways like product features, product benefits, and product quality. Strong branding has high brand equity such as greater brand reliability, name recognition, apparent quality, strong brand relationships (Dr.K.K.Ramachandran And R.Gokila, 2018). Currently business functions and processes are bind with understanding the customer purchasing behaviour and satisfying their wants and needs through efficient services. In order to achieve the accomplishment, the business have to highly consider the customers in new era marketing (Dr.Rajee M and Kasinathan S, 2019). The consumers are expecting good quality, more offers and discount from the manufacturers. In addition, attractive fragrance should be added on baby care products. While considering quality improvement, price balance should also be kept in mind. Consumers have sensitive feelings about price. The manufacturers must defend their pricing (Dr.V.Palanisamy, 2020). Now a days marketers are continuously

engaging online mode of sales to bringing innovativeness and also to collect reviews and feedback from generation Y consumers. To fascinate and hold these generation Y consumers, it is suggested that marketing content to be revised in online shopping for the better and ease understanding (Douglas Chiguvi and Tinashe Musasa, 2021).

3. SIGNIFICANCE OF STUDY:

In this modern era, the lifestyle of the humans is focused to raising their financial status to satisfy wants and desires of them. The baby care industry is growing quickly these days because of urban and rural growth and development, rising female labour force participation, buyer desire, and improving household levels of income. As the buying power of the individuals rises, they shifted towards reputed brand, though the perception and belief are towards Product, Price, Place, Promotion, People, Process and Physical evidence which carries to consumer satisfaction. In this study, an effort was done to measure the level of satisfaction and brand awareness of generation Y female consumers towards baby care products.

4. OBJECTIVES OF THE STUDY:

- To study the socio-economic profile of generation Y female consumer of Baby care products.
- To study the generation Y female consumer satisfaction towards baby care products under 7P's of marketing mix.
- To know generation Y female consumer awareness towards baby care products.

5. RESEARCH METHODOLOGY:

In this study, generation Y female consumer satisfaction towards baby care products in terms of 7Ps of marketing mix (Product, Price, Place, Promotion, People, Process and Physical evidence) to analyse the customer satisfaction level. Hence, at primarily an exploratory study has been done to know vital factors influence the generation



Y female consumers level of satisfaction from 25 respondents. The researcher has applied Likert scale of five points to know the responses from the generation Y female respondents. Respondents are requested to spot their degree of satisfaction or dissatisfaction on a Likert scale of five points ranging from strongly agree to strongly disagree. The researcher has used non-probability sampling method, due to fast, cost

friendly and easily to reach of 250 respondents. Generation Y female consumer data are gathered from Chennai City and for analysis programmed in SPSS 25.0. To test the research model, researcher framed a structured questionnaire and with collected data analysed by percentage analysis, Cronbach Alpha, Descriptive analysis and regression analysis.

6. ANALYSIS AND INTERPRETATION:

Table: 1.1

Age of the Mother

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25 yrs - 28 yrs	50	20.0	20.0	20.0
29 yrs - 32 yrs	80	32.0	32.0	52.0
33 yrs - 36 yrs	76	30.4	30.4	82.4
37 yrs- 40 yrs	44	17.6	17.6	100.0
Total	250	100.0	100.0	

Source: Primary data

The above table 1.1 defines that, out of 250 generation Y female respondents, 20% were in the age group between 25 yrs and 28 yrs, 32% were 29 yrs to 32 yrs of the age group, 30.4% were 33 yrs to 36 yrs of the age group and 17.6% were belongs to 37 yrs to 40 yrs of the age group. Majority of the generation Y female respondents are belonged to the age group of 29 yrs to 32 yrs.

Table: 1.2

Education of the Mother

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Degree	125	50.0	50.0	50.0
Others	14	5.6	5.6	55.6
Post Graduation	97	38.8	38.8	94.4
Secondary School	14	5.6	5.6	100.0
Total	250	100.0	100.0	

Source: Primary Data

The above table 1.2 represents the educational qualification of the generation Y female consumers. 5.6% of the respondents were secondary school level, 50% of the respondents were under graduate, 38.8 % of the respondents were post graduate and 5.6% of the respondents were belongs to others category. Certainly, education conveys the characteristics of consumer preferences.

Table: 1.3
Occupation of the Mother

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Employee	75	30.0	30.0	30.0
Entrepreneur	14	5.6	5.6	35.6
Housewife	122	48.8	48.8	84.4
Professional	39	15.6	15.6	100.0
Total	250	100.0	100.0	

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Source: Primary Data

The above table 1.3 describes the occupational status of generation Y female consumer. 5.6% of the respondent occupational status were entrepreneur, 15.6% of the respondents were belongs to professionals. 48.8% of the respondents were housewife and 30% of the respondents were employees. The customer's occupation helps to engage and encourages the production of baby care products.

Table: 1.4
Family Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Above Rs.75,000	76	30.4	30.4	30.4
Below Rs.30,000	40	16.0	16.0	46.4
Rs. 50,000 - Rs.75,000	80	32.0	32.0	78.4
Rs.30000 - Rs.50000	54	21.6	21.6	100.0
Total	250	100.0	100.0	

Source: Primary Data

The above table 1.4 specifies the family income of generation Y female consumers. 16% of the respondents have family monthly income less than Rs.30,000, 21.6% of the respondents have family monthly income Rs.30,000- 50,000, 32% of the respondents have family monthly income Rs.50,000-Rs.75,000 and 30.4% of the respondents have family monthly income above Rs.75000. Family income plays the vital role on affordability of the consumers towards baby care products.

Table: 1.5
Nature of the Family

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Joint	112	44.8	44.8	44.8
Nuclear	138	55.2	55.2	100.0
Total	250	100.0	100.0	

Source: Primary Data

The above table 1.5 represents nature of the family of generation Y female consumers. 44.8% of the respondents were belongs to joint family, 55.2% of the respondents were belongs to nuclear family. The nature of the family is a significant factor influencing typical consumer attitudes.



Table: 1.6
Reliability Statistics Analysis

Variables	No of Items	Cronbach's alpha
Product	3	0.785
Price	3	0.783
Place	3	0.787
Promotion	3	0.793
Process	3	0.790
People	3	0.789
Physical Evidence	3	0.788

Source: Primary Data

The above table:1.6 analysed the reliability test, one of the most used reliability measurements in the societal and institutional studies is Cronbach's alpha. George and Mallery (2003) deliver the rules of thumb: > 0.7 is Acceptable value. In all the above variables have no issues in Cronbach's alpha reliability because values that exceeded the standard of 0.7. So, which indicates that the questionnaire is reliable. The usual range for Cronbach's alpha reliability coefficient is 0 to 1. Therefore, the study is reliable to measure all variables are considerably acceptable.

Table: 1.7
Descriptive Statistics Analysis

	Variables	N	Min	Max	Mean	Std. Deviation
Product	Product meets consumer expectations	250	1	4	1.80	.721
	Health and hygiene factors	250	1	3	1.72	.609
	Wide varieties of products	250	1	5	1.92	.924
Price	Reasonable price	250	1	4	1.86	.844
	Discounts and offers	250	1	4	1.99	.836
	Worth for money	250	1	4	2.08	.666
Place	Online Marketing	250	1	5	1.97	.868
	Nearby Retailers & Medical shops	250	1	5	2.02	.859
	Social networks, Blogs & forums	250	1	4	1.96	.749
Promotion	Combo offers	250	1	5	2.45	1.071
	Online portals give joy in purchase	250	1	5	2.10	1.024
	Clarity on advertisement	250	1	5	2.24	1.018
Process	Delivered at right time and place	250	1	4	1.99	.781
	Effective Distributive system	250	1	5	2.46	.949
	Free delivery of products	250	1	5	2.14	.855
People	Service by staff personnel	250	1	5	2.14	.862
	Suggestions from salesman	250	1	5	2.50	.937



	Word of Mouth	250	1	5	2.28	1.072
Physical Evidence	Neat Packaging	250	1	4	1.78	.649
	Proper Labelling	250	1	4	1.95	.698
	Online and offline Branding	250	1	5	2.22	.846

The above table: 1.7 stated the descriptive analysis, the variables influence the generation Y female consumer satisfaction on marketing mix towards baby care products. The variables represent a mean score of 1.9 or more. Most of the generation Y female consumers agree with wide variety of products (mean score is 1.92), respondents agree the baby care products are worth for money (mean score is 2.08), approves Nearby Retailers & Medical shops (mean score is 2.02), favours Combo offers of baby care products (mean score is 2.45), supports Effective Distributive system (mean score is 2.46), likes the suggestions from salesman (mean score is 2.50) and enjoys online and offline branding (mean score is 2.22) significantly influence generation Y female consumer satisfaction towards baby care products in Chennai city.

Table:1.8
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617 ^a	.381	.324	.526

The above table:1.8 Linear regression of model summary describes the correlation coefficient, $R=0.617$ which indicates (61.7%) in 7ps of marketing mix like product, price, place, promotion, process, people and physical evidence has strong positively significant with generation Y female consumer satisfaction towards baby care products in Chennai city. Hence, Where the R square value is 0.381 which is 38.1% variation in generation Y female consumer satisfaction toward baby care products due to 7ps of marketing mix. Whereas the adjusted R^2 is 0.324 indicating that the seven variables of marketing mix can deliberately give justification for 32.4% change in the generation Y female consumer satisfaction towards baby care products in Chennai city.

7.CONCLUSION:

The foremost purpose of this study to find 7ps of marketing mix towards baby care products and to identify the association between generation Y female consumer satisfaction and marketing mix. Concerning about product, consumers are highly satisfied with wide range of baby care products are

available in either at shop and also online mode. Additionally, the manufacturers have to concentrate more concern over health & hygiene towards baby care products. With reference to price, majority of generation Y female consumers are satisfied with the products are worth for money and attractive offers and discount. But the producers have to make some steps to provide baby care products at affordable and reasonable price to the consumers. Regarding place, maximum number of generation Y female consumers are extremely satisfied with nearby retail stores, medical shops and online shopping. In this regards the consumers are more fulfilled towards online and offline mode of shopping. With respect to promotion, almost they satisfied on combo offers and clarity of products through advertisements. Some of the respondents were not satisfied with online promotional mode because frequent updating of the promotional information is lacking in the website. With regard to the people, generation Y consumers are more comfort with recommendations and suggestions given by salesman and their peer



groups. In the point of process, effective distribution system to supply of baby care products are transparent and delivered at right place and time. Through direct marketing manufacturers must enhance personnel touch with the consumers. Concerning about physical evidence, baby care industries essential to concentrate on neat packaging which enables safety and durability. Further, proper labelling enables direction to use the product in the right way.

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