
A STUDY ON YOUNG MOTHERS ATTITUDE TOWARDS BABY POWDER AT MADURAI DISTRICT

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Abstract

The growing awareness amongst consumers towards baby hygiene and baby care products have been contributing towards the growth of baby powder market. The health risks associated with baby powder is expected to deter the growth of the market during the forecast period. Usage of talcum powders could cause respiratory problems such as Talcosis in infants. Studies suggest that the inhalation of talcum powder could also cause pneumonia and asthma in extremely sensitive babies. For instance, during 2013, Johnson and Johnson's India plant license was revoked, by the Maharashtra FDA. The usage of ethylene oxide, a substance used for the production of industrial chemicals, in the sterilization process of their baby powder product audience. The purpose of the paper is to identify young mothers attitude towards baby powder in Madurai district.

Introduction

India has variety of baby product manufacturing companies that manufactures talcum powder for babies. Babies generally get rashes in their thighs and hips due to excessive use of diapers. But, after using baby talcum powder will be able to make the rashes and redness of the babies duly reduced. Even when baby is excessively sweating due to hot summer climate, can easily use the baby talcum powder. The global baby powder market is dominated by international vendors such as Chicco, Johnson & Johnson, and Pigeon. The competitive environment in this market is expected to intensify with an increase in product/service extensions. The health risks associated with baby powder is expected to deter the growth of the market during the forecast period. Usage of talcum powders could cause respiratory problems such as Talcosis in infants. Studies suggest that the inhalation of talcum powder could also cause pneumonia and asthma in extremely sensitive babies. For instance, during 2013, Johnson and Johnson's India plant license was revoked, by the Maharashtra FDA. The usage of ethylene oxide, a substance used for the production of industrial chemicals, in the sterilization process of their baby powder product audience. Pediatricians and the American Academy of Pediatrics are no longer recommending the use of talc-based baby powders because they are dangerous if inhaled. The fine particles compromising the powder can be inhaled into the deepest structures of the lungs which may cause talcum powder poisoning. Talcum powder poisoning may result in twitching, fever, cough, breathing problems, convulsions, collapse and even death. Since the 1980s, records show that several thousand infants have died or become ill after inhalation of baby powder. A news brief appearing in the February 2008 issue of *Pediatrics* cited another potential hazard associated with baby powder. Baby powder is linked to higher levels

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phthalates in infants. Phthalates are chemicals that studies suggest may have toxic effects on the developing endocrine and reproductive systems.

Review on Literature

- Juliana, Maria and Zilda (2011) in his research paper titled “Children and newborn skin care and prevention” proposed The skin of newborn babies undergoes a gradual process of adaptation to the extra uterine environment during which special care is necessary. In order to preserve the integrity of neonatal and child’s skin, this article reviewed basic preventive care practices in relation to hygiene, bathing, cleansing agents, topical products and their percutaneous toxicity.
- Shally Magon and Abinaya (2014) in his research paper titled “Use of Talcum Powder on Infants and Toddler” proposed that Use of talcum powder on infants and in the first few years of life is worrisome for several reasons. Infants under 1 year of age should not be exposed to any powders unless medically recommended. 90% of mothers in the sample reported applying powder. A considerable doubt has been cast on the safety of powders containing talc, particularly when used on infants
- Sukanta Chatterjee (2015) in his research paper titled” Evaluation of the efficacy and safety of “Baby Powder” in infantile hyperhidrosis, miliaria rubra and bad body odor” proposed that Infantile hyperhidrosis and miliaria rubra are the commonly encountered dermal problems, which are often associated with bad body odor. The “Baby Powder” is a polyherbal formulation recommended for prevention and treatment of infantile hyperhidrosis, miliaria rubra, and bad body odor, and this study was conducted to evaluate the efficacy and safety of “Baby Powder” in infantile hyperhidrosis, miliaria rubra, and bad body odor.

Objectives

1. To study young mothers attitude towards baby powder.
2. To study the factors that motivates young mothers to purchase baby powder.
3. To analyse the level of young mothers awareness regarding the purchases of baby powder.

Methodology

This study is based on the primary data and secondary data. The primary data have been collected from consumers of large scale units from Madurai district by survey method.

Sample Size

The population of Madurai is infinite. The researcher has collected data from 150 young mothers of large scale units by convenience sampling method.

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Demographic Study

Table 1_Demographic Profile of Young Mothers

S.No	Variable	Category	No of Respondents	Percentage of Respondents
1	Age	15-19	28	19
		20-24	56	37
		25-30	41	27
		31-35	25	17
		Total	150	100
2	Education Qualification	Elementary Level	13	9
		SSLC	25	17
		Under Graduate	48	32
		Post Graduate	56	37
		Others	8	5
Total	150	100		
3	Kind of Family	Nuclear	94	63
		Joint	56	37
		Total	150	100
4	Occupation	Government Employee	28	19
		Private Employee	41	27
		Business	16	11
		Home Maker	56	37
		Others	9	6
Total	150	100		
5	Monthly Income	10000 – 15000	62	41
		15000 – 25000	27	18
		25000 – 35000	29	19
		35000 – 40000	20	14
		Above 40000	12	8
Total	150	100		
6	Place of Residence	Centre of town	94	63
		Away from town	56	37
		Total	150	100

Source: Primary Data

ANOVA

The results of Anova are presented in the following exhibit.

Null hypothesis H₀₁: There is no association between age of the respondents with the level of satisfaction for baby powder.

Alternate hypothesis H_{A1}: There is association between age of the respondents with the level of satisfaction for baby powder.

Table 2 Age Vs Level of Satisfaction for Baby Powder

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.604	1	1.202	2.637	.001
Within Groups	56.038	146	.228		
Total	59.642	149			

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Interpretation

ANOVA table shows the results of overall analysis of variance including the variation between groups, within groups, total sum of squares and mean square. The F-ratio for this analysis is 2.637 with probability of .001 at 5% level of significance. This analysis does support the null hypothesis of difference in the sample means, that is homogeneity of means of age of the respondents for the level of satisfaction for baby powder.

Mean Score Analysis

Table 3 Level of Agreement for Purchasing Baby Powder

Features	Very Important	Quite Important	Moderate Important	Some What Important	Not Important
Brand reputation	41	67	22	19	1
Recommendation from friends or Family members	71	55	11	9	4
Price	24	10	17	58	41
Special Deals(offers)	9	15	39	47	40
Quality of the product	149	1	0	0	0
Skin suitability	142	5	4	0	0
Availability	82	25	15	19	9
Fragrance	24	37	51	30	8
Freshness	39	41	31	36	3
Safeness of ingredients	128	17	3	2	-

Total Mean Score

- $(41*5) + (67*4) + (22*3) + (19*2) + (1*1) = 578 \text{ } 0.3853$
- $(71*5) + (55*4) + (11*3) + (9*2) + (4*1) = 630 \text{ } 0.4200$
- $(24*5) + (10*4) + (17*3) + (58*2) + (41*1) = 368 \text{ } 0.2453$
- $(9*5) + (15*4) + (39*3) + (47*2) + (40*1) = 356 \text{ } 0.2373$
- $(149*5) + (1*4) + (0*3) + (0*2) + (0*1) = 749 \text{ } 0.4993$
- $(142*5) + (5*4) + (4*3) + (0*2) + (0*1) = 742 \text{ } 0.4946$
- $(82*5) + (25*4) + (15*3) + (19*2) + (9*1) = 602 \text{ } 0.4013$
- $(24*5) + (37*4) + (51*3) + (30*2) + (8*1) = 489 \text{ } 0.3260$
- $(39*5) + (41*4) + (31*3) + (36*2) + (3*1) = 527 \text{ } 0.3513$
- $(128*5) + (17*4) + (3*3) + (2*2) + (0*1) = 721 \text{ } 0.4806$

Total = 5762

Mean score = $578 / (10*150) = 0.38$

From the above analysis, it is clear that variable "Quality of the product" carries the highest mean score of 0.4993 when compared with the other variables; this is followed by "skin suitability" with 0.4946.

Weighted Average Method: (Rank)

To overcome the problems of the programme, respondents were asked to offer their suggestion; most important suggestion carried the score of 5 and so on.

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Table 4 Brand Preferred

S.No	Rank	1	2	3	4	5	Total score	Weighted Average	Rank
	Weighted Factors	5	4	3	2	1			
1	chicco	38	69	29	8	5	574	38.3	II
2	Himalaya	78	35	21	10	6	619	41.3	I
3	Johnsons	44	50	13	20	21	540	36.0	III
4	Pigeon	2	10	14	78	46	294	19.4	V
5	others	21	48	36	17	28	467	31.1	IV

From the above table it is inferred that himalaya is brand used by most of the young mother which scored 1st rank and pigeon is the second ranked brand which is used by young mother and 3rd rank is scored by johnson and johnson and the young mothers have other brands as their 4th rank and chicco brands have scored 5th rank.

Table-5:-Awareness about Effects of Baby Powder

Effects	Extremely Aware	Percentage (%)	Somewhat Aware	Percentage (%)	Not at all Aware	Percentage (%)
Throat irritation	38	25.3	59	39.3	53	35.3
Talcosis	2	1.33	9	6.0	139	92.6
Respiratory issues	15	10.0	26	17.3	109	72.6
Asthma	11	7.3	49	32.6	90	60.0
Pneumonia	5	3.3	18	12.0	127	84.6

Source: Primary Data

From the above table it is inferred that out of 150 young mothers 53 mothers were extremely not aware that baby powder will create throat infection to their baby.139 people were not all aware that talcosis will affect their baby by applying baby powder .most of the young mothers were not aware that respiratory issues, asthma and pneumonia will affect their baby by applying baby powder.

Conclusion

From the research study, it is clear that most of the young mothers are not aware of effects of applying baby powder either fully or partially. 80% of the young mothers are using baby powder to avoid diaper rashes and to absorb excess of oil secretion in skin. Infant baby powder helps the mother in certain situations where they find some bad odor from their baby when vomit or use diaper but there are lot of bad effects if they apply it continuously. Most of the young mothers preferred Himalaya and pigeon in the baby powder series. In ranking by young mothers, quality, skin suitability and safeness of ingredients play major role in factors motivating young mothers to prefer baby powder. The usage of baby powder is increasing day-by-day so from this research work I created awareness among the small group of respondents.

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