

GEN Z PARENT'S ATTITUDE TOWARDS ONLINE SHOPPING OF REUSABLE DIAPER

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Abstract

Diapers are considered as essential in recent times when the baby is born. Diapers are not only used for babies but also used by adults as is common in recent days. The paper help the readers to know the awareness level of reusable diapers, mode of purchase, role of digital marketing impact, gen Z parents attitude, huddle's faced by parents are identified. 120 parents respond to this survey. Some of the analysis are Aplah test, multiple regression, ANOVA are used. Environmental awareness level and digital marketing played a positive role in gen Z online shopping of reusable diapers, demographic variable have negative impact towards their purchase attitude. parents are aware about the activity impact on society and they try at a greater extent to keep the environment less toxic and they are ready to adopt which is good for environment even though such activity are moderately costly.

Key words: reusable diapers, online shopping, brand preference, environmental impaact

Gen Z parent's attitude towards online shopping of reusable diaper

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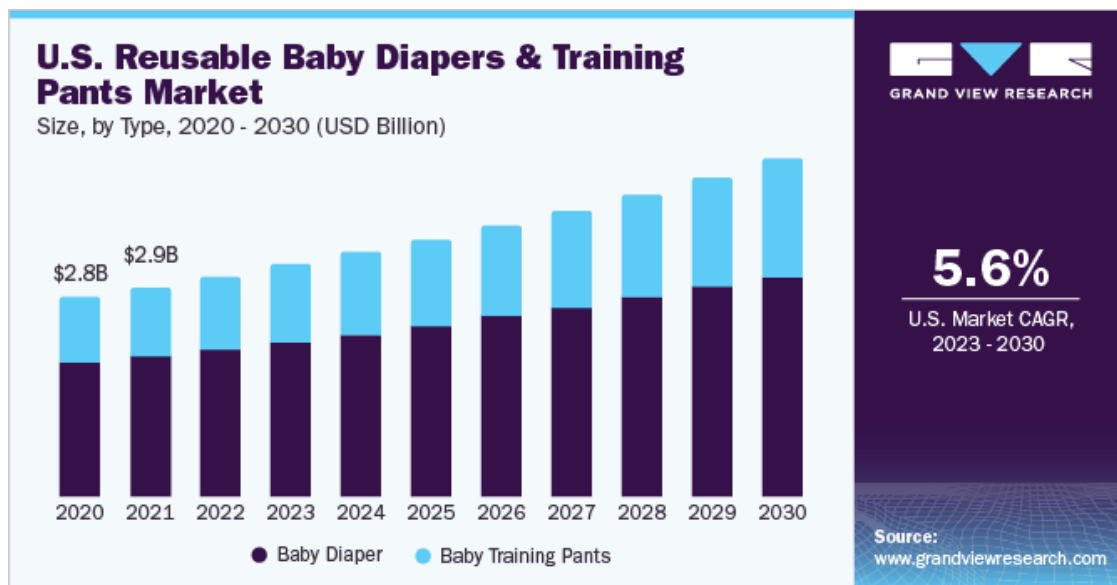
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Introduction

The concept of a diaper was not in use in the early days. Most of the country doesn't follow one particular material for babies. The main purpose of using a diaper is to eliminate the excreted pollution, reduce babies from falling sick because of urinal infection and being admitted to hospital. The first diapers were introduced in 1942 in Sweden. The diaper is made up of layers filled with tissue and covered with plastic which can absorb 100ml at one time of usage. The main purpose of such an invention is to prevent babies from urine-related diseases (Krafchik, B. (2016). Diaper usage among Indian parents was increasing. The primary reasons for buying diapers on a regular basis are urbanization, awareness about hygiene and

an increase in disposable income. The new generation of parents who are in nuclear families use it at a higher rate for their baby because of the convenient way of parenting. Attractive discounts offered on online shopping sites also boost their ability to make purchases (TechsciResearch pvt ltd, n'd). As far as diapers are considered quite expensive, as a result, they cannot be affordable for economically unstable people. Clothes are a better choice to fulfill the need for a diaper. Double-sided pile fabric with bleach is used as the best choice in reusable diapers because it absorbs very well, and can be washed easily, which leads to new product development(Zwane, P. E,2010). Parents use disposable diapers for potty training, and they are very concerned about the environment as a result of education and some parents can not afford disposable diapers at a higher rate. In India, some companies who do sell baby products online promote reusable diapers at a higher rate. Most of the time, these reusable diapers are sold online at a higher rate, followed by big supermarkets and supermarkets, because consumers pay attention to not that much as compared to disposable diapers. Due to increasing environmental concerns, many diaper companies have started to manufacture diapers in hybrid, which include disposable and reusable diapers.



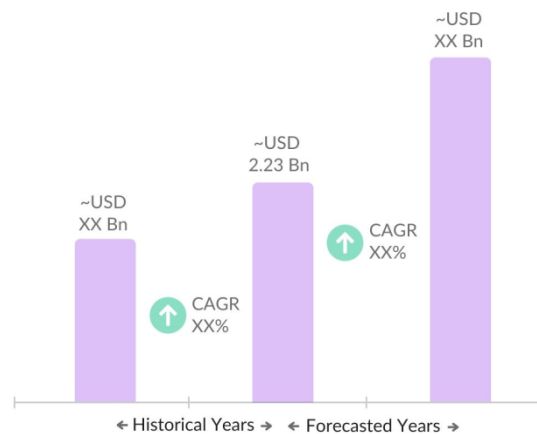
People compare disposable diapers with bio-degradable diapers in many terms, and they say that they prefer to purchase biodegradable diapers because it reduces the environmental waste level. They also believe that it protects the baby's skin, and it provides health benefits for their baby (Sunil R Hegde et al., 2023). Disposal diapers are more in use. It is observed that in Brazil, many parents whose children are aged below five are not properly trained for potty. As a result, the consumption of diapers is more. People have started to consume cloth diapers in an increasing percentage because the percentage of rashes and infections is increasing, so to solve this, they have started to prefer to use cloth or breathable diapers for their babies (Uber, M,2024).

Cloth diapers or reusable diapers are considered the best alternative to disposable diapers. It is not only considered environmentally friendly, but it is also considered best for baby skin. It

provides maximum comfort to babies at the time of using cloth diapers. It also considered cost-effective. For reusable diapers, breathable materials are used so that rashes and irritation to babies are reduced and make the babies feel comfortable throughout the day. It is advisable for parents who are going to buy reusable diapers to check the quality of material, adjustable snap, leak protection and easy cleaning process (Rutuja, 2024). The market is a place to create a demand and make consumers consume it and make them regular consumers. The role of diapers is inevitable. For newly born babies, on an average, 8–10 diapers are used on a daily basis. When the babies grow, the number of diapers on a daily basis starts to reduce. Most of the time, the number of diapers mostly depends on the baby's diet. Generally, it is advisable to use new one after every 2–3 hours. Most new moms go for new nappy on the basis of the baby's reaction, such as: crying, diaper is wet, diapers smell of poop or stool, and facial expressions. There are many types of diapers available on the market. Most moms prefer disposable diapers which contain a chemical core which supports keeping the diaper dry. It increases waste and pollutes the environment. Some moms choose eco-friendly diapers which avoid the usage of regular plastic, but that also contain chemical components to keep the diaper dry. It doesn't cause any change in the amount of waste. Cloth diapers take advantage of natural material usage. It is easy to use, and it consists of an outer layer which keeps dry and an inner layer made from organic cotton (Kontofski, Deborah, 2025). Purchases of cloth diaper decisions are influenced by cultural, social, and personal factors. This is validated by doing research on Medan city mom's purchase decision. Most consumer purchase decisions are based on a culture which is adopted by the people. It includes geographical location, nationality, income, education, and assets play a premier role. As far as social factors are concerned, the reference group, status of the person and the environment where they live play a predominant role. From the result, it is identified that external factor (society) have significant relation to the purchase of cloth diapers by moms in Medan city (Asri Lestar, et al., 2024). Diapers' performance is critically evaluated on the basis of rash scores, current brand usage and their performance. Clinical studies were done and compared the performance of the top two brands on the basis of the above-mentioned criteria. It is critically evaluated on the basis of wear time, leakage, and product usage. From the analysis (116 research population), it is sought that the diapers which were chosen for comparison (honesty and papers) have shown different performance. As far as leakage is concerned, papers perform better leakage protection than honest, both the diapers' usage period is two hours. In both the brands, the appearance of red markings and pressure are observed, but is less on paper. From the study, it is observed that parents hesitate to choose a brand which has more leakage, particularly during the nighttime usage period. Most parents prefer to choose a diaper which is enhanced with a cotton portion in diapers (O'Connor, Robert J., et al., 2019). Tope sells cloth diapers in India. First, it is super bottom because it is lightweight, has a variety of adjustable snaps and an attractive pattern. Second, it is New Boo because it is very soft and has great absorbency. Third, it is just born because it is absorbent, and leak protection is good. The fourth one is Cocoon Care because it has good protection for babies' skin, and it is one of the favorite brands among parents, and the fifth one is Mothers Sparsh because it has a 4-layered built-in booster pad and outer shell ins waterproof (Rutuja, 2024).

India Diaper Market Size (In USD Bn)

India Diaper Market
India Diaper Market Size, (In USD Bn)



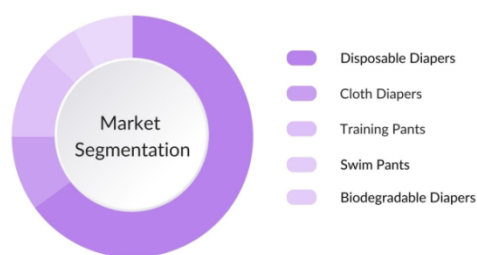
Sources : Ken Research Analysis

KEN RESEARCH

The Indian market for diapers is valued at USD 2.23 billion. Kids who belong to the age category of 0-4 are more in usage. Many families changed their diaper usage habits on a regular basis. The Indian market plays a prominent role in the diaper market. In India, many metropolitan cities dominate the diaper usage rate. This is because of urbanization. Nowadays, consumers have many options for diapers both online and offline. Indian people are aware of environmental conservation as a result they started to opt for biodegradable diapers (Indian diaper market).

India Diaper Market Segmentation by Product Type (in value %)

India Diaper Market
India Diaper Market Segmentation by Product Type



Sources : Ken Research Analysis

KEN RESEARCH

In India, there are different types of diapers available, which include disposable diapers, swim pants, training pants, cloth diapers, and biodegradable diapers. Out of this, disposable diapers have more market share. The demand for diapers is increasing because of our lifestyle. Diapers are not only used for babies, but in recent times, adult diapers have also gained good market share. The main reasons for different varieties and different brands of diapers are consumer awareness level, consumer specification and environmental concerns (Indian diaper market). The environmental impact on the use of diapers has a significant impact. Life Cycle Assessment is done on the basis of megajoules and carbon dioxide emissions. It is observed

that treatment and disposal of diapers costs more. The recycling process is less in developing countries for the disposal of diapers (Tariq, Hassaan, et al.,2021).

Objectives

- To identify the awareness level of reusable diapers.
- To know gen Z parents attitude towards purchase of reusable diapers.
- To know the influencing factors for purchasing reusable diapers online.
- To know the huddles faced at the time of online shopping of reusable diapers.

Methodology

The research is carried out in Tiruvallur cities. Now-a-days new mom's possess good knowledge of parenting. Once the couple came to know that they are going to become parents in near future they started to search for the best product for babies. In the modern mechanised world so many young parents prefer to use diapers for babies on a daily basis. It pays the way to get to know about cloth diapers/reusable diapers. Once they came to know about reusable diapers they start to collect reviews and articles and started to purchase it. Data for this research is collected from secondary data to validate the research through background. For quantitative analysis data are collected from mom in Tiruvallur cities. 120 samples are collected by using the snowball sampling method. Collected data are analysed through SPSS. Some of the statistical tools used in this research are frequencies, correlation analysis, and Cronbach's Alpha test are used.

Reliability

Component	No.of items	Alpha value
Awareness level	5	0.744
Attitude towards reusable diapers	5	0.675
Online reusable diaper shopping behavior	5	0.758
Influencing factor	5	0.806
Digital marketing	5	0.684
Online shopping challenges	5	0.747
Trust and shopping preference	5	0.727

The questions used in the variable are adequate and all the alpha value is in acceptable range. The lowest alpha value is attitude variable 0.675 it is above average acceptable level. Influencing variable attained value is more 0.806.

Hypothesis Testing

H01: No relation between environmental awareness and gen Z parents attitude towards online purchase of reusable diapers

Correlation between Environmental awareness and gen Z parents attitude

Components	R value	Sig. value
Environmental awareness and Attitude	0.589	0.000

The correlation analysis between environmental awareness and Gen Z parent's attitude is R= 0.589, which shows that there is a moderate relation between the two variables and the

significant value is 0.000, which shows that it is positively correlated. It is clear that environmental awareness levels have a favorable impact towards gen Z parent's attitude towards purchase of reusable diapers in online.

H02: No relation between digital marketing and online shopping of reusable diaper

In a multiple regression analysis, the $R^2=0.34$ which shows that digital marketing has a moderate impact, $P=0.000$, which shows there is a confirmed relationship. The mean value is 134.635 and $F=15.389$, which shows that there is significant relation between digital marketing and gen Z parents online shopping of reusable diapers.

H03: No relation between demographic character and reusable diaper purchase.

ANOVA analysis

Component	DF	Mean ² value	F	P- value	Significant Impact on hypothesis
Environmental awareness VS Education	4	3.81	0.337	0.852	Rejected
Environmental awareness VS Employment	4	11.049	1.1.32	0.345	Rejected
Environmental awareness VS Location	3	13.431	1.431	0.237	Rejected

The interpretation reveal that demographical variable have no impact on gen Z parents habit towards online shopping of reusable diapers.

Conclusion

Reusable diapers are gaining importance in recent days. It happens because of people's educational level and level of impotence given by the people towards the environment. From the research it is observed that many people could not switch in to reusable diapers because the price is not nominal. The respondents choose the particular brand based on the level of positive response towards the factors considered by them at the time of purchase decision. The scope of gaining customers for reusable diapers are in progressive stage only. The further studies can proceed on the word of mouth promotion towards brand switching in reusable diapers.

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