A STUDY ON WOMEN'S PERCEPTION TOWARDS BABY CARE PRODUCTS

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ABSTRACT

The aim of this article is to focus on women's perception towards Baby Care Products' Segment and its influential factors in kumbakonam area. The basic purpose of this it is to find out how such factors are behind the success of purchasing decision making process.

Keywords--- Customer Satisfaction, Technology, Customer Care, Quality, Service Facility, Reasonable Prices, Hygiene and Safety

INTRODUCTION

Perception vary from person to person. Different people perceive different thing about the same situation. But more than that, we assign different meaning to what we perceive. And the meaning might change for a certain person. One might change one's perceptive or simply make things mean something else.

Baby, a child under two years of age. From birth to two week, the baby is called new born infant. During the two weeks of infancy the new born adjusts to the environment outside the mother's body and its growth comes almost to a standard still. During the two years of babyhood, however, the baby grows rapidly and as it learns to control its muscles it becomes more and more independent.

Economy recession forced on parents' to select lower priced baby products, and identifying their buying behaviour. Information about the perceptions of parents on high-price baby products was gathered. The effectiveness of advertisement and sales promotion on creating awareness and increase turnover were also examined.

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STATEMENT OF THE PROBLEM:

In this study, focuses on changing preference of customers because in today's time there are so many best products are available in market. It attempts to find whether the products are reaching up to the expectation of customer or not. In this context, a study on consumer behaviour was deemed to be important to understand the buying behaviour and preference of difference consumers.

REVIEW OF LITERATURE:

Adys Sharma (2009) in his study entitled "Rote and Influence of Children in Buying Children's Apparel" has revealed that the size of the family or the gender of children in family affect the buying behaviour in any way.

Debra Harker, Bishnu Sharma, Michael Harker and Karin Reinhard (2009) in their study "Leaving Home: Food Choice Behaviour of Young German Adults" reported that health consciousness, weight concern and attitude towards healthy eating are the significant predictors of fruit consumption, however natural content, weight concern are the significant predictors of vegetable consumption.

P.K. Khicha in 2012,studied that Baby accessory products are selected through the brand perception and Brand Equity. He studied the brand theory, Brand Equity and Brand perception. The study explored how to create brand perception and brand equity by using different marketing communication tools.

The above studies concentrated on baby products. The study rarely highlighted women's perceptions towards baby products with special reference to kumbakonam town. There was no comprehensive study to realize the perception of baby product. This studies failed to measure:

1. What was the perception of women's perception towards baby products with special reference to kumbakonam town?

2. What was the factors determining the satisfaction and measure their level of satisfaction?

These issues have not yet been addressed by the earlier studies in women's perception towards baby products. The research has made on attempt to addressed the above said issues in the study area, hence the present study.

SCOPE OF THE STUDY:

The present study has been confined to Baby products. Mainly it focuses on women perception in Kumbakonam.

OBJECTIVES:

The objectives duly formulated for the study are as follows:

1. To determine the customers' priority in selecting the baby care products.
2. To identify the reasons for selecting the particular bran products.
3. To identify the factors influencing the satisfaction .

4. To measure the level of satisfaction of respondents.

HYPOTHESIS

- ❖ There is no significant association between demographic factors(age, family income, area of residence) and level of satisfaction.
- ❖ There is no significant association between demographic factors(age, family income, area of residence) and unbranded products.

SOURCES OF DATA:

The study is based both primary and secondary sources. the primary has been collected through survey method with help of structured questionnaire. The secondary data will be collected from the books, journals, web portals.

SAMPLE SIZE:

Sample size is 140 customers in universe population.

SAMPLING TECHNIQUES:

Sample is the process of learning about the population on the basis of a sample. Sample is the part of the universe, which the researcher selects for the purposes of investigation. "Convenient sampling Method" has been adapted to collect the data from the respondents.

TOOLS FOR ANALYSIS:

The data collected from the respondents were coded and tabulated to suit requirement of the study. The statistical tools such as:

- ❖ Percentage Analysis
- ❖ One Way ANOVA
- ❖ Chi- square test

LIMLITATION:

- ❖ The area of study is restricted to kumbakonam town.
- ❖ The number of respondents in the study is limited to 140.
- ❖ The accuracy of the study depends on the data provided by the respondents. The respondent's views and opinions may vary in future.
- ❖ This study was based on primary data collected from sample consumers by survey method.

Demographic profile of the respondents
Table No.1.1

		Percent	**No. of Respondents**
Baby's age	Less than 4 months	6	4.0
	4 to 8 months	24	16.0
	8 months to 12 months	69	46.0
	Above 12 months	51	34.0

	Total	140	100.0
Family income	Below 10000	52	34.7
	10000 to 20000	33	22.0
	20000 to 30000	50	33.3
	Above 30000	15	10.0
	Total	140	100.0
Area of residence	Urban	46	30.7
	Semi-Urban	63	42.0
	Rural	41	27.3
	Total	140	100.0

Source: Primary Data

When the age of the respondents were analysed,46 percent are falls under the age group of 8 months to 12 months, and 34 percent of the respondents are belongs to the age group of above 12 months. Next 16 percent of the respondents are belongs to the age group of 4 to 8 months. Next 4 percent of the respondents are belongs to the age group of less than 4 months. When the monthly income of the respondents 34.7 percent of them are below Rs. 10000, 22 percent of them are earn Rs.10000 to Rs. 20000, 33.3 percent of them earn Rs.20000 to Rs.30000 income, and 10 percent of them earn were above Rs. 30000 income group. When the area of residence of the respondents 30.7 percent of them are living in the urban, 42 percent of them are living in the semi-urban and 27.3 percent are rural.

Table No : 2
Skin care
To know the level of satisfaction of women perception towards baby product in various parameters non-parametric Friedman's test has been employed.

Particular	Mean	Std. Deviation	Mean Rank	Chi-Square	Df	Sig
Baby powder	4.3333	1.29877	5.11			
Baby soap	4.1467	1.28693	4.84			
Baby lotion	1.2867	1.14889	2.11			
Baby massage oil	2.2267	1.17666	3.49			
Diaper	3.0000	1.97976	3.66	495.812	5	0.000
Wipes	.9333	0.25028	1.79			

Source: Primary Data
The result of Friedman's chi-square test showed that there was a significant difference in the level of satisfaction with women perception ($p<0.05$). The mean ranks revealed the fact that the customers are more dissatisfied with wipes (mean =0.9333).the customer are more satisfied with baby powder (mean=4.3333).

Table No : 3
Hair care

Particular	Mean	Std. Deviation	Mean Rank	Chi-Square	Df	Sig
Baby shampoo	4.1933	1.38882	1.90	103.365	1	.000
Hair oil	1.7267	1.01596	1.10			

Source: Primary Data

The result of Friedman's chi-square test showed that there was a significant difference in the level of satisfaction with women perception (p<0.05). The mean ranks revealed the fact that the customers are more dissatisfied with Hair oil (mean =1.7267) the customer are more satisfied with shampoo (mean=4.1933).

Table no : 4
Food and beverage

Particular	Mean	Std. Deviation	Mean Rank	Chi-Square	Df	Sig
Lectrogen	3.2733	1.56255	5.00	510.856	5	0.000
Cerelac	2.6200	1.67761	4.12			
Nan Pro	0.9333	0.25028	2.32			
Amulspray	0.9333	0.25028	2.32			
Nestum Rice	0.9333	0.25028	2.32			

Source : Primary Data

The result of Friedman's chi-square test showed that there was a significant difference in the level of satisfaction with women perception (p<0.05). The mean ranks revealed the fact that the customers are more dissatisfied with Nan pro ,Amulspray, Nestum rice(mean =0.9333) the customer are more satisfied with lectrogen (mean=4.1933).

Findings of the study

- 93.3 percent of the respondents are used in branded and 6.7 percent of the respondents are used in unbranded products.

- 14.7 percent of them have bought on a weekly bases 14 percent of them have used it every fortnight,16.7 percent of them have used in a monthly basis and 48 percent of them have bought frequently.

- 70.7 percent purchase the one pouch, 29 percent purchase on the more than one pounches,6.7 percent purchase only unbranded product,3 percent purchase in branded product finally 2 percent purchase on the more than one time.

- 6.7 percent purchase only unbranded products, 36 percent purchase on better quality products for quality concern, 26 percent purchase on reasonable price for economical bases,1.3 percent purchase on taste ,5.3 percent purchase on availability that means availability of the market , 7.3 percent purchase on good for health for health concern and the finally 17.3 percent purchase on good will of the products.

- 47.3 percent purchase on self decision, 28 percent purchase through advertisement,15.3 percent purchase though the influence of friends/relatives ,6.7 percent purchase on unbranded products and 2.7 percent purchase on doctor advice.

- 7.3 percent used in unbranded products, 18.7 percent facing on lack of calcium, 26 percent facing on the discentry, 36.7 percent facing on difficult to digest, 10.7 percent facing on vomiting sence,0.7 percent facing on others.

- 6.7 percent prefer on unbranded products, 46 percent prefer to buy from medical store,1.3 percent prefer to buy from provision store,23.3 percent prefer from departmental stores and 22.7 percent prefer to buy wherever it is available .

- 70.7 percent buy due to the nearness of the shop, 13.3 percent buy an the price in standard 7.3 percent buy from the particular shop an various branch are available and 2 percent due to the timely service provided by that shop.

- Majority of the respondents are highly satisfied regarding the baby product of   baby powder, baby soap and diaper and majority of the respondents are highly dissatisfied regarding the baby products are baby lotion and baby wipes.

- 140 percent purchase only branded products, 0.7 percent have not used branded product because of   unawareness ,   2 percent due to fear and 3.3due to doctor's advice.

- 93.3percent purchase only branded products,4 percent purchase Bengal gram flour, 2.7 percent purchase green gram flour.

- 93.3percent purchase only branded products,2.7 percent purchase   Coconut oil and 4 percent purchase on Gingelly oil.

- 93.3percent purchase only branded products,0.7 percent purchase   Rice flour and 6 percent purchase Cereals and pulses.

- 93.3 percent purchase branded products, and remaining 6.7 percent go for unbranded products. Out of 6.7 percent ,0.7 percent of respondent are highly satisfied and nearly 2% are dissatisfied.

Suggestion

➢ Produces have to do many researches regarding product development.

➢ The firms may sell quality product at reasonable price hence people below economic level can also buy it.

➢ The Government may conduct awareness program in both urban and rural arear towards baby's health and baby food.

➢ People need baby food in new flavours so the manufactures may introduce new flavours.

➢ Effective advertisement may increase the sales

Conclusion

Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customers by meeting their needs through effective service. changing technology, consumers taste, need and preferences are also characterized by fast change. But baby's health is the prime factor in the changing world. If the above stated suggestions are considered by the manufacturers, it would certainly help to preserve baby's health and also to develop their market.

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