

A STUDY ON CONSUMER PREFERENCE TOWARDS BABY SKIN CARE PRODUCTS WITH SPECIAL REFERENCE TO SALEM

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Abstract -As the population of India is rising at a fast pace and so are the number of babies increasing. The people are getting more aware of baby skincare products due to education, urbanization, and inclination towards western culture. Now, new mothers use specific baby products rather than traditional products which they used before. They check the specifications of the product and ensure its quality and safety before using them. From washing to bathing, the use of products such as shampoo, oil, soap, powder, lotion, diaper cream, detergents all fall under the baby skincare category. Companies are using effective marketing techniques to increase their market share and fulfil the expectations of the customers. They are using product innovation and new technology development and new marketing methods to promote their product. Retailers are providing the best products to customers with standard quality, hygiene, and safety.

Key Words: Baby Skin Care, Customer Expectations, Opportunities, Products, Quality, Safety

1. INTRODUCTION

A consumer is an individual who purchase or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or household need, wants or desire. According to a statement made by Mahatma Gandhi, "A consumer is the most important visitors or our premises. He is not dependent on us. We are dependent on him. He is not an outsider for our business. He is part of it. We are not doing him a favor by giving as an opportunity to do so. So

consumer is like the blood of our business and also a satisfied consumer is a word of mouth advertisement of a product or services." Baby skin care products which used for maintaining the baby skin from all skin diseases. It is a safety care products for a baby skin. There are several products which are relatively important for proper care of baby. It includes baby powder, soap, cream, oil and wipes etc. These are wide range of brands offering baby skin care products. It includes Johnson & Johnson, Himalaya, Sebamed, Mother care, Pigeon, MeeMee, etc. Baby care products industry comprises of segments which address various basic needs of a baby in day to day life. Any product that promises to meet the demand for taking care of an infant, generally between 0-5 years of age falls under this industry. Typical segments of this industry are skin care, baby food, toiletries, apparels and footwear, toys, baby convenience and safety products etc.

So now a day's the demand of baby skin care products are increased with the increase in demand of baby skin care product. A few numbers of companies which have found their base in the market are Johnson's baby, Himalaya, Chicco, Sebamed, Libero etc. Each of these brands produce various products such as soap, shampoo, cream, no tear shampoo, oil and no tear soap etc. Parents prefer these products to ensure maximum care for their babies.

2. METHODOLOGY

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

2.1 Sample size

The sample size in the study is 105.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular questions in percentage arrived from the total population selected for the study.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total no. of Respondents}} \times 100$$

CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

3. DATA ANALYSIS AND INTERPRETATION

1) SHOWS THE AGE WISE CLASSIFICATION OF RESPONDENTS

TABLE NO 3.1

SHOWS THE AGE WISE CLASSIFICATION OF RESPONDENTS

Age	No. of respondents	Percentage
Below 25	20	30%
25-30	40	46%
30-35	15	18%
Above 35	5	6%
Total	80	100%

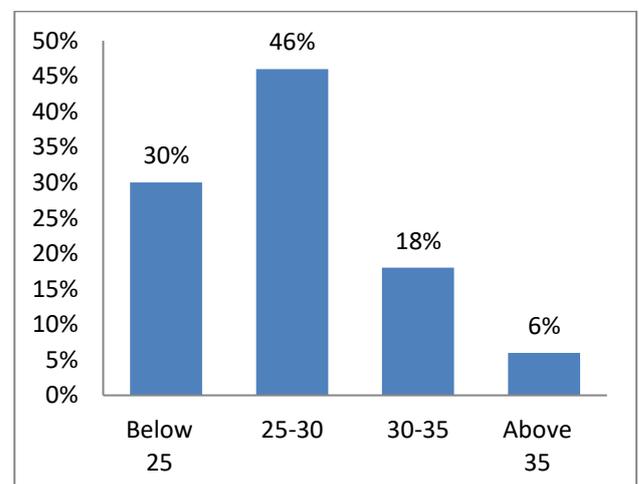
(Source: Primary data)

INTERPRETATION

From the above table 3.1 it is clear that , 30% of respondents are aged below 25 , 46% of the respondents are aged between 25-30 , 18% of the respondents are aged between 30-35 and 6% of the respondents are aged above 35.

CHART NO 3.1

SHOWS THE AGE WISE CLASSIFICATION OF RESPONDENTS



2) SHOWS THE GENDER WISE CLASSIFICATION OF RESPONDENTS

TABLE NO 3.2

SHOWS THE GENDER WISE CLASSIFICATION OF RESPONDENTS

Gender	No. of respondents	Percentage
Female	50	92%
Male	30	8%
Total	80	100%

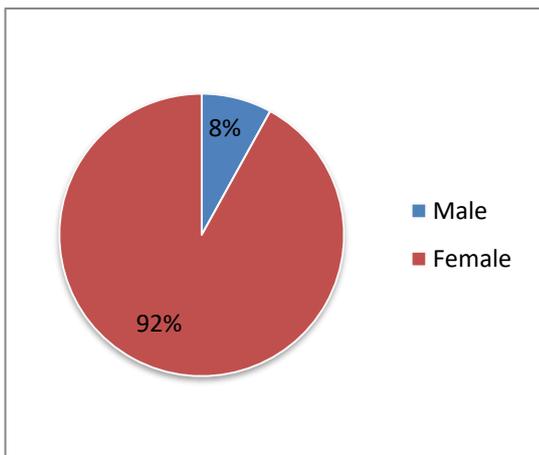
(Source: Primary data)

INTERPRETATION

From the above table 3.2 it is understood that 92% of the respondents are females and 8% of the respondents are male.

CHART NO 3.2

SHOWS THE GENDER WISE CLASSIFICATION RESPONDENTS



3) SHOWS THE OCCUPATION OF RESPONDENTS

TABLE NO 3.3

SHOWS THE OCCUPATION OF RESPONDENTS

Occupation	No. of respondents	Percentage
Student	15	18%
House wife	30	38%
Government/Private Job	20	34%
Business	10	6%
Others	5	4%
Total	80	100%

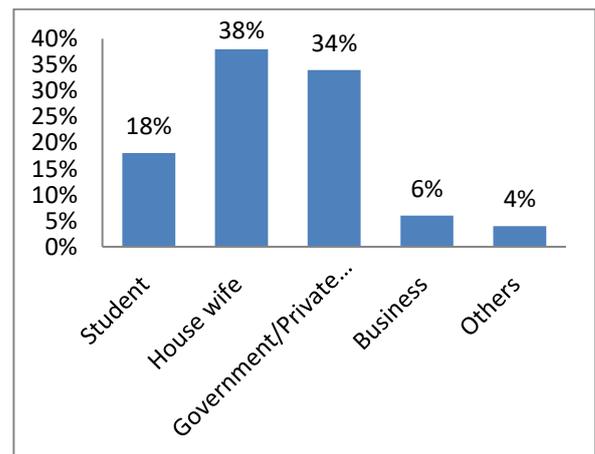
(Source: Primary data)

INTERPRETATION

From the above table 3.3 it is clear that 18% of the respondents are students, 38% of the respondents are housewives, 34% of the respondents are government/private employees, 6% of the respondents are doing business and 4% of the respondents are doing some other occupation

CHART NO 3.3

SHOWS THE OCCUPATION OF RESPONDENTS



4) SHOWS THE EDUCATIONAL QUALIFICATION OF RESPONDENTS

TABLE NO 3.4

SHOWS THE EDUCATIONAL QUALIFICATION OF RESPONDENTS

Qualification	No. of respondents	Percentage
SSLC	3	6%
Higher Secondary	7	10%
Under Graduate/Graduate	25	30%
Post Graduate	45	54%
Other	0	0%
Total	80	100%

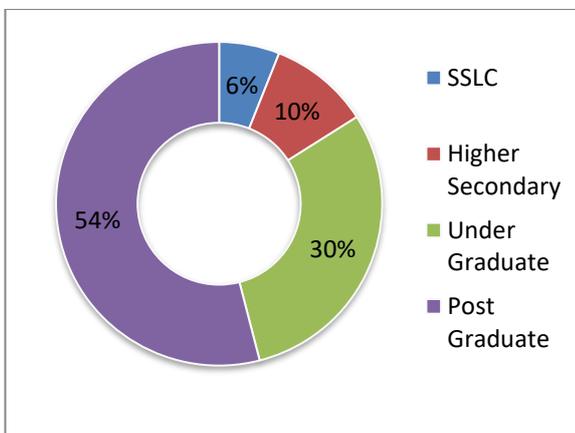
(Source: Primary data)

INTERPRETATION

From the above table 3.4 it reveals that 6% of the respondents have completed their matriculation in SSLC, 10% of the respondents have completed their matriculation in higher secondary, 30% of the respondents have completed their matriculation in under graduate/graduates and 54% of the respondents have completed their matriculation in post graduation.

CHART NO 3.4

SHOWS THE EDUCATIONAL QUALIFICATION OF RESPONDENTS



5) SHOWS THE MONTHLY INCOME OF THE RESPONDENTS

TABLE NO 3.5

SHOWS THE MONTHLY INCOME OF THE RESPONDENTS

Monthly income	No. of respondents	Percentage
Below 25000	40	60%
25001-60000	25	26%
60001-100000	10	8%
Above 100000	5	6%
Total	80	100%

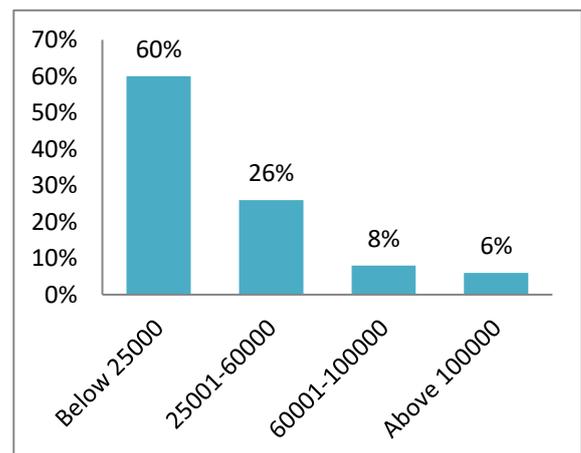
(Source: Primary data)

INTERPRETATION

From the above table 3.5 it is clear that 60% of the respondents have a monthly income of below 25000 , 26% of the respondents have a monthly income between 25001-60000 , 8% of the respondents have a monthly income between 60001-100000 and 6% of the respondents have a monthly income of above 100000.

CHART NO 3.5

SHOWS THE MONTHLY INCOME OF THE RESPONDENTS



6) SHOWS RESPONDENTS EVER USED BABY SKIN CARE PRODUCTS FOR THEIR BABIES

TABLE NO 3.6

SHOWS RESPONDENTS EVER USED BABY SKIN CARE PRODUCTS FOR THEIR BABIES

Particulars	No. of respondents	Percentage
Yes	80	100%
No	0	0%
Total	80	100%

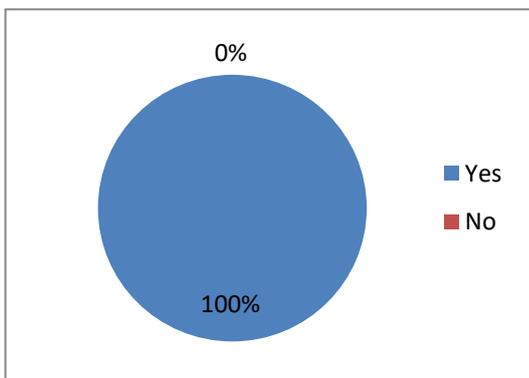
(Source: Primary data)

INTERPRETATION

From the above table 3.6 100% of the respondents are using baby skin care products for their babies.

CHART NO 3.6

SHOWS RESPONDENTS EVER USED BABY SKIN CARE PRODUCTS FOR THEIR BABIES



7) SHOWS THE BRAND LOYALTY OF CONSUMER

TABLE NO 3.7
SHOWS THE BRAND LOYALTY OF CONSUMER

Particulars	No. of respondents	Percentage
Yes	50	68%
No	5	2%
Up to an extent	25	30%
Total	80	100%

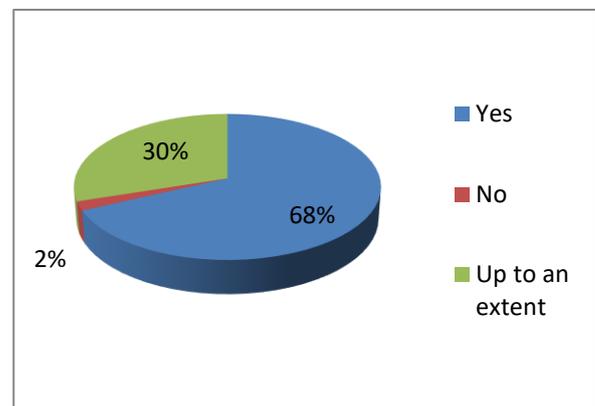
(Source: Primary data)

INTERPRETATION

From the above diagram 3.7 it is understood that 68% of respondents are brand loyal consumers, 2% of the respondents are not brand loyal consumers and 30% of the respondents are brand loyal consumers up to an extent.

CHART NO 3.7

SHOWS THE BRAND LOYALTY OF CONSUMER



8) SHOWS THE BRAND PREFERENCE OF THE RESPONDENTS

TABLE NO 3.8

SHOWS THE BRAND PREFERENCE OF THE RESPONDENTS

Particulars	No. of respondents	Percentage
Johnson & Johnson	45	46%
Himalaya	20	28%
Sebamed	8	16%
Mother care	2	4%
Libero	0	0%
Others	5	6%
Total	80	100%

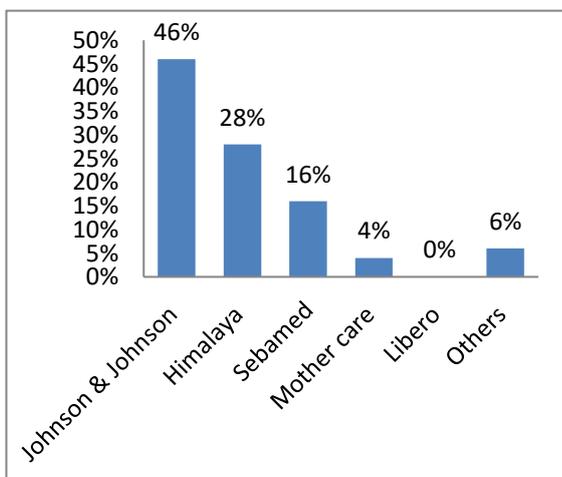
(Source: Primary data)

INTERPRETATION

From the above table 3.8 it reveals that 46% of the respondents are preferring Johnson & Johnson , 28% of the respondents are preferring Himalaya , 16% of the respondents are preferring Sebamed , 4% of the respondents are preferring Mother Care and 6% of the respondents are preferring other brands.

CHART NO 3.8

SHOWS THE BRAND PREFERENCE OF THE RESPONDENTS



9) SHOWS SOURCE OF INFORMATION ABOUT BABY SKIN CARE PRODUCTS

TABLE NO 3.9

SHOWS SOURCE OF INFORMATION ABOUT BABY SKIN CARE PRODUCTS

Particulars	No. of respondents	Percentage
Product display	5	8%
TV	20	24%
Newspaper	0	0%
Internet	10	12%
Friends/family	45	56%
Total	80	100%

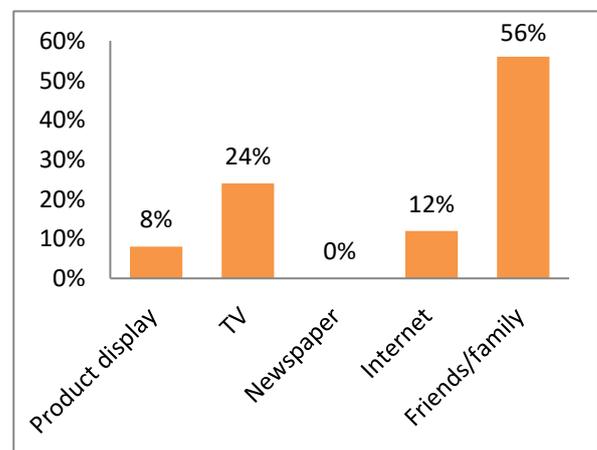
(Source: Primary data)

INTERPRETATION

From the above diagram 3.9 it is clear that 8% of the respondents came to know about baby skin care products from product display , 24% of the respondents came to know about baby skin care products from TV , 12% of the respondents came to know about baby skin care products from internet and 56% of the respondents came to know about baby skin care products from their friends and family.

CHART NO 3.9

SHOWS SOURCE OF INFORMATION ABOUT BABY SKIN CARE PRODUCTS



10) SHOWS FACTORS INFLUENCED THE RESPONDENTS TO BUY BABY SKINCARE PRODUCTS

TABLE NO 3.10

SHOWS FACTORS INFLUENCED THE RESPONDENTS TO BUY BABY SKINCARE PRODUCTS

Particulars	No. of respondents	Percentage
Brand image	15	20%
Price	7	14%
Quality	30	24%
Quantity	15	16%
Advertisement	6	12%
Availability	7	14%
Total	80	100%

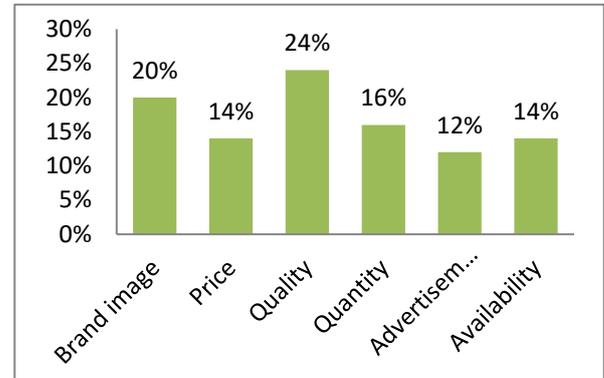
(Source: Primary data)

INTERPRETATION

From the table 3.10 it reveals that 20% of the respondents buy baby skin care product because of the brand image, 14% of the respondents buy baby skin care because of the price of the product, 24% of the respondents buy because of the quality of the product, 16% of the respondents buy because of the quantity of the product, 12% of the respondents because of the advertisement about the product and 14% because of the availability of the product.

CHART NO 3.10

SHOWS FACTORS INFLUENCED THE RESPONDENTS TO BUY BABY SKINCARE PRODUCTS



11) SHOWS SIDE EFFECTS OF USING BABY SKIN CARE PRODUCTS

TABLE NO 3.11

SHOWS SIDE EFFECTS OF USING BABY SKIN CARE PRODUCTS

Particulars	No. of respondents	Percentage
Yes	4	4%
No	70	84%
Sometimes	6	12%
Total	80	100%

(Source: Primary data)

INTERPRETATION

From the above table 3.11 it is understood that 4% of the respondents baby have side effects by the use of baby skin care products, 84% of the respondents baby have no side effects, 12% of the respondents baby have side effects only sometimes.

CHART NO 3.11

SHOWS SIDE EFFECTS OF USING BABY SKIN CARE PRODUCTS

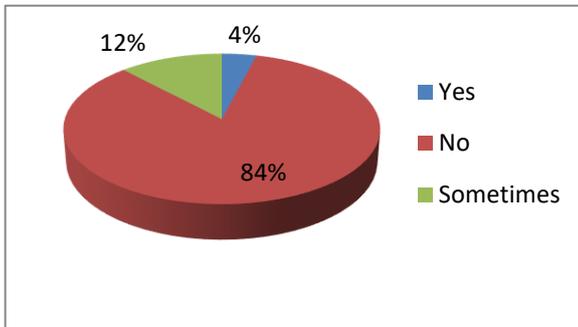
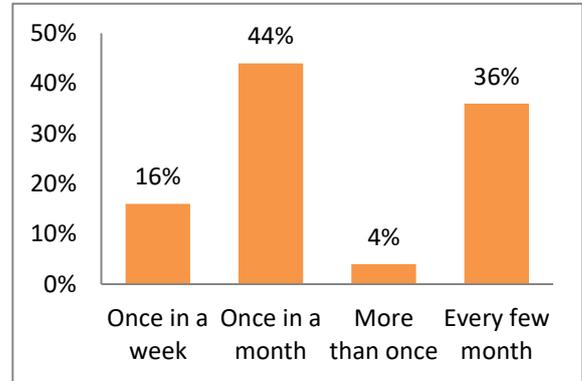


CHART NO 3.12

SHOWS FREQUENCY OF BUYING BABY SKIN CARE PRODUCTS



12) SHOWS FREQUENCY OF BUYING BABY SKIN CARE PRODUCTS

TABLE NO 3.12

SHOWS FREQUENCY OF BUYING BABY SKIN CARE PRODUCTS

Particulars	No. of respondents	Percentage
Once in a week	8	16%
Once in a month	40	44%
More than once	2	4%
Every few month	30	36%
Total	80	100%

(Source: Primary data)

INTERPRETATION

From the above table 3.12 it is clear that 16% of the respondents are purchasing baby products once in a week, 44% of the respondents are purchasing baby products once in a month, 4% of the respondents are purchasing baby products more than once in a month and 36% of the respondents are purchasing baby products every few month.

13) SHOWS TYPES OF BABY SKIN CARE PRODUCTS RESPONDENTS ARE USING FOR THEIR BABIES

TABLE NO 3.13

SHOWS TYPES OF BABY SKIN CARE PRODUCTS RESPONDENTS ARE USING FOR THEIR BABIES

Particulars	No. of respondents	Percentage
Body wash, soap, oil, lotion	5	6%
Diaper/sunscreen, soap	5	6%
Body wash, shampoo, oil	15	28%
All of the above	55	60%
Total	80	100%

(Source: Primary data)

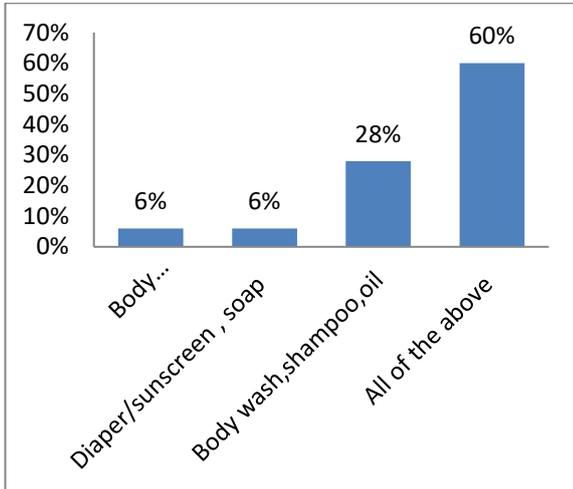
INTERPRETATION

From the above diagram 3.13 6% of the respondents are using body wash, soap, oil, lotions products for their babies, 6% of the respondents are using diaper/sunscreen, soap products for their babies, 28% of the respondents are using body wash,

shampoo , oil products for their babies and 60% of the respondents are using all of the above product for their babies.

CHART NO 3.13

SHOWS TYPES OF BABY SKIN CARE PRODUCTS RESPONDENTS ARE USING FOR THEIR BABIES



14) SHOWS PURCHASING SOURCE OF BABY SKIN CARE PRODUCTS

TABLE NO 3.14

SHOWS PURCHASING SOURCE OF BABY SKIN CARE PRODUCTS

Particulars	No. of respondents	Percentage
Super market	14	24%
Hyper market	9	16%
Specialized store	35	44%
Wholesale stores	7	6%
Online	15	10%
Total	80	100%

(Source: Primary data)

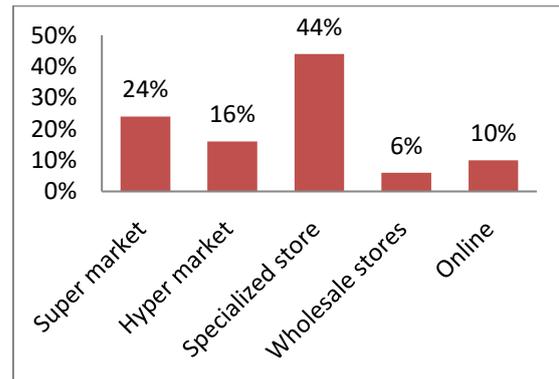
INTERPRETATION

From the above table 3.14 12% of the respondents are buying baby skin care products from super market , 8% of the respondents are buying baby skin care products from hyper

market , 22% of the respondents are buying baby skin care products from specialized store , 3% of the respondents are buying baby skin care products from wholesale stores and 5% of the respondents are buying baby skin care products from online.

CHART NO 3.14

SHOWS PURCHASING SOURCE OF BABY SKIN CARE PRODUCTS



15) SHOWS SPENDING BEHAVIOUR OF RESPONDENTS ON NATURAL , ORGANIC BABY SKIN CARE PRODUCTS

TABLE NO 3.15

SHOWS SPENDING BEHAVIOUR OF RESPONDENTS ON NATURAL , ORGANIC BABY SKIN CARE PRODUCTS

Particulars	No. of respondents	Percentage
Below 1000	40	58%
1001-1500	20	26%
1501-2000	5	6%
Above 2000	15	10%
Total	80	100%

(Source: Primary data)

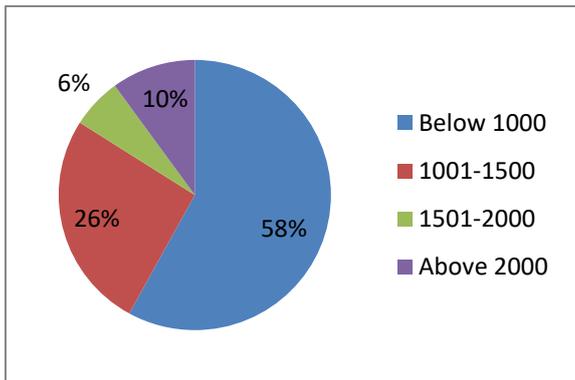
INTERPRETATION

From the above diagram 3.15 58% of the respondents are spending below 1000 on baby skin care products , 26% of the respondents are spending between 1001-1500 on baby skin care products , 6% of the respondents are spending between

1501-2000 on baby skin care products and 10% of the respondents are spending above 2000 on baby skin care products.

CHART NO 3.15

SHOWS SPENDING BEHAVIOR OF RESPONDENTS ON NATURAL, ORGANIC BABY SKIN CARE PRODUCTS



16) SHOWS SATISFACTION OF RESPONDENTS ON THEIR CURRENT BABY SKIN CARE PRODUCTS

TABLE NO 3.16

SHOWS SATISFACTION OF RESPONDENTS ON THEIR CURRENT BABY SKIN CARE PRODUCTS

Particulars	No. of respondents	Percentage
Highly satisfied	22	30%
Satisfied	50	66%
Neutral	8	4%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	80	100%

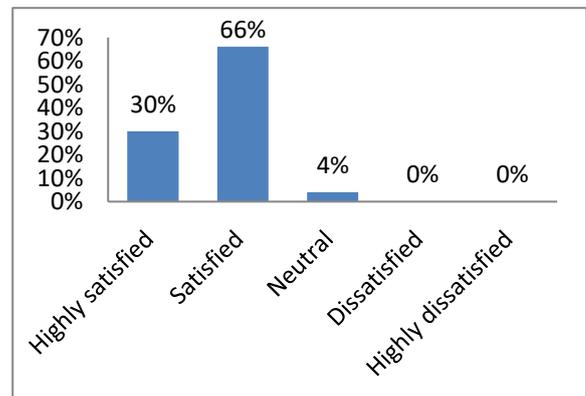
(Source: Primary data)

INTERPRETATION

From the above table 3.16 it reveals that 30% of the respondents are highly satisfied in their current baby skin care products , 66% of the respondents are satisfied in their current baby skin care products , 4% of the respondents are neutrally satisfied in their baby skin care products.

CHART NO 3.16

SHOWS SATISFACTION OF THE RESPONDENTS ON THEIR CURRENT BABY SKIN CARE PRODUCTS



17) RELATIONSHIP BETWEEN INFLUNCED YOU TO BUY BABY SKIN CARE PRODUCT AND TYPE OF SKIN CARE PRODUCT THEY CURRENTLY CONSUME

CHISQUARE TEST

AIM:

To check whether there is any significant in the baby skin care product and they currently consume baby care product is satisfied for customers.

NULL HYPOTHESIS (HO)

There is no significant is any significant in the baby skin care product and they currently consume baby care product is satisfied for customers.

ALTERNATIVE HYPOTHESIS (H1)

$$= (2) \times (3)$$

There is significant in the baby skin care product and they currently consume baby care product is satisfied for customers.

$$= 6$$

TABLE NO 3.18

Particulars	Satisfied	Highly satisfied	Dis satisfied	Highly dis satisfied	Total
21-40	10	4	5	5	24
41-60	6	15	3	2	26
61 and above	20	6	4	0	30
Total	36	25	12	07	80

TABLE NO 3.19

CHISQUARE TEST

O	E	O-E	2(O-E) / E
10	10.8	0.8	0.05
4	7.5	-3.5	1.63
5	3.6	1.4	0.54
5	2.1	2.9	4.00
6	11.7	-5.7	2.77
15	8.12	6.88	5.82
3	3.9	-0.9	0.20
2	2.27	-0.27	0.03
20	13.5	6.25	2.89
6	9.37	-3.37	1.21
4	4.5	-0.5	0.05
0	0.26	-0.26	0.26
	67.62		19.45

Degrees of freedom = (r-1) x (c-1)

$$= (3-1) \times (4-1)$$

DECISION RULE

If calculated value is less than the table value

We accept the null hypothesis (**HO**)

If table value is greater than calculated value

We accept the Null Hypothesis (**H1**)

Hence calculated value = 19.25

RESULT

Table value the level of significance is 67.52 calculated values is less than table value. So the Null Hypothesis is accepted.

4. RESULTS AND DISCUSSION

4.1 FINDINGS

- It is found that 46% of the respondents are aged between 25-30.
- Most of the respondents are female users.
- 38% of the respondents are house wives.
- Majority of the respondents are post graduated.
- Most of the respondents have a monthly income of below 25000.
- Majority of the consumers are brand loyal consumers.
- It is found that 46% of the consumers doing consider Johnson & Johnson baby products for their baby's.
- Majority of the respondents are comes to know about the product from friends/family. Majority of the respondents have influenced the quality of the product. Majority of the respondent's babies have no side effects by the use of baby skin care products.

4.2 SUGGESTIONS

- While preferring baby skin care brands, must consider quality instead of their popularity.
- Price is still sensitive issue to them. So the producers must justify its price.

- Issues related to the side effects of the products to be corrected effectively.
- Fair advertisement to be required for baby skin care products.
- Quantity of baby skin care products to be increased with the prevailing price rate.
- The baby skin care products should be easily available to consumers at their nearest shop.
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4.3 CONCLUSION

From the moment of birth and throughout life, a baby needs a mothers loving care. Hence every mother is very much concerned about the mild skin of their babies. They want to keep it gentle and unique. Here the study shows that most of the people in the 7th ward of Mala Panchayath prefer Johnson & Johnson as one of the epic brand for their babies. According to their opinion Johnson & Johnson is paving the way by advancing research that reveals the importance of multi-sensory experiences that can lead to happy, healthy baby development. Most of the consumers are brand conscious and they would like to purchase best brands that currently available in the market. The consumers are concerned about the quality assured by various brands. As we know that baby skin is different from adult skin , it needs extra special care. Most of the brands claim that their product is best to defense against irritants , gem and bacteria. But in order to protect your baby the product should be healthy. Every consumer comes under this study wants to make their child skin squeaky clean.

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