

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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**REVIEW OF LITERATURE**

**NEED/IMPORTANCE OF THE STUDY**

**STATEMENT OF THE PROBLEM**

**OBJECTIVES**

**HYPOTHESES**

**RESEARCH METHODOLOGY**

**RESULTS & DISCUSSION**

**FINDINGS**

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**CONCLUSIONS**

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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**A STUDY ON WOMEN CONSUMER SATISFACTION & PREFERENCE FOR BABY CARE PRODUCTS**

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**SONEPAT**


**ABSTRACT**

*Services cannot be seen, felt, tasted or touched in the same manner in which goods can be sensed. The importance brands and branding has attracted a great deal of attention from academics and practitioners, for reason that are quite easy to understand. A strong brand contributes to marketing success and branding stimulates consumer brand interaction. They are lead to customer satisfaction and customer loyalty. This study is to explore how to create brand perception and the preference by using the different brands available of Baby Care products. The present study is focused on baby care products in order to realize what mother thinks, conceive, feel and learn upon brands. This finding is value in how consumer aware about the brand preference based on different product characteristics.*

**KEYWORDS**

Baby Care Product, Mother Satisfaction, Preference.

**INTRODUCTION**

ew parents consider baby care products in a positive way. According to the Indian Market segmentation of baby care products, there are 4 segments consisted of super premium, premium, standard and economy market. The imported product such as Johnson & Johnson is super premium market, Premium segment has Pigeon. Mother care is in the standard market and Himalaya represents economy market. The criteria of market separating the price point positioning of each product is important.

The main customers for the baby care products are separated into two groups, firstly the end users are the babies who are unable to make the decision to buy which brand. They are not affected by any marketing communication programs and they did not perceive the brand of their uses. Opposite to the second group, the moms who are the decision makers to purchase products to their babies on the perception of good quality products and the brands of products. The main objective of this research paper is to investigate the brand preference and satisfaction of consumers by using the respective brand. Likert model is used for checking the degree of satisfaction about the product based on the differentiation due to characteristics.

**LITERATURE REVIEW**

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.

Benard N Oyali, (2012) investigate the effect of different marketing communication program toward brand perception and brand equity. The study was focused on baby accessory products in order to realize what mother think, conceive and learn upon brands. The research results showed that brand perception of mothers for baby accessory products are different when considered by marketing communication program.

**BRAND AWARENESS**

Brand awareness is the customers' ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance. Brand image is the perceptions and beliefs held by customers, as reflected in the association held in the customers' memory. Therefore, one of the significant goals of any business should be to build up brand awareness in an effective and cost efficient manner. Customers tend to make purchase decisions based on peer recommendations and direct experience, as well as traditional advertising methods. That is why, it is necessary to build brand awareness strategies by instilling trust among customers. This trust must be achieved through credibility, rather than just a catchy advertising campaign. Promotional marketing involving a one to one component is proving increasingly effective in building trust and acquiring new customers. Online brand awareness strategies are used frequently, albeit with differing levels of success. These online brand awareness strategies can include the use of advertising, including banners, sponsorship and email newsletter advertising, online PR, affiliate marketing etc.

**OBJECTIVES**

- To evaluate the preference of brands available for Baby Care products.
- To check the degree of satisfaction regards the product characteristics.

**RESEARCH METHODOLOGY****POPULATION & SAMPLE**

The target population was the women who are using baby care products and are living in Huda Sector-12, Sonapat. The research aim at to study moms perspectives towards only international brand consisted pigeon, Johnson & Johnson. Mother care and Himalaya based on economy market.

**SELECTION OF SAMPLE**

The sample consisted of 100 moms, i.e. sample size was 100. The elements of sample i.e. the customer were selected through the random sampling plan.

**COLLECTION OF DATA**

This study is based on completely primary data collected through the questionnaire "A survey on Baby Care products". The data is taken from the questionnaire and primary in nature.

**TOOLS & TECHNIQUES**

The collected data was analyzed by using qualitative and quantitative techniques. The primary data collected from the moms was analyzed by using the percentage method. Bar diagram have been used for better pictorial understanding.

**DATA ANALYSIS & INTERPRETATION****ANALYSIS OF CONSUMER' RESPONSE**

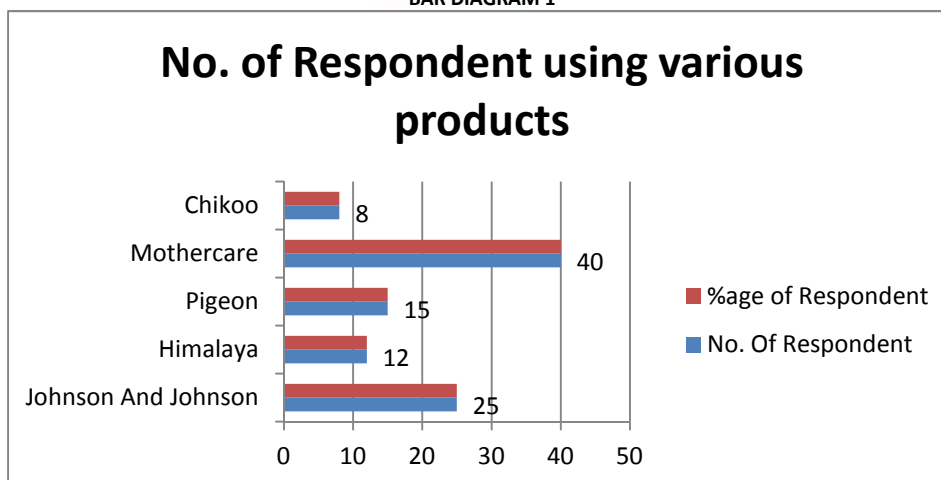
In the earlier sections, the importance of customer's opinion was discussed. In order to note the consumer 'opinion and preferences' the select women consumer of Huda Sector-12 were asked certain question of their preference on certain brands of Baby Care products. The first such question was about the brand they are currently using for their babies. The specific question in this regard was, "which brand do you currently prefer for your baby care?"

TABLE 1: THE STATE OF OWNERSHIP BY RESPONDENT OF VARIOUS BRANDS OF BABY CARE PRODUCT

Sr. No.	Brands of Baby Care Products	No. of Respondents	Percentage.
1	Johnson & Johnson	25	25%
2	Himalaya	12	12%
3	Pigeon	15	15%
4	Mothercare	40	40%
5	Chickoo	8	8%
		100	100%

**Interpretation:** It is clear that data given in the Table 1 and figure 2 that 25% respondent using Johnson & Johnsons, 12% using Himalaya, 15% using Pigeon, 40% using Mother Care and 8% using Chickoo. Thus it is clear that "Mother Care" enjoyed the 1st position, Johnson & Johnson 2<sup>nd</sup>, Pigeon 3<sup>rd</sup>, Himalaya 4<sup>th</sup> and Chickoo 5<sup>th</sup>. Here it can be safely said that Mother care possessed the maximum sales volume in Huda Sector-12, Sonapat.

BAR DIAGRAM 1



The second question was put to respondents was of the Brands you currently use for your baby products how did you find out about them? The respondents were expected to put a tick mark on their respective source of inspiration out of the four options mentioned in this regard. (The options were the same as mentioned in Table 2)

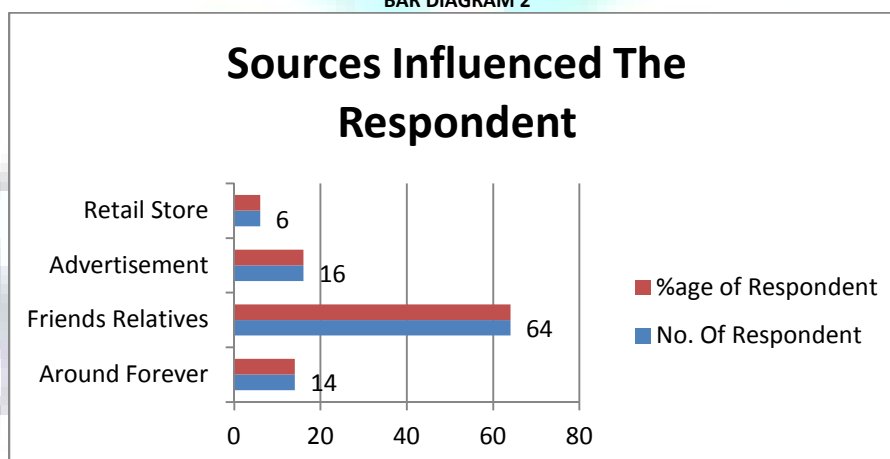
TABLE 2: THE SOURCES WHICH INFLUENCED THE RESPONDENTS TO PURCHASE THEIR RESPECTIVE BRAND OF BABY CARE PRODUCT

Sr. No.	Sources	No. of Respondents	Percentage.
1	Brand has been around forever	14	14%
2	Friends/Relatives/Family	64	64%
3	Advertisement on TV/Magazines	16	16%
4	Found product in Retail Store	6	6%
		100	100%

**Interpretation**

From the table 2, it is clear that "Friends and relatives" of the respondents influenced 64% and therefore this source was the most important source that was influencing the consumers. "Advertisement on TV" were found to be effective in influencing 16% of the respondents in taking their purchase decision to select the brand at the time of purchasing their baby care products and "brand has been around forever and found the products in a retail store were found to be capable of influencing only 14% and 6% respectively.

BAR DIAGRAM 2



The third question was put to respondents was "When you hear the term Baby Care Products, what does that mean to you? The respondents were expected to mark on their respective opinion. They can mark more than one.

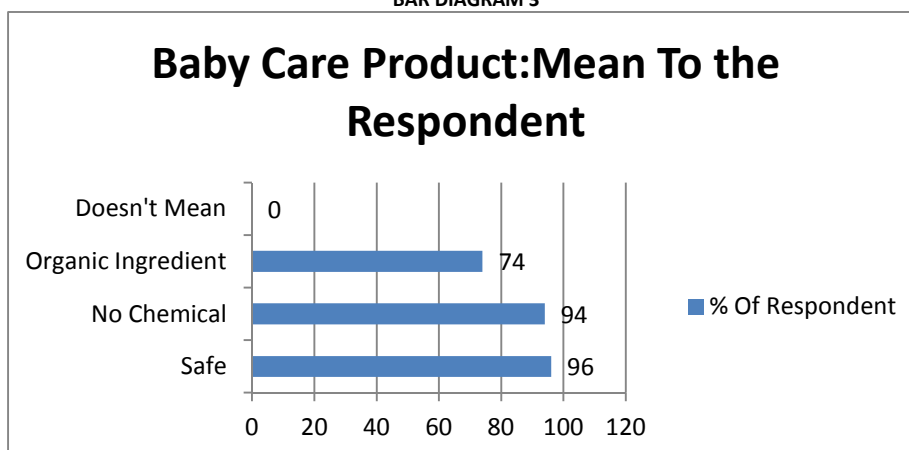
TABLE 3: THE TERM BABY CARE PRODUCTS, MEAN TO THE RESPONDENTS

Sr. No.	Options	No.
1	Products are safe for my baby	96%
2	Products do not contain any chemicals	94%
3	Products are made from organic ingredients	74%
4	The Baby care does not mean any to you	0%



**Interpretation**

From the Table 3, it is clear that “products are safe for baby” effected them 96%, products do not contain any chemicals 94%, products are made from organic ingredients 74% and Baby care does not mean any to you 0%. Therefore, it can be said that baby safety is considered more.

**BAR DIAGRAM 3**

One more question which was put to the respondents was about their degree of satisfaction with product characteristics. The specific query in this regard was “The degree of satisfaction with regard to product characteristics” with the brand you own on the basis of Likert Model attributes used are as follows.

Price  
Goodwill  
Convenience  
Quality

**TABLE 4: THE DEGREE OF SATISFACTION WITH DIFFERENT PRODUCT CHARACTERISTICS ATTRIBUTES**

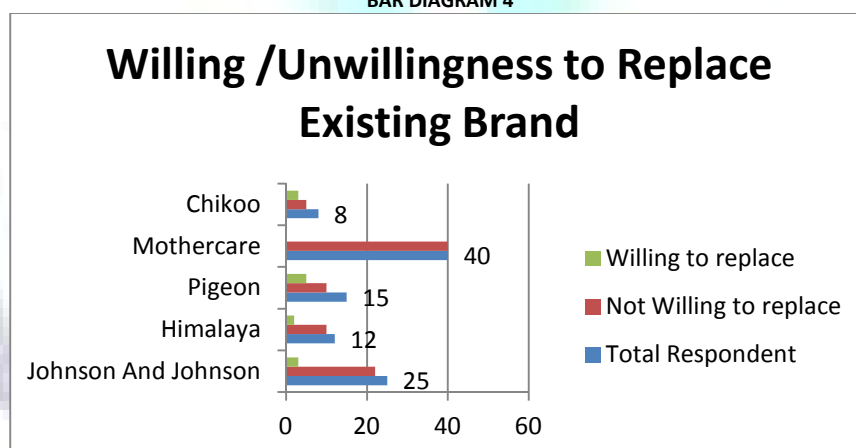
S. No.	Product Characteristics	Products satisfied	Neutral	Dissatisfied
1	Price	80%	10%	10%
2	Goodwill	60%	30%	10%
3	Convenience	90%	5%	5%
4	Quality	70%	10%	20%

**Interpretation**

From Table 4 it is clear that according to their price, 80% are satisfied, 10% are neutral & 10% are dissatisfied. According to goodwill 60%, 30%, 10%, convenience 90%, 5%, 5% and according to quality 70%, 10% & 20% respondents are dissatisfied with the quality of product, they want to opt the other brand.

**TABLE 5: WILLINGNESS/UNWILLINGNESS OF THE RESPONDENTS TO REPLACE THEIR RESPECTIVE BABY CARE PRODUCT**

S.No.	Brands	Total Respondents	Respondents willing to replace	Respondents not willing to Replace
1	Johnson & Johnson	25%	22%	3%
2	Himalaya	12%	10%	2%
3	Pigeon	15%	10%	5%
4	Mothercare	40%	40%	0%
5	Chickoo	8%	5%	3%
		100%		

**BAR DIAGRAM 4****TABLE 6: THE LIKELY CONVERGENCE OF RESPONDENTS FROM ONE BRAND TO ANOTHER BRAND OF BABY CARE PRODUCTS**

S. No.	Convergence from J&J to following brands	Convergence from Himalaya to following brands	Convergence from Pigeon to following brands	Convergence from Mother care to following brands	Convergence from Chickoo to other following brands
1	Pigeon (1 out of 3)	Johnson & Johnson (1 out of 2)	Johnson & Johnson (2 out of 5)	-	Johnson & Johnson (2 out of 3)
2	Mother Care (2 out of 3)	Mother care (1 out of 2)	Mother care (2 out of 5) Chickoo (1 out of 5)		Himalaya (1 out of 3)

**Interpretation**

The likely convergence of customers from one brand to other brand of Baby care products due to prices and quality of the existing product brand from Table 6 it is clear that out of 3 respondents who were using Johnson & Johnson, 1 said that she would opt Pigeon and 2 said that would opt Mother care.

- Out of 2 respondents who were using Himalaya brand, 1 respondents said that she would opt Johnson & Johnson and other 1 would opt Mother Care Brand.
- Out of 5 respondents who were using Pigeon brand 2 respondents said that they would opt Johnson & Johnson, 2 would opt Mother care and 1 respondent would opt chickoo brand.
- Out of 3 respondents who were using chickoo brand, 2 respondents said that they would opt Johnson & Johnson and the other respondent would opt Himalaya brand.

**FINDINGS**

The sales volume of the brands of Baby Care Products other than Mother Care were quite low in Huda Sector-12 Sonapat. These companies should conduct market surveys at regular intervals to know the customer preference and also to know about the current market situation, if they want to increase their market share.

In case of Chickoo Brand, it was found the brand found in retail store completely failed to influence the customer purchase decision. Thus Chickoo, should look in to this matter.

In case of Pigeon and mother care influence level of advertisement on TV and friends and Relative were quite healthy, but they also have to improve attractiveness if the brand has been forever.

**CONCLUSION**

Mother care was found to be the most popular brand of Baby Care products and the popularity of Chickoo brand of Baby Care product was at the least in Huda Sector-12, Sonapat.

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