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CUSTOMER SATISFACTION ON BABY CARE PRODUCT**Dr. J. MALARVIZHI****ASST. PROFESSOR****DEPARTMENT OF COMMERCE****NADAR SARASWATHI COLLEGE OF ARTS & SCIENCE****THENI****K. NIVETHA****M. Phil. SCHOLAR****DEPARTMENT OF COMMERCE****NADAR SARASWATHI COLLEGE OF ARTS & SCIENCE****THENI****ABSTRACT**

Today's 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. When it comes to babies, things are expensive and companies are always looking to develop the most cutting-edge products. Parents are constantly concerned with getting the best products in the market and doing everything right so that their child is safe and sound. But the question is how parents determine which products are the best and which ones are simply claiming to be the best. The study focuses on consumer attitude, awareness, opinion level of satisfaction and factors that influences to purchase Baby products of Johnson & Johnson and Himalaya.

KEYWORDS

customers attitude, consumer preference, satisfaction level, baby products.

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INTRODUCTION

Baby products are products intended to be used on infants and children under the age of three. Baby products are specially formulated to be mild and non-irritating and use ingredients that are selected for these properties. baby products include baby shampoos and baby lotions, oils, powders and creams. Baby care products is an umbrella term which includes skin-care, hair care, baby food, toiletries [diapers and wipes], apparels, footwear, toys, baby convenience and safety products etc. Any product that promises to meet the demand for taking care of an infant, generally between 0-4 years of age, falls under baby care industry. India, with 1.28 billion people, is the second most populous country in the world, just after China. With 27 million annual births and a fertility rate of 2.72 children per woman, India has 20% of the 0-4 years' child population of the world i.e. nearly 127 million. The number of live births in the country is estimated to be 27 million, which again constitutes 20% of the total number of live births in the world.

OBJECTIVES OF THE STUDY

1. To study the consumer preference and awareness towards baby care product.
2. To find out factors influencing in purchase of baby care product.
3. To analyses the level of satisfaction of customers towards baby care product.

HISTORY OF BABY CARE PRODUCT

For the past century, baby hygiene products have been commonly stocked by American druggists. Baby powder was marketed by Johnson & Johnson in 1894 and by Mennen in 1898, and baby products expanded to include baby shampoos, oils, lotions, and creams. These products are marketed to address the particular daily hygiene needs of infants: mainly the need to clean tender skin without irritating it, to prevent skin irritations caused by moisture, and to treat diaper rash. Baby hygiene products reflect American concerns about personal care product safety, as well as the ways medical expertise has been invoked to endorse hygiene and infant care practices and products. Marketing for baby products consistently addresses parents' safety concerns by focusing on a product's gentleness, purity, and general safety. The baby hygiene product industry arose during a time in American history when proper baby care practices were changing.

STATEMENT OF THE PROBLEM

The companies producing baby products are facing many problems such as increasing cost high competitions, changing life style of the customers and difficulties in predicting the buyers' attitude towards a product because of frequent changes in consumer preference. The market is now filled with range of baby products with different brand names offering the customers the latest products. So consumers' attitude is very important in today's market situation. The present study seeks to address a number of factors and unexplained occurrences present in the baby care product the main objective of this research is to study, analyse and asses the customer satisfaction levels in the baby care product and develop a conceptual frame work of satisfaction from the perspective of the customer, guided by the basic concepts and principles in marketing and management this study also aims to study the factors which influence the customers to use the baby care products.

REVIEW OF LITERATURE

Daniles and Jane (2009) a marketing strategies with in the baby product industry", the study of baby product market can be very congested with many different brands depending on the product and it can be hard for a consumer to distinguish between the multiple brands. Marketers need to assist consumers through the distraction of all the various brands and lead the consumers to their particular brand.

P.K. Khicha, Benard Oyagi and Andrew S. Nysngau (2012) Studied that Baby accessory products are selected through the brand perception and Brand Equity. The study explored how to create brand perception and brand equity by using different marketing communication tools.

Ward and Wackman (1972) found that attempts by children at influencing purchase were negatively related to the age of the child; however, the tendency of mothers to yield to such influence rose with the age of the child but varied across product categories.

RESEARCH METHODOLOGY

The research is based on the primary data collected from respondents.

PROFILE OF THE RESPONDENTS

The profile of the respondents was inferred by studying the factors such as age, education sample respondents.

1. Out of 120 sample respondents, 37 respondents are choosing the john son & john son.
2. Age of the respondents has out of 120 sample respondents, 46 respondents belong to the age group above 21 to 24 years.
3. Out of 120 sample respondents, 37 respondents are choosing the john son & john son.

TYPES OF BABY CARE PRODUCT➤ **Himalaya**

Himalaya's Personal Care Division unveiled seven new products to match the market leader Johnson & Johnson product to product, from soap, powder and lotion to shampoo and massage oil. Himalaya has added baby diaper rash cream as a first of its category. It has chosen to play the new products up on an OTC-cum-prescriptive plank, more for their therapeutic benefits than for the cosmetic value alone, by keeping doctors and pediatricians as an integral part of market influence.

➤ **Johnson & Johnson**

Johnson & Johnson to relaunch baby-care line after its 20% sales decline Johnson & Johnson is re launching its baby-care products. Since 2011, sales of the 124-year-old brand have declined 20 percent to \$1.9 billion last year. Sales in the first quarter were down 14 percent in the U.S. The new products are designed to be more in step with millennial moms, who are looking for baby products with more natural ingredients. When Meg Conrad shops for baby products for her 3-month-old daughter, Elin, she always checks the label.

➤ **Godrej**

After the recent acquisition of Snuggly, the Godrej group plans to launch a whole range of baby care products under the Snuggly brand, in the near future. Godrej Consumer Products Ltd (GCPL) announced the acquisition of the Snuggly trademark and copyright from Shogun Diapers Ltd last month. The company is in the process of drawing up plans to extend the brand name to other baby products like soap, talc, shampoo, oil, etc., in a bid to leverage the Snuggly brand in India.

➤ **Mothercare**

Mother care is a specialist retailer of products for mothers-to-be, babies and children up to the age of eight. Mothercare opened its first store in 1961 in Kingston, survey. Initially the business focused on pushchairs, nursery furniture and maternity clothing, but it subsequently expanded its range to include clothing for children for children up to the age of eight. We now offer a wide range of maternity and children's clothing, furniture and home furnishing, bedding, feeding travel equipment and toys through its retail operations in the United Kingdom, and also operate internationally through franchise in Europe, the middle east, Africa and the far east under the 'mother care' brand name.

➤ **Patanjali**

The report has covered market size for all daily needs and food products for infants from age group 0-5. Emerging as a main challenger to the global leader Johnson & Johnson in sub categories such as oil, shampoo, soaps and powder. Patanjali, in line with the corporate entities, is coming up with targeted television advertisements to "inform consumers about its presence in the market". It has roped in wrestler Sushil Kumar and singer cum music composer Shankar Mahadevan for its television campaigns (TVC) on Ghee and instant noodle. Patanjali will also come up with TVCs for its chawanprash, honey and juices among others. "TV and print ads will follow on new products as the launches near", he said. "We want to break the monopoly enjoyed by multinationals such as Johnson & Johnson in the baby-care segment", he added.

➤ **Pigeon**

Based on half a century of research into breastfeeding and infant and child development, the predominance of the Pigeon brand is the result of creating and developing a wide range of high-quality products. Here, we use the discoveries we have made via in-depth research into the growth processes of babies, and we have uncovered various problems that parents encounter when raising children.

➤ **WIPRO**

Wipro made its foray into the baby category in the year 1991 with Milk & almonds baby soap as the first in this line. Later feeding bottles were launched. The responsibilities of a mother. The responsibilities of a mother aren't easy. Wipro Baby Soft understands the needs of a mother and offers a complete baby care range of products. The endeavor of Wipro Baby Soft is to give mothers the opportunity to give the best quality products for their babies. The Wipro Baby Soft range includes soaps, powder, baby oil, nappies, diapers, feeding bottles and other accessories.

DATA ANALYSIS

TABLE 1

S. NO	GENDER	RESPONDENTS	PERCENTAGE
1.	Male	44	33
2.	Female	76	64
Total		120	100

The above the table shows that out of 120 respondents 76(64%) respondent are female and 44(37%) respondents are male. It is concluded that majority of the respondent are female.

TABLE 2

S. NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1.	21-24	46	38
2.	25-29	41	35
3.	30-34	28	23
4.	35-40	5	1
Total		120	100

From the table reveals that 46 (38.3%) of the respondents belong to the age group of 21-24 years, 41(34.16%) of the respondents belongs to the age group of 25-29 years, 28(23.33%) the respondents belong to the age group of 30-34years, 5(4.16%) of the respondents belong to the age group of 35-40 years respectively. It is concluded that majority of the respondent are belongs to the age group 21-24 years.

TABLE 3

S. NO	MARITAL STATUS	RESPONDENTS	PERCENTAGE
1.	Un married	42	35
2.	Married	78	65
Total		120	100

From the table state that 120 respondents 78(65%) respondents are married, 42(35%) of the respondents belong of unmarried respectively. It is concluded that majority of the respondent are married.

TABLE 4

S. NO	BRAND PREFERENCE	RESPONDENTS	PERCENTAGE
1.	HIMALYA	34	28
2.	JOHNSON & JOHNSON	37	31
3.	GODREJ	15	13
4.	NESTLE	3	3
5.	AMUL	2	2
6.	MOTHER CARE	5	4
7.	PATNJALI	11	9
8.	PIGION	8	7
9.	WIPRO	4	3
10.	PEDIASURE	1	1
Total		120	100

The Table reveals that 37(31%) of the respondents, 34(28%) of the respondent, 15(13%) of the respondent, 11(9%) of the respondent, 8(7%) of the respondent, 5(4%) of the respondent, 4(3%) of the respondent, 3(3%) of the responds, 2(2%) of the respondent 1(1%) of the respondent respectively. It is concluded that majority of the respondent are prefer the John son & john son.

SUMMARY OF FINDINGS

Findings are the means from interpretation and generalization which provides suggestions and after valuable conclusion. In this regard the researcher consolidates the findings of her research under the study.

CONCLUSION

From this study the researcher analyzes the satisfaction of customers towards baby care products because the baby care product industry has tremendous development and it has more number of competitors in the market. The satisfaction only arises when the product satisfies the need of the customer baby care products having high satisfaction for its product. Johnson & Johnson baby product are highly used by the customers but other manufacturers must concentrate its market and its customer's attitude. Customers while selecting the product they concentrate only product quality. So the manufacturers concentrate the product quality to strengthen their market.

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