



KAAMADHENU ARTS AND SCIENCE COLLEGE

*(Affiliated to Bharathiar University, Coimbatore),
Sathyamangalam, Erode(Dt), Tamilnadu - 638 503.*

www.kascathy.ac.in | 04295 223743, 223843

PROCEEDINGS

Two Days International Conference

on

**GLOBAL ECONOMIC IMPACT
OF COVID - 19 (ICGEIC-2020)**

June 9 and 10, 2020

**Edited by
Dr. R. Shanthi**

55	Employment Strategy for Daily Labour Migrants	C. Rajkumar	209
56	Impacts of Coronavirus on Education in India	P. Sakthi Murugan & P. Prabhusundhar	213
57	Lockdown Effect on Education Sector	Dr.M. Prakash	217
58	Effects Of Covid-19 on IT Industry- Challenges and Opportunities	P. Panneer Selvan	220
59	Impact of Covid 19 on the World Economy	S.M. Premkumar	223
60	Effects of Covid-19 on Manufacturing Indian Industries	K Kamalaveni	226
61	E-Commerce, Trade and the Covid-19 Pandemic	M. Jaganathan	229
62	Predictors of Career Satisfaction and Moderating Role of Career Discrepancy: A Conceptual Framework	Dr.M.N.Badrinath	232
63	Customer Satisfaction Towards Himalaya Baby Care Products	Dr. P. Anitha & T. Ramya	236
64	Consumers' Attitude on Television Advertising in the Internet Era	Dr. T.Vijaya Chithra	243
65	A Study of Innovation in Banking and its Impact on Customer Satisfaction	Sitheshwaran & Dr. D. Muruganandham	250
66	A Study on Quality of Work Life on Employees in Textile Industry, Erode District	Dr.N.Kasthuri & T.Vanathi	259

CUSTOMER SATISFACTION TOWARDS HIMALAYA BABY CARE PRODUCTS

Dr. P. Anitha* & T. Ramya**

*Associate Professor & Head, PG Department of Commerce – CA, Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu

**Research Scholar, Nallamuthu Gounder Mahalingam College, Pollachi, Tamilnadu

Abstract

India is the largest country in children population where there is a need for baby care market. The baby care products available in the market are with chemical preservatives. Most of the products are in direct effect with baby's health. Specifically, baby's skin wants extra care as it is more sensitive. In order to protect the immature skin it is better to chemical-free and an eco-friendly product. In the market as on now, there are number of baby care products and many brands are available in the market. In earlier days when we think of baby care products, the word that comes in to our mind is none other than 'Johnson & Johnson's'. But in the crowded market we have more competitors for this brand. One among that is a 'Himalaya' baby care product. There is a need to identify the satisfaction level on Himalaya baby care products compared with other baby care products in the market. This study focused on customers satisfaction towards Himalaya baby care products. Primary data were collected through 290 questionnaires from Himalaya baby care customers and the collected data is analyzed using simple percentage and chi-square. The study reveals that the Himalaya baby care products and the variables namely educational qualification, number of earning members in the family, period of usage, amount spent, suggestions to purchase are associated with the level of satisfaction on Himalaya baby care products.

Keywords: Chemical free, Baby care product, Satisfaction, Suggestion.

Introduction

'Children' gift from the 'Lord' is a heritage of the family. Parents want their children to make them grow with a healthy strong body. Babies are young and delicate human beings who need an extra care and also to be far away from harmful products. India is the largest country in children population where there is a need for baby care market. Baby care products is an umbrella term which includes skincare, hair care, baby food, baby diapers and baby wipes, apparels, footwear, toys, baby convenience, safety products etc., Any

product that promises to meet the demand for taking care of an infant generally between 0-7 years of age comes under baby care industry. The baby care products available in the market are with chemical preservatives. Most of the products are in direct effect with baby's health. So it is important to choose baby products with the natural ingredients which do not contaminate the baby's health. Parents are willing to purchase popular and hygienic brands for their babies. As they are aware of chemical preservative products are moving towards herbal products. There are plenty of herbal baby care products. Among them Himalaya baby care product is one of the best ayurvedic product with 100% pure herbals. Himalaya pharmaceutical industry produces every product effective with mild ingredients. It helps in nourishing the baby skin and there are very less chances of getting irritation or allergy for babies. This is the main reason for the customers to move towards Himalaya baby care products.

Review of Literature

Studies which are carried out in India and abroad are reviewed in the following paragraph. **Kalindri Verma and Meenu Srivastava (2017)** revealed that majority of the respondents had good knowledge about baby care products, their level of satisfaction on the products was also high and the consumers feel that the products are expensive too. **Rajeswari, Dr. Sadasivan, et al. (2017)** identify that majority of the customers prefer shopping at exclusive baby shops as it has variety of products, quality, service facility, reasonable prices, hygiene and safety. **Sanjaikumar, et al. (2017)** in their study found that customers expect more flavors and increase in discount rates for the products from the manufactures. **Vineesha Twa (2017)** reveals that the majority of the female respondents are highly satisfied with the price of the product whereas satisfaction level is high among the male respondents with regard to place and distribution. **Hari Govind Mishra and Amrinder Singh (2011)** identify that easy availability of products increase the consumption of baby products.

Statement of the Problem

In earlier days when we think of baby care products, the products we know is only the baby soap, baby powder, baby shampoo and in very rare the baby oil. Even in that the most popular brand 'Johnson & Johnson' is the one that comes before us. Now-a-days there are many number of brands and among those, Himalaya baby care products is preferred most. It produces variety of baby care products for the benefits of the kids. Some may be very new to the customers which they may be known or unknown to them. In this regard, there raises the

query: What are the Himalaya baby care products the customers are aware? Around 50 per cent of customers do for repeat purchase of baby care products (**Hima Bindhu and Devi Prasad (2017)**), and this happens only when the customers gets satisfied on the products they purchased. They may be satisfied on any factors and it depends on the customers expectation. So, there are many factors that influence the customers satisfaction on the baby care products and also the level of satisfaction vary from one to another and here arise the question; What is the customers level of satisfaction on the various factors of Himalaya baby care products?

Objectives

- To determine the customers level of awareness on Himalaya baby care products.
- To know the customers level of satisfaction towards Himalaya baby care products.

Research Methodology

This study is based on primary data which is collected through questionnaire from the Customers of Himalaya baby care products. Of the total 300 questionnaire issued, 10 found to be incomplete and 290 questionnaires were taken for analysis. Convenient sampling method is adopted to select the sample customers of Himalaya baby care products. The gathered data are analyzed using simple percentage method and chi-square method.

Findings of the study

Socio – Economic Profile of Customers of Himalaya Baby Care – Simple percentage:

The findings related to socio economic profile of the customers namely Residential Area, age, gender, educational qualification, occupation, number of earning members in the family, number of non-earning members in the family, total number of members in the family, monthly income, annual income of the family, number of male and female kids in family, age of kids, sources of awareness, period of usage, amount spent, buying place of products and suggestions to purchase are presented in the table format in this section.

Table – 1

Factors	Number of Respondents (N=290)	Factors	Number of Respondents (N=290)
Residential Area		Number of Non-Earning Members in the family	
Rural	168 (57.93)	One	52 (17.93)
Urban	122 (42.07)	Two	146 (50.35)
Gender		Above Two	92 (31.72)
Male	88 (30.34)	Total Number of Members in the family	
Female	202 (69.66)	Less than or equal to Three	95 (32.76)
Age		Four	117 (40.34)
Below 20 years	50 (17.24)	Above Four	78 (26.90)
21 - 30 years	141 (48.62)	Monthly Income of Respondents	
31 - 40 years	83 (28.62)	Below Rs. 20,000	86 (29.65)
Above 40 years	16 (05.52)	Rs. 20,000 to Rs. 30,000	115 (39.66)
Nature of Family		Rs. 30,001 to Rs. 40,000	56 (19.31)
Nuclear	155 (53.45)	Above Rs. 40,000	33 (11.38)
Joint	135 (46.55)	Annual Income of Family	
Educational Qualification		Below Rs. 50,000	26 (08.96)
No Formal Education	16 (05.52)	Rs. 50,000 to Rs. 60,000	55 (18.97)
Up to SSLC	31 (10.69)	Rs. 60,001 to Rs. 70,000	87 (30.00)
HSC	47 (16.21)	Above Rs. 70,000	122 (42.07)
Diploma	36 (12.41)	Gender of Kids	
Under Graduate	58 (20.00)	Male Kids	136 (46.90)
Post Graduate	54 (18.62))	Female Kids	86 (29.65)
Professionals	48 (16.55)	Both Male and Female Kids	68 (23.45)
Occupation		Age of Kids	
House Wife	83 (28.62)	Up to 1 year	83 (28.62)
Private Employee	101 (34.83)	1 to 3 years	133 (45.86)

Government Employee	23 (07.93)	Above 3 years	74 (25.52)
Business Person	35 (12.07)	Period of Usage	
Agriculturist	48 (16.55)	Less than 1 year	96 (33.10)
Number of earning members in the family		1-3 years	119 (41.04)
One	97 (33.45)	More than 3 years	75 (25.86)
Two	149 (51.38)	Sources of Awareness	
Above Two	44 (15.17)	Advertisement	61 (21.04)
Place of Purchase		Friends	58 (20.00)
Online	25 (08.62)	Relatives	69 (23.79)
Medical Store	75 (25.62)	Colleagues	33 (11.38)
Baby Specialist Store	71 (24.48)	Doctor	42 (14.48)
Supermarket	78 (26.90)	Existing Customers	27 (09.31)
Retail Shops	41 (14.41)		
Amount Spend			
Less than Rs. 250	55 (18.97)	Rs. 501 – Rs. 1,000	83 (28.62)
Rs. 251 – Rs. 500	122 (42.07)	Above Rs. 1,000	30 (10.34)

Table-1 shows that out of 290 respondents, 168 respondents reside in rural area, 202 respondents are female, 141 respondents are of the age group between 21-30 years, 155 respondents reside in nuclear family, 58 respondents are Under Graduate holders, 101 respondents are Private Employees, 149 respondents have two earning members in their family, 146 respondents have two non-earning members in their family, 117 respondents have four members in their family, 115 respondents monthly income ranges between Rs. 20,000 and Rs.30,000, 122 respondents family annual income is above Rs. 70,000, 136 respondents have male kids, 133 respondents have kids with the age group of 1 to 3 years, 119 respondents are using the Himalaya baby care products between 1 and 3 years, 69 respondents are aware about the product through relatives, 78 respondents have purchased baby products from the supermarket, 122 respondents spend an amount between Rs. 251 and Rs.500 per month for purchasing Himalaya baby care products.

Level of Satisfaction on Himalaya Baby Care Products – Chi-square

Sixteen variables namely residential area, gender, age, nature of family, educational qualification, occupation, number of earning members in the family, number of non-earning members in the family, total number of members in the family, monthly income, annual income of family, period of usage, source of awareness, place of purchase, amount spent and suggestions to purchase have been selected in order to test whether there really exists any association between each of the variable and satisfaction level. Chi-square test has been applied to test the association. Level of significance chosen is one and five percent level.

Table – 2

Associated	Not Associated
Educational Qualification	Residential Area
Number of Earning members in the family	Gender
Period of usage	Age
Amount spent	Nature of family
Suggestions to purchase	Occupation
	Number of Non-earning members in the family
	Total number of members in the family
	Monthly Income
	Annual Income of the family
	Sources of Awareness
	Place of purchase

Table-2 shows that out of 16 variables, five variables namely educational qualification, number of earning members in the family, period of usage, amount spent and suggestions to purchase are associated with level of satisfaction on Himalaya baby care products. The variables such as residential area, gender, age, nature of family, occupation, number of non-earning members in the family, total number of members in the family, monthly income, annual income of the family, sources of awareness and place of purchase are not associated with customers level of satisfaction on Himalaya baby care products.

Suggestions

- Company may introduce baby tooth paste and food products in the market.
- Retail shops to be opened in rural area and make easy availability.
- Make clear details regarding the ingredients of the products, especially it has no side effects and chemical free.
- Introduce innovative products frequently.
- Produce the small size of soaps, shampoo, powders, lotion, creams

Conclusion

Children is only the future of every parent. Parents are taking each and every decision based on their child living healthy and for their better growth. Today market is more consumer oriented in the sense of all the business operations that revolve around satisfying the customers by meeting their needs through effective service. Consumers attitude is closely linked to quality of the products. The Himalaya Drug Company is playing important role in manufacturing and to capture a reasonable market share, the company has to create awareness and satisfied their needs of all consumers. The study identified that majority of the customers are satisfied with the Himalaya baby care products and the variables namely educational qualification, number of earning members in the family, period of usage, amount spent, suggestions to purchase are associated with the level of satisfaction on Himalaya baby care products.

Reference

1. **Dr. P. S. Rajeswari, Dr. Sadasivan, Dr. P. Nithya Preetha and C. Samson Sant hosh Kumar (2017)**“An Analytical Study on Consumer Buying Behavior of Baby Care Products”. Journal of Advance Research in Dynamical & Control Systems, Special Issue.7, July 2017.
2. **Kalindri Verma and Meenu Srivastava (2017)** “Consumer Awareness and Use of Baby Care Products with Special Reference to Baby Diapers”. Asian Journal of Home Science, Issue.1, Vol. (12), June 2017.
3. **S. Sanjaikumar, N. Umaparathi and J. Uma Devi (2017)** “A Study on Customers Satisfaction Towards Johns on Products in Coimbatore City”. IJARIE Journal, Issue.3, Vol. (3), July 2017.
4. **Vineesha Twa (2017)** “Customers Attitude Towards Johnson & Johnson’s Baby Product”. [https:// www.scribd.com](https://www.scribd.com), March 2017.