

A Study of Mothers' Satisfaction in Baby Care Products- Nagapattinam District

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Abstract:- Every child birth need good quality of products for satisfaction of mothers and cares their children. Baby care products are important to enhance medical and nursing care and considerable prospective to enhance mothers' attitudes towards their babies. Assessing the level of satisfaction about the health care products is to improve quality products. This study aims study the satisfaction of the mothers in the baby care products.

Keyword:- Baby care.

I. INTRODUCTION

The Indian retail industry has succeeded as one of the most vibrant and fast-paced industries due to the entry of several new players. It accounts for over ten percentages of the country's GDP and around eight percentage of the employment. The Baby Care products marketing in India expect to grow significantly at a CAGR of around 17 percentages in terms of revenue over the period 2014-2019. In terms of baby care products, this market has been segmented as follows: Baby Apparel segment, Baby Toys segment, Baby Cosmetics, Baby Food, Baby Accessories, and Baby Diaper. The Baby Care market in India is driven by per capita develop in disposable income amid consumer who are more willing to buying luxury goods, such as baby accessories and cosmetics. Increase in urbanization is also expected to boost the market growth considerably. In the factors make the country one of the most attractive retail targets globally; it represents a wide potential, untapped market for baby care product. It has the biggest population of children in the world with more than twenty percentage of the world population of children in the age group of 0-3. This research is to identify new market for baby and mother care products in India particularly Chennai region.

➤ *Baby Care Market in India*

The estimated market size of baby products was around INR 15-25 billion in year 2012 and online market for the products was around INR 1.0-1.2 billion out of this. According to experts, in the baby care products market expected to boom and rise at the rate of 13.66 percentages computed annual growth rate in the years ahead. Yet, the estimated growth in the number of babies of age group zero to five is up to 135 million by 2020.

➤ *Customer Satisfaction*

Customer satisfaction is a measurement used to quantify the degree to which a customer is happy with a product, service. It is a critical concept for customer success professional to understanding and lives by, and it's actually about more than a money-back guarantee. In this study, to discussing customer satisfaction: what it is, and why it's important for business to start measuring. When it comes down to it, customer satisfaction is a reflection of how a customer feels about interacting with brand. The businesses and brands quantify this positive or negative feeling primarily using surveys

➤ *Objectives of the Study:*

1. To study the mothers' satisfaction level of the baby care products
2. To identify the factors influencing to purchase decision on baby care products in the study area.

II. RESEARCH METHODOLOGY

There will be an explanation of choice of methodology, the construction of the data collected and why this method was used. The secondary data and other studies available will help enlighten the same question as mentioned above and the historical aspects will help the understanding of what has happened.

➤ *Research Design*

A descriptive research will be majorly used in the study. A good description puts forward the response of questions in mind of the researcher. A structured questionnaire would be used to conduct a cross-sectional survey, out of which qualitative 50 respondent's data will be used.

➤ *Sources of Data*

Both primary and secondary data will be collected to validate and verify the objectives of the study. A questionnaire would be designed and used to collect information on the desired research and for verification of objectives. Whereas secondary data from various published materials like journals, newspapers, internet, company's research reports, books, magazines, publications and libraries, will be collected.

➤ *Sampling Design*

The survey is not taken from the entire population. Only a few units of population has been taken under the study was considered for analysis. The convenient sampling method is used in the study. The size of the sample is 50 respondents. They have been selected from the Nagapattinam District.

III. ANALYSIS AND INTERPRETATIONS

Table -1 Age group of Respondents

Age	No. of Respondents	Percentage
Below-25	12	24.00
25 to 30	29	58.00
Above 35	9	18.00
Total	50	100.00

Source: Primary data

Table 1 shows that, out total 50 respondents, 24 percent are belong to the age group of below 25 years, 58 percent are belong to the age group of 25 to 30 years and 18 percent are belong to the age group of above 35 years. Hence, it is concluded that, the majority of the respondents are in the age group of 25-30 respondents are purchasing the baby products.

Table 2 Education of the Respondents

Education	No. of Respondents	Percentage
School level	9	18.00
U.G	30	60.00
P.G	11	22.00
Total	50	100.00

Source: Primary data

Table 2 indicates that, out of total 50 respondents, 18 percent are below the school level, 60 percent are graduates and 22 percent are post graduates. Hence, the majority of the respondents are in the category of graduation in the purchase of baby products.

Table 3 Family type of the Respondents

Family Nature	No. of Respondents	Percentage
Joint	12	24.00
Nuclear	38	76.00
Total	50	100.00

Source: Primary data

Table 3 shows that a maximum of 76 percent are belongs to the nuclear family category and the rest of 24 percent are belong to the joint family category in the study area. Hence, the majority of the respondents are in nuclear family system in the purchase of baby products in the District.

Table 4 Monthly Income of the Respondents

Income	No. of Respondents	Percentage
Below Rs.10000	12	24.00
Rs.10000-15000	12	24.00
Rs.15000-20000	18	36.00
Above R.s 25000	8	16.00
Total	50	100.00

Source: Primary data

Table 4 indicates that out of the 50 respondents, 24 percent are income of below Rs.10000, 24 percent are in the income of Rs.10000 to 15000, 36 percent are in the income of Rs.15000 to 20000, 16 percent are in the income of Above R.s 25000. Hence, the majority of the respondents' monthly incomes ranged from Rs.15000-20000 in the study area.

Table 5 Family Size of the Respondents

Family Size	No. of Respondents	Percentage
Below 4	25	50.00
5 members	14	28.00
More than 5	11	22.00
Total	50	100.00

Source: Primary data

Table 5 clearly indicates that 50 percent of the respondents are belongs to below 4 members in the family, 28 percent of the respondents are belongs to 5 members in the family and 22 percent of the respondents are belong to the more than 5 members in the family. Hence, the majority of the responders are below 4 members in the family.

Table 6 Occupation of the Respondents

Occupation	No. of Respondents	Percentage
Agriculture	5	10.00
Business men	5	10.00
Professional	4	8.00
house wife	36	72.00
Total	50	100.00

Source: Primary data

The results shows in Table 6 that 10 percent of the respondents are belong to the occupation of agriculture, 10 percent of the respondents are belong to the occupation of business men, 8 percent of the respondents are belong to the professional category of occupation and 72 percent of the respondents are belong in the house wife category. Hence, the majority of the house wife are purchased the baby care products in the district.

Table 7 Amount Spent on Baby Care Products

Particular	No. of Respondents	Percentage
Rs. 501-1000	8	16.00
Rs. 1001-2000	28	56.00
Above 2000	14	28.00
Total	50	100.00

Source: Primary data

From the Table 7, 16 percent are spending Rs 501-1000, 56 percent are spending Rs. 1001 to 2000 and 28 percent are spending above Rs. 2000. Hence, the majority of the respondents are spending is Rs. 1001-2000 on purchase of baby care products in the District.

Table 8 Mode of Purchase

Marital status	No. of Respondents	Percentage
Cash	47	94.00
Credit	3	6.00
Total	50	100.00

Source: Primary data

Table 8 indicates that, out of 50 respondents 94 percent of the respondents are purchasing is by cash and the rest of six percent of the respondents are purchasing is by credit category of the respondents. Hence, the majority of the respondents are in the category of cash in the purchase of baby products.

Table 9 Satisfaction on Baby Products

S. No.	Variables	SA	A	N	D	SD	Total
1.	Easy availability	17	11	10	8	4	50
		(34.0)	(22.0)	(20.0)	(16.0)	(8.0)	100
2.	Packaging	26	9	10	3	2	50
		(52.0)	(18.0)	(20.0)	(6.0)	(4.0)	100
3.	Baby products Quality	11	13	13	6	7	50
		(22.0)	(26.0)	(26.0)	(26.0)	(14.0)	100
4.	Price	6	6	6	10	22	50
		(12.0)	(12.0)	(12.0)	(20.0)	(44.0)	100
5.	Quantity	16	8	18	4	4	50
		(32.0)	(16.0)	(36.0)	(8.0)	(8.0)	100
6.	Using method	6	9	21	6	8	50
		(12.0)	(18.0)	(42.0)	(12.0)	(16.0)	100

Source: Primary data

Table 9 clearly indicates that 56 percent of the respondents are satisfied with the easy availability of baby care products while 24 percent of the respondents are dissatisfied with the availability of baby care products. The respondents of 72 percent are satisfied with packaging of baby care products while 10 percent are dissatisfied with packaging of baby care products. About 48 percent of the respondents are satisfied with quality while 40 percent of the respondents are dissatisfied with quality of baby care products. The respondents of 48 percent are satisfied with quantity while 16 percent are dissatisfied with quantity of baby care products in the market. The respondents of 30 percent are satisfied with method of using the baby care products while 28 percent are dissatisfied with method of using the baby care products. However, only 24 percent of the respondents are satisfied with price while 64 percent are dissatisfied with price of baby care products among the respondents in the District.

Table 10 Product Categories

S. No.	Variables	SA	A	N	D	SD	Total
1.	Baby lotion	12	16	8	7	7	50
		(24.0)	(32.0)	(16.0)	(14.0)	(14.0)	100
2.	Baby shampoo	12	18	7	7	6	50
		(24.0)	(36.0)	(14.0)	(14.0)	(12.0)	100
3.	Baby powder	24	11	4	7	4	50
		(48.0)	(22.0)	(8.0)	(14.0)	(8.0)	100
4.	Baby oil	15	19	8	4	4	50
		(30.0)	(38.0)	(16.0)	(8.0)	(8.0)	100
5.	Baby soap	39	4	2	2	3	50
		(78.0)	(8.0)	(4.0)	(4.0)	(6.0)	100
6.	Baby cream	3	4	6	14	23	50
		(6.0)	(8.0)	(12.0)	(28.0)	(46.0)	100
7.	Baby cleansing cloth	8	12	16	7	7	50
		(16.0)	(24.0)	(32.0)	(14.0)	(14.0)	100

Source: Primary data

Table 10 clearly indicates about 56 percent of the respondents are purchasing the baby lotion products, 60 percent of the respondents are purchasing shampoo type of products, 70 percent of the respondents are purchasing to the baby powders, 68 percent of the respondents are purchasing baby oil products, 86 percent of the respondents are purchasing the baby soaps, 14 percent of the respondents are purchasing the baby cream and 40 percent of the respondents are purchasing the baby cleansing cloth products in the District.

Table 11 Factor Influencing the Baby Care Products

S. No.	Variables	SA	A	N	D	SD	Total
1.	Quality of product description	8	22	6	7	7	50
		(16.0)	(44.0)	(12.0)	(14.0)	(14.0)	100
2.	Return Policy	3	7	4	20	16	50
		(6.0)	(14.0)	(8.0)	(40.0)	(32.0)	100
3.	Customer Review	7	7	6	6	24	50
		(14.0)	(14.0)	(12.0)	(12.0)	(48.0)	100
4.	Quality	8	21	11	5	5	50
		(16.0)	(42.0)	(22.0)	(10.0)	(10.0)	100
5.	Offers and Discounts	9	8	7	14	12	50
		(18.0)	(16.0)	(14.0)	(28.0)	(24.0)	100

Source: Primary data

Table 11 indicates that out of total 60 percent of the respondents are influenced with quality of products description, 20 percent of the respondents are influenced by return policy of the products. 28 percent of the respondents are influenced by the customer review, 58 percent of the respondents are influenced by the quality of baby care products, 34 percent of the respondents are influenced by offers and discounts on baby care products in the District.

IV. SUGGESTIONS

The following suggestions are made for improving the customer's satisfaction towards consumer baby care product

1. The expectation on discounts offered to the customers can be increased.
2. Manufacturers should concentrate more on the flavors.
3. Improvement of quality should be considered but at the same time price equilibrium should be maintained.
4. Price is still a sensitive issue to them. So the producers must justify its price.
5. Many of respondents feel that maximum retail price of baby care products.

V. CONCLUSION

The present study reveals that the mother's satisfaction in baby care products. It can be concluded that it has been very interest and it a useful experience while undergoing this study of customer's preference and satisfaction Therefore, baby products as the name suggest should satisfy the fast moving people in the world without compromising quality and standard.

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