

# A Study on Consumer Preference Towards Himalaya Baby Soap in Tirupur

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## 1.1. 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."

Himalyaya baby soaps 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 Himalyaya baby soaps. 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 demand of Himalyaya baby soaps are increased with the increase in demand of Himalyaya baby soap. 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.

## 1.2.STATEMENT OF THE PROBLEM

The study made an attempt to analyze the various aspects regarding the consumer brand preference towards Himalyaya baby soaps. Factors which influencing the buying decisions of Himalyaya baby soaps and consumer satisfaction towards Himalyaya baby soaps in TIRUPUR district.

## 1.2. OBJECTIVES OF THE STUDY

1. To determine the demographic details of respondents.
2. To identify the factors which influence the buying decision of baby skincare products.
3. To understand the consumer preference towards various brand of baby skincare products.
4. To understand the consumer satisfaction towards Himalyaya baby soaps.

## 1.3. SCOPE OF STUDY

Now a day's parents are very conscious about the skin care of babies and they are willing to spend a lot of money for Himalyaya baby soaps. But earlier it was not like that. Now there are varieties of Himalyaya baby soaps available in market. The purpose of study is to analyses the consumer preference towards Himalyaya baby soaps. The study mainly focuses on Town hall area of Tirupur

## 1.4.RESEARCH METHODOLOGY

### 1.4.1.Research design

In the study descriptive research was undertaken to get the result of the research work in an effective manner and to find out the solution for the issues faced with regard to Himalaya Baby soap.

### 1.4.2.Sources of data

The primary data are collected from the consumer of Himalyaya baby soaps from questionnaire. Secondary data is collected from books and internet.

### 1.4.3.Sample design

Here the population is consumers of Himalyaya baby soaps in town hall area of Tirupur. The population in the study area is infinite.. Hence, the sample respondents were selected in the Town hall area of Tirupur at random by using the convenient sampling techniques.

### 1.4.5 Nature of data

Here the population is consumers of Himalyaya baby soaps in town hall area of Tirupur.

### 1.4.6.Method of sampling

Convenient sampling method is adopted to select the sample respondents from the population.

### 1.4.7 Size of sample

The sample size taken for study is 50 consumers using Himalyaya baby soaps.

### 1.4.8 Tool for analysis

The tools used for analysis is percentage analysis. Analyzed data are presented with the help of tables and charts.

## 1.5.Limitations of the study

- Personal biases of the respondent may affect the study.
- The study limited to the parents and children of Mala Panchayath and therefore findings of the study cannot be expected to other areas.

## PROFILE FO THE STUDY

### Introduction

Himalyaya baby soaps are those products which are used for maintaining the baby's skin as smooth and moisturized. These products help to keep baby's skin from all skin diseases. It is a safety care product for the baby skin. There are several products, which are relatively important for proper care of babies. It includes baby powder, soap, cream, oil, wipes etc. There are a wide range of brands offering baby skincare products. It includes Johnson & Johnson, Himalaya, Wipro, Sebamed, Libero etc.

### History

The history of baby skin care of products is not as well described and detailed as that of adult cleansing and protecting products. The main reason for this may be the fact that the importance of taking special care for a baby's skin was not recognized and understood for a long time. Until the late 19<sup>th</sup> century, the main cleansing aids were handmade soap made of fats and lye. Later on, synthetic bars based on synthetic detergent were introduced to the market. Procter and Gamble started to sell pure bar soaps for babies in the last 19<sup>th</sup> century; however the same products were used to clean dishes and cloth as well. Johnson & Johnson launched maternity kits in the 1890s. These kits included Johnson's baby powder which was the first and very successful item of the company's baby care line. Baby powders were popular for a long time for providing a dry environment to the diaper zone. In the 1950s, Johnson's baby shampoo was the first specially formulated product to be as mild to a baby's eye as pure water. The product, known by its famous claim "No More Tears", is still available on the market, specially formulated for babies 'delicate skin and sensitive eyes'.

### Origin of the product

The earliest baby powder was in a metal tin with an orange and white label, which stated it was "For Toilet and Nursery". Johnson's baby powder, with its instantly recognizable scent, became one of the most familiar and trusted products in the world. This product, a result of consumer interaction with the company and the other baby products that followed became a part of the baby care routines of new parents, who wrote in to Johnson & Johnson, happy to share their stories and happy occasions. Parents delighted in sending photographs of their babies holding the baby powder tins to the company, which reciprocated by publishing the photos in its early newsletters.

### Himalyaya baby soap in India

Baby Care Market in India is highly fragmented and unorganized in the apparel toys and accessories segment. But due to the ethical nature of the segments like food, skin and hair care these segments are dominated by organized players. The low penetration of the baby care sectors and less number of organized players in the baby retailing segment which contributes nearly 93% of the sector's revenue it can be said that the sector is in a very nascent stage and it is likely to enter the Indian population.

The industry is facing a myriad of problems like scarcity of raw materials and preference of people to cheaper substitutes. The industry expectant of registering a remarkable growth on the account of increasing baby population in India, increase in disposable income of parents, change in consumer habits of parents and frugal innovation done to reduce the cost of various baby care products in the Indian market. The sector can further increase its growth in the rural market with a better distribution network.

Baby care products industry comprises 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, hair care, baby food, toiletries (diapers and its accessories and wipes), apparels & footwear, toys, baby convenience and safety products etc.

**TABLE 4.1 SHOWS THE AGE WISE CLASSIFICATION OF RESPONDENTS**

Sl.No	Age	No. of respondents	Percentage
1	Below 25	15	30
2	25-30	23	46
3	30-35	9	18
4	Above 35	3	6
	<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

From the above table 4.1 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.

**TABLE 4.2 SHOWS THE GENDER WISE CLASSIFICATION OF RESPONDENTS**

Sl.No	Gender	No. of respondents	Percentage
1	Female	36	72
2	Male	14	28
	<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

From the above table 4.2 it is understood that 72% of the respondents are females and 28% of the respondents are male.

**TABLE 4.3 SHOWS THE OCCUPATION OF RESPONDENTS**

Sl.No	Occupation	No. of respondents	Percentage
1	Student	9	18
2	House wife	19	38
3	Government/Private job	17	34
4	Business	3	6
5	Others	2	4
	<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

From the above table 4.3 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.

**TABLE 4.4 SHOWS THE EDUCATIONAL QUALIFICATION OF RESPONDENTS**

Sl.No	Education	No. of respondents	Percentage
1	SSLC	3	6
2	Higher Secondary	5	10
3	Under Graduate/Graduate	15	30
4	Post Graduate	27	54
	<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

From the above table 4.4 it is noted that 6% of the respondents have completed their SSLC , 10% of the respondents have completed their matriculation in higher secondary , 30% of the respondents have completed their under graduate/graduates and 54% of the respondents have completed their post-graduation.

**TABLE 4.5 SHOWS THE MONTHLY INCOME OF THE RESPONDENTS**

Sl.No	Monthly income	No. of respondents	Percentage
1	Below 20000	30	60
2	20001-30000	13	26
3	30001-50000	4	8
4	Above 50000	3	6
	<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

From the above table 4.5 it is clear that 60% of the respondents have a monthly income of below 20000 , 26% of the

respondents have a monthly income between 20001-30000 , 8% of the respondents have a monthly income between 30001-50000 and 6% of the respondents have a monthly income of above 50000.

**TABLE 4.6 SHOWS RESPONDENTS EVER USED HIMALYAYA BABY SOAPS FOR THEIR BABIES**

Sl.No	OPINION	No. of respondents	Percentage
1	Yes	50	100%
2	No	0	0%
	<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

From the above table 4.6 it is noted that among the 50 respondents 100% of the respondents are using Himalyaya baby soaps for their babies.

**TABLE 4.7 SHOWS THE BRAND LOYALTY OF CONSUMER**

Sl.No	OPINION	No. of respondents	Percentage
1	Yes	34	68
2	No	1	2
3	Up to an extent	15	30
	<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

From the above diagram 4.7 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.

**TABLE 4.8 SHOWS THE BRAND PREFERENCE OF THE RESPONDENTS**

Sl.No	Particulars	No. of respondents	Percentage
1	Johnson & Johnson	23	46
2	Himalaya	14	28
3	Sebamed	8	16
4	Mother care	2	4
5	Libero	0	0
6	Others	3	6
	<b>Total</b>	<b>50</b>	<b>100</b>

(Source: Primary data)

From the above table 4.8 it is inferred 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.

**TABLE 4.9 SHOWS SOURCE OF INFORMATION ABOUT BABY SKINCARE PRODUCTS**

Sl.No	Particulars	No. of respondents	Percentage
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1	Product display	4	8
2	TV	12	24
3	Newspaper	0	0
4	Internet	6	12
5	Friends/family	28	56
	<b>Total</b>	<b>50</b>	<b>100</b>

**(Source: primary data)**

From the above diagram 4.9 it is clear that 8% of the respondents came to know about Himalyaya baby soaps from product display, 24% of the respondents came to know about Himalyaya baby soaps from TV, 12% of the respondents came to know about Himalyaya baby soaps from internet and 56% of the respondents came to know about Himalyaya baby soaps from their friends and family.

**5.1 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 20000.
- Majority of the consumers are brand loyal consumers.
- It is found that 46% of the consumers do consider Johnson & Johnson baby products for their baby's.
- Majority of the respondents come 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.
- Among 50 respondents 44% of the respondents buying the baby skin care products once in a month
- It is found that 22% of respondents buying baby skin care products from specialized stores.
- Majority of the respondents are spending below 1000 for buying baby skin care products.
- It is found that 46% of the respondents are likely to buy all natural baby skin care products.
- Majority of the respondents are satisfied with their current baby skin care products.
- It is found that 78% of respondents recommend their brand to friends and relatives.
- Majority of respondents don't want any changes in their existing baby skin care brand.
- Majority of respondents agree that advertisement leads to purchase of baby skin care products.
- It is found that 70% of respondents agree the baby skin care products have attractive packaging.
- Majority of respondents want changes in their baby skin care products.
- 38% of respondent's rated 4/5th on their current baby skin care products.

**5.2 SUGGESTIONS**

1. While preferring baby skin care brands, must consider quality instead of their popularity.
2. Price is still sensitive issue to them. So the producers must justify its price
3. Issues related to the side effects of the products to be corrected effectively.
4. Fair advertisement to be required for baby skin care products.
5. Quantity of baby skin care products to be increased with the prevailing price rate.
6. The baby skin care products should be easily available to consumers at their nearest shop
7. Packaging of the products should be made more attractable.

**5.3 CONCLUSION**

From the moment of birth and throughout life, a baby needs a mother's 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 defend against irritants, germs 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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