

Customer Preference Towards Baby Skin Care Products

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Abstract- The purpose of this study is to know the consumers buying preference and identify the factors that influence the buying decision in purchasing baby skin care products. This study is primary data based research the targeted sample is the parents who have the experience of buying skin care product it is designed as a set of questionnaire in Google docs to collect the necessary data. Baby skin care products are considered as the basic requirement for a baby. Baby skin care products refers to the products which are necessary for taking personal care of a baby. Baby skin care products mostly includes oil, powder, shampoo lotion, soap, diaper. This study is used to understand the consumers perception towards baby skincare products.

I. 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.”

STATEMENT OF THE PROBLEM:

The study made an attempt to analyze the various aspects regarding the consumer brand preference towards baby skin care products. Factors which influencing the buying decisions of baby skin care products and consumer satisfaction towards baby skin care products.

OBJECTIVES OF THE STUDY:

- To determine the demographic details of respondents.
- To identify the factors which influence the buying decision of baby skin care products.

- To understand the consumer preference towards various brand of baby skin care products.
- To understand the consumer satisfaction towards baby skin care products.

II. REVIEW OF LITERATURE

Bernard Oyale (2012), ‘studies that baby accessory products are selected through the brand perception and brand equality’. The study explored communication tools. The study was focused on baby accessory products in order to realize what mothers think conceive and learn upon brand. The researcher's result showed that brand perception of mothers for baby accessory products is different when considered by marketing communication programs.

AbdullahbinJunaid (2011), studies the consumption pattern of the baby care products among parents in Delhi. He inspected that the purpose of using a baby skincare product is not affected by the age groups; the place of buying skincare products has no significance with the income of a person and cosmetic consumers. Income doesn't play any role while choosing a brand.

III. RESEARCH METHODOLOGY

RESEARCH DESIGN:

This research was aimed at analyzing the customer preference and satisfaction towards “THE HINDU NEWSPAPER”. Random sampling method was used. In this method a questionnaire is sent to the persons concerned with the request to answer the question and return the questionnaire.

DATA COLLECTION:

PRIMARY DATA: Primary data is information that you collect specifically for the purpose of your research project by way of preparing a questionnaire. Data observed or collected from first-hand experience.

SECONDARY DATA: Secondary data refers to data which is collected by someone who is someone other than the user. Common sources of secondary data for social science for other research purpose.

TOOLS USED FOR ANALYSIS:

The collected data will be analyzed and interpreted properly to find the result of the research work. Further to know the association between two variables in deciding the particular issues statistical tools is used.

1. Simple Percentage Analysis Method.
2. Ranking Method.

IV. DATA ANALYSIS AND INTERPRETATION

TABLE: Showing That Customer Preference towards THE HINDU NEWSPAPER

Factors	Options	No. of Respondents	Percentage
Gender	Female	64	57.7
	Male	47	42.3
Age	Under 18	9	8.1
	18 - 24	81	73
	24 - 30	19	17.1
	Above 30	2	1.8
	Other	3	2.7
Monthly	Below 10000	31	27.9
Income	10001 - 15000	24	21.6
	15001 - 20000	30	27
	Above 20001	26	23.4
Newspaper Preference of the Customer	The Hindu	94	84.7
	Times of India	11	9.9
	Indian Express	4	3.6
	Hindustan Times	2	1.8
	Times		
Spending time for the newspaper	Less than 10mins	50	45
	10-15 mins	43	38.7
	15-20mins	13	11.7
	More than 20mins	5	4.6
Money Spending for newspaper	Free online service	54	48.6
	Less than Rs.50	38	34.2
	Rs.50–Rs.100	13	11.7
	Above 100	6	5.5
Language Preference	English	61	55
	Tamil	47	42.3
	Hindi	3	2.7

Gathering Information	Newspaper	50	45
	Online sources	29	26.1
	Radio/ FM	11	9.9
	Social media	21	18.9
Main key Factors	Sufficient time	56	51.4
	Mutual Interest	28	24.3
	Powerful Outcome	21	18
	Others	6	6.3
Supplement ary copy of THE	Youthful world	57	51
	Magazine	28	25
HINDU	Friday Review	21	19
	Openings	5	5

INTERPRETATION:

This study reveals that majority (57.7%) of the respondents are Female, majority (73%) of the respondents are in age group between 18-24 years, majority (27.9%) of the respondents are below Rs.10000, majority (84.7%) of the respondents are prefer the Hindu newspaper, majority (45%) of the respondents spends less than 10mins, majority (48.6%) of the respondents spends money on free online services, majority (55%) of the respondents prefer English language, majority (46.8%) of the respondents read the newspaper once in a week, majority (45%) of the respondent refer Newspaper for gathering the information, majority (51.4%) of the respondents are belongs to showing their sufficient time, majority (51%) of the respondents are belongs to preference for Youthful World of Supplementary copy of The Hindu Newspaper.

V. FINDINGS

1. Majority (57.7%) of the respondents are Female.
2. Majority (73%) of the respondents are in age group between 18-24 years.
3. Majority (27.9%) of the respondents are below 10000 as their monthly income.
4. Majority (84.7%) of the respondents are prefer The Hindu newspaper.
5. Majority (45%) of the respondents are spend their time less than 10 mins for reading newspaper.
6. Majority (54%) of the respondents spends money on free online services.
7. Majority (55%) of the respondents prefer English newspaper.
8. Majority (45%) of the respondents gathering the information through the newspaper.

9. Majority (51.4%) of the respondents are showing that main key factor as sufficient time.
10. Majority (51%) of the respondent belongs to youthful world as their preference showing for supplementary copy of the HINDU Newspaper

VI. SUGGESTIONS

- Most of the customers expressed dissatisfaction over the number of advertisement both commercial and cinema should be taken by the publishers to reduce the advertisement coverage and add more sports news, IT news, job opportunities etc.,
- This newspaper should cover the international news more and more level.
- This newspaper should cover the free page of District news daily.
- For the benefit of the students the paper should publish the past years question with answers at the beginning of the years they usually publish it nearly to the exam time.
- It should cover less political advertisement even though they charge such amount for it.
- It should try cover less miscellaneous news.
- The use of pictures and graphical content in the newspaper should be more. So that it attracts more readers.

VII. CONCLUSION

The Hindu has been playing an important role in the communication department and improvement of English language, its services to the society is wonderful and splendid. It develops the business and employee and employer students and all knowledge fully. The Hindu has to do such social oriented activities like free education and free employment benefit. Their service is reachable to all the class people and in future to it has to be developed in the entire field to survive and face the competitors. From this study The Hindu alter such changes definitely it can capture full share of the market. The project has given me an idea about the operation of The Hindu newspaper and their circulation. The experience gained in the projects given me an opportunity to build up bridges between the theoretical knowledge and practical functions.

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