

A Study on Consumers' Perception towards Himalaya Baby Health Care Product in Thoothukudi

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Introduction

Himalaya health care founded in 1930 and is a trusted brand in health care, personal care products. Himalaya has an extensive range of baby products right from baby wipes, to soaps, powder, cream and lotions. Its offers unique kits containing all the necessary items for the young one. These products are of the highest quality and are incredibly affordable. All the products are developed after extensive research and keeping in mind the unique needs of your child's skin. All products by Himalaya are clinically tested. Himalaya's have divided the range into "Pre-Bath" "Bath" and "Post-Bath" categories, with specially designed products for each. It is spread across locations in India, United States, the Middle East, Asia and Europe. While its products are sold in 92 countries across the world. The head quarter is located in Bangalore.

Statement of Problem

In this study, focuses on parent perception. It varies from person to person. Different people perceive different thing about the same situation. But more than that, we assign different meaning to what we perceive. Different varieties of the products are available in the market consumers prefer the variety of baby care products for high quality products, low price and attractive wrapper.

Objectives

- To analyse the consumers perception towards Himalaya baby health care product.
- To analyse the consumer satisfaction level about Himalaya baby health care product.

Scope of the Study

This study focused the consumers' perception and satisfaction level of HimalayaBaby Healthcare products and services.

Methodology

This study is based on both primary and secondary data. The primary data were collected through questionnaire. The secondary data has been collected from the books and magazines related to customer behaviour. Relevant information, data about multi-level operation and its scheme was collected through questionnaire from a sample of 100 customers in Thoothukudi.

Samples of the Study

The convenient method is to be adopted as it will represent the entire universe of the study 100 sample of customers would be selected for the study.

Tools for Analysis

The statistical tools used for the analysis and interpretation of the data were

- Weighted average method.
- Garret ranking method.

Limitations of the Study

- The sample has been taken only 100 respondents.
- This study is restricted only to the Thoothukudi, so the result may not be applicable to other areas.
- Some of the respondents are non- co- operative.

Analysis the Data

Once the collection of data is over the next step is to arrange for processing and analysis of the data for draw a proper conclusion

TABLE 1.1 Profile of the Respondents

General Variable	Classification	No. of Respondents	Percentage
Age (years)	Below 25	24	24
	25-30	40	40
	30-35	24	24
	Above 35years	12	12
Place of residence	Rural	24	24
	Urban	76	76
Age of the babies in a family	6months	24	24
	1-2year	44	44
	2-3year	18	18
	3year and above	14	14
Number of kids in a family	One kid	44	44
	Two kids	46	46
	More than Two kids	10	10
Place of purchase	Mass retailer	10	10
	Baby specific store	38	38
	Grocery store	30	30
	Pharmacy	20	20

	Online retailer	2	2
Features of Himalaya Product	Safety	28	28
	Trust of product	30	30
	Brand loyalty	12	12
	Quality	26	26
	Affordable price	4	4
Opinion about migration to other products	Yes	2	2
	No	98	98
Opinion about recommendation of product to others	Yes	82	82
	No	18	18

(Sources: Primary data)

Inferences

The above table (1.1) it is concluded that majority (40%) of age of customers from 25 years to 30 years. They are highly used Himalaya Baby Care product. Majority of (76%) the consumers lives in urban area. So urban area people highly preferred Himalaya baby health care product. Majority of (44%) the consumers have up to 2years. Hence Himalaya baby health care product used only up to 2 years. Majority of (46%) the consumer's family has 2 kids in their family. They highly satisfied in Himalaya baby health care product. Majority of (40%) the consumers got information about Himalaya bay health care product from their Advertisement. Hence people have purchased Himalaya baby health product care through attractive advertisement from social media. Majority of (38%) bought the Himalaya baby health care product from Baby specific stores. Majority (30%) of the consumers are said that Trust the product is a main reason to use Himalaya baby health care product for their babies. Majority of the consumers (98%) are continued to use the Himalaya baby health care product. Most of the consumers (82%) are recommending the Himalaya baby care product to other people.

TABLE 1.2 Influencing Factors to Buy the Himalaya Baby Product (Henry Garrett Ranking)

Factor Influencing	Total	Average Score	Rank
Quality	6292/100	62.92	I
Price	4100/100	41	IV
Easy available	4694/100	46.94	III
Popularity of company	4814/100	48.14	II

Source: Primary data

Inferences

The above table (1.2) shows that factors influencing choose the Himalaya Baby Care Product. The result of Garrett Ranking showed that the factor was Quality got the Highest Rank (I Rank) followed by other factors were Popularity (II Rank) Easy available of Product (III Rank) and Price got Lowest Rank (IV Rank)

TABLE: 1.3. Satisfaction Level of Consumers about Himalaya Baby Care Products

Items	Percentage	Rank
Baby lotion	15.04	III
baby wipes	13.9	V
Diaper rash cream	10.8	VII
Baby powder	16.5	I
Massage oil	14.1	IV
Baby shampoo	15.5	II
Nourishing soap	13.8	VI

Source: Primary data

Inferences

The above table (1.3) shows that satisfaction level of Himalaya Baby Health Care Products. This study reveals that the Baby powder got the(I Rank), followed by other product were Baby shampoo (II Rank), Baby lotion (III Rank), Massage oil (IV Rank), Baby wipes(V Rank), Nourishing soap(VI Rank), Diaper rash cream got Lowest rank in Himalaya Baby Health Care Product(VII Rank)

Findings

- Majority of (40%) the consumers belong to age group 25-30 years.
- Majority of (76%) the consumers lives in urban area. So urban area people highly preferred Himalaya baby health care product.
- Majority of (44%) the consumers have up to 2years. Hence Himalaya baby health care product used only up to 2 years.
- Majority of (46%) the consumer's family has 2 kids in their family. They highly satisfied in Himalaya baby health care product.
- Majority of (40%) the consumers got information about Himalaya bay health care product from the Advertisement. Hence people purchased Himalaya baby health product care through attractive advertisement from social media.
- Majority of (38%) of the consumers bought the Himalaya baby health care product from Baby specific stores.

- Majority (30%) of the consumers are said that Trust the product is a main reason to use Himalaya baby health care product for their babies.
- Majority of the consumers (98%) are continued to use the Himalaya baby health care product.
- Most of the consumers (82%) are recommending the Himalaya baby care product to other people.

Suggestions

- The company should be frequently announced offers and discounts for their product. This should be increasing the customer the company can provide more discount for their product.
- Baby care products price is still a sensitive issue. So the producers must justify its price.
- Retail selling is required to increasing the sales.
- So consumers in rural area are regretting this product because of high pricing.

Conclusion

According to consumer preference, it is necessary to study about consumer satisfaction towards purchasing certain Himalaya baby products are marketed in Thoothukudi. If the product is in good quality, it is available throughout the city, if it affords reasonable price then the product is consumed by the consumers The present study reveals that the customers have a good preference towards Himalaya product. The researcher concluded that most of the respondents are satisfied with product quality, availability and varieties are provided by the Himalaya baby product and also the consumers highly preferred baby powder and baby shampoo from Himalaya baby care product.

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