

Customer Perception Towards Herbal Baby Care Products With Reference To Nagercoil Town

***A. THANGA VINUJA**

Reg No:19213281012024

Research scholar,

Department of commerce,

Women's Christian college,

Nagercoil-1

Affiliated to Manonmaniam Sundaranar University, Affiliated to Manonmaniam Sundaranar University,

Abishekapatti, Tirunelveli

E-mail:vinu.8913@ gmail.com

****Dr.I.R.SHEELA**

Assistant Professor,

Department of commerce,

Women's Christian college,

Nagercoil-1

Abishekapatti, Tirunelveli

E-mail:edwinirsheela @ gmail.com

ABSTRACT

Herbal Baby care products play a vital role in the world of babies. Particularly Baby Skin Care Products like Baby soaps, shampoos, Cleansers and washes are mild and safe for babies. Information about the perceptions of mothers on high-price and good quality baby care products was gathered. The effectiveness of advertisement and sales promotion on creating awareness and increase turnover were also examined. This study, focuses on mothers Perception, it vary 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, at reasonable price and attractive wrappers. Most of the consumers are satisfied with quality products and some of the consumers prefer other factors each product differs from one another in terms of price, quality, quantity, offers, advertisement etc., The primary aim of this study is to understand the customer economic factors and awareness level, and factor influencing purchasing of herbal Baby Care Products. Keywords: Customers, Perception, Baby Care product.

1.1 INTRODUCTION

people's perceptions are more important than reality because perceptions are what actually affect a consumer's behaviour. Asch and Wolfe note that when a consumer has recognized a need or a want to buy something the way the consumer act is influenced by his or her perception of the situation. Because all people have their subjective way of forming perceptions, different people can have different kind of perceptions of the same object or situation. Perceptions are formed through a three stage process that consists of selective attention, selective distortion and selective retention.

The whole process of perceiving begins when stimuli is picked up by one or more of the five senses: Vision, Smell, Touch, Hearing or Taste. In this study, only vision, smell and touch are in to account as they are the three senses that are of relevance in terms of the topic. once stimuli has been picked up by sensory receptors, then attention is allocated to the sensation. When the stimuli have grabbed a consumer's attention, he or she makes his or her own interpretation of the information. The interpretation is based on personal factors and the same stimulus may be interpreted in different ways by different people. At this point, response and some kind of a meaning are given to the information which means that the stimulus has been perceived.

Now a days Baby needs herbal Baby Skin Care Products, Baby soaps, washes and shampoos: Cleansers and washes are mild and safe for newborns. But use baby soaps sparingly, as they can dry newborn skin. Baby lotion: Helps moisturize newborn skin. So the parents' to select lower priced baby care products, and identifying their buying behaviour. Information about the perceptions of parents on high-price baby care products was gathered. The effectiveness of advertisement and sales promotion on creating awareness and increase turnover were also examined.

1.2 REVIEW OF LITERATURE

Nithya, and DuraiEswari (2016) "A study on consumers satisfaction towards Himalaya products with special reference to Dharapuram town" This study is to identify the consumer satisfaction level and the problems faced by the respondents while using Himalaya products. The data has been collected from 50 consumers in Dharapuram by applying convenient sampling technique. The study has attempted to cast light on the preference of the consumers also this study has necessitated the Himalaya manufacturing company to increase the awareness about its different products which are high in quality then their competitors.

1.3 STATEMENT OF THE PROBLEM:

This study, focuses on Mothers of babies Perception vary 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, low price and attractive wrappers. Most of the consumers are satisfied with quality products and some of the consumers prefer other factors each product differs from one another in terms of price, quality, quantity, offers, advertisement etc., In this context, A study on Customer Perception Towards Herbal Baby Care Products with reference to Nagercoil town.

1.4 OBJECTIVES OF THE STUDY:

1. To study on economic condition of the respondents
2. To study on Awareness of Herbal Baby care products.
3. To analyze the factors influencing the customers to purchase Herbal Baby care products.

1.6 RESEARCH 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 behavior. The researcher took 60 respondents according to the convenience sampling techniques were used for the study. The primary data collected through questionnaire were analyzed by using the simple percentage statistical techniques

ANALYSIS AND INTERPRETATION

S.NO	Behaviour	NO. OF RESPONDENTS	PERCENTAGE
1	Using other products	20	33
2.	Using herbal products	40	67
	Total	60	100

--	--	--	--

This table Show that, out of 60 respondents, Majority (67%) respondents are using herbal products.

TABLE-2

AWARENESS OF Herbal BABY CARE PRODUCTS

S.NO	AWARENESS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Friends & Relatives	12	20
2	Advertising & Media	28	46.6
3	Doctor's Recommendation	15	25
4	Neighbors'	5	8.3
Total			100

From the above table it is clear that out of 60 respondents were taken for the study, 20% of the respondents got the awareness through friends and relatives, 47% of the respondents got the awareness through advertising and media, 25% of the respondents got the awareness through doctor's recommendation and 8 % of the respondents got the awareness through Neighbours. Majority (47%) of the respondents got the awareness through Advertising and media.

TABLE-3

FACTORS INFLUENCING HERBAL BABY CARE PRODUCTS

S.NO	FACTOR INFLUENCING	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Reasonable price	10	17
2	Quality product	25	43

3	Brand Name	12	18
4	Doctor's recommendation	10	17
5	Easy available in the market	03	05
	Total	60	100

This table Show that, out of 60 respondents, 17% of the respondents feel reasonable Price of baby care products, 43% of the respondents buy for itquality. 18% of the respondents buy for brand name, 17% of the respondents buy for Doctor's recommendation, and 5% of the respondents buy it because ofEasy available in the market. Majority (43%) of the respondents are influenced for the Quality of the products.

FINDINGS:

- Majority (67%) respondents are using herbal products only
- 47% of the respondents got the awareness through advertising and media,
- Majority (43%) of the respondents influencing the Quality products.

SUGGESTIONS:

The research study provides facts about Herbal Baby Care Products and there are few suggestions. Baby Care products produces have to do many researches regarding product development. Baby Care Products Price is still a sensitive issue. So the producers must justify its price. The price of Herbal Baby Care products can be reduced which would attract more customers. The Baby care products manufacturers can conduct a survey for knowing the consumer needs. Window display is also an attractive method for attracting the minds of the consumers, especially the women consumers. To improve the supply chain management, because the Baby care products easily available all the nearest retail shops and stores. Packing is silent sale man. So the package of the product should be more attractive to increase the sales. The company should be frequently announced Offers and discounts.

CONCLUSION:

Today market is a more customer oriented; Here Customer is king of the Market. In the sense all the business operations revolve around satisfying the customer's their needs through effective service. In modern marketing is high consideration of customers. Herbal Baby care Product Manufactures produce different kinds of products in order to sell them in the marketing. But selling the product in the market is not an easy task. In present time without market research and without understanding the market needs and desire, it becomes difficult to sell the product. It is necessary to find the out needs of the customers and satisfy them. The present study reveals that the customers have a good preference towards Herbal products. it can be concluded that it has been very interest and it a useful experience while undergoing this study enables the Customer Perception towards Herbal Baby Care Products Therefore, Herbal production units should satisfy the fast moving people in the world without compromising quality and standard.

REFERENCES:

1. PHILIP KOTLER: Principle of marketing
2. Ramesh and Pavithra (2015) "A study on customers preference and satisfaction towards Himalaya product with reference to Coimbatore city, India" International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS), 2015, Vol. 2, No.5, 99- 101.
3. Nithya, and DuraiEswari (2016) "A study on consumers satisfaction towards Himalaya products with special reference to Dharapuram town" International Journal of Commerce and Management Research Volume 2; Issue 7; July 2016; Page No. 54-55