



**CONSUMER PREFERENCES, USAGE PATTERN AND SATISFACTION  
TOWARDS HIMALAYA COSMETICS IN BABY CARE PRODUCTS SEGMENT –  
AN ANALYTICAL STUDY**

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**Abstract**

*India's cosmetics and cosmeceutical market is expected to register annual growth of 25 per cent touching USD 20 billion by 2025, according to industry experts. The Indian cosmeceutical and cosmetics industry has an overall market standing of USD 6.5 billion from a global market of USD 274 billion. It is expected to grow to USD 20 billion by 2025 at a compounded rate of 25 per cent. The rising awareness of beauty products, increasing premium on personal grooming, changes in consumption patterns and lifestyles and improved purchasing power among the peoples are expected to boost the industry. Many players in the field are competing aggressively to capture more and more markets. The purpose of this article is to investigate the consumers' preferences towards Himalaya Cosmetics especially in Baby care products segment in Chennai region. The following six product categories are been selected for this study such as Moisturizing Baby Soap, Gentle Baby Shampoo, Baby Lotion, Baby Powder, Baby Care Gift Pack, Baby Care Gift Box Mini (Soap-Powder). Questionnaires were distributed and self-administered to 500 respondents. Descriptive analysis, and Pearson Chi-Square were used in this study.*

**Keywords:** Consumer Preference, Usage Pattern, Baby care products, Cosmetics

**1. INTRODUCTION:**

Understanding the needs of a baby's body is essential to their proper development both mental and physical. Himalaya's baby care products are ayurvedic formulations, containing 100 percent pure herbal actives,

and conform to the standards of the Pharmaceutical industry, thus making each product effective, mild and soothing to suit and nourish the baby's delicate skin. Parenthood is the most challenging part of anyone's life. Suddenly, and wonderfully,

life is no longer just about you. There is a new person to love and nurture, an education to plan. And most importantly a strong healthy body and mind to build. Himalaya range of products has been carefully developed to give the best start in life for the most important person in universe.

At Himalaya, science of baby care is geared towards bringing the very best of natural care for the most precious person in customers' life. Their science of baby care is backed by a strong team of research scientists who have carefully selected time-tested herbal ingredients for the Baby care range. The products have been developed, keeping in mind the special requirements of baby's skin. They are clinically tested to ensure safety and efficacy. So, when people choose Himalaya for their little ones, the rest can be assured that very best product has been chosen.

## **2. REVIEW OF LITERATURE:**

Yvonne Clarke and Geoffrey N.Soutar (1982) conducted a study to analyze the consumer acquisition patterns for durable goods. It also revealed that a population has underlying common order of acquisition for a large set of heterogeneous durables. Some of the differences in priority patterns for durable products due to climate and cultural

differences of the areas and due to time lag in purchase.

Pride & Ferrell (1985) have examined that connotations associated with body motions, greetings, colours, numbers, shapes, size and symbols vary considerably across cultures, and these cultural differences have marketing implications that pertain to product development, personal sales, advertising, packaging and pricing.

Abdullah bin junaid & Dr. Reshma Nasreen (2012) have identified that the Delhi's male cosmetic consumption behaviour was strongly influenced by cultural and personal factors, the main influencing factors of male consumption behaviour are the price, celebrity endorsement, features, easiness to use of the products etc.

Vigneron and Johnson (1999) reported that people's needs for appearances and materialism were increasing. That is human beings wanted to satisfy the need to look and feel good. This created a boom in the cosmetic and toiletries sector across the world.

Malhotra (2003) describes the main reasons for boom in cosmetic industry as increasing fashion and beauty consciousness coupled with rising incomes and focus on health and fitness. To complement this, beauty culture or cosmetology has emerged as a major occupational avenue with significant commercial potential.

Monteiro (2003) claimed that there is a tremendous increase in the female cosmetic consumers. This is due to increasing number of women becoming the earning members of the family due to their increased level of literacy and growing influence of the media. More males in India are becoming conscious about the way they look and are increasingly looking to grooming products to spruce up their physical appearance.

Ben amour (2009) research was to determine the effectiveness of product sampling in terms of usage in the cosmetics industry and to draw a consumer profile that is reactive to free samples and to determine product characteristics that would lead to free samples usage companies should give away free samples of new products.

Jyothsna Priyadarsini K (2009) in her study revealed that many rural men feel delicate to use cosmetics. Rural males have a feeling that cosmetics are mainly meant for females. The social stigmas against male grooming products persist a lot. These male respondents consider their use as feminine. Now it is the job of marketers to create a cosmetic sense among the masculine breed. P.K. Khicha, Benard Oyagi and Andrew S. Nysngau (2012), Studied that Baby accessory products are selected through the brand perception and Brand Equity. The study explored how to create brand

perception and brand equity by using different marketing communication tools.

### **3. SIGNIFICANCE OF THE STUDY:**

This study is needed to consider when designing and implementing marketing programs. Failure to understand the dynamic buyer behaviour and improper allocation and coordination of resources will lead the organization to great losses. There are three sections of consumer behaviour that need to be addressed carefully: psychological influences, socio-cultural influences and situational influences. The marketers have to go through a number of challenges in selling products like “baby-care” as they have to be applied directly on new-born or infant skins, body and other parts.

### **4. OBJECTIVES OF THE STUDY:**

- To examine the socio-economic profile of buyers of Baby care products of Himalaya cosmetics.
- To study the buyer’s preference and usage pattern of Baby care products of Himalaya cosmetics
- To study the buyer’s usage pattern and satisfaction of Baby care products of Himalaya cosmetics

**5. HYPOTHESIS OF THE STUDY:**

- ✓ There is no significant association between the frequency of purchase and usage of baby care products of Himalaya
- ✓ There is no significant association between the usage and satisfaction of baby care products of Himalaya

**6. METHODOLOGY:**

Descriptive Research is adopted in this research. Descriptive Research is used to describe characteristics of a population or phenomenon being studied. Non Probability sampling method is used to select the samples. Non Probability sampling is a sampling technique where the samples are gathered in a process that does not give at all the individuals in the population equal chances of being selected. Convenience Sampling is a method in which for convenience sake the study units that happen to be available at the time of data collection are selected. With convenience sampling, the samples are selected because they are accessible to the researcher. The sample size of 100 from each region, thus totally 500 samples has been selected for the present study by adopting non-probability convenience sampling.

A questionnaire is a research instrument consisting of a series of questions and other

prompts for the purpose of gathering information from respondents. The Buyers Preference of Baby Care Products of Himalaya Cosmetics was analysed by using the Chi Square Test.

**7. RESULTS AND DISCUSSION:****7.1. Buyer's Preference of Baby Care Products**

The buyer's preference of baby care products of Himalaya was analyzed and the results are presented in **(Ref Table 1)**

The results show that about 28.00 per cent of buyers prefer moisturizing baby soap followed by gentle baby shampoo(22.00 per cent), baby lotion(19.00 per cent), baby powder(14.40 per cent), baby care gift box mini (soap-powder)(9.00 per cent)and baby care gift pack(7.60 per cent).

**7.2. Frequency of Purchase of Baby Care Products**

The frequency of purchase of Baby care products of Himalaya was analyzed and the results are presented in **(Ref Table- 2)**

*Source: Primary Data*

*Note: The figures in the parentheses are per cent to total*

The results show that out of 140 buyers of moisturizing baby soap, about 42.86 per cent of buyers purchase fortnightly followed by monthly (25.00 per cent), weekly (17.86 per cent)and quarterly (14.28 per cent). Out of 110 buyers of

gentle baby shampoo, about 44.54 per cent of buyers purchase fortnightly followed by monthly (21.83 per cent), quarterly (17.27 per cent) and weekly (16.36 per cent).

It is observed that out of 95 buyers of baby lotion, about 42.11 per cent of buyers purchase fortnightly followed by monthly (26.32 per cent), weekly (21.05 per cent) and quarterly (10.52 per cent). Out of 72 buyers of baby powder, about 40.28 per cent of buyers purchase fortnightly followed by monthly (25.00 per cent), weekly (19.44 per cent) and quarterly (15.28 per cent).

It is apparent that out of 38 buyers of baby care gift pack, about 47.36 per cent of buyers purchase fortnightly followed by monthly (26.32 per cent), weekly (13.16 per cent) and quarterly (13.16 per cent).

The results show that out of 45 buyers of baby care gift box mini (soap-powder), about 48.89 per cent of buyers purchase fortnightly followed by monthly (28.89 per cent), quarterly (17.78 per cent) and weekly (4.44 per cent).

### **7.3. Period for Using Baby Care Products**

The period of using baby care products of Himalaya was analyzed and the results are presented in (Ref Table- 3)

The results show that about 46.00 per cent of buyers use baby care products of Himalaya for the period of 1-3 years

followed by less than one year (29.60 per cent), 3-5 years (14.40 per cent) and more than five years (10.00 per cent).

### **7.4. Amount Spent for Baby Care Products**

The amount spent for baby care products of Himalaya was analyzed and the results are presented in (Ref Table- 4)

*Source: Primary Data*

*Note: The figures in the parentheses are per cent to total*

The results show that out of 140 buyers of moisturizing baby soap, about 71.43 per cent of buyers spend Rs. 250/month followed by Rs. 500/month (17.86 per cent) and Rs. 100/month (10.71 per cent) for moisturizing baby soap, out of 110 buyers of gentle baby shampoo, about 77.27 per cent of buyers spend Rs. 250/month followed by Rs. 500/month (13.64 per cent) and Rs. 100/month (9.09 per cent) for gentle baby shampoo.

It is observed that out of 95 buyers of baby lotion, about 76.84 per cent of buyers spend Rs. 250/month followed by Rs. 500/month (12.63 per cent) and Rs. 100/month (10.53 per cent) for baby lotion, out of 72 buyers of baby powder, about 69.44 per cent of buyers spend Rs. 250/month followed by Rs. 100/month (16.67 per cent) and Rs. 500/month (13.89 per cent) for baby powder, out of 38 buyers of baby care gift

pack, about 42.11 per cent of buyers spend Rs. 250/month followed by Rs. 100/month(36.84 per cent) and Rs. 500/month(21.05 per cent) for baby care gift pack, out of 45 buyers of baby care gift box mini (soap-powder), about 51.11 per cent of buyers spend Rs. 250/month followed by Rs. 100/month(26.67 per cent) and Rs. 500/month(22.22 per cent) for baby care gift box mini (soap-powder).

#### **7.5. Association between Frequency of Purchase and Amount Spent for Baby Care Products**

The association between frequency of purchase and amount spent for Baby care products of Himalaya was analyzed by employing chi-square test and the results are presented in (Ref Table- 5)

The Chi-Square value of 20.114 is significant at one per cent level indicating that there is a significant association between frequency of purchase and amount spent for baby care products of Himalaya. **Hence the null hypothesis that there is no significant association between the frequency of purchase and amount spent for the baby care products of Himalaya is rejected.**

#### **7.6. Usage of Baby Care Products**

The usage for baby care products of Himalaya was analyzed and the results are presented in (Ref Table- 6)

*Note: The figures in the parentheses are per cent to total*

The results show that out of 140 buyers of moisturizing baby soap, about 46.43 use moisturizing baby soap daily followed by weekly(25.00 per cent), fortnightly(17.86 per cent) and occasionally(10.71 per cent). Out of 110 buyers of gentle baby shampoo, about 54.55 use gentle baby shampoo weekly followed by daily (27.27 per cent), fortnightly(13.64 per cent) and occasionally(4.54 per cent).

It is observed that out of 95 buyers of baby lotion, about 40.00 use baby lotion weekly followed by fortnightly (28.42 per cent), occasionally (17.90 per cent) and daily (13.68 per cent). Out of 72 buyers of baby powder, about 52.78 use baby powder daily followed by weekly(22.22 per cent), fortnightly(19.44 per cent) and occasionally(5.56 per cent), out of 38 buyers of baby care gift pack, about 52.63 use baby care gift pack weekly followed by fortnightly (26.32 per cent), daily (13.16 per cent) and occasionally (7.89 per cent), out of 45 buyers of baby care gift box mini (soap-powder), about 48.89 use baby care gift box mini (soap-powder) weekly followed by fortnightly (26.67 per cent), occasionally (15.55 per cent) and daily (8.89 per cent).

### 7.7. Association between Frequency of Purchase and Usage of Baby Care Products

The association between frequency of purchase and usage of baby care products of Himalaya was analyzed by employing chi-square test and the results are presented in (Ref Table- 7)

The Chi-Square value of 23.197 is significant at one per cent level indicating that there is a significant association between frequency of purchase and usage of baby care products of Himalaya. **Hence the null hypothesis that there is no significant association between the frequency of purchase and usage of baby care products of Himalaya is rejected.**

### 7.8. Satisfaction about Baby Care Products

The satisfaction about baby care products of Himalaya was analyzed and the results are presented in (Ref Table- 8)

The results indicate that about 61.80 per cent of buyers are satisfied with baby care products followed by highly satisfied (25.00 per cent) and neutral (13.20 per cent).

### 7.9. Association between Usage and Satisfaction about Baby Care Products

The association between usage and satisfaction about baby care products of Himalaya was analyzed by employing chi-

square test and the results are presented in (Ref Table – 9)

The Chi-Square value of 20.016 is significant at one per cent level indicating that there is a significant association between usage and satisfaction of baby care products of Himalaya. **Hence the null hypothesis that there is no significant association between the usage and satisfaction of baby care products of Himalaya is rejected.**

## 8. FINDINGS AND RECOMMENDATIONS:

- ✓ The 56 percent of the buyers of Himalaya cosmetics are females and 52.20 percent of the buyers of Himalaya cosmetics have the family size of 4-6 members.
- ✓ The 27.20 percent of the buyers of Himalaya cosmetics belong to the monthly income group of Rs.10000-15000. The 26.80 percent of the buyers of Himalaya cosmetics belong to the monthly family income group of Rs.15000-20000 and 59.60 percent of the buyers are self decision makers for buying of Himalaya cosmetics.
- ✓ The TV commercials are the major source of information for most of the buyers of Himalaya cosmetics and 44.40 percent of buyers

purchase Himalaya cosmetics at supermarkets and the health consciousness is the major reason for purchasing of Himalaya cosmetics.

- ✓ The 28 percent of buyers prefer moisturizing baby soap and 46 percent of the buyers are purchasing the baby care products of Himalaya for the period of 1-3 years.
- ✓ The Chi-Square value of 20.114 is significant at one per cent level indicating that there is a significant association between frequency of purchase and amount spent for baby care products of Himalaya.
- ✓ The Chi-Square value of 23.197 is significant at one per cent level indicating that there is a significant association between frequency of purchase and usage of baby care products of Himalaya.
- ✓ The 61.80 percent of buyers are satisfied with baby care products. The Chi-Square value of 20.016 is significant at one per cent level indicating that there is a significant association between usage and satisfaction about baby care products of Himalaya.
- ✓ Most of the customers are satisfied with baby care products Himalaya Cosmetics, so they can provide the

same quality to retain the customers and to pull new customers.

- ✓ Most of the customers belong to the monthly income group of Rs.10000-20000, so Himalaya Cosmetics could provide their products in small quantities with maximum utility price.

## 9. SCOPE FOR FURTHER RESEARCH:

The present research focuses on respondents in Chennai city alone. The geographical segmentation may be expanded for further research in the different parts of the country. Further this research can also focus on the rural population and identifies whether the opinion differs between them. This research considers only Products Baby Care Products Himalaya Cosmetics and it can also be extended to other category products in the same company or other companies.

## 10. CONCLUSION:

Today market is a more customer oriented in the sense all the business operations revolve around understanding their behavior and buying pattern also satisfying the customers by meeting their needs through effective service. The essence of organization is the customer and not the product shall be the heart of the entire



business system. The success key in modern marketing is high consideration of customers. Manufactures produce different kinds of products in order to sell them in the marketing. In modern time without market research and without understanding the market needs and desire, it becomes difficult to survive in the market. It is necessary to find the out behaviour and buying pattern of the customers and satisfy them.

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**LIST OF TABLES: -**

**Table 1- Buyer’s Preference of Baby Care Products**

Baby Care Products	Frequency	Per Cent
<b>Bath</b>		
Moisturizing Baby Soap	140	28.00
Gentle Baby Shampoo	110	22.00
<b>Post-Bath</b>		
Baby Lotion	95	19.00
Baby Powder	72	14.40
<b>Baby Care Gift Series</b>		
Baby Care Gift Pack	38	7.60
Baby Care Gift Box Mini (Soap-Powder)	45	9.00
<b>Total</b>	<b>500</b>	<b>100.00</b>

**Table- 2. Frequency of Purchase of Baby Care Products**

Baby Care Products	Frequency of Purchase				Total
	Weekly	Fortnightly	Monthly	Quarterly	
<b>Bath</b>					
Moisturizing Baby Soap	25	60	35	20	140

	(17.86)	(42.86)	(25.00)	(14.28)	(28.00)
Gentle Baby Shampoo	18 (16.36)	49 (44.54)	24 (21.83)	19 (17.27)	110 (22.00)
<b>Post-Bath</b>					
Baby Lotion	20 (21.05)	40 (42.11)	25 (26.32)	10 (10.52)	95 (19.00)
Baby Powder	14 (19.44)	29 (40.28)	18 (25.00)	11 (15.28)	72 (14.40)
<b>Baby Care Gift Series</b>					
Baby Care Gift Pack	5 (13.16)	18 (47.36)	10 (26.32)	5 (13.16)	38 (7.60)
Baby Care Gift Box Mini (Soap-Powder)	2 (4.44)	22 (48.89)	13 (28.89)	8 (17.78)	45 (9.00)
<b>Total</b>	<b>84</b>	<b>218</b>	<b>125</b>	<b>73</b>	<b>500</b>

**Table- 3. Period of Using of Baby Care Products**

Period	Frequency	Per Cent
Less than One Year	148	29.60
1-3 Years	230	46.00
3-5 Years	72	14.40
More than 5 Years	50	10.00
<b>Total</b>	<b>500</b>	<b>100.00</b>

**Table- 4. Amount Spent for Baby Care Products**

Baby Care Products	Amount Spent(Rs./Month)			Total
	Rs. 100	Rs. 250	Rs. 500	
<b>Bath</b>				
Moisturizing Baby Soap	15 (10.71)	100 (71.43)	25 (17.86)	140 (28.00)
Gentle Baby Shampoo	10 (9.09)	85 (77.27)	15 (13.64)	110 (22.00)
<b>Post-Bath</b>				
Baby Lotion	10 (10.53)	73 (76.84)	12 (12.63)	95 (19.00)
Baby Powder	12 (16.67)	50 (69.44)	10 (13.89)	72 (14.40)
<b>Baby Care Gift Series</b>				
Baby Care Gift Pack	14 (36.84)	16 (42.11)	8 (21.05)	38 (7.60)
Baby Care Gift Box Mini (Soap-Powder)	12 (26.67)	23 (51.11)	10 (22.22)	45 (9.00)
<b>Total</b>	<b>73</b>	<b>347</b>	<b>80</b>	<b>500</b>

**Table- 5. Association between Frequency of Purchase and Amount Spent for Baby Care Products**

	<b>Value</b>	<b>Df</b>	<b>Sig</b>
Pearson Chi-Square	20.114	6	0.00

**Table- 6. Usage of Baby Care Products**

<b>Baby Care Products</b>	<b>Usage</b>				<b>Total</b>
	<b>Daily</b>	<b>Weekly</b>	<b>Fortnightly</b>	<b>Occasionally</b>	
<b>Bath</b>					
Moisturizing Baby Soap	65 (46.43)	35 (25.00)	25 (17.86)	15 (10.71)	140 (28.00)
Gentle Baby Shampoo	30 (27.27)	60 (54.55)	15 (13.64)	5 (4.54)	110 (22.00)
<b>Post-Bath</b>					
Baby Lotion	13 (13.68)	38 (40.00)	27 (28.42)	17 (17.90)	95 (19.00)
Baby Powder	38 (52.78)	16 (22.22)	14 (19.44)	4 (5.56)	72 (14.40)
<b>Baby Care Gift Series</b>					
Baby Care Gift Pack	5 (13.16)	20 (52.63)	10 (26.32)	3 (7.89)	38 (7.60)
Baby Care Gift Box Mini (Soap-Powder)	4 (8.89)	22 (48.89)	12 (26.67)	7 (15.55)	45 (9.00)
<b>Total</b>	<b>155</b>	<b>191</b>	<b>103</b>	<b>51</b>	<b>500</b>

**Table- 7. Association between Frequency of Purchase and Usage of Baby Care Products**

	<b>Value</b>	<b>df</b>	<b>Sig</b>
Pearson Chi-Square	23.197	9	0.00

**Table- 8. Satisfaction about Baby Care Products**

<b>Period</b>	<b>Frequency</b>	<b>Per Cent</b>
Highly Satisfied	125	25.00
Satisfied	309	61.80
Neutral	66	13.20
<b>Total</b>	<b>500</b>	<b>100.00</b>

**Table- 9. Association between Usage and Satisfaction about Baby Care Products**

	<b>Value</b>	<b>Df</b>	<b>Sig</b>
Pearson Chi-Square	20.016	6	0.00