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A STUDY ON CUSTOMER SATISFACTION AT BABY CARE PRODUCTS WITH SPECIAL REFERENCE TO PRINCY MOM AND BABYS, MADURAI

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ABSTRACT:

Customer satisfaction is crucial to every business's success, but it's especially important in sectors that deal with children's health and wellbeing. The baby care industry in India is expanding quickly as a result of growing disposable incomes and parental awareness. This study focuses on analyzing consumer satisfaction levels toward the regional brand, Princy Mom and Babys, situated in Madurai. The study investigates views of product quality, pricing, retail experience, and overall brand satisfaction using original data from 110 respondents. Chi-square testing, correlation, and percentage analysis were among the statistical methods used. While issues with packaging and shop organization persist, the results show a high level of satisfaction with product quality and pricing. It is advised to make strategic changes to boost brand expansion and consumer loyalty.

Keywords: Madurai Market, Princy Mom and Babys, Baby Care Products, Brand Loyalty, Pricing Perception, and Customer Satisfaction.

Introduction

Customer happiness has become essential to a company's survival and expansion in the current competitive environment. For products intended for infants and young children in particular, quality, safety, and trust become critical factors. Urbanization, rising disposable incomes, and a greater emphasis on the health and hygiene of children have all contributed to the significant rise of the baby care sector in India.

The 1992-founded Madurai-based company Princy Mom and Babys has made a name for itself by providing reasonably priced, superior baby goods. This study identifies the main factors influencing customer satisfaction in the local market and investigates how consumers see the brand's goods and services.

Scope of the Study

- The study's focus was restricted to Princy Mom and Babys' clientele in Madurai.
- Concentrate on how customers view the quality of the products, the cost, the retail environment, and the packaging.
- There are just 110 sampled respondents included.

Statement of the Problem

- When competing with national and international baby care enterprises, regional brands must have a thorough understanding of client satisfaction. Finding areas of strength and room for development promotes market sustainability and customer loyalty. The purpose of the study is to assess important aspects of Princy Mom and Babys' happiness.

Objectives of the Study

- The main goal is to examine consumer satisfaction with the infant care items offered by Princy Mom and Babys.

Secondary Requirements:

- To gauge satisfaction with the quality of the goods.
- To evaluate how customers see prices.

- To gauge customer satisfaction with retail features.
- To get feedback from customers on brand enhancements.

Review of Literature

- Pingali Venugopal's (2018) research emphasized how low-income consumers' pleasure is influenced by the pricing and quality of products.
- According to Santhosh Upadhyay (2018), product dependability, pricing, and packaging all influence consumer perception.
- According to Marie Slabá (2020), age has a big impact on consumer behavior when it comes to baby care products.
- Angela Bearth (2021) talked about how consumer preferences for organic and environmentally friendly products affect their decisions.
- Direct interaction through primary brands improves consumer happiness in delicate product categories, according to Dr. Naeem Akhtar's (2021) research.

Research Methodology

- Descriptive research is the research design.
- Data Source: Secondary data (business reports, internet sources) and primary data (questionnaires).
- Convenience sampling is the method used for sampling.
- Sample Size: 110 respondents from Madurai.
- Tools: Chi-Square Test, Correlation Analysis, and Simple Percentage Analysis.

Data Analysis and Interpretation

Analysis of Demographics:

- Males make up 75.5% of the respondents.
- 43.6% are between the ages of 21 and 30.
- 29.1% are entrepreneurs.

Important Elements of Satisfaction: The parameter Extremely Happy (%)

- The product fulfills expectations. 38.2%
- Reasonably priced goods (32.7%)
- 34.5% off competitive prices and
- Store convenience 41.8% gave retailers a "Good" rating

Problems Found:

- 31.8% express extreme dissatisfaction with product packing.
- 39.1% said the store was merely mediocreately organized.

Statistical Findings:

- Results of the Chi-Square test indicate a strong correlation between overall satisfaction and gender.
- There is a negative relationship between perceived affordability and income level.

Findings

- Consumers value the items' accessibility and cost.
- The quality of packaging has to be improved immediately.
- To improve the client experience, store organization and hygiene must be improved.
- The brand's pricing methods continue to be a strong feature.

Suggestions

- Make an investment in better, more aesthetically pleasing, and useful packaging options.
- Train employees to provide better customer service and shop upkeep.
- Introduce recurring feedback questionnaires and loyalty programs.
- To stay competitive with bigger companies, benchmark prices on a regular basis.

Final results

- In the baby care industry in Madurai, Princy Mom and Babies has a good reputation. Minor but important aspects like packaging and the in-store experience, however, require care. The brand will strengthen customer loyalty and increase its market presence with ongoing improvement based on input from customers. Maintaining competitiveness in a changing market requires consistent investment in quality, price, and retail aesthetics.

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