

# **Child Care Products Website**

## **End Term Report**

**by**

**K M V Murari (20)**

**Chirag Monga (21)**



**L**OVELY  
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**U**NIVERSITY

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*Transforming Education Transforming India*

**Department of Intelligent Systems**

**School of Computer Science Engineering**

**Lovely Professional University, Jalandar**

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## **Student Declaration**

**This is to declare that this report has been written by us. No part of the report is copied from other sources. All information included from other sources have been duly acknowledged. We aver that if any part of the report is found to be copied, We are shall take full responsibility for it.**

**K M V Murari (20)**

**Chirag Monga (21)**

**Place: Lovely Professional University**

**Date:04-April-2020**

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Once completed with the planning, we will start the development efforts.

**Sections Include:** The website will be divided into various sections to give it a professional look and to make it easy for the customers to find their desirable product.

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➤ Search key: Various products under different categories can be searched easily with the search option that will be included in the topmost part of the website.

➤ Offers: The word ‘Sale’ is the earning point of all the E-commerce websites. A section showing different offers will be shown in the upper part of the website.

➤ Register/Login: Customers can register and registered customers can login easily through this key.

Other options like About-us, Contact-us and Comment section, where customers can review the products and can register complaints in case of product damage or quality issue will also be included. It makes a better relationship with the customers.

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**Advantages:** Customers can easily find the product of their choice from the shop they prefer as nearby shops option will also be added in the website.

Also, they can pay by their preferred payment method and their item will be delivered at their home.

The problem of going to different shops for buying different products of children is solved. Everything is available in one place.

**Market Potential:** The size of the market will be high due to high demand for the children essentials and less competition in this field.

**Future Scope:** If implemented and managed properly, it can be one of the leading child care selling E-commerce website in the world market.

**Conclusion:** India being the second largest growing economy with huge consumer class has resulted in online market as one of the biggest pathway for a successful start-up. Everything that was required with large efforts is coming at the fingertips.

## 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 Table 7.1.

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

Source: Primary Data

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 Table 7.2.

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

Products	Frequency	Total	Weekly	Fortnightly	Monthly	Quarterly
Bath Moisturizing Baby Soap	25 (17.86)	60 (42.86)	35 (25.00)	20 (14.28)	140 (28.00)	
Gentle Baby Shampoo	18 (16.36)	49 (44.54)	24 (21.83)	19 (17.27)	110 (22.00)	
Post-Bath 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)	
Baby Care Gift Series						
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)	
Total	84	218	125	73	500	

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 Table 7.3.

Table 7.3. 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
Total	500	100.00

Source: Primary Data

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 Table 7.4.

Product	Amount Spent (Rs./Month)	Total Rs.
Bath Moisturizing Baby Soap	100 Rs. 250 Rs. 500	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)	
Post-Bath 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) Baby Care Gift Series Baby Care Gift Pack 14 (36.84) 16 (42.11) 8 (21.05) 38 (7.60) Baby Care Gift Box Mini (SoapPowder) 12 (26.67) 23 (51.11) 10 (22.22) 45 (9.00) Total 73 347 80 500 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 table 7.5.



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

	Value	Df	Sig	Pearson Chi-Square
	20.114	6	0.00	

Source: Primary Data

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 Table 7.6.

Baby Care Products	Usage	Total					
Daily	Weekly	Fortnightly	Occasionally	Bath	Moisturizing	Baby Soap	65
(46.43)	35	(25.00)	25	(17.86)	15	(10.71)	140
(28.00)	Gentle Baby						
Shampoo	30	60	15	5	110		
(27.27)	(54.55)	(13.64)	(4.54)	(22.00)			

## **Roll of student in this project:**

**1. K M V Murari:** He handled the display and back grounds of the news channel website. And also how the project will look by using the various functions implement in CSS and HTML.

**2. Chirag Monga:** He handled the various functions implement in the css and html and login form. And he also suggesting in the make of more options.