

Report On

Extensive research of the consumer perspective on Pant/Pull up diapers. A thorough analysis of Square Toiletries Limited.

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School
Brac University
October, 2021

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

A S M Rafat Rahim Chowdhury
Student ID: 16204050

Supervisor's Full Name & Signature:

Mahreen Mamoon
Assistant Professor, BBS Department
BRAC University

Letter of Transmittal

Mahreen Mamoon
Assistant Professor
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report titled " Extensive research of the consumer perspective on Pant/Pull up diapers. A thorough analysis of Square Toiletries Limited".

Dear Madam,

This is a pleasure to submit the internship report "Extensive research of the consumer perspective on Pant/Pull up diapers. A thorough analysis of Square Toiletries Limited " under your supervision as a part of the BUS 400 course required to complete a BBA degree at BRAC Business School.

I made every effort to complete the report with the necessary facts and the proposed suggestion in the most meaningful, compact, and thorough manner.

I am certain that the report will fulfill the expectations.

Sincerely yours,

A S M Rafat Rahim Chowdhury

16204050

BRAC Business School

BRAC University

October 9, 2021

Acknowledgment

This report was prepared to understand the perspective of consumers on pant/pull up diapers which will lead to crucial decision-making situations for Supermom diaper of Square Toiletries Limited. Help and cooperation from each BRAC business school and Square Toiletries Limited end was greatly appreciated for improving this report. I consider myself fortunate to have gotten such encouragement and collaboration throughout the process. In every situation, Ms. Mahreen Mamoon, my supervisor at BRAC Business School, has been helpful from the instruction for assigning the course about BUS-400 (Internship) till the finish of the report. Also, she gave her precious time and ideas through text, phone calls and took Google meet sessions for our betterment. Also, I want to thank my supervisor Md. Mazharul Islam (Sr. Brand Manager) in Square Toiletries Limited, who guided me and helped me throughout the internship journey. He was the driving force behind the creation of a well-thought-out 'empirical' research-based report. As a result, to support the practical completion of the word, it necessitates careful labor and information gathering.

Furthermore, he has provided me with the opportunity to collaborate with his staff. I will be eternally thankful to Md. Mazharul Islam for his help, direction, efforts, and cooperation to complete the report successfully. Finally, I'd want to thank everyone who has supported me at BRAC Business School since 2016. With their assistance, I may lead this internship report and serve my country by proving that I am a qualified graduate of BRAC Business School.

Executive Summary

Square Toiletries Limited is one of our country's major FMCG company. It first opened its doors in Bangladesh in 1994. They are generally involved in the consumer good, health, and hygiene. Square Toiletries Limited has provided a wide range of goods and services for individuals over two decades. Quality and consistency are the top priority for Square Toiletries Limited, which applies to every product. Square Toiletries Limited, with the promise of look well, live well, continues to innovate throughout its product categories to improve people's quality of life and contribute to Bangladesh's brighter and healthier future.

In this report, I focused on the perspective of consumer behavior on pant/pull up diapers. I have worked as a marketing intern in Square Toiletries Limited. My main work was to help and work with brand managers with their brands by developing quotation, campaign, distribution report, data related to brand, sample survey, market visit which helps the brand manager to make essential decisions.

Moreover, I researched 72 consumers of diapers to get a more in-depth idea about the usefulness of decision-making. This report was prepared to maintain all the guidelines provided by BRAC University and based on my journey and learning, which I gathered from Square Toiletries Limited. I'm hoping that my report will give some insight into all the tasks I had as an intern. With restricted access to data owing to confidentiality, I attempted to offer as much knowledge as possible on the work I was involved in while working at Square Toiletries Limited.

Index

Chapter	Table of content	Page
Chap 1	Overview of Internship	08-11
	1.1 Student information	08
	1.2 Internship Information	08
	1.2.1: Company Information	09
	1.2.2: Internship Company Supervisor's Information	09
	1.2.3: Job Scope – Job Description/Duties/Responsibilities	09
	1.3.1: Student's contribution to the company	09-10
	1.3.2: Benefits to the Student	10
	1.3.3: Problems/Difficulties	10
	1.3.4: Recommendations for future internships	11
Chap 2	Organization Part	11-22
	2.1 Introduction	11
	2.1.1: Primary Objective	11
	2.1.2: Secondary objective	12
	2.1.3: Limitation	12
	2.2 Company Overview	12-13
	2.2.1: Introduction and history of the Company	12-13
	2.3 Management Operations	14-17
	-Hierarchical Position of Square Toiletries Limited	14-17

	2.4 Square Toiletries Limited Marketing Division	18
	2.5 Management and Information System Practice	18
	2.6 Industry and competitiveness analysis	19-21
	2.7 Summary and Conclusion	21-22
	2.8 Recommendation	22
Chap 3	An Extensive Research on consumer's perspective towards pant/belt diaper	22-33
	3.1 Background	22-25
	3.1.2: Objective	25
	3.1.3: Significance	25
	3.2 Methodology	25-26
	3.3 Findings and Analysis	26-30
	3.4 Conclusion	30-31
	3.5 Recommendations	31-33

Chapter 1

Overview of Internship

1.1 Student information:

Name	A S M Rafat Rahim Chowdhury
Student ID	16204050
Program	Bachelor of Business Administration
Major/Specialization	Major in Marketing, Minor E-Business.

1.2 Internship Information:

1.2.1 Company Information

Period	July 2021 – October 2021
Company Name	Square Toiletries Limited
Logo	
Department	Marketing
Address	Ruapayan Centre (6th, 11th, 12th Floor), 72, Mohakhali C/A, Dhaka-1212, Bangladesh.

1.2.2: Internship Company Supervisor's Information

Name	Md. Mazharul Islam
Position	Senior Brand Manager
Email	Mazharul.islam@squaregroup.com

1.2.3 Job Scope – Job Description/Duties/Responsibilities

In Square Toiletries Limited, I have worked as a Marketing intern in the marketing department. Since I was a Marketing intern, I had to work with the marketing and brand team frequently. I used to several works such as consumer survey, market visit, CP, TP analysis, analyzing IMS lifting etc. Also, I helped my supervisor to make survey of Kool shaving foam's survey which will lead to product modification.

Also, I was responsible for updating and making important documents such as audit files, sanitary napkin sorting file, always had to keep updated with commercial team. Also, I had to work with agency a lot for different branding.

1.3.1 Student's contribution to the company:

The internship program is the understanding and learning process for undergraduate students before moving into the real corporate world. A student can learn about the corporate natural environment, culture, achieves real marketing-world experience, and impacts to the organization's growth. Apart from that, Square Toiletries Limited allowed me to contribute ideas for the organization's development and new product development. I learned a lot about how the job market works during this period., how DP price and credit price works, how distributor run business and other important marketing staffs. During the three-month period internship, the student assisted with the following business activities for Square Toiletries Limited:

- Visited market, collected samples, reference product and analyzed them.
- Conducted corporate training sessions for SO, TSO, TSM.
- Helped brand team to achieve their target months.

- Solved various minor problems using my problem-solving skills.
- Conducted a product launching event.
- Made important documents, survey, reports for 18 different brands.

1.3.2 Benefits to the Student:

The internship program basically facilitates the student to learn lots of things that they cannot acquire from textbooks and bookish knowledge. Students can gain raw practical knowledge and gets the idea about the corporate world and market. A Student achieves a variety of unique benefits. Such as -

- It helps students to develop a professional network.
- Students can progress and practice industry and market abilities during the internship.
- Internship helps students to acquire professional basic softs skills such as time management, punctuality, communication.
- Internship experience gives an extra advantage and increases portfolio in the job market to fresh graduate students.
- A good recommendation can be obtained for a graduate to use for future jobs as well as abroad college enrollment, and scholarship applications.

1.3.3 Problems/Difficulties:

Square Toiletries Limited has a tremendous working environment. Due to Covid-19, all the interns had to stay home for few days. Because Square Toiletries Limited does not practice home office. Since it produces hygiene products, so the government allowed them to run their operation. I could not be able to attend few days initially, however I extended those days. Regularly HR and my team contacted us and asked about our health and family situation. Also, my supervisor treated me very well all the time, helped me with all my works and always made work easy for me. During this 3-month internship program, I never faced any complications because of the assistance from my supervisor and other team members. He always advised me and guided me. By assessing all these facts, I can say that I never faced any issues or difficulties throughout my internship program,

1.3.4: Recommendations for future internships

Internship is a great learning process after all the courses. It is an important part of a student job life. This is the first taste of corporate world a student gets. In this wonderful time, one must need to do certain things to get the best out of it. Since it's the first experience, many students face problem to balance personal and work life. However, I managed it between my work and personal life. Future internees can gain a lot of skills from their internship, it's a never-ending learning process, you can always learn thousand things every day. One must need to be eager to learn. By learning necessary skills will help you to open a lot of opportunities and makes one confident. Also, in this time one must need to maintain punctuality.

However, anyone who must do course with internship should rethink it because it will be tough. Most of the top companies maintain regular office time, and they treat their intern as employees so they must need to do regular offices.

Chapter 2

Organization Part-

2.1 Introduction

2.1.1 Primary Objective

The report I have done is about how I experimented and implemented the concepts, different theories of Marketing I have discovered from my faculties during my 4 years of undergraduate life. Also, this report finally ends the journey of me with BRAC university and BRAC Business School. This report is based on my learning during the internship period at Square Toiletries Limited.

2.1.2 Secondary objective

The secondary objective of this report is to compile the dataset of survey and get the experience of how a marketing team uses these data to make important decisions. Moreover, this report analysis different surveys of a particular product. Furthermore, the real-life experience is showed in this report that shows the implementation of different knowledge I got from my undergraduate life.

2.1.3 Limitation

Since the internship program Square Toiletries Limited is designed for three months it was not enough to know the full process of marketing. If I got more time, I would have had a better understanding of marketing, trade market, distributor business and other staffs all in all I could get more opportunity to work and learn. Due to the pandemic some physical experience were not possible which is a bit frustrating for me. The pressure of work was very high, since in my team there were several brand managers often I had to do work with everyone, sometimes the works collided with each other.

2.2 Company Overview

2.2.1 Introduction and history of the Company

Square Toiletries Ltd., a part of Square Group, is one of Bangladesh's major fast-moving consumer goods (FMCG) firms. Cosmetic Contract Manufacturing & Packaging, Manufacturer of various cosmetic and toiletry product categories, Marketer of various cosmetic and toiletry product categories. Today, SQUARE stands for a name – a state of mind. However, the way to growth and prosperity has not been easy. It has grown from its humble beginnings in 1958 to become one of Bangladesh's leading companies.

On September 25, 1925, Mr. Samson H. Chowdhury was born. He returned to East Pakistan after finishing his studies in India and resided in Ataikula village in Pabna district, where his father worked as a Medical Officer in an outdoor dispensary. He opened a little pharmacy in Ataikula in 1952. Mr. Samson H. Chowdhury then formed a pharmaceutical partnership with three of his friends in 1958. This tiny corporation from 1958 has grown into a publicly traded diverse collection of enterprises with over 36,000 employees. The group's current annual turnover is 800 million dollars.

SQUARE is now more than a brand; it is a synonym for quality in consumer goods, toiletries, health products, textiles, agro-veterinary products, information technology, and a variety of other areas. All of this was made possible by his original ideas, relentless labor, perseverance, and dedication, as well as his self-confidence, which all led to his success. The term "SQUARE" now arouses a sense of security. Under his dynamic leadership, SQUARE is set to continue its progress globally.

Though the following interpretations of each letter were not officially authorized at the start of SQUARE, they were taken into account subsequently. Not yet, at least.

S - Service

Q - Quality

U - Unity

A - Action

R - Reliability

E - Empathy

Late Samson H. Chowdhury, the founder and chairman of Square Group, embodied hard work, vision, transparency, and foresight, a rare combination in the developing world. Mr. Chowdhury's death on January 5, 2012, at the age of 86, marked the end of an era.



Figure 1 Some Brands of STL

2.3 Management Operations

Hierarchical Position of Square Toiletries Limited

In order to maintain the company functions efficiently the organization maintains a strict hierarchical structure. A talented group of people who are individually experienced and innovative have put huge effort to make this process smooth. Each individuals have the understating with everyone, which allows them to share ideas, work together, they does these things for the betterment of the company. The Managing Director of the company Mr. Anjan Chowdhury directs the organization and has provided the Chief Operations Officer Mr. Mohammad Malek Saeed the task to maintain and report the organizations activities regularly. The overall observation and reports of the company is taken by the Department Heads and is reported to the COO. The same line of hierarchy is maintained in four positions that includes the Assistant Executive, Senior Executive and the Senior Brand Manager, Manager, Marketing Manager, Consumer engagement officer. Moreover, Interns are also in the part of the process and is placed at the bottom of the hierarchy of this structure.

The organogram of Square Toiletries Limited is given below:

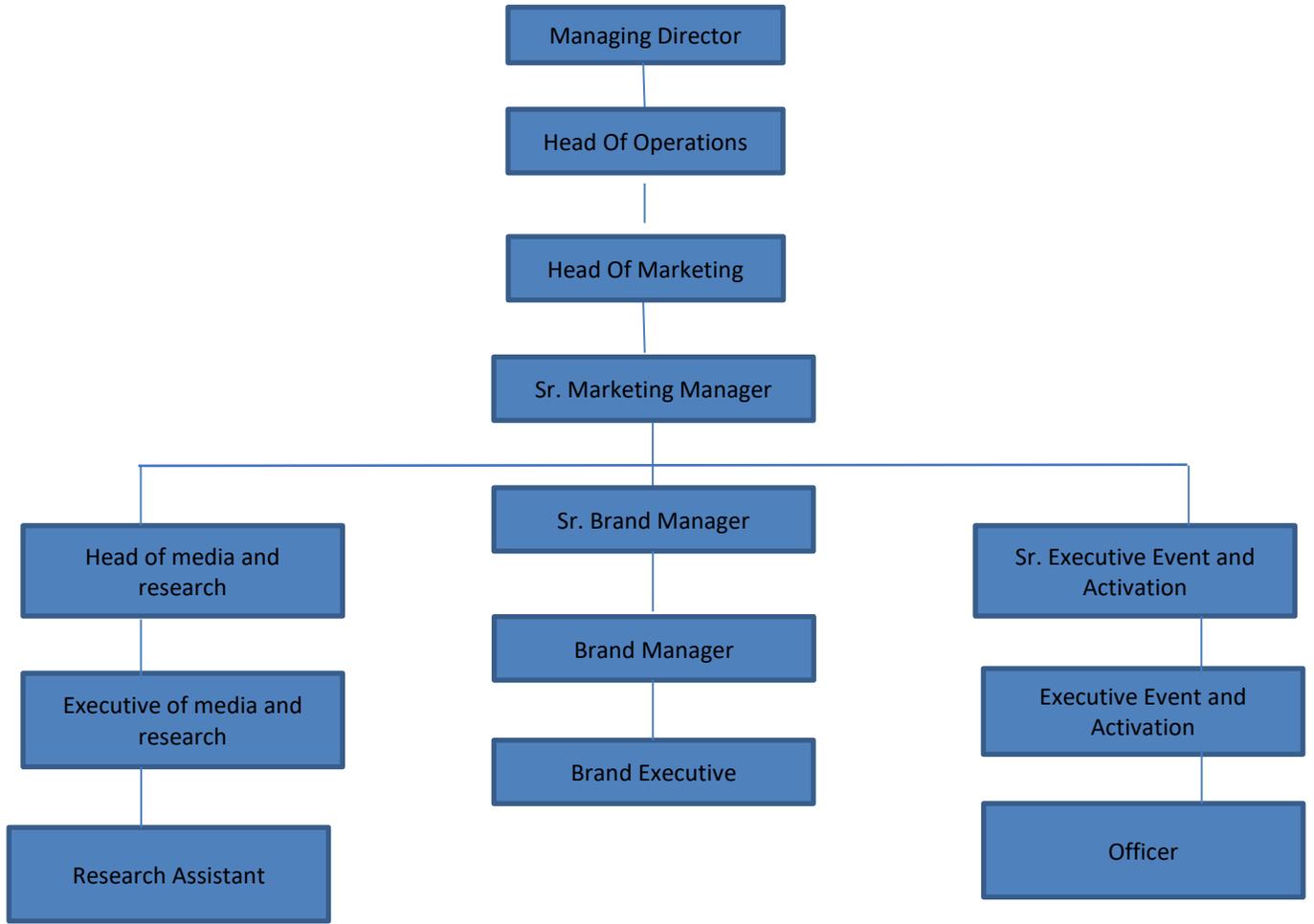


Figure 2 Organogram

Manpower of STL

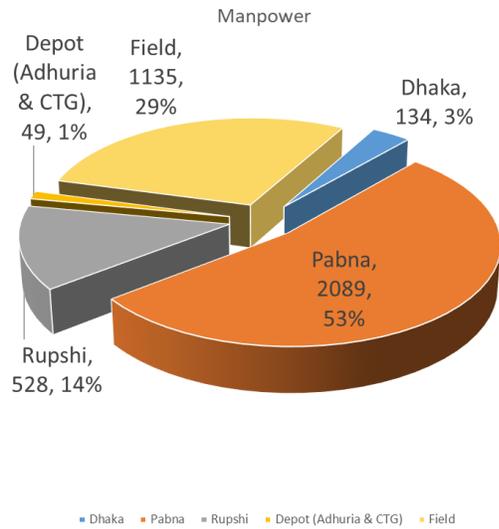


Figure 3 Manpower of STL

Work Station	No of Employees	%
Dhaka	134	3%
Pabna	2089	53%
Rupshi	528	13%
Depot (Adhuria & CTG)	49	1%
Field	1135	29%
Total	4238	100%

Table 1 Manpower of STL

Employee Category wise Manpower Distribution

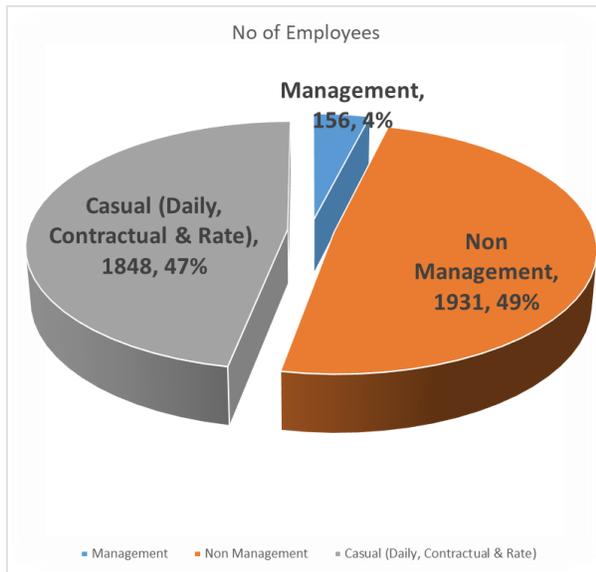


Figure 4 Employee Category

Employee Category	No of Employees	%
Management	156	4%
Non Management	1931	49%
Casual (Daily, Contractual & Rate)	1848	47%
Total	3935	100%

Table 2 Employee Category

2.4 Square Toiletries Limited Marketing Division

One of the most important wings of this company is Marketing department. It is one of the finest FMCG industry of Bangladesh. The marketing team has some divisions. There are Brands team, Sales team, commercial team.

- Brand team takes care of their 18 brands and developing more products. Also, they design packages, launches campaigns, makes adjustment to products when necessary.
- The sales team is usually responsible for maintaining all distributors, territories, divisions, order list etc.
- Commercial team usually does the packaging, sourcing, supplying works for the company. The marketing head Mrs. Jesmine Zaman has 16 years of experience in this company shared her wide knowledges to the team and makes the team motivated and productive. The company does not have its own tag line however, different brands under this company have separated taglines.

The company has efficient team of motivated productive members who have taken up the core values of relationship, maintains the company's quality policy, puts their idea of innovation for the betterment of this company.

2.5 Management and Information System Practice

Management And Information System department plays an very crucial role. They usually keep the track records of different numbers. These numbers are essential for the brand managers to take decisions. They update their data everyday morning. The data are collected from the distributor houses of all around the country. They keep data about SKU, IMS, TP, DP, CP etc.

They usually work on excel sheet. They report to the marketing head several times in a day. Also, the brand managers update their product situation every day from them.

2.6 Industry and competitiveness analysis

Porters five forces model:



Figure 5 Porters Five Forces

This is an analysis of the competitiveness in an industry. It assesses the profitability chance and power of a company belonging to its own business strategy.

1. Threat of New Entrants:

- Economies of scale – this is an essential factor for newcomers. It is very tough to produce in large scale from the beginning and reduce the production cost at the very beginning for the newcomers.
- In case of access to channels of distribution Square has a broad line of distribution. It has the second largest distribution channel after Uniliver. So, it will be difficult for the newcomers to attain that much accessibility like Square Toiletries Limited.
 - Making innovative products and make people switch brand is possible and attractive for newcomers, since everyone is looking for newness.

The threat of new entrants is moderate.

2. Competitive Rivalry: This force is a bit for Square Toiletries Limited.

- Number of Competitors: There are many companies like- ACI limited, Uniliver, Reckitt Benckiser, Arla etc. all are the strong competitor of Square Toiletries Limited.
- Characteristics of products: The competitors usually produce similar of products from same category. So, the rivalry is high.

- Industry growth rate: Industry growth rate is moving up day by day. Therefore many people are looking to invest in this industry.

So the competitive rivalry is high.

3. Bargaining Power of Buyers:

- There are so many companies in market, thus buyers have more scope to switch brands.
- almost every other company providing newness in every product and giving consumer best value for their money which makes the buyers bargaining power high.

So the Bargain power of buyers are high.

4. Bargaining Power of Suppliers:

- Changing cost to another supplier is also low. Hence the power of buyer is high.
- There are other suppliers, but few suppliers maintain quality consistently.
- Since there is a highly competitive rivalry, often rival company acquire quality suppliers which makes very hard to bargain with them.

So, the bargain power of supplier is high.

5. Threat of Substitute Products: The threat of substitute product is high as there are a lot of brands providing similar category products. For example, tooth power can be replaced by paste, deodorant can be replaced by body spray.

SWOT Analysis



Figure 6 SWOT Analysis

<p>Strength</p> <ul style="list-style-type: none"> • High brand value • Quality of products • Automated manufacturing sector • Second largest distribution channel throughout the country. 	<p>Weakness</p> <ul style="list-style-type: none"> • Lack of cross-functional, development training • Variation and modification of products is limited • Targeted customers do not aware about the products sometimes • distributors are not satisfied with to company benefits
<p>Opportunity</p> <ul style="list-style-type: none"> • Toiletries industry is highly profitable <ul style="list-style-type: none"> • More products can be introduced • Raw materials are widelt available • Disposable income of people is increasing. • People are looking for quality products. 	<p>Threats</p> <ul style="list-style-type: none"> • Entry barrier is not there for newcomers • Many multinational companies are leading the market • People have tendency to buy foreign product. • Increasing the cost of raw materials and shipping cost. <ul style="list-style-type: none"> • Competition increases

Table 3 SWOT Analysis

2.7 Summary and Conclusion

Square Toiletries Limited is applying and expanding its strategy and resources seamlessly. Using product development and proper marketing implements, they obtain a strategic approach, essentially aiding them in meet up their business and corporate aspirations. Additionally, their continuous restoration is pushing them to be the leader of the industry, causing in profit and a broader consumer base for their brands. Apart

from the weakness and threats, Square Toiletries Limited is increasing its business day by day.

2.8 Recommendation

- Introducing new products and modify some existing products.
- Increasing the number of problem solution product.
- Improving the online marketing methods.
- Developing marketing ways.
- Create a more friendly working environment.
- Utilizing R&D to be a first mover.

Project Part: An Extensive Research on consumer's perspective towards pant/belt diaper

3.1 Background

Only a few industries are always certain to grow with the passage of time, especially with the ever-increasing global population that we are currently experiencing. One such market is the baby industry. The multibillion-dollar market can be broken down into dozens of sub-categories, each with its own billion-dollar worldwide market. Parents seek to goods like diapers to control their child's bowel movements during the length of 3 to 4 years after birth, resulting in a lot of research, studies, and marketing methods centered on this market. According to Dr. Sajeeb Kumar Shrestha's research (2018, p.79), the baby diaper industry's amazing rise can be attributed to an increasing baby population, particularly in emerging countries, greater disposable income of parents, and a growing number of women entering the workforce. Smith et al. (2013, p.253) conducted a follow-up study that attempted to quantify diaper demand for the first time. However, it has been discovered that when marketing diapers, strategists must also consider the various usage scenarios in which parents consume this product; whether customers use these products on a daily basis,

whether there is a day or night variation in usage, and how the diaper performs its functions without embarrassment at various social or outdoor events (Buckley, 2019, p.10).

Marketers must understand consumer preferences and opinions in order to attract their target markets to their brand. Over the years, various scientific studies have been undertaken in an attempt to identify elements that have substantial positive associations with brand loyalty and increasing purchase frequency. For example, Pradeep et al. (2018, p.71-72) used linear programming models such as latent class modeling (LCM) to extrapolate purchase intention in the Indian market to be composed of customer preference, customer satisfaction, and customer loyalty in a study published in the Australian Journal of Basic and Applied Sciences. They also noticed that word-of-mouth marketing, online surfing, product reviews, and customer feedback were all useful resources in assisting their decision to buy baby supplies. Furthermore, Dr. Shrestha's study (2018, p.85-86) identified convenience, design, product quality, brand experience, and brand image as critical factors in establishing brand loyalty among customers.

The diseases associated with the use of diapers among babies are perhaps one of the most researched elements of diapers in the academic community. According to Smith et al. (2013, p.257), 8% of households engaged in the practice of "extending diaper stock," which resulted in urinary tract infections and diaper rashes. In fact, Lebsing et al. (2020, p.3) used a sample of 300 patients to conduct a complete survey on the most prevalent types of diaper rashes. Irritant Diaper Dermatitis (41.67 percent; n = 125) was the most common skin condition caused by the presence of a diaper, followed by Intertrigo, Candida Albicans Diaper Dermatitis, Seborrheic Dermatitis, Psoriasis, and Impetigo (33.66 percent ; n = 101) as rashes aggravated by a diaper but not directly caused by wearing one. To add to this study, O'Connor et al. (2019, p.811) tested the severity of rash in babies wearing two different types of diapers: Diaper A, the market leader Honest, and Diaper B, Pampers Pure Protection. Diaper B, which is made of cotton and other choice materials, had a reduced percentage of individuals with a rash grade of 1.5 on the P&G Global Diaper Rash Grading Scale of 0 to 3.

In the context of the Indian subcontinent, particularly in Bangladesh, the term "diaper" has become synonymous with Pampers. With the financial backing of Procter & Gamble, the brand soon expanded into other markets across comparable geographic borders, employing nearly identical marketing, branding, and market penetration techniques. However, a recent study by Hussain et al. (2020, p.128-129) identified various reasons why the once-dominant brand is beginning to fade

from store shelves. For one thing, the high product quality that once set Pampers apart has steadily become a thorn in the company's side in Pakistan. Although Pampers targeted socioeconomic classes A, B, and C (2020, p.126), with the former having greater affordability, brand recall, and quality filtration in decision-making processes, the people in class C were the most affected by Pampers' high prices to offset superior product quality, according to the study. People in the first two classes had strong brand loyalty, but it was gradually discovered that those in the C class were more price sensitive and less brand loyal.

People in Pakistan's middle and lower middle classes began to view Pampers products as more of a luxury brand during the recent COVID crisis, when the Pakistani currency depreciated against the US dollar, gradually shifting their focus away from Pampers and toward slightly cheaper brands that provided adequate value for money, leaving ample savings for food expenses. Another issue with the brand was its policy of having a single distributor in the region to distribute to all nations and stock shelves, which reduced product availability and bargaining power. Finally, the product feature advantage that Pampers products had for so long was progressively eroding in Pakistan and other countries, with competitor brands steadily catching up to imitate the unique Pampers ingredients.

When it comes to marketing diapers, there are a few things to keep in mind in addition to the characteristics. The obvious choice is demographic segmentation. Smith et al. (2013, p.256) found that women aged 45 and above in New Haven, Connecticut were more likely than women aged 20 to 44 to admit to diaper need. Parents are gradually migrating away from prosaic goods toward natural ones, according to O'Connor et al. (2019, p.813), especially when it comes to skin care for babies, selecting for brands that employ chlorine-free pulp, cotton, and other materials without sacrificing performance or product quality. Additional consumer need elements, such as product technical performance; comfort and dependability; ease of use; personal preferences and priorities; lifestyle variables; embarrassment factors; laundry, disposal, and storage; aesthetics; provision and accessibility, can be generated and studied (Buckley, 2019, p.10). Finally, maternal health is an often-ignored issue in diaper purchases. Companies frequently concentrate their efforts on getting products onto store shelves and branding their package with a smiling mother and child. However, the necessity for diapers or a lack of diaper availability may have psychological consequences that must be addressed. Smith et al. (2013, p.257) identified a few maternal health issues directly

associated to diaper need/ability to purchase in their study. All these psychological factors must be stressed in order to get the brand closer to the hearts of consumers than is currently the case in the industry. If this is successfully executed, consumers will undoubtedly have more faith and loyalty in the brand for future diaper and baby goods purchases.

3.1.2 Objective

The basic purpose of this paper is to complete the BBA course at BRAC University as well as to obtain a complete understanding of the Bangladeshi market in general, and specifically the pant diaper business. The minor purpose of my internship studies is to add value to the host organization. Supermom is one of the leading brands in the open/belt diaper market, according to Square Toiletries Limited. They have yet to join the market for pull-up/pant diapers. This internship study aims to identify the pant diaper industry's top rivals, consumer viewpoints, important buying parameters, brand recognition, purchase behavior, and retailers' perception of the pant diaper market. STL will use all this information to better analyze and design market entry, marketing, branding, packaging, and pricing strategies for this diaper category.

Broad Objective:

To understand the consumer preference and perspective towards pant/belt system diapers.

3.1.3 Significance

Consumer survey on this product has not been done in a large scale yet. Since the demand of this product is increasing day by day it is important to understand and know the preference and perspective of consumer. This report will help all the FMCG company who produces diapers.

3.2 Methodology

The objective of the report is to attain a precise and thoughtful as possible about the perspective of consumer regarding diaper scenario of Bangladesh, principally the pant/pull up diaper market. For this resolution, a rationalist approach was used, where one surveys had been conducted through a period of twenty days. It was a consumer survey with 22 questions that tried to capture the consumer behavior over several dimensions - purchase, brand awareness and satisfaction. Snowball sampling method was undertaken for the consumer survey where a minimum sample size of 70 was the target. The consumer contact information was collected internally, through friends, family, relatives and other databases where the families were known to be within the target

segment of population, having children aged 0-3 years. The responses for the survey were collected in online network through online questionnaires through Google Form links. The answers were kept anonymous, and respondent's information were kept hidden.

3.3 Findings and Analysis

Primarily 72 responses were recorded for the purpose of this report from consumers. 1 respondent were found to be outside the target group of this report. Of the 71 valid respondents, 17 respondents use Open or Belt System Diapers and the remaining 54 use Pant Diapers.

What kind of diaper are you using for your baby?

71 responses

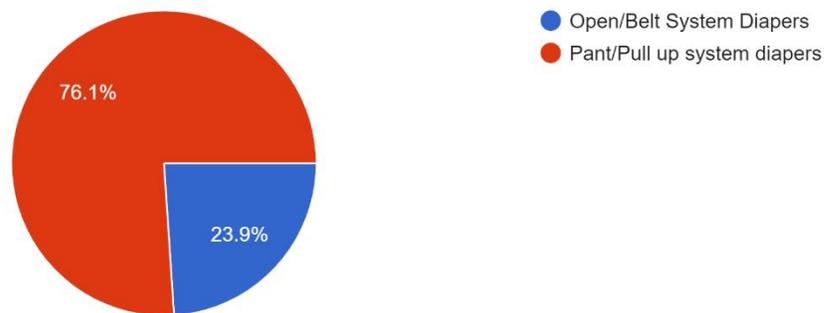


Figure 7 Question 1

From all the respondents it is quite clear that pant system diaper is now the popular one among buyers. Since it is easier to use, and hassle-free consumer prefers it over belt system. From my respondents (87.1%, $n = 61$) people prefers pant system over belt system.

Do you prefer pant/pull up diaper over belt diaper?

70 responses

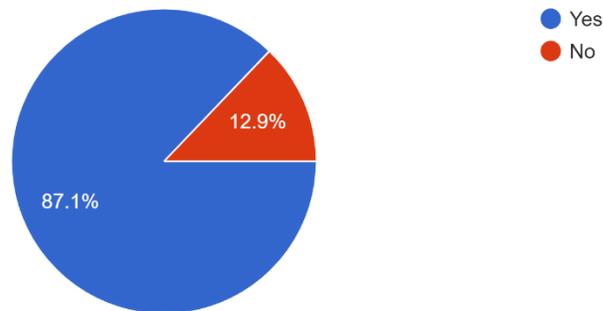


Figure 8 Question 2

From my questions I tried to find Top of Mind Brand Awareness among pant diapers among the consumers. As we can see, the Pampers brand has a dominant position when it comes to taking up the mind share of consumers (68.1%, $n = 49$), with its global competitor Huggies accumulating only 59.7% awareness ($n = 43$). Local brands Supermom(13.9%, $n = 10$) and Bashundhara Diapant(6.9%, $n = 5$), Neocare(6.9%, $n = 5$) have most of the awareness in the pant diaper category.

What diaper brand are you currently using?

72 responses

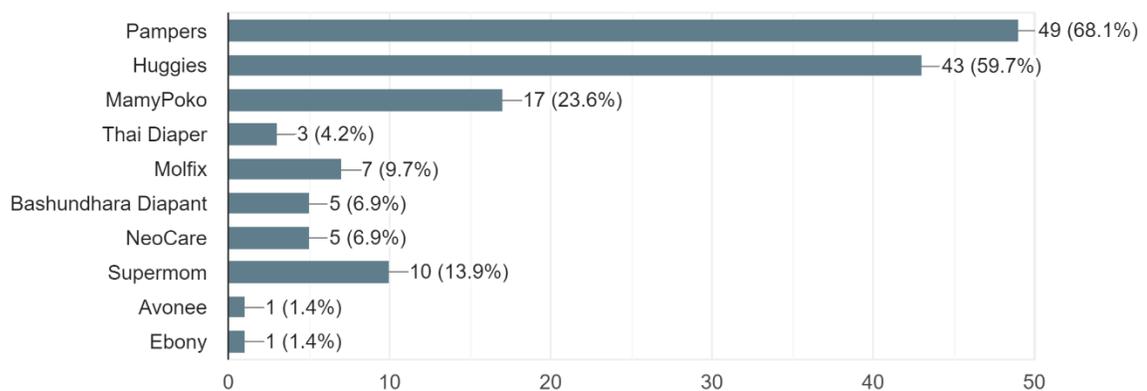


Figure 9 Question 3

The answers show that parents usually rely the most on their own personal research before trialing with diaper brands. According to the respondents 60.6% ($n=43$) of them buy diaper from their own research. Previous experience with firstborns is also one of the influential reasons in decision

making. According to the respondents 32.4% ($n = 23$) makes decision on diaper consumption by previous experience. This finding to some extent indicates that consumers become firmly brand loyal after their experiences with their previous child. Once they find a diaper to be comfortable and widely available in market, they are tend to stick to that specific diaper brand repeatedly. Along with the fact that most households in Bangladesh have more than children, this information can explain into significant revenue and market share for companies who recognize how to convey their communications properly to parents. Recommendation from family members, friends and colleagues are a third vital source of credible information that consumers take into consideration when purchasing pant diapers. Surprisingly, advertisement and media promotion do not affect the decisions as much it seems it has incredibly low affect on consumer.

How do you decide on the best diaper brand you want to use?

71 responses

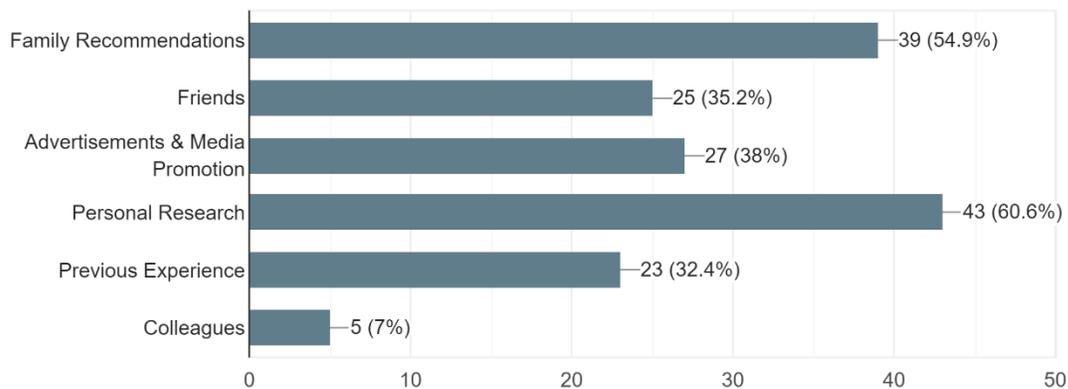


Figure 10 Question 5

The frequency of purchase of diaper is so important for a brand manager to decide the pack sizes. Also 50% ($n = 36$) of the respondents buys diaper in every two weeks. Which indicates the brand manager to make 24-32 pack sizes to penetrate the market. Also 26.4% ($n = 19$) buys it in every week. The consumer of 40+ pack sizes are relatively less. Which indicated the brand manager to take necessity steps to make most revenue.

How often do you purchase diaper?

72 responses

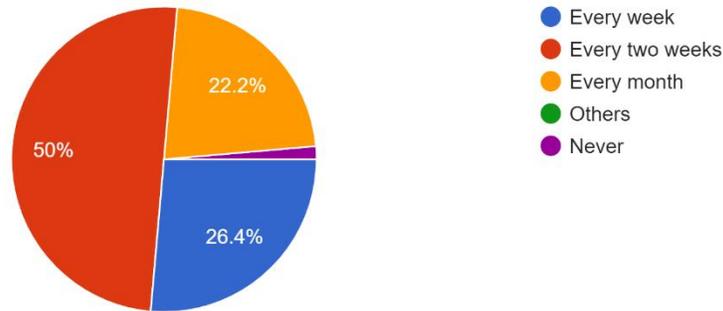


Figure 11 Question 6

According to the respondents the demand of 32 pc, 24 pc, 16 pc are relatively high. From 72 respondents 28.6% ($n = 20$), 22.9% ($n = 16$), 27.1% ($n = 19$) respectively responded like that. And the other pack sizes are relatively less popular among consumers. One of the reasons it big pack sizes usually consumers huge space in room and small pack sizes are popular when travelling however, for regular use they are not the most popular one among consumers.

What Pack Size do you prefer?

70 responses

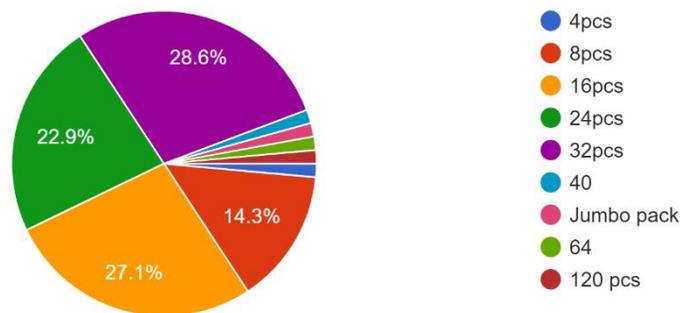


Figure 12 Question 7

Diaper is a necessity product for all classes of people. From the survey I got a saturated result on the monthly spending's of diaper. Majority of the respondents spends 1000-3000 BDT per month in diaper. There is a segment of people who spends more than 4000, they are people mostly uses imported diapers and changes frequently. Also, there are few who spends maximum 100 per month they are people who uses local diaper and does not change frequently. This result shows the diaper is consumed by every class of people daily.

How much are you currently spending on diapers every month?

71 responses

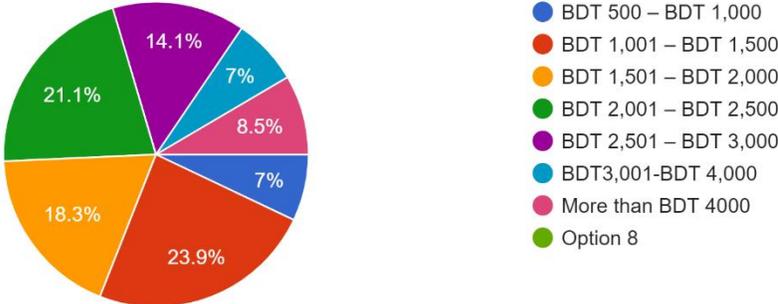


Figure 13 Question 8

3.4 Conclusion:

The baby-care sector is one of the world's fastest-growing industries. The diaper sub-category is among this enormous collection of companies and goods. The global diaper industry is valued roughly US\$ 61.5 billion in 2020, according to Statista, a German data and statistics organization (2021), and is expected to expand to US\$ 62.1 billion in 2021. To get the best of this industry a brand needs to satisfy a consumer. Needs to know the perspective of the general consumer about the product. Both foreign and domestic brands are now competing in the pant diaper industry. Pampers (Procter & Gamble), Huggies (Kimberly-Clark), Molfix (Hayat Kimya), and MamyPoko (Unicharm) dominate the former, while Bashundhara Diapant (Bashundhara Group), Chu Chu Diaper (Bangladesh Silicone Corporation), Thai Diapers (AB Group), Smile (SMC), Savlon Twinkle (ACI), and NeoCare dominate the latter (Incepta). We can say that the diaper industry is saturated, and a huge competitive rivalry exist between them.

However, since almost people from all class buys it there are companies who target niche and general people. But mostly prefers pant

3.5 Recommendations:

Considering overall report, the following recommendations recommended for diaper companies in Bangladesh:

1. Local pediatricians are valuable recommenders of diapers and baby products therefore they should consider them for endorsing.
2. Consumer survey suggest that price is not a concern for diaper all they care about is the quality.
3. Local companies must keep selling continuously and they need to be concerned when trying to distribute diapers onto shelves.
4. Any promotional material from diaper companies should have increasing space and consideration for fathers given that they purchase diapers more and are equally informed about diaper alternatives, functional benefits, parent companies, country of origin and prices.

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