



A Study on Customer Satisfaction Towards Johnson & Johnson Baby Care Products in Namakkal District

KEYWORDS

Johnson & Johnson, Baby Care Products, Namakkal, Bathtime products, Bedtime products, Body Massage products

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ABSTRACT

This research is mainly focused on consumer satisfaction towards Johnson & Johnson products in Namakkal district of Tamilnadu. For this purpose of the study, the researcher select Namakkal town for examining the customer satisfaction in utilizing Baby care products in particularly Johnson & Johnson baby care products. To meet this objective of this research, the researcher took 130 sample respondents who have been utilizing the Johnson & Johnson Baby care products at least 2 years. Those only has taken in this research and collect their opinion about the products have been collected through a structured questionnaire. The collected details are summarized in a tabular column with using simple percentage analysis, mean score analysis and chi-square analysis. From the result of this survey, the researcher found majority of the respondents have perceived the highest level of satisfaction in utilizing the Johnson & Johnson bathtime products in Namakkal district.

INTRODUCTION

Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioral change on a short-term or permanent basis. The technique used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behavior. A market survey is a research technique used to gather consumer preference and purchase intent of a company's products and serves within a geographic area. Market surveys are extremely important because companies learn what their customers like and dislike about their products and services. As a marketer, they have to give valid reason as to why a customer should choose their brand as against that of computing brands available in market. Customer is the one who uses the products and services and judges the quality of those products and services. Customers are always passionate about brands, for which they look forward with an added value. Each customer has his or her own method of evaluating brand choice available at the market place. It is for marketer to identify these evaluating methods and design their marketing communication datary to convenience the customer that their products meet customer's expectation on each parameter under consideration. As a market, they have to give valid reason as to why a customer should choose their brand as against that of computing brands available in market.

STATEMENT OF THE PROBLEM

The market is now filled with range of baby products with different brand names offering the customers the latest products. So consumers' attitude is very important in today's market situation. In the purchase decision, consumers are influenced by their attitude towards the product and therefore the marketers to needs to implement their strategy and tactics, frequently in order to achieve more. Customer expectation is mainly based on the following attributes are the product or service, the price, the place, promotion. It helps to study customer attitude towards

Johnson & Johnson products. It helps to known about the choice of customers while purchasing both Johnson & Johnson. It helps to known about the post purchase behavior of existing customer.

OBJECTIVES OF THE STUDY

To find out the socio-economic profile of the selected sample respondents in Namakkal district.

To study the consumer satisfaction towards baby products of Johnson & Johnson in Namakkal district.

RESEARCH METHODOLOGY

The present study is descriptive in nature as it attempts to understand the consumer satisfaction towards Johnson & Johnson baby care products in Namakkal district. For this purpose, a questionnaire tool has prepared and collects the opinion of the consumers who have been utilizing the Johnson & Johnson baby care products. The sample size of 130 consumers was chosen for this research. Convenience sampling technique has been used in this research. For proofing the objectives of the study, the following statistical tools have been used like simple percentage analysis, mean score analysis and Chi-Square analysis.

HYPOTHESES OF THE STUDY

H_{01-08} : There is no significant relationship between residential area, gender, age, educational qualification, family monthly income, number of children in their family, nature of child and type of Johnsons' products using of the respondents and their level of satisfaction towards Johnson's baby care products.

RESULTS AND DISCUSSION

From the questionnaire, the researcher has collected their opinion about the consumers towards Johnson & Johnson baby care products in Namakkal district. The collected details are subdued tables and it is pressed in the followings. The framed hypotheses also tested by using percentage analysis, mean score analysis and chi-square analysis.

6.1 Socio-Economic Profile of the Respondents

The following table shows the socio-economic profile of the sample respondents.

Table 1 : Socio-Economic Profile of the Respondents

No.	Variables	No. of Respondents	%
1	Residential Area		
	Urban	63	48.5
	Semi-Urban	43	33.0
	Rural	24	18.5
	Total	130	100.0
2	Gender		
	Male	58	44.6
	Female	72	55.4
	Total	130	100.0
3	Age		
	Less than 30 Years	27	20.8
	30-40 Years	37	28.4
	Above 40 Years	66	50.8
	Total	130	100.0
4	Educational Qualification		
	UG	39	30.0
	PG	32	24.6
	Professional	59	45.4
	Total	130	100.0
5	Family Monthly Income		
	Below Rs.20000	21	16.2
	Rs.20000-30000	46	35.3
	Rs.30001-40000	37	28.5
	Above Rs.40000	26	20.0
	Total	130	100.0
6	Number of Children		
	Upto 2 children	87	66.9
	Above 2 children	43	33.1
	Total	130	100.0
7	Nature of child		
	New Born (1-30 days)	37	28.5
	Baby (2-12 months)	44	33.8
	Toddler (Above 12 months to 3 years)	20	15.4
	Child (Above 3 years to 6 years)	29	22.3
	Total	130	100.0
8	Type of products using		
	Baby Massage products	11	8.5
	Bathtime products	34	26.2
	Bedtime products	11	8.5
	Diapering products	31	23.8
	Gifting products	18	13.8
	More than 1 products using	25	19.2
	Total	130	100.0

From the above table it is noted that 48.5 percent of the consumers are living in urban area, 33.0 percent of the respondents are living in semi-urban area and 18.5 percent of the respondents are living in rural area.

From the study, it is observed that 44.6 percent of the respondents are male and 55.4 percent are female.

It is identified that 20.8 percent of the respondents belongs to less than 30 years age category, 28.4 percent of the respondents belongs to 30-40 years age group and 50.8 percent of the respondents belongs to above 40 years age category.

30.0 percent of the respondents were qualified with UG degree, 24.6 percent of the respondents were qualified with PG degree and 45.4 percent of the respondents are professionally qualified.

Around 16.2 percent of the respondents are earning below Rs.20000 in a month, 35.3 percent of the respondents

are earning Rs.20000 to 30000, 28.5 percent of the respondents are earning Rs.30001 to 40000 in a month and remaining 20.0 percent of the respondents are earning above Rs.40000 in a month.

In the case of number of children, 66.9 percent of the respondents are having upto 2 children and remaining 33.1 percent of the respondents are having above 2 children with them.

Around 28.5 percent of the respondents are having new born babies, 33.8 percent of the respondents are having babies, 15.4 percent of the respondents are having toddlers and 22.3 percent of the respondents are having child.

Finally, 8.5 percent of the respondents are using baby massage products, 26.2 percent of the respondents are using bathtime products, 8.5 percent of the respondents are using bedtime products, 23.8 percent of the respondents are using diapering products, 13.8 percent of the respondents are using gifting products and 19.2 percent of the respondents are using more than 1 products.

6.2 Hypotheses Testing

In order to find the relationship between the selected 8 independent variables and level of satisfaction towards Johnson & Johnson products among the sample respondents is discussed with a hypothesis in the following table.

Table 2 : Relationship between selected independent variables and level of satisfaction

	Variables	Calculated χ^2 value	DF	Table Value	Result
1	Residential area	16.542	4	9.488	Sig. at 5% level
2	Gender	2.635	2	5.991	Not Sig.
3	Age	18.950	4	9.488	Sig. at 5% level
4	Educational Qualification	11.632	4	9.488	Sig. at 5% level
5	Family Monthly Income	26.457	6	12.592	Sig. at 5% level
6	Number of children	17.605	2	5.991	Sig. at 5% level
7	Nature of child	26.527	6	12.592	Sig. at 5% level
8	Type of products using	19.625	10	18.307	Sig. at 5% level

It could be found from the analysis that among the eight hypotheses, 7 hypotheses are rejected and 1 hypothesis is accepted. Hence, there is a close association between residential area, age, educational qualification, family monthly income, number of children, nature of child, type of Johnson & Johnson baby care products using of the respondents and their level of satisfaction towards using Johnson & Johnson baby care products.

FINDINGS

It is found from the analysis that majority of the respondents are living in urban area, female, above 40 years aged, professionally qualified, earning monthly income of Rs.20000 to 30000, having upto 2 children in their family, having babies and using bathtime products mostly than other type of products.

From the chi-square test, it is found that there is a close association between residential area, age, educational qualification, family monthly income, number of children, nature of child, type of Johnson & Johnson baby care

products using of the respondents and their level of satisfaction towards using Johnson & Johnson baby care products.

SUGGESTIONS

Companies or produces have to do many researches regarding product development.

Price is still a sensitive issue to them. So the producers must justify its price.

Many of respondents feel that maximum retail price of baby care products.

CONCLUSION

This research is mainly focused on consumer satisfaction towards Johnson and Johnson baby care products in Namakkal district. The company should take necessary steps to give a quality and not having any side effect products. Trust is one of the important factor in baby care products. Moreover, various researches are required to be examined if there is a difference in brand trust which is established by brands based on their power states in the market. Future researches in which different dimensions of brand commitment can be assessed will allow also its relationship with brand trust to be assessed.

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