

A study on Consumer buying preferences for baby care products through online marketing in the Faridabad region

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Abstract

Johnson & Johnson is a leading company in India for baby products. India was a very big market for Johnson & Johnson for its geographical growth and the increasing income level of its employees. Today's market is a customer oriented market in all the senses. Its Business operations move around satisfying the customers by fulfilling their needs and wants through effective service. When it comes to new born, parents are more concerned about using the baby products, they don't think about the cost of the products. Companies are always looking to develop the most suitable products with the most suitable prices. But the question is how parents determine which products are the best and which ones are simply claiming to be the best. Are they simply guessing or they are looking carefully at all the facts. Parents look at product websites, consumer product review websites, consumer reports, blogs, and get word of mouth referrals to try to figure out which product is going to be the best for form. The study focuses on consumer attitude, awareness, opinion level of satisfaction and factors that influences the customers to buy Baby products of Johnson & Johnson and Himalaya.

***Keywords:** Consumer preferences, baby products, Company image, consumer awareness, Digital marketing.*

Introduction

Baby care products are the basic requirement for a consumer. Today Baby needs Baby Skin Care Products i.e. Baby soaps, washes and shampoos: Cleansers and washes are mild and safe for newborns. Perception is the means to see, hear or become aware of something or someone through our fundamental senses. Perception is not only the passive receipt of these signals, but it's also shaped by the recipient's learning, memory, expectation, and attention. Founded in 1886 in New Brunswick, New Jersey, USA, Johnson & Johnson spread its roots into India in 1947 with the arrival of Mr. Patrick Whaley and in 1948, started marketing Johnson's Baby Powder

which was manufactured by a local company, British Drug House, in Mumbai. In September 1957, a new company -Johnson & Johnson Limited was created and registered with 12 employees on its roll. The company was licensed to manufacture a broad range of consumer and hospital products. Production began in 1959 from the earliest Johnson & Johnson plant in Mulund in Mumbai. Inspired by a speech by antiseptic advocate Joseph Lister, Robert Wood Johnson joined his brothers James Wood Johnson and Edward Mead Johnson to create a line of ready-to-use surgical dressings in 1885. The company produced its first products in 1886 and Incorporated in 1887. Robert Wood Johnson served as the first president of the company. He worked to improve sanitation practices in the nineteenth century, and lent his name to a hospital in New Brunswick, New Jersey. Upon his death in 1910, he was succeeded in the presidency by his brother James Wood Johnson until 1932, and then by his son, Robert Wood Johnson II. Robert Wood Johnson's granddaughter, Mary Lea Johnson Richards, was the first baby to appear on a Johnson & Johnson baby powder label. His great-grandson, Jamie Johnson, made a documentary called Born Rich about the experience of growing up as the heir to one of the world's greatest fortunes. Mr. Whaley became the first MD of the company and served for 14 years. The company prospered under his able leadership. In the years that followed, Johnson & Johnson Limited established a reputation for quality with a range of products that represented virtually every sector of the company's business internationally.

OBJECTIVES OF THE STUDY

- To identify the customer's awareness towards Baby care product company
- To know the customer's perception about the baby skin care product.
- To measure the level of awareness of customer towards Baby product company.

REVIEW OF LITERATURE

Durgamani and Ganesan (2018)“A study on women’s perception towards baby care products”

Dr. Radhakrishnan A and Radhika K (2018), “A study on customer satisfaction towards Himalaya products with reference to Cuddalore Town”,

Dr. Sekar P and Ramya K (2017), “A study on consumer preference and satisfaction towards Himalaya ayurvedic products in Coimbatore City”,

Dr.Rajee M and Kasinathan S (2017), “A study on impact of culture towards buyer behaviour of hair care products with special reference to Himalaya product”,

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Meenakshi Sundari and Janaki (2016) “A study on consumer preferences toward’s Himalaya skin care products .”

Nithya, and Durai Eswari (2016) “A study on consumers satisfaction towards Himalaya products with special reference to Dharapuram town”

Praveena R and Dr.Anitha J (2018), “A study on customer’s satisfaction toward’s Himalaya product to the Thiruthuraipoondi Town

Ramesh and Pavithra (2015) “A study on customers preference and satisfaction towards Himalaya product.”

Saravanakumar and santhosh kumar Bojan(2018) “A study on female customer satisfaction on hair oil and beauty cream with special reference to Himalaya Products”

Sekar and Ramya (2017)“A study on consumer preference and satisfaction towards Himalaya Ayurvedic products .”

RESEARCH METHODOLOGY

It is defined as a process where a researcher collects information and relevant data for the purpose of research and if talk about business scenario then it is a key which helps in taking business decisions. It can comprise of both past and current information. It includes all the methods and techniques used such as surveys, personal interviews and work of various publications.

Descriptive and Exploratory research design is adopted in this study.

Sampling

It can be defined as a process wherein a limited number of people are chosen or selected from a large population and those limited ones represent and consist of all the characteristics of the population.

- Population: parents who have children less than 3 years .
- Type of sampling:

Sampling can be of two types –

Random and Non Random sampling.

Random sampling – Every item of the universe has equal chance of getting selected

Non-random sampling- Selection is done as per the choice and convenience of the researcher.

Convenience and judgement sampling are used in this study

- Sample area: Faridabad
- Method of data collection

There are two methods of data collection which are primary and secondary.

Primary method includes data collected by researcher himself in the form of survey.

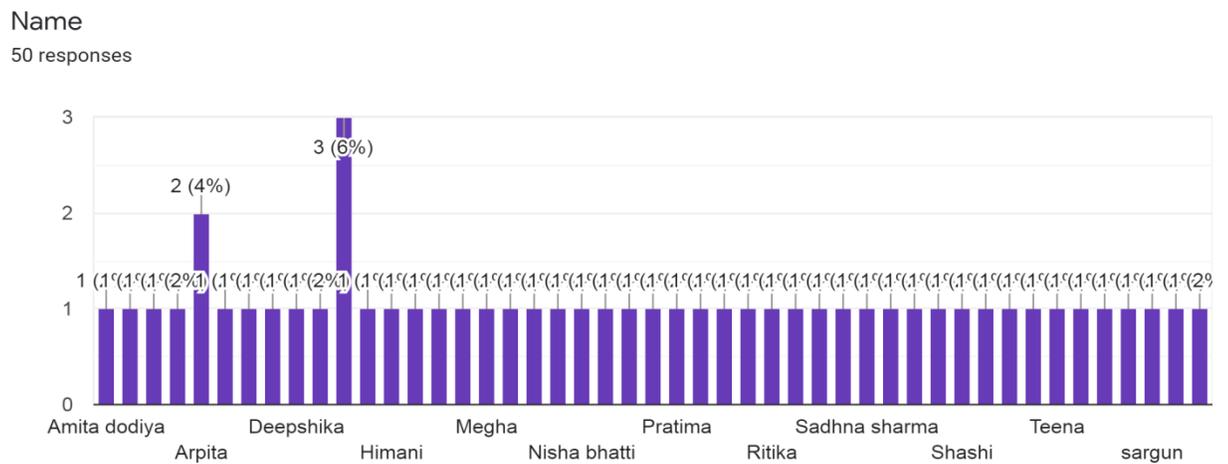
Secondary method includes data is someone else's data collected by researcher for reference purpose.

In this study both primary data and secondary data is used for research purpose.

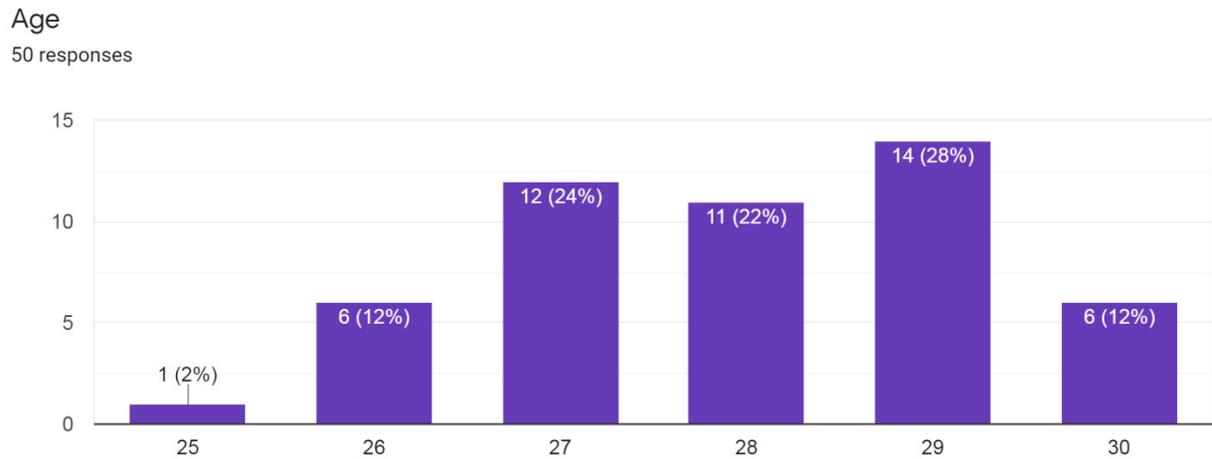
- Research method: survey method(questionnaire)

Analysis and Findings

Analysis



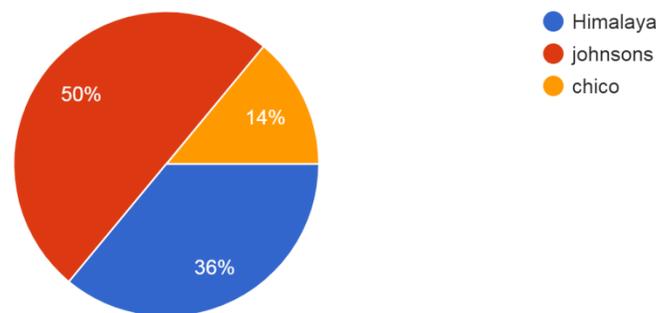
The above graph shows the names of the respondents



The above graph shows the age of the respondents which is ranging between the 25 to 30.

1. Which baby product do you use the most ?

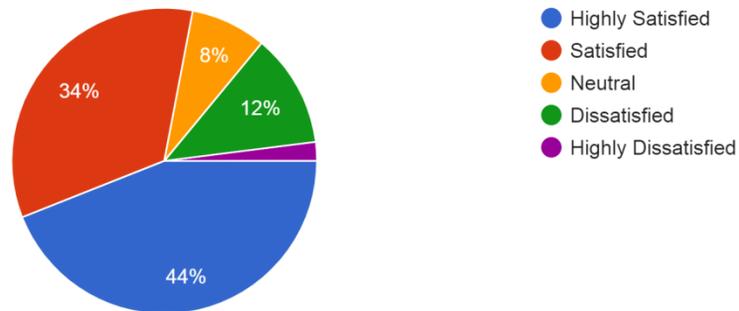
50 responses



The graph shows the percentage of the customers using the baby care product which is johnsons after that Himalaya with the 36% and the customers uses the less chico product which is a international product.

2. How satisfied are you with your current product?

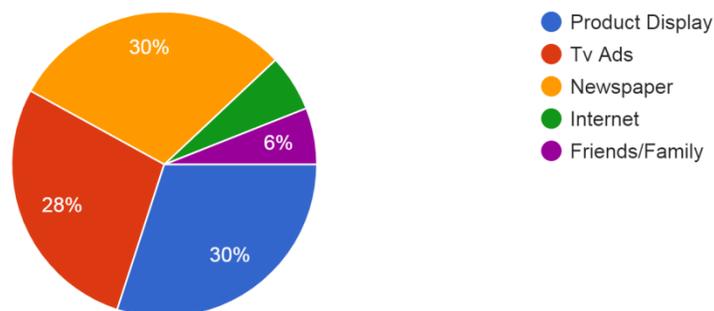
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Customers are highly satisfied with their current product which is johnsons because it giuves a proper care to their baby.

3. How did you come to know about the product?

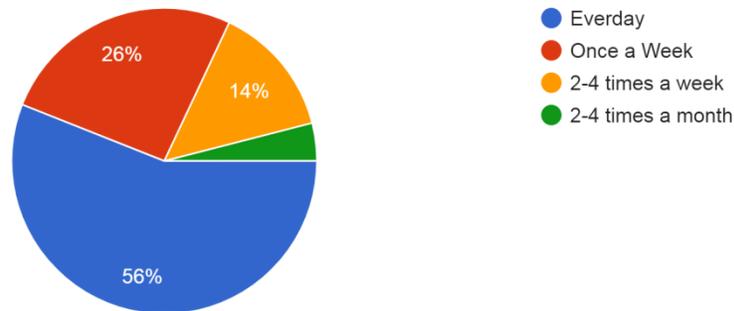
50 responses



The above graph shows that the most of the customers know about the product through display of the product at the shops or either through newspaper or TV ads.

4. How often do you make use of this baby product?

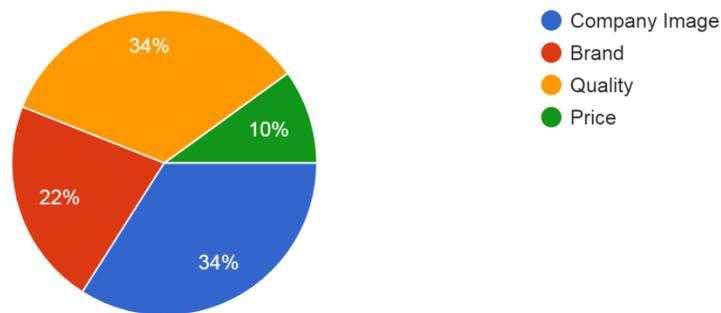
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Many customers use the product on daily basis because the product is safe for their baby and it is light for them.

5. How you make the choice between the products?

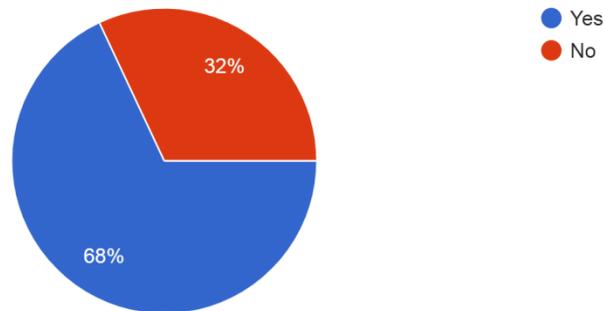
50 responses



Most of the customers make the choice between the products on the basis of company image and quality of the product.

6. whether or not you are using online shopping websites for the purchase of baby products?

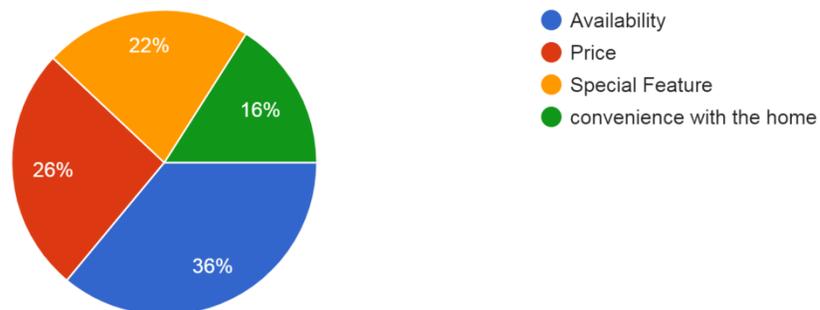
50 responses



The above graph shows that the most of the customers purchase the baby products through online because the availability of offers, discounts.

7. What is the deciding factor for purchasing the product for your baby?

50 responses



The most of the deciding factor for any customer is availability of the product that the product is easily available to them anywhere whether it is online or offline.

Findings of the study

The findings of the study is that the customers buying preference is johnsons baby product because of its brand image, the reasonable prices and the availability of the anywhere online or offline both in comparison to other baby care product companies.

Suggestions and Recommendations

- Best for gentle baby skin.
- Some products have allergic reactions on the baby skin so companies have to check its product many times before selling it in the market.
- Discounts offered to the customers can be increased.
- Manufacturers should concentrate more on the flavors.
- The models of bottles should be reinstalated with latest designs.

CONCLUSION

Today market is a most of customer oriented. Today's Customer is the king of the Market .In the sense of all the business operations revolve around satisfying the customer's their needs and wants through effective service. In modern marketing is high consideration of customers. Baby care Product Manufactures produce different kinds of products in order to sell them in the marketing. But selling the product in the market is not an easy task. In present time without market research and without understanding the market needs and desire, it becomes difficult to sell the product. It is necessary to find the out needs of the customers and satisfy them. To attain the organization goals and public welfare, it is necessary that the customers must be satisfied. Customer attitude is closely linked to quality.The present study reveals that the customers have a good preference towards Himalaya products. It can be concluded that it has been very interest and it a useful experience while undergoing this study enables the Customer Perception towards Himalaya Baby Care Products.Therefore, Himalaya as the name suggest should satisfy the fast moving people in the would without compromising quality.

References

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