
CUSTOMER SATISFACTION TOWARDS USING JOHNSON AND JOHNSON BABY CARE PRODUCTS IN NAMAKKAL DISTRICT

Article Particulars

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Abstract

The aim of this study is to investigate the customer satisfaction towards using Johnson and Johnson baby care products in Namakkal District. For examine the satisfaction of the customer, the researcher has to examine the satisfaction towards using Johnson and Johnson baby care products. A model developed for this goal is applied to Johnson and Johnson brand in the baby care products market in Namakkal which is a global brand. To test the research model, percentage analysis and multiple regression analysis approaches are followed. The study reveals that the effect of the satisfaction on repurchasing intention is giving greater results for capture the market in the study area.

Introduction

Trust is one of the key requirements of a long-term and healthy relationship between individuals. Personal relations are often used as a metaphor when defining the relationship between a brand and customer. In this regard, brand trust reveals its importance both in interpersonal relations as well as in the establishment of the desired healthy and long-term relationship between the brand and customer. There are a number of studies into brand trust that have come up with important findings about the forming of trust, and its effects.

Baby care products represent a product category that is preferred by customers during a specific period of time. Parents will not show a trend to prefer the same product category when the babies are grown, but rather only when they have a new baby care. In this case, expectations of the effects of brand trust on a healthy

customer-brand relationship may occur in different dimensions. The key concepts in brand-customer relationships can be summarized as brand repurchasing intention, brand extension acceptability, word-of-mouth (WOM), temporary deficiency acceptability and brand commitment. The intention here is to understand the effect of brand trust in a product category like baby care products, with which parents intend to have only a short-term relationship, on these variables.

Furthermore, trust in purchasing decisions in the case of baby care products can take on extra importance. Trust can be seen as an outcome of the dimension of functionality. The first of these has a technical or competing structure and is the ability of a brand to keep its promises and to meet customer needs while the second dimension relates to the intention and the expectation that the brand will act sensitively for the welfare or comfort of the customer. At this point, it is the more sensitive behaviors of parents' related to functional quality that increase the importance of studies to understand the effect of brand trust on purchasing decisions.

Review of Literature

Daniles and Jane (2009) a marketing strategies within the baby care product industry", the study of baby care product market can be very congested with many different brands depending on the product and it can be hard for a customer to distinguish between the multiple brands. Marketers need to assist customers through the distraction of all the various brands and lead the customers to their particular brand. P.K. Khicha, Benard Oyagi and Andrew S. Nysngau (2012), Studied that Baby care accessory products are selected through the brand perception and Brand Equity. The study explored how to create brand perception and brand equity by using different marketing communication tools.

Febrina Fitriyanti Tambunan, Mustika Sufiati Purwanegara, Mia Tantri DiahIndriani (2013), the purpose of the paper is to identify customer perceptions and attitude towards baby care formula and their willingness to pay. The preliminary qualitative study was conducted by focus group discussion and sentence completion technique. The quantitative study is expected to validate the findings. Questionnaires are distributed to total 105 mothers who have baby care at 0-5 years old, where hypothesis were tested with multivariate analysis. The result shows that growth benefit made by baby care formula significantly influence the willingness to purchase baby care formula. The mothers stated that baby care formula is considered as substitute for breast milk only, giving nutrition for baby care but does not build baby care's intelligence as claimed in many advertisements. The implication of this research is valuable for marketer to understand customer preferences and perspective on baby care formula purchase.

Statement of the Problem

Johnson and Johnson Company producing baby care products are facing many problems such as increasing cost high competitions, changing life style of the

customers and difficulties in predicting the buyers' attitude towards a product because of frequent changes in customer preference. The market is now filled with range of baby care products with different brand names offering the customers the latest products. So customers' attitude is very important in today's market situation. In the purchase decision, customers 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 satisfaction towards Johnson & Johnson baby care products.

Objectives of the Study

- To study the socio-economic status of the customers in Namakkal District.
- To examine factor that influence the customers in utilizing Johnson & Johnson baby care products in Namakkal District.

Research Design and Sampling Technique

Descriptive research design has been used in this research. For collecting the primary data, a structured questionnaire has been prepared and collects the customer opinion towards Johnson & Johnson baby care products by using Judgment sampling method. The sample size is 115. The collected data were subdud into various tables through percentage analysis and multiple regression analysis.

Results and Discussion

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

Table 1 : Socio-Economic Status of the Respondents

Socio-Economic Status	Frequency	Percentage
Age		
i) Below 25 Yrs.	16	13.9
ii) 26 – 35 Yrs.	37	32.2
iii) 36 – 45 Yrs.	47	40.9
iv) Above 45 Yrs.	15	13.0
Total	115	100.0
Gender		
i) Male	43	37.4
ii) Female	72	62.6
Total	115	100.0
Occupation		
i) Govt. Employee	14	12.2
ii) Private Employee	29	25.2
iii) Agriculture	21	18.3
iv) Business	39	33.9
v) Others (House wives, unemployed, students, etc.)	12	10.4
Total	115	100.0
Educational Status		
i) No Formal Education	32	27.8
ii) School level	25	21.7
iii) College Level	37	32.2

Socio-Economic Status	Frequency	Percentage
iv) Professional	21	18.3
Total	115	100.0
Number of children		
i) One child	46	40.0
ii) Two and above children	69	60.0
Total	115	100.0
Frequency of Purchasing Johnson and Johnson baby care Products		
i) Occasionally	39	33.9
ii) Regularly	76	66.1
Total	115	100.0
Period of using Johnson and Johnson baby care Products		
i) One year	31	27.0
ii) More than one year	84	73.0
Total	115	100.0

It is found from the analysis that 13.9 percent of the respondents belong to below 25 years aged, 32.2 percent of the respondents belongs to 26-35 years, 40.9 percent of the respondents belong to 36-45 years and 13.0 percent of the respondents belong to above 45 years aged. It is noted from the analysis that 37.4 percent of the respondents are male and 62.6 percent of the respondents are female. In the case of occupational status of the respondents, 12.2 percent of the respondents are working as government employee, 25.2 percent of the respondents are private employee, 18.3 percent of the respondents are engaged in business and 10.4 percent of the respondents having some other status like housewives, unemployed, students, etc. While considering the educational status of the respondents, 27.8 percent of the respondents have no formal education, 21.7 percent of the respondents are having school level education, 32.2 percent of the respondents are having college level education and 18.3 percent of the respondents are professionally qualified. Around 40.0 percent of the respondents are having only one child and 60.0 percent of the respondents are having more than one child. Further, 33.9 percent of the respondents are occasionally purchased the Johnson & Johnson baby care products and 66.1 percent of the respondents are regularly purchased the Johnson & Johnson baby care products. On the other hand, 27.0 percent of the respondents are using the Johnson & Johnson baby care products around one year and 73.0 percent of the respondents are using more than one year.

Level of Satisfaction towards Johnson & Johnson Baby Care Products - Multiple Regression Analysis

The relationship between the selected independent variables and the dependent variable level of satisfaction towards Johnson & Johnson baby care products has been found by using regression analysis.

Table No. 2 Level of Satisfaction towards Johnson's & Johnson Baby Care Products - Multiple Regression Analysis

No.	Variables	Coefficient	SE	't' value	'p' value
	(Constant)	3.972			
1.	Age	-0.006	0.019	-0.318	0.750 ^{NS}
2.	Educational qualification	0.042	0.011	3.732	0.000*
3.	Family Monthly income	0.040	0.017	2.374	0.018**
4.	Number of children in their family	0.091	0.023	4.027	0.000*
5.	Period of using the Johnson's products	0.051	0.019	2.680	0.008*
	R Value	0.993			
	R² Value	0.986			
	F Value	37.414*			

Note : * - Significant at 1% level; ** - Significant at 5% level; NS – Not Significant

The multiple linear regression co-efficient is found to be statistically fit as R^2 is 0.986 for level of satisfaction towards Johnson's baby care products. It shows that the independent variables contribute about 98.6 percent of the variation in the level of satisfaction towards Johnson's baby care products and this is statistically significant at 1 percent level. It is found from the analysis that the educational qualification, family monthly income, number of children in their family and period of using the Johnson's products are having positive association.

Findings and Conclusion

The following findings were found from the analysis.

- It is found from the analysis that majority of the respondents belongs to 36-45 years aged, female respondents, business people, educated at the college level, having more than one child, regularly purchased and they are using more than one year.
- It is found from the analysis that the educational qualification, family monthly income, number of children in their family and period of using the Johnson's products are having positive association.
- Price is still a sensitive issue to them. Many of respondents feel that maximum retail price of baby care products. So the producers must justify its price.
- 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 satisfaction is closely linked to quality. The liberal government policies are having resulted in the entry of new companies with new technology and foreign collaborations in the industry. So, Johnson & Johnson Company should retain their customers by giving more satisfaction to them.

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