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## Customers attitude towards baby products of Johnson & Johnson and Himalayan products, Coimbatore city

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### Abstract

Today's market is a more customer oriented in the sense all the business operations revolve around satisfying the customers by meeting their needs through effective service. When it comes to babies, things are expensive and companies are always looking to develop the most cutting edge products. Parents are constantly concerned with getting the best products in the market and doing everything right so that their child is safe and sound. 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 are they 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. Parents do this not only because they are extremely concerned about the safety of their child but also since most first time parents generally have no idea what the differences between the products. So these first time parents may be easily influenced by any type of media from which they get the information. The study focuses on consumer attitude, awareness, opinion level of satisfaction and factors that influences to purchase Baby products of Johnson & Johnson and Himalaya.

**Keywords:** Customers Attitude, consumer preference, Satisfaction Level, baby products.

### 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 competing 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. Marketers, while bringing global brands in the market should be guided by customer approaches towards different brands. 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 competing brands available in market.

### Review of Literature

Daniles and Jane (2009) <sup>[1]</sup> a marketing strategies with in the baby product industry", the study of baby product market can be very congested with many different brands depending on the product and it can be hard for a consumer to distinguish between the multiple brands. Marketers need to assist consumers through the distraction of all the various brands and lead the consumers to their particular brand.

P.K. Khicha, Benard Oyagi and Andrew S. Nysngau (2012) <sup>[2]</sup>, Studied that Baby 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.

The study was focused on baby accessory products in order to realize what mother think, conceive and learn upon brands. The research results showed that brand perception of mothers for baby accessory products is different when considered by marketing communication program.

Febrina Fitriyanti Tambunan, Mustika Sufiati Purwanegara, Mia Tantri DiahIndriani (2013) <sup>[3]</sup>, the purpose of the paper is to identify customer perceptions and attitude towards baby 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 at 0-5 years old, where hypothesis were tested with multivariate analysis. The result shows that growth benefit made by baby formula significantly influence the willingness to purchase baby formula. The mothers stated that baby formula is considered as substitute for breast milk only, giving nutrition for baby but does not build baby's intelligence as claimed in many advertisements. The implication of this research is valuable for marketer to understand consumer preferences and perspective on baby formula purchase.

Febrina Fitriyanti Tambunan, Mustika Sufiati Purwanegara, Mia Tantri DiahIndriani (2013) <sup>[4]</sup>, Mothers Perception, Attitude, and Willingness to Purchase towards Baby care products. The study reveals that address various perceptions towards baby formula it is recommended that health and nutrition practitioners become more actively involved with the training of health professionals, particularly those engaged in delivery of infant services at primary care level, and in turn encourage health professionals to engage more with media primary care level, and in turn encourage health professionals to engage more with media sources.

Yeomacha (2014) <sup>[5]</sup> Baby care products both in price and quality. Therefore, it is immensely necessary for both products and dealers to see that competitive efficiency of products is kept high. Producers have to act on production, pricing, promotion and distribution according to consumer preferences. Dealers have got the responsibility in this direction in the promotion and distribution in their areas. Regular market research will help in ascertaining the preference and acting accordingly in the field of production, distribution etc. Consumer orientation of marketing is immensely necessary for creating and maintaining the brand image in the minds.

#### Objectives of the Study

- To study the consumer preference and awareness towards Baby product of Johnson & Johnson and Himalaya products.
- To study the factors that influences the customers to purchase of Johnson & Johnson and Himalaya baby products.

#### Need and Scope of the Study

It can be used to understand the customer's preference and expectations, and how well they get satisfied with the service provided by the JOHNSON & JOHNSON and HIMALAYA products. This study gives the quantitative information about the customer preference about the services, which may help the product to pain their action. The study focuses to explore more about the customer on the sensitive factors that influencing services performance.

#### Statement of the Problem

The companies producing baby 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 consumer preference. 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 and HIMALAYA product. It helps to known about the choice of customers while purchasing both JOHNSON & JOHNSON and HIMALAYA. It helps to known about the post purchase behavior of existing customer.

#### Limitations of the Study

- ❖ The area of the study is confined to Coimbatore city.
- ❖ The survey sample is limited to 150 respondents only.
- ❖ Due to short span of time it was hardly possible for the researcher to gather information from a large size of respondents.
- ❖ Information obtained from the respondents may be affected by personal bias.
- ❖ This study was carried out in general about the baby care products performance issues.

#### Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understand as a science of studying how research systematically solves the research problem.

#### Method of Data Collection

The data collection method adopted in this project is prepared through a set of questionnaire. The customers are met residing in various area of Coimbatore city. This responses and feedback is noted down in questionnaire. The research used questionnaire for collection of primary data. Secondary data were collected from different sources.

- Primary Data
- Secondary Data

#### Sampling Design

The survey is not taken from the entire population. Where only a few units of population under the study are considered for analysis, it is called as sampling. As for the present study, the population size is infinite; the adoption of sampling method was inevitable. The sampling plan consists of sample unit, sample size and sampling method. The method of data collection is through sample survey, convenience sampling method used in the study. The size of the sample is 150 respondents. They have been selected from the Coimbatore City.

#### Statistical Tools

After the collection of data from the customers each sample question were classified and tabulated and then subjected to analysis. The data obtained were analyzed by following tools: simple percentage methods and Chi-square test.

**Table 1:** Simple Percentage Analysis

Factors	Particulars	Frequency	Percentage
Gender	Male	30	20.0
	Female	120	80.0
Age	Less than 20 yrs	24	16.0
	21 – 30 Years	96	64.0
	31 – 40 Years	24	16.0
	41-50 Years	6	4.0
Nature of Family	Nuclear	96	64.0
	Joint	54	36.0
Members in the Family	2 Members	6	4.0
	3 Members	51	34.0
	4 Members	51	34.0
	Above 4 members	42	28.0
Educational Status	Up to school level	27	18.0
	Ug/diploma	69	46.0
	Pg	39	26.0
Monthly income of the family	Professionals	15	10.0
	Less than Rs 20000	45	30.0
	Rs 20001-30000	54	36.0
	Rs30001-40000	21	14.0
	Rs40001-50000	15	10.0
Buying baby products Per month	Above Rs 50000	15	10.0
	Less than Rs.500	39	26.0
	Rs.501 – 1000	33	22.0
	Rs.1001 – 2000	54	36.0
	Rs.2001- 3000	15	10.0
Purchase mode	Above Rs 3000	9	6.0
	Cash	120	80.0
Problems	Credit	30	20.0
	Side effect	39	26.0
	Non-availability	33	22.0
	High price	39	26.0
	Low quality	21	14.0
	Others	18	12.0

Source: Primary Data

**Chi Square Analysis**

**Table 2:** Relationships between Monthly Income and Amount Spent

Monthly Income	amount spent					Total
	Rs.500	Rs.501-1000	Rs.1001-2000	Rs. 2001-3000	Above Rs.3000	
Less than Rs10000 - Rs.20000	12	6	12	6	9	45
Rs.20001-30000	21	18	12	3	0	54
Rs.30001-40000	6	3	12	0	0	21
Rs.40001-50000	0	3	9	3	0	15
Above Rs.50000	0	3	9	3	0	15
Total	39	33	54	15	9	150

Chi – Square Value - 55.634, DF – 16, Significance .000

H<sub>0</sub>= There is no significant relationship between monthly income and expenses of the respondent.

Source: Primary Data

The chi- square value was 55.634 and it was found to be significant at 5% level as the significance value is 0.000, hence we accept the hypothesis and conclude that there is no significant relationship between monthly income and monthly expenses.

The chi- square value was 1.695 and it was found to be significant at 5% level as the significance value is 0.638, hence we accepted the hypothesis and conclude that there is a no significant relationship between education and purchasing behavior.

**Table 3:** Relationships between Education and Mode of Purchase

Education	Mode of Purchase		Total
	Cash	Credit	
Up to School level	24	3	27
UG/Diploma	54	15	69
PG	30	9	39
Professionals	12	3	15
Total	120	30	150

Chi – Square Value - 1.695, DF – 3, Significance .638

H<sub>0</sub>= There is no significant relationship between monthly income and expenses of the respondent.

Source: Primary Data

### Findings

- In the study the researcher found that the majority of respondent's female, they are coming under the age group between 21 to 31 years.
- Most of the respondents are degree holders, and their income level is Rs.20000 to Rs.30000, they spend 1000 to 2000 per month for purchase baby care products by cash and most of the respondents faced the problems of side effects and high price.

### 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

Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customers by meeting their needs through effective service. The essence of organization is the customer and not the product shall be the heart of the entire business system. The success key in modern marketing is high consideration of customers. 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 modern 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 liberal government policies having resulted in the entry of new companies with new technology and foreign collaborations in the industry.

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