

A STUDY ON CUSTOMER SATISFACTION TOWARDS JOHNSON PRODUCTS IN 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 OF THE STUDY

INTRODUCTION

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

The study has been under taken to analyze the customer satisfaction towards Johnson & Johnson baby lotion and the other objectives are:

- To find out the skin awareness among the customers.
- To identify the customer's awareness towards Johnson's baby lotion
- To know the customer's perception about Johnson's baby lotion
- To measure the customer satisfaction regarding the performance and satisfaction of Johnson's baby lotion.

RESEARCH METHODOLOGY

Methodology is a way of systematically solving a research problem. It may be understood as a science to studying how research is done scientifically. It explains various steps that are generally adopted by a researcher in studying the research problem.

DATA SOURCE

The data were collected directly from the customers through the questionnaire: secondary data is also collected from Journals Magazines & Websites.

STUDY AREA

The area selected for this study is Coimbatore city.

TOOLS USED

Statistical tools like:

- Simple percentage analysis.
- Chi-square test

REVIEW OF LITERATURE

Review of literature is a text of a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews use secondary sources, and do not report new or original experimental work. **Let us see the review about satisfaction of baby lotions by customers.**

Baleesh (Dec 07, 2010) - The product comes in a white soft plastic tube (available in tubs also). It is a thick white cream which gets easily absorbed giving you a non-greasy yet moisturized finish. Has a very mild smell which I once applied do not need to re-apply for next 4-5 hours (note: I have combination to oily skin). I have been using it for quite a long time; it has never broken me out.

OVERVIEW OF STUDY

Johnson & Johnson was formed by three brothers in 1886, Founded with the ideas of Doctors and nurses using sterile suture, dressings along with bandages where used to treat peoples' wounds. Since more than 125 years ago the company Johnson & Johnson, through its Family of Companies ("the Company"), is the world's most comprehensive and broadly based manufacturer of health care products, as well as a provider of related services for the consumer, pharmaceutical and medical devices and diagnostics markets. Our more than 275 operating companies employ approximately 127,600 employees in 60 countries, Globally, the supply chain network across Johnson & Johnson includes 125 manufacturing sites, 400+ distribution centers and more than 600 external manufacturers. According to J&J official Sales by U.S. companies were \$29.8 billion in 2012, \$28.9 billion in 2011 and \$29.5 billion in 2010. This represents an increase of 3.2% in 2012, and decreases of 1.8% in 2011 and 4.7% in 2010.

Johnson & Johnson operates as an investment holding company with interests in health care products. It engages in research and development, manufacture and sale of personal care hygienic products, pharmaceuticals and surgical equipment. The company, through its subsidiaries operates in three business segments: Consumer, Pharmaceutical and Medical

HISTORY

Johnson & Johnson is an American multinational medical devices, pharmaceutical and consumer packaged goods manufacturer founded in 1886. Its common stock is a component of the Dow Jones Industrial Average and the company is listed among the Fortune 500.

Johnson & Johnson ranked at the top of Interactive National Corporate Reputation Survey for seven consecutive years up to 2005, was ranked as the world's most respected company by Barron's Magazine in 2008, and was the first corporation awarded the Benjamin Franklin Award for Public Diplomacy by the U.S. State Department in 2005 for its funding of international education programs. However, in recent years the company's reputation has been adversely affected by product recalls, fines for pharmaceutical marketing practices, litigation with a group of shareholders, and other legal issues.



Robert Wood Johnson

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.

CHAIRMEN

- Robert Wood Johnson I (1887–1910)
- James Wood Johnson (1910–1932)
- Robert Wood Johnson II (1932–1963)

YEAR WISE DEVELOPMENT

- 1959- **Johnson & Johnson vision care, Inc**, begins as frontier contact lenses, based in buffalo New York. A few years later, the company moves to Jacksonville, Florida, U.S.A. 1981- Johnson & Johnson acquires frontier, and in 1982 changes the US company name to **VISTAKON**. 1997- Johnson & Johnson announces it will be adding **UV (ultraviolet) protection** to its entire line of ACUVUE® disposable contact lenses. The new enhancement will be a standard feature in all ACUVUE® contact lenses.

AWARDS & RECOGNISATION

- In the year 2005 Johnson & Johnson was recognized by **national safety council** for the excellence in environmental, health and safety management.
- In the year 2006 **working mother magazine** named Johnson & Johnson in best 100 places to work for mother.
- Fortune magazine ranked Johnson & Johnson in 9th position in overall industry and also listed it in the **American most admired companies** in 2006.
- In the year 2007 Johnson & Johnson received the **spark award** for the new packing and advertising campaign.

TYPES OF JOHNSON'S BABY LOTION

JOHNSON'S NOURISHING MILK LOTION



Provides essential nutrients, milk proteins and Vitamins A, D & E. Clinically proven mildness. Johnson's Baby Nourishing Milk Lotion combines natural milk proteins, rich emollients and Vitamins A, D & E. It moisturizes immediately and for 24 hours to nourish skin all day from application to application. The result is skin that is softer and smoother longer. This non-greasy formula is clinically proven mild, allergy and dermatologist tested, so you can trust it for use on skin of all types.

JOHNSON'S BABY MILK LOTION



The **Johnson's Baby Milk Lotion** is very mild and gentle on the skin. Baby skin is extremely soft and supple and thus gets easily affected when exposed to even slightly harsh conditions. It is the parent's responsibility to take utmost care of their kids and save them from any harm. So if you want your baby to have a nourished skin, please do apply the Johnson's Baby Milk Lotion on them on a regular basis. Made with the goodness of Vitamin A and E, this can work wonders to your child's skin. Many parents often make the mistake of experimenting and applying fancy aromatic and herbal oils on their infant's skin. Infant skin is

JOHNSON'S BABY SOOTHING NATURAL NOURISHING LOTION



Johnson's Soothing Naturals Nourishing Lotion

combines Johnson's mildness with a unique blend of Olive Leaf Extract, pure Vitamin E, and skin essential minerals. Johnson's Naturals Nourishing Lotion starts soothing and relieving baby's dry skin from the first use, and provides the nourishment skin needs to help restore lost moisture, helping relieve extra dry patches.

Fast absorbing and non-greasy, Johnson's Naturals Nourishing Lotion moisturises for 24 hours.

- Clinically proven to be mild.
- Thoroughly tested by dermatologists and allergy tested.

JOHNSON'S BABY LOTION SHEA & COCOA BUTTER



Johnson's® Shea & Cocoa Butter Lotion combines shea and cocoa butters, ingredients long known to soothe and relieve dry skin, with hydrating emollients, to maintain skin's natural

JOHNSON'S BABY HONEY APPLE LOTION



We love babies. And we understand their delicate skin loses moisture more quickly than adults' skin. That's why we created our sweet-smelling Honey Apple

Baby Lotion, with gentle emollients to help maintain skin's natural moisture for 24 hours. Our fast-absorbing CLINICALLY PROVEN MILDNESS formula is allergy-tested, so it can be used on all skin types.

- Clinically proven mildness
- Nourishing for sweet baby soft skin

ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of the study on “A Study on Customer Perception and Satisfaction and Brand Preference towards Johnson & Johnson baby lotion with Reference to Coimbatore City” is presented based on the opinion of a sample of 100 customers selected from Coimbatore city through a questionnaire comprising of 25 questions. The following tools were employed in tune with objective of the study.

TOOLS USED

Simple percentage analysis

Chi-square test

SIMPLE PERCENTAGE ANALYSIS:

A statistical measure that attempts to determine the strength of the relationship between one dependent variable (usually denoted by Y) and a series of other changing variables (known as independent variables). Regression takes a group of random variables, thought to be predicting Y, and tries to find a mathematical relationship between them.

TABLE 1: OCCUPATION

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
BUSINESS	10	10
PROFESSION	15	15

HOME MAKER	55	55
OTHER	20	20
TOTAL	100	100

INTERPRETATION: Table .1 shows that out of 100 respondents, 10(10%) of the respondents are business man, 15(15%) of the respondents are professional workers, 55(55%) of the respondents are homemakers, 20(20%) of the respondents are other workers.

It is concluded that majority (55%) of the respondents are homemakers.

CHART4.1

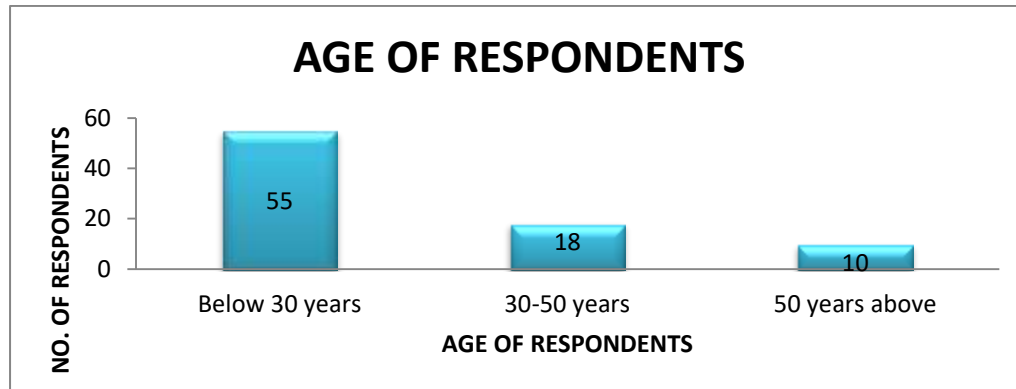


AGE	NO. OF RESPONDENTS	PERCENTAGE
BELOW 2 LAKHS	58	58
2-3 LAKHS	32	32
3-4 LAKHS	10	10
TOTAL	100	100

TABLE 2 .AGE OF RESPONDENTS

INTERPRETATION:

Table 4.2 expose that out of 100 respondents, 58(58%) of the respondents earns below 2 lakhs, 32(32%) of the respondents earns above 2 lakhs, 10(10%) of the respondents earns above 3 lakhs. **It is concluded that maximum (58%) of the respondents earns below 2 lakhs.**

CHART4.2**TABLE 3 EDUCATIONAL QUALIFICATION**

QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
NO FORMAL	15	15
DIPLOMO	8	8
UG	62	62
PG	15	15
TOTAL	100	100

INTERPRETATION:

Table 4.3 show that out of 100 respondents, 15(15%) of the respondents are not studied formal degree, 8(8%) of the respondents are studied diploma, 62(62%) of the respondents did UG degree, 15(15%) of the respondents did PG degree.

FINDINGS, SUGGESTIONS AND CONCLUSION**FINDINGS OF THE STUDY**

The study is taken up with the object of analyzing the customer's attitude towards Johnson's baby lotion in Coimbatore city. The results of the analysis are presented as

- Simple percentage analysis.

- Chi square analysis.

SIMPLE PERCENTAGE ANALYSIS

- Majority 55% of the respondents were homemakers.
- Majority 58% of the respondents earns below 2 lakhs.
- Majority 62% of the respondents were did ug degrees.

CHI SQUARE ANALYSIS

In the chi square analysis the calculated value greater than the table value. Hence the hypothesis is rejected.

SUGGESTIONS OF THE STUDY

The following suggestions are made for improving the customer's satisfaction towards Johnson's baby lotion.

- 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

In this study, the researcher has made an attempt to study the brand preference and satisfaction of the Johnson's baby lotion. Parents' have been approached and obtained data for analysis. If the above said suggestions are implemented by the manufactures, the quality will be improved and thereby consumer satisfaction towards Johnson's baby lotion .

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- C.R.Kothari, "Research Methodology", New Age International Publishers, 2004.

JOURNALS:

- Indian journal of marketing

APPENDIX

JOHNSON & JOHNSON - BABY LOTION

QUESTIONNAIRE

1. Name of the parent :

2. Occupation :

(a) Business (b) profession (c) home maker (c) others (specify)_____

3. Annual income :

(a) Below 2 lakhs (b) 2 – 3 lakhs (c) 3-4 lakhs (d) above 4 lakhs

4. Educational qualification:

(a) No formal (b) diploma (c) UG (d) PG