

Marketing Strategy of Johnson & Johnsons Baby Products In Chennai City – An Overview

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ABSTRACT

“Old is Gold” the proverb is clearly stated that the olden products is still alive, because of the quality of products and name and fame of the brand. This study aims to study on the marketing strategy of baby care products especially Johnson and Johnson baby products. Marketing is the crucial and most important tool for the development of a product or brand name among the people, especially in the baby care products. Because customers are more conscious while buying and using baby care products and its side effects. In the present scenario the marketing field Johnson & johnson’s brand faces various competition. Because of more number of baby products existing in the current market like Himalaya, mother care, mee mee, omved, rustic art and so on, hence in this context the study is significant to know customers preference, expectations and attitude and how well they get satisfied with the service provided by Johnson & Johnson’s baby products.

Key words: Marketing, baby products, Johnson & johnson, Chennai

STATEMENT OF PROBLEM

Johnson & Johnson’s baby brand are facing many problems such as increasing cost, high competition, 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 latest products. So consumer’s attitude is very important in today’s market situation. By experience they may find it will prefer or not prefer based on the reaction of consumer. It is the worth to note whether he consumer prefer Johnson & johnson’s under the condition of existence of more products and

changing behavior of buyers and hence this study made an attempt to know the marketing strategies of Johnson & Johnson's baby products in Chennai city.

OBJECTIVE OF THE STUDY

- To examine the impact of their brand trust, loyalty, image and brand equity of Johnson & Johnson's baby product in Chennai city

REVIEW OF LITERATURE

Moschis George P. (1985) has introduced the related concept of consumer socialization. He has given the conceptual framework and the measurement models of socialization. Along with the theoretical perspective he attempted to explain the family influences of the buying behavior of customer, he pointed out various factors responsible for the purchase decisions. In his book, he gave 197 propositions on the consumer socialization. Out of which 14 propositions were only on the family influences, 19 proposition of peer influences, 37 propositions of mass media influences, 14 propositions of effect of other socializing agents, 38 propositions of effect of age and life cycle and 17 proposition of cultural factors along with a number of other factor propositions

Enstrom, Tanesha and Foxman (1987) took a reciprocal view of consumer socialization of children and proposed that children contribute to decision outcome through routes – one by influencing their parents by direct expression of preferences and secondly by communicating new knowledge to the parents and influencing purchases. They proposed that children whose family communication pattern is characterized by a high concept-orientation will influence (socialize) their parents more than children whose family communication pattern is characterized by a high socioorientation. A child in a single parent family, higher socio – economic status, and higher personal resources and in a sex role egalitarian family will have more influence. A child will have greater influence for product purchase decisions that he/she considers important or for which he/she has high product knowledge. His/her participation in family decision making will tend to increase his/her satisfaction with family purchase decisions.

Robert Mayer (1994) has observed that it is quite evident that children not only attempt to influence their parents to make purchases of products of special interest to them, but also products of remote interest (e.g. laundry detergents). For which they see advertisements on television. Robert and Chris have argued that it is commonly expected that advertising effects will be diluted when consumers encounter ads for competing brands. Consequently, advertisers attempt to avoid competitor's ads when buying media. It has been suggested that advertising for mature and familiar brands may not work in the same way as advertising for unfamiliar brands. Relative to information related to the more familiar brands advertised in the market place may be less susceptible to competitive.

RESEARCH METHODOLOGY

The study comprises both primary data and secondary data, the primary data were collected by using questionnaire, and the secondary data were collected through the books, journals, magazine and the like

SAMPLING SIZE

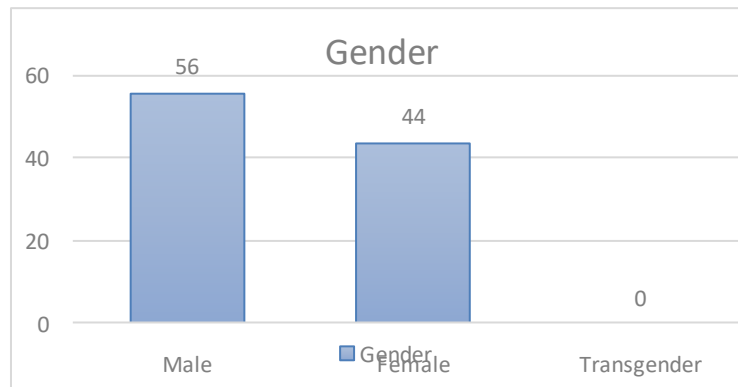
This study is used to convenience sampling for the data collocation purpose the researcher were identified 130 respondents in Chennai city, but the researcher got 100 respondents only for fully completed response. Hence the sample size is 100 respondents.

LIMITATIONS OF THE STUDY

1. The study is confined to Chennai city only
2. The study is based upon the consumer opinion of online marketing; the opinion is May or may not be correct.
3. The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true

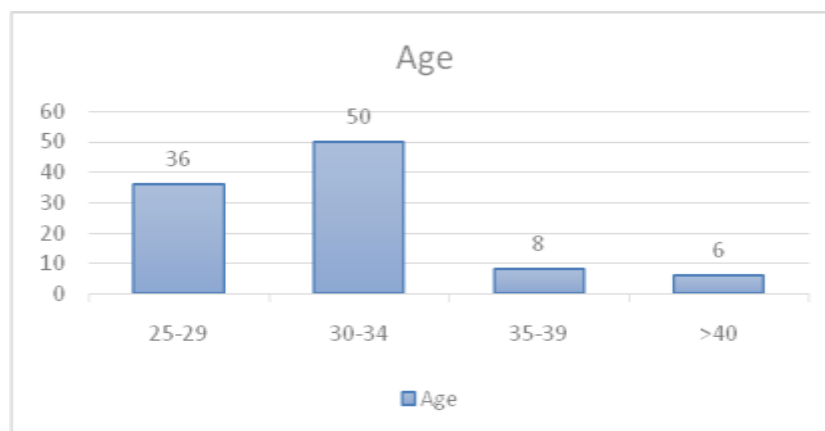
ANALYSIS AND INTERPRETATION

GENDER OF THE RESPONDENTS



From the above chart 1 it can be clearly concluded that the majority of the respondents belong to the male category which is 56% of the total respondents and 44% constitute the female category.

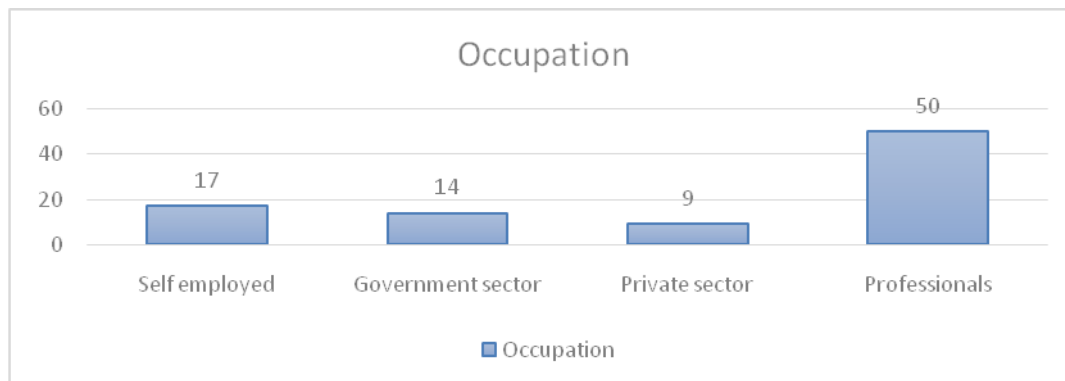
AGE GROUP OF THE RESPONDENTS



Source: Primary Data

Chart 2 is clear that the majority of the respondents i.e. 50% belongs the age group of 30-34 and 36% of respondents belongs to the age group of 25-29 and only 8% falls under the age group of 35-39. 6% respondent is above 40 years.

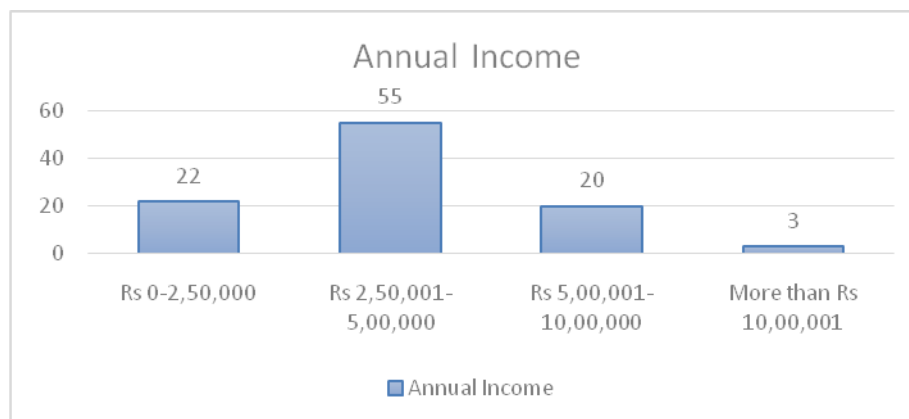
OCCUPATION OF THE RESPONDENTS



Source: Primary Data

From the above chart 3, it is can be clearly understood that the majority of the respondents i.e. 50% belong to Professionals followed by Self employees which constitutes 17% of the respondents. Whereas 14% of the respondents belongs to Government sector. 9% belong to Private sector.

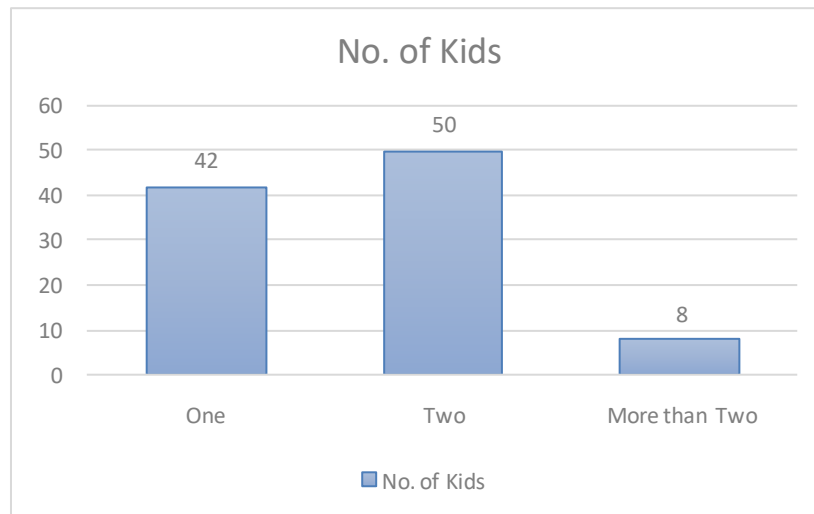
ANNUAL INCOME OF THE RESPONDENTS



Source: Primary Data

it can be clearly understood that 22%of respondents are at the income level of Rs 0-2,50,000 .55% of respondents are between the income level of Rs 2,50,001-5,00,000 whereas 20%of respondents are under the income level of Rs 5,00,001-10,00,000. Only 3%of respondents are having an income level of more than Rs 10,0,001.

NUMBER OF KIDS IN YOUR FAMILY



Source: Primary Data

Chart 5, it can be clearly understood that the most No. of respondents have two kids (50%). 42% of the respondents have one kid and 8% of the respondents have more than two kids.

AGE GROUP OF YOUR BABIES

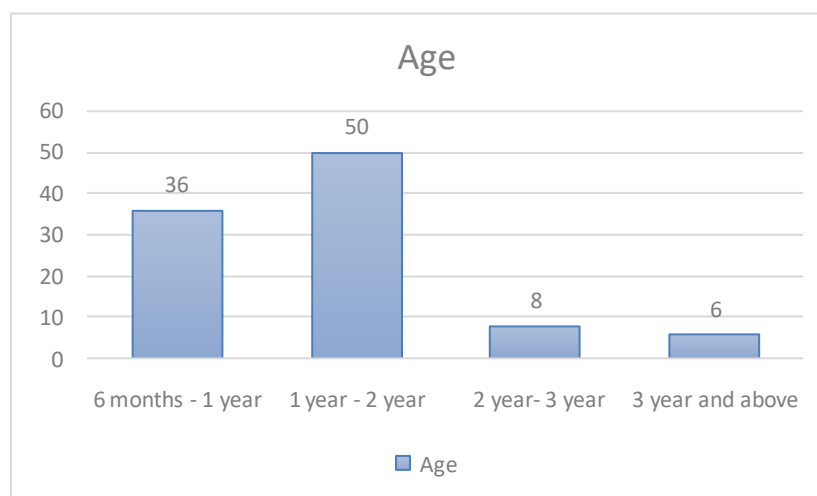


chart 6, it can be clearly understood that the most No. of respondents that 50% of the respondent's kids are between 1-2 years of age and 36% of the respondents have their kids in less than 1 year. Only 8% of the respondent's kids are in the age group of 2-3 years whereas 6% of the respondents' age group is above 3 years.

PRODUCT USAGE

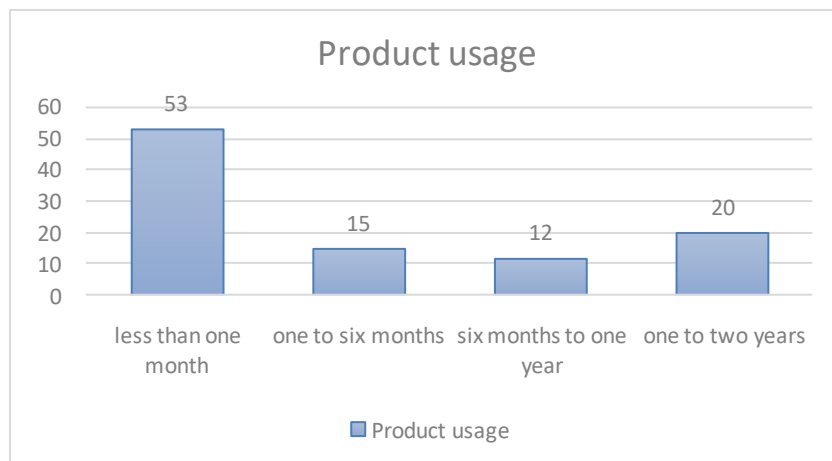
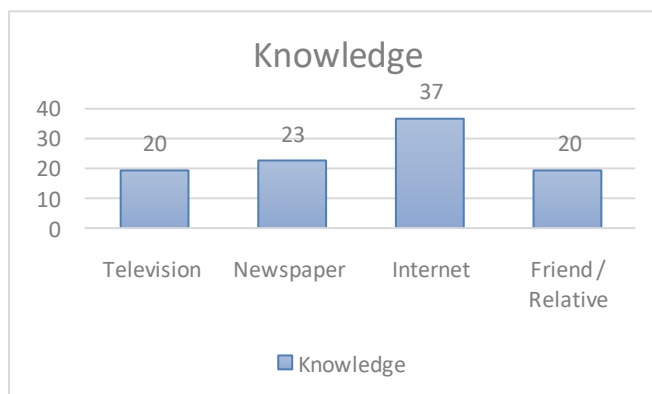


chart 7, it can be clearly understood that 53% of the respondents use the product less than a month followed by 20% of the respondents are using it from one to two years .15% of the respondents are using it from one to six months whereas only 12% of the respondents are using it only from six months to one year.

KNOWLEDGE ABOUT THE PRODUCT



With regards to the knowledge of the product it seems that 37% of the respondents are getting information only through internet followed by newspaper which constitute 23%. Both Television and Friend/ relatives constitute 20% in terms of knowledge of the respondents about the product.

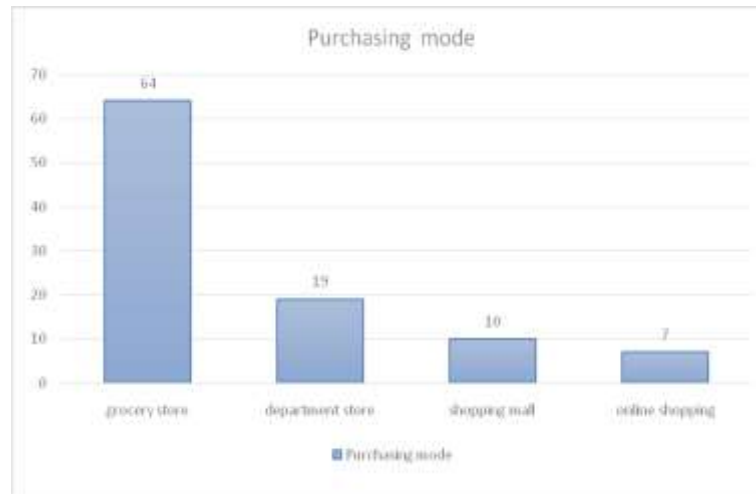
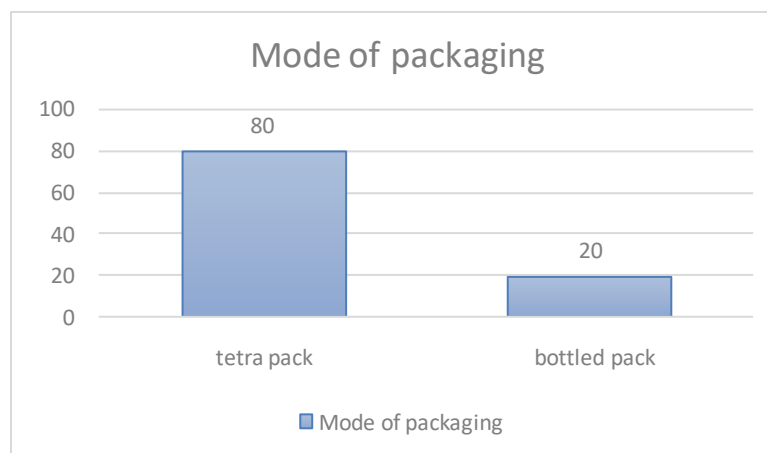
PURCHASING MODE

chart 9, it is evident that 64% of the respondents prefer to buy from grocery shops while others buy from departmental store, shopping mall and online shopping at 19%, 10%, and 7% respectively.

MODE OF PACKAGING

It can be concluded 80% of the respondents [refer tetra packaging where as 20% prefer bottled packaging.

REASONS FOR USING THIS PRODUCT

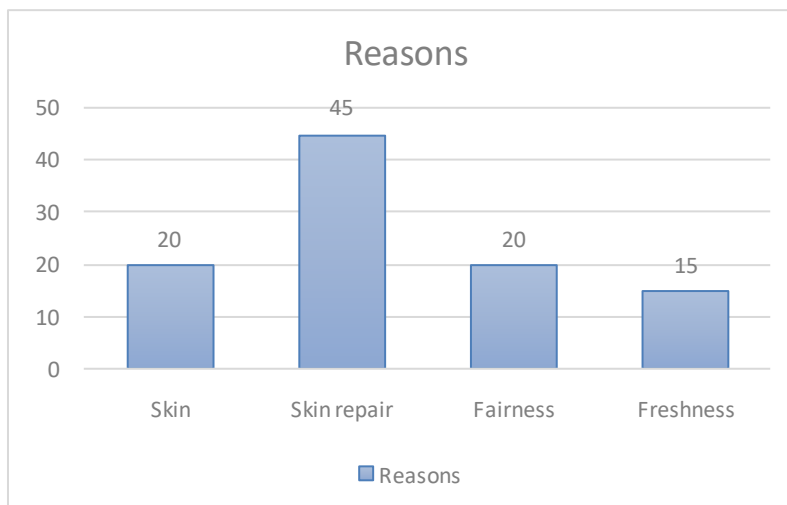
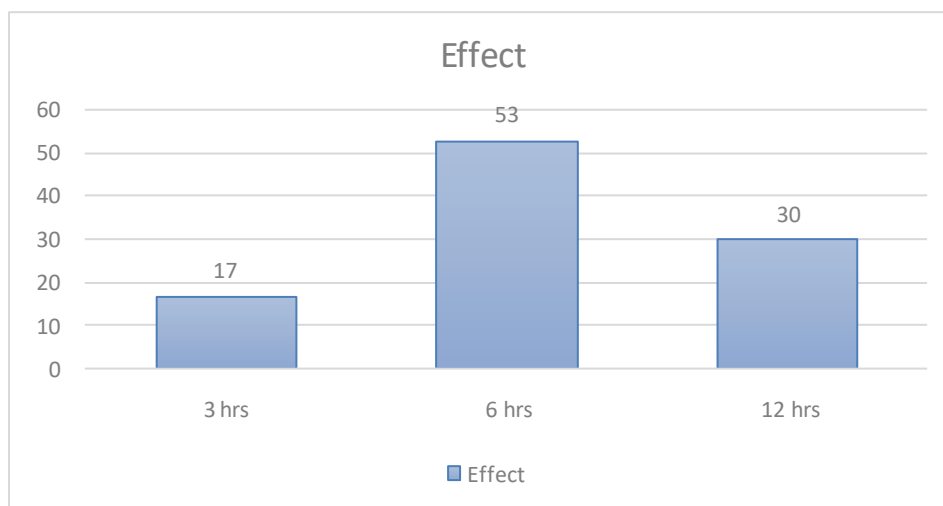


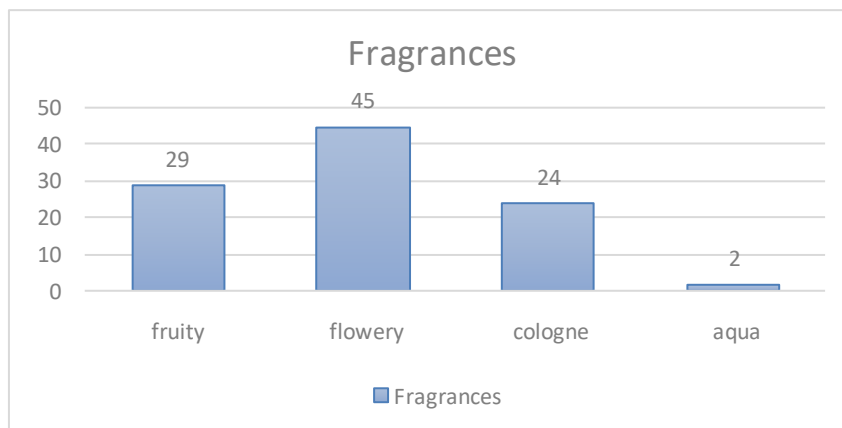
Chart 11 it can be understood that 45% of the respondents use the product for skin repair and 20% for both skin purpose and fairness whereas 15% for the purpose of freshness.

EFFECT OF THE PRODUCT



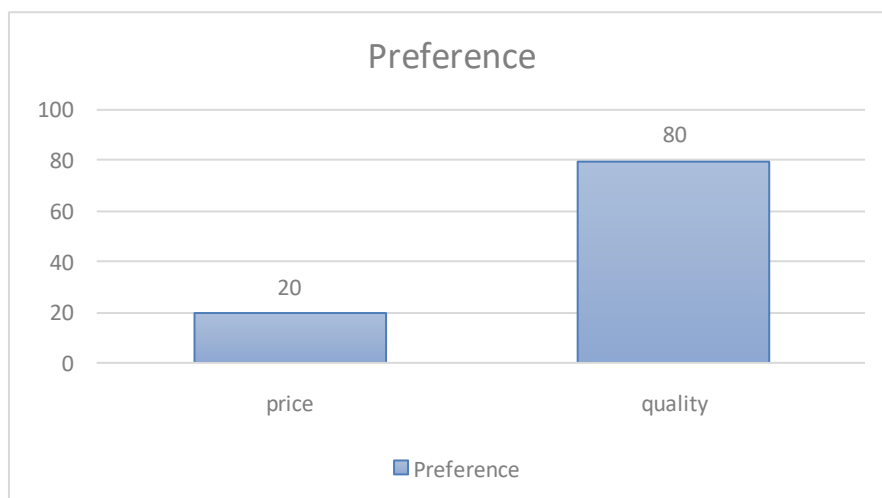
From the above chart 12, we can interpret that 53% of the respondents feel that the effect of the product last for 6 hrs and 30% of the people feel that 12 hrs whereas 17% of the respondents feel that it lasts for 3 hrs.

FAVOURITE FRAGRANCES



From the above chart 13, it is evident that the majority of the respondents (45%) use the flowery fragrance whereas 29% use the fruity fragrance. 24% of the people use the cologne flavour and only 2% of the respondents use aqua flavour.

PREFERENCE GIVEN TO THE PRODUCT



With reference to the above chart 14, it can be concluded that majority of the respondents (80%) prefer quality over price and 20% of the respondents prefer price over quality.

ATTRACTIVE PACKAGING



From the above table and the chart, it can be interpreted that 37% of the respondents prefer yes and 27% of the respondents prefer No. 36% of the respondents are not sure about the packaging.

FINIDINGS OF THE STUDY

- Majority of the respondent 56% are male
- Majority of the respondent 50% are in the age group of 30-34
- Majority of the respondent 50% are professionals
- Majority of the respondent 55% are earning 25001-50000
- Majority of the respondent 50% are having two kids
- Majority of the respondent 50% are having their kids in 1year-2year
- Majority of the respondent 53% are using their product less than one month
- Majority of the respondent 37% are knowing their product from online
- Majority of the respondent 64% are purchasing their product in grocery store

- Majority of the respondent 80% are packing in tetra pack
- Majority of the respondent 45% are using its product for skin repair
- Majority of the respondent 53% are using this product for 6 hrs
- Majority of the respondent 45% are favourite fragrances are flowery
- Majority of the respondent 80% are preferring their product for quality
- Majority of the respondent 37% are saying no for attractive packaging
- Majority of the respondent 50% are preferring for homemade and 50% are preferring readymade

RECOMMENDATIONS

1. The study reveals that the consumer is aware of Johnson & Johnson's baby products through advertisement particularly through internet and tele marketing/mobile marketing. Hence the manufacture has to consider this fact and utilize this source very effectively because it involves high cost then when compared to other media of advertisement.
2. It is found from the study that the consumers exclusively prefer to buy Johnson & Johnson's baby products. This reveals that Johnson & Johnson's has established its brand image which will have a vital influence on consumers. In this context, it is important to know that the management should adopt continued effort in retaining the brand image.
3. Through customers are satisfied with the quality, package, and its content, they are satisfied with price. Though the pricing is cost based, it is important that comparing with the competitors it is better to make it as customer based.
4. The study reveals that the baby products of Johnson & Johnson's are more suitable to the babies of customers than other brands. This shows that the manufactures has identified right production technology and thus are able to win the confidence of customers.

CONCLUSION

Even in baby products there are many brands available in the market, yet Johnson & Johnson's is able to position its product rightly. The success of Johnson & Johnson's may be due to almost all the products that the children use are manufactured, besides other important factors

like quality, taste etc, it is essential that due to the growing needs of children and increasing competitors in the market. Johnson & johnson's should aim at reaching further more levels in terms of creation of new customers and enhancement of sales volume. Like any business, the success again depends on consumer preference and their satisfaction. Therefore, Johnson & Johnson's must be at taking continues step to understand and monitor the consumers whose preference may change in view of several conditions which exist in the market.

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