



A STUDY OF CHANGE OF CUSTOMER PREFERENCES FROM JOHNSON AND JOHNSON TO HIMALAYA BABY CARE PRODUCTS

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Abstract: Today's market World changing drastically. People find many options in various products as competitive changes. Customer behavior about the product is companies looking for. As far as the baby products are concerned parents become more responsibly purchase the product. They are taking the right decisions so that their children is safe and secure. Doctor's suggestions, products website, review, word of mouth, blogs, online information this are sources which parents referred n try to find out best for form. Organic, non-organic, Eco-friendly, nontoxic which is the best suitable option. Understanding the need of baby's body is very essential for proper development and because of that parents are more concern. The study focuses on customer attitude, customer satisfaction, customer preference and other factors that influence to purchase Himalaya and Johnson & Johnson.

Keywords: Customer attitude, customer preference, Customer behavior, baby products, Johnson and Johnson, Himalaya

1. INTRODUCTION

Parenting a baby is the most challenging part of life as understanding the needs of a baby's body is essential to nurture the proper development of both mental and physical health of a baby. Johnson and Johnson is an American company founded in 1886 in New Brunswick, New Jersey, USA. It is best known to manufacture a broad range of consumer, hospital, and its baby products and eventually spread its roots into India in 1947. Johnson and Johnson create products that are clinically tested and are 100% gentle for your baby's sensitive skin, hair, and eyes. With a wide range of products, Johnson & Johnson Limited has established a good reputation for quality that represented company's brand internationally. Based in Bangalore, Karnataka, India, The Himalaya Drug Company was established in 1930 by M. Manal. It produces health care products under the name of Himalaya herbal healthcare. Himalaya produces keeping in mind the special requirements of baby's skin. Himalaya's baby care products are ayurvedic in nature. They contain 100 percent pure herbal ingredients, which satisfy the standards of the Pharmaceutical industry, thus making each product effective, mild and soothing to suit and nourish the baby's delicate skin. So, when people choose Himalaya for their little ones, the rest can be assured that very best product has been chosen.

2. LITERATURE REVIEW

Darren Gilbert (2018) stated that customers switch their brand from one to another. In other words, a customer changes their buying habits, choosing deliberately to purchase another brand instead of their usual choice. The reasons are price of products doesn't match value, level of customer service is poor or lacking, customers are suffering from brand fatigue, company doesn't understand customer's need, etc. Kotler (2000) indicates that customer's buying decision is based on their personality, qualities and process of decision making. There are some factors which that affect the choice of the product such as brand, quality of product, availability, retailer etc. This are straight impacting on their purchasing behaviour. Today, the world is moving from chemical to organic. (Ottoman, 1993; Davis, 1993; Kangun, 1994) Stated that "All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment". Therefore adopting the natural green marketing strategy we can reducing the usage of chemical ingredients which will again dangerous for body. According to O. Mathuthara and Dr.K.Latha (2016) in there research that company need to understand customer need more than the product. What customer wants n what they get is very important for customer satisfaction. Also the quality is interlink with customer attitude.

3. OBJECTIVE OF STUDY

- To know the awareness about the baby products among the customers.
- To know about the perception of the customers related to the baby products.
- To study the factors that influences the customers to purchase a specific brand of baby products.
- To study the change of customer preferences to Himalaya Products after the Johnson & Johnson baby product crisis.

4. LIMITATIONS OF THE STUDY

- The area of the study is confined to Maharashtra State.
- The survey sample is limited to 150 respondents only consisting of local people of Pune city, few friends, relatives, colleagues residing in different districts of Maharashtra.
- Due to short span of time, it was difficult to gather information from a large size of respondents.
- Information obtained from the respondents may be affected by personal bias.

5. RESEARCH METHODOLOGY

It is a process through which a researcher identifies the problem, gathers information, selects a process and analyses the problem. It can be alternatively stated as process of studying how a researcher systematically solves the research problem.

There are two types of data:

1. Primary data
2. Secondary data

Primary data is the data collected by the researcher by means of surveys, interviews, etc. Secondary data is the data that is already available. This data is the one which was collected by another researcher, information found on organization websites, news articles, etc.

This research comprises of both primary as well as secondary data. A descriptive and exploratory research has been done so as to define the characteristics of the population the reason why there was a change in customer preferences regarding the baby products. There were surveys taken by the researchers, google forms were supplied to all the respondents and interviews were taken with some of the people as to know their brand choice and reasons behind being loyal to a particular brand. The data collected was compiled and analyzed by us.

6. SAMPLING

It is a process where you select only a few samples to study from the entire population. This size of the sample is 150 confined to Maharashtra State. The sample selected for the survey was dynamic, consisting of people of different ages, geography, education qualification, incomes, etc.

7. TABULAR DATA

Table no. 1

Factors	Particulars	No. of People
Gender	Male	77
	Female	73
Age	20-25	10
	26-30	98
	31-35	32
	Above 35	10
	10 th pass	2
Qualification	12 th pass	5
	Graduate	90
	Postgraduate	53
	2-4	26
Annual income (in lakhs)	4-6	53
	6-8	24
	Above 8	47
	2	8
Family members	3	40
	4	73
	Above 4	45

Amount spent on baby product	Less than 500	14
	501-1000	45
	1001-2000	68
	Above 2000	23

8. FINDINGS

It has been found that there was an equal contribution from both the genders. Most of the respondents were of the age 26-36 years. Maximum people are graduates and earn an average of about 6-8 lakhs annually. As the earning of the people is more, they afford to spend an average amount of Rs. 1001-2000 for the baby products.

The recent incidents proved the presence of chemical called formaldehyde and 1,4 dioxane which are carcinogenic in nature. Also, the presence of asbestos in the talc powder has caused ovarian cancer to many women. Due to these reasons many people are trying to shift towards organic products such as Himalaya baby products. There was a significant drop of 3% in the sales of Johnson and Johnson baby products even though the company showed profits. Also on the other hand, the customers were attracted by the organic products provided by Himalaya. There was a 6.7% increase in sales of Himalaya baby products.

As per the research many people prefer Himalaya because of the following reasons:

- Better quality
- Natural and organic
- Recommended by doctors, family, friends

The sales grew rapidly making the company a turnover of 1800 crore. Himalaya is now the second biggest baby care products company in India.

9. CONCLUSION

In today's competitive market, it is difficult to satisfy your customers as they have a lot other options in the market. People prefer branded products because of its quality and trust between the company and the customer. But due to some critical incidents such as discovery of carcinogenic substances in the products can lose the trust among the customers. As babies are the most delicate and important part of a parent's life, they prefer maximum safety and quality products. Therefore, as Johnson and Johnson products were prone to have cancer causing substances, the customers shifted towards a safer option, Himalaya, which already had a reputation in the market because of its quality and natural products.

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