ANALYSIS OF CUSTOMRES ATTITUDE TOWARDS USE OF JOHNSON & JOHNSON BABY CARE PRODUCTS IN SRIVILLIPUTTUR
(RESEARCH PROPOSAL)

1.1 INTRODUCTION

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization. Customer satisfaction is a term frequently used in marketing to evaluate customer experience. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Enhancing customer satisfaction and fostering customer loyalty are pivotal for businesses, given the significant importance of improving the balance between customer attitudes before and after the consumption process.

Expectancy disconfirmation theory is the most widely accepted theoretical framework for explaining customer satisfaction. However, other frameworks, such as equity theory, attribution theory, contrast theory, assimilation theory, and various others, are also used to gain insights into customer satisfaction. However, traditionally applied satisfaction surveys are influence by biases related to social desirability, availability heuristics, memory limitations, respondents' mood while answering questions, as well as affective, unconscious, and dynamic nature of customer experience.

1.2 PRODUCTS

In marketing, a product is an object, or system, or service made available for consumer use as of the consumer demand; it is anything that can be offered to a domestic or an international market to satisfy the desire or need of a customer. In retailing, products are often referred to as merchandise, and in manufacturing, products are bought as raw

materials and then sold as finished goods. A service is also regarded as a type of product. In project management, products are the formal definition of the project deliverables that make up or contribute to delivering the objectives of the project. A related concept is that of a sub-product, a secondary but useful result of a production process. Dangerous products, particularly physical ones, that cause injuries to consumers or bystanders may be subject to product liability.

1.2.1 Product classification

A product can be classified as tangible or intangible. A tangible product is an actual physical object that can be perceived by touch such as a building, vehicle, gadget, or clothing. An intangible product is a product that can only be perceived indirectly such as an insurance policy. These services can be broadly classified under intangible products, which can be durable or nondurable.

1.2.2 By Use

In its online product catalog, retailer Sears, Roebuck and Company divides its products into "departments", and then presents products to potential shoppers according to function or brand. Each product has a Sears's item number and a manufacturer's model number. Sears uses the departments and product groupings with the intention of helping customers browse products by function or brand within a traditional department-store structure.

1.2.3 By association

A product line is "a group of products that are closely related, either because they function in a similar manner, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges". Many businesses offer a range of product lines which may be unique to a single organisation or may be common across the business's industry. In 2002 the US Census compiled revenue figures for the finance and insurance industry by various product lines such as "accident, health and medical insurance premiums" and "income from secured consumer loans". Within the insurance industry, product lines are indicated by the type of risk coverage, such as auto insurance, commercial insurance and life insurance.

1.2.4 National and international product classifications

Various classification systems for products have been developed for economic statistical purposes. The NAFTA signatories are working on a system that classifies products called NAPCS as a companion to the North American Industry Classification System (NAICS). The European Union uses a "Classification of Products by Activity" among other product classifications. The United Nations also classifies products for international economic activity reporting.

The Aspinwall Classification System classifies and rates products based on five variables:

1. Replacement rate (How frequently is the product repurchased?)
2. Gross margin (How much profit is obtained from each product?)
3. Buyer goal adjustment (How flexible are the buyers' purchasing habits with regard to this product?)
4. Duration of product satisfaction (How long will the product produce benefits for the user?)
5. Duration of buyer search behaviour (How long will consumers shop for the product?)

The National Institute of Governmental Purchasing (NIGP) developed a commodity and services classification system for use by state and local governments, the NIGP Code. The NIGP Code is used by 33 states within the United States as well as thousands of cities, counties and political subdivisions. The NIGP Code is a hierarchical schema consisting of a 3 digit class, 5 digit class-item, 7 digit class-item-group, and an 11 digit class-item-group-detail. Applications of the NIGP Code include vendor registration, inventory item identification, contract item management, spend analysis, and strategic sourcing.

1.2.5 Product model

A manufacturer usually provides an identifier for each particular design of product they make, known as a model, model variant, or model number (often abbreviated as MN, M/N or model no., and sometimes as M- or Mk). For example, Dyson Ltd, a manufacturer of appliances (mainly vacuum cleaners), requires customers to identify their model in the support section of the website. Brand and model can be used together to identify products in the market. The model number is not necessarily the same as the manufacturer part number (MPN).

Because of the huge amount of similar products in the automotive industry, there is a special kind of defining a car with options (marks, attributes) that represent the characteristics features of the vehicle. A model of a car is defined by some basic options like body, engine, gearbox, and axles. The variants of a model (often called the trim levels) are built by some additional options like color, seats, wheels, mirrors, other trims, entertainment and assistant systems, etc. Options that exclude each other (pair wise) build an option family. That means that you can choose only one option for each family and you have to choose exactly one option.

In addition, a specific unit of a product is often (and in some contexts must be) identified by a serial number, which is necessary to distinguish products with the same product definition. In the case of automotive products, it is called the vehicle identification number (VIN), an internationally standardized format.

1.3 BABY CARE PRODUCTS

Baby care products are specially formulated to be gentle, non-irritating, or use ingredients that have these properties. Baby care products include baby oils, creams and lotions, powders, shampoos, soap, and others. These products are mainly concerned with keeping the baby clean and comfortable.

1.3.1 Market Insights

The global baby care products market size was valued at USD 239.81 billion in 2024. It is projected to grow from USD 254.27 billion in 2025 to USD 419.43 billion by 2032, exhibiting a CAGR of 7.41% during the forecast period. Moreover, the baby care products market in the U.S. is expected to grow significantly, reaching USD 81.08 billion by 2032. Rising demand for organic and hypoallergenic baby products is fueling market expansion. Asia Pacific dominated the baby care products market with a market share of 32.82% in 2024. Baby care products include baby oil, baby shampoo, baby powder, diapers, baby wipes, baby seat and safety products, baby food, baby apparel, and baby toys that are a basic requirement for babies. The increasing number of newborn babies yearly is a crucial factor boosting the market growth. The rising demand for baby care kits in developed and developing countries worldwide to ensure healthy babies contributed to the market growth in 2021.

Growing demand for high-quality diapers, baby foods, and cosmetics that do not harm the baby's skin is driving market growth. Rising demand for organic and gluten-free infant feeding products is creating newer market growth prospects worldwide. Parents need to buy baby skin care products made of organic and eco-friendly materials to avoid skin irritation due to chemicals, driving the growth of the market.

An increasing number of working mothers also impacted the sales of baby care kits in 2021. According to the data published by International Labour Organization, a United Nations Agency, the total female workforce increased compared to past years in 2021. The current global labour force participation rate for women is 53% and for men is 47%, increasing mothers' dependency on instant baby products, thus increasing sales of baby care kits/products.

The COVID-19 pandemic disturbed global distribution chains, causing shortages of raw materials and suspensions in manufacturing and supply of products. This led to temporary scarcities of baby care products in some regions and increased prices due to higher production costs. Although, consumers became more conscious about hygiene and health, leading to increased demand for baby care products, such as wipes, sanitizers, and sterilizers. There was also a trend toward natural and organic products as parents became more concerned about the safety and well-being of their babies.

1.3.2 Baby Care Products Market Trends

Increasing Adoption of Organic and Natural Baby Care Products to Act as an Opportunity for Market Progression Organic and natural baby care items are made of safe ingredients that cause no damage to the skin with zero to no side effects. Baby skin is far more fragile and delicate than older kids or adults. Over the past few years, several diaper brands have emerged to raise awareness of cotton diapers' natural and organic advantages by introducing new products containing organic ingredients. For Instance, In October 2021, Godrej Consumer Products Ltd, an India-based company, launched Goodnessme, a premium range of baby care kits made from organic ingredients for sensitive skin in babies and infants. Parents prefer organic products as they have no chemicals or preservatives for the baby's delicate skin and hair.

Companies such as Nestle, Pediasure, and DANONE include natural ingredients such as vitamins E, A, D, and C, and spinach to maintain the organic natural nutrient value, propelling the demand for organic products. Parents prefer to buy safe and high-quality

products for babies, and the new variation of organic and non-chemical baby products is a huge growth opportunity for manufacturers and retailers.

1.4 STATEMENT OF THE PROBLEM

The study on customer attitude towards the baby care product is aimed to know how the customer are, what they want, how they use and react to the brand. This study also helps to know how various marketing variables such as price, product features, advertising messages and corporate image affect the buyer. The study on customer satisfaction reveals to the Johnson and Johnson baby care management about the quality, preference and choice of different people and so on. This study will help to gain knowledge about the product awareness, product features and benefits influencing customer attitude on baby care products and problems faced by the customers on using the products. In this context, the researcher felt that it is suitable to study the level of attitude of baby care products from the view of customer. This study will help to gain knowledge on issues such as the primary factors influencing customer satisfaction, purchase opinion and ideas of customers about the Johnson and Johnson baby care products users in srivilliputtur.

1.5 SCOPE OF STUDY

This study aims in assessing the customer's attitude of the baby care products. This study also covers the customer's opinion about the baby care products in Srivilliputtur. A cut-threat is existing in market to compete one brand to another brand. In this juncture an attempt was made to study the role of baby products to fulfil the needs and wants of the customers' and to what extent the company is concentrating on quality, quantity, price, design and fragrance of the products.

1.6 OBJECTIVES OF THE STUDY

The following are the objectives of the study:

- To examine the socio economic profile of the respondents.
- To measure the level of the customer attitude usage of the baby products for the study.
- To measure the product strength in our study area.
- To analyse the association between socio-economic profile of the respondents and their opinion about customer attitude.
- To offer the suitable suggestion for the finding of the study.

1.7 HYPOTHESES

To attain the above said objectives, the following hypotheses are framed.

- There is no significant association between age of the respondents and their product usage of customer attitudes.

- There is no significant association between monthly income of the respondents and their product satisfaction opinion about price of customer attitudes.

- There is no significant association between nature of residence of the respondents and their product satisfaction which media to customer attitudes.

- There is no significant association between education level of the respondents and their product satisfaction of customer attitudes.

- There is no significant association between gender of the respondents and their product quality satisfaction of customer attitudes.

1.8 RESEARCH METHODOLOGY

Research is a systematic method of finding a solution to a problem. It is selecting appropriate methods for data collection, analysis and interpretations. It outlines how a researcher plans to investigate a research question or problem. It may be understand as those methods or techniques that are used for conducting research. Methodology gives true path to find solution to a certain problem.

1.9 RESEARCH DESIGN

A research design is the detailed blue print used to guide a research study towards its objectives. It helps to collect measure and analyse data. The present study seeks to analyse the customer satisfaction of the Johnson & Johnson baby care products. This study is both descriptive and analytical in nature. It is descriptive in the sense that it exists at present and it includes facts and findings. It is analytical in the sense of analyzing the data for taking decisions.

1.10 SOURCE OF DATA

The use of data in every field has increased. Based on the objectives of the study, two types of data are identified: Primary data and Secondary Data. Primary data is collected directly by the researchers that go with the objectives of the study. Secondary data is the use

of the available data prepared by the researchers previously and is available in the available databases.

1.10.1 PRIMARY DATA SOURCES

The primary data is also called raw data which is collected first hand by the researchers. The primary data is collected according to the objectives laid out by the research. Apart from academic purposes, the primary data is also collected by the researchers, brands to assess the public's perception and work on the development of the brand name. Even before the launch of a new product, a market survey is conducted by the brands to ascertain the probable markets, probable customer groups and geographical locations to promote the products.

1.10.2 SECONDARY DATA SOURCES

Secondary data is a second-hand data that is already collected and recorded by some researchers for their purpose, and not for the current research problem. It is accessible in the form of data collected from different sources such as government publications, censuses, internal records of the organisation, books, journal articles, websites and reports, etc.

1.11 SAMPLING DESIGN

A sampling design is a plan for selecting a subset (sample) from a larger population to study, aiming to draw conclusions about the entire population based on the sample's characteristics. This involves determining the sampling method, sample size, and other crucial aspects for accurate and reliable research findings. Convenience sampling involves using respondents who are "convenient" to the researcher. There is no pattern whatsoever in acquiring these respondents. For example, they may be recruited merely asking people who are present in the street, in a public building, or in a workplace.

1.12 PERIOD OF THE STUDY

The data has been collected and analyzed during the four months from January 2025 to April 2025 and the report has been prepared during this month.

1.13 LIMITATION OF THE STUDY

The following are the limitation of the study

- The results of the study are applicable only to the study area.
- Attitude of the users is mainly based on quality and price of the products. Hence there is possibility to change the opinion of the respondents in future.
- The present study is mainly based on primary data collected from the sample respondents. Hence there is possibility for sampling error is inevitable.

1.14 SUGGESTION:

- ➢ Following are some of the suggestions offered for achieving better and good performance of Johnson & Johnson baby care products. During the study it was observed that the Johnson & Johnson baby care product has got a high brand image in the market. It was also observed that its performance, quality, packaging and other attributes have attracted a good number of customer's product. Some of the respondents have felt that fragrance has to be improved.
- ➢ It was also noticed that Johnson & Johnson baby care products are also getting high competition from other brands at present. Price is still a sensitive issue to them. So the producers must justify its price. Many of the respondents feel the maximum retail price of baby care products. Regarding price there is no question to rise.
- ➢ Almost all the respondents have praised its pricing strategy. It is price is reasonable when compared to others brands. The manufacturer has taken wide publicity campaign for the product through sales officer and different media of advertisement like Television, Newspaper, Internet and magazines and etc.
- ➢ Many customers rely on word of mouth and traditional media for products information strengthening of their digital marketing strategies for baby care products in Johnson and Johnson. Including social media engagement and influencer collaborations, can improve brand visibility. Some customers expressed concerns about product ingredients.
- ➢ Johnson & Johnson should emphasize transparency in ingredient sourcing, safety testing and quality assurance to build consumer trust. Introducing new formulations tailored to local preferences, such as herbal or organic baby care products, could attract a wider customer base.

➢ While Johnson & Johnson is a premium brand, offering periodic discounts, combo offers and loyalty programs could encourage repeat purchases and customer retention. Ensuring that products are consistently available in local stores, pharmacies and online platforms can improve accessibility and convenience for customers. Given the growing preferences for eco-friendly products, introducing sustainable packaging and environment-friendly production practices can enhance brand reputation and appeal.

1.15 CONCLUSION

The study on customer attitudes towards Johnson & Johnson baby care products in Srivilliputtur reveals that the brand enjoys significant trust and recognition. However, there are opportunities for improvement in terms of product transparency, pricing strategies and customer engagement. While the majority of customers appreciate the quality and reliability of Johnson & Johnson products, concerns regarding safety and pricing indicate the need for strategic interventions. Strengthening digital marketing, addressing safety perceptions and ensuring a more personalized customer experience can enhance customer loyalty and market share. By implementing these recommendations, Johnson & Johnson can reinforce its position as a leading baby care brand in sriviliputtur and beyond, fostering long-term customer trust and satisfaction.