

A STUDY OF CHANGE OF CONSUMER PREFERENCES FROM JOHNSON AND JOHNSON TO CHICCO BABY CARE PRODUCTS

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ABSTRACT

As we all are very well know about the famous and aged baby care brand Johnson and Johnson. Today market world changing very quickly because lots of companies making baby care products. People find many options in various products as competitive changes. Parents are constantly concerned with getting the best products in the market for her new born child and kids also. The purpose of this paper is finding the changes of consumer preferences from Johnson and Johnson to Chicco baby care products.

Keywords: *Consumer Preferences, Johnson, Chicco, Baby Care.*

Introduction

The segment which is increase very fast in India is baby care market. When its talk about new born baby it's about totally focus on baby skin and health. Mothers are more worry about baby care products. The utilization of baby care products almost increases every year .as we all know customer is a king, they want always something new and quality products in market.in India there are lots of brand's competition for each and every segments.one of the main segment is baby care products which is growing very high. Every year new products enter in the market and competition will be high. For customer is very difficult to use particular products as a long term, and when it happens, it's totally depended on the products quality and price. In this research paper we are doing study about comparison to Johnson and Johnson with Chicco baby care products. Johnson and Johnson are an American company founded in 1886 in New Brunswick, new jersey, USA. Johson and Johnson has a wide range of products, in other hand if we talk about 'Chicco. The company was founded in 1958 in Italy. It is the one of the very famous products in India as well, many parents trust on this products quality. The company making large verity of products, one of the best products of this brand is baby care product.so when people choose Chicco baby care products for their kids.

Literature Review

The review plays an essential role in analyzing the present literature. It provides the useful information and results of the similar studies done by many researchers. The present review of literature will help to study the consumer preference from Johnson and Johnson to Chicco baby care products.

According to **O Mathuthra and Dr. K Latha (2016)**, 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 computing brands available in market. The study focuses on consumer attitude, awareness, opinion level of satisfaction and factors that influences to purchase Baby products of Johnson & Johnson and Himalaya.

Ajinkya Khadse, Irfan Gadwal, Dr. Meenal Pendse (2016) Understanding the need of baby's body is very essential for proper development and because of that parent are more concern. The study focuses on customer attitude, customer satisfaction, customer preference and other factors that influence to purchase Himalaya and Johnson & Johnson.

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Dr.C. Manivel (2019) Today Baby needs Baby Skin Care Products. Baby soaps, washes and shampoos: Cleansers and washes are mild and safe for newborns. Information about the perceptions of parents on high-price baby care products were gathered. In this study, focuses on Parents Perception varies from person to person. Different people perceive different thing about the same situation

Dr. V. Palanisamy (2020) Baby care products are important to enhance medical and nursing care and considerable prospective to enhance mothers' attitudes towards their babies. Assessing the level of satisfaction about the health care products is to improve quality products. This study aims study the satisfaction of the mothers in the baby care products.

Dr. Nisha Nandal, Ritika Malik, Dr. Naveen Nandal (2020) The main concern of the parents is to have best products for their child in order to keep safe and sound. Parents just not but the product easily by believing on the advertisement, they do research on the Internet by viewing product websites, consumer reports, blogs etc. and then make a decision, but the one which suits him the best. Increasing level of income, availability of better products and rising awareness have meaningfully altered the child care products industry landscape. The purpose of study is to review on India's baby care market.

Sanika M.S (2021) The study made an attempt to analyze the various aspects regarding the consumer brand preference towards baby skin care products. Factors which influencing the buying decisions of baby skin care products and consumer satisfaction towards baby skin care products in Mala Panchayath, Thrissur District

Anjali Singh (2021) Parents look at product, website, consumer products review websites, consumer reports, blogs and get word of mouth referrals to try to figure out which products is going to be the best for them. The study focuses on consumer attitude awareness, opinion level of satisfaction and factors that influences the customer to buy products of Johnson & Johnson and Himalaya.

Objectives

The main purpose of the present study is to understand the change of consumer preferences- from Johnson and Johnson to Chicco baby care products. The study is also to investigate the factors which motivate a consumer to purchase the Chicco baby care products over the Johnson and Johnson. In view the objectives of the research paper are as follow.

- To identify the factors influencing to changing preference from Johnson and Johnson to Chicco baby care products.
- To study the customer satisfaction level of the baby care products.
- To study the consumer awareness towards Johnson and Johnson to Chicco baby care products.

Research Methodology

This research is based on both primary and secondary data the primary data were collected through survey, interviews. The secondary data has been collected from the books, newspaper, articles to related customer behavior. For the purpose of primary research, I took 120 respondents from Dehradun district. according to the convenience sampling techniques were used for the study.

Sampling

Sampling is the process, where we select only few samples to study from the whole population. The sample size is 120 confined to Dehradun state. The sample survey was dynamic.

Tabular Data

Table 1

Factors	Particular	No. of People
Gender	Male	77
	Female	73
Age	20-25	10
	26-30	98
	31-35	32
	Above 35	10
Qualification	10th	2
	12th	5
	Graduate	90
	Postgraduate	53

Annual Income (In Lakhs)	2-4	26
	4-6	53
	6-8	24
	Above 8	47
Family Members	2	8
	3	40
	4	73
	Above 4	45
Amount Spent on Baby Products	Less than 500	14
	501-1000	45
	1001-2000	68
	Above 2000	23

Findings

- After the survey data, the equal contribution from both genders.
- The age of 26-36 people is high respondent.
- An average earning 6 to 7 lakh annually people afford this product easily.
- As according to the research many people prefer Chicco baby care products because of these reasons.
- Better quality with minimum price.
- Attractive packaging and in one brand different segments.
- Natural and good fragrance products.

Now days people are more attract about packaging of products with good quality in maximum price and effective products. Chicco is the brand that capture the Johnson and Johnson market by the help of his different segments of products. Now days people are searching convicence so Chicco is the one and most famous products which is selling all segments.

Conclusion

In today market is a more customer oriented. It's hard to satisfy customer demand as per the different preference.as all know the customer is king of the market, market is only based on customer demand and preferences. The growth of modern market is what customer demand. The present study reveals that the customer has a good preference for Chicco baby care products because of based on its price and packaging and quality.as baby is more delicate part of parent's life, they prefer extra care and quality products. As study shows the Johnson and Johnson products are not safe for baby skin, because there is some cancer-causing substance, the customer moves towards a safer product. Which is already known product in all over the market and quality and good brand products too and it's a natural and chemical free products.it is very important for every company to find out the customer need and satisfy them.

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