



# **A STUDY ON CONSUMER SATISFACTION TOWARDS JOHNSON & JOHNSON'S BABY PRODUCTS IN PERAMBALUR DISTRICT**

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## **CHAPTER-I**

### **INTRODUCTION**

The attitudes, beliefs, et. That one group of people from another culture is transmitted from generation to generation through language objects, rituals, institutions and many other aspects of daily life. Johnson & Johnsons beings from the origin of civilization were much concerned about their activities and habits, which made them more refined from the babies.

There are many brands of bath soaps available in the market. One has to decide which brand to choose. There are many factors which determine the brand to be used namely quality of the product, price, advertisement, packing and free gift, price off offer of the product.

The consumer has his own choice depending upon the variable factors that has affected the selection of the particular brand, Hence, by study is made on the brand which is used by most of the people to them babies. In today's competitive world this study will bring out the most successful brand of the soap industry among the people in the particular area ie., Perambalur . Johnson & Johnson's baby soap most trusted & secured product for your child. I have personal seen that all the mothers without even giving a second thought will suggest Johnson & Johnson's product for the baby.

No discrimination no At East in the one product all the mothers throughout will be on one opinion the 1st soap used for the baby after birth Johnson & Johnson's baby soap. My mother had used it for me, I have used it my Child. It is so gentle, mild, no side effects and with refreshing & pleasing aromas. One can rely on Johnson's soap blindly.

All the mothers trust & full faith on Johnson & Johnson's baby soap. The entire baby's get their life's first bath with Johnson & Johnson's baby soap.

**“Johnson's Ne Ham Mavo Ko Diya Hai Hamare Bachoo KeLiye surakhsha Ka Vardan”** can trust the products even by the closing eyes. Mothers always will try to give the child the best in the world and we have found it in Johnson & Johnson's baby soap. No second thinking required.

There is no comparison for this product it is so uncomparable. I have myself experienced it. I don't even dare to switch over to other products. Thanks to Johnson & Johnson's baby soap Company giving us such a product. I would like to request the company to keep the quality of the product same as millions & millions of mothers trust it blindly. So don't betray the mothers and of course the baby. The first thing which touches the baby's skin after mothers touch is Johnson & Johnson's baby soap.

Johnson & Johnson's baby shop joined forces with his brothers, James wood Johnson and Edward meed Johnson and the three began producing dressing in 1886 in New Brunswick, new Jesery with 14 employees in a former wall paper fact.

## CONSUMER BEHAVIOUR

Consumer behaviour is the study of when why, how, and where people do or do not buy products. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It

studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants.

It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general

### **Sources of information include:**

- Personal sources
- Commercial sources
- Public sources
- Personal experience

### **The selective perception process**

- Selective exposure consumers select which promotional messages they will expose themselves.
- Selective attention consumers select which promotional messages they will pay attention.
- Selective comprehension consumer interpret messages in line with their beliefs, attitudes, motives and experiences.
- Selective retention consumers remember messages that are more meaningful are important to them.
- The implications of this process help develop an effective promotional strategy, and select which sources of information are more effective for the brand.

### **Purchase Decision:**

Once the alternatives have been evaluate, the consumer is ready to make a purchase decision. The marketing organization must facilitate the consumer to act on their purchase intention.

### **Internal influences:**

Consumer behaviour influenced by demographics, personality, motivation knowledge, attitudes, beliefs and feelings.

### **External influences:**

Consumer behaviour is influenced by culture, locality, royalty, family, social class's life style.

## 1.2. STATENIENT OF THE PROBLEM:

The utilization of a soap increasing day-by-day it becomes a basic need. There is a rapid growth in home nuke product companies are offering soap in different models and with supplier technology.

A number of brands of soap are available in the market with product differentiation in different product features. Therefore consumer has a wide choice of brands of soap.

The level of utilization of soap facilities is still to be improved. In this context it is appropriate to identify the factor influencing the utilization of a particular brand and also the satisfaction of consumers more over the consumers suffer from a lot of problems connected with cost, smell, size, consumption way of usage, etc

## 1.3. RESEARCH METHODOLOGY:

The present study is mainly based on primary data, first hand information was collected from about 125 respondents for this purpose a structured questionnaire was prepared and distributed among the respondents. The same questions were asked in the same order. the data so collected was conveniently for further analysis.

### 1. Research Design

Research design is purely and simply the frame work or Plan or a study that the collection and analysis of the data in consumer surveys. Descriptive research design was used the collect and analyze the data.

### 2. Descriptive Research Design

Descriptive research design is also design. A prescriptive research design one that simply the frequency with something occurs or how to variables vary together. An investigation of trends in consumption of soaps with respects to socio- characteristics such as occupati0L income and so on would from a descriptive study.

### 3. Data collection:

#### (i) Primary Data:

The primary data were collected through questionnaire by direct interview the following types of questions were asked in the questionnaire.

#### (ii) Secondary Data:

Secondary data needed conducting this research work was collected from marketing research books, journals and website.

### 4. Tools for analysis:

#### (i) Hypothesis Test

The following null hypothesis have been set and tested in the study.

Chi-square test was applied where ever necessary to test the hypothesis set in this study. There is Johnson & Johnson's baby soap and personal factors such as,

- Occupation
- Monthly Income
- Period of using the soap
- Mode of purchase

#### (ii) Percentage Analysis:

The percentage refers to a special kind of ratio. Percentage are used in making comparison between two or more series of data, percentage are used to describe relationship; some the percentage reduce everything to a common base (125) and it allows a meaningful comparison/interpretation.

The following methodology used for collection and analysis of data.

#### 1. Area of Study

The researcher has selected Perambalur as the study area for this project

#### 2. Source of Data

This study is based on the primary data. The primary data is collected from 125 respondents. In order to collect the primary data, a questionnaire framed in simple and understandable way.



### 3. Period of Study

The data for the study has been collected from the respondents from December 2024 to February 2019.

### 4. Sampling Design

Convenient random sampling technique was adopted to select the representative samples and due care was taken to see that the sample are The sample consists of 125 respondents.

### 5. Sample Size

The researcher has interviewed 125 consumers for data collection.

#### 1.4. IMPORTANCE OF THE STUDY

- This research is useful in establishing priorities categories of behavior and psychological variables like beliefs, opinions and attitudes.
- The quantitative research in generally defining problem areas fully and hypothesis for further
- It helps in obtaining sufficient background information where absolutely nothing is known about the product.
- It helps in increasing the consumer's awareness and it in the concept and exploration of the product concept.
- It is used to identify relevant or silent behavior patterns, beliefs and opinions etc.
- The research useful during a preliminary screening process in order to reduce a large number of possible contenders to smaller number of probable one.
- It helps in obtaining large amount of data about beliefs, attitudes etc., as data input for analysis.
- It used in piloting questionnaires to test comprehension.

The research of quantitative type is used where we cannot discover is a Simple straight forward manner, Ike direct questioning, why people behave as they do because the field of enquiry is personal or embracing in some way.

## 1.5. OBJECTIVES OF THE STUDY

1. To study the satisfaction level of consumer.
2. To study the consumer opinion on product brand.
3. To study the characteristics of consumer.
4. To understand factors influencing the brand of consumers among selected soaps such as Johnson & Johnsons baby soap.
5. To identify the problems and to give suggestions to enhance the market share.

## 1.6. SCOPE OF THE STUDY:

Now a day's soap is very essential and forms a part of life of even to the middle class people. There are many brands in the toilet soaps. All these brands are differentiated in many ways all these brands are available in the market. The scopes of the study are,

- The study is to evaluate the attitude of the buyers of the brand towards one of the main brand Johnson & Johnson's baby soap.
- The study is to analyses whether the buyers are satisfied with their
- The study to examine their knowledge about the brand that they prefer.
- The study is an individual oriented.
- The study covers only brand loyalty of Johnson & Johnson's baby soap in Perambalur.

## 1.7. LIMITATION OF THE STUDY

- The area of study restricted to Perambalur area only.
- The analysis of the user preference in the Perambalur area is taken for the study. So the findings & suggestions given will be applicable to Perambalur only.
- The sampling size is also limited to 125 respondents due to time constraints and to provide an in-depth analysis.
- The details by the respondents are considered as true and free from bias. The study results are also based on assumption. At the time of data collection few consumer are not willing to give response.

## 1.8. CHAPTER SCHEME

The study has been presented in five chapters, which are described below.

## CHAPTER I

This chapter gives Introduction & Design of the Study, Statement of the Problem, Research methodology, Importance of the study, and Scope of the study, Objectives, Tools Analysis and Limitations of the study.

## CHAPTER II

The Second chapter deals about the review of Literature

## CHAPTER III

The third chapter explains a about the profile of the study area.

## CHAPTER IV

The fourth chapter is the analysis and interpretation of data, which have been collected from respondents.

## CHAPTER V

In this fifth chapter deals with summary of Findings, Suggestions and Conclusion.

## CHAPTER-II

### LITERATURE REVIEW

**Parasuramanetal.,(2024)** they worked on a conceptual model of service quality and its implication for future research .In their study customer satisfaction can thus be based not only on the judgment of customers towards the reliability of the delivered service but also on customers' experiences with the service delivery process. They further viewed that services are intangible since they are performances and experiences rather than objects that can be precisely manufactured. Services are heterogeneous, that is, their performance often varies from producer to producer, customer to customer, and day to day. More importantly, production and consumption of services are inseparable.

**Kassem., (2024)** has opined that service companies can ill afford to neglect customer service quality issues. In the past, quality was the prerogative of manufacturing sector. However, in the modern day fiercely competitive service sector, quality of services has become as important (if not more) as quality of goods.



**Binksetal., (2024)** have pointed out that s are not trying to differentiate their products/services while targeting small business sector. They can't afford to do so in future as the markets are becoming more and more heterogeneous.

The authors have strongly recommended that mass marketing must pave way to nice and customized marketing. They have revealed that Indian customers have lot of resentment regarding more time taken by s in rendering services at counters. The studies have strongly recommended establishing standard timings for various ing services which, must be abided by the s.

**Berry et al., (2024)** are of the view that the sole judge of service quality is the customer and to get a positive feedback from him; the service companies should implement the five imperatives of service quality viz. Reliability, Assurance, Tangibles, Empathy and Responsiveness in their services. The authors have advocated knowing the expectations of the customers on the said fronts and further measuring their actual perception. It becomes imperative for service companies to improve themselves on whichever front expectations of the customers outcores their perception.

**Reichheld and Sasser (2024)** have suggested “Zero Defection of Profitable Customers” as an ideal approach to attain higher profitability in service sector.

Their assertion is based on the fact that it is less costly and hence more profitable for the service firms to retain existing profitable customers than to attract new customers. The profitable customers not only add to the profits of the companies but also bring new customers in their kitty by spreading positive word of mouth.

**Rust and Zoharik (2024)** have developed a mathematical model for assessing the value that any could attach to different elements of customer satisfaction. They have suggested that s may adopt their model to get the best result of their endeavour leading to customer satisfaction.

**Keavency (2023)** has noticed that factors such as core service failure, service encounter failure and inappropriate pricing as most important factors contributing to ‘Customer Switch’ in ing industry. The author has recommended following ways to avoid customer churn. **Leonard (2002)** has opined that investment in employees in ing sector leads to better service quality, which in turn leads to better customer retention.

This assertion is based in the fact that employees of the s are inseparable to customers. A direct interaction between them demands that employees are possessing adequate skills to interact with customers. Such skills add to the service quality and go a long way in preventing customers' churn.

**Pyanne and Ballantyne (2023)** have observed that satisfied ing customers initially become friends of the , then they become supporters and finally advocates. Thus, the starting point of any relationship marketing endeavour of any should be to leave no stone unturned in satisfying customers to a desired extent. This, in turn, is possible if and only if the is keeping a 'service quality' focus.

**Herbigetal., (2023)** have found that service quality in s is better in developed countries in comparison to developing and under-developed countries. The authors are of the view that s in underdeveloped and developing countries are still undermining the importance of service quality in retaining customers on sustained basis. This may not, however, continue for a long period as customers in such countries have started becoming more demanding on account of intensifying competition in the ing industry of these countries.

**Buttle (2023)** has viewed that since its launch in 1985, SERVQUAL has become a widely adopted technique for measuring service quality. However, there is a need to deliberate upon the 'expectations' aspect of the model as the same is reflected in perception itself. The author has opined that low perception score itself convey high customer expectations while high perception score signify that expectations are met to a desired extent.

Moreover, expectations of modern day customers are always sky high and comparing it with perception does not make too much of a sense.

**Seal (2023)** has asserted that marketing endeavors of ing players should be directed towards maximization of trust amongst all stakeholders. He further advocated for pursuance of 'System delivery Approach' of marketing.

**Sarkaretal.,(2023)** have observed that foreign s operating in India are more productive followed by Indian private and public sector s. One of the prominent reasons behind such a difference is that foreign s, to a greater extent and Indian private s, to a lesser extent have confined their operations to metropolitan and other big and lucrative places.

**Nataranjan and Jahera (2022)** have found the Indian customers becoming more demanding for service quality since mid 1990s. This is on account of the fact that Indian ing sector was opened up by this time and it suddenly led to enhanced choices for Indian customers. **Verma and Verma (2005)** have evaluated the profitability of SBI group, nationalized s and foreign s on various parameters and concluded that profitability of public sector is low on account of the fact that they are bound to take ing to rural and less developed areas. This is, however, not the case with foreign s. Hence, profitability is not the best of the criteria to measure the real performance of the s operating on Indian soil.

**Das (2022)** has observed a substantial increase in the non-interest income of commercial s of India in the post-reform period. This is an indication of s' starting offering lucrative products to Indian customers and them, in turn, finding these worth purchasing.

**Russell and Russell (2022)** worked on Relationship marketing in private ing in South Africa .This study establish which criteria people use in the selection of a private . It aimed to establish whether relationship marketing was an appropriate framework within the private ing environment. Price prevails as the most important criteria in the selection of a private . This is moderated by trust, service quality and the being available at a time of crisis. The results show that relationships are important criteria in the selection of a private .

**Beattyetal. (2022)** model, originally developed for the retail industry, can be applied to the private ing environment. Relationship marketing is working well in private s because this study shows that clients are more likely to be retained by the when they have a personal er or consultant. Consistency of the service, and trust the client has in the , need to be enhanced to ensure the relationship develops to a level where there is friendship and confidence.

**Meuteretal.,(2022)** have observed that factors contributing to customers' satisfaction include time saving devices and behavior of front line employees. Further, technology failures and poor service design are dissatisfiers.

**Parsuraman (2022)** has concluded that conventional marketing will merely become a ticket to enter in the competitive service industry. To stay and prosper, the service providers would require a genuine commitment to serve customers well. This demands a through change in their existing outlook. They need to come out with everything that can enhance the satisfaction level of their customers.

**Mehta et al., (2021)** have observed that customers demand value for the money they are spending to avail services. They can get such a value provided they get better services at the same prices or same services at the lower prices.

The authors have highlighted the importance of bringing in quality in the services.

**Srivadas and Baker (2021)** have found a high degree of positive correlation between service equality and satisfaction level of the customers. This is true in case of services ranging from retailing to tourism and aviation and so forth. The service providers can ill-afford to ignore service quality any longer.

**Sharma and Patterson (2021)** had proved Satisfaction has a significant impact on customer loyalty and as a direct antecedent; leads to commitment in business relationships thus greatly influencing customer repurchase intention (Morgan and Hunt 1994). Indeed, the impact of satisfaction on commitment and retention varies in relation to the industry, product or service, environment, etc.

**Jamal and Naser (2021)** they worked on Customer satisfaction and retailing: an assessment of some of the key antecedents of customer satisfaction in retailing they explained how Understanding of the antecedents to and outcomes of customer satisfaction is a critical issue for both academics and marketers. Previous research has identified service quality, expectations, disconfirmation, performance, desires, affect and equity as important antecedents of customer satisfaction. The impact of service quality dimensions and customer expertise on satisfaction.

**Mohan Ram (2021)** has observed that public sector firms of India have woken up to the competition and are catching up the private and foreign firms. The author has witnessed significant positive change in their working since the advent of the competition. The ultimate beneficiary of this change is the enormous customer base these firms are having.

**Wong and Sohal (2021)**, meanwhile, have established high degree of positive correlation between service quality and loyalty of the customers. The authors have observed that good quality services leads to higher satisfaction of the customers which, in turn make them loyal to the service organisation. Such customers may stand for the service provider at the time of adversity.



**Berry (2020)** has come to the conclusion that when customers fail to judge a company's offerings, they start scrutinizing people, facilities and processes as an evidence of service quality. Thus, these demand equal attention of the service companies.

These days, when there is little to differentiate one's offering, investment in facilities and processes may emerge as an important differentiation plank.

**Hohwarter et al., (2020)** have noticed employees of s holding low social efficacy beliefs to be more productive than those holding high social efficacy beliefs. The authors have opined that social efficacy is something that s can ill-afford to ignore. However, keeping in mind its adverse impact on productivity, orientation towards it should be permitted only to a desired extent. There is a need to keep the same in mind while recruiting and selecting ing employees.

**Huseyin (2020)** has found that most of the Turkish s have failed miserably in meeting quality expectations of their customers. This has lead to liquidation of several s in the country.

**Haubrich (2020)** has observed that most of the American s have started approaching remote areas to enhance their reach.

The best way to attain success in these newer markets is through employing area specific differentiation planks. People living in suburbs may value the things differently to those living in city-centre.

**Sawhney et al., (2020)** are of the view that key to success in services involves redefining markets in terms of customer activities and outcomes and their expectations of service quality.

**Jain and Gupta (2020)** have viewed that little is known about measurements of service quality perception in India and there is a need to have a thorough debate before employing any scale (measuring service quality) developed in foreign countries. Such scales may not prove valid in Indian environment.

**Dash (2019)** worked on Measuring Customer Satisfaction in The ing Industry. He has summarized that the working of the customer's mind is a mystery which is difficult to solve and understanding the nuances of what customer satisfaction is, a challenging task. His exercise in the context of the ing industry gives us an insight into the parameters of customer satisfaction and their measurement.



The vital information will help us to study how satisfaction amongst the customers and customer loyalty in the long run is an integral part of any business. we can recognize where we need to make changes to create improvements and determine if these changes, after implemented, have led to increased customer satisfaction. “If you cannot measure it, you cannot improve it.”

**Tahir and Baker (2019)** have observed that customers have poor perception about commercial industry in Malaysia. The s have failed to meet their expectations on all the dimensions of service equality. Further, the s do not have a genuine concern to solve the problems of the customers rather, they all the time remain interested in enhancing their productivity and profitability. They must however realize that enhancing profitability without bringing in desired quality in services is a distant dream.

**Agarwal (2019)** has concluded that productivity of commercial s in India including nationalized s has improved substantially in the post reforms period. Advent of competition, perhaps, has been a motivating force for them to change their thinking and working. Indian s have the potential to be world leaders provided they enjoy the freedom and willingness to grow.

**Kaushik and Anjum (2019)** have measured the productivity of Indian public sector s for a period ranging between 1997-2006 using various parameters. The authors have observed that productivity of the selected s have gone up in the latter half of the study period.

**Nathanietal.,(2019)** have noticed significant difference between public and private s regarding working attitude and performance of their employees. Contrary to their expectations, they found the attitude and performance of employees of public sector s much better than employees of private s.

**Baumannetal.,(2019)** they worked on prediction of attitude and behavioural intentions in retailing. The results indicate that willingness to recommend is best predicted by affective attitude, overall satisfaction and empathy.

Short-term behavioral intentions, however, were best predicted by overall satisfaction and responsiveness, while long-term intentions were predicted by overall satisfaction, affective attitude and empathy. The three models explained a substantial amount of the variation in the

dependent variables: 71 per cent for willingness to recommend, 43 per cent for shortterm intentions and 46 per cent for long-term intentions. In conclusion, the results provide evidence that the SERVQUAL dimensions are a useful tool to predict overall satisfaction and affective attitude.

**Walshetal.,(2018)** had worked on investigating the customer satisfaction-loyalty Link Research on the relationship between customer satisfaction and customer loyalty has advanced to a stage that requires a more thorough examination of moderator variables.

Limited research shows how moderators influence the relationship between customer satisfaction and customer loyalty in a service context; this article aims to present empirical evidence of the conditions in which the satisfaction-loyalty relationship becomes stronger or weaker. The empirical results suggest that not all of the moderators considered influence the satisfaction-loyalty link. Specifically, critical incidents and income are important moderators of the relationship between customer satisfaction and customer loyalty.

**Jamal and Anastasiadou (2018)** worked on investigating the effects of service quality dimensions and expertise on loyalty .In their paper they had investigated the effects of individual dimensions of service quality in creating and enhancing customer loyalty via customer satisfaction.

They had discovered the direct and indirect effects of customer expertise on customer loyalty. The paper finds that reliability; tangibility and empathy are positively related to negatively relate to loyalty, it positively moderates the link between satisfaction and loyalty.

**Evellyre et al., (2018)** are of the view that to keep the customers always satisfied the service providers would have to be responsive to the their ever changing expectations. In the modern times, the demand pattern of the customers is changing within no time and their expectations are becoming sky high. Under such a situation, service providers should become extra agile and flexible to comprehend and serve their needs in the best possible manner.

**Garga and Sharma (2018)** have highlighted the role of in making ing services flexible, convenient and within the reach of customers 24 hours a day. The authors have observed that barring few exceptions, Indian customers' satisfaction level with is pretty high.

**Sharma et al., (2018)** have pointed out that retaining the best customers is a way to sustainable

growth. The s must remain careful about factors, which influence the customers' switching behaviour most. Such factors can easily be identified through periodical customers' survey.

**Singh and Singh (2018)** have pointed out that complicated qualifying requirements, tangible collateral, margins etc. of ing in Indian have resulted in keeping a large section of rural poor away from the formal ing sector. They further suggested that Indian commercial s must improve their profitability, assets quality and capital adequacy to stay competitive at global level.

## CHAPTER-III

### PROFILE OF THE STUDY

#### PRODUCT PROFILE:

Johnson & Johnson in the research and development, manufacture, and Sale of a range of products in the health care field.

#### Segments

The company operates through three business segments, including consumer, Pharmaceutical and Medical Devices; and Diagnostics.

#### Consumer

The Consumer segment includes a range of products used in the baby care, skin care, oral care, wound care and women health care fields, as well as nutritional and over- the-counter pharmaceutical products. The baby care franchise includes the JOHNSON baby line of products. Major brands in the skin care include the AVEENO; CLEAN & CLEAR; JOHNSON adult; NEUTROGENA; Roc; LUBRIDERM; bejingdabao cosmetics co., Ltd.; and venue product lines. The oral care franchise includes the LISTERINE and REACH oral care lines of products. Major brands in the women health are the CAREFREE Pant liners and STAYFREE sanitary protection products.

The nutritional and over-the-counter lines include SPLEBIDA, no cabbie Sweetener, the milky of TYLENOL acetaminophen products; SUDAFED cold, flu aryl allergy products; ZYRTEC allergy product; MOTRIN 1B ibuprofen products; and PEPCID AC controller from Johnson & Johnson Merck consumer pharmaceuticals co.

These products are marketed principally to the general public and son both to wholesalers and directly to independent and cluing retail outlets throughout free world. Johnson's Baby Wipes- 80 pcs Johnson's Baby Soap Blossom 75grms

## PHARMACEUTICAL

The Pharmaceutical segment includes products in the following areas: Antipsychotic, cardiovascular, contraceptive, dermatology, gastrointestinal Hematology, immunology, neurology, oncology, pain trobgy and virobgy. These products are distributed directly to retailers, wholesalers and health care Proccessionals for persecution use by the general public. Key products in the Pharmaceutical segment include: Refaced (infliximab), a biologic approved for the Treent of crohn disease, enclosing spondy lit is, psoriatic arthritis, ulcerative colitis, and use in the treent of rheumatoid arthritis; TOPAMAX (topiramate) approved 6r adjunctive and immunotherapy use in epilepsy, as well as for the treent of migraines; PROCRT (Epoetinalfa, sold outside the U.S. as EPREX), a biotechnology-derived product that stimulates red blood cell production; RISPERDAL oral (risperidone), a medication that treats the symptoms of schizophrenia, bipolar mania and irritability associated with autistic behavior in indicated patients, RISPERDAL CONSTA (risperidone), a long-acting IN VEGA (paliperdone) extended- release tablets, the treent of schizophrenia, LEVAQUIN (levofloxacin) and FLOXIN (ofloxacin), both in the anti-infective field; CONCERTA (methylphenidate HCI), a product for the treent of attention deficit hyperactivity disorder, ACIPHEX/PARIET, a proton pump inhibitor co-marketed with Eisai Inc.; and DURAGESIC Fentanyl Tran dermal (fentanyl transdermal system).

## MEDICAL DEVICES AND DIAGNOSTICS

The medical devices and diagnostics segment includes a of products distributed to wholesalers, hospitals and retailers, used principally in the professional fields by physicians, nurses, therapists, hospitals, diagnostic laboratories and clinics. These products include circulatory management products; DePuyaorthopaedic joint reconstruction, spinal care and sports medicine products; entozoan surgical care women health products; ethiconendo-surgerya minimally invasive surgical products; lifespan blood glucose monitoring and insulin delivery products;



orthodox-clinical diagnostics professional diagnostic products and vista Kona disposable contact Ensues.

## CONSUMER

A word is due here properly understand the term consumer. Consumer a brand term and any person who uses a product or service or deal with it can be called a consumer. It not necessary that the person should be a buyer of the product or service. The term consumer should not be confused with the word 'consumer' which has the limited meaning of usually denoting a person who contracts to buy the product.

## CONSUMER BEHAVIOUR:

According to Schiff man and Knack, the term 'consumer behavior' refers to “the behavior taken consumer in searching for, purchasing, using evaluating and disposing of product services that they expect will sates their needs”

## CONSUMER SATISFACTION:

In marketing customer is very often referred to as a “king” customers are value maximizes consumer defined by Webster’s dictionary as “fulfillment of a need or want” sadism is a person's perceived and actual performance in rehabs to his or her expectations. So, consumer’s satisfaction is a function of the products perceived performance and the consumer's occupation.

## COMPANY PROFILE

Johnson & Johnson (NYSE: JNJ) is a gabble americarpharmaceLticaL medical devices and consumer packaged goods manufacturer in 1886. IG common stock is a convenient of the Dow Corps the convey arming fortune 500. Johnson & Johnson is known Br is corporate reputation, consistently ranking at top of Harris Interactive Natal Corporate Reputation Survey, ranking as do worth’s most respected company by Barron's Maazine, was try first corporation awarded the Benjamin Franklin Award Br Public m)baby by the U.S. State Important Br its finding of interrutiomled caption programs. The proration’s Headquarters is based in New Brunswick, New Jersey, united Its consumer vision bated in New Jersey. The corporation ileus’s some 250 convenes with reasons in over 57 countries. Its products are SOH in over 175 countries.



Johnson & Johnson's include numerous ID use hold names of medications first supplies. Among is well-known colN1mer product are the line of bandages, tylenolmedEatbns, Johnson's baby prod Lets, and beauty products, clean & clear wash aryl acuvue contact larges.

## HISTORY

Robert Wood Joh1E0L insured by a speech by antiseptis advocate Joseph Lister, joined brothers Janos Wood Johnson and Edward Mead Johnson to create a line of ready-to-use surgical dressin5 in 1885. The company produced its first products in 1886 aryl 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 rune to a hospital in New Brunswick, New Jersey. Upon death in 1910, he was succeeded in the presidency by his brother James Wood Johnson until 1932, and then by his Robert Wood Johnson II.

Jamie Johnson, great-grandson of founder, made a documentary called Born Rich about the experience of growing up as the heir to one of the world's greatest fortunes'.

## Corporate Chairmanship

- Robert Wood Johnson 1 1887-1910
- James Wood Johnson 1910-1932
- Robert Wood Johnson II 1932-1963
- Philip B. Hofmann 1963-1973
- Reheard B. Sellers 1973-1976
- Jaws E. Burke 1976-1989
- Ralph S. Larsen 1989-2002
- William C. Weldon 2002-2013

## Corporate Governance

Current members of the board of directors of Johnson & Johnson are: Mary Sue Common, James G. Cullen, Robert J. Darretta, Michael M.E. Johns, Ann Dabble Jordan, Arno G. longbow, Susan L. Lilliquist, Leo F. Mullin, Christine A. Poona, and Steven S. Refinement, David Snatcher, and William C. Weldon.

## Diversification

Since 1900s, the company has pursued steady diversification. It added consumer products in 1920s and created a separate division for surgical products in 1941 which became Ethicon. It expanded into pharmaceuticals with the purchase of McNeil Laboratories, Inc., Clag and Janssenpharmaceutica, and into women's sanitary products and toiletries in the 1970s and 1980s. In recent years, Johnson & Johnson has ventured into such diverse areas as biopharmaceutical, orthopedic devices, and Internet publishing.

Recently, Johnson & Johnson has purchased its consumer healthcare department. The transition from Pfizer to Johnson and Johnson was completed December 18, 2006.

Johnson & Johnson has been consistently named one of the 100 Best Companies working Mothers by working mother.

Along with Johnson & Johnson is one of the founding sponsors of the National Athletic Trainers' Association.

## Head quarters

The company has historically been based on the Dishware and Raritan Canal, in New Brunswick. The company considered moving its headquarters out of New Brunswick in the 1960s, but decided to stay in town after city officials promised to gentrify downtown New Brunswick by demolishing old buildings and constructing new ones. While New Brunswick lost at East one historic edifice (the inn where Rutgers University to the redevelopment, the gentrification did attract people back to New Brunswick. Johnson & Johnson hired Henry N. Cobb from Pei Cobb Freed & Partners to design an addition to its headquarters, when took the form of a white tower in a park across the railroad tracks from the older portion of the headquarters.

## Environmental Record

Johnson & Johnson has set several positive goals to keep their company environment friendly. Some examples are the reduction in water use, waste, and energy test, and an increased level of transparency. Johnson & Johnson eyed to change their packaging of plastic bottles, due to harm all chemicals used in the manufacturing process, switching their packaging of liquids to sea non-

PVC containers. The corporation striving to reduce greenhouse by working with the climate northwest and the EPA National Environmental Performance track program’s a member of the national Green Power Partnership, Johnson & Johnson operates the largest solar power generator in at its site in spring house, PA.

Use of the Red Cross symbol

Johnson & Johnson registered the red cross as a U.S. trade mark for “medicinal and surgical pesters” in 1905, and has used the design since 1887.02] The Geneva conventions, which reserved the red cross emblem for specific uses, were fist approved in 1864 and ratified by the united states in 1882; however, the emblem was not protected in U.S. hw Br the use of the americanred cross and the U.S. military until after Johnson & Joh1Bon obtained is trademark. A chose in law (now 18 U.S.C. 706) permits tests of the Red Cross, such as Johnson & Johnson's, to continue.

A decoration ride by the U.S. its ratification of the 1949 give a conventions includes a reservation that pre- 1905 U.S. domestic tests of the red cross, such as Johnson & Johnson's, would remain lawful as bang as the cross is not used on 'aircraft, vessel, vehicles, buildings or other tinctures, or upon the ground”, uses when could be confused with its military testis means that the U.S. not aye to any interpretation of the 1949 genevaconventors that wound overuse Johnson & Johnson's trademark. Even as it disputes a recent lawsuit by Johnson & Johnson, the American Red Cross continues to recognize the valley of Johnson & Johnson's trademark.

JOHNSON & JOHNSON

Type	Public (NYSE: JNJ)
Founded	1886
Founder	Robert Wood Johnson I James Wood Johnson Edward Mead Johnson
Headquarters	New Brunswick, NJ
Area served	World wide
Key people	William C. Weldon (Chairman) & (CEO)
Industry	Major drugs, Health care

Products	Pharmaceuticals, Medical devices Health care product, Toiletries
Market cap	USD 395.93 Billion (2024)
Revenue	USD 28.283 Billion (2024)
Operating income	USD 61.095 Billion (2024)
Net income	USD 42.576 Billion (2024)
Total assets	USD 174.954 Billion (2024)
Total equity	USD 92.319 Billion (2024)
Employees	262,730 (2024)

## CONSUMER BRANDS

Johnson & Johnson's consumer touches a billion Lives around try touches a billion Lives around the world and works with the vision of “Bringing science to the art of healthy living In India, the lives of our consumer through 5 bleakness segments.

### Baby Can:-

With a Legacy of over 100 years Johnson's baby market I-adder in its category, driving the trends and developments in the baby space.

### Women's Health:-

India Ins the largest women's health business in pacific and the 3 rd hugest In-kind market Johnson & Johnson's globally women's health division in India markets the popular brands Stayfree, carefree and O.B. tampons.

### Beauty:-

The beauty business in comprises of big brands — Neutrogena and clear & Clear.

**Neutrogena:-**

Nitrogen is the biggest of our beauty brands worldwide, It promises to improve free health of your skin to give you really beautiful, healthy, growing skin that you always desired.

**Clear & Clear**

Operates in the ban skin care segments and Ins undiluted fouls on products that are used by teens. Those that fight ache, oil, dirt and blank heads.

**Oral & Wound Care:-**

Our oral & world care segment sports power brands BAND — AID, LISTERINE and savior BAND — AID one of our Ending products in this space and lush become a genders name in the wound care space.

**Subsidiary Holdings**

Johnson & Johnson is a highly diversified company with at East 230 when it refers to as the “Johnson & Johnson milky of companies”. of these include:

- ALZA Corporation
- Animas Corporation
- BabyCenter, L. L.C.
- Biosensor Webster, Inc.
- Contactor, Inc.
- Cilag
- Cordon & Shortleaf, Inc.
- Cords Corporation
- Deputy, Inc.
- Ethicon Endo-Surgery, Inc.
- Ethical Inc.
- Dynacare
- Independence Technobgy, LLC
- Janssen Pharmaceutical
- Janssen Pharmaceutical Product, L.P.
- Johnson & Johnson Group of Consumer Companies, Inc.



- Johnson & Johnson Health Care Systems Inc.
- Johnson & Johnson - Merck Consumer Pharmaceuticals Co.
- Johnson & Johnson Pharmaceutical Research & Development, L.LC.
- LifeSca1L Inc.
- McNeil Consumer Healthcare
- McNeil Nutritional
- Norm co, Inc.
- Oleo Batch Products, L.P.
- Catha-Clinical Agnostics, Inc. OCD
- Olathe-McNeil Pharmaceutical
- Olathe-Neutrogena (a merge of Neutrogena and Dermatologzal)
- Personal Products Company
- Pentane
- Pharmaceutical Sourcing Group Americas (PSGA)
- Pharmaceutical Group Suarez Marketing (PGSM)
- Peninsula Pharmaceuticals, Inc.
- Scions Inc.
- Thermos, Inc.
- Tlbotec
- Transform Pharmaceutical, Inc.
- Varied>g LLC
- Vistakon

### **Johnson & Johnson Consumer Brands**

- Averno
- Band-Aid Brand Acuvue
- Actifed
- Ambit
- Benadryl
- Babylon
- Chary

- Carefree
- Clean & C Ear
- Coach
- Coach Professional
- Coach Sport
- Competed
- Conception
- Cortaid
- Corte
- Deafen
- Destin
- E.P.T.
- Efferdent
- First-Aid
- Glycol
- Healthy Woman
- Indium
- Johnson's Baby
- Jointed
- K-Y
- Lactic
- Listerine
- Listerine
- Lubriderm
- Lindens
- Meat in
- Motrin
- Motrin Children
- Meade
- Mylanta
- Nasalcrom



- Nero
- Neosporin
- Neutrogena
- Normal
- Nu-Gaul
- O.B.
- One Touch
- Pedicure
- Pena ten
- Picky
- AC
- Polypore
- Purcell
- Reach
- Reacting
- Require
- Rembrandt
- Rhoads
- Shower to Shower
- Simply Sleep
- Sinutab
- Splendid
- St. Joseph
- Stayfree
- Steris-Pad
- Stem-u-dent
- Sidecar
- Sudafed
- Tucks
- Tylenol



CHAPTER – IV

ANALYSIS AND DATA INTERPRETATION

TABLE 4.1

OCCUPATION WISE RESPONDENTS

S.NO	OCCUPATION	RESPONDENTS	PERCENTAGE
1	Professional	43	34%
2	Business	37	30%
3	Employed	20	16%
4	Others	25	20%
Total		125	100%

PRIMARY SOURCE:

INTERPRETATION:

The above data shows that professional respondents lead the table with 34% and the business respondents following with 30% (37 no's). Rest of the percentage share with other entities of the table.

CHART4.1

OCCUPATION WISE RESPONDENTS

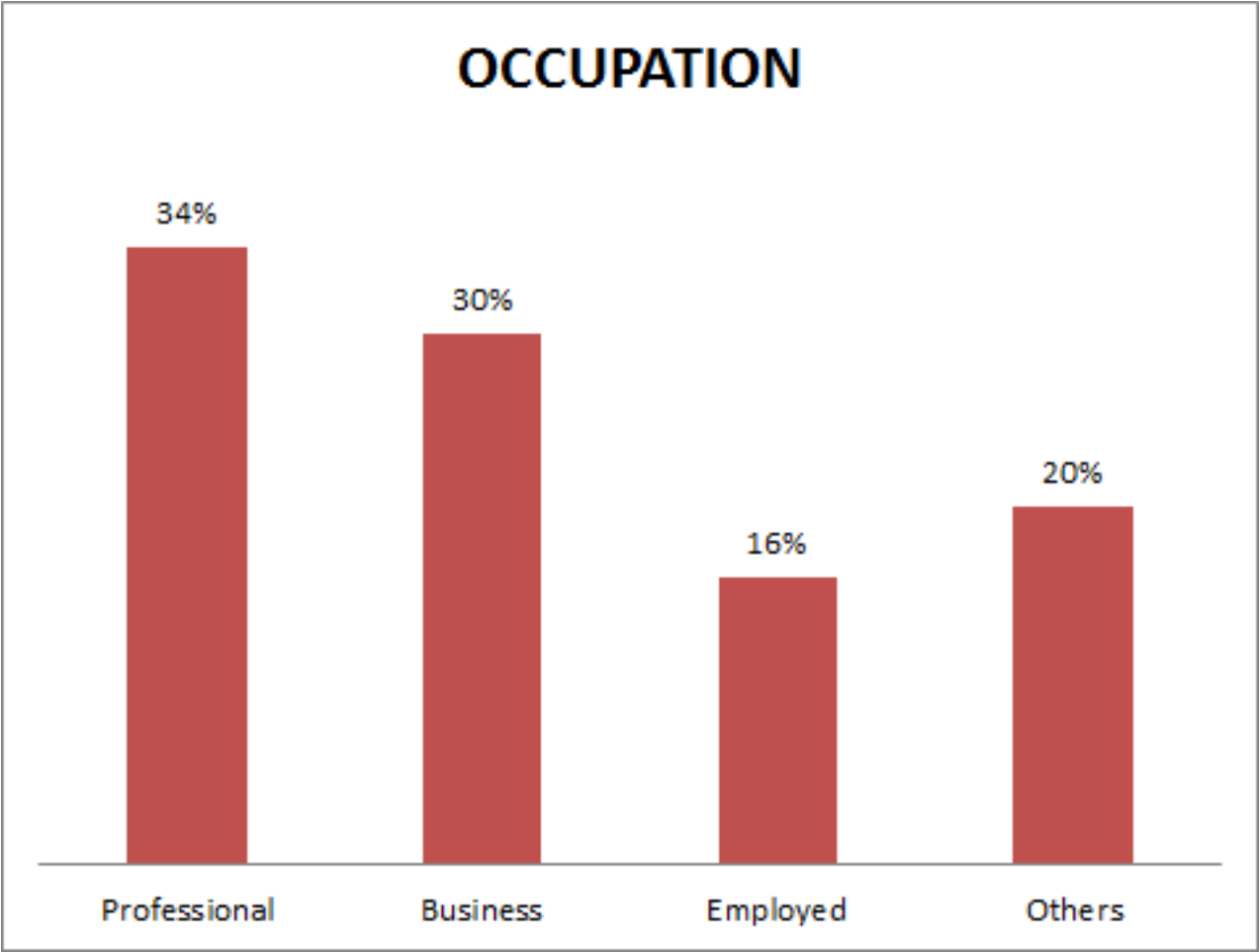


TABLE 4.2

MONTHLY INCOME WISE RESPONDENTS

S.NO	MONTHLY INCOME	FAMILY RESPONDENTS	PERCENTAGE
1	Up to Rs.5,000	50	40%
2	Rs.5,001 to Rs.8,000	32	26%
3	Rs.8,001 to Rs.10,000	20	16%
4	Above Rs.10,000	23	18%
Total		125	100%



PRIMARY SOURCE:

INTERPRETATION:

The above data shows that upto Rs. 5,000 respondents lead the table with 40% and the Rs. 5,001 to Rs. 8,000 income base respondents following with 26% (32 no's). Rest of the percentage share with other entities of the table.

CHART 4.2  
MONTHLY INCOME WISE RESPONDENTS

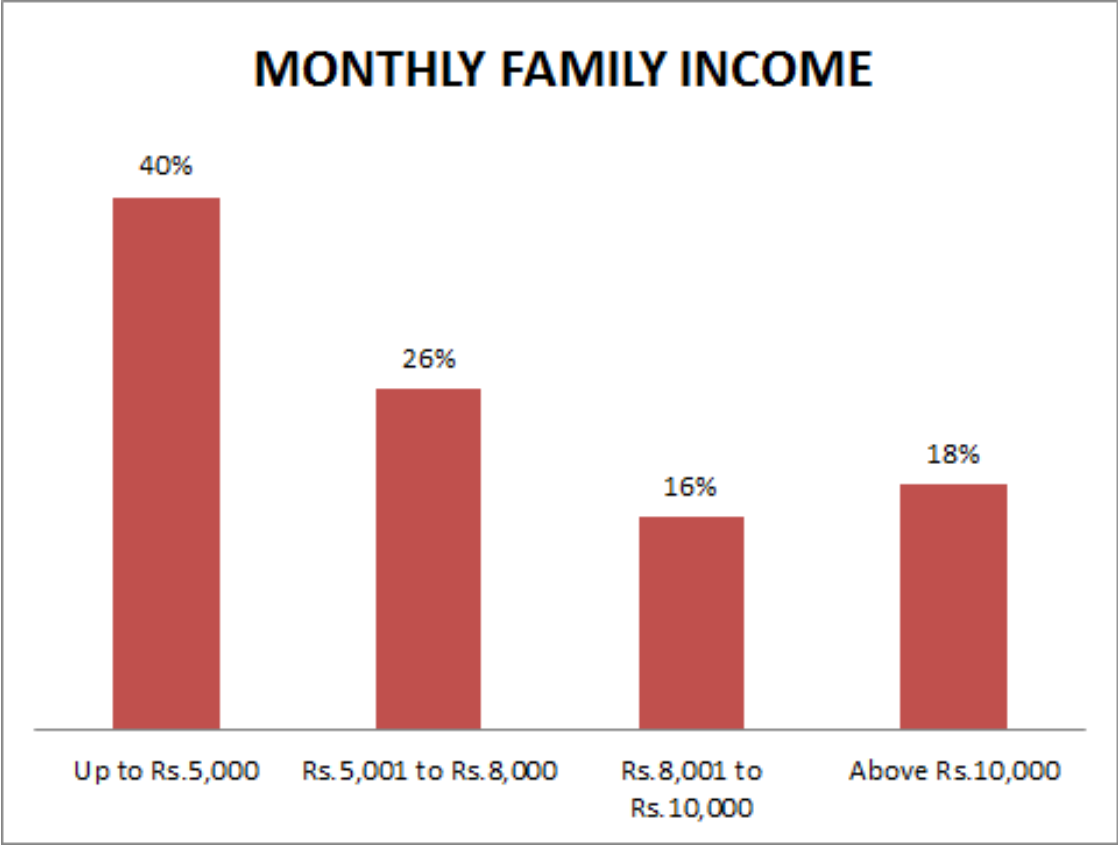


TABLE 4.3

PURCHASE SOAP FOR WISE RESPONDENTS

S.NO	PURCHASE OF SOAP	RESPONDENTS	PERCENTAGE
1	Yourself	47	38%
2	Spouse	30	24%
3	Parents	36	29%
4	Servant	12	10%
Total		125	100%

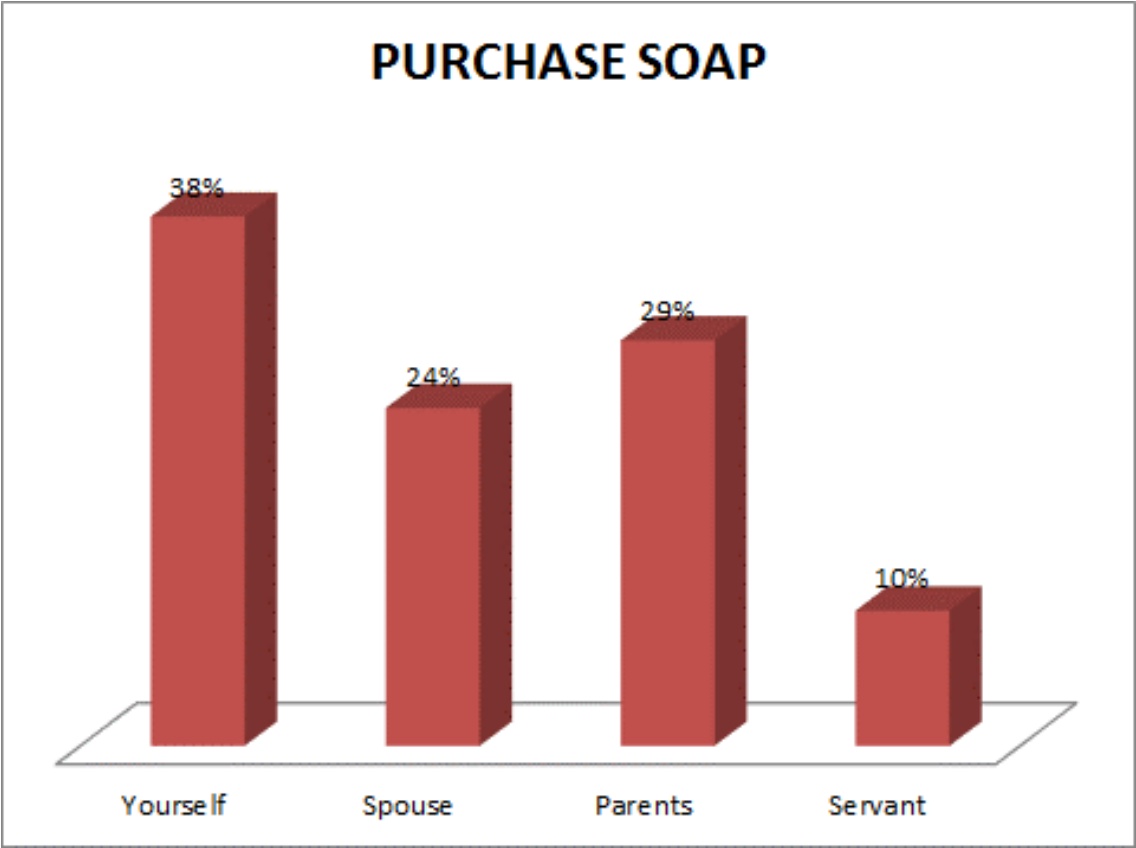
PRIMARY SOURCE:

INTERPRETATION:

The above data shows that self-respondents lead the table with 38% and the parents respondents following with 29%(36 no’s). Rest of the percentage share with other entities of the table.

CHART 4.3

PURCHASE SOAP FOR WISE RESPONDENTS



**TABLE 4.4**

**USING THE BATH SOAP FOR WISE RESPONDENTS**

S.NO	USING THE BATH SOAPS	RESPONDENTS	PERCENTAGE
1	Below 2 years	62	50%
2	2 to 5 years	26	21%
3	5 to 10 years	15	12%
4	Above 10 years	22	18%
Total		125	100%

**PRIMARY SOURCE:**

**INTERPRETATION:**

The above data shows that below 2 years respondents lead the table with 50% and the 2 to 5 years respondents following with 21%(26 no’s). Rest of the percentage share with other entities of the table.

CHART 4.4

USING OF BATH SOAPS

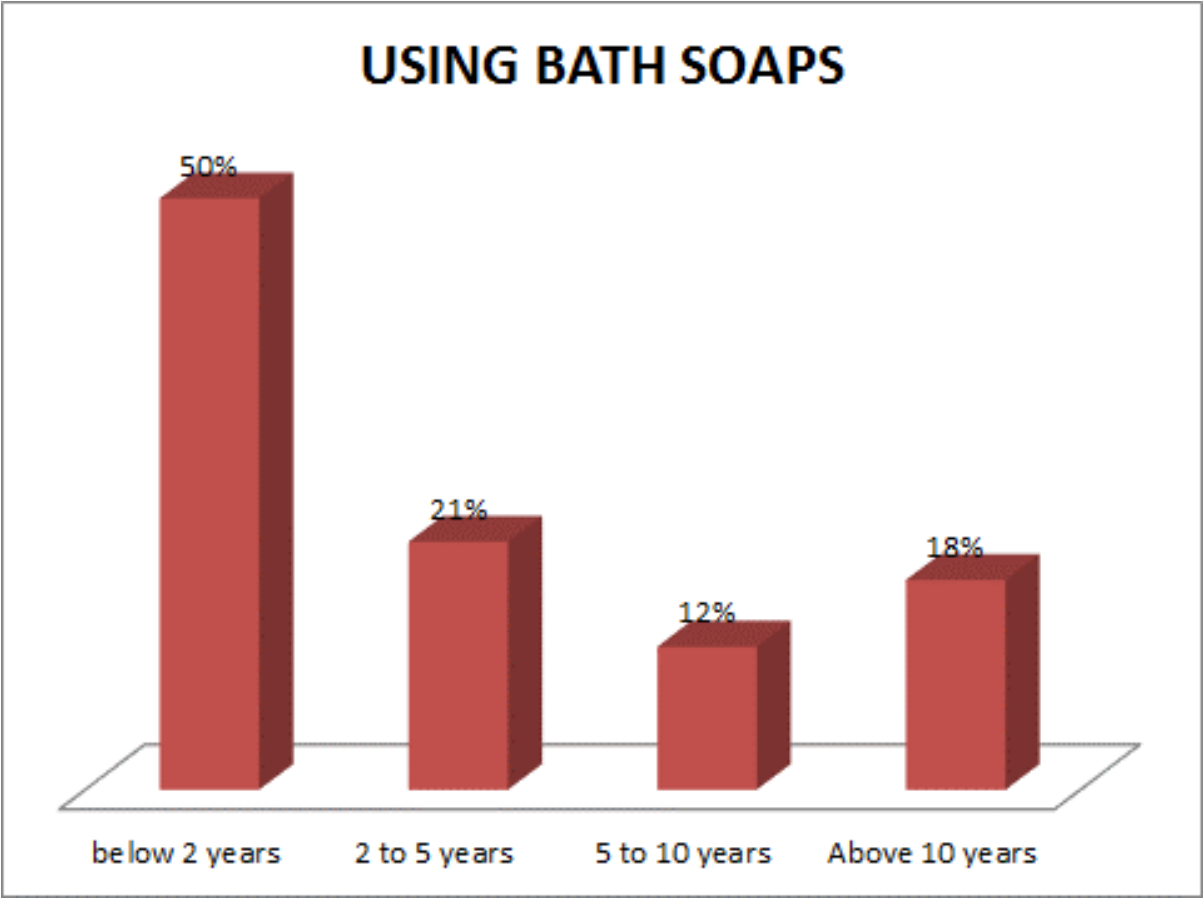


TABLE 4.5

PURCHASING MODE WISE RESPONDENTS

S.NO	PURCHASE MODE	RESPONDENTS	PERCENTAGE
1	Weekly once	23	18%
2	Monthly once	54	43%
3	Monthly twice	34	27%
4	Two months once	14	11%
Total		125	100%

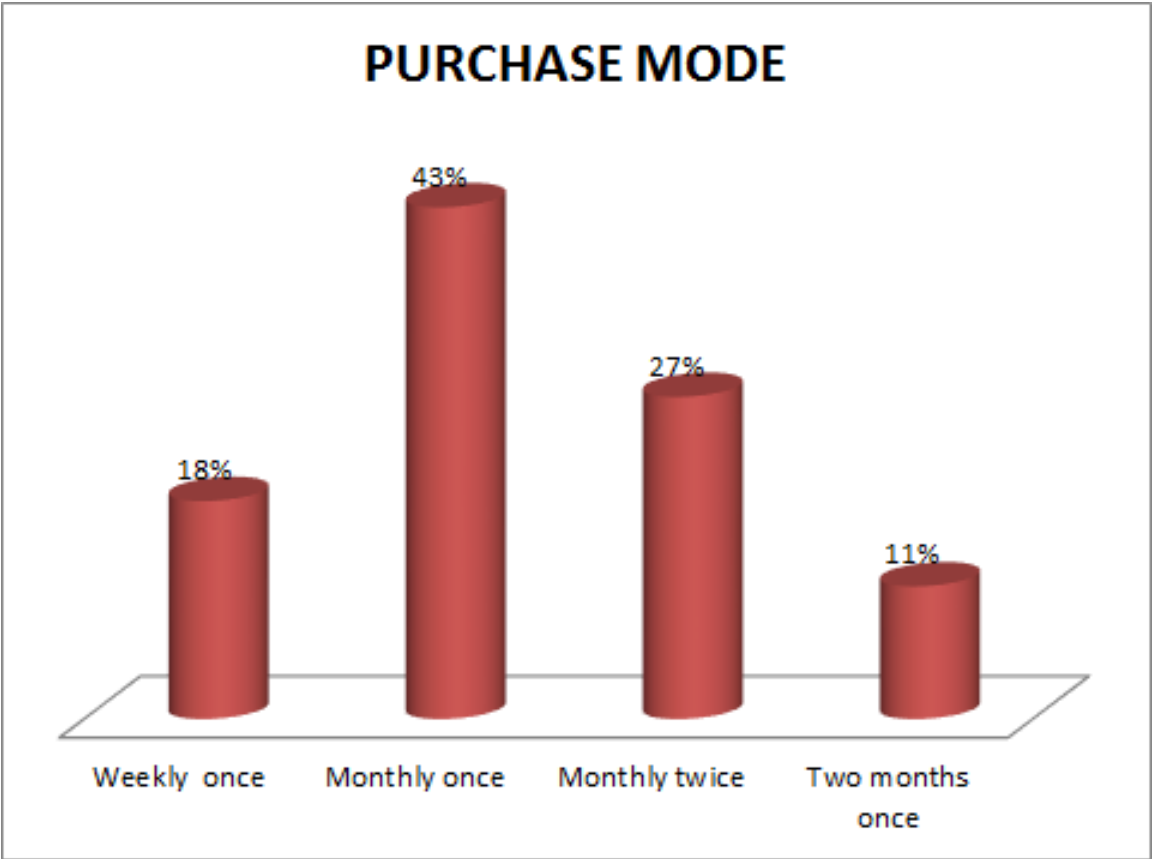
PRIMARY SOURCE:



**INTERPRETATION:**

The above data shows that monthly once purchase respondents lead the table with 43% and the monthly twice respondents following with 27% (34 no's). Rest of the percentage share with other entities of the table.

**CHART 4.5**  
**PURCHASING MODE WISE RESPONDENTS**



**TABLE 4.6**

**QUANTITY PACK PREFERRED WISE RESPONDENTS**

S.NO	QUANTITY PREFERRED	PACK	RESPONDENTS	PERCENTAGE
1	50 gms		24	19%
2	75 gms		35	28%
3	100 gms		50	40%
4	125 gms		16	13%
Total			125	100%

**PRIMARY SOURCE:**

**INTERPRETATION:**

The above data shows that 100 gms pack preference respondents lead the table with 40% and the 75 gms respondents following with 28% (35 no's). Rest of the percentage share with other entities of the table.

**CHART 4.6**

**QUANTITY PACK PREFERRED WISE RESPONDENTS**

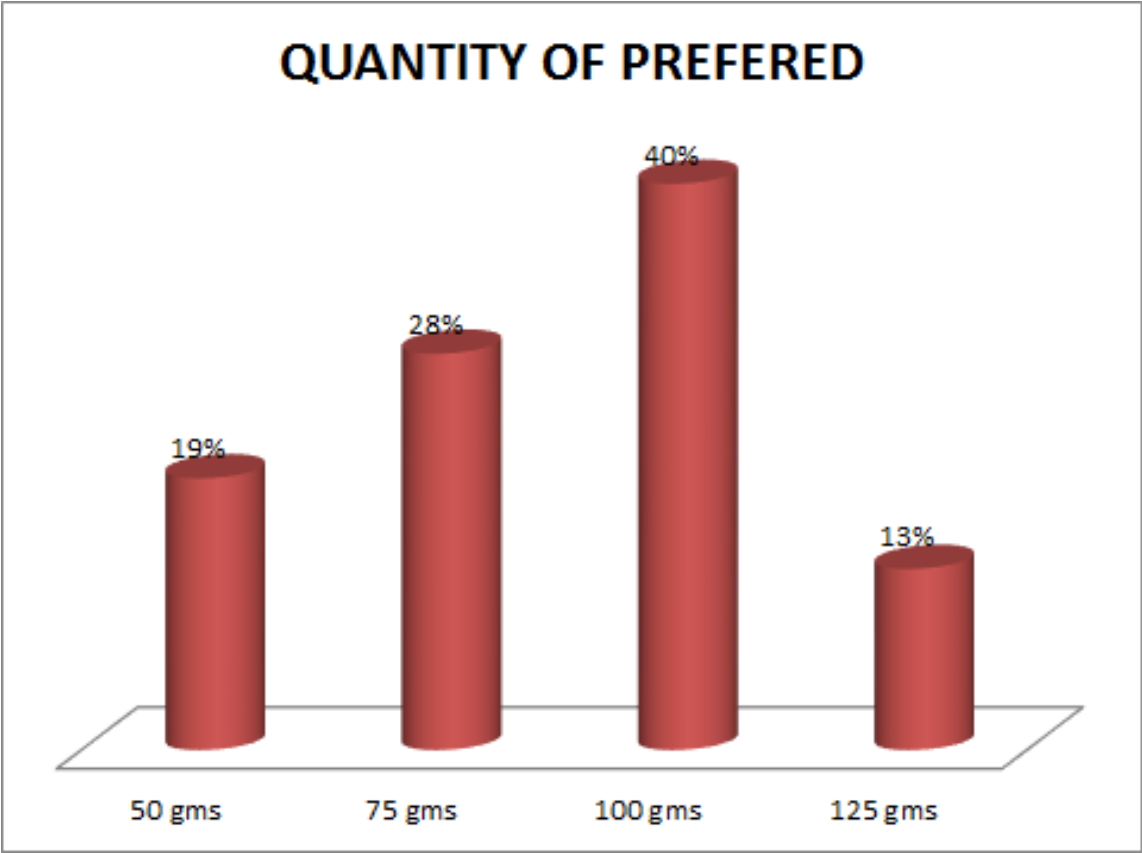


TABLE 4.7

PLACE OF BUYING THE BABY SOAP WISE RESPONDENTS

S.NO	PLACE OF BUYING THE BABY SOAP	RESPONDENTS	PERCENTAGE
1	Grocery soap	38	30%
2	Departmental store	51	41%
3	Agent	10	8%
4	Salesman	26	21%
Total		125	100%

PRIMARY SOURCE:

INTERPRETATION:

The above data shows that department store preference respondents lead the table with 41% and the grocery soap respondents following with 30% (38 no’s). Rest of the percentage share with other entities of the table.

CHART 4.7

PLACE OF BUYING THE BABY SOAP WISE RESPONDENTS

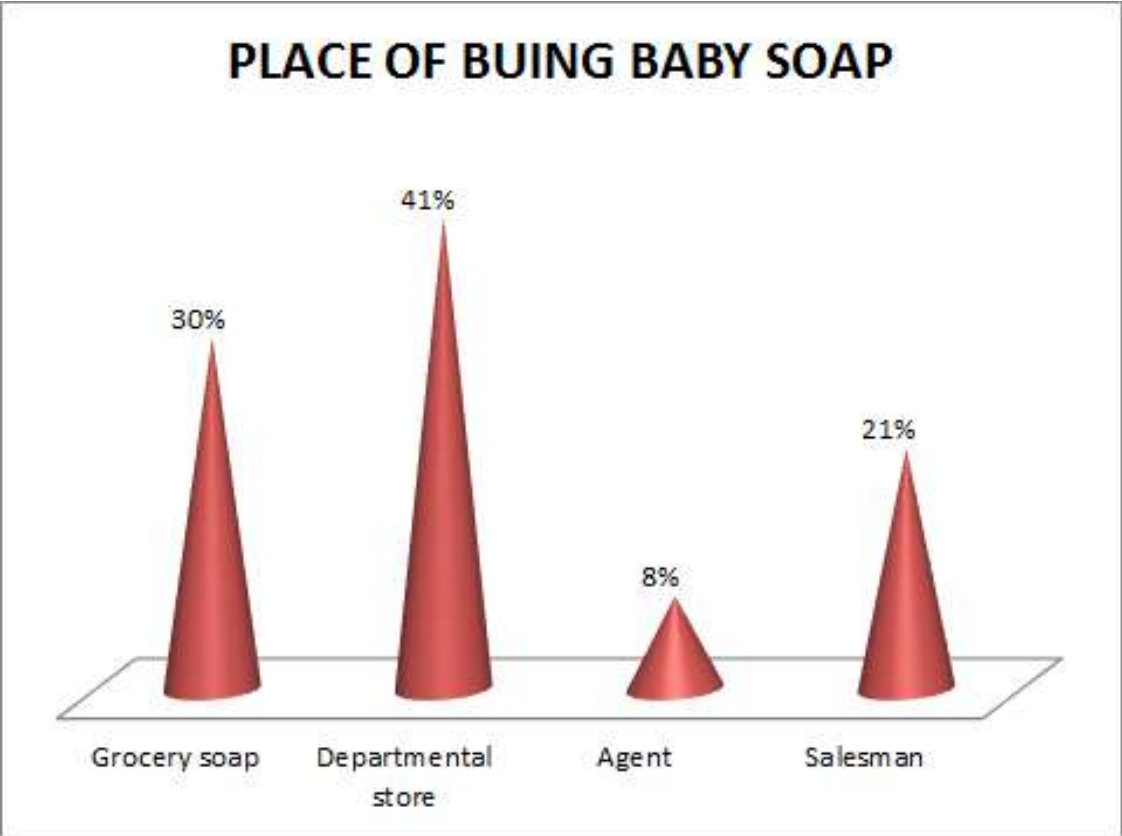


TABLE 4.8

TYPES OF OFFER PREFERRED WISE RESPONDENTS

S.NO	TYPES OF OFFER PREFERRED	RESPONDENTS	PERCENTAGE
1	Price	20	16%
2	Quantity	79	63%
3	Gift	16	13%
4	Prize coupons	10	8%
Total		125	100%

PRIMARY SOURCE:



INTERPRETATION:

The above data shows that department quantity preference respondents lead the table with 63% and the price respondents following with 16% (20 no’s). Rest of the percentage share with other entities of the table.

CHART 4.8

TYPES OF OFFER PREFERRED WISE RESPONDENTS

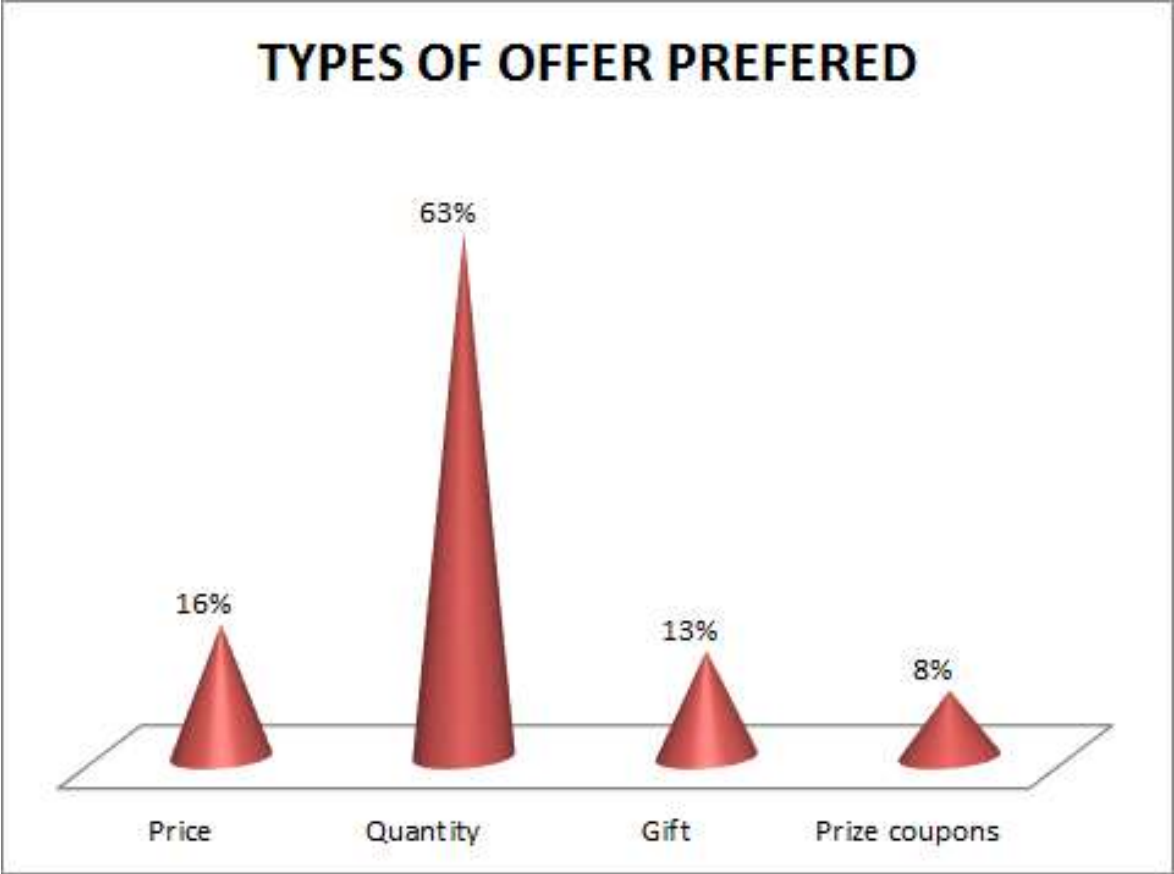


TABLE 4.9

AWARENESS OF THE BABY SOAP WISE RESPONDENTS

S.NO	AWARENESS OF THE BABY SOAP	RESPONDENTS	PERCENTAGE
1	Advertisement	42	34%
2	Friends and Relatives	59	47%
3	Dealer/shop keepers	13	10%
4	Others	11	9%
Total		125	100%

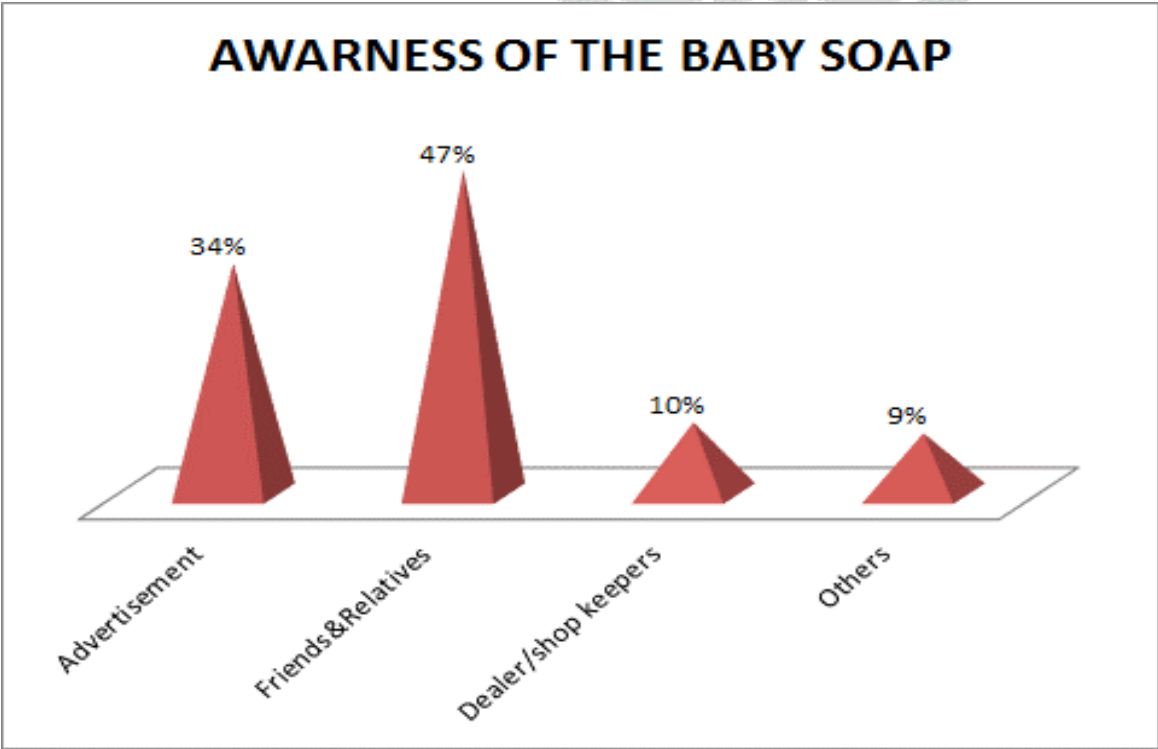
PRIMARY SOURCE:

INTERPRETATION:

The above data shows that department Friends and Relatives preference respondents lead the table with 59% and the advertisement respondents following with 34% (20 no’s). Rest of the percentage share with other entities of the table.

CHART 4.9

AWARENESS OF THE BABY SOAP WISE RESPONDENTS



**TABLE 4.10**

**EFFECTIVE ADVERTISEMENT WISE RESPONDENTS**

S.NO	EFFECTIVE ADVERTISEMENT	RESPONDENTS	PERCENTAGE
1	Yes	95	76%
2	No	30	24%
Total		125	100%

**PRIMARY SOURCE:**

**INTERPRETATION:**

The above data shows that effective advertisement preference respondents lead the table with 76% and the effective advertisement respondents following with 24% (30 no’s). Rest of the percentage share with other entities of the table.

**CHART 4.10**

**EFFECTIVE ADVERTISEMENT WISE RESPONDENTS**

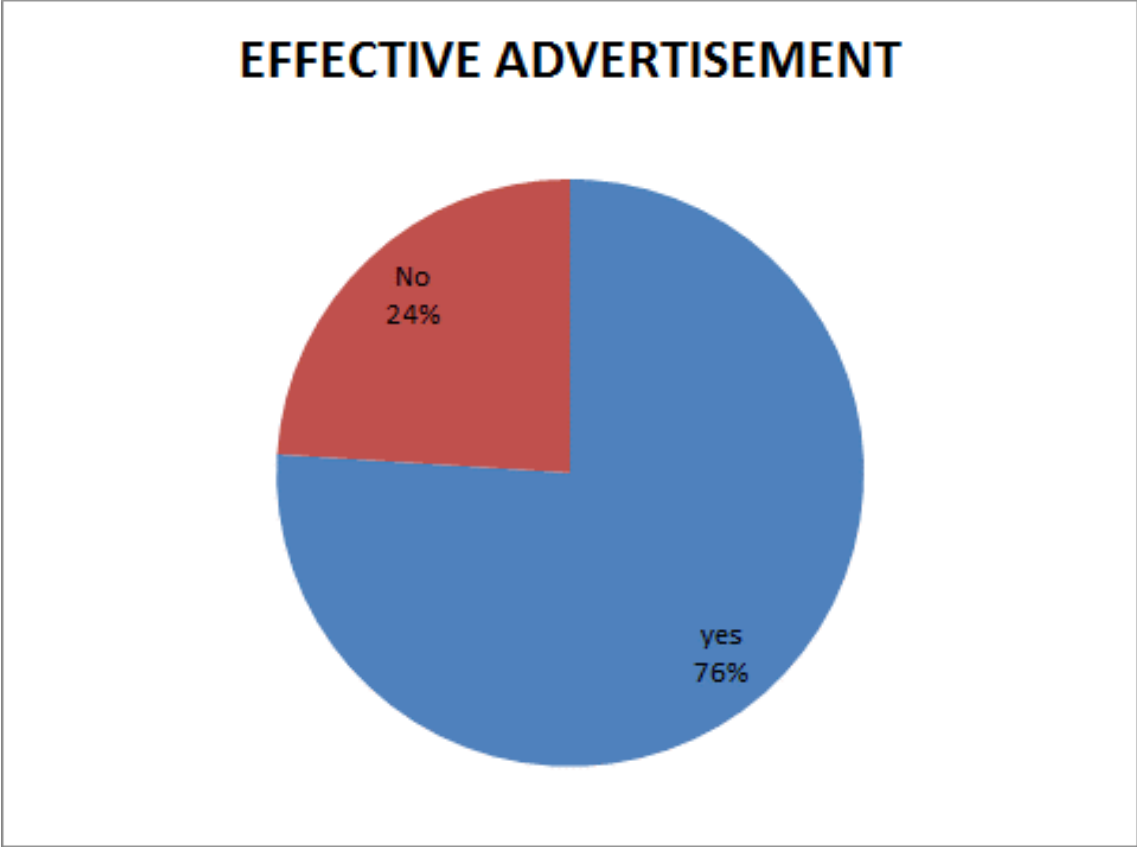


TABLE 4.11

MEDIA ADVERTISEMENT WISE RESPONDENTS

S.NO	MEDIA ADVERTISEMENT	RESPONDENTS	PERCENTAGE
1	Television	68	54%
2	Newspaper	27	22%
3	Banner	20	16%
4	Agent	10	8%
Total		125	100%

PRIMARY SOURCE:

INTERPRETATION:

The above data shows that television advertisement preference respondents lead the table with 54% and the newspaper advertisement respondents following with 22% (30 no’s). Rest of the percentage share with other entities of the table..

CHART 4.11

MEDIA ADVERTISEMENT WISE RESPONDENTS

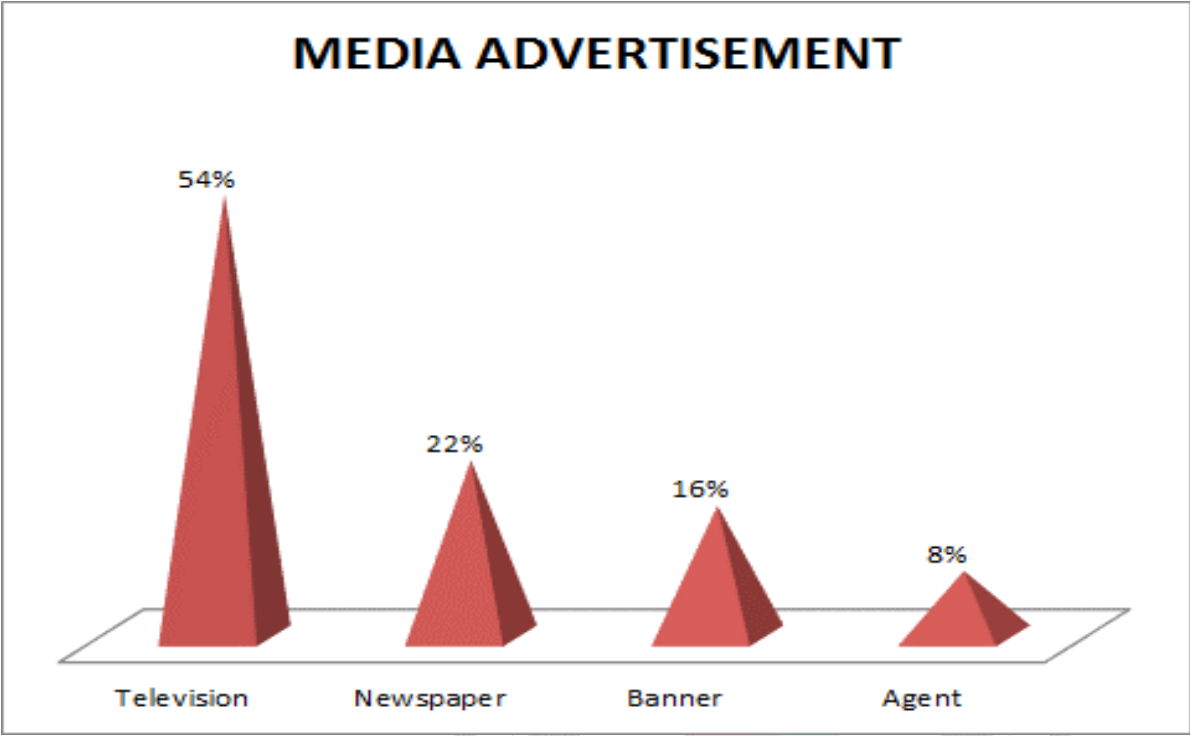


TABLE 4.12

FACTOR INFLUENCED CHOOSE THE BRAND WISE RESPONDENTS

S.NO	FACTOR INFLUENCED CHOOSE THE BRAND	RESPONDENTS	PERCENTAGE
1	Price	20	16%
2	Availability	10	8%
3	Quality	79	63%
4	Quantity	16	13%
Total		125	100%

PRIMARY SOURCE:

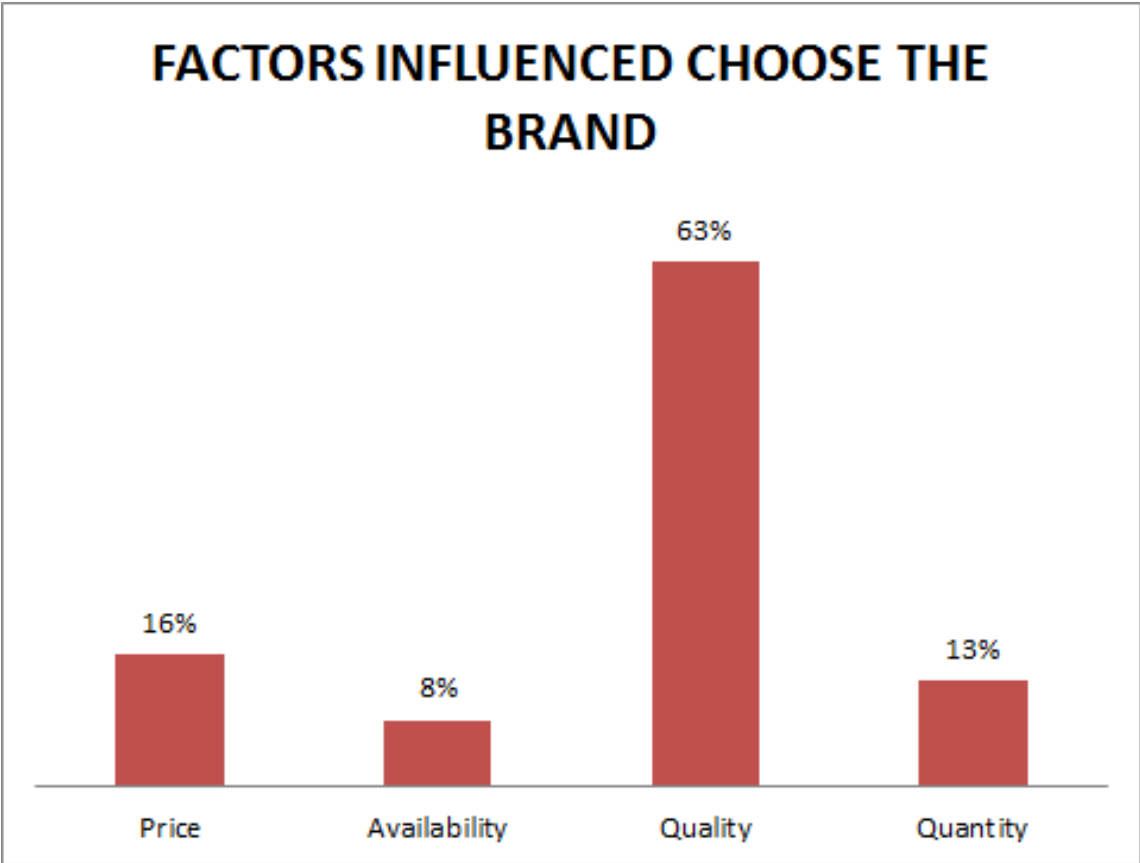


**INTERPRETATION:**

The above data shows quality preference respondents lead the table with 63% and the price preference respondents following with 16% (20 no's). Rest of the percentage share with other entities of the table.

**CHART 4.12**

**FACTOR INFLUENCED CHOOSE THE BRAND WISE RESPONDENTS**



**TABLE 4.13**

**PRICES USING BRAND WISE RESPONDENTS**

S.NO	PRICES USING BRAND	RESPONDENTS	PERCENTAGE
1	Low	18	14%
2	High	28	22%
3	Normal	64	51%
4	Moderate	15	12%
Total		125	100%

**PRIMARY SOURCE:**

**INTERPRETATION:**

The above data shows price using brands normal preference respondents lead the table with 51% and the high preference respondents following with 22% (28 no’s). Rest of the percentage share with other entities of the table.

CHART 4.13

PRICES USING BRAND WISE RESPONDENTS

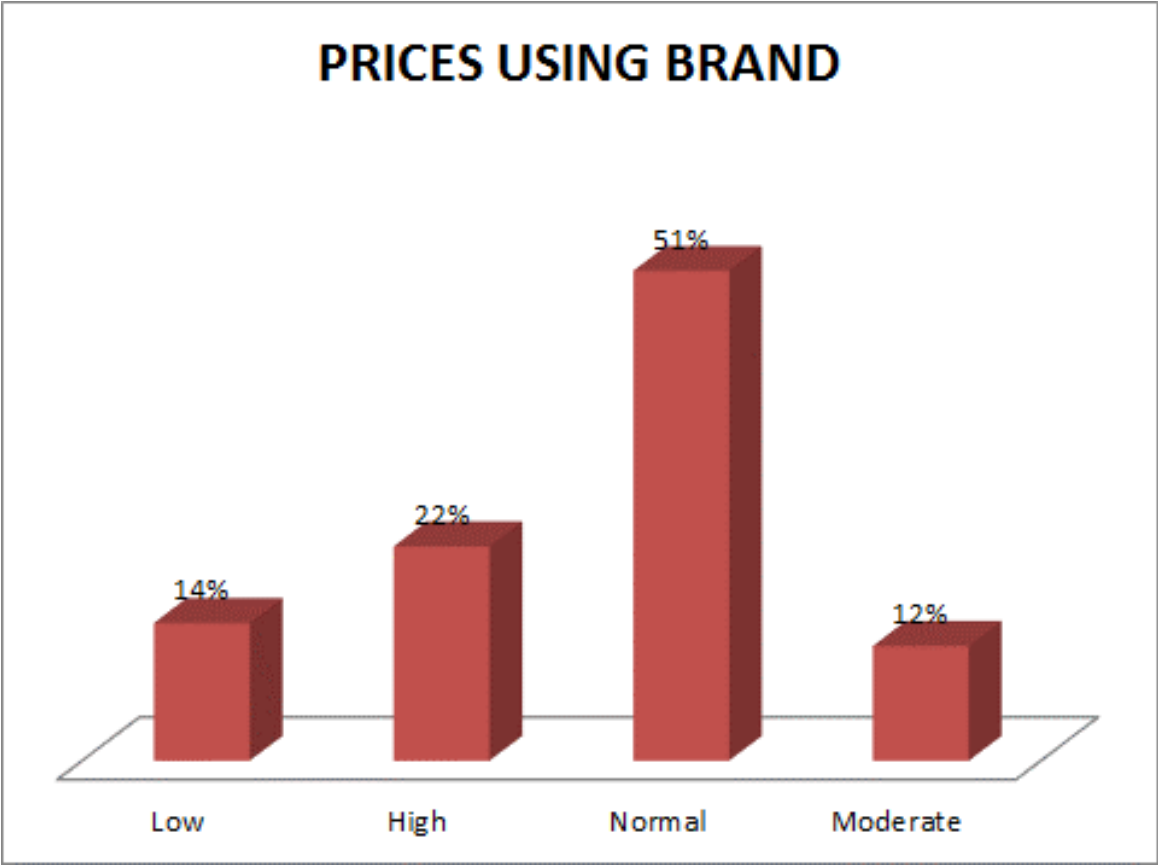


TABLE 4.14

OCCASION WISE RESPONDENTS

S.NO	OCCASION	RESPONDENTS	PERCENTAGE
1	Gift	20	16%
2	Birthday	14	11%
3	Ordinary Day	68	54%
4	Some Functions	23	18%
Total		125	100%

PRIMARY SOURCE:

INTERPRETATION:

The above data shows Ordinary day preference respondents lead the table with 54% and the some functions preference respondents following with 18% (28 no's). Rest of the percentage share with other entities of the table.

CHART 4.14

OCCASION WISE RESPONDENTS

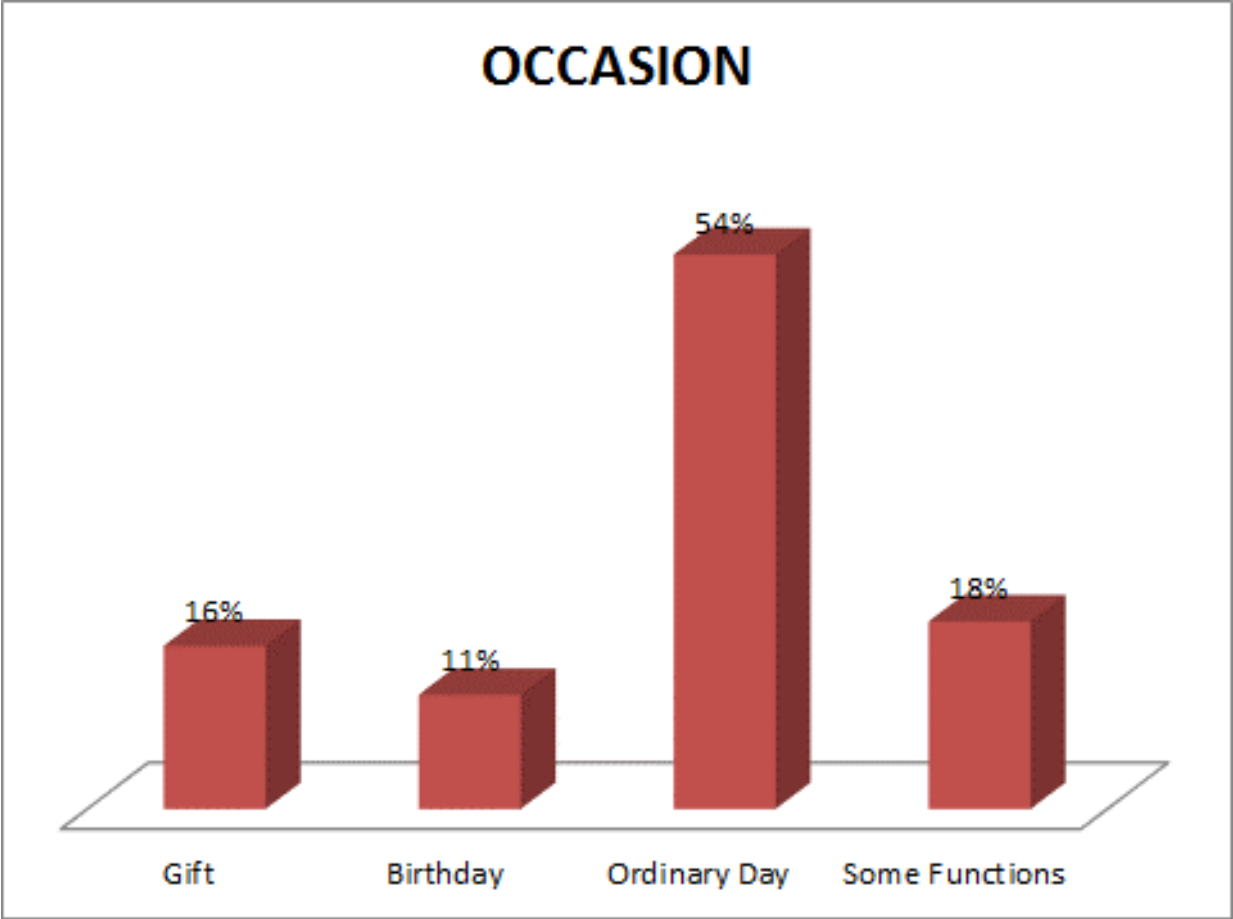


TABLE 4.15

QUALITY WISE RESPONDENTS

S.NO	QUALITY	RESPONDENTS	PERCENTAGE
1	Excellent	65	52%
2	Good	60	48%
3	Bad	0	0%
Total		125	100%

PRIMARY SOURCE:

INTERPRETATION:

The above data shows Excellent idea preference respondents lead the table with 52% and the good enough idea of the product preference respondents following with 48% (60 no’s). Rest of the percentage share with other entities of the table.



CHART 4.15

QUALITY WISE RESPONDENTS



TABLE 4.16

FACTORS RANKING LIST

S.No	FACTOR	I	II	III	IV	TOTAL	AVERAGE	RANK
1	High cost	220	39	42	11	312	78	I
2	Color	96	48	36	37	217	54.25	IV
3	Small size	144	66	64	10	284	71	II
4	Non availability	40	75	90	20	225	56.25	III

PRIMARY SOURCE:

INTERPRETATION:

The factors affecting color is the major contribution with averagely 54.25. High cost entity also act as leading position with averagely 78 count. Size also made a controversial act in this study with non-availability attribute.

TABLE 4.17

ATTRACTING FACTOR WISE RESPONDENTS

S.NO	ATTRACTING FACTOR	EXCELLENT	GOOD	BAD	TOTAL
1	Quality	50	75	0	125
2	Smell	33	75	17	125
3	Advertisement	60	58	7	125
4	Durability	40	73	12	125
5	Rich Foaminess	25	88	12	125
6	Smoothness	65	53	7	125
7	Availability	40	73	12	125
8	Price	23	80	22	125
9	Shape	30	88	7	125
10	Size	33	67	25	125
11	Color	73	47	5	125

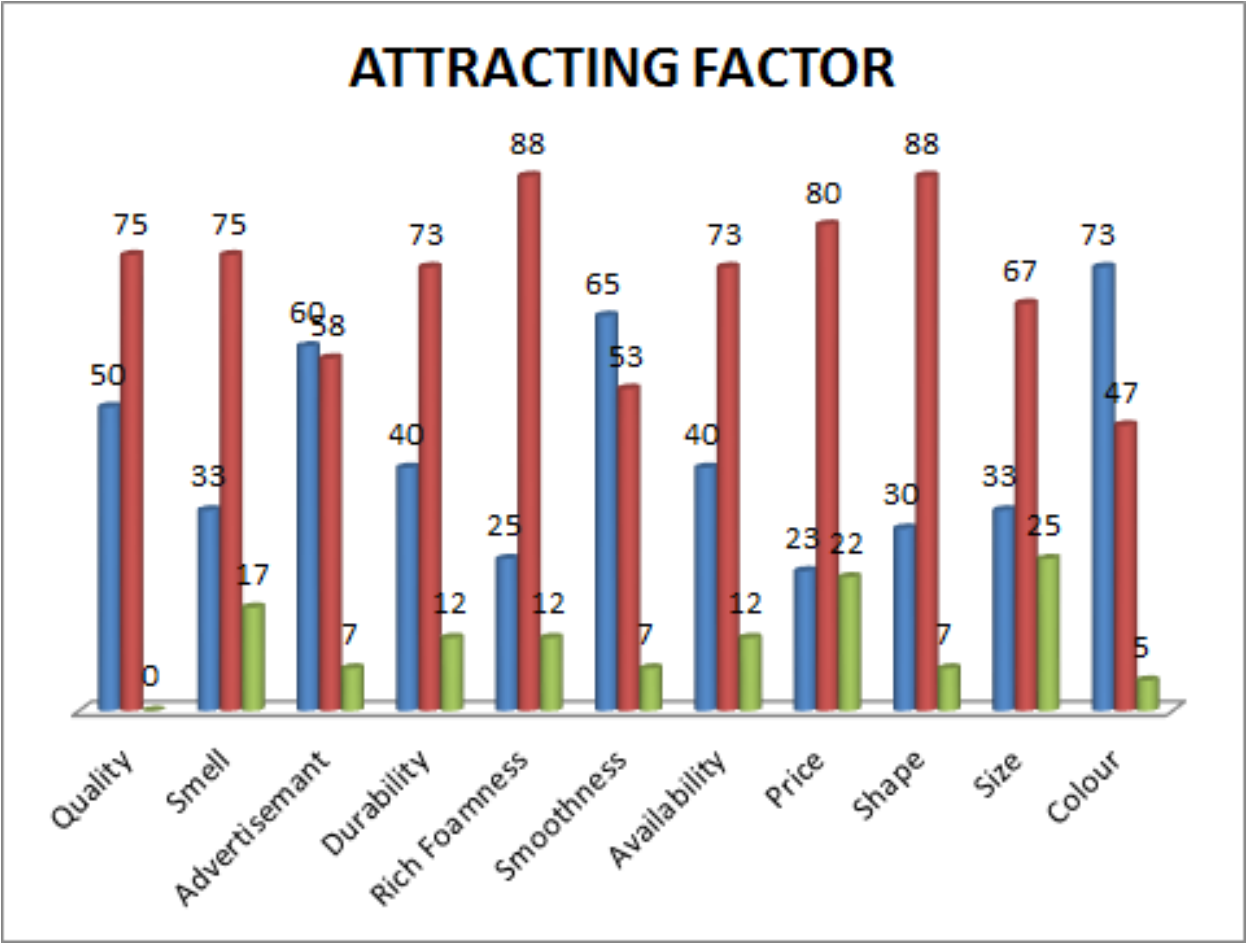
PRIMARY SOURCE:

INTERPRETATION:

The above data shows respondents have a good idea with partially deploy the table on Johnson and Johnson baby soaps. Also the respondents have nearly 1/3<sup>rd</sup> of survey data excellent idea. At the end of the data some much respondents have bad impression also but those numbers are negligible. But we have to consider with it the following factors of size and price.

CHART 4.16

ATTRACTING FACTOR WISE RESPONDENTS



CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- The data shows that professional respondents lead the table with 34% and the business respondents following with 30% (37 no’s). Rest of the percentage share with other entities of the table.
- The data shows that upto Rs. 5,000 respondents lead the table with 40% and the Rs. 5,001 to Rs. 8,000 income base respondents following with 26% (32 no’s). Rest of the percentage share with other entities of the table.
- The data shows that self-respondents lead the table with 38% and the parents respondents following with 29 %(36 no’s). Rest of the percentage share with other entities of the table.

- The data shows that below 2 years respondents lead the table with 50% and the 2 to 5 years respondents following with 21%(26 no's). Rest of the percentage share with other entities of the table.
- The data shows that monthly once purchase respondents lead the table with 43% and the monthly twice respondents following with 27% (34 no's). Rest of the percentage share with other entities of the table.
- The data shows that 100 gms pack preference respondents lead the table with 40% and the 75 gms respondents following with 28% (35 no's). Rest of the percentage share with other entities of the table.
- The data shows that department store preference respondents lead the table with 41% and the grocery soap respondents following with 30% (38 no's). Rest of the percentage share with other entities of the table.
- The data shows that department quantity preference respondents lead the table with 63% and the price respondents following with 16% (20 no's). Rest of the percentage share with other entities of the table.
- The data shows that department Friends and Relatives preference respondents lead the table with 59% and the advertisement respondents following with 34% (20 no's). Rest of the percentage share with other entities of the table.
- The data shows that effective advertisement preference respondents lead the table with 76% and the effective advertisement respondents following with 24% (30 no's). Rest of the percentage share with other entities of the table.
- The data shows that television advertisement preference respondents lead the table with 54% and the newspaper advertisement respondents following with 22% (30 no's). Rest of the percentage share with other entities of the table.
- The data shows quality preference respondents lead the table with 63% and the price preference respondents following with 16% (20 no's). Rest of the percentage share with other entities of the table.
- The data shows price using brands normal preference respondents lead the table with 51% and the high preference respondents following with 22% (28 no's). Rest of the percentage share with other entities of the table.

- The data shows Excellent idea preference respondents lead the table with 52% and the good enough idea of the product preference respondents following with 48% (60 no's). Rest of the percentage share with other entities of the table.
- The factors affecting color is the major contribution with averagely 54.25. High cost entity also act as leading position with averagely 78 count. Size also made a controversial act in this study with non-availability attribute.
- The data shows respondents have a good idea with partially deploy the table on Johnson and Johnson baby soaps. Also the respondents have nearly 1/3<sup>rd</sup> of survey data excellent idea. At the end of the data some much respondents have bad impression also but those numbers are negligible. But we have to consider with it the following factors of size and price.

## 5.2 SUGGESTIONS

- The company should take necessary steps to improve the quality of the product.
- It is suggested to the company to reduce the chemical reagents to protect the skins.
- The packing method of the Johnson & Johnson is up to satisfaction Hence it is suggested to modify the packages which will attract more consumers.
- The company should change the advertisement to attract more consumers. The company products are not available in the remote areas. Hence it is suggested to improve the distribution in all remote areas.
- The consumers preferred the brands mainly the free and special offer. Hence, it is suggested to offer special gift coupon.
- Major problem in the soaps is high price. So, the company should reduce the prize.

## 5.3 CONCLUSION

A consumer satisfaction of baby soap in Perambalur. The researcher has found some problems in Johnson product. So the companies take necessary steps for improving their packing style, quality, etc.

The company will reach the maximum sales only when implemented, the are implemented. And, on the other the Johnson, they must reduce the advanced chemical processing, and price. Finally, we conclude that the product possessing brand loyalty. But they must improve their distribution in rural areas, and must reduce the skin strains.

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**NET COLLECTION**

www.johnson&johnson.com

**A STUDY ON CONSUMER SATISFACTION TOWARDS JOHNSON & JOHNSON'S  
BABY PRODUCTS IN PERAMBALUR DISTRICT**

**QUESTIONNAIRE**

1. Name:

2. Occupation:

a) Professional

b) Business

c) Employee

d) Others



3. Monthly Income of your family?

- a) Upto Rs. 5,000                      b) Rs. 5,000 to 8,000
- c) Rs. 8,000 to 10,000              d) Rs.10,000

4. Who Purchase the Soap?

- a) Yourself                              b) Spouse
- c) Parents                                d) Servant

5. How long you are using the Soap?

- a) Below 2 years                      b) 2 to 5 years
- c) 5 to 10 years                        d) 10 years

6. In what frequency do you purchase the product?

- a) Weekly                                b) Monthly Once
- c) Monthly Twice                      d) 2 Months One

7. Which pack do you prefer?

- a) 50 gms                                b) 75 gms
- c) 100 gms                              d) 125 gms

8. Where do you buy the Product?

- a) Grocery Shop                      b) Departmental Stores
- c) Agent                                 d) Salesman

9. Which type of offer do you prefer?

- a) Price                                  b) Quantity
- c) Gift                                  d) Prize Coupons

10. How did you come to know about the Product?

- a) Advertisement                      b) Friends & Relatives
- c.) Dealers/Shopkeepers              d) Others.

11. Do you think advertisement is effective in this Product?

- a) Yes                                      b) No

12. If yes, which media of advertisement will be effective?

- a) Television                              b) Newspaper
- c) Banner                                  d) Agent

13. What influenced you to choose the brand?

- a) Price                                      b) Availability
- c) Quality                                  d) Quantity

14. What is your opinion regarding price of your present brand?

- a) Low                                        b) High
- c) Normal                                  d) Moderate

15. What occasion you bought the Johnson & Johnson's baby Soap?

- a) Gift                                        b) Birthday
- c) Ordinary Day                          d) Some

16. What are the problems you faced?

S.No	Problems	Rank
1	High Cost	
2	Color	
3	Small Size	
4	Non Availability	

17. Give the level satisfaction about your Johnson & Johnson's baby soap?

S.No	Attributes	Excellent	Good	Bad
1.	Quality			
2.	Small			
3.	Advertisement			
4.	Durability			
5.	Rich Foamness			
6.	Smoothness			
7.	Availability			
8.	Price			
9.	Shape			
10.	Size			
11.	Color			

18. Would you recommend others to buy a Johnson & Johnson's baby soap?

a) Yes

b) No

19. If yes, according to your opinion \_\_\_\_\_

20. Have you used any other soap previously before buying this Johnson & Johnson's baby soap?

a) Yes

b) No

21. If yes, which brand you have used and specify the reason why you have changed the previous brand of soap?

a) Obsolescence

b) Poor Performance

c) Non- availability

d) Fashion

22. If your brand is not available in the market, what will be your next alternative?

23. Are you satisfied with this product?

a) Yes

b) No

24. Do you have the idea of changing the present Johnson & Johnson's baby soap?

25. Give your valuable suggestions to the company for increasing the sales