

A Study on Consumer Behaviour towards Johnson Baby Product in New Panvel

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Abstract: This study emphasis on the consumer behavior towards Johnson baby products in new panvel. The main focus is given on baby cosmetics like soaps, powder and shampoo. This paper explains the satisfactory level of the consumer towards the product and also discusses the factors that influence the customer to remark the product. The study also discusses about the effect on sales due to different consumer behavior.

Keywords: Consumer Behavior, Quaternium-15, buying strategies

1. Introduction

Consumer behavior is that the study of however individual customers, teams or organizations choose, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the customers within the marketplace and therefore the underlying motives for those actions. Marketers expect that by understanding what causes the customers to shop for specific product and services, they're going to be ready to confirm that product square measure required within the marketplace, which are obsolete, and the way best to gift the products to the customers. The study of shopper behavior assumes that the customers square measure actors within the marketplace. The perspective of role theory assumes that customers play numerous roles within the marketplace. Starting from the data supplier, from the user to the remunerator and to the disposer, consumers play these roles in the decision process. The roles conjointly vary in numerous consumption situations; as an example, a mother plays the role of associate influencer in a very child's purchase method, whereas she plays the role of a disposer for the product consumed by the family.

2. Literature review

Children's tub products are typically marketed as safe and delicate. However, laboratory tests commissioned by the Campaign for Safe Cosmetics found these product are normally contaminated with methanol or one.4-dioxane and, in several cases, both. These 2 chemicals, linked to cancer and skin allergies, are anything but safe and gentle and are completely unregulated in children's bath products.

The Food and Drug Administration (FDA) oversees the security of non-public care product within the U.S., however lacks basic authority required to make sure that product are

literally safe. The FDA cannot need corporations to check product for safety before they're oversubscribed, doesn't consistently review the security of ingredients and doesn't set limits for common, harmful contaminants in products. The FDA conjointly doesn't need contaminants to be listed on product ingredient labels.¹ As a result; customers haven't any manner of knowing if their product contains toxic contaminants. This report is that the initial to document the widespread contamination of children's product with methanal and one.4-dioxane.

Environmental Protection Agency (EPA), 1,4-dioxane may be a probable matter.² The federal Consumer Product Safety Commission states that "the presence of 1,4-dioxane, even as a trace contaminant, is cause for concern."³ 1,4-dioxane may be a byproduct of a chemical process technique referred to as ethoxylation during which cosmetic ingredients are processed with ethene chemical compound. Manufacturers will simply take away the toxic byproduct, however aren't needed by law to try and do thus. Formaldehyde may be a probable matter, according to the EPA,⁴ though the risk of cancer from absorption through the skin is not fully understood.⁵ The chemical can also trigger adverse skin reactions in youngsters and adults World Health Organization are sensitive to the chemical.⁶⁻⁹ dermatitis specialists advocate that youngsters avoid exposure to product containing methanal.¹⁰ methanal contaminates aid product once common preservatives, such as Quaternium-15, release formaldehyde over time in the container. None of the product tested list methanal or one, 4-dioxane on the ingredient label. They are not ingredients within the product, but are toxic byproducts of chemical manufacturing and product formulation. To better understand the extent of the problem.

The Campaign for Safe Cosmetics and its partner Environmental social unit sent samples of well-liked children's tub product to Analytical Sciences, an independent laboratory in Petaluma, Calif., to be tested. The products chosen for testing contained ingredients commonly associated with 1,4-dioxane or formaldehyde contamination.¹¹ Executive Summary 61% of the children's bath products tested for this report contained both formaldehyde and 1,4-dioxane.

We tested 48 products for 1,4-dioxane. From that batch, we also tested 28 of those products for formaldehyde. Highlights of results from the freelance laboratory tests include: Multiple

Contaminants:

- 17 out of 28 products tested (61%) contained both formaldehyde and 1,4-dioxane.
- Popular products that contained both contaminants include: Johnson's Baby Shampoo, Sesame Street Bubble Bath, Grins & Giggles Milk & Honey Baby Wash and Huggies Naturally Refreshing Cucumber & Green Tea Baby Wash. Formaldehyde:
- 23 out of 28 products tested (82%) contained formaldehyde at levels ranging from 54 to 610 parts per million (ppm).

Campaign for Safe Cosmetics and David Steinman, author of *The Safe Shopper's Bible: A Consumer's Guide to Nontoxic Household Products, Cosmetics and Food*, documented that 18 bath products tested contained the contamination one,4-dioxane.³³ In 2008 the Organic shopper Association and Steinman tested ninety nine aid product within the natural product sector for one,4-dioxane and located that just about 1/2 them were contaminated with the chemical.³⁴ In the wake of those tests, several companies in the natural products sector agreed to reformulate products to remove chemicals associated with 1,4-dioxane contamination.³⁵ ests.5

3. The Factors of consumer behavior

To fully perceive however shopper behavior affects promoting, it is vital to grasp the 3 factors that have an effect on shopper behavior: psychological, personal, and social.

A. Psychological factors

In way of life, consumers are being affected by many issues that are unique to their thought process. Psychological factors will embrace perception of a desire or state of affairs, the person's ability to learn or understand information, and an individual's attitude. Each person can answer a promoting message supported their perceptions and attitudes. Therefore,

marketers should take these psychological factors into consideration once making campaigns, guaranteeing that their campaign can charm to their audience.

B. Personal factors

Personal factors square measure characteristics that square measure specific to someone and should not relate to others among identical cluster. These characteristics might embody however someone makes selections, their distinctive habits and interests, and opinions. When considering personal factors, selections also are influenced by age, gender, background, culture, and alternative personal problems. For example, Associate in nursing older person can probably exhibit completely different client behaviors than a younger person, which means they're going to opt for merchandise otherwise and pay their cash on things that will not interest a younger generation.

C. Social factors

The third issue that encompasses a important impact on client behavior is social characteristics. Social influencers square measure quite various and may embody a human family, social interaction, work or college communities, or any cluster of individuals someone affiliates with. It may embody a human people, that involves financial gain, living conditions, and education level. The social factors square measure terribly various and may be tough to investigate once developing selling plans. However, it's crucial to contemplate the social factors in client behavior, as they greatly influence however individuals answer selling messages and build buying selections. For example, however employing a celebrated advocator will influence patrons.

4. History of Johnson & Johnson

In 1886, 3 brothers Henry Martyn Robert Wood Johnson, James Wood Johnson and Edward Mead Johnson began the corporate, Johnson & Johnson, in New Brunswick, New Jersey within the us. It's aforesaid that the Johnson brothers were impressed to begin the business so as to form a line of ready-to-use surgical dressings, once hearing a speech by antiseptic advocate Joseph Lister, in 1885. Robert Wood Johnson served because the initial president the corporate became incorporated in 1887 and throughout the nineteenth century, Henry Martyn Robert worked to enhance sanitation practices. "It's aforesaid that the Johnson brothers were impressed to begin the business so as to form a line of ready-to-use surgical dressings..." A year later, J&J pioneered the first commercial first aid kits, which were initially designed to help railroad workers, but soon became the standard practice in treating injuries. In 1894, J&J's heritage baby business began, by the launch of maternity kits. These kits had the aim of constructing birth safer for mother and babies. JOHNSON's powder conjointly went on sale throughout this year and was extraordinarily triple-crown. Robert Wood's granddaughter, Mary Lea, was the first baby to be used on the baby powder label. The complete dates back to 1893 once Johnson's powder was introduced. Product line consists of powder, shampoos, body lotions, massage oil, shower gels and baby wipes. The brand has reputation for making baby products that are "exceptionally pure and safe" since at least the 1980s.

5. Problems Found in Johnson Baby Products

For the past 2 years, health and environmental teams are urging Johnson & Johnson to get rid of 2 probably cancer-causing chemicals from its baby shampoo. One of these ingredients is quaternium-15, that releases formaldehyde; a skin, eye, and metabolic process pain in the ass, and a best-known substance (formaldehyde exposure has been related to cancer of the blood specifically). According to SafeCosmetics.org:

"The North yank dermatitis cluster considers quaternium-15 to be among the foremost clinically important contact allergens

in kids.” The other, 1,4-dioxane, may be a “likely substance,” and is gift in Johnson & Johnson’s Baby Shampoo. According to the authority, 1,4dioxane is “probably carcinogenic to humans,” and is toxic to your brain, central nervous system, kidneys, and liver

On Oct thirty one, The Campaign for Safe Cosmetics sent Johnson & Johnson a letter signed by 25 environmental and medical groups, demanding they “commit to removing the chemicals from all of its merchandise by Nov fifteen.” The Campaign also urges everyone to boycott Johnson & Johnson until it complies. There are many more problems like causing allergies to children like rashes, dryness etc.

6. Objectives

- To study the demographic profile of the sample respondents.
- To analyze the factors influencing on buying decisions.
- To study the buying process of baby cosmetic products.
- To analyze the effect of media communication on buying behavior.
- To study the main problem faced by the customer.

7. Scope

- This project is based on consumer behavior towards Johnson’s baby product
- Parents were taken into consideration
- It includes customer satisfaction, preferences and suggestions towards baby cosmetics in panvel and navi Mumbai. So the scope of study is limited to panvel, navi Mumbai only.
- This is realistic source directly collected from the customers i.e. parents.

8. Hypothesis

- *Ho-* Consumer behavior towards Johnson’s baby product has negatively changed after the report of finding the toxic chemicals in Johnson’s baby product.
- *H1-* Consumer behavior towards Johnson’s baby product has positively changed after the report of finding the toxic chemicals in Johnson’s baby product.

9. Sample size

A total of 50 respondents from Panvel and Navi Mumbai were selected for the study. Convenience sampling technique has been followed for grouping the response from the respondents.

10. Data Collection

The study relies on each primary knowledge & secondary knowledge. The primary data has been collected by using a

questionnaire and the secondary data has been collected from newspaper and internet.

11. Tools and techniques used

The statistical tool used for the purpose of the analysis of this study is simple ranking techniques. After the gathering of information through the form, writing was done rigorously. Based on the responses of the samples, tables were prepared. The data collected were analyzed and interpreted with the help of tables & figures.

12. Limitation of the study

During the course of study the following major limitations were observed.

- Time is that the major limitation, that has affected the inferences drawn within the study.
- A number of the respondents were reluctant to share the data with the man of science.
- As only one city was surveyed, it does not represent the overall view of the Indian Market.
- The study is restricted only with in new Panvel, Navi Mumbai.

13. Result

To test the hypothesis quantitative analysis of closed ended responses was done by percentage distribution.

Table 1
Analysis of Data

	Satisfied	Not Satisfied	Total
No. of Respondent	11	39	50



Fig. 1. Customer satisfaction

From the study it is being investigated that out of 50 customers only 11 customers are fully satisfied with Johnson and Johnson products. And 39 customers are not satisfied. As the result the null hypothesis is accepted and the alternate hypothesis is rejected. Hence it is concluded that Customers are negatively changed after the report of finding the toxic chemicals in Johnson’s baby product.

14. Conclusion

In conclusion, from the outset of this research project the above steps will be taken in order to achieve a desired result. From the research it was evident that not enough research has been taken into account for the human responses that occur with any person when buying Of Johnson baby product. Once all

data is collected from the relevant participants then this is reviewed and analyzed for the appropriate section of research. It is clearly understood that the sales of Johnson and Johnson are affected due to the toxic substance contain in it. It is understood that consumer behavior towards Johnson baby is changed the reason behind are many but the main reason is quality of the product and report reveled of inclusive of toxic chemicals in Johnson baby products.

A. *Suggestions*

After the research my suggestions to Johnson baby producers are:

The quality of the product should be improved and avoid inclusive of toxic chemicals consumer are more educated and

more conscious toward their infants they do not take any risk rather they switch to other brand.

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