

## **Analyzing the Customer Satisfaction of Johnson and Johnson Baby Care Products from the Case of Samarkand City**

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**Annotation:** The current age's market is the most customer-oriented than ever before. Accordingly, the baby products developers are becoming so competitive that we can see a newly produced baby product almost everyday or just experience the already existing one with advanced features. Mothers are continuously focused on obtaining the greatest items on the market and doing all possibilities to ensure their kids welfare and well-being.

The purpose of this research is to look at consumer satisfaction with Johnson & Johnson Baby care products in Samarkand city. The student must investigate consumer satisfaction with Johnson & Johnson Baby care products in order to assess consumer satisfaction. According to the findings of the research, the influence of satisfaction on repurchasing willingness yields better outcomes for capturing the sector in the studied region.

Proper data collection methodologies have been used for attaining the study objectives. Since it was a quantitative research, an appropriate calculation methods have been applied to calculate the overall results. Overall, 61 people have participated and they are all women. Furthermore, the respondents were of different age and of different marital status. The research was taken throughout the dwellers of Samarkand city.

**Keywords:** customer preferences, baby care products, satisfaction, attitude.

### **INTRODUCTION**

One of the most important criteria for a deep and successful interpersonal connection is loyalty. When establishing the relationships between a company and a client, personal relationships are frequently utilized as a symbol. In this sense, brand loyalty demonstrates its significance including both human relationships and in establishing the anticipated strong and long-term connection between the company and the consumer. As a marketer, they must provide convincing reasons why a buyer would select their brand over other rival brands on the market. The customers are the ones who consumes the items and services and evaluates their competence. Consumers are indeed enthusiastic towards the brands that provide them with extra value. Each buyer has his or her own manner of analyzing the various brand options accessible on the market.

Baby care items are a market segment that clients favor during a certain time frame. Mothers would not demonstrate a preference for that very same type of product after their children are older, but only when they have a new child to look after. It should be the marketer's responsibility to find the evaluation techniques and construct their promotional activities to ensure that their products satisfy the customer's expectations on each aspect within the account.

Throughout the process of using of infant care items, trust in purchase decisions might be especially important. The dimension of functioning might be understood as a result of trust. The first dimension has a practical or competitive framework and is a brand's capacity to fulfil its obligations and satisfy consumer wants, whereas the second dimension is the purpose and anticipation that the brand would act appropriately for the consumer's wellbeing or satisfaction. At this stage, it is the more delicate actions of mothers in relation to product value that highlight the necessity of research into the influence of brand trust on purchase intentions.

Raising a newborn is really the most difficult aspect of life since knowing the demands of a baby's body is critical to a baby's appropriate growth of both health and wellbeing. In terms of infant items, mothers are becoming more responsible in their purchases. They are making the correct decisions to ensure the safety and security of their offspring. The research studies consumer attitude, satisfaction, and preference, as well as other aspects that impact the decision to choose Johnson & Johnson Baby care products in the case of Samarkand city.

#### **LITARATURE REVIEW:**

Johnson & Johnson is an investment holding corporation with a focus on health-care goods. It is involved in the research and development, manufacturing, and selling of personal care and hygiene goods, medicines, and surgical equipment. A client alters their purchasing patterns by purposefully purchasing a different brand rather than their regular preference. The factors include that the price of the product does not match the value, the quality of service is substandard or non-existent, clients struggle with brand fatigue, and the firm does not comprehend the needs of the client. Kotler (2000) indicates that customer's buying decision is based on their personality, qualities and process of decision making. Several reasons that influence product selection include brand, customer satisfaction, accessibility, supplier, and so on. This has a direct influence on their shopping habits. Modern life is transitioning from chemical to organic. All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment (Ottoman, 1993; Davis, 1993; Kangun, 1994). As a result of using a natural green product offering, we may reduce the use of chemical components, which are once again harmful to the body. According to O. Mathuthara and Dr.K.Latha (2016), in their research, companies must understand the needs of their customers more than the product. Consumer happiness is highly dependent on what the client wants and what they receive. Quality is also linked to consumer behavior.

There is a research on consumer satisfaction towards Johnson & Johnson products in Namak- kal district of Tamilnadu (worldwidejournals.com). The researcher chose Namakkal town for this study's goal of examining consumer satisfaction with Baby care goods, namely Johnson & Johnson baby care goods. To achieve this research's goal, the researcher gathered 130 participants who had used Johnson & Johnson Baby care items. It has been determined in that research that 20.8 percent of participants were under the age of 30, 28.4 percent were between the ages of 30 and 40, and 50.8 percent were beyond the age of 40. It is found from the analysis that majority of the respondents are living in urban area, female, above 40 years aged, professionally qualified, earning monthly income of Rs.20000 to 30000, having up to 2 children in their family, having babies and using bath time products mostly than other type of products (worldwidejournals.com).

The implications of this research are useful for marketers in understanding customer preferences and perspectives on purchasing infant care formula. Johnson and Johnson Company, which manufactures infant care products, is confronted with several challenges, including rising costs, more competition, changing client lifestyles, and difficulty in anticipating purchasers' attitudes about a product due to frequent changes in customer choice. The market is currently flooded with a variety of infant care items with various brand names providing clients the most recent items. As a result, in today's industry, consumer attitude is critical. Customers' attitudes regarding the product impact their buying decisions, thus marketers must apply their strategy and techniques on a regular basis in order to achieve more. Customer expectations are mostly dependent on the following factors: the product or service, the pricing, the location, and the marketing. It aids in the research of client satisfaction with Johnson & Johnson infant care products.

#### **The effects of customer satisfaction towards the brand**

Nowadays, the quality of after-sales service may be determined by performing a customer satisfaction survey. There is no doubt that client happiness is one of the most important goals of any business, not just for existence but also for sustainability. Sadly, due to severe rivalry and consumer complex, this is not easy to implement in practice. Consumers become loyal to businesses that consistently give superior customer service. Consumers that are devoted to your firm will support for you. Despite the fact that there are numerous studies demonstrating that customer service has an influence on sales, many businesses continue

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to focus their resources disproportionately on other sales-impacting activities or cost reductions. Consumers have been pampered with so many alternatives, making it harder to match their expectations. Customer happiness cannot be achieved in the absence of quality enhancement elements that customers appreciate. If consumers do not express their appreciation for quality through service interactions and post-purchase reviews, customer contentment will be a phantom.

## METHODOLOGY

The study is being conducted with the goal of studying the customer's opinion toward Johnson's infant lotion in the city of Samarkand. In the research a quantitative research method has been used. A systematic questionnaire has been designed to obtain primary data, and it captures consumer opinions about Johnson & Johnson infant care items using the Convenience sampling approach. There were 61 respondents overall and all of them are women since baby care products are a big concern mostly for females. The information was gathered directly from the clients via a questionnaire. The research has been conducted in the territory of Samarkand city. To distribute the questionnaire internet was of great use as the pandemic situation did not let to reach the respondents physically. In the research there attempted to investigate the brand choice and satisfaction of Johnson's infant products. Females have been reached and data for analysis has been gathered.

## LIMITATIONS OF THE STUDY

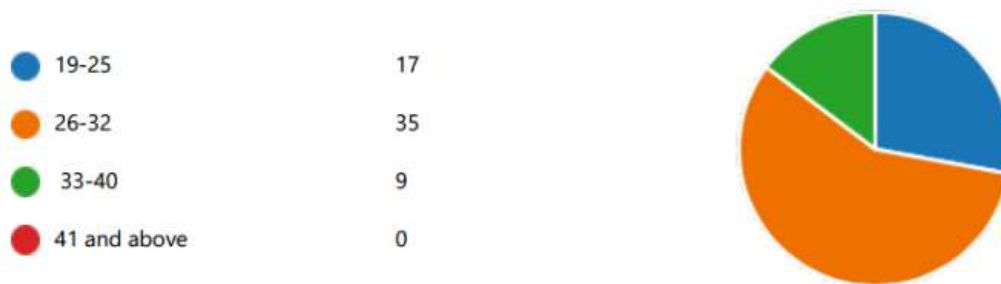
In the research there were some limitations that lead to incompleteness of the study. First of all, the pandemic situation has put its impact on it considerably. There were almost no chance to reach the potential respondents to the research and most of the time I had to confine the research to the existing resources like Internet. When it comes to interpreting the findings the methods that were planned to be used have not been applied, which literally has led to the narrow analyze of the data. Another limitation is the territory. At first the study aimed to look at the case of Uzbekistan, in general. But, considering other factors it has been conducted only in Samarkand city.

## RESULTS

The analysis and interpretation of the study “Analyzing the customer satisfaction of Johnson and Johnson Baby care products from the case of Samarkand city” is presented in this chapter based on the opinions of a convenience sample of 61 female customers chosen from Samarkand city via a questionnaire consisting of 19 questions.

The questionnaire was used in the research to get information on the consumers' attitudes regarding Johnson & Johnson infant care products in Samarkand city. The gathered data is suppressed tables, pie charts, bar charts and is pressed in the followings.

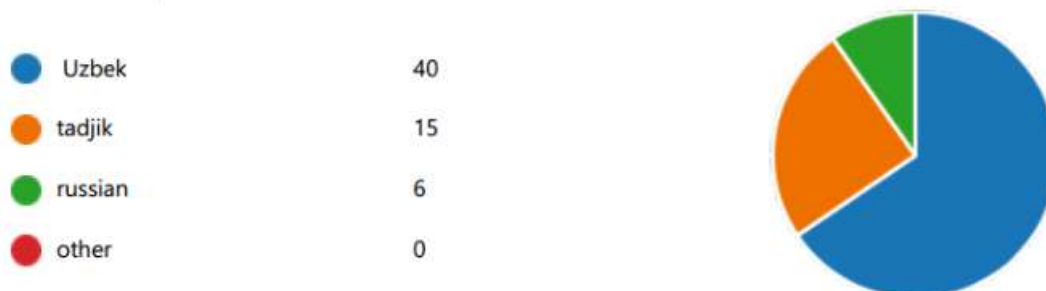
*Figure 1. Age category*



It can be seen from the results that over a half of the respondents were between 26-32 ages (57%, 35 respondents), 19-25 age members constructed 28% and the least age representatives were between 33 and 40 (15%). There were no woman over 41 years old.

It can be said that women who have 3-4 year marriage are most likely to use J&J Baby care products in Samarkand city.

**Figure 2. Nationality**

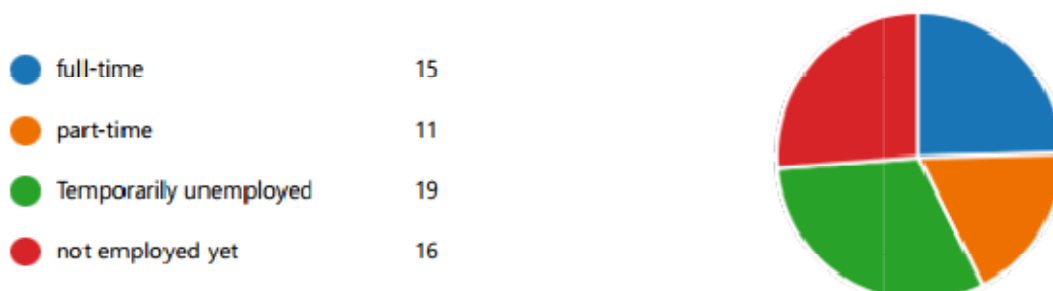


The nationality of the respondents were of three categories: Uzbek, Tadjik and Russian. Since in Samarkand city there can be met many Tadjik people, it got second place by quantity after Uzbek people. Uzbeks generated 66 % (40 women) of all respondents, whereas only 6 Russian women got participated. Furthermore, there were 15 Tadjiks, which is 25%.

According to Marital Status there were 44 women of married category (72%), 17 (28%) were unmarried. There was no woman of divorced category.

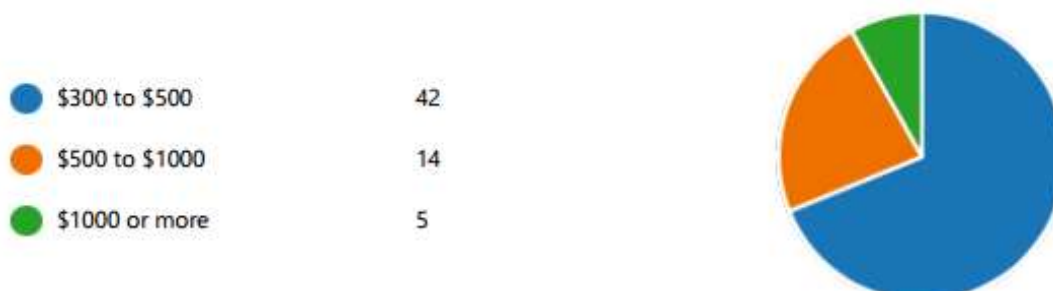
Majority of the women (19 respondents, 31%) were temporarily unemployed, according to the employment status. The proportion of not employed and full-time workers were almost the same, 16 and 15 females respectively. The least category was part-time workers, 11 participants, 18% (Figure 3).

**Figure 3. Employment**



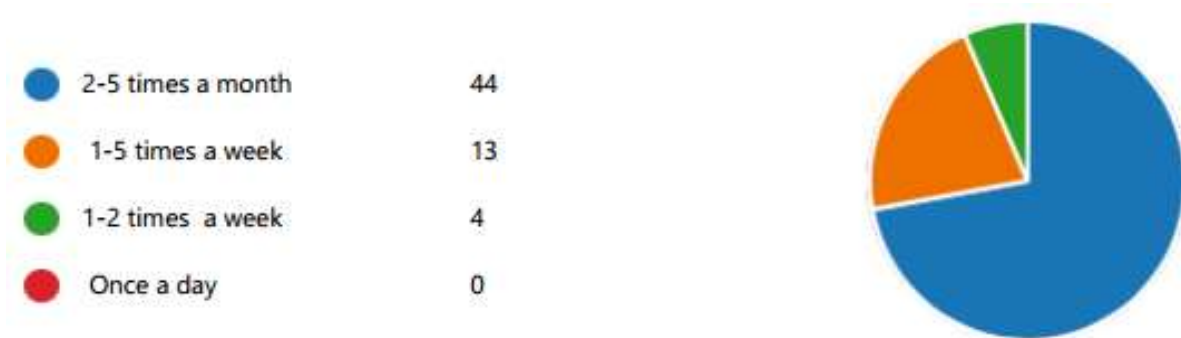
When it comes to income salary \$300-\$500 income category was the first in the list, generating 69% of all respondents with 42 women. Actually, thus is the average salary a regular citizen of Uzbekistan gets. However, 14 participants (23%) were of \$500-\$1000 income category. And 5 women (8%) earn \$1000 and more (Figure 4).

**Figure 4. Monthly salary**



In terms of the frequency of purchase any kind of J&J Baby care products, most of the respondents (72%, 44 women) opted the version of 2-5 times a month, whereas none of them was of the option of once a day. And they are likely to buy the products 1-5 times a week rather 1-2 times, with 13 and 4 of the respondents respectively (Figure 5).

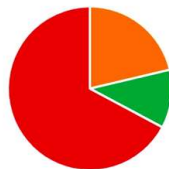
Figure 5



Below some of the frequently purchase J&J Baby care products purchase frequency figures are shown:

### Johnson’s Baby Shampoo

|                   |    |
|-------------------|----|
| Once a day        | 0  |
| 1-2 times a week  | 13 |
| 1-5 times a week  | 7  |
| 2-5 times a month | 41 |



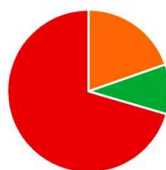
### Johnson’s Baby Hand and Face Wipes

|                   |    |
|-------------------|----|
| once a week       | 0  |
| 1-2 times a week  | 42 |
| 1-5 times a week  | 6  |
| 2-5 times a month | 13 |



### Johnson’s Baby Lotion

|                   |    |
|-------------------|----|
| once a day        | 0  |
| 1-2 times a week  | 12 |
| 1-5 times a week  | 6  |
| 2-5 times a month | 43 |



Johnson’s Baby Bedtime Bath, Johnson’s Baby Oil, Johnson’s Baby Powder, Johnson’s Baby Bubble Bath are the least bought ones among the given product list, with only 2-5 times a month.

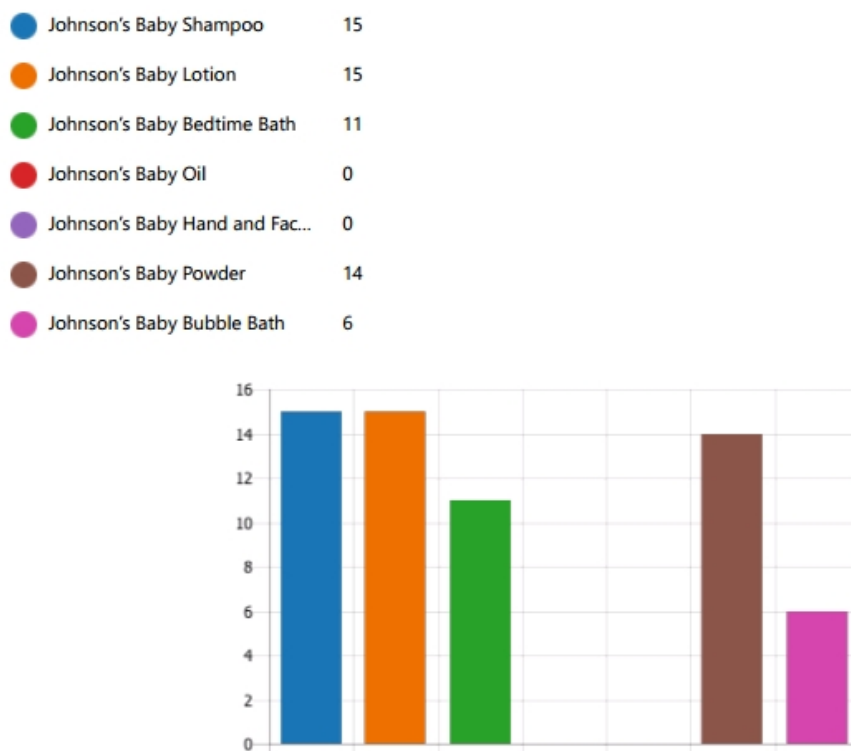
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The research showed that Johnson’s Baby Shampoo and Johnson’s Baby Lotion are the most favourite baby care products of mothers of newly born babies, with 15 women responses on both product categories. In comparison, Johnson’s Baby Oil and Johnson’s Baby Hand and face wipes earned no responses (Figure 6).

When it comes to satisfaction level it is below average, 1.61 rate out of 4 and the experience rating is also not that high, only 1.46 out of 4. However, the respondents are pretty sure to recommend the products to others with only 7 responses claiming not to suggest them to others. Furthermore the prices may satisfy the customers with the rating of 2.28 out of 4.

**Figure 6**



## IMPLICATIONS

The research on Customer satisfaction of J&J Baby care products from the case of Samarkand city has analyzed the main target market of the products and the factors that have impact on customer satisfaction in terms of price, especially. The further research is still needed as this one has only considered the case of Samarkand city only with 61 participants. In the further researches there should be what elements in the products by J&J affect the satisfaction of consumers the most, because this study was narrow, has not taken into account some of the factors related to the products themselves. Besides, the research has found that what baby care products are mostly purchased and popular among mothers. From this the market can make a conclusion about what products should be delivered more.

## CONCLUSION

Loyalty is one of the most crucial qualities for a strong and effective interpersonal connection. Personal ties are commonly used as a symbol when creating ties between a firm and a client. In this way, brand loyalty reveals its importance in creating both personal ties and the expected strong and long-term connection between the firm and the consumer. As a marketer, they must give compelling reasons why a consumer should choose their brand over competitors on the market.

Because newborns are the most delicate and vital part of a parent's life, they want the highest level of safety and quality items. One of the most crucial factors in baby care products is trust. Furthermore, numerous studies must be conducted to determine whether there is a difference in brand trust produced by brands based on their market power levels. Future studies that examine multiple characteristics of brand commitment will be able to examine its link with customer satisfaction.

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