

Factors affecting customers' purchasing decision on Johnson's Baby Products in Vietnam

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Abstract--- *The turnover of the market of products and services for children in Vietnam has been predicted to reach a scale of 7 billion USD, with a growth rate of 30-40%. Detailed, according to Nielsen, with the middle class growing strong in Vietnam, the needs of parents for children's products will be increasingly higher in both quantity and quality. In the developed markets, where the fertility rate is low and the types of baby care products are saturated, growth will be motivated by innovation and high levels of product chemistry, while in the growing markets, the rising demand will be the biggest growth motivation. Today, Johnson & Johnson is one of the largest health care companies in the world. In 2018, the company reported more than \$81,6 billion in sales. However, in 2017, J&J began to face lawsuits over asbestos exposure from contaminated talcum powder products. This event greatly affects the reputation of the brand in the Vietnam market and of course the revenue of the baby sector. The more challenging and difficult it is for Johnson's Baby in retaking the trust and the customer's favor. In order to write the article, consulting several sources such as books, newspapers, magazines, reports as well as other articles was necessary. Analysis, statistic, prediction, the application is the essential methods which were used to express the topic. The authors used the SWOT analysis method to assess the factors affecting customers' purchasing decision on Johnson's Baby Products in Vietnam. Some recommendations for developing strategies of Johnson Baby Vietnam have been proposed from the above analysis. The article consists of four root factors which are: firstly, the Vietnamese social; secondly, the psychologic of Vietnamese customers; thirdly, the factors belongs to customers' personal; eventually, the Johnson Baby marketing actions. Relating to the factors affecting customers' purchasing decision, the article will reflect the considerable factors of the Vietnamese customers or market on Johnson baby products surveying during the period from 20th September 2019 to 21st October, 2019.*

Keywords--- *Factors affecting, Johnson Baby, Vietnam baby products, customers' purchasing decision.*

INTRODUCTION

The global baby product market size was valued at USD 10.91 billion in 2017 and is expected to register a CAGR of 5.5% over the forecast period on account of rising spending capability and changing lifestyles. Rapid urbanization and growing middle-class population across several developing regions are driving the market further. Changing lifestyle, particularly in developing countries, has encouraged the adoption of convenience-oriented routine, making these items desirable, which will fuel the industry growth over the forecast period.

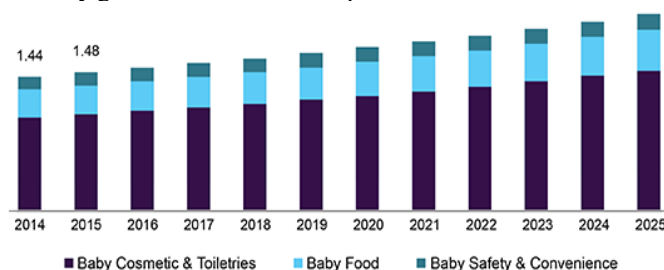


Figure 1: U.S baby product market size, by product, 2014-2025 (USD Billion)

Cosmetics and toiletries were the largest segment accounting for more than 45% of the global share in 2017. The segment is further segmented into skin, bath, hair care, and bath products, which offer benefits including protection from dry skin. Major companies have been focusing on the development of enhanced products, in terms of design, composition, and performance, with improved technology. Governments in emerging economies are conducting baby care programs to increase the awareness regarding the benefits of such products. These factors are expected to positively impact the segment growth over the coming years.

Moreover, rising consumer awareness regarding child health is boosting the sales of these products, thereby augmenting industry growth. Manufacturers, with the support of government, have been promoting baby hygiene, which in turn will fuel the demand for various cosmetics and toiletries like skin, hair care, and other products. The baby toiletries market is projected to grow at the rate of 5.2% during the forecast period. Increasing product customization, innovation, affordable pricing of baby toiletries such as diapers, baby wipes, baby shampoos etc. is driving the market growth across the globe. Rising demand for more transparency in ingredients of the baby toiletries from consumers is changing the market dynamics from last few years. Major key players are Johnson and Johnson, Inc., Procter & Gamble Co, Kimberly Clark Corp, BABISIL, The Himalaya Drug Company, Pigeon Corporation, Bambo Nature USA, Avon Healthcare Limited Company, and Bonpoint S.A. Intense competition has made producers focus on product differentiation, innovation, and an affordable pricing structure. Hence, companies have been investing in R&D to maintain their market share and for a sustainable growth.

Asia Pacific was the largest region in 2017 and is expected to be the fastest-growing market over the forecast years on account of rapid urbanization and changing lifestyles. Asia-Pacific likely to holds significant market share over the forecast period due to growth in infant population in the countries like India and China. Moreover, rising disposable income levels are estimated to contribute to the region's development in the years to come. Robust economic growth and rising household incomes are expected to increase consumer spending on baby care products in the Asia-Pacific region.

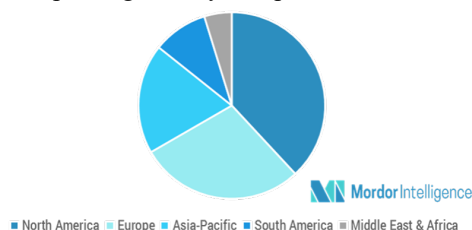


Figure 2: Baby Toiletries Market Share by Geography (2019-2024)

The turnover of the market of products and services for children in Vietnam has been predicted to reach a scale of 7 billion USD, with a growth rate of 30-40%. Detailed, according to Nielsen, with the middle class growing strong in Vietnam, the needs of parents for children's products will be increasingly higher in both quantity and quality. In the developed markets, where the fertility rate is low and the types of baby care products are saturated, growth will be motivated by innovation and high levels of product chemistry, while in the growing markets, the rising demand will be the biggest growth motivation.

With 3 main product groups for infants up to the age of 6 years, the products for babies are divided into 3 main groups of clothing, cosmetics (shampoo and other types of milk brewing) and toys. In Vietnam, the market of products for mother and baby are many brands both in domestic and foreign. The brands of shampoo/ bath gel for babies is being well known in the Vietnamese market such as Johnson's Baby, Pigeon, Cetaphil, ...

Johnson & Johnson was founded in 1886 and not started with the baby product. Until 1894, it launched one of its most iconic products: Johnson’s Baby Powder, made of crushed talc. The rapid success of Johnson’s Baby Powder led to a line of baby products. The company also went on to market adult talcum powder products such as Shower to Shower body powder. During the 20th century, J&J expanded its operations to countries around the world. It continued to introduce new consumer products such as Band-Aid and Baby Shampoo. The company also expanded into medical device and drug development.

Today, Johnson & Johnson is one of the largest health care companies in the world. In 2018, the company reported more than \$81,6 billion in sales. In July 2018, the US multinational Johnson & Johnson shared that it intends to disclose 100% of the ingredients in its all baby care products. Other consumer companies to announce fragrance ingredients disclosure efforts over the past few years include Unilever, Procter & Gamble and SC Johnson.

However, in 2017, J&J began to face lawsuits over asbestos exposure from contaminated talcum powder products. This event greatly affects the reputation of the brand in the Vietnam market and of course the revenue of the baby sector. While the market is increasing in competitiveness, more and more brands of import, inland or commodities are introduced from nature into the market. The more challenging and difficult it is for Johnson's Baby in retaking the trust and the customer's favour.

Although, J&J are going to try improving the bad situation in past, they have to make more afford to get back the thoroughly understanding customers’ behaviour on the JB products. Then, JB brand can develop the products and services to adapt new insights of the customers.

For that reason, the author chooses the research on the assessment of “The factors affecting customer's buying decision on Johnson's Baby products in Vietnam” which is the topic for her EMBA dissertation to demonstrate key factors influenced on buying to suggest some idea for product/project managers.

II. LITERATURE REVIEW

2.1. Customer buying behavior

Consumer behavior studies individuals and groups when they select, purchase, use and dispose products, ideas, services or experiences. There is a huge variety of consumers from a small child asking mum to buy a new game to an international corporation executive making a huge investment deal. Consumers seek items to satisfy their basic needs and desires. Consumer behavior is much more than studying what consumers buy. It attempts to understand how the decision-making process goes and how it affects consumers’ buying behavior. (Solomon, 2004). Marketers study consumers buying patterns to solve where they buy, what they buy and why they buy. However, why consumers buy a specific product is not easy to solve because the answer is locked deep within the consumers’ mind. (Kardes et al., 2011; Kotler & Armstrong, 2010). Generally, consumers can be categorized to individual and organizational consumers. Individual consumers try to satisfy their own needs and wants by purchasing for themselves or satisfy the need of others by buying for them. These individual consumers can come from different backgrounds, ages and life stages. (Kardes et al., 2011).

A consumer’s buying behavior is influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior, marketers can estimate how consumers might behave in the future when making purchasing decisions. (Kotler & Armstrong, 2010). This study focusses on the social, personal and psychological characteristics of consumer behavior and the marketing mix factors impacted on customers’ decision.

2.2. Model of consumer’s behaviors

Consumers make many buying decisions every day. The consumer purchasing decision answers questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy (Armstrong & Kotler, 2003). Past decisions, time-related events, such as ageing, and external events, such as an illness of job change, lead to lifestyle changes that pose additional consumption problems and result in new purchases (Neal, Qvester, & Hawkins, 2002).

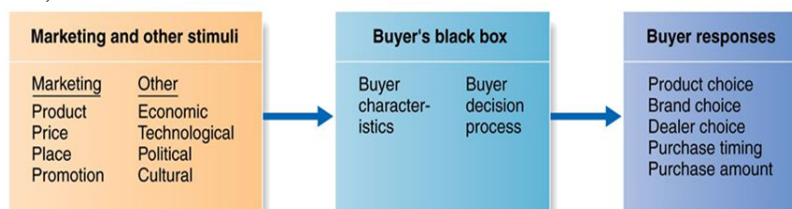


Figure 3: Model of buyer’s behaviors

Figure 3 presents that marketing and other stimuli enter the consumer’s black box and produce certain responses. Marketing stimuli consists of the four Ps; product, price, place, and promotion. These inputs enter the buyer’s black box, where they are turned into a set of observable buyer responses: product choice, brand choice, dealer choice,

purchasing timing, and purchasing amount. The market wants to understand how the stimuli are changed into responses inside the consumer's black box, which has two parts. First, the buyer's characteristics influence how they perceive and react to the stimuli. Second, the buyer's decision process itself affects the buyer's behavior (Armstrong & Kotler, 2003).

2.3. Marketing mix factors

The set of marketing tools the firm uses to pursue its marketing objectives. It is classified into four broad groups, which are product, price, place, and promotion. Marketing mix decisions must be made for influencing an offering mix of products, services, and prices, and utilizing a communications mix of advertising, sales promotion, events, experiences, public relations, direct marketing, and personal selling to reach the trade channels and target customers (Keller & Kotler, 2006).

Product

A product is anything a consumer acquires or might acquire to meet a perceived need. Consumers are generally buying need satisfaction, not physical product attributes. (Hawkins et al., 2001). JB is very diverse in the range of personal care products for babies, highlights as the following products: Shampoo, baby powder, shower gel, massage oil. In each product group, JB also develops a variety of products with different properties. For example, shampoo and body shower top to toe, shower gel with mild skin type, bedding type helps the child sleep deeply, sensitive skin type, etc.

Price

Price is the amount of money one must pay to obtain the right to use the product. One can buy ownership of a product or for many products, limited usage rights. Economists often assume that lower prices for the same product will result in more sales than higher prices. However, price sometimes serves as a signal of quality. A product priced too low might be perceived as having low quality. Owning expensive items also provide information about the owner. If nothing else, it indicates that the owner can afford the expensive items. This is a desirable feature to some consumers. Therefore, setting a price requires a thorough understanding of the symbolic role that price plays for the product and target market question. It is important to note that the price of a product is not the same as the cost of the product to the customer. The consumer cost is everything the consumer must surrender in order to receive the benefits of owning or using the product. One of the ways that companies seek to provide customer value is to reduce the nonprice costs of owning or operating a product. If successful, the total cost to the customer decreases while the revenue to the marketer stays the same or even increases (Hawkins et al., 2001).

Place

Place includes company activities that make the product available to target consumers (Kotler & Armstrong, 2003). Only in rare cases will customers go to much trouble to secure a particular brand. Obviously, good channel decisions require a sound knowledge of where target customers shop for the product (Hawkins et al., 2001).

JB products are sailing in retail dealers, local stores, grocery stores, markets, pharmacies, convenience stores and supermarket systems nationwide or even online retail channels for home delivery. Therefore, customers can easily find JB at the store closest to them, or their favorite store or supermarket, or simply order on online shopping channels and receive JB at home.

Promotion

Promotion means activities that communicate the merits of the product and persuade target customers to buy it (Armstrong & Kotler, 2003). It includes advertising, the sales force, public relations, and any other signal that the firm provides about itself and its products (Hawkins et al., 2001).

2.4. Consumer decision-making process

The key process in consumer decision making, however, is the integration process by which knowledge is combined to evaluate two or more alternative behaviors and select one. The outcome of this integration process is a choice, represented cognitively as a behavioral intention. A behavior intention is a plan (sometimes called a decision plan) to engage in some behavior. All aspects of affect and cognition are involved in consumer decision making, including the knowledge, meanings, and beliefs activated from memory and the attention and comprehension processes involved in interpreting new information in the environment (Peter & Olson, 1999).

The consumer usually searches his or her memory (the psychological field) before seeking external sources of information regarding a given consumption related need. Past experience is considered an internal source of the consumer is likely to need to reach a decision. Many consumer decisions are based on a combination of past experience, marketing and noncommercial information (Schiffman & Kanuk, 2004).

Figure 4 shows that the buyer decision process consists of five stages; need recognition, information search, evaluation of alternatives purchase decision, and post purchase behavior. Clearly, the buying process starts long before actual purchase and continues long after. Marketers need to focus on the entire buying process rather than on just the purchase decision.

The figure implies that consumers pass through all five stages with every purchase. Nevertheless, in more routine purchases, consumers often skip or reverse some of these stages (Armstrong & Kotler, 2003).



Figure 4: A buyer's decision-making process

Need recognition

The buying process starts with requirements or needs recognition. The buyer recognizes a problem or need. The need or requirement can be triggered by internal stimuli from one of the person's normal needs. For example, hunger, thirst, sex, raises to a level high enough to become a drive. A need can also be triggered by external stimuli (Kotler & Armstrong, 2003).

It is the task of marketing managers to determine the needs and wants of a particular product can and does satisfy and the unsatisfied needs and wants of consumers have for, in which a new product could be developed. In order to do so, marketing managers should understand what types of needs consumers may have. A well-known classification of needs was developed many years ago by Abraham Maslow, including physical needs, safety needs, belonging needs, esteem needs, and self-actualization needs (Peter & Donnelly, 2001).

Information search

An interested consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not, the consumer may store the need in memory or undertake an information search related to the need (Kotler & Armstrong, 2003). Information provided by marketers is invariably favorable to the product and/or brand. Consumers are especially likely to note the negative information and to avoid products or brands that receive negative evaluation (Shiffman & Kanuk, 2004).

Evaluation of alternatives

Evaluate or judge competing alternatives in terms of salient beliefs about relevant consequences and combine this knowledge to make a choice (Peter & Olson, 1999). The marketer needs to know about alternative evaluation. That is how the consumers process information to arrive at brand choices. Unfortunately, consumers do not use a simple and single evaluation process in all buying decisions. Instead, several evaluation processes are at work. The consumer arrives at attitudes toward different brands through some evaluation procedure. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation (Kotler & Armstrong, 2003).

Purchase decision

If no other factors intervene after the consumer has decided on the brand that is intended for purchase, the actual purchase is a common result of search and evaluation. Actually, a purchase involves many decisions, which include product type, brand, model, dealer selection, and method of payment, among other factors. In addition, rather than purchasing, the consumer may make a decision to modify, postpone, or avoid purchase based on an inhibitor to purchase or perceived risk. The perceived risk literature emphasizes that consumers generally try to reduce risk in their decision making. This can be done by either reducing the possible negative consequences or by reducing the uncertainty (Peter & Donnelly, 2001).

Post purchase behaviors

The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in post purchase behavior of interest to the marketer. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted. The larger the gap between expectations and performance, the greater the consumer's dissatisfaction. This suggests that sellers should make product claims that faithfully represent the product's performance levels to boost consumer satisfaction with the product. Almost all major purchases result in cognitive dissonance, or discomfort caused by post purchase conflict. After the purchase, consumers are satisfied with the benefits of the chosen brand and are glad to avoid the drawbacks of the brands not bought. Consumer feel uneasy about acquiring the drawbacks of the chosen brand and about losing the benefits of the brands not purchased. Thus, consumers feel at least some post purchase dissonance for every purchase (Kotler & Armstrong, 2003).

Buyer Decision Process for New Products

From the stage a buyer goes through in trying to satisfy a need, he/she may pass quickly or slowly through these stages, and some of the stages may even be reversed. Much depends on the nature of the buyer, the product, and the buying situation.

A new product is a good, service, or idea that is perceived by some potential customers learns about products for the first time and makes decisions on whether to adopt them. “The adoption process is defined as the mental process through which an individual pass from first learning about an innovation to final adoption, and adoption as the decision by an individual to become a regular user of the product” (Kotler & Armstrong, 2003).

Stages in the adoption process: Consumer goes through five stages in the process of adopting a new product (Kotler & Armstrong, 2003):

- 1) Awareness: the consumer becomes aware of the new product but lacks information about it.
- 2) Interest: the consumer seeks information about the new product.
- 3) Evaluation: the consumer considers whether trying the new product makes sense.
- 4) Trial: the consumer tries the new product on a small scale to improve his or her estimate of its value.
- 5) Adoption: the consumer decides to make full and regular use of the new product.

2.5. Previous studies on customers’ purchasing decision

In the world there is a lot of research on consumer buying behavior in particular there are studies that indicate the factors that impact the buying decision of parents for products by children using: Jean C. Darian (1998) pointed out the color, the practical, the price, the quality and the style of impact on buying children's clothes of parents in America. Mehmet Haluk Koksak (2007) for that the price, quality, convenience, payment conditions and size of the clothing impacts the decision on the purchase of children's clothing in Turkey. Research also indicates the age of the child making the buying decision change. Additional study also showed the difference perception of consumers in the marketing stimuli results different in action of purchasing behavior (Livesey, F; Lennon, P., 1978). On the other hand, there are some research not mentioned about children, but the researchers of those studies also applied them same buying behavior theories and purchasing decision-making model with this study. Such as Tanja Lautiainen did the study “Factors affecting consumers’ buying decision in the selection of a coffee brand” to evaluate the impact of social factors, personal factors and psychological factors to choosing coffee brand in Finland (2015); All the marketing mix factors influence the consumers’ purchasing decisions for premium pet products in Bangkok (Tarinee C., 2007).

There have been many researches in domestic and foreign application theory buying behavior of customers to study the factors affecting the behavior of choosing the brand of consumers. Some research in the country (database at the University of Economics Ho Chi Minh City): Factors influencing pharmacy customers’ purchasing decision of over-the-counter medicines in HCMC of Ho Le Thu (2018); The main factors affecting the decision on the brand milk selection for the baby of Bui Thi Thanh (2012); Factors affecting the tendency of selection of calcium milk by Nguyen Thi Mai Dung (2012); Nguyen Thi Hoang Yen (2013) pointed out 12 factors influencing the decision to buy chicken safely: gender, age, education, income, children in family, availability, price, quality, sourness, flu concerns and food poisoning, health safety. The impact of quality of experience on the trend of choosing the bottled sugar Tea product of Phan Hoai Vu Lam (2013) ... Most of these studies consider the intention, the trend, the decision to choose the brand of consumers in the fields of milk, pharmaceutical brand, health, food, toys, clothes... And yet there are no studies done in the field of personal care brand for babies.

2.6. Proposed research model

Based on theory and model of Kotler (2012) about factors affecting the customers purchasing decision and the desiration of the author to find out the impact of marketing mix factors to purchasing decision, the author proposed the own model for this research is shown in figure 5.

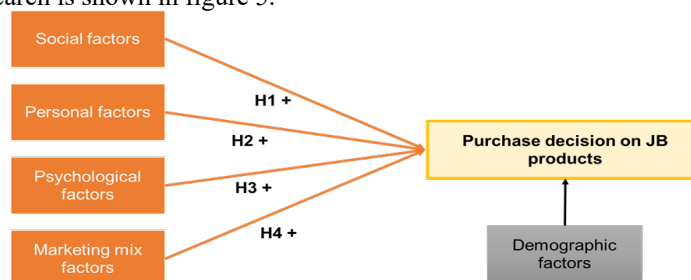


Figure 5: The proposed research model

III. DATA COLLECTION

This research will rely on both primary and secondary sources to achieve its objectives. The survey method will be used in this study. The essence of deploying the survey method in this research is to make sure that the findings and results will be able to be generalized. Qualitative research is conducted by interview method with 10 experts in baby care field including customer analysis, marketing, sale, healthcare professional from Children hospital, and pharmacist. In this research quantitative approach has been used and the data was the primary one gathered from the potential buyers any who has used or is using or would have a chance to buy JB products in Vietnam. The author used two types of question to build the questionnaire, including multiple-choice question and Likert scale question.

The first type is multiple choice question which is used to ask customer about the demographic and some question about history use of customer on JB products before.

The second type is Likert scale question. According to Kumar, R. (2011), Likert scale survey questions are essential in measuring a respondent's opinion or attitude towards a given subject. Likert scale is designed to measure attitudes are multi-item. Likert scale survey questions are essential in measuring a respondent's opinion or attitude towards a given subject by utilized with 1-strongly disagree, 2-disagree, 3-neutral, 4-agree, and 5-strongly agree.

Generally, this survey of questionnaire contains two main parts:

- Part I consists of 21 Likert scale questions as 21 observable variables those relative to four independent factors and one dependent factor.
- Part II includes 8 questions to define demographic and history using of JB products.

The SPSS software will be used for this analysis. With the aid of multiple regression analysis, the assumed determinants of purchase decision of consumers on JB products will be regressed against purchased decision to ascertain whether indeed they constitute the determinants of purchase decisions in Vietnam and that they influence the decision consumers make when purchasing.

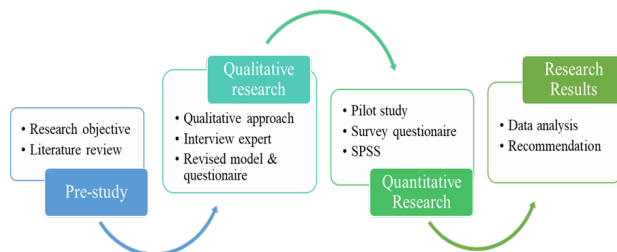


Figure 5: The research process

IV. DATA ANALYSIS AND RESULT

After evaluating the after evaluating the reliability scale through Cronbach's Alpha and EFA method with 21 variables observed, there is no item eliminated, all items were kept to analysis EFA.

There are three key findings from data analysis process. At first, original research model in which purchase decision towards Johnson's Baby products affected by personal factor, social factor, psychology factor and marketing mix factor has been changed. This finding was found in EFA analysis stage. All factors are kept the same after EFA or original research model is good for using.

Table 1: EFA for purchase decision factor

KMO = 0.634; Bartlett's test = 277.918; p-value = 0.000		
Component 1	Component 2	Component 3
IE = 2.275	IE = 0.518	IE = 0.207
%VE = 75.824%	%VE = 17.266%	%VE = 6.910%
Component selected	Component not selected	Component not selected
Factor loading value of: PD1 = 0.838 PD2 = 0.837 PD3 = 0.934		

Table 2: Summary results

	Factor	Number of items	Cronbach's Alpha value	% of Variance	Conclusion
Independent Factors	Personal	3	0,760	65,335%.	Qualified
	Social	4	0,842		
	Psychological	5	0,853		
	Marketing mix	6	0,845		
Dependent Factor	Purchasing decision	3	0,837	75,824%	Qualified

Second, ANOVA analysis revealed that the respondents who have babies and the respondents who do not have babies do have different evaluation towards psychology factor. Moreover, the respondents who have different age do have different evaluation towards personal and psychology factor. Furthermore, F-test for personal factor and the respondents' want to purchase Johnson's baby products is statistically significant or the respondents who have different want to buy Johnson's baby products do have different evaluation towards personal factor.

Table 3: Correlation analysis

		PD	PF	SF	PY	MF
PD	Pearson Correlation	1	.516**	.407**	.208**	.406**
	Sig. (2-tailed)		.000	.000	.003	.000
	N	200	200	200	200	200
PF	Pearson Correlation	.516**	1	.311**	.102**	.116**
	Sig. (2-tailed)	.000		.000	.152	.101
	N	200	200	200	200	200
SF	Pearson Correlation	.407**	.311**	1	.012**	-.168**
	Sig. (2-tailed)	.000	.000		.863	.018
	N	200	200	200	200	200
PY	Pearson Correlation	.208**	.102**	.012**	1	.123*
	Sig. (2-tailed)	.003	.152	.863		.083
	N	200	200	200	200	200
MF	Pearson Correlation	.406**	.116**	-.168**	.123*	1
	Sig. (2-tailed)	.000	.101	.018	.083	
	N	200	200	200	200	200

Finally, linear regression confirmed that 4 factors above highly explained for variance of purchase decision. Adjusted R-square was estimated at 0.508 or 50.8% of variance of purchase decision towards Johnson's Baby products was explained by 4 factors. Otherwise, only 51.8% of variance of purchase decision was explained by other variables which were not examined in the research study. Furthermore, t-test for each independent variable in linear regression model showed that all coefficients of independent variables are statistically significant at 95%. Standardized coefficients which were estimated for social factor, personal factor, psychology factor and marketing factors are 0.368, 0.342, 0.118 and 0.413. Thus, an equation is formulated:

$$\text{Purchase decision PD} = 0.413 \times \text{Marketing mix factor MF} + 0.368 \times \text{Social factor SF} + 0.342 \times \text{Personal factor PF} + 0.118 \times \text{Psychology factor PY} + E$$

Marketing mix factor had highest effect on purchase decision while psychology factor had lowest impact on purchase decision. The second and the third impact factors are social and personal factor.

Besides, the results of ANOVA show that: the respondents who have different age do have different evaluation towards these two factors: personal and psychological factors. And the diversity of JB product relate to the personal factors.

4.1. Analyzing multiple linear regression results

The multiple linear regression results show that the research model consists of four independent factors including social factors, personal factors, psychological factors and the marketing mix factors that influence the dependent factor "purchasing decision". The factor "marketing factors" has the strongest impact on factor "Purchasing decision". The next factors affecting the dependent factor in the corresponding order are "social factors", "personal factors", "psychological factors".

According to the linear regression equation, in case that the marketers have limited of resources to improve the elements in each factor, they can prioritize to invest on the strongest elements then the next following as order. Because the strongest factor impact to customers' purchasing decision on JB products is marketing factors, the marketers may consider concentrate resources to the second strongest is social factors.

Marketing mix factors

As the results, the factor "marketing mix" has the strongest impact on factor "Purchasing decision" with beta value is 0.408 and sig <0.05. Positive beta indicates that the relationship between the marketing mix factor and the purchasing decision is positive, that means the more positive customer accepted "marketing mix factors", the more impact on "purchasing decision".

The baby's personal hygiene care products are highly selective. In other words, babies are quite sensitive to skin contact, so choosing products requires a thorough consideration of parents. The advantage of this selectivity is that the product will be purchased repeatedly after the positive experience of the first use and very few times that occurs changing brand of baby product during the caring period. However, JB products are still consumer brand, the competition is very aggressive. Therefore, marketer should make full afford to build wise strategies. Along with more than one hundred years of Johnson & Johnson's reputation, the effective product marketing strategy will create the first use of JB products, and it is the foundation for the subsequent purchases.

Social factors

The second most influential factor on purchasing decision is Social factor, with $\beta = 0,390 > 0$ and $\text{sig} = 0,000$. Beta is positive, it indicates that the relationship between the service quality factor and the purchasing decision factor is positive.

In Viet Nam, with a notoriously influential family culture tradition, in regular baby caring will not only be attributed to the sole mother or father decision that depends much on family members, relatives. In selection of the care product for the baby too, the payer is also subject to an impact from the influence group.

In addition, buyers are members of other social groups such as friends, colleagues or social networking communities, which will also have an impact on them. A very important factor in the childcare period of every family is a healthcare professional, this group also contributes to increase the influence on the decision to choose the care products of parents.

Personal factors

The results show that personal factor has significantly impact on factor "Purchasing decision" with the β is 0.317 and $\text{sig} < 0.05$.

Although the user of JB products is the baby, their parent or others are payers. Hence, the purchasing decision depends on payers or buyers' personality. The most impact item belongs to personal factors is "JB products are good for our kids". It is obvious that their instinct influenced them when they make a decision on purchasing a baby care product. Besides, payers or buyers also consider their economic condition to choose JB products.

Psychological factors

This factor has the lowest impact on customers' purchasing decision of JB products.

Psychological factors include observations on the personal preference of the buyer. Because the person using the product is the baby, the buyer's personal preference will be less influential than other determiner factors.

V. RECOMMENDATIONS AND CONCLUSION

5.1. Recommendations

Marketing mix factors

With 4 basic items of marketing, marketers are familiar with strategies or activities to develop product, improve prices, increase promotions and expand the distribution network to meet the needs of products and services to customers. The obvious strategy is usually something along the lines of balancing the need for profit and the desire to appeal to consumers.

Firstly, talking about JB's products, this survey is not intended to recommend for improving product quality or diversity of product lines, so the author will not give suggestions about JB products. However, through the survey, it can be seen that the high quality of the product is expected to affect customers' buying decisions. Because this is a baby's product, a special object, high product quality is a huge requirement of many customers. Besides, taking care of children also requires many diverse jobs, so it is necessary to offer many product lines to meet customer needs. And currently, J&J is doing this very well.

Secondly, prices affect customers very much, but discounts are not always the best, sometimes unexpected low prices can create doubts and erode consumer confidence in the brands or products they have trusted. Hence, marketer should be wise in pricing strategy. JB has existed for a long time because of its reputation and quality, so it will not be simple for marketers to make discounts or decrease the price directly, which can lead to the comparison of JB products with similar products and customers may equate the quality of the product. There is a suggestion for marketers that instead of trying to reduce the price when you hear customers complain about the high price, create more value for the product or value added to the product. Always remind customers of the difference in the JB products that bring them as the origin, organic materials, standard production processes and even the follow-up and care of J&J for each of their customers in post-marketing stage. That's what helps customers not to see that JB price is not worthy.

The third thing that JB doing very well is distribution network and retail throughout the country. According to the survey results, it can be seen that the availability of goods and ease of shopping are the motivations for customer to buy goods. JB has developed a retail system from large supermarket chains such as Coopmart, BigC, Vinmart, Mega Mall; convenience store systems such as Family mart, B mart, Circle K, Guardian, Ministop, Shop & Go, Seven Eleven; Mom and baby 's products retailing store system such as Con Cung, Bibo Mart, Kid Plaza; private pharmacies or chains such as Pharmacy, Kudos, Long Chau, An Khang, and local agents as well as grocery stores all have JB's products available. Moreover, online shopping channel is growing fast and JB's products also registered to retail on sites such as Lazada, Shopee, Sendo, Tiki. The diversity in sales channels will help JB to get closer to the buyers thus enabling customers to choose to buy JB products. One more recommendation for marketer that to expand the retail into the pharmacy store of Children hospital and inside of hospital. For example, marketer may run a program that sponsors for baby care in the maternity hospital where new baby was born and the nurse may bath the baby with JB products. Moreover, in that chance, the nurse also advise the parent how to bath the baby as well as what kind of baby care product they should use. It is obvious that will increase the belief on JB products to parents.

Finally, the factor makes the most motivative for customer to buy goods that is promotion. There are many ways to promote products. The author only gave a few suggestions to make the promotion more valuable. Marketers should apply promotions for products that are the direction of the current strategy. When running the promotion program, marketer should release information to customers at least 1 month in advance for customers to plan for receiving the promotion and choose to buy JB. In addition, another factor to increase the value for promotion of JB products is the promotion only for customers who have purchased and used JB products as a JB member. And in order to do this, a forum for JB product customers' needs to be created and connected, which will be mentioned by the author below the social element. Or simply, if you want to make promotions only for customers who have purchased, the marketer can make a promotion program for customers to retain and exchange used JB bottles. This is one way to suggest implementation.

In conclusion, the marketing mix factor is the most affecting the customer buying process and there are many tactics to develop marketing strategy to convince customers to purchase JB products.

Social factors

According to the results of the survey, it is possible to see the social element that impacts the purchasing decisions of customers when choosing products for their baby. To manipulate the impact of this factor on marketing activities, it is necessary to build several programs that create cohesion between influential groups and target buyers. For each group of distinct influences, marketer can build different programs which suitable for each group.

Firstly, with a group of medical specialists, they have an influence to give advice about a reputable product, suitable for the group of infants or children with sensitive skin. In order to use the influences from this group, some suggestions for marketers about the program for health professionals such as press conferences, seminars introducing product lines of new-born care, sensitive skin care or other product lines with special features. In addition, marketer should also rely on the baby-care guidelines of major associations in the world to integrate the special features of the product for children. Moreover, consumers as well as health professionals are increasingly turning to natural organic product, so the introduction of the advantages of gentle new products from nature needs to perform more strongly.

Next to the group of family and friends, this group is broad, the program needs to be built appropriately. A suggestion for this group, marketers can build a community on social networks including customers who have purchased and are using JB products. A forum was created for this group with sharing, updates from the company for products / promotions, along with sharing, advice of health professionals for this customer group as well as the members of the forum can share their experience of the product with others. The goal is to engage customers and drive the positive of sharing. On the other hand, this would be the ideal channel to get the customer feedback as well as demonstrate how many customers purchased, used and trusted JB products through the number of members.

In conclusion, social factors in general or the influence groups impact in particular on the decision to buy JB products. Although the end user is a baby, the buying and paying decision makers are the parents so the marketer when creating social interaction strategies or activities with this group should identify specific factors. It is likely that buyers will receive and trust which information obtained from the influencing groups to determine whether the plans are appropriate and effective. For example, usually the buyer will record quality information from the health expert group, record information about convenience, ease of use, promotions from family or friends. With the basic results of this survey, marketers can make smaller branch surveys to detail social factors that influence JB's purchasing decisions in Vietnam.

Personal factors

Personal factors mentioned in this survey include the economic condition, the parent's instinct and the lifestyle of the customers.

Firstly, economic conditions will influence customers' decision to buy JB products. This will govern new customers, first purchases and subsequent purchases. On the other hand, it can be assessed that this economic condition is the relationship between income and purchasing costs. Marketers will be able to change relative "economic conditions" of customers with promotions, discounts, gifts, free trial products (applied to new products). These practices will reduce the cost of a purchase, prompting the purchaser to re-evaluate the suitability of the product against current economic conditions and make purchase decisions.

Secondly, the customer's lifestyle, which is explained more clearly by the family's motto of daily life and activities in looking after the baby. More specifically, parents will use the same products as adults for children or distinctively, do parents have any intentions about product selection or just any brand is fine, do they consult the surrounding ideas for their choice, etc. Marketer simply cannot influence the lifestyle of each customer. However, marketers can do community activities or do social media, but this is quite expensive as well as opening the market for other competitors too.

Finally, it is emphasizing the deep instinct of parents that they always want the best for their children, including baby skin care products. Marketers can use this feature to create key messages, vision statements that evoke the desire to choose good products like JB for their babies, as well as create titles of conference or forum discussion based on parental instincts that will help attract attendees and influence the customer's decision to buy JB products.

In summary, individual factors are often difficult to influence, marketers can only indirectly affect it, in order to do that, marketers need to understand the insight of parents and their common patterns when deciding to choose products for taking care of their children.

Psychological factors

According to the results of this study, for the decision to buy JB products, the psychological factor has the least influence. This psychological factor is the shopper's favorite for the product. Because the buyer is not a user, this psychological factor has been influenced so it has little effect on the product selection results. But it can be seen that the psychology of customers who prefer products originating from the US is still influential and the favorite brand still has a strong impact on the selection process of customers.

Hence, beside the main marketing activities, marketer should remember and utilize the US brand of JB as a plus point for product's message.

5.2. Conclusion

On the way that there is no published research on factors affecting customers' purchasing on a brand or product related to skin care/ personal care for baby, there are some private studies belong to the R&D of companies working on this field, the author make a decision to study "factors affecting customers' purchasing decision on Johnson baby products" with the basic and initiatory factors, generally but not specifically.

The aim of this study was to examine how social, personal and psychological factors have effect on consumer behavior combined with some basic marketing mix factors when selecting a baby care product and gain knowledge of the decision-making process. The theory part included the overview of these factors and steps of the decision-making process. A questionnaire was created based on these issues. The empirical research focused on finding these social, personal and psychological factors behind consumer behavior and the effect of those in the decision-making process. Results of the empirical study indicated that there was a relationship between social, personal and psychological factors as well as marketing mix factors and the decision-making process in personal care products for baby, it was significant. It can be said that these factors have effect when consumers are making decisions purchasing. The result shows that beside the basic marketing strategies on price, promotion, place or product, the recommendation of healthcare professional, family and friends are the most important factors that effect on decision making when selecting one JB product for their children. This gives an answer to research question that was set for this study. In addition, consumers can also base their selection on beliefs and attitudes of psychological factor. The research showed that even the psychological factor is the weakest affecting on decision-making of customer but the observable variable "reputation of company" in marketing mix factor still impact strongly on buying intention of them. The results of the study give the general view that social, personal and psychological factors have some effect, but statistical reliability is not stronger than the marketing mix factor.

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