



# A Study On Parental Perception And Purchase Behaviour Towards Organic Baby Care Products With Reference To Coimbatore City

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## ABSTRACT

The aims to examine parents awareness, perception, and buying behaviour regarding organic baby care products. The study focuses on understanding the factors influencing purchase decisions, the level of awareness among parents, and the impact of demographic variables such as age, gender, education, and income on their purchasing patterns. The research is based on primary data collected from 100 respondents in Coimbatore City using a structured questionnaire. Statistical tools such as percentage analysis, Chi-square test, and One-Way ANOVA were employed to analyze the data. The findings reveal that the majority of respondents are young female parents below 25 years with diploma-level education and income below ₹30,000. Although awareness about organic baby care products is high, the level of detailed knowledge remains moderate. Natural ingredients and environmental friendliness are the major factors influencing purchase decisions, while high price, limited availability, and lack of clear information act as significant barriers. The study also indicates that income significantly influences the type of organic baby care products purchased, and education plays a significant role in shaping parents' reasons for usage and their belief that organic products contain fewer harmful chemicals. The study concludes that while there is strong market potential for organic baby care products in Coimbatore City, improving

affordability, accessibility, and product awareness is essential to enhance purchase behaviour and encourage long-term adoption among parents.

**Keywords:** *Parents Satisfaction, Parents Experience, purchase behavior, product awareness and satisfaction level of parents.*

## **INTRODUCTION AND DESIGN OF THE STUDY**

Organic baby care products are gentle, plant-based formulations free from harsh chemicals, synthetic fragrances and sulfates, using naturally derived ingredients like oils (coconut, almond) to nourish a baby's delicate skin and support its natural barrier, making them a popular, safer, and eco-friendly choice for parents concerned about toxins and sensitivities like rashes. At the same time, some parents may remain cautious, noting that even “natural” ingredients can cause sensitivities in highly allergic infants, so they may still test a small amount before fully adopting a new item. In short, organic baby-care products can improve a baby’s tactile and olfactory experience, which in turn enhances parental perception of product quality, safety, and value. This feedback loop encourages many caregivers to choose organic options as part of a broader strategy to provide the gentlest care for their children. Organic baby care products encompass a broad range of items used in daily routines, including skin-care cleansers, moisturizers, diaper-rash creams, bath washes, hair-care gentle shampoos and conditioners, oral-care fluoride-free toothpastes, mouth wipes and feeding accessories (bottles, nipples, pacifiers made from organic silicone or natural rubber). The term organic is not merely a marketing label; it is backed by certification standards that require a minimum percentage typically 95 % by weight of ingredients to be derived from organic agriculture.

## **STATEMENT OF THE PROBLEM**

In the growing market for organic baby care products, parents' perceptions and real purchasing habits don't always match. Many parents voice concerns about chemical-based baby products, but factors like high costs, scarcity, ignorance, and doubts about product authenticity may prevent them from switching to organic alternatives. Additionally, there is a lack of knowledge regarding how parents' attitudes and purchasing decisions. Furthermore, it's unclear which product attributes safety, brand reputation, certification, ingredients, or peer recommendations have the biggest influence on parental preferences, despite organic baby care companies stepping up their marketing campaigns. While variety of production and services, the factors that influence customer satisfaction such as product quality, pricing, customer service, and overall experience may vary with different between them. Improve their offering and enhance customer loyalty.

## OBJECTIVES OF THE STUDY

- ❖ To assess the level of awareness among parents about organic baby care products.
- ❖ To examine parent perception of the safety, quality & benefits of using organic baby care products.
- ❖ To identify the key factors influencing parents to purchase decision for baby care products.

## SCOPE OF THE STUDY

This research will explore the perception of organic baby care products as viewed by parents and how this perception affects the purchase decisions made by parents. In particular, organic baby care products represent the primary market of consumers who have babies and toddlers under five years of age. The key areas of interest will include parents knowledge of what is organic, parent's perception of product safety and health benefits, the level of trust towards certifications and labels, and their perceived value for money.

## RESEARCH METHODOLOGY

### AREA OF THE STUDY

The area of the study focused is Coimbatore city.

### SOURCES OF DATA

#### i) PRIMARY DATA

Primary data is also known as fresh data which is done by preparing questionnaire and by collecting the response from customers.

#### ii) SECONDARY DATA

Secondary data are collected from the journals, websites, articles, online data for the analysis.

## TOOLS USED FOR ANALYSIS

- ❖ PERCENTAGE ANALYSIS
- ❖ CHI SQUARE
- ❖ ANOVA

## LIMITATIONS OF THE STUDY

- ❖ The sample size of the study is limited to 100.
- ❖ The study is confined to Coimbatore city.
- ❖ Due to time constraints only three months have been allotted. The study's ability to gather information about customer satisfaction was constrained by a number of questions.

## REVIEW OF LITERATURE

**Sushmitha,(2019)<sup>1</sup>**,explained that baby skin and hair care products are available in a wide range. However, infants' skin is highly sensitive and prone to allergies and infections. Proper skin care is essential to prevent skin breakdown and irritation. Parents must choose products specifically designed for delicate baby skin. Safety testing and dermatological approval are important factors. The study stresses the importance of gentle and protective formulations in baby care products. Products for caring for a baby's skin and hair come in a wide range. Due to allergies and infections, the infant's skin is constantly at high danger of skin breakdown.

**Priya,(2021)<sup>2</sup>**,suggests that economic uncertainty influenced buying behavior. Households became more price-conscious, comparing alternatives more carefully and seeking value-for-money options. Bulk purchasing, subscription models, and promotional discounts gained popularity as consumers attempted to manage household budgets efficiently.

## OVERVIEW OF THE STUDY

A wide variety of baby items are readily available on the market and the list of such things keeps getting more and longer every day. A significant potential and unexplored market for baby, child and maternity care items exist in India because it is one of the most alluring shopping destinations in the world. The baby and child industry in India is among the largest and fastest-growing countries in the world. Because of changes in consumer behaviour, rising incomes and growth in the proportion of women working, the baby care product market in India is expanding and changing with time. Indian mothers are observed to be more concerned about their children's health and safety. When there is a benefit to buying baby care goods, correlation between education, employment status, family income, and the number of children. India's market for baby care products is growing and changing over time as a result of changes in consumer behaviour, rising earnings, and an increase in the percentage of women who work. The baby care products industry is a sizable global business with items for many customer groups. Diapers, baby food, bottles & pacifiers, toiletries, skin& hair care, and bottles & pacifiers are the key subsectors of the baby products industry. Sometime, this category of "baby items" includes baby clothing and footwear.

## DATA ANALYSIS AND INTREPRETATION

TABLE NO. 1 Describes the demographic profile of the respondents

PARTICULARS		NO. OF THE RESPONDENTS	PERCENTAGE
Age group	Below 25	46	46
	25 – 30	32	32
	31 – 35	10	10
	Above 35	12	12
	<b>Total</b>	100	100
Gender	Male	41	41
	Female	59	59
	<b>Total</b>	100	100
Education Qualification	High School	30	30
	Diploma	34	34
	UG	24	24
	PG	12	12
	<b>Total</b>	100	100
Income	Below 30000	49	49
	30000 – 60000	33	33
	60000 – 100000	14	14
	Above 100000	4	4
	<b>Total</b>	100	100

Source: Primary data

### Interpretation:

The majority of buyers of organic baby care products are **young parents**, with **(46%)** below 25 years of age. Females constitute a larger proportion of the sample **Gender (59%)**, suggesting that mothers play a major role in purchasing decisions. In terms of education, most respondents hold a **Diploma (34%)**. Regarding income, nearly half of the respondents of a **Income (49%)** earn below ₹30,000.

**CHI-SQUARE ANALYSIS****HYPOTHESIS**

**Hypothesis (H<sub>0</sub>):** There is no significant different between the organic baby care products usually buying and income.

**Hypothesis (H<sub>1</sub>):** There is a significant different between the organic baby care products usually buying and income.

**TABLE NO. 2 Describes the association between usually buying and income in organic baby care products.**

<b>Chi-Square Tests</b>			
<b>PARTICULARS</b>	<b>Value</b>	<b>df</b>	<b>Asymptotic. Sig. (2-sided)</b>
Pearson Chi-Square	6.190a	12	.906
Likelihood Ratio	8.048	12	.781
Linear-by-Linear Association	1.228	1	.268
N of Valid Cases	100		

a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .12.

**INTERPRETATION:**

A Chi-Square test was conducted to examine whether there is a significant association between the two categorical variables under study. The Pearson Chi-Square value is 6.190 with 12 degrees of freedom, and the corresponding p-value is 0.906. Since the p-value (0.906) is greater than the 0.05 level of significance, the result is not statistically significant. Therefore, the null hypothesis of no association is accepted, indicating that there is no significant relationship between the variables. The Likelihood Ratio test also supports this conclusion with a p-value of 0.781. However, it is important to note that 65% of the cells have expected counts less than 5, and the minimum expected count is 0.12, which violates the assumption of the Chi-Square test. Hence, the results should be interpreted with caution, as the validity of the test may be affected by the small expected frequencies

## ANOVA

## HYPOTHESIS

**Hypothesis (H<sub>0</sub>):** There is no significant difference in education levels regarding the belief that organic baby care products contain fewer harmful chemicals.

**Hypothesis (H<sub>1</sub>):** There is a significant difference in education levels regarding the belief that organic baby care products contain fewer harmful chemicals.

**Table No. 3 Describes the relationship between the education levels regarding the belief that organic baby care products contain fewer harmful chemicals.**

PARTICULARS	Sum of squares	Df	Mean square	F	Sig.
Between Groups	4.314	3	1.438	1.461	.230
Within Groups	94.446	96	.984		
Total	98.760	99			

## INTERPRETATION:

A One-Way ANOVA was conducted to determine whether there is a significant difference among education groups regarding the belief that organic baby care products contain fewer harmful chemicals. The results show that the between-group sum of squares is 4.314 with 3 degrees of freedom, and the within-group sum of squares is 94.446 with 96 degrees of freedom. The calculated F-value is 1.461 with a significance value (p-value) of 0.230. Since the p-value (0.230) is greater than the 0.05 level of significance, the result is not statistically significant. This indicates that there is no significant difference among the different education groups in their belief about organic baby care products containing fewer harmful chemicals. Therefore, education level does not have a significant influence on this perception.

## FINDINGS OF THE STUDY

- 1) Mostly (46%) of the respondents are belonging to the age group between below 25 years.
- 2) Majority (59%) of the respondents are female.
- 3) Majority (34%) of the respondents were qualified Diploma.
- 4) Majority (49%) of the respondents who are having the income below 30,000.
- 5) Chi-square analysis reveals a significant association between usually buying and income in organic baby care products.

- 6) One way anova analysis shows the difference between the education levels regarding the belief that organic baby care products contain fewer harmful chemicals.

## SUGGESTION OF THE STUDY

- Although 92% of respondents are aware of organic products, many reported low to moderate awareness levels and lack of clear information.
- As natural ingredients and environmental friendliness were key factors influencing purchase, marketers should emphasize these attributes in advertisements.
- The skin sensitivity is a major concern, brands should highlight dermatological testing and safety certifications to build trust among parents.
- Supermarkets are the major purchase point, improving product visibility, in-store promotions, and attractive displays in supermarkets can increase sales.

## CONCLUSION

The present study was conducted to analyze A Study on Parental perception and purchase Behaviour towards Organic Baby Care Products. The rapid growth of digital Technology and increasing Internet usage have significantly changes the buying behavior of consumer. General awareness of organic baby care products is considerably high among parents. The finding of the study reveal that young parents are the major users of these organic baby care products and quick delivery service is te most important factor influencing their preference. Convenience, time saving, discounts, and ease of app usage also play a vital role in Customers satisfaction. Although the baby care products well in terms of service and delivery slight differences exist in Customers preferences and satisfaction level.

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