



A Study on Mother's Purchase Intention and Awareness Towards Purchasing Organic Baby Care Products with Reference to Lucknow City.

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ABSTRACT-

In order to protect babies' skin from rashes, redness, skin infections, and uneven blemishes, the primary goal of this study is to evaluate brand preferences, purchase intentions, and awareness among moms. This essay is based on original data from a survey of 214 moms, in which it was asked whether they preferred a certain brand, were aware of it, and intended to buy it for their children. In order to determine the findings, the survey is being done among the respondents to obtain their intended response.

Keywords- purchase intention, eco-friendly products, skincare products, organic products.

Introduction-

The skin of new-born babies is extremely sensitive; at birth, the baby appears dark red; however, after being observed for a few hours, he turns white; later, when the baby reaches the growing-up stage, he changes the texture of his skin along with changes to his facial expressions, features, skin tone, and hair texture.

Additionally, he needs a decent massage cream, baby oils, and hair shampoos, particularly throughout his growing-up stage. Today's mothers are becoming savvier when it comes to selecting the best cream and applying any goods to the skin of their infants for this reason. Currently, with the shifting fashion, all mother's intentions are buying any baby products has altered completely.

They are becoming increasingly picky and conscientious about the products they purchase for their infants. Mothers are moving away from chemical-based products in favor of non-chemical-based ones today. For their babies' protection from rashes and rough skin, mothers are increasingly choosing to purchase organic baby products. The purpose of purchasing an organic product is entirely driven by environmental and health considerations because they provide longer-lasting skin protection (Monika Kavaliauske and Simona Ubartaite-2014). Therefore, the moms' concern for the environment and their perception of the value of any organic baby product are the main factors in raising awareness, and as a result of this awareness, they prefer to purchase these organic baby skincare products (Nagela Bianca Do Prado, Gustavo HermInio Salati Marcondes de Moraes -2020). The situation has completely shifted as of late. Customers commonly switch to organic products out of a basic concern for their skin, but when it comes to their babies' health, parents overprotect and overtreat them. Due to this, moms are becoming increasingly concerned with protecting their children, which is why they are converting to organic products, which are composed solely of plants, trees, and natural substances and are therefore 99.9% free of dangerous chemicals. As opposed to other growing items that require sunflower seeds, organic products are made with ingredients that are very natural, so they do not require pesticides to develop the roots or sunflower seeds, making them the least detrimental in nature for preparing organic baby products (M. m. Van Krimpen, F. Leenstra, V. Maurer, and M. Bestman-2016). All consumers are innovators and inventors. Customers who follow market trends and do the same in society by choosing to care about the environment are innovators and inventors. Customers who demand new products and strengthen market trends by requesting some unique products are the market's inventors in both conditions. These consumers depend on market conditions and produce the greatest strength for the marketer (Ajax Persaud and Sandra R. Schillo-2017).

Review of Literature-

According to (Gülnil Aydin, Aybeniz Akdeniz Ar, Cagatan Taskan-2014), it is examined as per the study that the brand trust is one of the key factors for mothers to have a purchasing intention for organic baby care products. If they believe in the quality of the brand of the products, they will buy it; if not, they won't take a chance by using any product brand on their baby's skin.

According to (Kesarin Saengkaewwattana-2015), the major factor considered for the baby's skin is influenced by social influence, awareness, price, promotion, and brand identification for the better procurement of the baby; these are taken as the significant aspect which are considered by the mothers before applying it on new born's skin.

Neda Nematollahi, Augustine Doronila, Patrick J. Mornane, Alex Duan, Spas D. Kolev, and Anne Steinemann (2018) examined in the study and as per the results that showed that the awareness is the major factor taken into the consideration for choosing any organic products for the babies so that due to awareness will lead to reduce the exposure of risk for using organic baby skincare products.

In the exercise, it was discovered, according to (Rajee M & Kasinathan S-2019, the findings), that there are a few factors that moms consider before purchasing organic infant care products. The first of them is health carefulness. The second is informational television. Lastly, a brand (Himalaya products). Therefore, on the basis of categorization and brand awareness, mothers learned about the existence and quality of the product for caring for their baby's health by using these products. Consequently, approximately 56 percent of females purchase organic baby skincare products, of which 52.2% of mothers do so for their children whose income ranges from 10,000 to 15,000 per month.

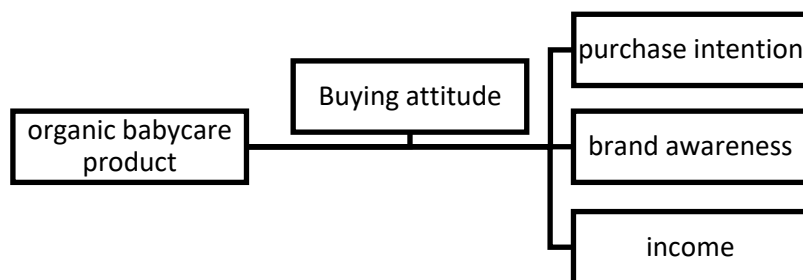
Purpose and Significance of the study-

The major goal of this study is to determine whether mothers intend to buy their newborns particular organic baby care products. Therefore, the brand's name is the primary and most important tool for marketing any given product. People are eager to use any brand name when they see or hear it, even if only once. The most important and determining aspect is the brand that moms or other customers often select for their infants that will be non-harmful in nature and offer the extra care and nourishment to their baby's skin. With this goal in mind, a survey of 50 women was performed to learn more about their attitudes, brand preferences, and plans to purchase organic infant care products.

Conceptual framework-

The study's conceptual framework model was created in accordance with the variables considered:

The model's presented variable completely determines the mothers' choices for their offspring, according to the results. The attitude of the women who have a purchasing intention, brand awareness, and income in accordance with their desire for organic infant care items all affect their shopping behaviour.



Research gap-

Many studies have been done to learn about brand preferences, brand identifications, and promotional factors, among other things, but there are still some gaps that need to be filled. One of these is the identification of the influence of the demographic profile, such as age, income, and occupation, of working and non-working mothers who are purchasing organic baby care products for their babies. The purpose of this study is to close this gap.

Objectives –

- To determine the name of the brand that moms choose to put on the skin of their infant.
- To determine the aspects that moms take into account while choosing a brand for their children.

Hypothesis-

H₁: Brand have a significant impact on the mother's preferences to select and use on their baby's skin.

The factor analysis shows no question is to be reduced since all the questions is above .5

Which brand are you familiar for buying organic baby skincare products: [Himalaya]	.706			
For selecting any brand what factors you consider the most: [Pricing/promotion]	.703			
For selecting any brand what factors you consider the most: [Ingredients]	.821			
For selecting any brand what factors you consider the most: [Health consciousness]	.806			

For selecting any brand what factors you consider the most: [Availability]	.807			
For selecting any brand what factors you consider the most: [Fragrance]	.619			
Product quality impulses the purchase of baby care products among mothers.		.712		
Brand awareness generates the purchase intention among mothers for buying organic baby care products?		.715		
Product variety among a single brand can one of the factors to purchase baby care products.		.640		
Organic baby care products are one of the choices of the mothers in the Indian market.		.779		
Product awareness is one of the factors which influences the purchase decisions of baby care products among mothers.		.770		
Which brand are you familiar for buying organic baby skincare products: [The moms co.]			.892	
Which brand are you familiar for buying organic baby skincare products: [Mama earth]			.876	
Which brand are you familiar for buying organic baby skincare products: [Mustela]			.832	
Which brand are you familiar for buying organic baby skincare products: [Mustela]				.841
Which brand are you familiar for buying organic baby skincare products: [Biotique]				.676
For selecting any brand what factors you consider the most: [Fragrance]				.632

Among 214 respondents whose income level is around 15000 and above have 80.4% of buying behavior for organic baby skincare product.

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15000	172	80.4	80.4	80.4
Valid 15001	42	19.6	19.6	100.0
Total	214	100.0	100.0	

The descriptive analysis shows that working women 51 out of 214 respondents. [23.8%] while housewife is 163 out of 214 [76.2%].

HOUSEWIFE, WORKING

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid HOUSEWIFE	163	76.2	76.2	76.2
Valid WORKING	51	23.8	23.8	100.0
Total	214	100.0	100.0	

From the factor analysis used rotated vary mix. From the internal consistency used KMO test which yield .857 which is acceptable. Hence, there is established internal consistency form the questionnaire which is to be given as the following table.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.857
Approx. Chi-Square		1047.501
Bartlett's Test of Sphericity	df	120
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.622	78.887	78.887	12.622	78.887	78.887
2	.967	6.047	84.934			
3	.638	3.989	88.922			
4	.482	3.013	91.935			
5	.387	2.416	94.351			
6	.208	1.303	95.654			
7	.171	1.071	96.725			
8	.151	.944	97.669			
9	.122	.765	98.434			
10	.064	.400	98.834			
11	.061	.384	99.218			
12	.049	.307	99.525			
13	.037	.229	99.754			
14	.017	.106	99.861			
15	.013	.082	99.943			
16	.009	.057	100.000			

Extraction Method: Principal Component Analysis.

To test reliability analysis the result yield .975 which is as the guidelines is acceptable

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.975	.964	17

The interclass correlation between the group from the table has show the significance relationship $.000 < .005$ hence, that output show that null hypothesis is rejected.

Intraclass Correlation Coefficient

	Intraclass Correlation ^b	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig.
Single Measures	.696 ^a	.599	.794	40.003	39	624	.000
Average Measures	.975 ^c	.962	.985	40.003	39	624	.000

Two-way mixed effects model where people effects are random and measures effects are fixed.

- The estimator is the same, whether the interaction effect is present or not.
- Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.
 - This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

Reliability Statistics

Cronbach's Alpha	Part 1	Value	.929
		N of Items	9 ^a
	Part 2	Value	.976
		N of Items	8 ^b
	Total N of Items		17
	Correlation Between Forms		.928

Spearman-Brown Coefficient	Equal Length	.963
	Unequal Length	.963
Guttman Split-Half Coefficient		.953

b. These things are: FEMALE, which brand are you familiar with for buying organic baby skincare products: The Moms Co.; Mama Earth; Mustela; Aveeno; Biotique; Which brand are you familiar with for buying organic baby skincare products? Which considerations are most important to you when choosing a brand? [Pricing/promotion], What factors do you value most when choosing a brand? [Ingredients].

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.964 ^a	.929	.890	45249	.929	23.463	14	25	.000	2.346

- a. Predictors: (Constant), Product awareness is one of the factor which influences the purchase decisions of baby care products among mothers., For selecting any brand what factors you consider the most : [Pricing/promotion], Which brand are you familiar for buying organic baby skincare products : [Aveeno], Which brand are you familiar for buying organic baby skincare products : [Biotique], For selecting any brand what factors you consider the most : [Ingredients], Organic baby care products is one of the choice of the mothers in the Indian market., Product quality impulses the purchase of baby care products among mothers., For selecting any brand what factors you consider the most : [Availability], For selecting any brand what factors you consider the most : [Fragrance], For selecting any brand what factors you consider the most : [Health consciousness], Product variety among a single brand can one of the factor to purchase baby care products., Which brand are you familiar for buying organic baby skincare products : [Mustela], Brand awareness generates the purchase intention among mothers for buying organic baby care products?, Which brand are you familiar for buying organic baby skincare products : [Himalaya]
- b. Dependent Variable: Which brand are you familiar for buying organic baby skincare products: [The moms co.]

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.256	14	4.804	23.463	.000 ^b
	Residual	5.119	25	.205		
	Total	72.375	39			

- a. Dependent Variable: Which brand are you familiar for buying organic baby skincare products: [The moms co.]
- b. Predictors: (Constant), Product awareness is one of the factor which influences the purchase decisions of baby care products among mothers., For selecting any brand what factors you consider the most : [Pricing/promotion], Which brand are you familiar for buying organic baby skincare products : [Aveeno], Which brand are you familiar for buying organic baby skincare products : [Biotique], For selecting any brand what factors you consider the most : [Ingredients], Organic baby care products is one of the choice of the mothers in the Indian market., Product quality impulses the purchase of baby care products among mothers., For selecting any brand what factors you consider the most : [Availability], For selecting any brand what factors you consider the most : [Fragrance], For selecting any brand what factors you consider the most : [Health consciousness], Product variety among a single brand can one of the factor to purchase baby care products., Which brand are you familiar for buying organic baby skincare products : [Mustela], Brand awareness generates the purchase intention among mothers for buying organic baby care products?, Which brand are you familiar for buying organic baby skincare products : [Himalaya]

The above anova table shows that significance value is less than significance value (.000<.005) hence . null hypothesis has been rejected and alternative hypothesis is being accepted.

The items are: For selecting any brand what factors you consider the most : [Health consciousness], For selecting any brand what factors you consider the most : [Availability], For selecting any brand what factors you consider the most : [Fragrance], Product quality impulses the purchase of baby care products among mothers., Brand awareness generates the purchase intention among mothers for buying organic baby care products?, Product variety among a single brand can one of the factor to purchase baby care products., Organic baby care products is one of the choice of the mothers in the Indian market., Product awareness is one of the factor which influences the purchase decisions of baby care products among mothers..

The above table presents that p value is less than significance value .005 (.000<.005) hence the null hypothesis is rejected and alternative hypothesis is accepted. the R square gives output of variances 92.2%, for adjustment the factors .78 adjusted factors. hence it establishes significant relation

Finding and conclusion-

As per the study conducted among 214 mothers' respondents it can be concluded that brand plays a major role in the market place for selling any products. Now, buyers are shifting their demands towards organic products as it has zero harmful chemical substances. Today, the demand for the organic products is rising so frequently in the society and it is demanded for

multipurpose usage as per the results received through survey from the mothers the findings of this study are-

1. The organic baby care products are demanded by the 98% of the females who are aged between 25-30.
2. As per the survey results mothers who are working and earning more than 15000 per month are shifting their demands towards buying organic baby care products for their babies also the mothers who are non-working (house wives), they also prefer to buy the organic baby care products for their babies as per the awareness factor through its promotional aspects.
3. Mothers have a purchasing intention for buying organic baby care products as per its availability.
4. Mothers usually have an intention for buying varieties of the organic baby care products of a single brand.
5. As per the survey mothers are preferring the brands like- Mama earth, The moms co. and Himalaya the most for their baby's skin.

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