

A Study on Effect of Baby Products On Working Mom Perception in Coimbatore

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ABSTRACT

This study examines how working mothers in Coimbatore is aware of baby products, with particular prominence on factors such as brand loyalty, affordability, convenience, and safety. As working mothers face the dual challenge of balancing work and childcare, the role of baby products has become more significant in their daily routines. The study investigates how these mothers perceive the uses, quality, and safety of baby products and how such perceptions influence their purchasing decisions. By combining quantitative surveys and qualitative interviews, the research also explores the impact of socioeconomic factors and marketing strategies on consumer choices. The findings aim to provide valuable insights into the evolving needs and preferences of working mothers in Coimbatore, helping inform future product development and targeted marketing strategies in the baby care industry.

Keywords: Mom perception, Brand Image, Brand Loyalty, Professional Life, Brand Perception, Customer Satisfaction

INTRODUCTION

In today's world baby skin care product are highly innovated in different brand, there are more and more brands created for baby care products but few are seen to be popular and build a brand identity. Most of these brands are in top 10 position only due to their brand image and the products quality. In earlier there were no soaps or shampoos for baby, moms and grandmothers used to prepare some powder for babies, but in this generation, there are many product innovated for babies with basic qualities like not harmfulness, less usage of chemicals. The basic products innovated was soap, shampoo, oil, cream, powder. but now there are baby wash, rash cream, etc., are produced in baby skin care brands. As babies have mild and sensitive skin the ingredients used to prepare baby products are also focus to be safe and non-harmful. The extra care given for selecting baby care products is because the infant is speechless and they cannot express any pain or inconvenience occurred by using those type of products. The price fixed on the baby care products are not compromised

by any mothers because they are highly concentrated in their baby skin.

REVIEW OF LITRATURE

Febrina Fitriyanti Tambunan, Mustika Sufiati Purwanegara & all (2013), in their study entitled "Mothers perception, attitude and willingness to purchase baby care formula". This study is essential for advertisers to consider consumer preferences and perspectives on purchasing baby care formula.

Pradeepa and Pandurangan (2015) investigated to study the price expectation and extent of variation of mothers for baby food products. A field survey was conducted through structured interview from 900 married who have infants aged six months to two years using multi stage random sampling technique in Coimbatore district. The findings that was stiff competition of baby food products imposes marketers to avail quality products at reasonable prices and ameliorate customer loyalty and satisfaction.

Fuentes and Brembeck (2016) proposed to find out how web mediated marketing frame adds value for commercial baby food and discussed various ideals of

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motherhood. The author analysed the four baby food companies' frame marketing of commercial baby food on web and weaning as "medical," "fun" or "convenience". The analysis portrays the web material which offers a range of images and ideals that could function as a solution to mother's aspiration, worries and concerns for safer feeding practices.

Debra Harker, Bishnu Sharma, Michael Harker and Karin Reinhard (2009) in their study "Leaving Home: Food Choice Behaviours of Young German Adults" reported that health consciousness, weight concern and attitude towards healthy eating are the significant predictors of fruit consumption, however natural content, weight concern are the significant predictors of vegetable consumption.

Adys Sharma (2009) in his study entitled "Rote and Influence of Children in Buying Children's Apparel" has revealed that the size of the family or the gender of children in family affect the buying behaviour in any way.

STATEMENT OF THE PROBLEM

The increasing demand for baby products and the evolving needs of working mothers have prompted a growing interest in understanding how these products influence the perceptions and experiences of working moms. Many working mothers face the challenge of balancing professional responsibilities with the demands of child-rearing, and the products available to them can significantly impact their daily routines, stress levels, and overall well-being. However, there is limited research on how specific baby products affect the perceptions of working mothers regarding their parenting roles, work-life balance, and self-efficacy. This study aims to explore the influence of baby products such as baby care items, baby wearables, and parenting aids on the perceptions of working mothers, focusing on factors like convenience, time management, and emotional well-being. Understanding these effects can provide valuable insights for both product development and the improvement of support systems for working mothers.

OBJECTIVE OF THE STUDY

- To study the demographic profile of working mom in Coimbatore.
- To rate the selecting compensation on different baby care product brand.

- To identify the relationship between brand perception and brand image.
- To analyse the impact of baby products on working mom perception

RESEARCH METHODOLOGY

Research Design:

A research design defines the structure of framework within which the research is conducted for this study.

Qualitative and qualitative analysis has been adapted to access working mom perception on using baby care products in Coimbatore

Area of study:

The area of study will focus on the intersection of mother's buying behaviour, product perception, and work-life balance of working mothers in **Coimbatore**, specifically regarding baby care products.

Sample Size:

The sample size adopted for this study is **130** respondents. This sample size is considered sufficient for drawing meaningful conclusions regarding mother's buying behaviour, product perception, and work-life balance of working mothers in Coimbatore.

Primary data:

The primary data has been conducted through the questioner from the customer. The questionnaire is designed in a systematic manner covering adequate and relevant questions which is useful to study.

Secondary Data:

The theoretical aspect of the study is collected from various sources which includes books, journals, magazines, websites and other related projects.

DATA ANALYSIS & INTERPRETATION

This part of study deals with data analysis and data interpretation of the topic "**A Study On Effect Of Baby Products On Working Mom Perception I Coimbatore**".is presented based on 130 respondents. The data are analysed using the following tools statistical tools:

- Percentage Analysis
- Ranking Analysis
- Chi square Analysis
- Regression Analysis

Percentage Analysis

The study used percentage analysis for specific questions to provide a clear and more standardized

way to interpret data allowing for meaningful insight and easy comparison.

Particulars	Number of Response	Percentage
Age		
20-25	38	29.2%
25-30	51	39.2%
30-35	34	26.2%
Above 35	7	5.4%
Family		
Joint family	63	48.5%
Nuclear family	67	51.5%
Location		
Urban	46	35.4%
Semi-Urban	62	47.7%
Rural	22	16.9%
Profession		

Business Women	18	13.9%
Professional	49	37.7%
Entrepreneur	31	23.8%
Business administration	19	14.6%
Management	13	10%
Salary		
Less than 20000	24	18.5%
20000-40000	43	33.1%
40000-60000	35	26.9%
60000-100000	23	17.7%
Above 100000	5	3.8%
Satisfaction over currently using baby product		
Very satisfied	64	49.2%
Satisfied	55	42.3%
Neutral	11	8.5%
Dissatisfied	0	0
Rating on overall availability of baby product		
Excellent	86	66.2%
Good	41	31.5%
Average	3	2.3%
Poor	0	0
Extra pay for organic or eco-friendly product		
5% more	73	57%

10% more	31	24.2%
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20% more	10	7.8%
I am not willing to pay extra	14	10%
Price range		
Below 200	43	31%
200-500	67	51.5%
500-1000	16	12.3%
Above 1000	4	3.1 %
Issue encountered		
Rarely	59	45.4%
Occasionally	54	41.5%
Frequently	15	11.5%
Always	2	1.5%
Safety		
Very satisfied	72	55.4%
Satisfied	52	40%
Neutral	6	4.6%
Dissatisfied	0	0
Value for money		
Yes always	82	63.1%
Yes sometimes	40	30.8%
Rarely	7	5.4%
Never	1	0.8%
Price compromise		

Yes always	63	48.5%
Yes sometimes	41	31.5%
Rarely	24	18.5%
Never	2	1.5%
Always	70	53.8%
Purchase of baby products		
Frequently	46	35.4%
Occasionally	12	9.2%
Rarely	2	1.5%
Factors in compensation		
Always	75	57.7%
Frequently	46	35.4%
Occasionally	8	6.2%
Rarely	1	0.8%
Perception on baby products		
Product quality	89	68.5%
Price	31	23.8%
Brand reputation	6	4.6%
Recommendation from peers	4	3.1%
Brand image		

Advertisement featuring babies and families	45	34.6%
Recommendation from doctor and pediatrician	51	39.2%
Social media review by influencer	15	11.5%

All the above	19	14.6%
Aspect of baby products		
Convenience and easy to use	59	45.4%
Organic or eco-friendly ingredients	57	43.8%
Price and affordability	11	8.5%
Brand endorsement	3	2.3%
Importance of package		
Extremely important	76	58.5%
Moderately important	47	36.2%
Slightly important	6	4.6%
Not important at all	1	0.8%
Motivation of buying		
Positive review and ratings	83	63.8%
Discount or offers	25	19.2%
Recommendation from peers	18	13.8%
Attractive package	4	3.1%
Primary responsible of buying		
Myself	73	56.2%
My spouse	30	23.1%
Both equally	13	10%
Other family members	14	10.8%
Product used most		
Skin care product (lotion, cream, oils)	61	46.9%
Hygienic product (diapers, wipes)	47	36.2%
Feeding products (bottle, formula)	17	13.1%
Toys and accessories	5	3.8%
Purchasing time		
Weekly	35	26.9%
Bi-Weekly	42	32.3%
Monthly	48	36.9%
Less Frequently	5	3.8%
Accessibility of product		
Very accessible	82	63.1%
Moderately accessible	37	28.5%
Neutral	10	7.7%
Not accessible	1	0.8%
Yes strongly	95	73.1%
Traditional value		

Yes, to some extent	29	22.3%
Not at all	4	3.1%
Unsure	2	1.5%
Total	130	100%

Interpretation

The largest group of respondents are between 25-30 years old (39.2%). The smallest group is above 35 years old (5.4%). Most respondents come from nuclear families (51.5%), while 48.5% come from joint families. Semi-urban areas have the highest number of respondents (47.7%). Urban respondents are the second-largest group (35.4%), while rural respondents are the smallest (16.9%). Professional women make up the largest category (37.7%). Entrepreneurs and businesswomen make up smaller portions (23.8% and 13.9%, respectively). The majority of respondents earn between 20,000-40,000 (33.1%). Only 3.8% of respondents earn more than 100,000. A significant portion (49.2%) report being “very satisfied” with their current situation, and 42.3% are “satisfied.” There are no respondents who are “dissatisfied.” Most respondents rate products as “Excellent” (66.2%). Very few rates them as “Poor” or “Average”. A majority (57%) are willing to pay 5% more for better products. A small portion (10%) are not willing to pay extra. A large group purchases product on a bi-weekly basis (32.3%). Only a small

portion (1.5%) purchase item always. Product quality is the most important factor for respondents (68.5%). Price and brand reputation are less significant. The most influential sources are advertisements featuring babies and families (34.6%) and recommendations from doctors/pediatricians (39.2%). A large portion (58.5%) considers eco-friendly features extremely important when choosing product. Positive reviews and ratings play a key role in purchasing decisions (63.8%). Discount offers are important for a smaller portion (19.2%). The primary decision-makers for purchasing are the respondents themselves (56.2%), followed by spouses (23.1%). Skin care products like lotions, creams, and oils are the most frequently bought (46.9%). Most respondents find their shopping options “very accessible” (63.1%). A majority (73.1%) strongly agree that they prefer a particular brand, highlighting strong brand loyalty.

Rank Analysis

The main objective of ranking analysis in this study is to simplify complex datasets by organizing them in hierarchical order, making it easier to draw conclusion and identify patterns.

Product	No. Of Respondance	Total	Rank Score	Rank
	SCORE			
Johnson& Johnson	48			
	480	480	4.8	1
Pampers	23			
	207	207	2.07	2
Dove	11			
	88	88	0.88	3
Himalayan baby products	10			
	70	70	0.70	4
Mama Earth baby products	9			
	54	54	0.54	5
Nova lab healthcare	8			
	40	40	0.4	6
Pigeon baby products	7			
	28	28	0.28	7
Biotique baby products	5			
	15	15	0.15	8
Seba med baby products	5			
	10	10	0.10	9
Mom’s co. baby products	4			
	4	4	0.04	10

Interpretation

Top-ranked products:

Johnson and Johnson hold the top position with 4.8 score, indicating its strong preference among participants. Pampers follows closely in second place with 2.07 score, suggesting it is also a popular choice, though significantly less favoured than Johnson and Johnson. Dove ranks third with, reflecting a somewhat moderate preference compared to the top two products. Himalayan Baby Products and Mama Earth Baby Products occupy the 4th and 5th ranks with the score of 0.88 and 0.7 respectively, with 10 and 9 responses, showing a declining trend in preference as the ranks progress.

Middle-ranked products:

Nova lab Healthcare and Pigeon Baby Products are ranked 6th and 7th with 0.4 and 0.28 score, with 8 and 7 responses, respectively. This suggests a niche but still notable preference among respondents. Biotique Baby Products and Seba Med Baby Products both share the 8th rank with 0.15 and 0.10 score each, indicating a similar level of favourability, but not as strong as the higher-ranked products. Mom’s Co. Baby Products comes in at the 10th rank with 0.04 score, showing it has the lowest level of preference among the products listed in this analysis.

CHI Square Analysis

Perception * Image Crosstabulati

Count	Image Recommendations from doctors and Pediatricians	Social media reviews by influencers	All the above	
				4
Perception Price	32	36	8	13
Brand reputation	13	14	2	2
Recommendation from peers	0	1	5	0
4	0	0	0	4
total	45	51	15	19

Chi square test

	Value	df	Asymptotic(2-sided) Significance
Pearson Chi-Square	57.352a	9	.000
Likelihood Ratio	37.399	9	.000
Linear-by-Linear	7.838	1	.005
N of Valid Cases	130		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .46.

Interpretation

The study states that price perception mostly correlates with “Social media reviews by influencers” (36 responses), whereas Brand reputation correlates with “Recommendations from doctors and pediatricians” (13 responses). The “All the above” category has the least responses (2 for brand reputation, 5 for recommendation from peers) and is

statistically significant. This states that respondent perception and image are correlated and fide a significant solution.

Regression Analysis

A powerful statistical method used to examine the relationship between brand image and product availability to analyse the impact of baby products on working mom perception.

Regression Statistics

Multiple R	0.98237
R Square	0.96505
Adjusted Square	0.94757
Standard	7.963337
Observation	4

Anova

	df	SS	MS	F	Significance F
Regression	1	3502.171	3502.171	55.22644	0.01763
Residual	2	126.8295	63.41474		
Total	3	3629			

	Coefficient	Standard Error	T Stat	P-value	Lower95%	Upper95%	Lower95.0%	Upper95.0%
Intercept	4.472287	5.484332	0.815466	0.500473	-19.1249	28.06946	-19.1249	28.06946
X Variable	0.862391	0.116046	7.43145	0.01763	0.363085	1.361697	0.363085	1.361697

Interpretation

R Square (0.9476) are only a few observations (4), the adjusted R² is slightly lower but still very high. F-statistic (55.23) & Significance F (0.0176), the model is statistically significant at the 5% level, as the p-value (Significance F) is below 0.05R (0.9824) indicates a strong positive correlation between the independent variable and the dependent variable. For

every one-unit increase in X, the dependent variable increases by approximately 0.8624. t (7.4314) & P (0.0176) the p-value is below 0.05, X Variable 1 is statistically significant, meaning it has a meaningful impact on the dependent variable. The regression model fits well with a high R² value.

Regression Statistics

Multiple R	0.998801
R Square	0.997604
Adjusted Square	0.996407
Standard	1.684533
Observation	4

Anova

	df	SS	MS	F	Significance F
Regression	1	2363.325	2363.325	832.8454	0.001199
Residual	2	5.675303	2.837651		
Total	3	2369			

	Coefficient	Standard Error	T Stat	P-value	Lower95%	Upper95%	Lower95.0%	Upper95.0%
Intercept	9.476003	1.160134	8.168025	0.01466	4.48435	14.46766	4.48435	14.46766
X Variable	0.708431	0.024548	28.85906	0.001199	0.602809	0.814052	0.602809	0.814052

Interpretation

R (0.9988) The correlation coefficient, indicating a very strong linear relationship between the independent and dependent variable. R Square (0.9976) means that 99.76% of the variance in the dependent variable is explained by the independent variable, showing a very good fit. F (832.85) measures the overall significance of the model. A high F-value suggests the model is a strong predictor. Significance F (0.0012) is the p-value for the overall model significance. Since it is much less than 0.05, the model is statistically significant. P-Value for X Variable 1 (0.0012) is less than 0.05, the independent variable is statistically significant.

- 1.The challenges of balancing work and family life could be an important variable affecting mom's perception of baby product.
- 2.Working mother's views on baby products may change over time as their children grow up or as they transition between different states of their career or motherhood.
- 3.Potentially missing out on a broader understanding of how a variety of product (such as baby monitor, apps or childcare services) might influence working mother's perception.

SCOPE OF THE STUDY

Geographical Scope: The study is mainly focused on working mothers in Coimbatore. It examines perception within urban, semi urban area of the city.

LIMITATION



Demographic Scope: The targeted population includes only mothers with infant and covers mothers employed in various sector.

Conceptual Scope: Working mothers views the safety, quality, convenience and brand image of baby products.

Methodology Scope: Data collection taken place through survey, interviews and technical analysis like statistical, thematic analysis of qualitative responses with working mothers.

FINDINGS

1. The majority of respondents fall in the 25-30 age group (39.2%), followed by the 20-25 age group (29.2%). A smaller portion of respondents are above the age of 35 (5.4%).
2. A balanced distribution between family types, with 51.5% from nuclear families and 48.5% from joint families.
3. Most respondents are from Semi-Urban areas (47.7%), followed by Urban areas (35.4%). A small portion is from Rural areas (16.9%).
4. The largest group of respondents are Professionals (37.7%), followed by Entrepreneurs (23.8%) and Business Women (13.9%).
5. A significant portion of respondents earn between ₹20,000 to ₹40,000 (33.1%), followed by ₹40,000 to ₹60,000 (26.9%). Only 3.8% earn above ₹1,00,000.
6. A large majority of respondents are Very Satisfied (49.2%) or Satisfied (42.3%) with the baby products they use, with no respondents expressing dissatisfaction.
7. A strong positive response for the availability of baby products, with 66.2% rating it as Excellent.
8. The majority are willing to pay 5% more (57%) for organic or eco-friendly products, while 24.2% are willing to pay 10% more.
9. The preferred price range for baby products is between ₹200 and ₹500 (51.5%), followed by ₹500 to ₹1,000 (12.3%).
10. 45.4% of respondents rarely face issues with baby products, while 41.5% encounter issues occasionally.
11. A significant proportion (48.5%) are Always willing to compromise on price, followed by 31.5% who are sometimes willing.
12. 45.4% consider Convenience and ease of use as the most important aspect of baby products, with

43.8% valuing Organic or eco-friendly ingredients.

13. 63.1% of respondents find baby products in Coimbatore Very Accessible, and 28.5% find them Moderately Accessible.

SUGGESTION

Organic products development: The increase use of organic products for baby skin may have less harmfulness.

Product quality: Instead of seeing discounts and offers the mothers must focus on product quality and ingredients used to prepare the products.

AI and App development: Innovating apps and ai may help to manage time and gather more information about the products.

Price Compensation: Avoiding price compensation is more important to have healthy skin care products.

CONCLUSION

The study on the effect of baby products on the perception of working mothers in Coimbatore reveals that working mothers have a strong preference for baby products that offer convenience, safety, and quality. These products not only ease the daily challenges of balancing work and childcare but also influence the mothers' sense of empowerment and satisfaction in both personal and professional field. The study highlights that factors such as product availability, affordability, and brand reputation significantly shape their purchasing decisions. The findings suggest that the baby product industry can enhance its appeal to working mothers by focusing on functionality, affordability, and ethical practices that align with the values and needs of this demographic in Coimbatore

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