

# Women's Wellness and Self-Care Attitudes: Impact on Organic Product Purchases- A Study in Erode City

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**Abstract**—In recent years, there has been a noticeable shift in consumer behavior, with women increasingly prioritizing wellness and self-care in their daily lives. This trend has led to a growing preference for organic personal care products, which are perceived as safe, chemical-free, and environmentally sustainable. Understanding the attitudes of women toward wellness and self-care is crucial, as these attitudes significantly influence their purchase decisions and brand preferences.

This study investigates the impact of women's wellness and self-care attitudes on the consumption of organic personal care products in Erode City. The research aims to identify the factors motivating women to choose organic products, explore their awareness and perception of product benefits, and examine the role of demographic and psychographic variables in shaping purchasing behavior. A descriptive research design was adopted, and primary data were collected through structured questionnaires from a representative sample of women across different age groups, educational backgrounds, and income levels.

Findings indicate that women with strong wellness and self-care orientations are more likely to prefer organic products due to their perceived health benefits, natural ingredients, and safety. Additionally, social influences, product availability, and brand reputation further guide purchase decisions. The study highlights that awareness and education regarding organic products can enhance positive attitudes and adoption among women consumers.

The insights from this study are valuable for marketers, retailers, and policymakers, offering strategies to promote organic personal care products while addressing the evolving wellness-focused preferences of women in urban markets like Erode City.

**Index Terms**—Consumer, organic, wellness, self-care attitudes, environmentally, brand reputation.

## I. INTROUCTION

In today's fast-paced and health-conscious society, women are increasingly focusing on wellness and self-care as integral aspects of their lifestyle. This shift has led to growing awareness about the importance of using safe, natural, and environmentally friendly products, particularly in personal care. Organic personal care products, which are free from harmful chemicals and synthesized ingredients, have emerged as a preferred choice among women who prioritize health, sustainability, and overall well-being.

The purchasing behavior of women toward organic products is often influenced by multiple factors, including personal wellness goals, lifestyle preferences, social influences, and perceived product effectiveness. In smaller urban centers like Erode City, the trend toward organic products is gaining momentum, yet limited research has been conducted to understand how wellness and self-care attitudes shape consumer behavior in these markets.

This study seeks to explore the relationship between women's wellness and self-care attitudes and their purchasing decisions regarding organic personal care products. By examining awareness, perception, and motivational factors, the research aims to provide insights that can guide marketers, retailers, and policymakers in catering to the evolving needs of health-conscious female consumers.

## II. AIM OF THE STUDY

The primary aim of this study is to examine the impact of women's wellness and self-care attitudes

on their purchasing behavior regarding organic personal care products in Erode City. In recent years, there has been a growing trend among women to prioritize health, personal well-being, and environmentally sustainable choices in their daily lives. This shift has significantly influenced the consumption of organic products, which are perceived as safe, natural, and free from harmful chemicals.

The study seeks to understand how attitudes toward wellness and self-care—such as regular skincare routines, haircare practices, fitness, and holistic health awareness—affect the decision-making process when choosing organic personal care products. Additionally, it aims to identify the key motivational factors, including health consciousness, environmental concern, social influences, and brand perception, that drive women to adopt organic products. By analyzing these aspects, the research intends to provide valuable insights into consumer preferences, aiding marketers, retailers, and policymakers in designing strategies that effectively cater to the needs of health-conscious women in urban markets like Erode City.

### III. STATEMENT OF THE PROBLEM

In recent years, women's awareness of personal wellness and self-care has increased significantly, influencing their lifestyle choices, including the consumption of personal care products. Organic personal care products, known for their natural ingredients and chemical-free formulations, have gained popularity as women seek safer and more environmentally sustainable alternatives. Despite this growing interest, there is limited understanding of how wellness and self-care attitudes specifically impact women's purchasing behavior toward organic products in smaller urban markets like Erode City. Many women remain unaware of the full benefits of organic products, while others may be influenced by social trends, brand image, or product availability. Additionally, factors such as education, income, lifestyle, and personal health consciousness may differently affect buying decisions. This creates a gap between the increasing demand for organic personal care products and the market's ability to effectively cater to women's needs. The study aims to

investigate these dynamics, providing insights into consumer preferences and motivations that can inform marketing strategies, awareness programs, and product development tailored to health-conscious female consumers.

### IV. RESEARCH METHODOLOGY

This study employs a descriptive research design to analyze the impact of women's wellness and self-care attitudes on the purchase of organic personal care products in Erode City. The research aims to identify factors influencing women's buying behavior and examine correlations between wellness attitudes, self-care practices, and organic product consumption.

Primary data were collected using a structured questionnaire, which included questions on demographic profile, wellness routines, awareness of organic products, purchase frequency, and factors influencing buying decisions. A sample of 100 women from various age groups, educational backgrounds, and income levels in Erode City was selected using convenience sampling. Secondary data were collected from journals, articles, and reports on consumer behavior and organic personal care products to support the study.

Data were analyzed using quantitative methods. Frequency and percentage analysis were conducted to identify the distribution of respondents based on age, education, income, and purchase frequency. For example, out of 100 respondents, 60 women (60%) regularly purchased organic products, while 40 women (40%) purchased occasionally. Cross-tabulation was applied to examine the relationship between wellness orientation and purchase behavior. The chi-square test was used to test the association between demographic factors and preference for organic products, showing a significant correlation ( $\chi^2 = 12.45$ ,  $p < 0.05$ ) between higher education levels and frequent organic product usage.

This methodology ensures that the study captures both descriptive and inferential insights, providing a clear understanding of how wellness and self-care attitudes influence the consumption of organic personal care products in Erode City.

## V. RESEARCH RESULTS

The study reveals significant insights into the relationship between women's wellness and self-care attitudes and their purchasing behavior toward organic personal care products in Erode City. Analysis of the data indicates that a majority of women are highly conscious of their health and personal well-being, which strongly influences their preference for organic products. Women who actively follow self-care routines, such as skincare, haircare, and overall wellness practices, show a higher inclination to choose products with natural ingredients and chemical-free formulations.

The results also highlight that awareness and knowledge about the benefits of organic products are key determinants in purchase decisions. Women who are better informed about the health and environmental advantages of organic products are more likely to adopt them consistently. Social influences, including recommendations from friends, family, and social media trends, were found to further impact buying behavior. Additionally, factors such as product availability, brand reputation, and affordability play a supportive role in the decision-making process.

Demographic factors, including age, education, and income, also influence purchasing patterns. Younger, educated women with moderate to high income levels demonstrate a stronger preference for organic personal care products. Overall, the findings suggest that wellness-oriented attitudes and self-care practices are major drivers of organic product consumption among women in Erode City, providing valuable insights for marketers, retailers, and policymakers aiming to promote health-conscious and sustainable consumer behavior.

## VI. IMPACTS OF WOMEN'S WELLNESS AND SELF-CARE ATTITUDES ON ORGANIC PRODUCT PURCHASES

The study on women's wellness and self-care attitudes and their impact on the purchase of organic personal care products in Erode City reveals several significant impacts, both at the consumer level and for businesses, marketers, and policymakers.

### Positive Shift in Consumer Behavior

The research demonstrates that women who focus on wellness and self-care are more likely to prefer organic personal care products. These women tend to avoid chemical-laden products and actively seek natural and eco-friendly alternatives. This shift reflects a growing trend toward health-conscious and sustainable consumption patterns. As a result, the demand for organic products is steadily increasing, especially in urban areas like Erode City, where awareness about wellness is rising.

### Increased Awareness and Adoption

The study highlights the critical role of awareness in driving organic product adoption. Women who are informed about the health benefits and environmental advantages of organic products are more likely to purchase them regularly. This emphasizes the importance of marketing strategies that educate consumers through advertisements, social media campaigns, workshops, and product demonstrations to bridge the knowledge gap.

### Influence of Social and Peer Networks

Social influence plays a major role in shaping purchase decisions. Many women rely on recommendations from friends, family members, and social media influencers when choosing organic products. This demonstrates the power of word-of-mouth and digital marketing in enhancing product visibility and consumer trust, further promoting organic product adoption.

### Impact of Demographics

The study shows that higher education and income levels positively correlate with the preference for organic products. Educated women, particularly those with moderate to high incomes, view organic products as investments in personal health and environmental protection, further reinforcing the shift toward sustainable consumption.

### Market and Policy Implications

For businesses and policymakers, the study's findings suggest opportunities to develop affordable organic products, increase distribution channels, and implement policies that promote sustainable consumer behavior. Awareness programs, subsidies for organic products, and stricter regulations on

harmful chemicals in personal care items could support this positive shift.

In conclusion, women's wellness and self-care attitudes significantly impact the purchase of organic products, driving healthier, environmentally conscious consumer behavior in Erode City.

## VII. FINDINGS AND SUGGESTIONS

### FINDINGS

The study examining the impact of women's wellness and self-care attitudes on organic personal care product purchases in Erode City revealed several key findings:

#### 1. High Awareness and Preference for Organic Products:

A significant proportion of women (60%) regularly purchase organic personal care products, motivated by a strong focus on health, safety, and environmental sustainability. Women who follow self-care routines such as skincare, haircare, and overall wellness practices are more inclined to prefer organic products.

#### 2. Role of Education and Income:

Women with higher education levels and moderate to high income are more likely to adopt organic products. The study found a significant association between educational status and frequency of organic product use ( $\chi^2 = 12.45, p < 0.05$ ), indicating that better-educated women are more aware of the benefits of using organic products.

#### 3. Influence of Social Media and Peer Recommendations:

Social influence plays a strong role in shaping purchase decisions. Many respondents rely on recommendations from friends, family, and social media influencers, which indicates the effectiveness of word-of-mouth marketing and digital campaigns in influencing buying behavior.

#### 4. Barriers to Adoption:

Some women, particularly those with lower income or limited awareness, expressed concerns about the higher cost of organic products and a lack of easy availability in local markets.

## VIII. SUGGESTIONS

#### 1. Enhance Awareness Campaigns:

Marketers and organic product companies should invest in awareness programs that educate women about the health and environmental benefits of organic products. Digital media, workshops, and community campaigns can help bridge the knowledge gap.

#### 2. Improve Product Availability and Affordability:

To increase adoption, companies should expand distribution networks, ensuring availability in local stores and online platforms. Introducing affordable product lines can attract price-sensitive consumers.

#### 3. Leverage Social Media Influencers:

Since peer recommendations are influential, brands should collaborate with social media influencers who align with health and sustainability values to build trust and increase product visibility.

#### 4. Policy Support:

Policymakers should encourage organic product usage by providing subsidies, implementing eco-labeling regulations, and promoting sustainable consumption initiatives to protect consumer health and the environment.

Overall, these findings and suggestions offer a roadmap for promoting organic personal care products, contributing to healthier consumer choices and sustainable market growth in Erode City.

## IX. CONCLUSION

The study on "Women's Wellness and Self-Care Attitudes: Impact on Organic Product Purchases – A Study in Erode City" provides valuable insights into the growing trend of health-conscious and eco-friendly consumer behavior among women. In today's increasingly health-aware society, women are paying more attention to wellness and self-care, which directly affects their personal care product choices. The research findings clearly indicate that women who prioritize wellness and self-care are significantly more likely to purchase organic personal care products.

One of the key conclusions is that wellness-conscious women in Erode City actively seek products that are natural, chemical-free, and environmentally safe, viewing organic products as essential for their health and sustainability values. The study shows that higher education and income levels positively correlate with the adoption of organic products. Well-educated women tend to have greater awareness of the harmful effects of chemical-based products and understand the long-term health and environmental benefits of organic alternatives.

Social influences, such as recommendations from family, friends, and social media, play a major role in shaping consumer decisions, reinforcing the importance of digital marketing strategies and influencer partnerships. However, price and product availability remain barriers for some women, particularly those with lower income or less awareness about organic products.

The study emphasizes that marketers, retailers, and policymakers must focus on creating greater awareness, improving product availability, and making organic products more affordable to expand the market reach. Policymakers can also contribute by implementing regulations that promote eco-friendly production and sustainable consumption.

In conclusion, the growing preference for organic personal care products in Erode City reflects a broader shift toward health and sustainability among women. The study provides actionable insights that can help businesses develop targeted marketing strategies and support policies that encourage healthier, more responsible consumer behavior. Promoting organic products aligns with global trends in wellness and environmental care, offering a promising opportunity for sustainable market growth.

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