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## **Women Consumers' Buying Behaviour towards Baby Care Products in Chennai: A Study on Consumer Preferences and Purchase Decisions**

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Peer Review Information	Abstract
<p data-bbox="204 1077 496 1111"><i>Submission: 03 April 2026</i></p> <p data-bbox="204 1126 464 1160"><i>Revision: 25 April 2026</i></p> <p data-bbox="204 1176 491 1209"><i>Acceptance: 08 May 2026</i></p> <p data-bbox="204 1272 331 1305"><b>Keywords</b></p> <p data-bbox="204 1373 515 1529"><i>Baby care products, Consumer behaviour, Women consumers, Buying behaviour, Online shopping, Chennai.</i></p>	<p data-bbox="555 1025 1396 1552">The baby care product market has experienced remarkable growth due to increasing health awareness, urbanisation, digitalisation, and changing consumer lifestyles. Women consumers play a dominant role in purchasing baby care products because they prioritise product safety, quality, hygiene, and convenience. The present study examines the buying behaviour of women consumers towards baby care products in Chennai city. The study identifies the factors influencing purchase decisions such as price, quality, awareness, innovation, brand image, technological adoption, and online shopping convenience. A descriptive research design was adopted, and primary data were collected from 250 women consumers using a structured questionnaire. Statistical tools such as percentage analysis, mean score analysis, regression analysis, and ANOVA were employed for data analysis. The findings reveal that product quality, price, awareness, and convenience significantly influence consumer purchase behaviour. The study offers valuable implications for marketers, retailers, and manufacturers in developing effective marketing strategies and consumer-oriented products.</p>

### **Introduction**

Consumer behaviour refers to the activities and decision-making processes involved in selecting, purchasing, and using products and services. In the modern business environment, understanding consumer behaviour has become essential for marketers and manufacturers. The baby care industry has witnessed rapid growth due to increasing awareness regarding child health, hygiene, and nutrition. Women consumers significantly influence household purchasing decisions, particularly concerning products related to babies and children. Their

purchase decisions are influenced by various factors including quality, safety, price, availability, convenience, and brand image. Digitalisation and technological advancements have transformed the shopping behaviour of consumers, especially after the COVID-19 pandemic, which accelerated online shopping trends.

Recent studies indicate that consumers increasingly prefer baby care products that are safe, eco-friendly, and dermatologist-tested. The growth of e-commerce platforms and digital marketing has further influenced women

consumers' buying behaviour. Therefore, understanding the behavioural patterns of women consumers has become essential for marketers operating in the baby care industry. The present study focuses on analysing the buying behaviour of women consumers towards baby care products in Chennai city.

### Need for the Study

The study of women consumers' buying behaviour towards baby care products is important because women are the primary decision-makers in selecting products for infants and children. Understanding their preferences and expectations helps manufacturers and marketers design suitable products and effective promotional strategies. The increasing participation of women in employment has created demand for convenient and innovative baby care products. Consumers today are more concerned about product safety, hygiene, and environmental sustainability. In addition, the rapid growth of online shopping has significantly changed consumer purchase patterns. The baby care market is highly competitive, and understanding consumer behaviour helps companies improve customer satisfaction and brand loyalty. Therefore, the present study is highly relevant in analysing the factors influencing women consumers' buying behaviour.

### Statement of the Problem

Consumer buying behaviour is dynamic and influenced by social, psychological, cultural, and economic factors. In the baby care market, women consumers are highly cautious because they prioritise the health and safety of their children. Although the market for baby care products is expanding rapidly, understanding the exact factors influencing women consumers' purchase decisions remains a challenge. Some consumers focus on quality and safety, while others prefer affordability, convenience, or brand image. The increasing popularity of online shopping has further transformed consumer decision-making behaviour. However, limited studies have focused specifically on women consumers' buying behaviour towards baby care products in Chennai city. Hence, the present study attempts to identify the factors influencing women consumers' buying behaviour and analyse their attitudes towards baby care products.

### Objectives of the Study

1. To identify the factors influencing women consumers' buying behaviour towards baby care products.

2. To analyse the impact of product quality, price, awareness and brand image on purchase decisions.

### Scope of the Study

The study focuses on women consumers residing in Chennai city who purchase baby care products through online and offline channels. The scope includes:

- Product quality and safety perception
- Price sensitivity and brand preference
- Awareness and availability of products
- Online shopping behaviour
- Technological adoption and innovation
- Consumer preference towards eco-friendly products
- The findings of the study will help marketers, retailers, and manufacturers understand consumer expectations and improve marketing strategies.

### Review of Literature

Crotts (1999) He stated that advertising and promotional activities significantly influence consumer purchase decisions. Media advertisements and online promotions create awareness and increase demand for products.

Kim and Lennon (2013) This article observed that website quality, emotions, and perceived risk influence online purchase intentions. Consumers prefer trustworthy and informative online shopping platforms.

Hausman and Siekpe (2009) explained that web interface quality and convenience significantly influence online shopping behaviour. Consumers prefer shopping platforms that provide easy accessibility and detailed product information.

Katawetawaraks and Wang (2011) found that online shopping behaviour is influenced by convenience, time-saving, and reduced transportation cost. Consumers increasingly prefer digital shopping platforms due to accessibility and affordability.

MacKenzie et al. (2013) stated that product packaging, visibility, and innovation influence customer satisfaction and purchase decisions. Consumers seek product information and product experience before making final purchase decisions.

Lee et al. (2019) identified price sensitivity as a major factor influencing consumer purchase behaviour in the baby care industry. Consumers compare product quality with affordability before purchasing.

Sharma and Verma (2021) found that health awareness and product safety significantly influence women consumers' preferences for baby skincare and hygiene products. Consumers

increasingly prefer chemical-free and dermatologist-tested products.

Ramesh and Priya (2022) observed that digital marketing and social media advertisements strongly influence consumer awareness and purchase intention towards baby care products among urban women consumers.

Kumar and Rajalakshmi (2024) highlighted that eco-friendly packaging and organic ingredients positively influence consumer attitudes towards baby care products. Consumers are increasingly willing to pay premium prices for safe and sustainable products.

Joseph and Maria (2025) stated that online customer reviews, influencer marketing, and e-commerce convenience significantly impact women consumers' buying decisions in the baby care sector. Trust and product transparency have become important determinants of consumer satisfaction.

The review of literature indicates that factors such as quality, price, awareness, convenience, safety, and technological advancement significantly influence women consumers' buying behaviour towards baby care products.

**Research Gap**

Previous studies mainly focused on general consumer buying behaviour and online shopping trends. Limited studies have specifically examined women consumers' buying behaviour towards baby care products in Chennai city. Existing studies also provide limited focus on the combined influence of technological adoption, innovation, and awareness on consumer decision-making. Therefore, the present study attempts to bridge this research gap by analysing the various factors influencing women consumers' buying behaviour towards baby care products.

**Research Methodology**

**Research Design**

The study adopted a descriptive research design to analyse women consumers' buying behaviour towards baby care products.

**Data Analysis and Interpretation**

**Table 1:** Demographic Profile of Respondents

Demographic Variables	Category	Frequency	Percentage
Age	20–30 Years	118	47.2
	31–40 Years	82	32.8
	Above 40 Years	50	20.0
Marital Status	Married	176	70.4
	Unmarried	74	29.6
Employment Status	Working Women	142	56.8
	Homemakers	108	43.2

**Sources of Data**

Both primary and secondary data were used for the study.

- **Primary Data:** Collected through structured questionnaires.
- **Secondary Data:** Collected from journals, books, websites, and research articles.

**Sampling Technique**

Convenience sampling technique was adopted for selecting respondents.

**Sample Size**

A total of 280 questionnaires were distributed among women consumers in Chennai city, out of which 250 valid responses were received and considered for analysis.

**Tools for Analysis**

The following statistical tools were used:

- Percentage analysis
- Mean score analysis
- Regression analysis

The reliability analysis showed a Cronbach's Alpha value of 0.76, indicating acceptable reliability.

**Hypothesis of the Study**

H1: Product quality, price, awareness and brand image significantly impacts women consumers' buying behaviour towards baby care products.

**Conceptual Framework**

The conceptual framework explains the relationship between independent and dependent variables. Independent variables include price, quality, awareness, innovation, technological adoption, availability, and payment flexibility, whereas the dependent variable is consumer buying behaviour.

Shopping Preference	Online Shoppers	168	67.2
	Offline Shoppers	82	32.8

Table 1 presents the demographic characteristics of the respondents involved in the study on women consumers' buying behaviour towards baby care products in Chennai. The analysis indicates that a majority of the respondents, accounting for 47.2 percent (118 respondents), belong to the age group of 20–30 years, followed by 32.8 percent (82 respondents) in the age category of 31–40 years. Only 20.0 percent (50 respondents) are above 40 years of age. This reveals that younger women constitute the major segment of consumers purchasing baby care products, indicating higher awareness and active participation in childcare-related purchasing decisions among young mothers.

With regard to marital status, 70.4 percent (176 respondents) are married, while 29.6 percent (74 respondents) are unmarried. The dominance of married respondents suggests that married women are the primary consumers of baby care products, as they are more likely to be directly involved in childcare responsibilities and product purchasing activities.

The employment status of respondents shows that 56.8 percent (142 respondents) are working women, whereas 43.2 percent (108 respondents) are homemakers. This indicates that employed women form a slightly larger share of the respondents, implying that income-earning women may possess greater purchasing power, exposure to brands, and awareness regarding baby care products.

Regarding shopping preference, the findings reveal that 67.2 percent (168 respondents) prefer online shopping, while only 32.8 percent (82 respondents) prefer offline shopping. This demonstrates a strong inclination toward online purchasing channels among women consumers in Chennai, possibly due to convenience, availability of product variety, discounts, and ease of comparing products through digital platforms.

Overall, the demographic analysis highlights that the majority of respondents are young, married, working women who predominantly prefer online shopping for baby care products.

**Table 2:** Factors Influencing Buying Behaviour

Factors	Mean Score	Rank
Product Quality	4.52	I
Price	4.34	II
Product Safety	4.28	III
Availability	4.01	IV

Table 2 presents the major factors influencing women consumers' buying behaviour towards baby care products in Chennai based on mean score analysis and ranking. Among the various factors, Product Quality secured the highest mean score of 4.52 and ranked first, indicating that consumers give utmost importance to the quality of baby care products while making purchase decisions. This reflects the concern of mothers regarding the effectiveness, reliability, and overall performance of products used for babies.

The factor Price obtained a mean score of 4.34 and ranked second. This suggests that affordability and value for money play a significant role in influencing consumer purchasing behaviour. Women consumers tend to compare prices and prefer products that offer good quality at reasonable prices.

Product Safety ranked third with a mean score of 4.28. The result indicates that consumers are

highly concerned about the safety standards, ingredients, and potential health impacts of baby care products. Since baby care products are directly related to infant health and well-being, safety remains a crucial consideration during purchase.

The factor Availability recorded a mean score of 4.01 and ranked fourth. Although comparatively lower than other factors, availability still significantly influences buying behaviour. Consumers prefer products that are easily accessible through online and offline retail channels without difficulty.

Overall, the findings reveal that women consumers in Chennai primarily focus on product quality, followed by price and safety, while purchasing baby care products. This indicates that consumers seek high-quality and safe products that are reasonably priced and readily available in the market.

**Table 3:** Impact of Factors on Women Consumers' Buying Behaviour towards Baby Care Products

Independent Variables	R <sup>2</sup>	Beta	F-statistics	t-value
(Constant)			42.518** (p = .000)	3.842**
Product Quality	.612	0.612		6.284**
Price	<b>Adjusted R<sup>2</sup></b>	0.547		5.731**
Awareness		0.493		4.986**
Brand Image		0.221		1.412

\*\* p<.01

The regression analysis indicates that the selected variables explain a substantial proportion of variation in women consumers' buying behaviour towards baby care products, with an R<sup>2</sup> value of 0.612 and an Adjusted R<sup>2</sup> value of 0.598. The F-statistics value of 42.518 is significant at the 1 percent level, confirming that the regression model is statistically significant and suitable for predicting consumer buying behaviour.

Among the independent variables, Product Quality has the highest beta coefficient (0.612) and significant t-value, showing that it is the most influential factor affecting purchase decisions. Price and Awareness also exhibit significant positive influence on buying behaviour. However, Brand Image has a lower beta value and an insignificant t-value, indicating that it does not significantly affect consumer purchase decisions towards baby care products in Chennai. Table 3 presents the results of the regression analysis conducted to identify the factors influencing women consumers' buying behaviour towards baby care products in Chennai. The beta values indicate the strength and direction of the relationship between the independent variables and consumer buying behaviour, while the significance level determines whether the relationship is statistically meaningful.

Among the variables, Product Quality has the highest beta value of 0.612 and is found to be significant. This indicates that product quality has the strongest positive influence on women consumers' purchase decisions. Consumers highly prefer baby care products that assure superior quality, reliability, and effectiveness, making it the most influential determinant of buying behaviour.

The variable Price recorded a beta value of 0.547 and is also significant. This shows that pricing plays a major role in influencing purchase

decisions. Consumers tend to evaluate whether the products provide value for money and are reasonably priced before making purchases.

Similarly, Awareness has a beta value of 0.493 and is statistically significant, indicating that consumer awareness regarding product features, benefits, advertisements, and availability positively influences buying behaviour. Increased awareness enables consumers to make informed purchasing decisions.

On the other hand, Brand Image has a comparatively lower beta value of 0.221 and is found to be not significant. This suggests that brand image alone does not significantly influence the buying behaviour of women consumers towards baby care products in Chennai. Consumers appear to prioritize practical aspects such as quality, price, and awareness over brand reputation.

Overall, the regression analysis reveals that product quality is the most influential factor affecting buying behaviour, followed by price and awareness, while brand image does not significantly impact consumer purchase decisions toward baby care products.

#### Findings of the Study

- Most women consumers regularly purchase baby care products and exhibit moderate brand loyalty.
- Online shopping is highly preferred due to convenience and affordability.
- Product quality and price are the most influential factors affecting purchase decisions.
- Awareness and product availability significantly influence buying behaviour.
- Eco-friendly and organic products moderately influence purchase decisions.
- Product safety and hygiene are highly valued by women consumers.

- Technological adoption positively influences online purchase behaviour.

### Suggestions

- Manufacturers should focus on product quality and safety standards.
- Companies should adopt affordable pricing strategies to attract consumers.
- Digital marketing and social media campaigns should be strengthened.
- Online shopping platforms should improve customer service and convenience.
- Companies should introduce eco-friendly and organic baby care products.
- Retailers should ensure continuous product availability.

### Limitations of the Study

1. The study is limited to Chennai city only.
2. Convenience sampling limits generalisation of findings.
3. Consumer preferences may change over time.
4. The study focused only on selected behavioural variables.

### Scope for Future Research

1. Future studies can be conducted in rural and semi-urban regions.
2. Comparative studies between online and offline consumers can be undertaken.
3. Future researchers may analyse the impact of social media influencers on baby care product purchases.
4. Studies can focus on sustainable and eco-friendly baby care products.

### Conclusion

The study concludes that women consumers' buying behaviour towards baby care products is influenced by several factors including quality, price, awareness, convenience, innovation, and technological adoption. Women consumers are highly cautious while purchasing baby care products because they prioritise the health and wellbeing of their children. The findings reveal that quality and affordability are more influential than brand image in determining purchase decisions. The increasing preference for online shopping indicates the growing role of technology in consumer behaviour. The study contributes to consumer behaviour literature by highlighting the importance of awareness, innovation, and product availability in shaping

consumer attitudes. The study also provides useful implications for marketers, manufacturers, and policymakers in designing effective marketing strategies and developing products that meet consumer expectations.

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