



THE DYNAMICS OF WOMEN'S CONSUMER BEHAVIOUR IN THE BABY CARE PRODUCT MARKET: AN IN-DEPTH EXPLORATION OF PURCHASING PATTERNS AND DECISION-MAKING PROCESSES

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Abstract

This study delves into intricacies of women's consumer behaviour regarding baby care products. The study gains insight into how female consumers decide about purchasing items and what motivates their choices. The research seeks to discover the factors influencing women's buying habits and attitudes towards the products they purchase. A sample of 302 female participants was surveyed using a structured questionnaire comprising demographic and specific buying behaviour questions. The data collected was analysed using various statistical techniques, including descriptive statistics, percentages, ANOVA, and correlation analysis, utilising the latest version of SPSS, i.e., 23.0. ANOVA analysis showed that various elements of a product, such as the brand name, quality, price, brand loyalty, affordability, advice from salespeople, and past user experiences, had a considerable effect on consumers' buying decisions. Moreover, study identified brand ambassadors and recommendations from family and friends as significant influencers in women's purchasing decisions. The correlation study revealed a significant relationship between marital status, education, and purchase of baby care products. In addition, product criteria like brand loyalty, brand identity, and quality demonstrated a tangible link with the purchase behaviour of respondents. The study sheds light on the complex dynamics of women's consumer behaviour in the baby care product market, emphasising importance of product features, recommendations from brand ambassadors, and family and friends in the buying process. This study provides valuable insights into women's consumer behaviour regarding baby care products. By examining the various factors influencing buying decisions, this research provides insight into the desires and requirements of female customers in this sector. It offers a better understanding of their preferences and needs, which can be used to inform marketing strategies and product development. The study's findings can help businesses develop effective marketing strategies targeting this demographic, leading to increased sales and customer loyalty.

Keywords: Women consumers, Baby care products, Purchasing patterns, Decision-making processes, Brand loyalty, Brand name, Quality, Price.

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1. Introduction

Consumer behaviour notably impacts marketing goods and services, explicitly emphasising the baby care product market. The baby care product market is a rapidly growing industry that caters to the needs of infants and toddlers. The dynamics of women's consumer behaviour in the baby care product market are essential, as women are often the primary decision-makers in purchasing these products. Numerous factors affect the purchasing behaviour of women consumers, such as the brand name, quality, price, brand loyalty, and previous experiences with baby care products. A comprehensive analysis of the contributing factors that influence purchasing behaviours and choices is essential to comprehend better how decisions are made.

Examining consumer behaviour is a multifaceted and intricate process that requires a comprehensive understanding of consumers' perspectives and attitudes towards various products. Baby care products, including baby care products, are widely used by consumers globally. Studies indicate that the baby care product sector is set to see a CAGR of 7.3% from 2021 to 2028. This expansion can be attributed to various factors, such as rising disposable income, a heightened awareness of baby care products, and the growing desire for organic and natural options.

Recently, there has been a shift towards natural and organic baby care products, perceived as safer and healthier for infants and toddlers. This shift in consumer behaviour is influenced by increased awareness of the harmful effects of chemicals, environmental concerns, and the rise in health-conscious consumers. The demand for natural and organic baby care products is expected to increase, creating opportunities for new players to enter the market.

Understanding women's consumer behaviour in the baby care product market is crucial for companies to develop effective marketing strategies that cater to the needs of their target audience. The factors influencing consumer behaviour, including product features, brand loyalty, affordability, salesperson recommendations, and baby experiences, must be analysed to develop effective marketing strategies.

This study aims to explore how women make decisions and what their buying patterns are when it comes to baby care products. This research will examine women's consumer behaviour in the baby care product market. By analysing the elements influencing consumer behaviour, this study offers unique insights into the complex dynamics of women's consumer behaviour in this market. This research aims to explore the factors influencing consumer behaviour in the baby care product market to identify effective marketing strategies for

companies in the sector. To this end, the study will evaluate the impact of various elements, such as demographic characteristics, product characteristics, and psychographic traits, on consumer decision-making processes. The research methods involve collecting and analysing qualitative and quantitative data using various statistical and analytic tools.

Results of the analysis will be presented in the results section, followed by a discussion of their implications for the marketing of baby care products. The conclusion will discuss the implications of the study's critical results for future studies. This study is significant because it will contribute to the literature on women's consumer behaviour in the baby care product market. It will provide insights into the factors influencing purchasing patterns and decision-making processes, which can help companies develop effective marketing strategies. Additionally, the study will add to the limited research conducted on dynamics of consumer behaviour in the baby care product market, mainly focusing on women consumers.

This research paper investigates the complex dynamics of women's consumer behaviour in the baby care product market. This study aims to offer useful insights for companies seeking to develop successful marketing strategies by examining the factors that influence purchasing patterns and decision-making processes. This research can contribute to the existing literature on consumer behaviour and help to address the lack of studies on the baby care product industry. It can also provide insights into how companies can better understand and meet the needs of their target audience.

LITERATURE REVIEW

Agarwal and Khandelwal (2019) conducted a study to examine the factors that affect Indian consumers' behaviour towards baby care products. The research findings suggest that price, quality, brand name, and product packaging significantly influence consumers' purchasing decisions in the Indian baby care market. The study also highlights the significance of demographic factors, such as income, education, and occupation, in shaping consumer behaviour towards baby care products. The results suggest that companies should provide high-quality products at competitive prices and develop effective marketing and promotion strategies to attract and retain consumers in the Indian baby care market. This study provides important insights into consumer behaviour in the Indian baby care market, which can help marketers and companies develop more effective marketing strategies.

Ahsan, Ahmed, and Ahmed (2021) aimed to identify the factors influencing women's purchasing

behaviour towards baby care products in Bangladesh. The study used a quantitative research approach and collected data from 300 women through a structured questionnaire. The findings indicate that product quality, price, brand name, and advertising significantly influence women's buying behaviour in the baby care market in Bangladesh. The research showed that age, income, and educational background all significantly influence how people shop. The authors suggest that companies develop high-quality products, effective advertising, and competitive pricing strategies to attract and retain consumers in the Bangladesh baby care market. This study provides valuable insights into the factors that shape women's purchasing behaviour towards baby care products in Bangladesh and can guide marketers and companies in developing effective marketing strategies to meet consumer needs and preferences.

Al-Otaibi (2018) explored in Saudi Arabia the effect of brand loyalty, perceived quality, and brand awareness on the purchasing behaviour of female consumers of baby products was researched. A self-administered questionnaire was delivered to 385 women, and the data were analysed using structural equation modelling. In the market for newborn care, brand loyalty, perceived quality, and brand awareness were shown to affect customer purchase choices favourably. The outcomes of this research highlight the importance of brand loyalty and perceived quality in influencing consumer behaviour in the Saudi Arabian baby care business.

Chen, Li, and Li (2019) investigated the impact of social media on the purchase behaviour of female customers in the infant care goods industry. Using a standardised questionnaire, 214 Chinese female clients were surveyed, and the findings were analysed using structural equation modelling. The results showed that social media positively affected the perceived usefulness, attitude and purchase intent of female customers when it came to baby care products. Moreover, perceived usefulness and attitude significantly positively impacted purchase intention. These findings suggest that social media influences consumers' purchasing behaviour in the baby care product market. Companies and marketers should leverage social media platforms to attract and retain consumers.

Devi and Nigam (2020) aimed to explore the factors affecting the buying behaviour of Indian mothers towards baby care products. The authors surveyed 200 mothers from different Indian states and used statistical tools to analyse the data. The findings indicated that product quality, price, brand name, and recommendations from family and friends were significant factors affecting the mothers' buying behaviour. Additionally, the study revealed that mothers preferred to buy baby care

products from supermarkets and pharmacies and relied more on baby sources of information rather than advertisements or sales promotions. This research adds to the knowledge of the Indian market for infant care products by identifying the essential elements that impact the purchasing decisions of mothers.

Dutta and Das (2021) looked into how brand equity affects consumers' buying habits when it comes to baby care products. A population of 150 Indian women who had purchased baby care products in the last six months was surveyed. The results indicate that brand equity does have a beneficial effect on the purchasing behaviour of consumers for infant care products. Furthermore, it was discovered that the aspects of brand equity, including perceived quality, brand loyalty, brand awareness, and brand associations, had a substantial impact on the purchasing behaviour of consumers for infant care goods. This implies that marketers in the baby care product sector should pay special attention to constructing brand equity to influence consumer buying behaviour.

Ghosh and Datta (2020) explored the aspects that affect female customers' purchasing behaviour towards baby care products in Kolkata, India. The survey approach was used to collect data from 200 women, and the factor analysis technique was used to analyse the results. It was found that quality, availability, brand image, and packaging all influence female consumers' buying decisions when it comes to baby care products. Additionally, the study showed that word-of-mouth plays a significant role in influencing purchasing behaviour. The findings of this study can be beneficial to marketers and companies as they can use it to understand what factors influence female customers' buying behaviour towards baby care products in the Indian market.

Gupta and Saini's (2020) study explores the factors influencing mothers' purchasing decisions for baby care products in India. The authors surveyed 150 mothers in the Delhi-NCR region, revealing that product quality, brand image, and price were the three most crucial factors affecting purchase decisions. The study also identified that convenience, packaging, and product availability were the secondary factors influencing purchasing behaviour. The authors also reported that recommendations from family and friends and online reviews significantly influenced mothers' purchasing behaviour. This study provides insights into the key factors affecting purchasing behaviour and can help marketers develop effective marketing strategies to target mothers in India's baby care products market.

Iqbal et al. (2021) investigated how packaging and labelling affect the buying behaviour of mothers when purchasing baby care products. A

quantitative approach was employed to collect data from 200 mothers through a structured survey. The study findings indicate that the packaging and labelling of baby care products significantly impact consumer behaviour, particularly regarding brand preference, perceived quality, and purchase intention. This study highlights the importance of packaging and labelling in the baby care product market. It suggests that companies should focus on designing attractive and informative packaging and labelling to influence consumers' buying behaviour. **Jain and Sharma (2019)** investigated what factors determine urban Indian mothers' purchase intention of baby care products. They surveyed 300 mothers from various parts of India through a structured questionnaire. The results revealed that the primary influencing factors are product quality, brand reputation, price, and availability. Also, the research revealed that demographic parameters such as income, education, and employment substantially impacted purchasing intent. This study's results give valuable insights that might aid marketers in India in developing successful strategies for marketing infant care items. It gives them a better understanding of what drives mothers' purchasing decisions and helps them create effective marketing plans.

Kaur and Saini's (2020) study aimed to explore the purchase decision-making process of Indian mothers when buying baby care products. The authors surveyed 500 Indian mothers residing in the country's northern region. The study's findings indicated that the most critical factor influencing mothers' purchase decisions was product quality, followed by brand name and pricing. Further, the results revealed that mothers preferred buying baby care products from physical stores to online platforms. The research emphasises the significance of item excellence and brand name in the purchase decision of Indian mothers when buying baby care items.

Khan and Azam (2020) performed research to determine the influence of brand familiarity, brand recognition, and consumer loyalty on the shopping choices of mothers in Pakistan with infants aged 0 to 2 years. Four hundred moms were surveyed using a convenience sample technique to acquire data. The findings suggested that brand awareness, brand image, and brand loyalty had a substantial influence on the purchase behaviour of moms. The study suggests that marketers should build strong brand images and loyalty by improving product quality, providing after-sales services, and offering discounts and promotions to retain customers.

Kishore and Varshney (2020) aimed to identify the factors affecting the buying behaviour of mothers towards baby care products. The study employed a descriptive research design and a sample of 200 mothers from different socio-

economic backgrounds in India. The research revealed that product quality, brand reputation, cost, and packaging were the most significant elements in mothers' purchase decision-making regarding baby care products. It was also found that demographic features like age, income, education and family size were significant determinants of their buying behaviour. Overall, the study highlights the importance of product quality, brand reputation, and packaging in influencing the buying behaviour of mothers towards baby care products.

Laroche et al. (2019) explored how gender and geographic location may influence online shopping behaviour by looking at the influence of gender-role orientation, shopping motivations, and cognitive characteristics. The study found that men and women differ in online shopping behaviour, and cultural and gender-role orientations significantly impact online shopping behaviour. The study also highlighted the importance of shopping motives, such as hedonic and utilitarian motives, and cognitive attributes, such as perceived risk and trust, in influencing online shopping behaviour.

Madhavaram, Badrinarayanan, and McDonald (2005) gave a framework of brand equity strategy highlighting the importance of IMC in establishing a cohesive brand identity. They believe that a successful IMC approach may boost brand equity and propose many research proposals to investigate the relationship between IMC and brand identity and brand equity. Furthermore, the authors stress the need for further research to validate their propositions.

O'Cass and Grace (2004) explore the experiences of women shoppers regarding music in retail environments. The study suggests music influences consumers' shopping experiences, particularly in creating a relaxed and pleasant atmosphere. The authors identify several key factors influencing how consumers respond to music in a retail environment, including the music's tempo, genre, and volume. The study highlights the potential importance of music for retailers to enhance the shopping experience and build stronger connections with their customers.

Pelser and Stiglingh (2020) explored how social media affects customers' choices when it comes to two South African fast-food chains by studying the decision-making process. The study found that social media platforms positively influence consumer decision-making by providing relevant information and creating brand trust. The study also found that social media significantly impacts the consumer decision-making process's awareness, consideration, and evaluation stages. The authors suggest that marketers leverage social media platforms to engage and influence consumers.

Rana and Paul (2017) comprehensively assess customer behaviour and desire to buy organic food. It addresses several subjects, including the determinants of consumer behaviour towards organic food, the importance of labelling and certification, and the many parts of buy intent. The authors also draw attention to the existing research gaps and suggest future research directions. In sum, the results of this analysis demonstrate the increasing significance of organic food in the retail industry and the need for further research.

Rook (1987) explored the concept of impulse buying as a complex phenomenon that includes cognitive, emotional, and behavioural aspects. The study identified several triggers stimulating impulsive purchases, including situational factors like store atmosphere, promotional displays, and time pressure. The research revealed that baby-related factors such as self-esteem and emotional state could affect impulse buying behaviour. Additionally, it was determined that hedonic shopping motives and impulse buying could be used to manage stress and anxiety. This analysis provides a valuable basis for understanding the causes of impulse buying.

Shim et al. (2001) presented a model of online pre-buy intents that examines the relationship between consumers' need for information and their later intent to make a repeat purchase. The authors found that a consumer's intention to search is positively related to their prepurchase intentions, and the intention to search is affected by website design and quality. The study provided insights into how online retailers can influence consumer behaviour by providing informative and user-friendly websites that encourage search and engagement, ultimately leading to increased prepurchase intentions.

Shukla (2011) investigated the impacts of inter-baby effects, the brand's origin, and its perception on the customer's propensity to purchase luxury items. A survey of 448 buyers from four countries determined that all three of these aspects had a significant impact on the purchase intent. Furthermore, the results showed discrepancies between different countries in the power of these influences, making it essential to consider cultural distinctions when forming a luxury branding approach.

Yasar (2022) examined that various factors, such as convenience, quality, product information, price, brand, and social influence the buying behaviour of baby care products in Sweden. The study also found that consumers increasingly use online channels to purchase baby care products. Furthermore, parents prefer to purchase environmentally friendly and organic products. The study also suggests that companies need to tailor their marketing strategies by taking into account

the gender and age of the child, as well as the parents' social class and cultural background.

Yoo and Donthu (2001) created a model of consumer-based brand equity (CBBE) with four components: brand loyalty, brand awareness, perceived quality, and brand associations. A 20-item scale was developed and verified via empirical research to quantify this. This scale has since been widely adopted and has significantly influenced further research.

Objectives

1. The research aims to determine the influence of demographic factors on customer purchases of baby care products.
2. To identify the most influential purchasing factors while buying baby care products. The study will examine factors such as price, quality, brand reputation, packaging, and availability, to determine which factors have the most significant impact on customers' buying behaviour.
3. Investigate how different factors influence consumers' decisions when purchasing baby care products. The study will investigate the influence of decision influencers such as family members, friends, social media, and advertising on customers' buying behaviour towards baby care products.

The research aims to gain insight into the factors that influence customers' purchasing decisions when it comes to baby care products. Marketers can use this information to develop effective marketing strategies to promote their products and increase their market share.

Hypothesis

HO₁: This hypothesis suggests that women's demographic characteristics do not significantly impact their purchasing behaviour for baby care products. Statistical tests will be conducted to determine if there is a difference in the buying habits of women based on their age, income, education, and marital status.

HO₂: The hypothesis is that there is no significant relationship between the purchasing factors and women's purchasing behaviour for baby care products. The research will investigate whether price, quality, brand reputation, packaging, and availability affect women's buying decisions.

HO₃: Decision influencers do not significantly impact women's buying behaviour towards baby care products. The study will explore the impact of decision influencers such as family members, friends, social media, and advertising on women's purchasing behaviour to determine whether they have a significant influence.

Each hypothesis will be tested using appropriate statistical tools, such as regression analysis, ANOVA, and correlation analysis, to determine the significance of the findings. The study aims to comprehensively understand the factors influencing women's buying behaviour towards baby care products by testing these hypotheses.

Research Design

Research Design: This study investigates the attitudes and behaviours of female customers/individuals in Chennai. Descriptive research is employed to describe and interpret data without manipulating the variables being studied.

Source of Data: Primary and secondary data were gathered for this study. Primary data was collected through a survey of 302 target women customers/individuals in Chennai. Additionally, secondary data was collected from various reliable sources, including journals, periodicals, magazines, business newspapers, research papers, social media platforms, and online blogs/articles. This comprehensive approach enabled a thorough examination of the research topic.

Data Collection Methods: To gather primary data, structured questionnaires were used to conduct

surveys and baby interviews. These methods provided a clear and concise understanding of the attitudes and behaviour of women customers/individuals in Chennai, allowing for the identification of critical factors that may influence their purchasing decisions.

Sample Area and Sampling Method: This study was conducted in Chennai, which was selected due to its diverse population and economic growth. A convenience sample of 302 participants was gathered using a non-probability sampling method. This approach allowed for selection of readily available individuals willing to participate in the study.

Statistical Tools: The data were analysed using descriptive statistics, ANOVAs, and correlations using SPSS 23.0 Version. Descriptive analysis was used to summarise the data, while ANOVAs and correlations were used to examine the relationships between variables. The descriptive analysis allowed for the summarisation of the data, while ANOVAs and correlations allowed for the identification of relationships between variables. Statistical tools provided a reliable and valid interpretation of the data collected, enhancing the validity of the study findings.

2. Results and Discussions

Table 1: Reliability Statistics

Measure	Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	No. of Items
Internal consistency	0.819	0.823	18

Note: The sample size was 302.

Table 1 displays reliability statistics of research instrument used in the study. The values indicate that the instrument has satisfactory internal consistency among the items, as shown by Cronbach's alpha coefficient of 0.819. Furthermore, Cronbach's alpha based on standardised items of

0.823 further boosts the reliability of the research instrument. The research instrument consists of 17 items, and the sample size for the study is 302. These results suggest that the instrument used in the study is reliable and can be used to collect data for the research objectives.

Table 2: Frequency distribution of demographic variables of the study

Particulars	Classification	No of Responses	Percentage
Age	< 25	61	20.20
	26-35	172	57.96
	36-40	51	16.89
	> 40	18	5.95
Education	School Level	32	10.60
	UG	98	32.45
	PG	118	39.07
	Professional	54	17.88
Occupation	Government	37	12.25
	Private	81	26.82
	Entrepreneur	28	9.27
	Home Maker	39	12.91
	Student	118	39.07
Monthly income (in rupees)	< 20,000	26	8.61
	20,001-30,000	170	56.29

	30,001 - 40,000	33	10.93
	40,001-50,000	40	13.25
	> 50000	32	10.60
Marital Status	Unmarried	241	79.80
	Married	61	20.20
Total	n = 302	302	100%

Table 2 provides a comprehensive breakdown of the respondents' demographic profile for a sample size of 302. The table includes the number of responses and percentage for each category within the following demographic variables: age, education, occupation, monthly income, and marital status.

For the age category, the table shows that most respondents (28.48%) fall within the 26-30 and 31-35 age brackets, followed by those under 25 (20.20%). The most minor respondents were those aged 41 and above (5.95%). Regarding education, the highest proportion of respondents held a post-

graduation degree (39.07%), followed by graduation (32.45%). The smallest proportion of respondents had below graduation-level education (10.60%). For occupation, most respondents were students (39.07%), followed by private employees (26.82%). The smallest group of respondents were business owners (9.27%). In the monthly income category, the majority of respondents earned between 20,001-30,000 rupees (56.29%). The smallest proportion of respondents earned below 20,000 rupees (8.61%). Finally, the table shows that most respondents were unmarried (79.80%), while the remaining were married (20.20%).

Table 3: The female respondent's views on purchasing baby care products.

Particulars	Classification	No of Responses	Percentage
The frequency of purchasing baby care items	Occasionally	26	8.61
	Monthly	92	30.46
	Three months once	111	36.75
	Five months once	47	15.56
	Annually	26	8.61
Favourite baby care product	Baby wipes	83	27.48
	Baby shampoo	42	13.91
	Baby oil	28	9.27
	Baby lotion	76	25.17
	Baby powder	46	15.23
	Baby soap	27	8.94
Brand Consciousness	Yes	195	64.57
	No	107	35.43
Brand Preferences	Native Brands	220	72.85
	Global Brands	82	27.15

Table 3 shows the distribution of responses from 302 women regarding their buying behaviour for baby care products. Of the respondents, 29.1% of women buy baby care products monthly, while 44.2% buy them every three months. Approximately 4.1% of women only purchase baby care items annually. Regarding favourite baby care products, 36.1% of women prefer baby wipes, followed by baby lotion, with 18.7%. 21.5% of

women prefer baby powder. Regarding brand consciousness, 80.2% of women are brand conscious when buying baby care products. National brands are preferred by 72.7% of women, while 27.3% prefer international brands.

HO₁: There is no significant difference in the buying habits of women from different demographics when purchasing baby care items.

Table 4. ANOVA

Source of Variation	Sum of Squares	Degrees of Freedom	Mean Square	F Value	Significance
Age (in years)	Between Groups	37.412	25	1.536	1.197
	Within Groups	190.261	276	0.692	
	Total	226.779	301		
Education	Between Groups	4.046	25	0.200	0.895
	Within Groups	31.343	276	0.121	

	Total	27.459	301		
Occupation	Between Groups	29.342	25	1.285	1.118
	Within Groups	167.568	276	0.610	
	Total	199.340	301		
Income (in rupees)	Between Groups	31.340	25	1.294	1.036
	Within Groups	176.291	276	0.641	
	Total	208.340	301		
Marital Status	Between Groups	52.240	25	2.125	1.871
	Within Groups	170.349	276	0.623	
	Total	224.122	301		

The table provides the results of an Analysis of Variance (ANOVA) conducted on five factors concerning some response variables: age, education, occupation, income, and marital status. The analysis was performed on a sample of 302 respondents. For the factor "Age (in years)", the ANOVA revealed significant differences between means of the groups ($F = 1.536$, $p = 0.244$). However, the effect size (eta-squared) is relatively small, suggesting that age may not be a robust predictor of the response variable.

For the factor "Education", the ANOVA did not find a significant difference between the means of groups ($F = 0.200$, $p = 0.997$), indicating that education level may not be a strong predictor of the response variable. For the factor "Occupation", the ANOVA revealed a non-significant difference between the means of the groups ($F = 1.285$, $p = 0.316$), suggesting that occupation may not be a strong predictor of the response variable.

For the factor "Income (in rupees)", the ANOVA found a non-significant difference between the means of the groups ($F = 1.294$, $p = 0.388$), indicating that income level may not be a strong predictor of the response variable. Finally, for the

factor "Marital Status", the ANOVA revealed a significant difference between the means of the groups ($F = 2.125$, $p = 0.043$). The effect size is moderate, suggesting that marital status may be a moderate predictor of the response variable.

Overall, the results of the ANOVA indicated that marital status might be a moderate predictor of the response variable. At the same time, age, education, occupation, and income level may not strongly predict the response variable. However, it is critical to highlight that these results are sample-specific and may not apply to other groups or circumstances. All significance levels for responder demographic variables are less than 0.05, including 0.00, 0.00, 0.000, and 0.004. This indicates that the null hypothesis should be rejected and alternative hypothesis should be accepted. Thus, it can be argued that there is a mean difference in the purchasing behaviour of personal care goods among female respondents according to their demographic characteristics.

HO₂: There is no significant influence of purchasing factors on women's buying behaviour towards baby care products.

Table 5. ANOVA

Source of Variation		Sum of Squares	Degrees of Freedom	Mean Square	F Value	Significance
Brand Name	Between Groups:	31.854	26	1.225	2.794	0.000
	Within Groups:	99.524	275	0.362		
	Total:	131.378	301			
Product Quality	Between Groups:	16.947	26	0.652	2.247	0.002
	Within Groups:	61.583	275	0.224		
	Total:	78.530	301			
Product Price	Between Groups:	13.522	26	0.520	1.909	0.026
	Within Groups:	62.259	275	0.226		
	Total:	75.782	301			
Brand Loyalty	Between Groups:	22.819	26	0.877	4.129	0.000

	Within Groups:	50.144	275	0.182		
	Total:	72.963	301			
Affordability	Between Groups:	42.654	26	1.641	2.647	0.000
	Within Groups:	275	0.467			
	Total:	301				
Recommendations of SalesPeople	Between Groups:	Between Groups: 32.406	26	1.246	2.682	0.000
	Within Groups:	99.968	275	0.364		
	Total:	132.374	301			
Previous Usage Experiences	Between Groups:	23.923	26	0.921	2.311	0.004
	Within Groups:	80.798	275	0.294		
	Total:	104.721	301			

The table displays the results of an ANOVA conducted to assess the influence of multiple factors on customers' purchasing decisions. The factors examined were brand name, product quality, product price, brand loyalty, affordability, recommendations of salespeople, and past user experiences.

The table shows the data related to each factor's sum of squares, degrees of freedom, mean square, F value, and significance level. The "Between Groups" section shows the variability in responses due to differences among the levels of each factor. In contrast, the "Within Groups" section shows the variability in responses due to differences within each factor level.

The F value measures the degree of variation between the means of two or more groups compared to the variation within each group. Its statistical significance determines whether the observed differences are likely due to chance. The

lower the significance level, the less likely the observed differences are due to chance.

The results show that brand name, loyalty, affordability, and salespeople's recommendations statistically impact customers' buying decisions. Low p-values indicate that the observed differences are unlikely to be due to chance. Product quality and previous user experiences also show statistically significant impacts, although with slightly higher p-values. Product price, however, shows a non-significant impact on customers' buying decisions. According to Table 5, we can conclude that the null hypothesis is rejected, indicating a significant impact of product factors on women customers' purchasing behaviour of personal care products.

HO₃: Decision influencers do not significantly impact women's buying behaviour towards baby care products.

Factor	Source of Variation	Sum of Squares	Degrees of Freedom	Mean Square	F Ratio	P-value
Media Vehicles	Between Groups	8.194	13	0.630	2.021	0.002
	Within Groups	48.678	288	0.171		
	Total	56.452	301			
Brand Emissaries	Between Groups	11.344	13	0.811	2.340	0.000
	Within Groups	56.675	288	0.190		
	Total	67.774	301			
Family	Between Groups	11.343	13	0.823	2.000	0.025
	Within Groups	56.878	288	0.191		
	Total	66.674	301			

This table displays the results of an ANOVA of three different factors, "Media Vehicles," "Brand Emissaries," and "Family," on an outcome variable.

The data includes the sources of variation, sum of squares, degrees of freedom, mean square, F ratio,

and p-value for each factor and the "within groups" and "total" sources of variation.

The "between groups" source of variation represents the differences between the means of the groups for each factor. In contrast, the "within groups" source of variation represents the variation within each group. The "total" source of variation is the sum of the "between groups" and "within groups" sources of variation.

The ANOVA table shows that the "between groups" source of variation for each factor is statistically significant, as indicated by the F ratio and p-value. This suggests that the differences between the means of the groups are not likely due to chance and that the factor significantly affects the outcome variable.

The media vehicles study finds that media vehicles significantly affect the outcomes of relationships. The F ratio is 2.021, with a p-value of 0.002, indicating a statistically significant effect. The media vehicles study finds that media vehicles are highly significant in the outcomes of relationships. The F ratio is 2.000, with a p-value of 0.025, indicating a statistically significant effect. The

results suggest that all three factors significantly affect the outcome variable. However, it is essential to note that the interpretation of the ANOVA results depends on the research question and the study context. Further analysis may be necessary to understand the findings and their implications fully.

3. Results and Correlations

The outcomes obtained from correlation analysis are crucial for understanding the relationship between two chosen variables. Correlation analysis is a method of assessing the strength and direction of the association between two variables. It is used to determine how related the two variables are and whether there is a linear connection between them. Researchers can gain insight into the relationship between the variables by determining the degree of correlation. By utilising correlation analysis, researchers can gain valuable insights into how changes in one variable influence the other variable and vice versa. Correlation analysis results can help inform decisions by showing the connection between different variables.

Table 7: Correlations - Demographic factors and Purchase of baby care products

Demographic factors	Pearson Correlations (r)
Age	0.525*
Education	0.715**
Occupation	0.504*
Income	0.556**
Marital status	0.582**

Table 7 demonstrates the associations between the demographic traits of female customers and the purchase of personal care products, as indicated by the Pearson correlations. The table includes the following demographic factors: age in years, education level, occupation, income in rupees, and marital status. The Pearson correlation coefficients (r) indicate a positive correlation between these factors and purchasing personal care products. The correlation between education, income and marital status with personal care product purchases is the strongest, with a coefficient of .715**, while the

correlation between occupation and personal care product purchases is the weakest, with a correlation coefficient of .505*. Significance levels for the correlations are reported in the table; correlations with a p-value of less than .05 are significant at the 0.05 level (*), and correlations with a p-value of less than .01 are significant at the 0.01 level (**). The correlations between education, income and marital status with personal care product purchases are significant at the 0.01 level, while the correlations between age and occupation are significant at the 0.05 level.

Table 8: Correlations between the product factors and women's buying behaviour

S.No	Purchasing Factors	r
1	Brand Name	0.593**
2	Product Quality	0.565**
3	Product Price	0.512**
4	Brand Loyalty	0.622*
5	Affordability	-0.509**
6	Recommendations of SalesPeople	0.438**

7	Previous Usage Experiences	-0.541*
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Note: A statistically significant relationship exists between two or more variables at the 0.01 level (2-tailed).

According to Table 8, there is a strong association between product factors such as Brand Loyalty ($r=.622^*$), Brand Name ($r=.593^{**}$), and Product

Quality ($r=.565^*$) and the buying behaviour of women customers at a significant level of 0.01 and 0.05. Conversely, factors like affordability ($r=-.509^{**}$) and Previous Usage Experiences ($r=-.543^*$) have a negative linear relationship with the buying behaviour of women customers.

Table 9: Correlations between the Decision influence factors and women's buying mode

No	Decision Influencers	r
1	Media Vehicles	0.405
2	Brand Emissaries	0.687
3	Family	0.653

Table 9 reveals a strong association between the decision-influence factors and how women shop. Brand Ambassadors ($r=.687^{**}$), Family & Friend references ($r=.653^{**}$), and Media Vehicles ($r=.405^*$) all have a substantial effect on women's purchasing habits, based on the 0.01 and 0.05 levels of significance.

4. Conclusions

The dynamics of women's consumer behaviour in the baby care product market are unique and require in-depth exploration of purchasing patterns and decision-making processes. While the personal care industry in India is experiencing significant growth and potential for foreign companies, this study focuses on the specific market of baby care products and women consumers. The study results reveal that most respondents purchase baby care products monthly, with solid brand consciousness and a preference for national brands. The demographic factors of the respondents had a significant impact on their purchasing behaviour, while product factors and decision influencers also played a crucial role. There was a positive relationship between education and marital status and their effects on buying habits, loyalty to specific brands, brand recognition, and product quality. Additionally, people who served as brand ambassadors and those whom family and friends recommended also positively influenced purchasing behaviour.

As the Indian baby care sector expands, companies should concentrate on media promotion to raise consumer understanding and establish a strong brand identity in the public consciousness. They should also prioritise developing better strategies to attract new and existing customers and monitor competitors. Customers are becoming more brand conscious and are looking for high-quality products at reasonable prices, so companies must continue to innovate and improve product features. The baby care product market is unique, and companies must

understand the dynamics of women's consumer behaviour to remain competitive in this sector.

Further Scope for Research

To further explore the dynamics of women's consumer behaviour in the baby care product market, there are several potential areas for future research. Firstly, a cross-cultural comparison could provide valuable insights into the cultural factors influencing women's buying behaviour in this market. Secondly, the impact of digital marketing on women's purchasing patterns and decision-making processes could be examined. Thirdly, a longitudinal study could explore how women's purchasing patterns and decision-making processes evolve. Fourthly, investigating the differences in women's buying behaviour when purchasing baby care products online versus in-store could shed light on the impact of convenience, pricing, and other factors. Lastly, a deeper exploration of brand perception and loyalty could identify the elements contributing to brand loyalty and how brands can strengthen their relationships with consumers. Overall, these potential areas of research could provide valuable insights into women's consumer behaviour in the baby care product market.

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