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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Study the Factor Inflencing Consumer Purchasing Decision of Baby Product in Coimbatore City

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**ABSTRACT:** This research study analyses the factors influencing consumer purchase decisions of baby products in Coimbatore, India, a market growing rapidly due to urbanization, higher percentage of working women, and rising income levels. The major determinants of purchase decisions are safety and quality, convenience and ease of use, price and value for money, brand reputation and loyalty, eco-friendliness and sustainability, and word of mouth from family, friends, and healthcare professionals. The research brings into focus the need for knowledge of consumer preferences and behavior in the baby care industry, advocating business to concentrate on environmental sustainability, quality improvement, convenience, affordability, and marketing

## I. INTRODUCTION

The Indian retail sector has flourished as one of the most dynamic and active. The marketing of baby care products is expected to grow tremendously in India. Baby apparel, baby toys, baby cosmetics, baby skin care products, such as baby soaps, washes, shampoos, cleansers, toiletries, baby food & drinks, baby accessories, and baby diapers are the industry's principal subsectors. India boasts the biggest pool of infants in the 0 to 4 years age group. Most rural consumers, who were mostly living home with their grandparents, gave little consideration to the use of baby care products. For baby care, they have always preferred and used homemade natural products. Nevertheless, as urbanisation, the level of working women, affluence, and time pressures have all risen, so has the need for infant care products. Infant skin care involves the usage of soaps, washes, and shampoos. Baby-friendly cleansers and washes consist of gentle ones. A baby's skin can also be helped with moisturiser. Based on the preferences of what they buy, parents should select cheaper infant care products. Greater product consciousness and greater sales are outcomes of effective advertising and sales promotion. India is presently one of the most sought-after destinations for production and marketing of baby care products. It has witnessed phenomenal growth as a result of positive changes in lifestyle of Indian consumers. The age group of 0 to 4 years has lots of opportunities for baby care product manufacturers. Consumers carry out a lot of research before buying baby care products.

Their purchasing choice is influenced most frequently by a multifaceted set of causes, including:

- \* Quality and safety
- \* Ease of use and convenience
- \* Price and value for money
- \* Brand reputation and loyalty
- \* Eco-friendliness and sustainability
- \* Recommendation from family, friends, and healthcare professionals

## II. OBJECTIVES OF THE STUDY

- \* To identify the factors affecting consumer purchasing decision for baby product.
- \* To examine the connection between demographic attribute and baby product purchase decision.
- \* To establish the influence of cultural and social factor on baby product purchasing decisions.
- \* To discover area for baby product marketing, branding, and customer service improvement.





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### III. STATEMENT OF PROBLEM:

Notwithstanding the increasing demand for baby products in Coimbatore, the manufacturers and retailers are confronted with serious challenges in identifying factors that affect consumer purchasing decisions. This ignorance slows down the process of formulating good marketing strategies, resulting in falling sales, lost market share, and ultimately, lost revenue.

Previous research on consumer buying behavior for baby products has largely been based on global or national trends, with scant attention paid to local markets such as Coimbatore. Consequently, there is a vast knowledge gap regarding the unique factors that affect consumer buying decisions for baby products in Coimbatore.

### IV. REVIEW OF LITERATURES

**Yasar (2022)** underscored the critical significance of knowing the consumer perceptions and behaviour towards baby care products, something that was highly important for baby care product manufacturers and marketers alike. The application of the Swedes market also underscored that there is the lack of adequate information in regards to consumers' perceptions as well as factors governing buying behaviours of baby care product consumers in a gap-missing research scenario. Of special relevance was how Covid-19 on consumer behavior in this domain emerged as a new dimension infrequently covered in existing literature worldwide.

**Pakkala and Bhat's (2022)** exhaustive review in the International Journal of Management, Technology and Social Sciences, the emphasis placed on learning about consumer shopping behavior in the context of baby care items echoes strongly with the necessity for incisive analysis. The research underscores the lack of Knowledge on consumer perceptions and determinants of their buying decision. Through a range of secondary sources including studies, case studies, journal articles, and reviews, the research emphasizes the difficult task of caring for a baby, with a focus on the importance of knowing a baby's physiological and psychological requirements for proper development—a critical factor similar to understanding consumer behavior in the context of baby care products. In addition, the trend seen in India.

**Priya's (2021)** research was centered on Generation Y women consumer purchase decisions related to baby care products in Chennai city during the post-pandemic era, bringing to the fore a change in perception, taste, and purchase behavior in the wake of the COVID-19 pandemic challenges. During the shop closures of retail shops and non-availability of favored baby care brands, consumers had no option but to adopt new brands, a phenomenon that continued even post-pandemic. The development of baby care products in India has been attributed to the reasons of higher female employment, rising birth rate, and improved family economic status as a result of double incomes. Mainly focusing on their child's health and hygiene, consumers make quality the foremost consideration and price as secondary. The research classifies baby care products into Toiletries, Baby Skin Care, Baby Hair Care, and Baby Food & Beverages with the objective of determining the factors that affect the decision-making process of Generation Y female consumers. It aims to determine customer preferences regarding Quality, Price, Mode of Shopping, and Brand Preference, as well as the satisfaction level during the post-COVID-19 pandemic era in Chennai. This research provides significant insights into the dynamic consumer behavior patterns of Generation Y women emphasizing their changing interests and choices amidst the trouble imposed by the pandemic in choosing baby care products.

**Rajan and Ramya (2023)**, published in Journal of Research Administration, emphasized scrutinizing the parameters driving consumer purchase orientations towards infant care products in response to advertising over Facebook. Research was of interest to research how the public was led on social media, especially on Facebook, to their purchases decisions related to baby care products. It delved into understanding the various factors that played a role in influencing consumer buying behavior specifically on the Facebook platform. The research explored the impact of social media advertising, engagement, and content on consumers' attitudes and behaviour concerning the purchase of baby care products. Through an analysis of these factors, the study aimed to unravel the complex dynamics influencing consumer buying behavior in the domain of baby care product purchases in the context of Facebook advertising campaigns. Consumer behavior as to their preferences and satisfaction towards Personal Care Products with a particular emphasis on Himalaya Personal Care Products was the subject of study.



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**Parihar, and Patil (2022)** in the proceedings of ICGER 2021. The research identified the utmost significance of market, especially in the rapidly changing economy. In increased competition and in the age of digital revolution within different economic sectors, businesses are experiencing important challenges to assure their durability and survival. In order to proceed in this scenario, companies are using different instruments, methodologies, and analysis means to understand customers' requirements, especially purchasing habits,....

**Rajee and Kasinathan's (2019)** published work in the ELK Asia Pacific Journal of Social Science, the attention was on probing consumer preferences, usage patterns, and satisfaction levels for Himalaya Cosmetics in the baby care products segment, more specifically within the Chennai region. The article puts into perspective the significant growth that is expected in India's cosmetics and cosmetically market, expected to be valued at USD 20 billion by 2025 at an impressive annual growth rate of 25%. The Indian cosmetically and cosmetics market, at present worth USD 6.5 billion in a global market worth USD 274 billion, is expected to register high growth due to increased consciousness about beauty products, a greater emphasis... In this competitive environment, different industry operators are fighting hard to gain market shares. This research particularly focused to investigate the consumer preferences related to six chosen product categories of Himalaya Baby care cosmetics such as Moisturizing Baby Soap, Gentle Baby Shampoo, Baby Lotion, Baby Powder, Baby Care Gift Pack, and Baby Care Gift Box Mini (Soap-Powder). The methodology used was self-administering and distributing questionnaires to 500 respondents with descriptive analysis and Pearson Chi-square used for analysis. The research aimed at supplying insights into the consumer behaviors, preferences, and satisfaction levels with useful implications for Himalaya Cosmetics and other market players competing in the competitive Chennai market in the baby care products category.

**Durgamani and Ganesan's (2018)** article in the International Journal of Research in Social Sciences, the research was aimed at investigating women's attitudes towards baby care products. The research was aimed at exploring the pricing factor of baby products and to outline the purchasing behavior of women consumers in choosing these products. It was specifically intended to determine the priority drivers of customers' choice of baby care products, highlighting their underlying reasons for opting for specific brands. This research intended to reveal the complex drivers that lead women's attitudes, liking, and buying behavior towards baby care products, illuminating the drivers motivating their liking and selection within this category. A thorough literature review on consumer behavior and preference towards baby care products provides an intricate understanding of this dynamic market. The research investigated multiple aspects, ranging from grasping consumer attitudes and behavior to examining the effect of influences such as Covid-19, quality of the product, prices, brand loyalty, and concerns towards the environment on consumer behavior. All studies presented interesting insights into the complexity of consumer decision-making processes, highlighting the importance of comprehending these factors in the market of baby care product.

**Styvén et al. (2017)** stated that internet shopping has seen immense growth in Sweden in recent years, as parents like it due to convenience and are ensured of price and quality. Some may be more keen to purchase apparel online due to simply do not have the time to visit stores. Perhaps some individuals prefer to purchase their apparel online because they are able to shop when and where they please. Whatever the motive, anyone is easily able to purchase what they desire on the Internet. The retailers are concerned with keeping up with consumer demand by offering value added services. The growing number of families purchasing baby care products from online stores is creating a chance for all the suppliers of baby care products online. This has created an uptick in the e-commerce industry, which will be driving the Baby Care market in the nation (Styvén et al., 2017). As per **Kardes et al. (2014)**, buying behavior by consumers towards baby care products are affected by various factors such as social, economic, emotional, and interpersonal factors. Consumer behavior includes the manner in which the emotions,

attitudes, and likes of the consumer influence purchasing behavior (Kardes et al., 2014). Euromonitor (2022), stated that in order to truly comprehend consumer behaviors and patterns of purchase, a firm must be aware of what information their consumers want to see. Consumers can have several ideas when they are defining the information they want or need. Other drivers of the market are the rising number of working women, and rising frequency of maternal and fetal healthcare, and hygiene. The market for baby care products keeps on growing in Sweden. The growth can be attributed to the robust product innovation, increasing numbers of Swedish parents who are willing to pay for good quality baby care products and also a high growth in purchasing power. The potential for growth of this market also lies in the high average family size, and quickly increasing birth rate (Euro monitor, 2022).



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Hoyer et al. (2012) stated that knowledge of consumer behavior needs an elementary understanding that includes consumer personality traits and usual buying behavior patterns (Hoyer et al., 2012). Through understanding consumers and enabling them to interact with marketers, companies can gain a better understanding of their audiences and make adjustments so that they cater to customer needs (Subrahmanyam & Gomez-Arias, 2008). Subrahmanyam & Gomez-Arias (2008) also stated that in order to develop a winning strategy for each one, baby care products companies must know what kind of information that a consumer must use in making their purchasing decisions. That is, understanding consumers' needs and desires and using that to create products, processes, and procedures that will satisfy them can bring success with marketing today and in the future. It is noted from Kardes et al.'s (2014) study that the advantages of knowing consumer behavior are; planning marketing strategies creating advertisements, maintaining low inventory costs, creating new product lines, etc. (Kardes et al., 2014).

### V. RESEARCH METHODOLOGY

#### Research Design

**1. Descriptive Research:** This research seeks to describe the factors affecting consumer buying decisions for baby products.

**2. Exploratory Research:** This research also seeks to examine the relationship between different factors and consumer buying decisions.

#### DATA COLLECTION METHOD:

While choosing the methods of data collection to be employed in the study, the researcher must bear in mind two kinds of data.

- \* Primary data
- \* Secondary data.

#### Primary Data

Primary data are those, which are gathered fresh and for the first time and therefore happen to be original in nature. The primary data is gathered by questionnaire method. In this method questionnaire is dispatched to the presence involved with a request to reply the questions and send the questionnaire back. A questionnaire consists of number of questions printed or typed in a definite order or a form or set of forms.

#### Secondary Data

Secondary data is data that's already available. They refer to the data, which have already been gathered and tabulated by sometime else. Secondary data could be either published data or unpublished data. Generally data available in technical & trade journals, reports and publications of various associations related with business & industry, letters, research reports, labour departments.

### VI. SCOPE OF STUDY

The study aims to determine the determinants of consumer purchasing decisions of baby products. The study will highlight the following aspects:

**1. Target Audience:** Parents, custodians, and guardians of infants and young children.

Geographical area might include particular areas, towns, or nations based on data availability and project necessities.

**2. Product Categories:** The study will look into a number of different baby product classes, such as:

- \* Baby food and infant formula.
- \* Hygiene items and diapers.
- \* Clothes and accessories.
- \* Toys and education products.
- \* Strollers, car seats, and cribs baby equipment.

**3. Considerations To Be Investigated:**

**Safety and Quality:** Relevance of certifications, used materials, and safety product standards.

**Brand Reputation:** Effects of loyalty and trust.



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**Price and Affordability:** Price factor as it plays a decisive role in.

**Social Influences:** Power of word-of-mouth, peer endorsement, and comments.

**Marketing and Advertising:** Functioning of promo campaigns, packing, and website presence.

**Convenience:** Accessibility ease using online or offline outlets and simplified product designs.

### VII. LIMITATION OF THE STUDY:

\* This research is constrained to the 127 respondents.

\* This research is constrained to Coimbatore city.

#### SAMPLE TECHNIQUE

A Convenient sample technique tool was utilized for the collection of data,

#### SAMPLE SIZE

This is referring to the items' number that will be selected from the universe to form a sample. The concern, which is being taken for this study of sample size for this study is 127.

#### AREA OF THE STUDY

- This study is confined to the 127 respondents.
- The area of the study is Coimbatore city

#### SOURCES OF DATA

The study relies on primary collection of data. The data has been gathered from the parent having the baby whose age is between 0-4 years through the baby products. The secondary data was obtained from the articles, journals, newspapers and websites, it has been utilized in the review of literature.

#### ANALYSIS TOOLS USED

The following tools have been utilized on the answers provided by the respondents to analyze and obtain the result.

- \* Simple Percentage analysis
- \* Factor analysis

#### SIMPLE PERCENTAGE ANALYSIS:

Straightforward percentage analysis will tally the percentage of repeat customers based on various delivery time ranges.

#### Formula for Simple Percentage Analysis:

No. of. Responses = number of respondents/total number of respondents \*100

#### FACTOR ANALYSIS

Factor analysis is a statistical technique employed to condense a large number of variables into a subset of underlying factors, or latent variables, which assist researchers in comprehending the structures and relationships within their data.

#### Formula of factor analysis :

$$X = \mu + L F + e$$

#### SUGGESTION

The statistics indicate that manufacturers of baby products ought to prioritize producing products that prioritize safety, quality, and simplicity. The marketing strategies ought to emphasize these attributes, in addition to price and value for money. The target audience should be young parents between the ages of 21-30 belonging to middle to upper-middle-income classes.

Online marketplaces and collaboration with baby shops and pharmacies can work distribution channels. In-depth studies of consumer tastes and consumption patterns, market trends, and competitor intelligence can be used for future product planning and marketing initiatives.

### VIII. CONCLUSION

This research establishes that young parents consider safety, quality, and convenience while buying baby products. Since the largest proportion of respondents belonged to the 21-30 age group, companies should emphasize creating



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products to suit this segment. By focusing on safety, quality, and convenience, and utilizing online channels, manufacturers are well poised to capitalize on this expanding market and respond to the changing needs of young parents.

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