

Consumers Preference and Awareness towards Eco-Friendly Baby Products in Tiruppur City

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Abstract

Growing environmental concerns and increasing awareness regarding infant health have significantly influenced consumer behaviour products. Consumers are gradually shifting from conventional baby products to eco-friendly alternatives such as organic cotton clothing biodegradable diapers, toxin-free skincare products, reusable feeding accessories, and environmentally safe toys. In this context, the present study examines consumers' preference and awareness towards eco-friendly baby products in Tiruppur City, Tamil Nadu. The study aims to analyse the factors influencing consumer preference, purchase intention, and sustainable buying behaviour in the baby care segment.

The research adopted descriptive and analytical research designs. Primary data were collected from 220 respondents through a structured questionnaire, while secondary data were gathered from journals, books, reports, and relevant published sources. Statistical tools such as percentage analysis, chi-square test, correlation analysis, factor analysis, and multiple regression analysis were employed to analyse the collected data.

The findings reveal that environmental awareness, perceived product safety, eco-label trust, and income level positively influence consumer preference and purchase intention towards eco-friendly baby products. Among these variables, perceived product safety emerged as the strongest determinant affecting consumer buying behaviour. The study further identifies price sensitivity, limited product availability, and inadequate consumer

awareness as major barriers restricting wider adoption of sustainable baby products. The results also indicate a gradual shift towards environmentally responsible consumption behaviour among urban consumers in Tiruppur City.

The study contributes to the growing literature on green consumer behaviour and sustainable marketing in emerging Indian markets. The findings provide valuable implications for manufacturers, marketers, retailers, and policymakers by emphasizing the importance of affordable pricing strategies, effective awareness programmes, transparent eco-labeling systems, and improved distribution networks to encourage sustainable consumption of eco-friendly baby products.

Keywords:

Eco-friendly baby products, Consumer awareness, Sustainable consumption, Green consumer behaviour, Purchase intention, Environmental awareness, Eco-label trust, Product safety, Tiruppur City, Sustainable marketing.

Introduction

Environmental sustainability has emerged as a major concern across the world due to increasing pollution, climate change, excessive waste generation, and depletion of natural resources. These environmental challenges have significantly influenced consumer attitudes and purchasing behaviour encouraging individuals to adopt more responsible and sustainable consumption practices. In recent years, consumers have become increasingly

conscious about the environmental and health impacts associated with the products they use in their daily lives. This growing awareness has led to a rising demand for eco-friendly products across various sectors, including food, cosmetics, clothing, household items, and baby care products.

Among different consumer segments, parents represent one of the most health-conscious groups because of their concern for infant safety and well-being. Conventional baby products often contain synthetic chemicals, plastics, artificial fragrances, and harmful substances that may negatively affect infant health and contribute to environmental degradation. As a result, many consumers are shifting towards eco-friendly baby products that are safer, biodegradable, reusable, organic, and environmentally sustainable. Eco-friendly baby products generally include organic cotton baby garments, biodegradable diapers, toxin-free skincare products, reusable feeding accessories, bamboo-based products, natural wipes, and eco-safe toys. These products are designed to reduce environmental impact while ensuring greater safety and comfort for infants.

The increasing popularity of sustainable lifestyles and green consumerism has encouraged manufacturers and marketers to introduce environmentally responsible baby care products into the market. Growing media exposure, digital marketing campaigns, environmental education, and awareness regarding chemical-free living have further strengthened consumer interest in sustainable baby products. In addition, government initiatives promoting environmental protection and sustainable manufacturing practices have contributed to the expansion of green markets in India. Urban consumers, particularly educated and middle-income families, are showing greater willingness to purchase products that align with health, safety, and environmental values.

Tiruppur City in Tamil Nadu provides an important setting for studying consumer preference towards eco-friendly baby products. Tiruppur is internationally recognized as one of India's leading textile and knitwear manufacturing centres and has increasingly adopted sustainable textile production practices in recent years. The city has witnessed growing consumer awareness regarding organic fabrics, environmentally

safe products, and sustainable consumption patterns. The presence of textile industries producing organic cotton garments and eco-friendly clothing has also contributed to increased visibility and accessibility of sustainable baby products in the region. Furthermore, changing lifestyles, rising disposable income, and increasing educational levels among urban consumers have created favourable conditions for the growth of eco-friendly product markets in Tiruppur.

Despite the growing demand for green products, several challenges continue to affect the adoption of eco-friendly baby products. High prices, limited availability, lack of product knowledge, and consumer skepticism regarding eco-certifications often discourage purchase decisions. Many consumers remain uncertain about the authenticity, quality, and effectiveness of environmentally friendly baby products. Therefore, understanding consumer awareness, preferences, and purchasing behaviour becomes essential for manufacturers, retailers, and policymakers seeking to promote sustainable consumption in the baby care sector.

The present study focuses on analysing consumer preference and awareness towards eco-friendly baby products in Tiruppur City. The study attempts to identify the major factors influencing purchase intention, examine the relationship between environmental awareness and consumer behaviour, and evaluate the challenges associated with the adoption of sustainable baby products. By applying analytical tools and empirical investigation, the research aims to contribute to the growing literature on green consumer behaviour and sustainable marketing practices in emerging urban markets. The findings of the study are expected to provide valuable insights for businesses and policymakers involved in promoting environmentally responsible products and sustainable consumption practices in India.

Review of Literature

Environmental sustainability has emerged as a critical issue influencing consumer behaviour in modern markets. Rising environmental degradation, climate-related concerns, and increasing awareness regarding human health have encouraged consumers to adopt environmentally responsible purchasing practices. Consequently, green consumerism

has become an important area of academic inquiry, particularly in relation to sustainable consumption and eco-friendly product adoption.

Ajzen (1991), through the Theory of Planned Behavior, explained that behavioural intention acts as a major determinant of actual consumer behaviour. The theory proposes that attitudes, subjective norms, and perceived behavioural control collectively shape consumers' intention to engage in environmentally responsible purchasing decisions. The framework has been extensively applied in studies related to green consumption and sustainable buying behaviour.

Roberts (1996) described green consumers as individuals who consider the environmental consequences of their purchasing decisions. The study highlighted that ecological concern, social responsibility, and demographic variables significantly influence environment-

-ally conscious consumption. Similarly, Diamantopoulos et al. (2003) examined the role of socio-demographic characteristics in profiling green consumers and found that education, income, and age positively influence sustainable purchasing behaviour.

Peattie and Crane (2005) critically examined the evolution of green marketing practices and emphasized that effective environmental marketing requires credibility, transparency, and authentic organizational commitment toward sustainability. Peattie (2010) further argued that green consumption behaviour is closely associated with ethical values, environmental awareness, and sustainable lifestyle orientation among consumers.

In the Indian context, Jain and Kaur (2004) observed a gradual increase in environmental consciousness among urban consumers and noted growing awareness regarding eco-friendly products and environmental protection. However, the study identified affordability and product accessibility as important barriers limiting wider adoption. Saxena and Khandelwal (2010) similarly emphasized that sustainable marketing practices can contribute significantly to environmental preservation and long-term economic sustainability.

Joshi and Rahman (2015) reviewed the major determinants influencing green purchase behaviour and identified environmental knowledge, ecological concern, social influence, and perceived consumer

effectiveness as key factors affecting sustainable purchasing decisions. Their study highlighted that consumers with higher environmental awareness are more likely to prefer eco-friendly products. Kumar and Ghodeswar (2015) further found that perceived product quality, environmental benefits, brand image, and consumer trust positively influence green purchase decisions. Prakash and Pathak (2017) investigated young consumers' intention to purchase eco-friendly packaged products in India and concluded that environmental concern and social responsibility positively affect purchase intention. The study also identified price sensitivity as a major challenge restricting sustainable consumption behaviour. Ghose and Chandra (2018) reported that demographic factors such as education, age, and income significantly moderate consumer preference toward environmentally sustainable durable products.

Punyatoya (2014) found that environmental awareness and perceived brand eco-friendliness positively strengthen consumer trust and purchase intention toward green brands. Similarly, Chen and Chang (2012) identified green perceived value, green trust, and reduced environmental risk perception as important determinants influencing consumers' intention to purchase eco-friendly products. Their findings indicate that consumers are more willing to adopt sustainable products when they perceive functional reliability and environmental benefits.

Biswas and Roy (2015) examined sustainable consumption behaviour and reported that emotional value, social value, and functional value significantly affect green purchasing decisions. The study suggested that consumers often associate eco-friendly products with ethical responsibility, social image, and personal health benefits. Paul et al. (2016), by extending the Theory of Planned Behavior, confirmed that consumer attitude and subjective norms strongly predict green product consumption behaviour.

D'Souza et al. (2007) emphasized that environmental labels and eco-certifications play an important role in influencing consumer purchase decisions when consumers perceive certification systems as trustworthy and reliable. Rahbar and Wahid (2011) also highlighted that eco-labeling, environmental

advertising, and green packaging significantly influence green purchase behaviour by improving consumer confidence and product awareness.

Rusyani et al. (2021) analysed the relationship between environmental knowledge, environmental concern, and green attitude and found that these variables positively influence sustainable purchasing behaviour. Kumar and Prakash (2020) similarly observed that green purchase intention acts as a significant driver of sustainable consumption practices among environmentally conscious consumers.

In Tamil Nadu, Srinivasan and Suresh (2022) reported increasing consumer interest in environmentally sustainable products due to growing environmental awareness and health consciousness among urban consumers. Sharma and Trivedi (2016) noted that although the Indian green product market is expanding steadily, factors such as high product cost, limited accessibility, and inadequate consumer awareness continue to hinder market growth.

Despite the growing body of literature on green consumer behaviour, studies specifically focusing on eco-friendly baby products remain limited. Increasing parental concern regarding infant safety, chemical exposure, and health risks has encouraged demand for organic baby clothing, biodegradable diapers, toxin-free skincare products, and sustainable feeding accessories. Nevertheless, premium pricing, limited awareness, and insufficient product accessibility continue to restrict widespread adoption in emerging urban markets.

The reviewed studies collectively indicate that environmental awareness, health consciousness, eco-label trust, perceived product quality, and social responsibility significantly influence consumer preference toward eco-friendly products. Simultaneously, price sensitivity, lack of product knowledge, and limited market accessibility remain important barriers affecting sustainable consumption. Although extensive research has been conducted on green consumer behaviour, limited empirical attention has been given to eco-friendly baby products in textile-oriented urban regions such as Tiruppur City. Therefore, the present study attempts to address this research gap by examining consumers' awareness and preference towards eco-friendly baby products in Tiruppur City.

Research Gap

Existing studies on green consumer behaviour have primarily focused on general eco-friendly products such as food items, cosmetics, and household products, while limited research has specifically examined eco-friendly baby products. Previous studies have largely concentrated on metropolitan regions and developed markets, with comparatively less attention given to emerging urban textile-based economies such as Tiruppur City. Moreover, limited empirical research has comprehensively analysed the combined influence of environmental awareness, product safety perception, eco-label trust, income level, price sensitivity, and accessibility on consumer preference towards eco-friendly baby products. In addition, earlier studies mainly adopted descriptive approaches, whereas analytical investigations using statistical techniques remain limited in this area. Therefore, the present study attempts to fill this gap by examining consumer awareness and preference towards eco-friendly baby products in Tiruppur City through an analytical research framework.

Statement of the Problem

Increasing environmental awareness and growing concern for infant health have encouraged consumers to prefer eco-friendly baby products such as organic clothing, biodegradable diapers, and toxin-free skincare products. However, the adoption of these products remains limited due to factors such as high prices, inadequate consumer awareness, limited accessibility, and uncertainty regarding eco-certifications. Although Tiruppur City is recognized for its textile and garment industries and increasing exposure to sustainable products, limited empirical research has examined consumer awareness and preference towards eco-friendly baby products in this region. Therefore, the present study attempts to analyse the factors influencing consumer preference, awareness, and purchase intention towards eco-friendly baby products in Tiruppur City.

Research Objectives

- To examine the level of consumer awareness regarding eco-friendly baby products in Tiruppur City.
- To identify the factors influencing consumer preference towards eco-friendly baby products.

- To analyse the relationship between environmental consciousness and purchase intention towards eco-friendly baby products.
- To evaluate the major challenges affecting the adoption of eco-friendly baby products among consumers in Tiruppur City.

Hypotheses Development

The growing awareness regarding environmental sustainability and infant health has significantly influenced consumer behaviour towards eco-friendly baby products. Previous studies on green consumerism indicate that environmental concern, perceived product safety, eco-label trust, and income level play an important role in shaping consumer purchase intention and preference for sustainable products. Based on the objectives of the study and the review of existing literature, the following hypotheses have been formulated for empirical investigation.

H1: There is a significant relationship between environmental awareness and consumer preference towards eco-friendly baby products.

H2: Perceived product safety significantly influences consumers' purchase intention towards eco-friendly baby products.

H3: Eco-label trust has a significant positive impact on consumer preference towards eco-friendly baby products.

H4: Income level has a significant influence on consumers purchasing behaviour towards eco-friendly baby products.

H5: Price sensitivity significantly affects the adoption of eco-friendly baby products among consumers.

H6: There is a significant association between consumer awareness and willingness to purchase eco-friendly baby products.

Conceptual Framework of the Study

The conceptual framework of the present study illustrates the relationship between the major determinants influencing consumer preference and purchase intention towards eco-friendly baby products in Tiruppur City. The framework has been developed based on the review of literature, research objectives, and

hypotheses formulated for the study. It explains how environmental and behavioural factors shape consumers' attitudes and buying intention towards sustainable baby care products.

The study considers environmental awareness, perceived product safety, eco-label trust, income level, and price sensitivity as the major independent variables influencing consumer preference towards eco-friendly baby products. Consumer preference acts as the mediating variable that influences the final purchase intention of consumers. The framework also incorporates control variables such as age, gender, education, family size, occupation, product availability, past experience, health consciousness, and lifestyle, which may affect consumer behaviour and sustainable purchasing decisions.

Environmental awareness reflects consumers' understanding of environmental sustainability and ecological protection. Perceived product safety refers to consumers' belief regarding the safety, non-toxicity, and health benefits of eco-friendly baby products. Eco-label trust represents consumer confidence in environmental certifications and green product claims. Income level determines purchasing power and affordability, while price sensitivity indicates the extent to which product price affects buying decisions. These variables collectively influence consumer preference towards eco-friendly baby products, which subsequently affects purchase intention.

The framework assumes that higher environmental consciousness, stronger trust in eco-certifications, and greater concern for infant health positively influence consumer preference and purchase intention towards eco-friendly baby products. Conversely, higher price sensitivity negatively affects product adoption and sustainable purchasing behaviour. The conceptual framework therefore provides a theoretical foundation for analysing the factors influencing consumer awareness, preference, and purchase intention towards eco-friendly baby products in Tiruppur City.

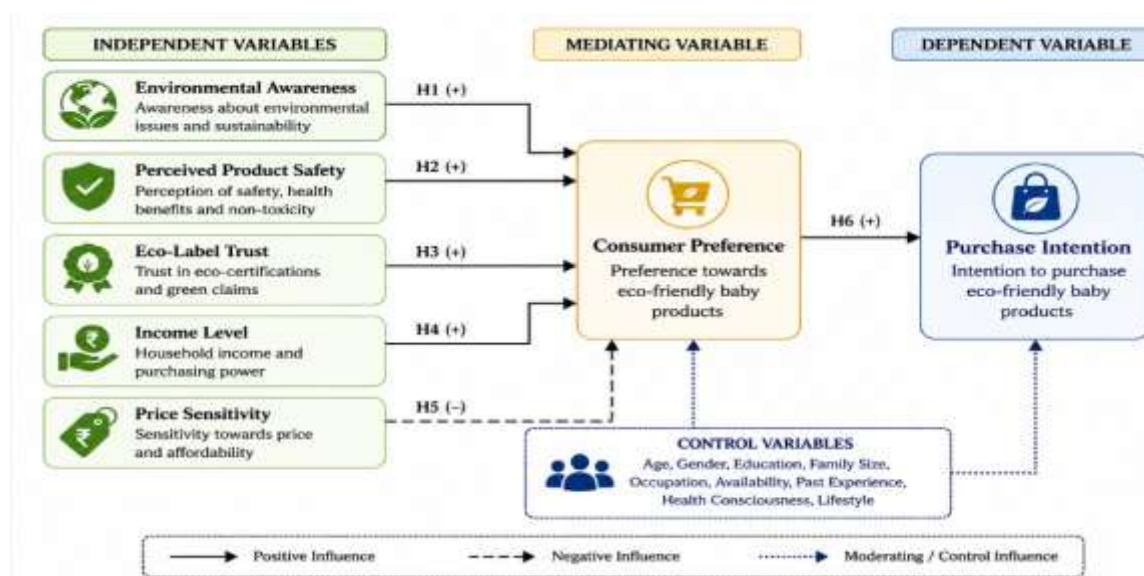


Figure1. Conceptual Framework of Consumers' Preference and Awareness towards Eco-Friendly Baby Products in Tiruppur City

Research Methodology

The present study adopts a descriptive and analytical research design to examine consumers' preference and awareness towards eco-friendly baby products in Tiruppur City, Tamil Nadu. The research methodology has been structured systematically to analyse consumer behaviour, awareness level, purchasing preference, and the factors influencing the adoption of sustainable baby care products.

Research Design

The study is based on both descriptive and analytical research approaches. The descriptive approach has been used to understand consumer awareness, attitudes, and purchasing behaviour towards eco-friendly baby products. The analytical approach has been employed to identify the relationship between the study variables and to evaluate the factors influencing purchase intention and consumer preference.

Area of the Study

The study was conducted in Tiruppur City, Tamil Nadu. Tiruppur is one of India's major textile and garment manufacturing centres and has witnessed increasing awareness regarding sustainable products and environmentally

responsible consumption practices. The city provides a suitable setting for analysing consumer behaviour towards eco-friendly baby products because of its growing urban population and expanding eco-friendly textile market.

Sources of Data

The study is based on both primary and secondary data sources.

Primary Data

Primary data were collected directly from consumers through a structured questionnaire. The questionnaire was designed to gather information relating to consumer awareness, purchase preference, environmental consciousness, product safety perception, eco-label trust, income level, and price sensitivity towards eco-friendly baby products.

Secondary Data

Secondary data were collected from research journals, books, conference proceedings, government publications, industry reports, websites, and other published sources related to green marketing, sustainable consumption, and consumer behaviour.

Sampling Design

The study adopted a convenience sampling technique for selecting respondents from Tiruppur City. Consumers who were aware of or had experience purchasing baby care products were considered for the study.

Sample Size

A total of 220 respondents were selected for the study to obtain reliable and meaningful responses regarding eco-friendly baby products. The sample size of 220 respondents was considered adequate for multivariate statistical analysis, including factor analysis and multiple regression, based on commonly accepted social science research standards.

Period of the Study

The data collection for the study was carried out during the period from January 2026 to March 2026.

Tools for Data Collection

A structured questionnaire was used as the primary instrument for collecting data from respondents. The questionnaire consisted of both demographic and opinion-related questions. A five-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree” was used to measure consumer perception, awareness, and purchase intention towards eco-friendly baby products.

Statistical Tools Used for Analysis

The collected data were classified, tabulated, and analysed using appropriate statistical tools. The following analytical techniques were applied for interpretation of data:

- Percentage Analysis
- Chi-Square Test
- Correlation Analysis
- Factor Analysis
- Multiple Regression Analysis

These statistical tools were used to examine the relationship between consumer awareness, environmental consciousness, eco-label trust, product safety perception, income level, price sensitivity, and purchase intention towards eco-friendly baby products.

Reliability of the Instrument

The reliability of the questionnaire was tested using Cronbach’s Alpha method to ensure internal consistency of the measurement scale. The reliability coefficient indicated acceptable consistency among the variables included in the study.

Ethical Considerations

The study maintained ethical standards throughout the research process. Participation of respondents was voluntary, and the information collected was used strictly for academic purposes. Confidentiality and anonymity of respondents were ensured during data collection and analysis.

Limitations of the Study

The study is limited to Tiruppur City and may not fully represent consumer behaviour in other regions. The research is based on consumer perceptions collected during a specific period, and changes in market trends and consumer awareness may influence future purchasing behaviour. In addition, the study relies on responses provided by consumers, which may involve personal bias and subjective opinion.

Data Analysis and Interpretation

The present chapter analyses and interprets the data collected from 220 respondents regarding consumers’ preference and awareness towards eco-friendly baby products in Tiruppur City. Statistical tools such as Percentage Analysis, Chi-Square Test, Correlation Analysis, Factor Analysis, and Multiple Regression Analysis were employed to examine consumer awareness, purchase preference, and the determinants influencing sustainable buying behaviour.

Demographic Profile of Respondents

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage
Age	Below 25 Years	32	14.5
	26–35 Years	96	43.6
	36–45 Years	58	26.4
	Above 45 Years	34	15.5
Gender	Male	84	38.2
	Female	136	61.8
Educational Qualification	School Level	28	12.7
	Undergraduate	92	41.8

	Postgraduate	78	35.5
	Professional Qualification	22	10.0
Monthly Family Income	Below ₹25,000	38	17.3
	₹25,001–₹50,000	82	37.3
	₹50,001–₹75,000	61	27.7
	Above ₹75,000	39	17.7
Occupation	Private Employee	86	39.1
	Business	48	21.8
	Government Employee	32	14.5
	Homemaker	54	24.6

Interpretation

The demographic analysis indicates that the majority of respondents belong to the age group of 26–35 years, representing young parents who are more conscious regarding infant health and sustainable consumption practices. Female respondents constitute a larger proportion of the sample, indicating that mothers play a dominant role in purchasing

baby care products. Most respondents possess undergraduate or postgraduate qualifications, reflecting higher awareness regarding environmental sustainability and eco-friendly products.

Percentage Analysis

Table 2: Awareness and Preference towards Eco-Friendly Baby Products

Particulars	Respondents	Percentage
Aware of Eco-Friendly Baby Products	184	83.6
Prefer Organic Cotton Baby Clothing	172	78.2
Prefer Biodegradable Diapers	146	66.4
Prefer Chemical-Free Skincare Products	168	76.4
Influenced by Eco-Labels	154	70.0
Concerned About Infant Health	192	87.3
Believe Eco-Friendly Products are Expensive	181	82.3

Interpretation

The percentage analysis reveals that a significant proportion of respondents are aware of eco-friendly baby products. Most consumers prefer organic cotton clothing and chemical-free skincare products because of infant health and safety concerns. However, a

large percentage of respondents believe that eco-friendly products are expensive, which acts as a major barrier to regular purchase.

Chi-Square Analysis

Table 3: Association between Income Level and Consumer Preference

Variables	Chi-Square Value	Degree of Freedom	p-value	Result
Income Level × Consumer Preference	18.624	6	0.005	Significant

Interpretation

The chi-square analysis reveals a significant association between income level and consumer preference towards eco-friendly baby products since the p-value is less than 0.05. Consumers with higher income levels demonstrate greater preference towards

sustainable baby care products due to better affordability and purchasing power.

Correlation Analysis

Table 4: Correlation between Study Variables

Variables	Environmental Awareness	Product Safety	Eco-Label Trust	Price Sensitivity	Purchase Intention
Environmental Awareness	1.000	0.612**	0.534**	-0.418**	0.684**
Product Safety	0.612**	1.000	0.587**	-0.392**	0.721**
Eco-Label Trust	0.534**	0.587**	1.000	-0.344**	0.663**
Price Sensitivity	-0.418**	-0.392**	-0.344**	1.000	-0.518**
Purchase Intention	0.684**	0.721**	0.663**	-0.518**	1.000

Significant at 1% level

Interpretation

The correlation analysis indicates a strong positive relationship between environmental awareness, perceived product safety, eco-label trust, and purchase intention towards eco-friendly baby products. Price sensitivity shows a negative relationship with purchase

intention, indicating that higher prices reduce consumers' willingness to purchase sustainable baby products.

Factor Analysis

Table 5: Factor Analysis of Consumer Preference Variables

Variables	Factor Loadings
Environmental Awareness	0.812
Product Safety Concern	0.846
Eco-Label Trust	0.781
Health Consciousness	0.804
Product Accessibility	0.692
Price Affordability	0.734

KMO and Bartlett's Test

Test	Value
KMO Measure of Sampling Adequacy	0.824
Bartlett's Test of Sphericity (Sig.)	0.000

Interpretation

The KMO value indicates adequate sampling suitability for factor analysis. The extracted factors reveal that product safety concern, environmental awareness, and health consciousness are the strongest determinants

influencing consumer preference towards eco-friendly baby products.

Multiple Regression Analysis

Table 6: Regression Analysis on Purchase Intention

Independent Variables	Beta Coefficient	t-value	Significance
Environmental Awareness	0.324	4.826	0.000
Product Safety	0.418	6.215	0.000
Eco-Label Trust	0.281	3.944	0.001
Income Level	0.196	2.887	0.004
Price Sensitivity	-0.337	-4.593	0.000

Model Summary

R	R ²	Adjusted R ²	F-value	Significance
0.812	0.659	0.648	41.382	0.000

Interpretation

The regression analysis reveals that environmental awareness, product safety, eco-label trust, and income level positively influence purchase intention towards eco-friendly baby products. Product safety emerged as the strongest predictor influencing

consumer buying behaviour. Price sensitivity negatively affects purchase intention, indicating that high prices discourage sustainable product adoption.

Hypotheses Testing**Table 7: Hypotheses Testing Results**

Hypotheses	Statement	Result
H1	Environmental awareness significantly influences consumer preference	Accepted
H2	Product safety significantly influences purchase intention	Accepted
H3	Eco-label trust positively influences consumer preference	Accepted
H4	Income level significantly influences purchasing behaviour	Accepted
H5	Price sensitivity significantly affects product adoption	Accepted
H6	Consumer awareness significantly influences willingness to purchase	Accepted

Interpretation

The hypothesis testing confirms that environmental awareness, product safety perception, eco-label trust, income level, and consumer awareness significantly influence purchase intention and preference towards eco-friendly baby products. Price sensitivity acts as a negative determinant affecting sustainable purchasing behaviour.

Overall Findings

The overall findings indicate that consumers in Tiruppur City are gradually shifting towards environmentally responsible purchasing behaviour in the baby care segment. Environmental consciousness, concern for infant health, product safety perception, and confidence in eco-certifications significantly influence consumer preference towards eco-friendly baby products.

However, high product cost, limited accessibility, and inadequate consumer awareness continue to restrict wider adoption. The findings suggest that manufacturers and marketers should focus on affordable pricing strategies, awareness programmes, transparent eco-labeling practices, and improved product availability to encourage sustainable consumption behaviour among consumers.

Findings of The Study

- Most respondents were aware of eco-friendly baby products such as organic clothing, biodegradable diapers, and chemical-free skincare products.
- Female consumers, especially mothers, showed greater involvement in purchasing baby care products.
- Consumers aged 26–35 years demonstrated higher preference for eco-friendly baby products due to increased health and environmental consciousness.
- Educational qualification and income level significantly influenced awareness and purchase intention towards sustainable baby products.
- Environmental awareness, product safety, and eco-label trust positively influenced consumer preference and buying behaviour.
- Perceived product safety emerged as the strongest determinant affecting purchase intention.
- Health consciousness and infant safety concerns strongly motivated consumers to adopt eco-friendly baby products.
- Price sensitivity negatively affected product adoption, indicating that high cost remains a major barrier.
- Factor and regression analyses confirmed that environmental consciousness, affordability, product accessibility, and eco-

label trust significantly influence sustainable purchasing behaviour.

- Limited product availability and uncertainty regarding eco-certifications restrict wider consumer adoption.
- The study confirms a gradual shift towards sustainable consumption behaviour among consumers in Tiruppur City.
- Affordable pricing, effective awareness initiatives, transparent eco-labeling, and improved product accessibility can enhance consumer adoption of eco-friendly baby products.

Theoretical Implications

The present study contributes to the existing literature on green consumer behaviour and sustainable consumption by extending the application of environmentally responsible purchasing behaviour to the eco-friendly baby product segment. The study reinforces the relevance of the Theory of Planned Behavior by confirming that environmental awareness, perceived product safety, and eco-label trust significantly influence consumer preference and purchase intention. The research further adds empirical evidence from an emerging textile-oriented urban economy, namely Tiruppur City, where limited studies on sustainable baby care consumption have been conducted. The findings also enhance the understanding of how health consciousness and price sensitivity shape consumer decision-making towards eco-friendly baby products in developing market contexts.

Practical Implications

The findings of the study provide valuable insights for manufacturers, marketers, retailers, and policymakers involved in the eco-friendly baby care industry. The study highlights the importance of developing affordable pricing strategies, improving product accessibility, and strengthening consumer awareness regarding the health and environmental benefits of sustainable baby products. The results also emphasize the need for reliable eco-labeling systems and transparent product information to enhance consumer trust and purchase intention. In addition, businesses can design targeted marketing campaigns focusing on infant safety, product quality, and environmental responsibility to encourage wider adoption of

eco-friendly baby products among urban consumers.

Policy Implications

The study indicates the need for stronger policy initiatives to promote sustainable consumption and environmentally responsible baby care products in emerging urban markets. Government agencies and regulatory authorities can encourage the adoption of eco-friendly baby products through awareness programmes, support for sustainable manufacturing practices, and stricter monitoring of eco-certification standards. Policies aimed at improving affordability, product availability, and consumer education can further enhance public confidence in sustainable baby care products. The findings also suggest the importance of encouraging eco-friendly textile production and green marketing practices to support long-term environmental sustainability and infant health protection.

Limitations and Future Research

The present study is limited to consumers in Tiruppur City and may not fully represent consumer behaviour in other geographical regions or rural markets. The research is based on responses collected during a specific period, and changes in consumer awareness, market trends, and sustainable product availability may influence future purchasing behaviour. In addition, the study primarily focuses on selected factors such as environmental awareness, product safety, eco-label trust, income level, and price sensitivity. Future research can extend the scope by including larger sample sizes, comparative regional studies, psychological determinants, digital marketing influence, and longitudinal analysis of sustainable consumer behaviour in the baby care sector.

Conclusion

The present study examined consumers' preference and awareness towards eco-friendly baby products in Tiruppur City with special emphasis on environmental consciousness, product safety, eco-label trust, income level, and price sensitivity. The findings indicate that consumers are gradually shifting towards sustainable purchasing behaviour due to increasing concern for infant health, environmental protection, and safe product

usage. Eco-friendly baby products such as organic clothing, biodegradable diapers, and chemical-free skincare items are gaining acceptance among urban consumers, particularly educated and middle-income families.

The study identified environmental awareness, perceived product safety, and trust in eco-certifications as the major factors positively influencing consumer preference and purchase intention. Among these variables, product safety emerged as the strongest determinant affecting buying behaviour. At the same time, high product prices, limited accessibility, and inadequate consumer awareness were identified as major barriers restricting wider adoption of eco-friendly baby products.

The analytical findings confirm that sustainable consumption behaviour is gradually expanding in textile-oriented urban economies such as Tiruppur City. The study highlights the importance of affordable pricing strategies, effective awareness campaigns, transparent eco-labeling systems, and improved distribution networks in strengthening consumer adoption of sustainable baby care products.

The research contributes to the growing literature on green consumer behaviour and sustainable marketing in emerging Indian markets. The findings also provide valuable implications for manufacturers, marketers, retailers, and policymakers seeking to promote environmentally responsible consumption practices and expand the market for eco-friendly baby products in India.

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