

Awareness of Mother's towards Green Eco-Friendly and Organic (GEO) Baby Care Products: A Study with Reference to Ahmedabad City, Gujarat

Dr. Anjali Trivedi¹, Juhi Mundra², Dr. Bharti Sharma³

¹Assistant Professor, Faculty of Commerce, GLS University, Ahmedabad, Gujarat, India

²Research Scholar, Faculty of Commerce, GLS University, Ahmedabad, Gujarat, India
(Corresponding Author)

Email: mundrajuhi0@gmail.com

ORCID: 0009-0003-1304-7633

³Independent Researcher, Gwalior, Madhya Pradesh, India

Received: 28th Jul, 2026 | Revised: 01st Aug, 2026 | Accepted: 05th Aug, 2026 | Available
Online: 17th Aug, 2026

ABSTRACT

Growing awareness of infant health, environmental sustainability, and the use of chemical-free consumer products has significantly influenced the baby care industry in recent years. Mothers are becoming increasingly conscious of the safety, quality, and environmental impact of the products used for infant care. Consequently, Green, Eco-friendly, and Organic (GEO) baby care products have gained increasing attention due to their natural ingredients, non-toxic formulations, biodegradable packaging, and environmentally sustainable production practices. The primary objective of this study is to examine mothers' awareness regarding Green, Eco-friendly, and Organic (GEO) baby care products in Ahmedabad City, Gujarat. The study further investigates the relationship between education, income, social media exposure, awareness, adoption, and purchase intention toward GEO baby care products.

The study adopts a descriptive and empirical research design. Both primary and secondary data were used. Primary data were collected from 100 urban mothers in Ahmedabad City using a structured questionnaire, while secondary data were obtained from peer-reviewed journals, books, government publications, industry reports, and official websites. The collected data were analysed using percentage analysis and the Chi-square test with the help of Microsoft Excel and IBM SPSS Statistics.

The findings reveal that awareness of GEO baby care products among mothers is moderate, with social media, friends and relatives, and online reviews serving as the major sources of information. Natural and organic ingredients, product safety, and environmental benefits positively influence purchase decisions, whereas high prices, limited product availability, inadequate awareness, and trust-related concerns remain significant barriers to adoption. The Chi-square analysis indicates significant associations between selected demographic variables and awareness and adoption of GEO baby care products.

The study concludes that increasing consumer awareness through educational programmes, effective marketing strategies, transparent product information, and credible eco-certification can enhance the adoption of GEO baby care products. The findings contribute to the literature on sustainable consumer behaviour and provide practical implications for manufacturers, marketers, healthcare professionals, and policymakers in promoting environmentally responsible and safe baby care products.

Keywords: Green, Eco-friendly, and Organic (GEO) Baby Care Products; Mothers' Awareness; Organic Baby Care Products; Sustainable Consumer Behaviour; Purchase Intention; Ahmedabad City.

How to cite this article: Trivedi A, Mundra J, Sharma B. Awareness of Mother's towards Green Eco-Friendly and Organic (GEO) Baby Care Products: A Study with Reference to Ahmedabad City, Gujarat. *Int J Drug Deliv Technol.* 2026;16(75s): 978-998. DOI: 10.25258/ijddt.16.75s.108

1. INTRODUCTION

In recent years, awareness regarding health, environmental sustainability, and safe consumer products has increased rapidly among consumers across the world. Growing environmental concerns, increasing health consciousness, and rising demand for sustainable products have significantly transformed consumer purchasing behaviour. Consumers are becoming more selective regarding the products they purchase, especially products intended for infants and young children. Parents, particularly mothers, are increasingly concerned about product safety, ingredient quality, and environmental impact while purchasing baby care products (Kotler & Keller, 2016). Babies possess delicate and highly sensitive skin, making them more vulnerable to harmful chemicals commonly present in conventional baby care products. Scientific studies indicate that infants have thinner skin barriers than adults, allowing greater absorption of chemicals through the skin. Consequently, parents seek products that are free from toxic substances such as parabens, sulphates, phthalates, artificial fragrances, formaldehyde, and synthetic preservatives. This growing health awareness has encouraged manufacturers to develop Green Eco-Friendly and Organic (GEO) baby care products that emphasize safety, natural ingredients, and environmental sustainability (Grand View Research, 2024).

Green Eco-Friendly and Organic (GEO) baby care products refer to products manufactured using naturally derived ingredients, environmentally sustainable production methods, recyclable or biodegradable packaging, and cruelty-free manufacturing practices. These products generally include baby soaps, shampoos, lotions, massage oils, powders, baby wipes, diapers, sunscreens, creams, and skincare products formulated without harmful chemicals. Organic baby care products often contain plant-based ingredients such as aloe vera, coconut oil, chamomile, calendula, shea butter, almond oil, and essential oils that provide nourishment while minimizing the risk of skin irritation. The production of these products also aims to reduce carbon emissions, conserve natural resources, and minimize environmental pollution (United Nations Environment Programme [UNEP], 2023).

In this definition of term “Green” means as a Green is a broad concept referring to products, services, and practices that promote environmental sustainability, conserve natural resources, reduce pollution, and minimize ecological impact throughout their life cycle (Ottman, 2017; United Nations Environment Programme [UNEP], 2023). Green Product: Green Product refers to products designed, manufactured, distributed, and disposed of using sustainable methods that minimize environmental impact throughout their life cycle while conserving natural resources (Ottman, 2017; Peattie & Crane, 2005).

Eco-Friendly Product: Eco-Friendly Product refers to products that cause minimal harm to the environment through recyclable or biodegradable materials, reduced pollution, lower carbon emissions, and environmentally responsible production processes (United Nations Environment Programme [UNEP], 2023). **Organic Product:** Organic Product refers to products made from naturally derived ingredients without synthetic pesticides, chemical fertilizers, genetically modified organisms (GMOs), or harmful chemicals, and are generally certified according to recognized organic standards (IFOAM–Organics International, 2023; USDA, 2024).

The concept of green consumerism has gained considerable attention over the past decade due to growing environmental challenges such as climate change, plastic pollution, biodiversity loss, and excessive waste generation. Consumers are increasingly recognizing that their purchasing decisions directly influence environmental sustainability. Green consumerism encourages consumers to purchase environmentally friendly products that reduce ecological footprints and promote sustainable development. Consequently, many companies are investing in environmentally responsible production processes and introducing organic product lines to satisfy the growing demand for sustainable consumption (Peattie & Crane, 2005).



The Indian baby care market has experienced substantial growth owing to rising disposable incomes, increasing urbanization, improved healthcare awareness, and changing lifestyles. According to recent market reports, the demand for organic and eco-friendly baby care products has increased steadily due to greater parental awareness regarding infant health and product safety. Working women, educated mothers, and digitally connected consumers are becoming more inclined toward premium-quality baby care products that ensure both child safety and environmental protection (IMARC Group, 2024).

Women's awareness plays a critical role in determining purchasing decisions related to baby care products. Mothers are generally the primary decision-makers when selecting products for infant care and hygiene. Their purchasing behaviour is influenced by various demographic, psychological, social, and marketing factors, including education, household income, environmental consciousness, health awareness, product knowledge, online reviews, healthcare professionals, social media, advertisements, and recommendations from family and friends. Increased access to digital information enables women to compare product ingredients, certifications, consumer reviews, and brand reputation

before making purchasing decisions (Schiffman & Wisenblit, 2019).

The rapid expansion of digital marketing and e-commerce platforms has further enhanced consumer awareness regarding sustainable products. Social media platforms such as Instagram, YouTube, Facebook, and parenting blogs provide extensive information about organic baby care products through product demonstrations, customer testimonials, influencer marketing, and expert recommendations.

Healthcare professionals, particularly pediatricians and dermatologists, also play a significant role in educating parents regarding safe baby care practices and suitable products for infant health. These information sources collectively contribute to increased awareness and acceptance of GEO baby care products among urban consumers.

Environmental awareness has become another important determinant influencing purchasing behaviour. Modern consumers increasingly recognize that conventional baby care products often involve excessive plastic packaging and chemical ingredients that contribute to environmental degradation. In contrast, eco-friendly products utilize biodegradable packaging, sustainable sourcing, recyclable materials, and environmentally responsible manufacturing processes, thereby reducing waste generation and supporting sustainable development goals. Consequently, consumers increasingly perceive green products as both socially responsible and beneficial for future generations (Ottman, 2017).

Ahmedabad, one of the largest metropolitan cities in Gujarat, provides an appropriate setting for examining women's awareness regarding Green Eco-Friendly and Organic baby care products. The city has witnessed

rapid economic development, urbanization, educational advancement, digital transformation, and increasing purchasing power among households. Higher literacy rates, greater internet penetration, and increasing participation of women in the workforce have significantly enhanced consumer awareness regarding health, sustainability, and environmentally responsible consumption. Moreover, the availability of organized retail outlets, pharmacies, supermarkets, and online shopping platforms has improved consumer access to organic baby care products.

Despite the growing availability of GEO baby care products in India, several challenges remain regarding consumer awareness, affordability, trust, certification, and product knowledge. Many consumers continue to face difficulties distinguishing genuinely organic products from products marketed using misleading environmental claims. Greenwashing practices and inadequate consumer knowledge often influence purchasing decisions and reduce confidence in eco-friendly brands. Therefore, understanding women's awareness, perception, and purchase intention toward GEO baby care products becomes essential for manufacturers, marketers, policymakers, and healthcare professionals.

The present study aims to assess women's awareness regarding Green Eco-Friendly and Organic baby care products in Ahmedabad City, Gujarat. It further examines the influence of demographic factors on awareness, evaluates women's perceptions toward sustainable baby care products, and analyses the relationship between awareness and purchase intention. The findings of this study are expected to contribute to the existing literature on green consumer behaviour and provide valuable

insights for marketers and policymakers in promoting sustainable consumption practices within the rapidly growing baby care industry.

GOVERNMENT SUPPORT AND AWARENESS PROGRAMS

Various government schemes and awareness programs support maternal and child healthcare and indirectly promote awareness regarding safe and eco-friendly baby care products. Important Government Schemes: Pradhan Mantri Matru Vandana Yojana (PMMVY), Janani Suraksha Yojana (JSY), POSHAN Abhiyaan, Integrated Child Development Services (ICDS), Mission Indradhanush, Mukhyamantri Matrushakti Yojana, Mamta Card (Mother and Child Protection Card), These programs increase awareness regarding: Infant hygiene, Nutrition, Child safety, Healthy lifestyle practices, Safe baby products,

FACTORS INFLUENCING AWARENESS OF GEO BABY CARE PRODUCTS

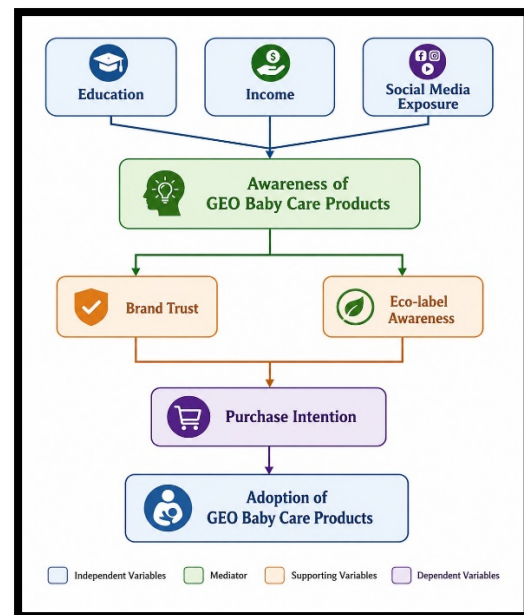
The major factors influencing awareness among mothers include:

Factors	Influence on Awareness
Education	Increases knowledge regarding organic products
Income	Enables purchase of premium baby products
Social Media	Creates awareness through advertisements and influencers
Pediatric Advice	Increases trust in safe products
Environmental Concern	Encourages eco-friendly purchasing behaviour

Urban Lifestyle

Promotes sustainable consumption patterns

CONCEPTUAL FRAMEWORK



The conceptual framework illustrates the relationships among the independent variables, mediating variables, supporting variables, and dependent variables that influence the adoption of Green, Eco-friendly, and Organic (GEO) baby care products among mothers in Ahmedabad City.

1. Education

Education plays a significant role in shaping consumer knowledge, attitudes, and environmentally responsible purchasing behaviour. Higher educational attainment enables consumers to understand product ingredients, environmental impacts, and health benefits associated with GEO baby care products. Educated mothers are generally more likely to seek reliable information and make informed purchasing decisions (Ajzen, 1991; Tanner & Kast, 2003).

2. Income

Income influences consumers' purchasing power and willingness to buy premium-

priced green products. Since GEO baby care products are often more expensive than conventional alternatives, households with higher disposable income are more likely to purchase them. Financial capability therefore positively affects the adoption of environmentally friendly products (Peattie, 2010).

3. Social Media Exposure

Social media platforms have become an important source of product information, customer reviews, influencer recommendations, and environmental awareness. Exposure to digital marketing and online communities enhances consumers' knowledge and creates favourable attitudes towards GEO baby care products, thereby influencing purchase decisions (Mangold & Faulds, 2009).

4. Awareness of GEO Baby Care Products

Awareness acts as the central mediating variable in the framework. It refers to consumers' knowledge regarding organic ingredients, eco-friendly packaging, environmental sustainability, product safety, and certification standards. Greater awareness increases consumers' confidence and positively affects subsequent behavioural intentions. According to the Theory of Planned Behaviour, awareness contributes to the formation of favourable attitudes that ultimately influence behavioural intention (Ajzen, 1991).

5. Brand Trust

Brand trust reflects consumers' confidence that a brand consistently delivers safe, reliable, and environmentally responsible products. Mothers are more likely to purchase GEO baby care products when they trust the manufacturer's quality, transparency, and ethical practices. Trust reduces perceived risk and strengthens

purchase intention (Delgado-Ballester, 2004).

6. Eco-label Awareness

Eco-label awareness refers to consumers' ability to recognize and understand environmental certifications such as USDA Organic, ECOCERT, COSMOS Organic, India Organic, or Made Safe. Eco-labels serve as credible indicators of product authenticity and environmental responsibility, thereby increasing consumer confidence and purchase intention (Thøgersen, Haugaard, & Olesen, 2010).

7. Purchase Intention

Purchase intention represents the likelihood that consumers will buy GEO baby care products in the future. It is influenced by awareness, brand trust, and eco-label awareness. According to the Theory of Planned Behaviour, behavioural intention is the strongest predictor of actual purchasing behaviour (Ajzen, 1991).

8. Adoption of GEO Baby Care Products

Adoption represents the actual purchasing and continued use of GEO baby care products. It is the final outcome of the conceptual framework. Consumers who possess greater awareness, trust reputable brands, understand eco-labels, and have strong purchase intentions are more likely to adopt environmentally sustainable baby care products. The framework suggests that demographic characteristics and digital information sources indirectly influence adoption through awareness and behavioural intention.

2. STATEMENT OF THE PROBLEM

The increasing use of chemical-based baby care products has raised concerns regarding infant health, allergies, skin irritation, and environmental pollution. Although GEO baby care products provide safer and

sustainable alternatives, awareness among consumers is still limited in many areas.

Urban mothers are increasingly exposed to information regarding organic and eco-friendly products; however, factors such as high prices, lack of product knowledge, limited availability, and misleading marketing claims affect purchasing decisions. Therefore, there is a need to study the awareness level of mothers regarding GEO baby care products and identify factors influencing their perception and adoption behaviour

3. REVIEW OF LITERATURE

(Maqbool et al, 2025) The rapid expansion in population and mass consumption has led to the emergence of many environmental problems. Environmentalism has become an important social and corporate issue, which has led to green movements for the conservation of the environment. This study is designed to examine the determinants of the green purchasing behaviour among Indian consumers. For this purpose, data were collected from 412 consumers using the structured questionnaire. Descriptive statistics and classic linear regression are used to test the proposed hypotheses. The result shows that environmental concern, perceived environmental responsibility and environmental awareness are positively related to the green purchasing behaviour.

(W. Young et al, 2009). The ‘attitude–behaviour gap’ or ‘values–action gap’ is where 30% of consumers report that they are very concerned about environmental issues but they are struggling to translate this into purchases. For example, the market share for ethical foods remains at 5 per cent of sales. This paper investigates the purchasing process for green consumers in relation to consumer technology products in the UK. Data were collected from 81 self-declared green consumers through in-depth

interviews on recent purchases of technology products. A green consumer purchasing model and success criteria for closing the gap between green consumers’ values and their behaviour are developed. The paper concludes that incentives and single-issue labels (like the current energy rating label) would help consumers concentrate their limited efforts. More fundamentally, ‘being green’ needs time and space in people’s lives that is not available in increasingly busy lifestyles. Implications for policy and business are proposed.

(Samiksha Gupta, Ragini Dixit, 2022), In order to protect babies' skin from rashes, redness, skin infections, and uneven blemishes, the primary goal of this study is to evaluate brand preferences, purchase intentions, and awareness among moms. This essay is based on original data from a survey of 214 moms, in which it was asked whether they preferred a certain brand, were aware of it, and intended to buy it for their children. In order to determine the findings, the survey is being done among the respondents to obtain their intended response.

(Gülnil Aydin, Aybeniz Akdeniz Ar, Cagatan Taskan-2014), examined as per the study that the brand trust is one of the key factors for mothers to have a purchasing intention for organic baby care products. If they believe in the quality of the brand of the products, they will buy it; if not, they won't take a chance by using any product brand on their baby's skin.

(Kesarin Saengkaewwattana-2015), the major factor considered for the baby's skin is influenced by social influence, awareness, price, promotion, and brand identification for the better procurement of the baby; these are taken as the significant aspect which are considered by the mothers before applying it on new born’s skin.

(Neda Nematollahi, Augustine Doronila, Patrick J. Mornane, Alex Duan, Spas D. Kolev, and Anne Steinemann ,2018) examined in the study and as per the results that showed that the awareness is the major factor taken into the consideration for choosing any organic products for the babies so that due to awareness will lead to reduce the exposure of risk for using organic baby skincare products.

(Rajee M & Kasinathan S-2019), that there are a few factors that moms consider before purchasing organic infant care products. The first of them is health carefulness. The second is informational television. Lastly, a brand (Himalaya products). Therefore, on the basis of categorization and brand awareness, mothers learned about the existence and quality of the product for caring for their baby's health by using these products. Consequently, approximately 56 percent of females purchase organic baby skincare products, of which 52.2% of mothers do so for their children whose income ranges from 10,000 to 15,000 per month.

(Sembakalakshmi & Karthika, Ms., 2026). examined parents' awareness, perception, and purchasing behaviour regarding organic baby care products in Coimbatore City. The study collected data from 100 respondents using a structured questionnaire and analysed the data using percentage analysis, Chi-square tests, and One-Way ANOVA. The findings revealed that although parents demonstrated a high level of awareness, detailed knowledge of organic baby care products remained moderate. Natural ingredients, environmental friendliness, and product safety positively influenced purchase decisions, whereas high prices, limited availability, and insufficient product

information acted as significant barriers to adoption.

(G Y and Manohar S, 2026), The findings reveal that consumer expectations are multidimensional, encompassing product and packaging attributes, emotional and psychological reassurance, and brand communication and positioning. Concerns related to product safety, transparency, and authenticity emerged as key determinants influencing trust and purchase intentions.

4. RESEARCH GAP

Previous studies have primarily focused on general green consumer behaviour, brand trust, or purchase intention toward organic baby care products. However, limited research has examined women's awareness of Green, Eco-friendly, and Organic (GEO) baby care products in Ahmedabad City, Gujarat. Furthermore, few studies have investigated the combined influence of education, income, social media exposure, brand trust, and eco-label awareness on mothers' purchase intention and adoption behaviour. Therefore, the present study addresses this gap by examining women's awareness and adoption of GEO baby care products in the context of Ahmedabad City.

5. OBJECTIVES OF THE STUDY

- 1 To examine the relationship between the education level of women and their awareness of GEO baby care products.
- 2 To analyse the relationship between the income level of women and the adoption of GEO baby care products.
- 3 To assess the relationship between social media exposure and awareness regarding GEO baby care products.
- 4 To determine the relationship between awareness and purchase intention toward GEO baby care products

6. SIGNIFICANCE OF THE STUDY

The study is significant because it helps to understand mothers' awareness regarding sustainable baby care products. And to analyse changing consumer behaviour among urban women. Help companies improve product marketing and awareness strategies. Promote safer childcare practices. Encourage sustainable consumption and environmental protection. Contribute to academic research related to green consumerism and baby care products.

7. RESEARCH METHODOLOGY

Research Design: The present study adopts a descriptive and empirical research design to investigate the determinants of awareness, adoption, and purchase intention toward GEO baby care products among urban mothers in Ahmedabad, Gujarat. A descriptive research design is appropriate for describing consumer characteristics and purchasing behaviour, while the empirical approach facilitates the examination of relationships among the study variables through statistical analysis. **Sources of Data:** The study is based on both primary and secondary data. **Primary Data:** Primary data were collected from mothers residing in selected urban areas of Ahmedabad through a structured questionnaire administered using Google Forms and personal interactions. The questionnaire consisted of demographic questions and statements measuring awareness, social media exposure, adoption, and purchase intention toward GEO baby care products. **Secondary Data:** Secondary data were collected from peer-reviewed research journals, books, government publications, Census reports, industry reports, company websites, and other relevant academic and online sources to provide theoretical and empirical support for the study. **Study Area:** The study was

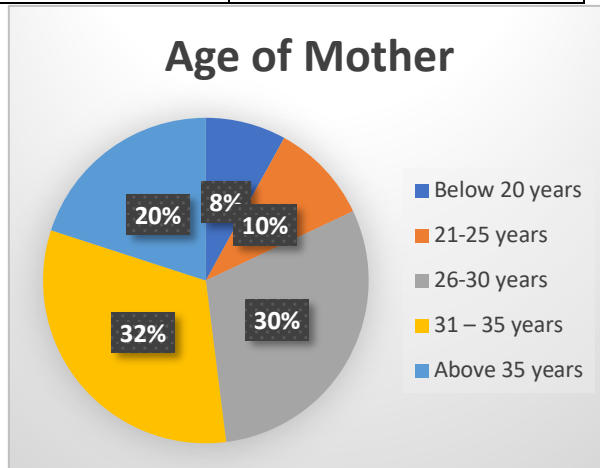
conducted in Ahmedabad City, Gujarat, India, one of the country's major metropolitan cities with a rapidly growing market for organic and eco-friendly consumer products. **Sampling Method:** The study employed a combination of purposive sampling and convenience sampling techniques. Purposive sampling was used to identify mothers who were familiar with or had experience purchasing baby care products. Convenience sampling was adopted to facilitate efficient data collection from respondents who were readily accessible during the study period. **Sample Size:** The study comprises a sample of 100 urban mothers from selected areas of Ahmedabad City. The respondents were selected based on their relevance to the research objectives and willingness to participate in the survey. **Research Variables - Independent Variables,** In this study, education level, monthly income, social media exposure, and consumer awareness are considered the independent variables that influence consumers' attitudes and behaviour toward Green, Eco-Friendly, and Organic (GEO) baby care products. Education level reflects the respondent's academic background and may affect her understanding of environmental and health-related information. Monthly income represents the financial capacity of consumers to purchase GEO products, which are often priced higher than conventional alternatives. Social media exposure measures the extent to which respondents receive information, advertisements, and recommendations about GEO baby care products through digital platforms. Consumer awareness refers to the level of knowledge and understanding regarding the features, benefits, certifications, and environmental impact of GEO baby care products.

DATA ANALYSIS TECHNIQUES

The collected data were coded, classified, tabulated, and analysed using Microsoft Excel and IBM SPSS Statistics. Both descriptive and inferential statistical techniques were employed.:

DEMOGRAPHIC

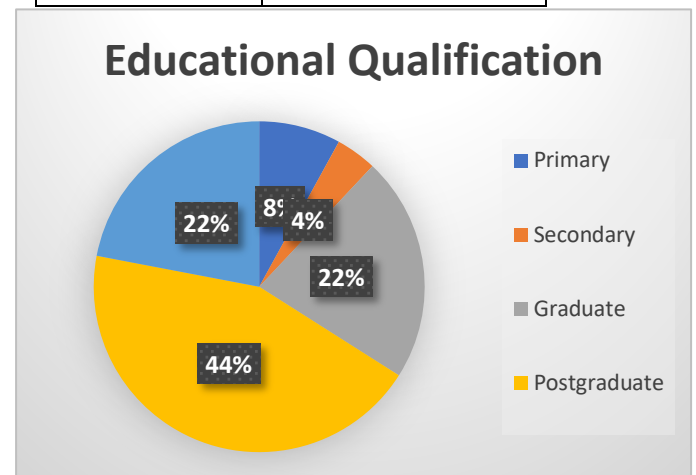
Age of Mother	
	Percentage (%)
Below 20 years	8%
21-25 years	10%
26-30 years	30%
31 – 35 years	32%
Above 35 years	20%
Total	100%



The majority of respondents (32%) were aged 31–35 years, followed by 26–30 years (30%), indicating that 62% of the mothers belonged to the 26–35 years age group. This suggests that the study primarily represents mothers in the active child-rearing stage, the key as a Mother is a consumers of GEO baby care products.

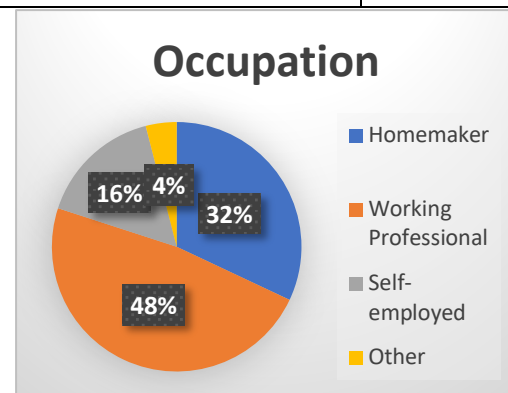
Educational Qualification	Percentage (%)
Primary	8%
Secondary	4%
Graduate	22%
Postgraduate	44%
Professional Degree	22%

Total	100%
--------------	-------------



The majority of respondents (44%) were postgraduates, followed by graduates (22%) and respondents with primary education (22%), while only 4% had secondary education. This indicates that the study mainly comprises well-educated mothers, who are more likely to be aware of and adopt GEO baby care products.

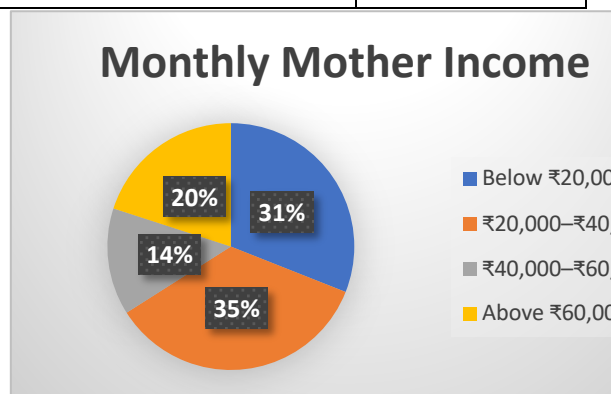
Occupation	Percentage (%)
Homemaker	32%
Working Professional	48%
Self-employed	16%
Other	4%
Total	100%



The majority of respondents (48%) were working professionals, followed by homemakers (32%) and self-employed mothers (16%), while only 4% belonged to other occupations. The findings indicate that employed mothers constitute the largest segment of the study, suggesting they are

actively involved in purchasing and decision-making regarding GEO baby care products. This occupational distribution provides a diverse representation of mothers with varying work responsibilities and consumer preferences.

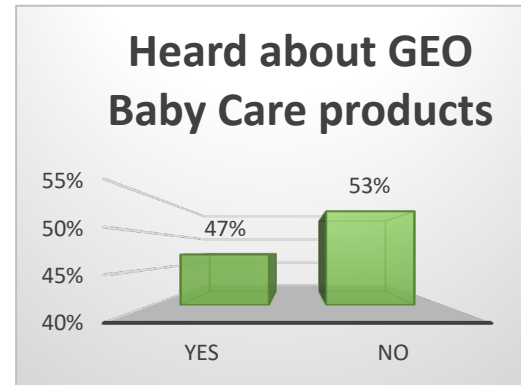
Monthly Mother Income	Percentage (%)
Below ₹20,000	31%
₹20,000–₹40,000	35%
₹40,000–₹60,000	14%
Above ₹60,000	20%
Total	100%



The majority of respondents (35%) had a monthly income of ₹20,000–₹40,000, followed by 31% earning below ₹20,000, 20% earning above ₹60,000, and 14% earning ₹40,000–₹60,000. This indicates that most mothers in the study belong to the middle-income group, which represents an important consumer segment for GEO baby care products.

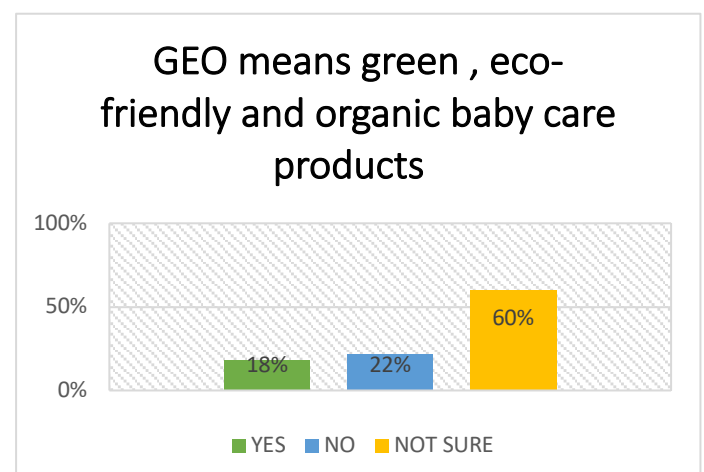
AWARENESS LEVEL:

Heard about GEO Baby Care products	
	Percentage (%)
YES	47%
NO	53%
TOTAL	100%



The findings reveal that 53% of the respondents had not heard about GEO baby care products, but still using baby product, while 47% were aware of them. This indicates that the overall awareness of GEO baby care products among mothers is relatively low. The results highlight the need for greater promotional activities, consumer education, and awareness campaigns to improve knowledge and adoption of GEO baby care products.

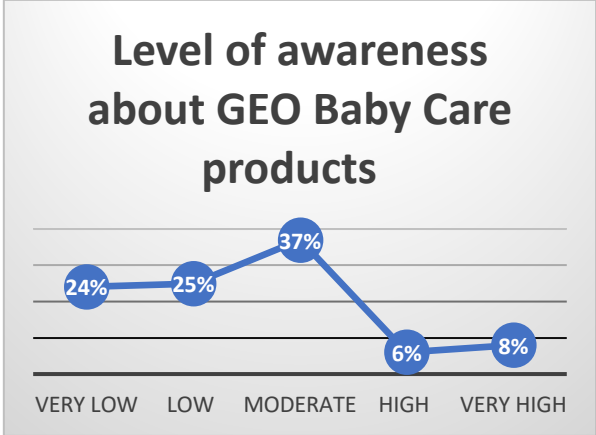
GEO means green, eco-friendly and organic baby care products	
	Percentage (%)
YES	18%
NO	22%
NOT SURE	60%
TOTAL	100%



The findings show that 60% of the respondents were not sure that GEO refers to green, eco-friendly, and organic baby care products, while only 18% answered

correctly and 22% answered incorrectly. This indicates a low level of awareness and understanding of the term "GEO" among mothers. The results emphasize the need for educational initiatives and awareness campaigns to improve consumers' knowledge of GEO baby care products.

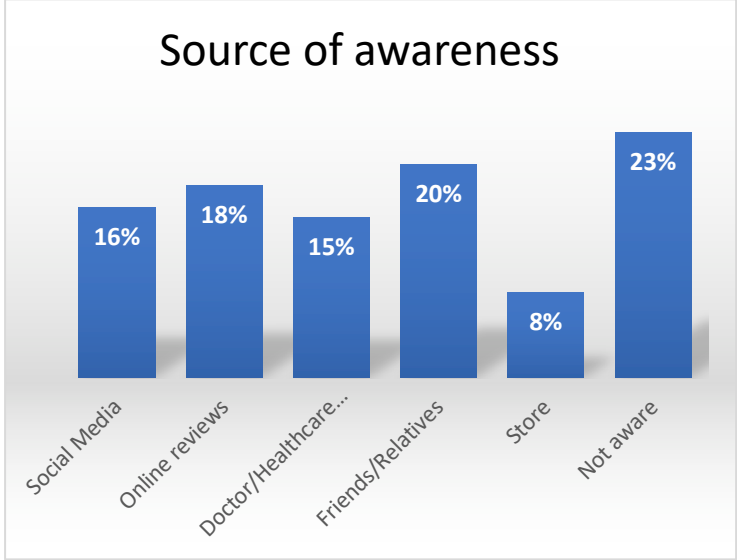
Level of awareness about GEO Baby Care products	
	Percentage (%)
Very Low	24%
Low	25%
Moderate	37%
High	6%
Very High	8%
TOTAL	100%



The results indicate that 37% of the respondents had a moderate level of awareness about GEO baby care products, followed by 25% with low awareness and 24% with very low awareness. Only 14% of the respondents reported high (6%) or very high (8%) levels of awareness. Overall, the findings suggest that awareness of GEO baby care products among mothers is moderate but remains limited, highlighting the need for increased consumer education and awareness initiatives.

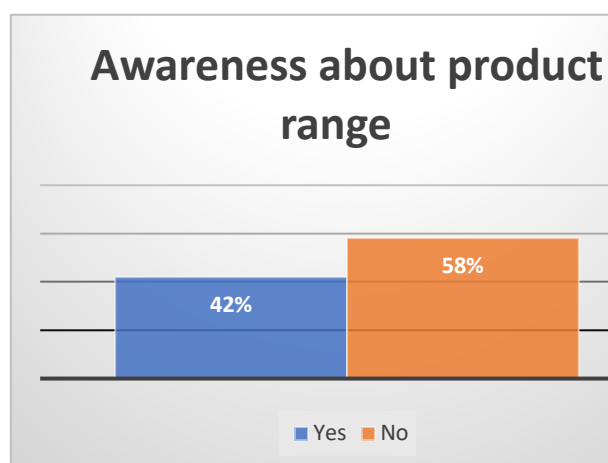
Source of awareness	
	Percentage (%)
Social Media	16%
Online reviews	18%

Doctor/Healthcare Professional	15%
Friends/Relatives	20%
Store	8%
Not aware	23%
TOTAL	100%



The findings show that 23% of the respondents were not aware of GEO baby care products, representing the largest proportion. Among those who were aware, friends and relatives (20%) were the primary source of information, followed by online reviews (18%), social media (16%), and doctors/healthcare professionals (15%). Stores (8%) were the least common source of awareness. These results indicate that personal networks and digital platforms play a greater role than retail outlets in creating awareness of GEO baby care products.

Awareness about product range	
	Percentage (%)
Yes	42%
No	58%
TOTAL	100%



The results indicate that 58% of the respondents were not aware of the range of GEO baby care products, while 42% reported being aware. This suggests that awareness regarding the variety of GEO baby care products is relatively low among mothers. The findings highlight the need for better product promotion and consumer education to increase knowledge of the available GEO baby care product range.

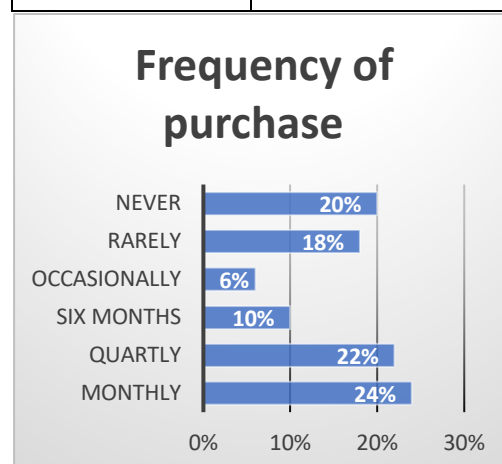
PURCHASING BEHAVIOUR

Purchased GEO Baby Care products	
	Percentage (%)
Yes	38%
No	33%
Maybe	29%
TOTAL	100%

The findings reveal that 38% of the respondents had purchased GEO baby care products, while 33% had not purchased them and 29% were uncertain about making a purchase. This indicates that although a considerable proportion of mothers have adopted GEO baby care products, a large segment remains hesitant or has not yet made a purchase. The results suggest the need to enhance consumer awareness, trust, and product accessibility to encourage greater adoption.

Frequency of purchase

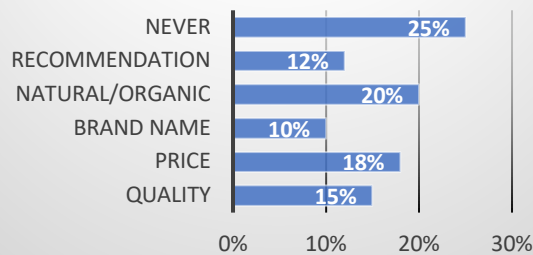
	Percentage (%)
Monthly	24%
Quarterly	22%
Six months	10%
Occasionally	6%
Rarely	18%
Never	20%
TOTAL	100%



The findings reveal that 24% of the respondents purchased GEO baby care products monthly, followed by 22% purchasing quarterly, while 20% had never purchased these products. Additionally, 18% purchased them rarely, 10% every six months, and 6% only occasionally. This indicates that although a considerable proportion of mother's purchase GEO baby care products regularly, a significant number remain infrequent or non-users, suggesting opportunities to improve repeat purchase and product adoption.

Factors influencing purchase	
	Percentage (%)
Quality	15%
Price	18%
Brand name	10%
Natural/Organic	20%
Recommendation	12%
Never	25%
TOTAL	100%

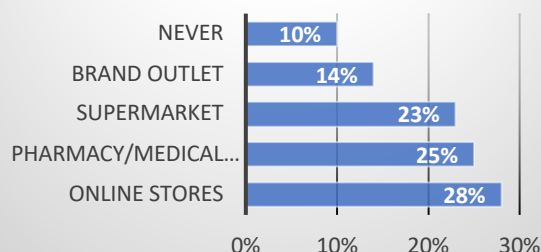
Factors influencing purchase



The findings indicate that 25% of the respondents had never considered purchasing GEO baby care products. Among those who considered purchasing, natural/organic ingredients (20%) were the most influential factor, followed by price (18%), quality (15%), recommendations (12%), and brand name (10%). These results suggest that product characteristics, particularly natural and organic attributes, have a greater influence on purchasing decisions than brand reputation.

Purchase location	
	Percentage (%)
Online Stores	28%
Pharmacy/Medical Store	25%
Supermarket	23%
Brand Outlet	14%
Never	10%
TOTAL	100%

Purchase location



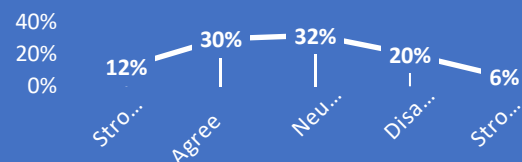
The findings indicate that 28% of the respondents preferred purchasing GEO baby care products from online stores, followed by pharmacies/medical stores (25%), supermarkets (23%), and brand outlets (14%). Additionally, 10% of the respondents had never purchased GEO baby care products. This suggests that online platforms are the most preferred purchase channel, reflecting the growing influence of e-commerce on consumers' buying behaviour.

RELATIONSHIP

Higher awareness of GEO baby care products can increase purchase

	Percentage (%)
Strongly Agree	12%
Agree	30%
Neutral	32%
Disagree	20%
Strongly Disagree	6%
TOTAL	100%

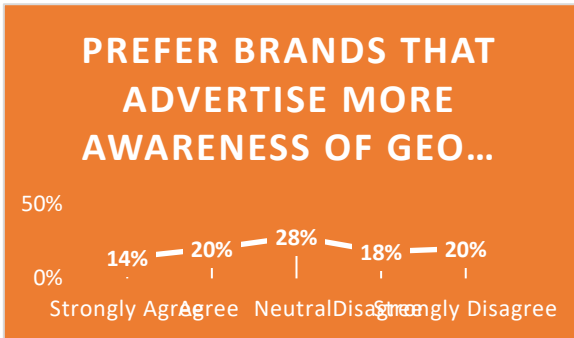
HIGHER AWARENESS OF GEO BABY CARE PRODUCTS CAN...



The findings show that 32% of the respondents were neutral regarding whether higher awareness of GEO baby care products increases purchase, while 30% agreed and 12% strongly agreed, representing a combined 42% positive response. In contrast, 20% disagreed and 6% strongly disagreed. These results suggest that although many mothers believe awareness can positively influence

purchasing decisions, a considerable proportion remain uncertain, indicating the need for greater awareness and educational initiatives.

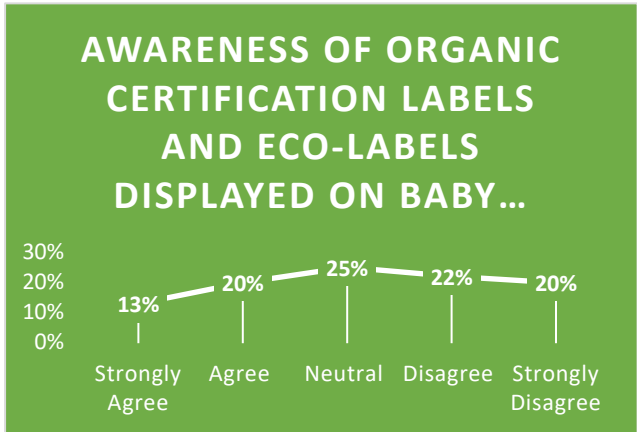
Prefer brands that advertise more awareness of GEO baby care product	
	Percentage (%)
Strongly Agree	14%
Agree	20%
Neutral	28%
Disagree	18%
Strongly Disagree	20%
TOTAL	100%



The findings reveal that 28% of the respondents were neutral regarding their preference for brands that actively promote awareness of GEO baby care products. A combined 34% of respondents agreed (20%) or strongly agreed (14%), while 38% disagreed (18%) or strongly disagreed (20%). These results suggest that promotional awareness alone may not strongly influence brand preference, as many consumers rely on other factors such as product quality, price, and trust when making purchasing decisions.

Aware of organic certification labels and eco-labels displayed on baby care products	
	Percentage (%)
Strongly Agree	13%
Agree	20%
Neutral	25%
Disagree	22%

Strongly Disagree	20%
TOTAL	100%



The findings indicate that 25% of the respondents were neutral regarding their awareness of organic certification labels and eco-labels displayed on baby care products. A combined 33% of respondents agreed (20%) or strongly agreed (13%), while 42% disagreed (22%) or strongly disagreed (20%). These results suggest that awareness of certification labels and eco-labels among mothers is relatively low, highlighting the need for greater consumer education and clearer product labelling.

Willing to try newly launched GEO baby care products.	
Particular	Percentage (%)
Strongly Agree	24%
Agree	26%
Neutral	33%
Disagree	8%
Strongly Disagree	9%
TOTAL	100%



The findings indicate that 33% of the respondents were neutral about trying newly launched GEO baby care products. A combined 50% of respondents agreed (26%) or strongly agreed (24%), while only 17% disagreed (8%) or strongly disagreed (9%). These results suggest that most mothers have a positive willingness to try newly launched GEO baby care products, although a considerable proportion remain undecided.

Hypothesis Testing:

The study employed the Chi-square Test of Independence (χ^2) to examine the association between respondents' demographic characteristics and behavioural variables related to GEO baby care products. The Chi-square test is appropriate for determining whether a statistically significant relationship exists between two categorical variables.

The Chi-square statistic is calculated using the following formula:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where:

χ^2 = Chi-square statistic

O = Observed frequency

E = Expected frequency

The level of significance for all hypotheses was set at 5% ($\alpha = 0.05$).

Decision Rule

If $p\text{-value} \leq 0.05$, reject the null hypothesis (H_0) and

accept the alternative hypothesis (H_1).

If $p\text{-value} > 0.05$, fail to reject the null hypothesis (H_0).

Hypothesis 1

H_{01} : There is no significant relationship between education level and awareness regarding GEO baby care products.

H_{11} : There is a significant relationship between education level and awareness regarding GEO baby care products.

Statistical Test: Chi-square Test of Independence

Variables: Independent Variable: Education Level, Dependent Variable: care products

Formula:

Interpretation

If the calculated p -value is less than 0.05, it indicates that respondents' education level significantly influences their awareness of GEO baby care products. Otherwise, no statistically significant relationship exists.

Hypothesis 2

H_{02} : There is no significant relationship between income level and adoption of GEO baby care products.

H_{12} : There is a significant relationship between income level and adoption of GEO baby care products.

Statistical Test : Chi-square Test of Independence

Variables: Independent Variable: Monthly Household Income, Dependent Variable: Adoption of GEO baby care products

Formula:

Interpretation

A significant Chi-square

result ($p \leq 0.05$) $\chi^2 = \sum \frac{(O-E)^2}{E}$

indicates that household income has a statistically significant association with the adoption of GEO baby care products.

Hypothesis 3

H₀₃: There is no significant relationship between social media exposure and awareness regarding GEO baby care products.

H₁₃: There is a significant relationship between social media exposure and awareness regarding GEO baby care products.

Statistical Test: Chi-square Test of Independence

Variables: Independent Variable: Social Media Exposure, Dependent Variable: Awareness regarding GEO baby care products

Formula

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Interpretation

If the p-value is less than 0.05, the findings suggest that social media exposure significantly influences consumers' awareness regarding GEO baby care products.

Hypothesis 4

H₀₄: There is no significant relationship between awareness and purchase intention toward GEO baby care products.

H₁₄: There is a significant relationship between awareness and purchase intention toward GEO baby care products.

Statistical Test: Chi-square Test of Independence

Variables: Independent Variable: Awareness regarding GEO baby care products

Dependent Variable: Purchase Intention

Formula

Interpretation

A statistically significant Chi-square result ($p \leq 0.05$) indicates that awareness is associated with consumers' purchase intention toward GEO baby care products.

8. FINDINGS OF THE STUDY

The majority of respondents (62%) belonged to the 26–35 years age group, indicating that mothers in the active parenting stage constituted the largest segment of the study. Most respondents were well educated, with 44% holding postgraduate degrees, suggesting that the study mainly represents educated mothers.

Nearly half of the respondents (48%) were working professionals, followed by homemakers (32%), indicating that employed mothers are the primary consumers of GEO baby care products. Most respondents (35%) belonged to the middle-income group (₹20,000–₹40,000), indicating that income influences purchasing capacity.

More than half of the respondents (53%) had not heard about GEO baby care products, revealing a low overall awareness level. Only 18% correctly identified that GEO refers to Green, Eco-friendly, and Organic baby care products, while 60% were unsure, indicating poor understanding of the concept.

The majority of respondents (37%) had only a moderate level of awareness, whereas very few reported high (6%) or very high (8%) awareness. Friends and relatives (20%) and online reviews (18%) were the major sources of awareness, while 23% of respondents were completely unaware of GEO baby care products.

More than half of the respondents (58%) were not aware of the product range available under GEO baby care products.

Only 38% of respondents had purchased GEO baby care products, while 33% had never purchased them and 29% remained uncertain. Among purchasers, 24% purchased monthly, whereas 20% had never purchased, indicating moderate adoption.

The natural and organic nature of products (20%) was the most influential purchasing factor, followed by price (18%) and quality (15%). Online stores (28%) were the preferred purchasing channel, followed by pharmacies (25%) and supermarkets (23%), indicating the growing importance of digital shopping.

A combined 42% of respondents believed that higher awareness could increase purchasing of GEO baby care products, although 32% remained neutral. Only 34% preferred brands that actively advertise GEO awareness, indicating that advertising alone does not strongly influence brand preference.

Awareness regarding organic certification labels and eco-labels was low, with 42% of respondents disagreeing that they were aware of such certifications. Half of the respondents (50%) expressed willingness to try newly launched GEO baby care products, while 33% remained neutral, indicating future market potential.

The Chi-square analysis revealed a significant relationship between education level and awareness ($p < 0.05$), indicating that more educated mothers possess higher awareness of GEO baby care products.

The finding that education significantly influences awareness is consistent with Maqbool et al. (2025), who also reported a positive relationship between environmental awareness and green purchasing behaviour. However, unlike previous studies, the present study focuses specifically on mothers in Ahmedabad, providing localized evidence.

Household income was found to have a significant relationship with the adoption of GEO baby care products, suggesting that consumers with higher income are more likely to purchase these products. Social media exposure significantly influenced awareness regarding GEO baby care products, highlighting the importance of digital platforms in consumer education. Awareness was significantly associated with purchase intention, indicating that increasing consumer awareness can positively influence the adoption of GEO baby care products.

9. CHALLENGES IN ADOPTION OF GEO BABY CARE PRODUCTS

The study identified several challenges affecting the adoption of GEO baby care products among mothers:



Low awareness regarding the meaning and benefits of GEO baby care products. Limited knowledge about the available GEO product range. Poor understanding of organic certification labels and eco-labels. High product prices discourage regular purchases. Brand trust remains a concern for many consumers.

A large proportion of mothers remain neutral or uncertain about purchasing GEO products. Limited promotional and educational campaigns regarding GEO

products. Inadequate availability of GEO baby care products through local retail outlets. Difficulty in distinguishing genuine organic products from conventional products. Insufficient guidance from healthcare professionals regarding GEO baby care products.

10. SUGGESTIONS

Based on the findings of the study, the following suggestions are recommended:

Companies should conduct awareness campaigns to educate mothers about the meaning, benefits, and importance of GEO baby care products. Government agencies should promote consumer education programmes on organic, eco-friendly, and sustainable baby care products. Manufacturers should display clear organic certification labels and eco-labels to improve consumer trust and product authenticity. Companies should adopt competitive and affordable pricing strategies to encourage wider adoption.

Healthcare professionals, paediatricians, and hospitals should educate mothers regarding the health benefits of GEO baby care products. Retailers should improve the availability of GEO baby care products in pharmacies, supermarkets, and local stores. Companies should strengthen digital marketing, influencer collaborations, online reviews, and social media campaigns to increase consumer awareness. Brands should focus on building trust by providing transparent information regarding ingredients, certifications, and product safety.

Product demonstrations, educational workshops, and awareness programmes should be organized for expecting and new mothers. Manufacturers should expand their product portfolio to improve awareness

regarding the complete GEO baby care product range.

Scope of the study: This study investigates mothers' awareness, purchase intention, and adoption of Green, Eco-friendly, and Organic (GEO) baby care products in Ahmedabad City. It examines the influence of education, income, social media exposure, brand trust, and eco-label awareness on consumer behaviour. The findings contribute to the understanding of sustainable consumption and provide practical implications for marketers and policymakers.

Limitation of the study: The study is limited to mothers residing in Ahmedabad City. Data were collected using a cross-sectional questionnaire survey. The findings are based on self-reported responses and may be subject to response bias. The study examines selected determinants of purchase behaviour; other psychological, cultural, or economic factors were not included.

11. CONCLUSION

The study concludes that awareness of Green, Eco-friendly, and Organic (GEO) baby care products among mothers in Ahmedabad City is moderate but still limited. Although most respondents were well educated and belonged to the economically active age group, more than half had not heard about GEO baby care products, and only a small proportion correctly understood the meaning of the term "GEO." Awareness regarding product ranges, organic certification labels, and eco-labels was also found to be relatively low. The findings indicate that education, income, and social media exposure contribute positively to awareness, while natural and organic ingredients, product quality, and price significantly influence purchasing decisions. Online shopping

platforms emerged as the preferred purchase channel, highlighting the increasing role of digital commerce in the baby care market. Although only 38% of respondents had purchased GEO baby care products, half expressed willingness to try newly launched GEO products, indicating promising future market potential.

The study further reveals that challenges such as limited awareness, high product prices, inadequate knowledge of certification labels, brand trust issues, and restricted retail availability continue to hinder the widespread adoption of GEO baby care products. Addressing these barriers through consumer education, transparent certification, affordable pricing, improved retail distribution, and effective digital marketing can significantly enhance adoption.

Overall, the proposed conceptual framework is supported by the findings, demonstrating that Education, Income, and Social Media Exposure positively influence Awareness of GEO Baby Care Products. Increased awareness enhances Brand Trust and Eco-label Awareness, which strengthen Purchase Intention and ultimately lead to the Adoption of GEO Baby Care Products. This sequence is consistent with the Theory of Planned Behaviour (Ajzen, 1991), which explains that favourable beliefs and attitudes shape behavioural intentions and influence actual purchasing behaviour. The study therefore provides valuable insights for manufacturers, marketers, healthcare professionals, and policymakers seeking to promote sustainable and environmentally responsible baby care consumption in India.

REFERENCES

1) Ahmedabad District Census Handbook. (2011). Census of India 2011. Government of India.

2) Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)

3) Aydin, G., Akdeniz Ar, A., & Taskan, C. (2022). The role of brand trust on parents' purchase intentions of baby-care products. *Journal of Yasar University*, 15(2), 165–180.

<https://dergipark.org.tr/en/download/article-file/2152073>

4) Census of India. (2011). Primary census abstract data tables. Office of the Registrar General & Census Commissioner, India.

5) Delgado-Ballester, E. (2004). Applicability of a brand trust scale across product categories. *European Journal of Marketing*, 38(5/6), 573–592. <https://doi.org/10.1108/03090560410529222>

6) Grand View Research. (2024). Baby care products market size, share & trends analysis report. <https://www.grandviewresearch.com>

7) Government of Gujarat. (2023). Women and child development schemes in Gujarat. Department of Women and Child Development.

8) Gupta, S., & Dixit, R. (2022). A study on mother's purchase intention and awareness towards purchasing organic baby care products with reference to Lucknow City. *International Journal of Research Publication and Reviews*, 3(9), 503–508.

9) IMARC Group. (2024). India baby care products market: Industry trends, share, size, growth, opportunity and forecast. <https://www.imarcgroup.com>

10) IFOAM–Organics International. (2023). *The principles of organic agriculture*. <https://www.ifoam.bio>

- 11) Kavaliauske, M., & Ubartaite, S. (2014). Ethical behaviour: Factors influencing intention to buy organic products in Lithuania. *Economics and Management*, 19(1). <https://ecoman.ktu.lt/index.php/Ekv/article/view/4991>
- 12) Kesarin Saengkaewwattana. (2015). Factors influencing Thai parents' purchasing intention to buy organic skin care products for baby (Master's thesis). Mahidol University.
- 13) Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- 14) Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- 15) Ministry of Health and Family Welfare. (2022). Maternal and child health programs in India. Government of India.
- 16) Ministry of Women and Child Development. (2021). Integrated Child Development Services (ICDS) annual report. Government of India.
- 17) Maqbool, S., & Teeli, G. J. (2025). Green purchasing behaviour of Indian consumers: An environmental protection perspective. *Asia-Pacific Journal of Management Research and Innovation*, 20(4). <https://doi.org/10.1177/2319510X251362084>
- 18) Nematollahi, N., Doronila, A., Mornane, P. J., Duan, A., Kolev, S. D., & Steinemann, A. (2020). Volatile chemical emissions from fragranced baby products. *Air Quality, Atmosphere & Health*. <https://link.springer.com/article/10.1007/s11869-018-0593-1>
- 19) Ottman, J. A. (2017). The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding. Routledge.
- 20) Panda, T. K. (2013). *Consumer behavior*. Oxford University Press.
- 21) Patel, R., & Shah, D. (2020). Consumer awareness towards organic baby care products in urban India. *International Journal of Research in Marketing Management and Sales*, 2(1), 45–52.
- 22) Peattie, K. (2010). Green consumption: Behavior and norms. *Annual Review of Environment and Resources*, 35, 195–228.
- 23) Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357–370. <https://doi.org/10.1108/13522750510619733>
- 24) Persaud, A., & Schillo, S. R. (2017). Purchasing organic products: Role of social context and consumer innovativeness. *Marketing Intelligence & Planning*, 35(1), 130–146. <https://doi.org/10.1108/MIP-01-2016-0011>
- 25) Rajee, M., & Kasinathan, S. Consumer preferences, usage pattern and satisfaction towards Himalaya cosmetics in baby care products segment – An analytical study. *International Journal of Research*.
- 26) Saerang, G. S., Massie, J. D. D., & Gunawan, E. M. Brand choice and reference group: A quantitative approach of baby skin care products in Manado. *Jurnal EMBA*, 7.
- 27) Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson.
- 28) Sembakalakshmi, S., & Karthika, M. (2026). A study on parental perception and purchase behaviour towards organic baby care products with reference to Coimbatore City. *Journal of Survey in Fisheries Sciences*, 14, 330–338.

- 29) Sharma, A., & Verma, S. (2019). Green consumer behavior and sustainable product adoption among urban consumers. *International Journal of Management Studies*, 6(3), 112–118.
- 30) Singh, N., & Kaur, P. (2021). Awareness and perception of mothers toward organic baby care products. *Journal of Consumer Studies*, 8(2), 55–63.
- 31) Statista. (2023). Baby care market revenue in India. <https://www.statista.com>
- 32) Tanner, C., & Kast, S. W. (2003). Promoting sustainable consumption: Determinants of green purchases by Swiss consumers. *Psychology & Marketing*, 20(10), 883–902. <https://doi.org/10.1002/mar.10101>
- 33) Thøgersen, J., Haugaard, P., & Olesen, A. (2010). Consumer responses to ecolabels. *European Journal of Marketing*, 44(11/12), 1787–1810. <https://doi.org/10.1108/03090561011079882>
- 34) UNICEF. (2022). Maternal and child health and nutrition in India. UNICEF India.
- 35) United Nations Environment Programme. (2023). Global Environment Outlook. <https://www.unep.org>
- 36) U.S. Department of Agriculture. (2024). National Organic Program. <https://www.usda.gov/topics/organic>
- 37) United Nations Environment Programme. (2024). About green economy. <https://www.unep.org/explore-topics/green-economy/about-green-economy>
- 38) U.S. Environmental Protection Agency. (2025). Frequent questions about sustainable marketplace and green products. <https://www.epa.gov/greenerproducts/frequent-questions-about-sustainable-marketplace-and-green-products>
- 39) United States Department of Agriculture, Agricultural Marketing Service. (2025). Labeling organic products. <https://www.ams.usda.gov/rules-regulations/organic/labeling>
- 40) United States Department of Agriculture, Agricultural Marketing Service. (2025). USDA certified organic: Understanding the basics. <https://www.ams.usda.gov/services/organic-certification/organic-basics>
- 41) Van Krimpen, M. M., Leenstra, F., Maurer, V., & Bestman, M. (2016). How to fulfill EU requirements to feed organic laying hens 100% organic ingredients. *Journal of Applied Poultry Research*, 25, 129–138.
- 42) World Health Organization. (2021). Child health and environmental sustainability. WHO.
- 43) Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2010). Sustainable consumption: green consumer behaviour when purchasing products. *Sustainable Development*, 18(1), 20–31. <https://doi.org/10.1002/sd.394>