



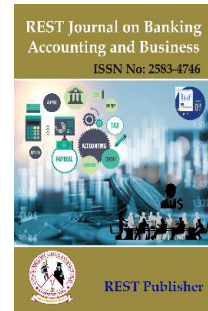
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A Study on Consumer Satisfaction Towards Mamaearth Product

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Abstract. *The mamaearth believes in mum-power and decided to directly target mothers. The founders were confident that once the customer used mamaearth products, the word-of-mouth publicity would work wonders for the company. The team also leveraged the power of social media through influencer marketing. The primary strategy was to sonate with like-minded parents who wanted nothing but best for their babies. The customer acquisition strategy is purely focused on digital content. Every organization faces problems in its early years and mamaearth was no different. arly in launch, mamaearth was hit with a growth hurdle wherein it was not able to expand as desired. The team realized the problem had to do with not being sharp about the target cohort, which lead to futile marketing expenditure coupled with minimal customer acquisition.*

Keywords: Digitalbrand. Customer acquisition. Consumer satisfaction

1. INTRODUCTION

Reasons for choosing this field of study (consumer satisfaction) is because of its rapid growth in terms of users accessing such platforms on a daily basis. Many companies are establishing their online presence to increase business. Till the time consumers are there, products will be there for offering and so the marketing feature will be associated with it. Choosing Mamaearth brand under this study is important as it has emerged as the top digital brand and they mostly get their orders online. They have completed nearly 8 years in this personal care industry still they have achieved so much, people are aware about this etc. Not only they sell products but they are also involved in many social activities which has inspired many individuals. Mamaearth is distinguished in the cosmetics industry of India as an online platform that offers natural and toxin-free skin care product.'

2. CONSUMER SATISFACTION MARKET

Beauty And Personal Care Industry (Bpc): The industry is further categorized into seven major categories cosmetics, fragrance, men's grooming, skin care, bath & shower, hair care and oral care. Mamaearth is an Indian company of health, wellness and fitness. The company headquarter is in Gurgaon, Haryana. It is one of the leading company or a brand which Welcomes all babies to a healthy and a safe world. Mamaearth product will take care of every parents and baby's well-being from head to toe with safe, toxin-free, international standard products which you can choose without having to think twice. A common problem associated with Indian parenting has been addressed through mama earth's innovation product line. Mamaearth offers baby products that are safe by international standards and packed with the benefits of nature in a country where most baby products do not meet safety regulations. With the demand for enhanced products and the desire to look good, presents a golden opportunity for this industry to expand its operations in India. The beauty and personal care market has seen rapid growth in Tier II+ cities with two-fifth of sales coming from cities like Indore, Ludhiana, and Nagpur etc. This consumer behavior is attributed due to increased internet penetration and the increasing image consciousness of the consumer preference indicates that daily care products are purchased online predominantly due to product.

Consumer Satisfaction Marketing: The term consumer satisfaction marketing (CSM) refers to the use of online shopping and social networks to market a company's products and services. It has gone beyond just connecting

with friends. It's now an industry itself used for all kinds of purposes. It provides companies with a way to engage with existing customers and also reach new ones while allowing to their desired culture and mission. There were always challenges in the early years of any organization, and Mamaearth was no exception. Mamaearth encountered a growth stumbling block early on in its development that prevented it from expanding as much as it desired. Team members discovered that the problem was a lack of clarity about the target cohort, which led to unnecessary marketing expenditures and little or no customer acquisition. It's not enough to simply hope your customer satisfaction will improve. You need concrete plans to drive it forward, backed by robust data. To do this, you need to gather customer feedback through polls, surveys, and feedback sessions. Here are three types of feedback to collect to help you measure customer satisfaction and examples of questions to ask. Recommended to stick to products that use natural ingredients.

Benefit Of Mamaearth Product: It gives you a radiant glow, reduces hyper pigmentation. The fine lines from early wrinkle- areas, and also works. If you love vitamin C's skin-brightening and lightening properties. A face toner is a water-based solution that helps extract excess oil from the skin. All the amazing goodness insider benefits can be availed on both mamaearth app and website.

3. OBJECTIVES

Understanding the term Mamaearth products in term of marketing. To study the effect of mamaearth product marketing on brand awareness and overall perception of the brand. Mamaearth. To know the offline marketing is better than online marketing in today's scenario. For gathering knowledge about the various modes of marketing. To know which mode of marketing gives better results in terms of sale, profit etc.

4. LIMITATIONS OF THE STUDY

People who are not active on mama earth beauty products sites. Individuals who do not know about the term the products. Limited to only one geographical place i.e. India. Skin can be protected from sun damage by appropriate use of sunscreen products. Antiperspirants and deodorants are effective in reducing perspiration and body.



FIGURE 1. Instagram

Acquiring the top position in the Indian market especially amongst the youth, this is another social networking service owned by Facebook for sharing content and associating with people. That's why every mamaearth brand is trying to establish their presence on Instagram because of the larger reach.



FIGURE 2. Facebook

Giving people the power to share and to make the world more open and connected, this mission by Facebook made it a very popular site amongst every age group. Anybody who says they are on the product; they must have used or are using the surface to make a product. The active users, which gives the promoters a good opportunity for brand building and setting up a B2C (Business to Consumer) network. "We started Mamaearth with the purpose of providing toxin-free products for babies since we ourselves could not find the right products for our baby.

5. INTRODUCTON TO THE COMPANY MAMAEARTH

When the duo Varun and Ghazal Alagh (founders of Mamaearth) became parents for the first time in 2016 they were looking for safe and non- toxic baby care products for their son but no such brand or companies offer such

type instead they were full of chemicals such as parabens, sulfates, bleach etc. Which were very harmful for the sensitive skin, so they started ordering products from US but it turned out to be expensive and caused them inconvenience. All this struggle saw the rise of Mamaearth which is registered under Honasa Consumer Private Limited, with an aim to provide cruelty free, organic products in the Indian market. It is Asia's 1st Brand with Made Safe™ Certified products. The products are free of all known toxins that are banned. In most countries they set their base in Gurugram as D2C (Direct to Consumer) brand on the native website and slowly entered in the retail landscape as well as on Amazon and Flipkart. Their portfolio consists of baby care, skincare and hair care products which caters to all types of personal care needs of young, aspirational and increasingly conscious consumers.

6. REVIEW LITERATURE

National Reviews: Mamaearth product has become the center of attention in many industries by facilitating various areas of marketing, such as promotions, marketing intelligence, sentiment research, public relations, marketing communications, as well as product and customer management. Kanagaraj, in this research study the author explains the satisfaction of products. The products are natural and used. Ingredients in herbal products have helped people live healthier, rich lives. Mamaearth focuses on people getting healthy and wellness of their health. The objective is to identify the socio-economic factor affecting consumer's user satisfaction with Mamaearth products. 45.3% of the respondents are influenced by ingredient companies' provident mass advertisements to promote their products. Features such as reliability, consistency and wide reach are possessed by social media marketing, this new approach of outreach and marketing has opened a wide area for businesses to reach their targeted customers for selling their products. Ruba.V, living healthy is the wish of each and every human being in the world. Recently there is much news which is positive with regard to the products that we use both internally and externally. The study reveals that majority of the consumers are satisfied with the Mamaearth product and the variables namely marital status, period of usage, amount spent, and suggestion to purchase are associated with the level of satisfaction on the products.

7. RESEARCH METHODOLOGY

Steps or techniques used to identify, select, process, and analyze information so as to clearly understand the research problem with the help of data or information. In this study both primary and secondary data has been used for carrying out the result. Questionnaire (source of primary data) was used as an instrument to collect the information. Further Z test is applied (because of the large sample size) for analyzing the data.

8. RESEARCH HYPOTHESIS

This study is conducted to assess the hypothesis that if a particular brand is marketed through Mamaearth products platforms then what will be the effects of this type of marketing on its image or awareness. This involves studying of two variables, marketing through Mamaearth product sites being the independent variable and its overall effect on the brand being the dependent one. Mamaearth's marketing strategy is effective because it reaches its target audience through multiple channels. The company's website is optimized for search engines, which helps potential customers find the site when they are searching for products that Mamaearth offers. Mamaearth honey as a simpler method of giving one's skin the hydration and nourishment it needs during the winter. The movie is a straightforward but effective illustration of the brand's ideology and its goodness-inside- me commitment.

Case of primary & secondary data study:

Primary: customer: people residing in India have participated in this study, from the age group of 15 years to 30. Years of every gender. sample: we have selected the people who are mostly active on online network, are aware about Mamaearth product from the population and above-mentioned age group. sample size: 80 individuals have participated in this study.

Secondary: articles, research papers, blogs etc. Has been used.

9. DATA REPRESENTATION AND ANALYSIS

TABLE 1. Data representation and interpretation

Male	Female	Total
25	55	80

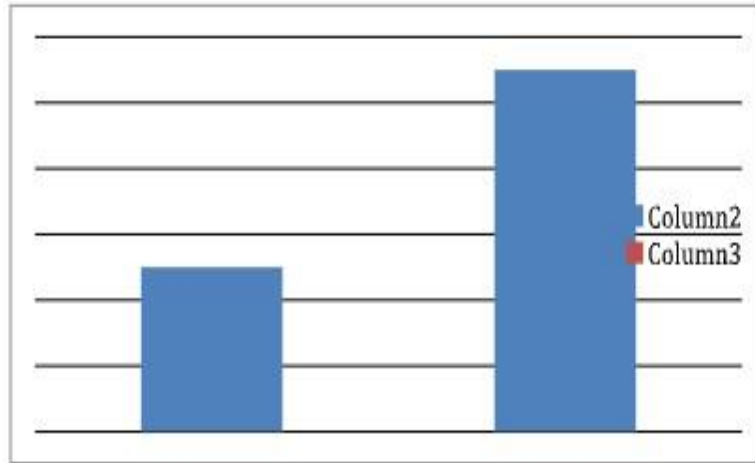


FIGURE 3. Male & Female

Under this study 80 respondents are taken into consideration, out of which 25 persons (31.3%) males, 55 persons (68.8%) are females and none from others.

TABLE 2. Age-group &No. of Respondents

Age-group	No. of Respondents
15-20	20
20-25	52
25-30	8

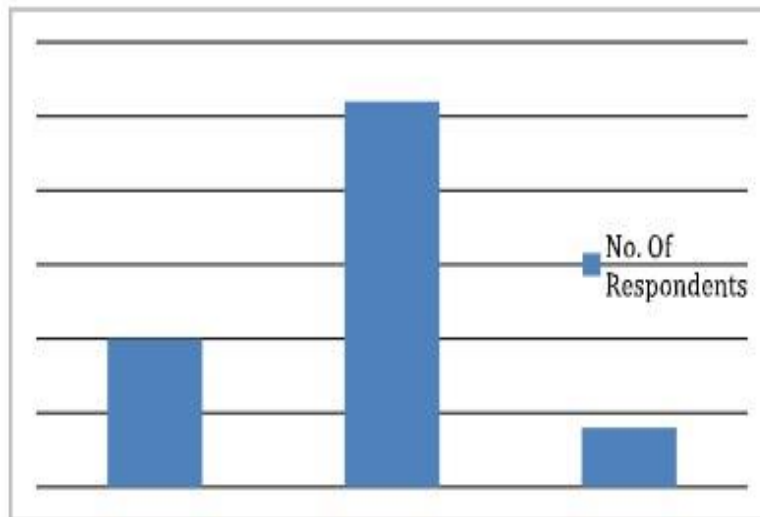


FIGURE 4. Age-group &No. of Respondents

There are total 80 people participating in this from different age groups- majority are from 20-25 years group i.e. 52 (65% of the total population), second comes from 15-20 years group i.e. 20 (25% of the total population) and lastly from 25-30 years group counting to 8 (10% of the total population).

TABLE 3. Consumer satisfaction Platform &No. of Respondents

Consumer satisfaction Platform	No. of Respondents
Instagram	65
Facebook	33
TV advertisement	55
Friends and Family	70

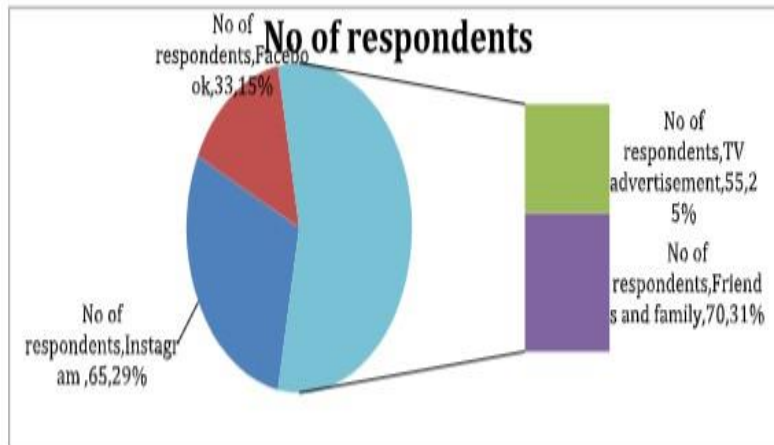


FIGURE 5. Consumer satisfaction Platform &No. of Respondents

From the above representation we can say that generally people prefer using Instagram application with 73 people (91.3% out of total) opting for it.

Mean - 20

Standard Deviation – 35.37 Variance – 1251.33

10. MAJOR FINDINGS

According to the data that has been collected through questionnaire, 90% people were aware about Mamaearth Products Responses show, that most of the individuals are interested in looking for products on marketing This study helped in understanding that marketing through products do have a lasting impression on the brand. As voted by 69 people out of 80, Quality of the product/ services is an important attribute for any company or brand to establish their name in the market.

11. DISCUSSION & SUGGESTIONS

Instagram is the top most application used by individuals, so promoters should surely try to make a presence on this platform for their products. In the present situation people go for online shopping more as compared to the traditional shopping method, so they should implement marketing strategies for providing the best experience to the customers. Mamaearth should strategize new ways of marketing on all social media sites for attracting more customers, as they get majority of business from the web. They can expand their portfolio by developing new products; this will increase their market share.

12. CONCLUSION

Under this study we came to know that how the image of Mamaearth is highly influenced with the help of social media and what all factors are important for developing, maintaining the image of a brand. The above results show that people are aware about this brand through social channels because of their strong presence on such sites. Their products are very famous amongst the people as they are naturally made while causing no harm to the environment. This helped them in establishing a name in the industry within 4-5 years. All this happened because of their efforts and ideas they put in, mainly on social media considering as a golden opportunity which was life changing one for the brand.

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