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## Consumer Preserverse of Mamaearth Products among Women's with Reference in Coimbatore City

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### INTRODUCTION:

Mamaearth is Asia's first "MADE SAFE" brand. It is a distinguished form of the Cosmetic industry that offers natural & Toxic-free skincare products. It is the fastest developing brand that crossed the INR 100 crore turnover mark in 4 years. It is one of a few handfuls of "Plastics Positive" brands. It is the 1<sup>st</sup> business to use an omnichannel approach with an innovative product that derives growth from the blue system.

All this struggle saw the rise of Mamaearth Limited which is registere Mamaearth maintains sustainability via the "Plant Goodness" initiative where they plant a tree for every order received. This gives inspiration to competitors for the well-being of the environment. The Pandemic acted as a catalyst for Mamaearth because when offline stores were shut down, buyers got shifted to the Online mode of shopping.

To retain the customers and to create a new customer segment, more than 3000 stores are opened for offline presence as a result of which they received 15% of their revenue from offline sales. Turmeric based Facewashes, face serums and Shampoos turned out to be a game-changer for them. These products were so well received that they boost the sale of other products of the brand. By using an Online & Offline marketing company, Mamaearth was able to satisfy its customers and boost its sales by overcoming competition. D under Honasa Consumer Private , with an aim to provide cruelty free, organic products in the Indian market Brand with Mad . It is Asia's 1<sup>st</sup> e Safe™ Certified products.

### OBJECTIVE :

- To analyse the factors influencing the usage of mamaearth products
- To assess the problem and reason for usage of mamaearth products
- To know the satisfaction level of customers in the usage of mamaearth products.
- To critically examine the relationship between brand image and customer satisfaction.
- To measure the satisfaction of females in the purchase and use of mamaearth products.

### SCOPE OF STUDY:

The present study focuses on the behaviour of customers who purchase and use mamaearth products in Coimbatore . High literacy rate and rapid urbanization of India led to a rapid growth in employment among the women which led to an increase in the demand for mamaearth products in india. The present study makes an attempt to measure the level of satisfaction of female mamaearth product consumers about the quality, design, ingredients, and safety of mamaearth products. . scope of mamaearth products in India is immense and increasing rapidly .All types of female consumers who use three types of mamaearth products such as skin care, hair care and makeup products are included in this study.

### STATEMENT OF PROBLEM:

The people of India live in a different financial, cultural and psychological environment. They consume a number of mamaearth products to satisfy their wants. With the limited means, they have to select the most suitable mamaearth products and derive the optimum satisfaction. So people select or reject a particular product of mamaearth only on the given situation. Various varieties of the products are available in the market consumers prefer the variety of products for high quality, and low price. People think that there is less chemical in mamaearth products and it will not affect them. Despite the use of mamaearth products people have some problems like Acnes, Dark spots, Irritation, Itching, etc... The competition is severe and the manufacturers have to consider the opinion of the consumers. Thus this research aims to explore the consumer satisfaction towards mamaearth products in Coimbatore city.

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## RESEARCH METHODOLOGY :

The accompanying sections clarify the philosophy continued in this study:

### TYPE OF RESEARCH:

Research Methodology refers the discussion regarding the specific methods chosen and used in a research paper. This discussion also encompasses the theoretical concepts that further provide information about the methods selection and application. Also the researcher adopt Random sampling method to conduct the study. It is possible to meet all the consumers. Samples is that portion of the universe which represents the ideas of the whole lot. So, the sample selected should reflect the ideas and thoughts of the population.

### RESEARCH TOOL:

Two Methods are used as a research tool.

- Percentage analysis method.
- Ranking Analysis.

### HYPOTHESES :

H0 – There is no significant relationship between profession and selecting mamaearth product.

H1 – There is significant relationship between profession and selecting mamaearth products.

### SAMPLE SIZE:

Sample size includes minimum 100 Respondents.

### PERIOD OF STUDY:

January 2023 – April 2023

### SOURCES OF DATA:

For this purpose of study, the data has been collected in 2 ways:

- Primary Data
- Secondary Data.

### PRIMARY DATA:

Primary Data is gathered through questionnaire respondents.

### SECONDARY DATA:

Secondary data is gathered through Journals, Books, E-Sources, and Reports and so on.

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## LIMITATIONS OF THE STUDY:

- Statistical and techniques used to analyse the data have their own limitation.
- The respondents are true and the result is base on this assumption
- Significant time investment is required so as to maintain long term relationship with the people.
- Negative feedbacks or publicity by the audience can hamper the image of the brand.
- The result of the study is based upon the views expressed by the 100 respondents of Coimbatore City

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## REVIEW OF LITERATURE

1. P. Vanitha, 2023 Mamaearth is the one of the important tool that occupy the target market by the marketer. Branding influence and attracts many customers for various reasons. Quality, long life and good services are amongst them.
2. Alhaddad, 2022 Many past studies have acknowledged that both actual quality and perceived quality have an association with the mamaearth product .
3. Muhammad, 2021 Marketing activities or strategies should be developed in such a way so as to build a strong mamaearth brand in the market as not only it helps getting new customers but aids in retaining existing one's, which is considered as a success parameter for any business.

4. Pramod Vashishtha, 2018 It cannot be denied that the world is rapidly shifting from analogue to digital world, nowadays people are consuming more and more digital content on a daily basis and smart marketers keep on top of the scale of change and ensure their marketing strategies and touch points' mirror where the consumer is spending their time.
5. Titi, 2018 A brand mamaearth also helps customers to differentiate between competing brands which enable them to purchase those brands that matches with their needs and wants. It helps in building sustainable relations with the customers.

## DATA ANALYSIS AND INTERPRETATION

Data analysis is a process of inspecting, cleansing, transforming data with the goal of discovering useful information, informing conclusions, and supporting decision-making. The statistical tools are

- Percentage Analysis
- Rank Analysis

### PERCENTAGE ANALYSIS:

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total No. Of Respondents}} \times 100$$

**TABLE 1**

**TABLE SHOWING WHETHER THE RESPONDENTS ARE AWARE OF MAMAEARTH PRODUCT**

AWARE OF MAMAEARTH PRODUCT	NO.OF RESPONDENTS	PERCENTAGE
Yes	90	90%
No	10	10%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

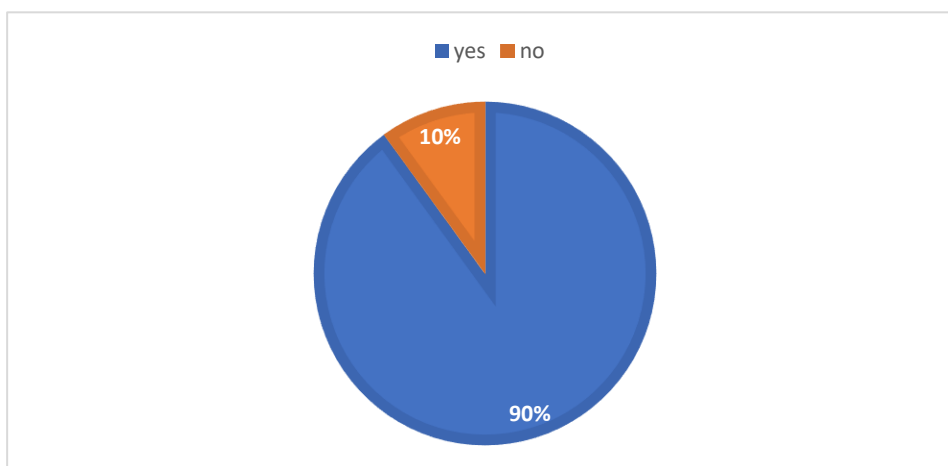
**SOURCE TYPE:** Primary data

### INTERPRETATION

The above table indicates that 90% of the respondents are aware of mamaearth product,10% of the respondents are not aware of mamaearth product.

**CHART 1**

**CHART SHOWING WHETHER THE RESPONDENTS ARE AWARE OF MAMAEARTH PRODUCT**



**TABLE 2**

**TABLE SHOWING THE TYPE OF SOURCE THE RESPONDENT FOUND THE PRODUCT**

TYPE OF SOURCE	NO.OF RESPONDENTS	PERCENTAGE
Retail	15	15%
Advertisement	45	45%

Internet	32	32%
Newspaper	3	3%
Word of mouth	5	5%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

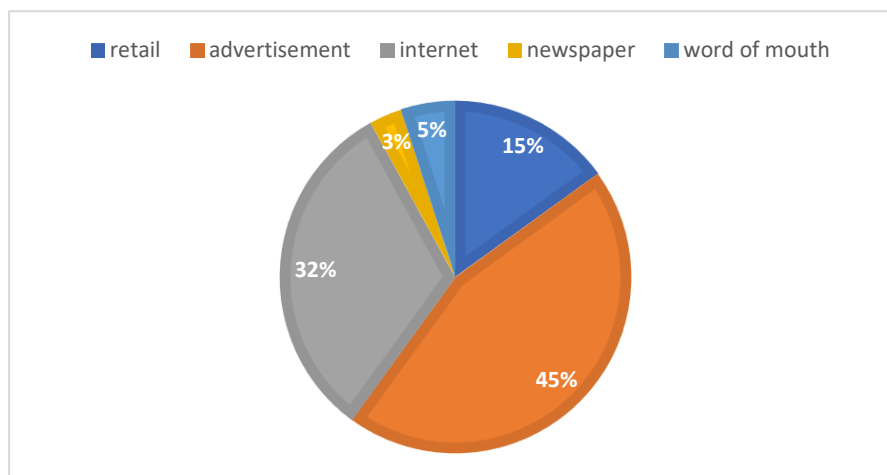
**SOURCE TYPE:** Primary data

#### INTERPRETATION

The above table indicates that 15% of the respondents source is retail, 45% of the respondents source is advertisement, 32% of the respondents source is internet, 3% of the respondents source is newspaper, 5% of the respondents source is word of mouth.

#### CHART 4.10

#### CHART SHOWING THE TYPE OF SOURCE THE RESPONDENT FOUND THE PRODUCT



#### RANK ANALYSIS :

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, ranking make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it funds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

REASON FOR SELECTING MAMAEARTH PRODUCT	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	RANK
REASONABLE PRICE	38	31	19	12	205	I
GOOD QUALITY	43	42	12	3	176	III
PACKAGE	47	35	14	4	175	IV
TOXIN-FREE	40	40	15	5	185	II
WIDE RANGE	47	36	14	3	173	VI
CUSTOMER SERVICE	44	42	11	3	174	V

#### INTERPRETATION:

The above table depicts the ranking mamaearth product that the highest rank towards reasonable price, Second rank towards toxin-free, Third rank towards good quality, Fourth rank towards package, Fifth rank towards customer service and Sixth rank towards wide range.

#### FINDINGS

- Majority 67% of the respondents belong to the age group between 18-25.
- Majority 66% of the respondents are students.
- Majority 51% of the respondents family members are upto 4.
- Majority 70% of the respondents are single.

- Majority 90% of the respondents are aware of mamaearth products.
- Majority 34% of the respondents think that it is best selling skincare product.
- Majority 64% of the respondents use it for the last 6 months.
- Majority 62% of the respondents price level is between 300-400.
- Majority 78% of the respondents says that it is worth buying.
- Majority 45% of the respondents source type is advertisement.
- Majority 38% of the respondents preferred location is website.
- Majority 33% of the respondents says that it is affordable.
- Majority 49% of the respondents says that its quality level is good.
- Majority 39% of the respondents says that the product popularity is best selling.
- Majority 33% of the respondents says best selling product is Ubtan Facewash.
- Majority 80% of the respondents YouTube is recommending this product.
- Majority 53% of the respondents says YouTube is recommending for paid Promotion.
- Majority 75% of the respondents says it helps to repair dryness.
- Majority 85% of the respondents will recommend this product.
- Majority 58% of the respondents will recommend to friends.

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## CONCLUSION

“THE GREATEST WEALTH IS HEALTH” Living healthy is the wish of each and every human being in the universe. The people now are considering the product as luxury, most of the consumers feel that there are more chemical-free in mamaearth product, which will not cause any side effects, and started switching over to the mamaearth products. The chemical-free combination in mamaearth products should be increased by the manufactures, so that it would increase it's usage by the consumers. The study reveals that majority of the consumers are satisfied with mamaearth products.

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## SUGGESTION

- Mamaearth product is very expensive.
- Mamaearth product Package is really good.
- Mamaearth product is very useful and gives a better result.
- Mainly useful for women's.
- Coimbatore city is most widely selling this mamaearth products.
- Few face skin problems with few mamaearth products.

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