



To Study on Consumer Satisfaction towards Selected Mamaearth Product with Reference to Coimbatore City

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ABSTRACT

Mamaearth is a rapidly growing Indian brand that offers a range of natural and toxin-free personal care products for mothers, babies, and kids. The brand's product portfolio includes skincare, haircare, and baby care products made with natural and organic ingredients. Mamaearth prides itself on its commitment to sustainability and ethical practices, including the use of eco-friendly packaging and cruelty-free testing methods. The brand's popularity is driven by its emphasis on transparency, safety, and effectiveness, making it a go-to choose for consumers looking for safe and gentle personal care products.

Key words – Indian brand natural and toxic free cruelty free.

1. Introduction

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. Customers play an important role and are essential in keeping a product or service relevant; it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty

The Marketing Accountability Standards Board endorses the definitions, purposes, and measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

Customer satisfaction is viewed as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a major differentiator and increasingly has become an important element of business strategy.

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2. Statement of problem

The market power lies with the product names in the emerging knowledge and changing trend in economy and to know the awareness of product. With time, the needs and preference of the consumers are changing rapidly. The realistic side of the problem is to know the acceptance level of the customers towards the products. This study will help us to know the customers acceptability towards the product, with which a different strategy can be taken to create more satisfaction of the mama earth product rectify the previous communication gap and mistakes among the customers. The study is to understand the actual acceptance of the mama earth product among customers of different age ranges. This also explains what they understand by product and how the purchase decisions are made. This will help to make improvement in product awareness and will create more loyal customers.

3. Objective of study

- To determine the overall satisfaction level of customers with Mamaearth products.
- To identify areas for improvement in Mamaearth products and services.
- To understand customer preferences and expectations regarding product quality, packaging, pricing, and availability.

4. Research Questions

- How much will you amount spend on purchase mamaearth products?
- How often do you purchase mamaearth products?
- Have you had any issues or concerns with mamaearth products?

5. Research methodology

Research methodology is a way to systematically solving a research problem. Research methodology deals with the research design used and methods used to present the study.

5.1 Sampling design

This study is intended to analyze the consumer's preference and satisfaction towards Mamaearth Products in Coimbatore City. The study is Descriptive in nature.

5.2 Sample size

175 Questionnaire were distributed out of that 160 questioners were fit for analysis from different respondents in the Coimbatore city.

5.3 Sample area

The area of the study refers to Coimbatore city.

5.4 Data collection

The data is collected from both primary and secondary data.

Primary Data: Primary data is collected directly from the people with the help of the questionnaire for the first time and that are original in nature.

Secondary Data: Secondary data is collected from various sources such as books, journals, articles, newspapers, websites etc...

5.5 Sampling method

The method used for collecting sample is convenient sampling.

5.6 sampling tools

- Simple percentage method
- Ranking Analysis
- Weighted average method
- Chi square

6. Review of literature

1. **Raja Rajeswari, Kirthika (2016)**, conducted a study to find out the consumer behaviour towards products with special reference. The objective of the study to analyse the consumer behaviour and satisfaction and factors influencing buyer decision and determine the level of effectiveness. The sample size was 110 respondents. Tools used for the study were percentage analysis and chi-square.
2. **Wang (2016)** Many past studies have acknowledged that both actual quality and perceived quality have an association with the brand image (Alhaddad). However, the effect of the former is more significant than the latter. Many brands, besides spending resources on the physical quality of the product, also devote considerable resources to enhance consumer perception about the quality of the brand.
3. **Wendy, (2017)** It is pragmatic to start a business and make it known to others through social media marketing. While social media empowers businesses to increase their traffic, reach and leads, it can damage a brand image if not used properly
4. **Pratama, (2017)** Brand image has an effect on brand loyalty and it also promotes customer satisfaction, that's why companies ask their existing customers to suggest products to new one's

5. **Jibu P Joseph, (2017)** They found out that Upper-class customers have a preference over a Brand and they are loyal to them. Consumers prefer high-quality products at reasonable prices. Income is not a major differentiator in consumers' preference for branded or non-branded products. There is no such big influence of advertisements on the final purchase decision.

RESEARCH GAP

A research gap is essentially an unanswered question or unresolved problem in a field, which reflects a lack of existing research in that space. The previous research are made in the field of consumer behaviour varies from brand to brand on the basis of quality quantity price awareness of about varies brand the current study analysis is done to prove the objectives of the study.This analysis made to fine the problem faced by consumer and the popularity of mamaearth product among the consumer

7. Analysis and Interpretation

Analysis of data is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusion, and supporting decision-making. Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data are collected and analysed to answer question, test hypotheses or disprove theories.

The following tools were used:

- i. Percentage Analysis
- ii. Weighted average method
- iii. Chi-square Analysis

7.1 Percentage method

$$\text{Formula} = \frac{\text{No. Of respondents}}{\text{Total no. of respondents}} * 100$$

Table No:1

Table showing Amount spent to purchase Mama Earth Product by the respondents

Amount	Frequency	Percentage
500	85	53%
1000	48	30%
1500	17	11%
2000	10	6%
Total	160	100%

SOURCE : Primary data

Interpretation

The above Table portrays that 53% of the respondents purchase mama earth product for Rs.500, 30% of the respondents purchase mama earth product for Rs.1000 and 11% of the respondents purchase mama earth product for Rs.1500 and 6% of the respondents purchase mama earth product

Chart Showing Amount Spent on purchasing of mama earth product

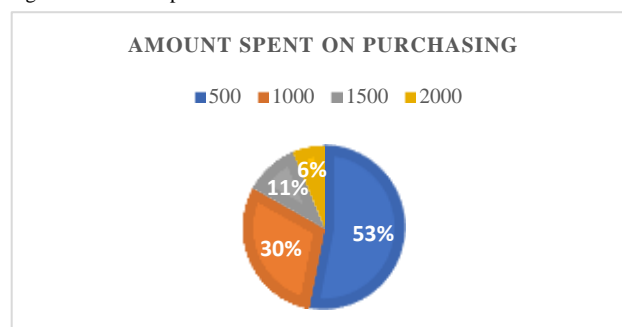


Table No:2

Table showing the Duration of purchase with Mama earth product by the respondents

Duration of purchase	Frequency	Percentage
Daily	28	18%
Weekly	15	9%
Monthly	30	19%
Occasionally	87	54%
Total	160	100%

SOURCES : Primary data

Interpretation

The above Table explains that 54% of the respondents purchase Occasionally,19% of the respondents purchase Monthly, 18% of the respondents purchase Daily and 9% of the respondents purchase Weekly mama earth product.

Chart Showing Duration of Purchase of Respondents

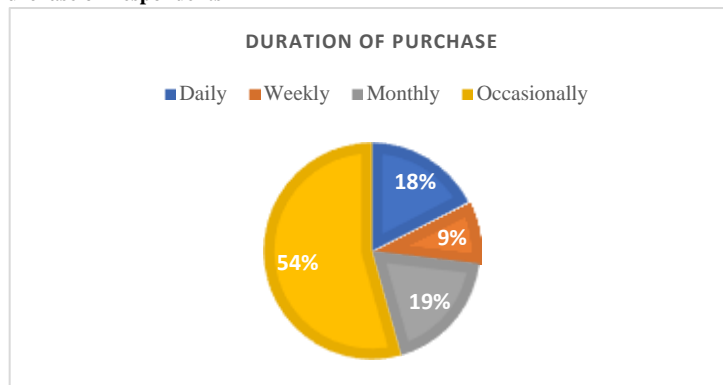


Table No:3

Table showing Side effect faced while using mama earth product by the respondents

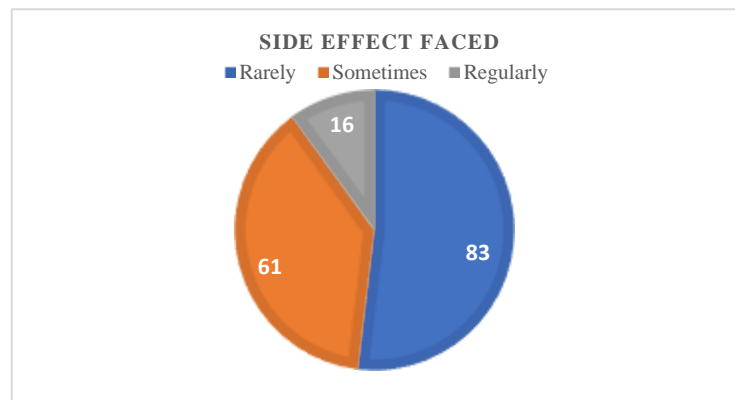
Side effects faced	Frequency	Percentage
Rarely	83	52%
Sometimes	61	38%
Regularly	16	10%
Total	160	100%

SOURCES: Primary data

Interpretation

The above table states that 52% of the respondents faced rarely ,38% of the respondents faced sometime, and 10% of the respondents faced regularly.

Chart Showing Side effect faced of Respondents



7.2 RANKING ANALYSIS

A **Ranking** is a relationship between a set of items such that, for any two items, the first is either 'ranked 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 ranking. The rankings themselves are totally ordered. For example, materials are totally pre ordered by [hardness](#), while degrees of hardness are totally ordered.

By reducing detailed measures to a sequence of [ordinal numbers](#), rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds 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](#).

Table No. 4

Table showing the rank given for Mama Earth Product by the respondents

Reason for using Mama earth product	R5	R4	R3	R2	R1	Total	Rank
Natural ingredients	75	42	23	17	3	649	1
Affordable price	48	65	30	15	2	622	2
Variety of Product	52	47	39	19	3	606	4
Offers, availability of product design etc	60	46	26	26	2	616	3

Interpretation

The tables shows that the respondents ranked mamaearth product for its Natural ingredients (R1), followed by Affordable price (R2), Variety of Product (R3), and offers, availability of product design etc (R4).

76.3 WEIGHTED AVERAGE SCORE METHOD

A weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determines the relative importance of each quantity. Weightings are the equivalent of having that many like items with the same value involved in the average. A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentages, each category value must first be multiplied by its percentage. Then all of these new values must be added together.

FORMULA:

$$\text{Weighted Average Score} = \frac{\text{Total of Rank}}{\text{Total number of Respondents}}$$

Table No:5

Table showing the Satisfaction level that attracted by the respondents while using mama earth product

Satisfaction level	HS	S	N	DS	HDS	Total	Weighted Score	Average	Rank
Quality	70	57	21	7	5	660	4.125		1
Price	60	41	45	11	3	624	3.900		3
Quantity	52	60	40	5	3	633	3.956		2
Offer	48	57	35	16	4	609	3.806		4
Coupons	49	52	39	14	6	604	3.775		5

Interpretation

The table shows Quality of mamaearth product (R1), Quantity of mamaearth product (R2), price of mamaearth product (R3), Offer of mamaearth product (R4), and Coupons of mamaearth product (R5).

7.4 Chi square analysis

The Chi square analysis is commonly used for testing relationships between categorical variables. The null hypothesis of the Chi-Square test is that no relationship exists on the categorical variables in the population; they are independent. There are several important considerations when using the Chi-Square analysis to evaluate a cross tabulation .Because of how the Chi-Square value is calculated, it is extremely sensitive to sample size. This can be addressed by always using categorical variables with a limited number of categories.

Formula:

$$(\text{Observed value} - \text{Expected value})^2$$

$$\text{Chi - square value}(\Sigma) = \frac{\text{Observed value} - \text{Expected value}}{\text{Expected value}} * 100$$

$$\text{Expected value} = \frac{\text{Row total} * \text{Grand total}}{\text{Grand total}}$$

$$\text{Degree of freedom} = (\text{Row} - 1) * (\text{Column} - 1)$$

Association between education qualification and the importance of promoting the handloom products

Hypothesis

Null hypothesis H_0 : There is no significant relationship between education qualification and the importance of promoting the handloom products.

Alternate hypothesis H_1 : There is a significant relationship between education qualification and the importance of promoting the handloom products

Table no. 6

Table showing the relationship between the monthly income and among spent to buy product of the respondents

MONTHLY INCOME	AMOUNT SPEND				TOTAL
	Rs.500	Rs.1000	Rs.1500	Rs.2000	
Below Rs.20000	30	20	3	3	56
Rs. 20000 – 40000	10	17	12	4	43
Rs. 40000 – 60000	5	22	9	1	37
Above Rs. 60000	4	11	7	2	24
TOTAL	49	70	31	10	160

CALCULATION OF X²

O	E	O-E	(O - E) ²
30	17.15	12.85	165.12
10	13.16	-3.16	9.98
5	11.33	-6.33	40.06
4	7.35	-3.35	11.22
20	24.5	-4.5	20.25
17	18.81	-1.81	3.27
22	16.18	5.82	33.87
11	10.5	0.5	0.25
3	10.85	-7.85	61.62
12	8.33	3.67	13.46
9	7.16	1.84	3.38
7	4.65	2.35	5.52
3	3.5	-0.5	0.25
4	2.68	1.32	1.74
1	2.31	-1.31	1.71
2	1.5	0.5	0.25
160	159.96	0.04	371.95

$$\text{CHI - SQUARE VALUE} (\Sigma) = \frac{(\text{OBSERVED VALUE} - \text{EXPECTED VALUE})^2}{\text{EXPECTED VALUE}}$$

$$= 371.95/159.96$$

$$= 2.32$$

$$\text{DEGREE OF FREEDOM} = (\text{ROW} - 1) * (\text{COLUMN} - 1)$$

$$= (4 - 1) * (4 - 1)$$

$$= 9$$

$$\text{CALCULATED VALUE X}^2 = 2.32$$

$$\text{TABLE VALUE} = 16.91$$

HYPOTHESIS

H₀: There is no significant relationship between monthly income and monthly purchase of the respondents

H₁: There is a significant relationship between monthly income and monthly purchase of the respondents

Level of significance = 5% or 0.05

Degree of freedom = 9

Chi-square value $X^2 = 2.32$

Table value = 16.91

INTERPRETATION

In the above analysis, the calculated value {2.32} is less than the value {16.91} at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant relationship between monthly income and purchase amount spend of respondents.

8. Findings, Suggestion and Conclusion**8.1 Findings**

Percentage analysis

- 53% of the respondents purchase mama earth product for Rs.500
- 54% of the respondents purchase Occasionally
- 52% of the respondents faced rarely

Ranking analysis

The tables shows that the respondents ranked mamaearth product for its Natural ingredients (R1), followed by Affordable price (R2), Variety of Product (R3), and offers, availability of product design etc (R4).

Weighted average score analysis

The table shows Quality of mamaearth product (R1), Quantity of mamaearth product (R2), price of mamaearth product (R3), Offer of mamaearth product (R4), and Coupons of mamaearth product (R5).

Chi square analysis

In the above analysis, the calculated value {2.32} is less than the value {16.91} at the level of 5% significance. Hence, null hypothesis is accepted, thus, there is no significant relationship between monthly income and purchase range of respondents.

8.2 Suggestion

There is a high Concessions in the price, replacements, discounts sales, offers, etc., which becomes a common practice .Quantity must be increased to equal the costs. Price to be reduced. To reduce the chemical in skin care products .Consumers prefer high quality mama earth products from well-established brands. The marketers and manufacturers of the mama earth products must try to convert the product satisfaction into brand loyalty. Many of the people suggested that improve & develop the advertisement is must be needed in mama earth product .The Look, Size of the mama earth products and the availability of the same in all the areas where it is necessary should be considered by the sellers or manufacturers in order to increase the sales and profitability.

8.3 Conclusion

This study conducted from various people; mama earth product is a highly moving product, when compared to other products. The study about the various aspects of customer satisfaction on mama earth product among the people. It satisfied the following objectives i.e., more effective cosmeticsThe marketers must understand the behaviour of the consumers to satisfy the expectation for earning higher profits. The survey conducted from the people help to make identification over its strength and weakness of mama earth products.

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