

A Study on Consumer Behaviour of Teenagers Towards Cosmetic Product of Mamaearth in KDMC Region

1. Dr. Shrikesh Poojari, Associate Professor, Dean- Academic, Pramod Ram Ujagar Tiwari Saket Institute of Management, Kalyan.
2. Ms. Rashmi Zinge, SY-MMS Student, Pramod Ram Ujagar Tiwari Saket Institute of Management, Kalyan

Abstract:

Generally, personal care product is the basic requirement for a consumer. The consumer perception varies from one person to another person. Different people perceive the different types of items in the same situation. People utilize the products for their motivation. The Mama earth product is the moulding ongoing product of the market. The Mama earth is made of purely natural ingredients and is, mineral oil, chemical-free, and skin-friendly. These organic products are trendy because do not harm our skin, hair, gut, and in general ourselves. Over 80 natural products under the brand to hair care, baby care, skincare, and more (Unnamalai & Gopinath, 2020). It offers a range of skin and hair care products utilizing popular natural ingredients such as Onion, Ubtan, Tea tree, Vitamin C, Argan, Coco, and Charcoal. Mama earth focuses on an exclusive product range with a variety of products ranging from stretch mark removal serum to sunscreen, it has expanded to serve babies and their mothers, motherhood is central to the brand. The prominent strategy that Mama earth uses is influencer marketing and also uses hashtags on such social media platforms to increase its brand audiences and reach a wider audience to influence the consumer perception of these products (Gopinath & Kalpana, 2019). The brand was now ventured into the skin and hair care segment. It sells a bathing range, skin care serums, creams, face wash, lotions, hair oil, and many other products Usharani & Gopinath. Mama-earth is an Indian brand that specializes in personal care and baby care products. It was founded in 2016 by Varun Alagh and Ghazal Alagh. The company is known for its commitment to producing natural and toxin-free products for both adults and babies.

Mama-earth's product range includes items such as baby shampoos, baby lotions, baby washes, sunscreen lotions, hair care products, skincare products, and more. They emphasize the use of natural and organic ingredients and avoid harmful chemicals like parabens, sulfates, phthalates, and artificial fragrances in their formulations. This approach has made Mama-earth popular among parents and individuals who prefer eco- friendly and safer personal care options.

The brand also promotes sustainability and environmental responsibility. They have initiatives like "Plant Goodness" where they plant a tree for every product sold, and they use recyclable packaging materials.

Keyword: Recyclable, Sustainability, Mama-earth.

Introduction:

Mama-earth is an Indian brand that specializes in natural and toxin-free personal care and baby care products. It was founded in 2016 by Varun Alagh and Ghazal Alagh and is headquartered in Gurugram, India. Mama-earth is known for its commitment to producing safe and eco-friendly products for both adults and children.

The brand gained popularity for its focus on using natural and organic ingredients in its products, and it avoids harmful chemicals like parabens, sulfates, silicones, and artificial fragrances. Mama-earth offers a wide range of products, including skincare, haircare, baby care, and household products. Some of its popular product lines include shampoo, moisturizers, baby wipes, sunscreen, and more.

Mamaearth has gained recognition for its sustainability efforts as well. The brand has initiatives in place to reduce its carbon footprint, use recyclable packaging, and contribute to environmental conservation. Mamaearth is a relatively young company, and its history dates back to its founding in 2016 by Varun Alagh and Ghazal Alagh. The brand was established with a focus on providing safe and natural personal care and baby care products. Here is a brief overview of the history and development of Mama-earth:

Founding: Mama-earth was founded by Varun and Ghazal Alagh, a couple who became parents and were inspired to create a range of products that would be safe and gentle for both babies and adults. They recognized the need for natural and toxin-free options in the personal care industry.

Initial Product Offerings: The brand started with a line of baby care products, including shampoos, lotions, and washes, formulated with natural ingredients and free from harmful chemicals. This focus on safe and gentle products for babies helped Mamaearth gain popularity among parents.

Rapid Growth: Mamaearth experienced rapid growth and success in India's personal care market due to its commitment to natural ingredients and eco-friendly practices. They expanded their product range to include various skincare and hair care products for adults as well.

Sustainability Initiatives: Mama-earth has been known for its sustainability initiatives, such as the "Plant Goodness" campaign, where they pledge to plant a tree for every product sold. They also use recyclable packaging materials to reduce their environmental impact.

Recognition and Awards: Over the years, Mama-earth received recognition and awards for its efforts in providing safe and natural products. They have gained the trust of many consumers who prioritize using eco- friendly and toxin-free products. Global Expansion: Mama-earth expanded its reach beyond India and started exporting its products to international markets, further increasing its presence in the personal care industry.

Objective of Study:

- To study Consumer Preference for Mama earth brand
- To analyse Brand Awareness of Mama earth
- To analyse Market Growth of Mama earth
- To analyse Consumer Satisfaction of Mama earth

Hypothesis:

(H0): There is no significant difference in consumer preference between natural and toxin-free personal care products offered by Mama-earth and products from conventional brands.

(H1): Consumers prefer natural and toxin-free personal care products offered by Mama-earth over products from conventional brands.

(H0): There is no significant difference in brand awareness among consumers who have been exposed to Mama-earth's marketing efforts and those who have not.

(H1): Consumers who have been exposed to Mama-earth's marketing efforts exhibit higher brand awareness compared to those who have not.

(H0): There is no significant relationship between Mama-earth's commitment to natural and toxin-free products and consumer trust in the brand.

(H1): Mama-earth's commitment to natural and toxin-free products positively influences consumer trust in the brand.

(H0): The market share of Mama-earth has not grown significantly over the past five years.

(H1): The market share of Mama-earth has experienced significant growth over the past five years.

(H0): There is no significant difference in consumer satisfaction levels between Mama-earth's natural and toxin-free products and comparable products from other brands.

(H1): Consumers are more satisfied with Mama-earth's natural and toxin-free products compared to comparable products from other brands.

Literature Review:

Social media has become the centre 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 (Akbar 2012). Companies should understand that a positive brand image is formed through high brand awareness because when a brand is recognized by the people it's easier to form associations with them (Inha 2011).

Kalyani (2022), this study is to understand and analyze the consumers buying behaviour on herbal personal care products. The author says several brands of herbal products are chemical-free, environment-free, hygiene, and vegan, and the products are consumers easily with home delivery, digital payment, and many promotional offers. It's suitable for their skin and hair type. The social media platform is an important role in selling products. The study was conducted in KDMC region and the sample size of 55 respondents. The study highlights consumer perception and behaviour, awareness about more herbal products, frequency of purchase, and more.

Lavuri (2019), Says buying behaviour of personal care products. Peoples use personal products utilized to otherization. The consumer prefers to purchase the product brand name, quality, price, and brand loyalty impact on consumer and influences study's objective is to examine the impact of decision influencers on buying personal care products.

(Raut, 2015) He inferred that consumer demographics affect brand loyalty. Brand attachment and loyalty are higher among Female customers than in Male customers. The marketing strategies of a brand should consider customer demographics such as age, gender and income. He suggests marketers identify their loyal customers, and divide them into segments concerning their demographics for focused attention.

(Kochina, 2019) Consumers are aware of Natural & Healthy products and there is an inclination towards sustainable buying. 35% of buyers prefer green, healthy and toxin-free products whereas 33% of buyers are neutral about it. Products with high concern and motives offer high prices and consumers are even willing to pay a bit more for them.

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.

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.

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

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

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 Methodology:

Depending on your research objectives, collect data through various methods:

Surveys and Questionnaires: Design surveys or questionnaires to gather data from consumers about their preferences, purchasing behavior, and awareness of Mama-earth.

Market Analysis: Analyze market data to understand market trends, competitors, and growth opportunities.

Secondary Data: Utilize existing data sources, such as Mama-earth's financial reports, marketing materials, and public information.

Type of Research

Like any company, Mama-earth may have its limitations and challenges. These limitations can vary over time and may be influenced by factors such as market dynamics, industry trends, and company-specific circumstances. Here are some potential limitations of Mama-earth:

Market Competition: The personal care industry is highly competitive, with numerous established brands and new entrants. Mama-earth faces competition from both traditional and

natural/organic personal care brands, which can make it challenging to maintain market share and growth.

Supply Chain Complexity: Sourcing natural and toxin-free ingredients for its products can be challenging, especially if there are fluctuations in supply or demand. Ensuring a consistent supply chain while adhering to quality standards can be a limitation.

Regulatory Compliance: The personal care industry is subject to various regulations and standards related to product safety, labeling, and ingredient restrictions. Mama-earth must continuously ensure compliance with these regulations, which can be complex and subject to change.

Cost Considerations: Using natural and toxin-free ingredients and sustainable practices may lead to higher production costs compared to conventional personal care products. Balancing product quality with affordability can be a limitation.

Brand Awareness: While Mama-earth has gained popularity, it may still have limited brand recognition compared to some well-established competitors. Building and maintaining brand awareness can be an ongoing challenge.

Global Expansion Challenges: Expanding into international markets comes with its own set of challenges, including understanding cultural differences, complying with international regulations, and adapting products to local preferences.

Sustainability Commitments: Maintaining a strong commitment to sustainability and environmental responsibility can be challenging, especially in a world where consumers are increasingly conscious of greenwashing and demand genuine sustainability efforts.

Consumer Trust and Reputation: As a brand focused on natural and toxin-free products, Mama-earth must continually build and maintain consumer trust in the safety and efficacy of its products. Any issues related to product quality or safety can damage its reputation.

Economic Factors: Economic fluctuations, inflation, and changes in consumer spending habits can impact Mama-earth's sales and profitability.

Scalability: Scaling up operations to meet increasing demand while maintaining product quality and ethical standards can be a limitation for any growing company.

Methods of data collection

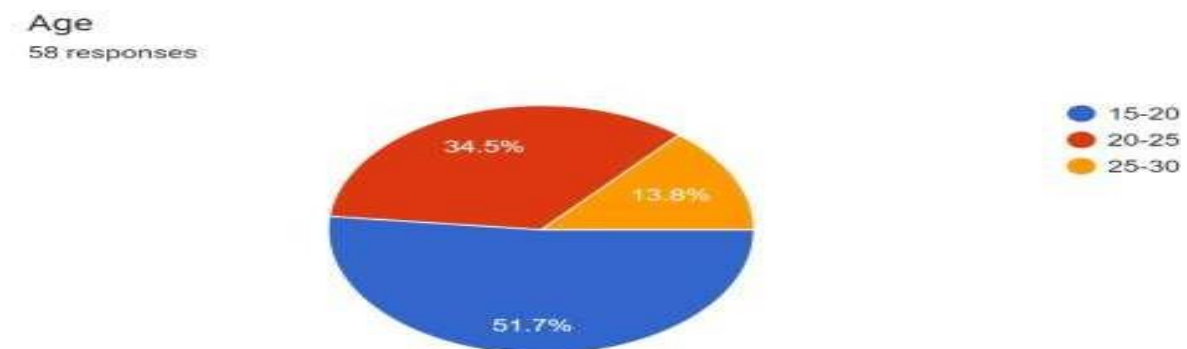
Primary data is the data which is collected for the first time. In this research primary data is collected with the help of observation and by mailing and circulating questionnaire on social media platforms.

Secondary data is the data which have already been collected by others. In this research secondary data is collected from books, journals, articles, blogs and 10 credible research papers

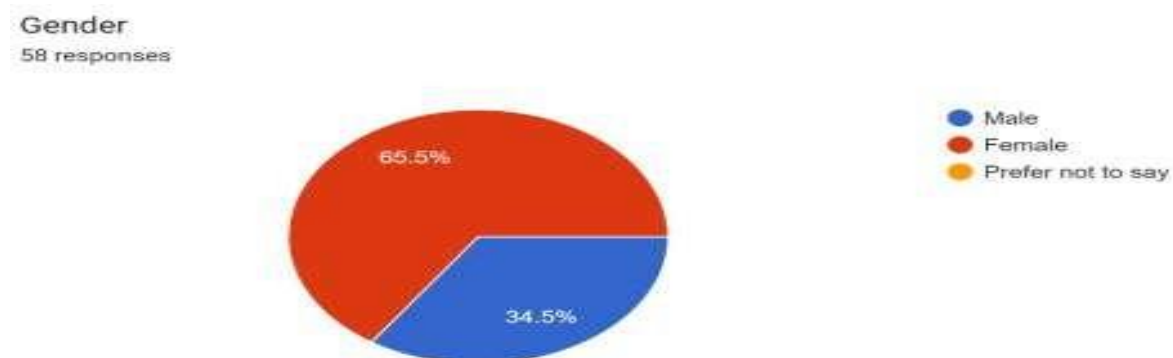
Samples Design:

The sample size also plays good role in the research and helps to find new areas of high concern. Any time you gather data of any kind, particularly quantitative data, whether by surveys, observational data, or secondary data, you must choose which data to gather and from whom. The sample is what is being referred to. There are numerous approaches to choose your sample and guarantee that it will produce results that are trustworthy and reputable

Data Analysis & Interpretation:



Interpretation: You can see the above shown pie chart out of 58 respondents: According to 30 respondents, the people of 15-20 age group have used Mamaearth products, i.e 51.7% According to 20 respondents, the people of 15-20 age group have used Mamaearth products, i.e 34.5% According to 8 respondents, the people of 15-20 age group have used Mamaearth products, i.e 13.8% So, majority of respondents in age group of 15-20 use Mamaearth products. Whereas, 20-25 age group use less Mamaearth products and 25-39 age group people uses little bit of Mamaearth products.

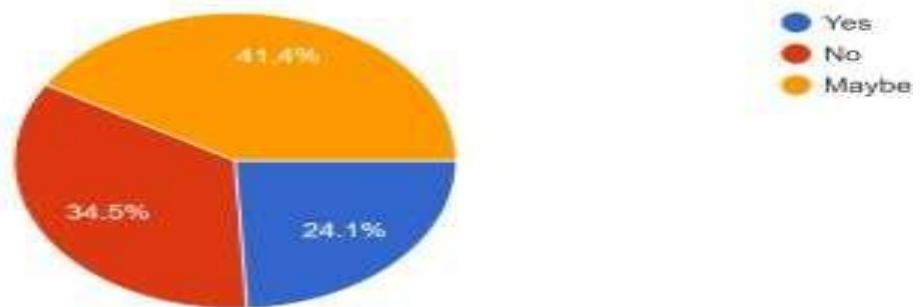


Interpretation: You can see the above shown pie chart out of 58 respondents: According to 20

respondents i.e 34.5% Of male users use Mamaearth products According to 38 respondents i.e 65.5% Of female users use Mamaearth products, So, majority of female users use Mamaearth products than the male users.

Interpretation: You can see in the shown Pie chart out of 55 respondents:As per the research, 32 people use Mamaearth products rarely i.e 58.2%, As per the research, 14 people use Mamaearth products frequently i.e 25.5% As per the research, 4 people use Mamaearth products very frequently i.e 7.2% As per the research, 5 people do not use Mamaearth products i.e 9.1%, So, from the above data it is interpreted that there are rare users of Mamaearth products.

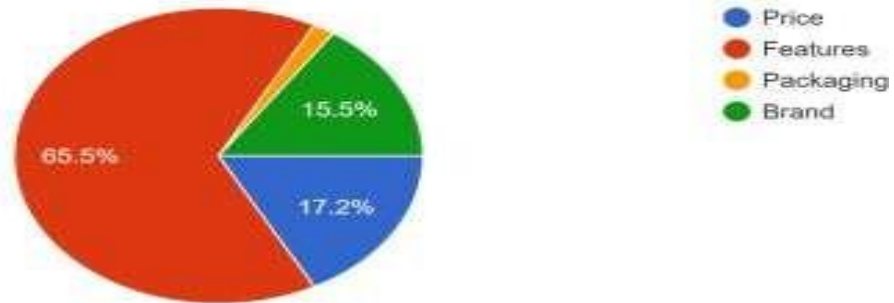
Do you buy a cosmetic product after watching its advertisements?
 58 responses



Interpretation: As shown in the above pie chart out of 55 respondents:As per the research, 13 users purchase the Mamaearth product after watching its advertisement i.e 23.6%As per the research, 20 users don't purchase the Mamaearth product after watching its advertisement i.e 36.4%As per the research, 23 users may purchase the Mamaearth product after watching its advertisement i.e 40%So, majority of respondents don't buy the Mamaearth products after watching the advertisements but some of the other respondents buy Mamaearth products after watching the advertisements where as some respondents can buy the Mamaearth products after watching the advertisements.

What do you look first when you buy a Mamaearth product?

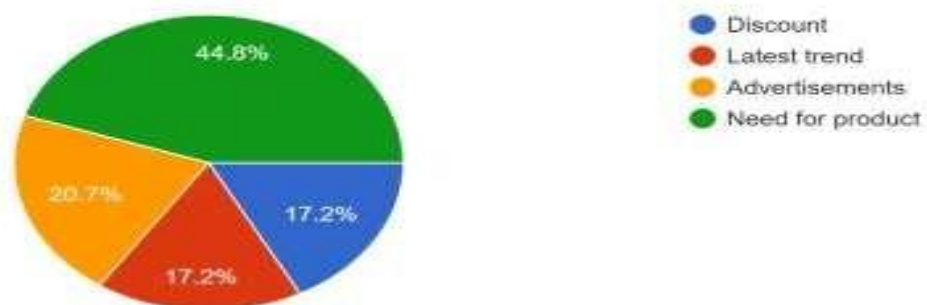
58 responses



Interpretation: As shown in the above pie chart out of 55 respondents: According to the survey, 17.2% users purchase the Mamaearth product by looking at its price, According to the survey, 65.5% users purchase the Mamaearth product by looking at its features According to the survey, 1.8 % users purchase the Mamaearth product by looking at its packaging According to the survey, 15.5% users purchase the Mamaearth product by looking at its discount, So, majority of people purchase the product by looking at its features rather than price, packaging, discount.

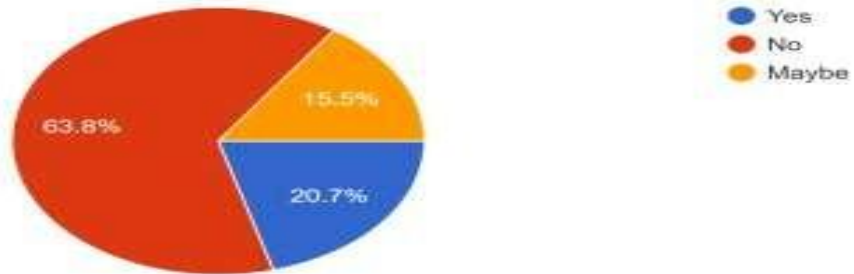
What motivates you to purchase a product of Mamaearth?

58 responses



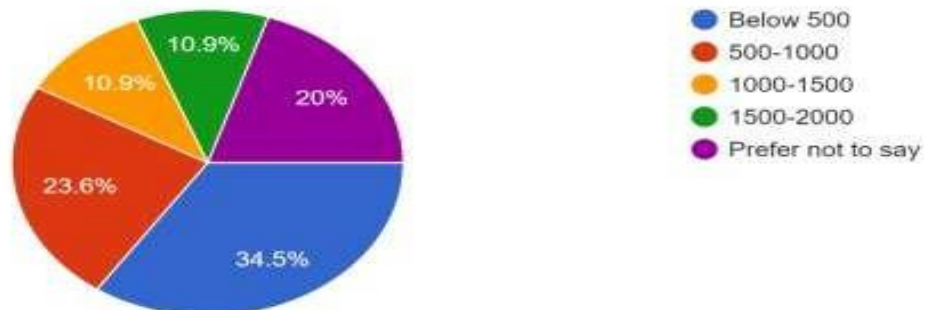
Interpretation: As shown in the above pie chart out of 55 respondents: According to the survey, 10 people i.e 17.2% people are motivated to buy the Mamaearth product by looking at its discount, According to the survey, 10 people i.e 17.2% people are motivated to buy the Mamaearth product by looking at its latest trends, According to the survey, 12 people i.e 20.7% people are motivated to buy the Mamaearth product by looking at its advertisements, According to the survey, 26 people i.e 44.85% people are motivated to buy the Mamaearth product because they have need of that product, So, majority of people are motivated to buy the Mamaearth product due to their need rather than discount, latest trends, advertisements.

Does celebrity endorsement influence you to buy a Mamaearth product?
 58 responses



Interpretation: As shown in the above pie chart out of 55 respondents: As per the survey, 12 people are influenced by celebrity to buy a Mamaearth product i.e 20.7%, As per the survey, 37 people are not influenced by celebrity to buy a Mamaearth product i.e 63.8% As per the survey, 9 people are maybe influenced by celebrity to buy a Mamaearth product i.e 15.5%, So, majority of people are not influenced by the celebrity to buy a Mamaearth product.

How much you spend on cosmetic product?
 55 responses



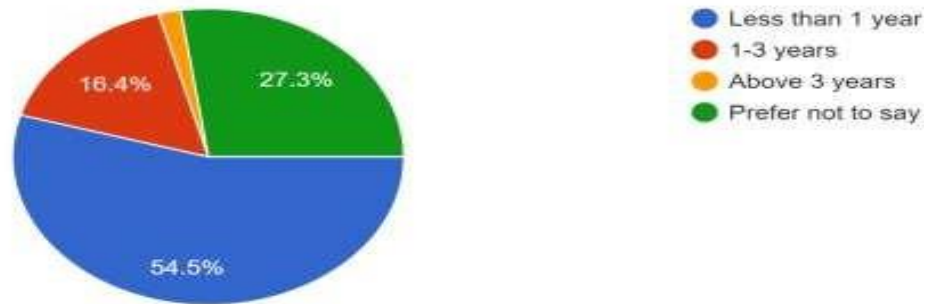
Interpretation: As shown in the above pie chart out of 55 respondents: According to the survey, 21 people i.e 34.5% spend money for cosmetic product below 500, According to the survey, 13 people i.e 23.6% spend money for cosmetic product between 500-1000 According to the survey, 6 people i.e 10.9% spend money for cosmetic product below 1000-1500 According to the survey, 7 people i.e 10.9% spend money for cosmetic product below 1500-2000 According to the survey, 11 i.e 20% don't prefer to say about it, So, majority of people spend their money on cosmetic product below 500.

What type of cosmetic product you preferred to purchase?

58 responses

Since how long you have been using Mamaearth product?

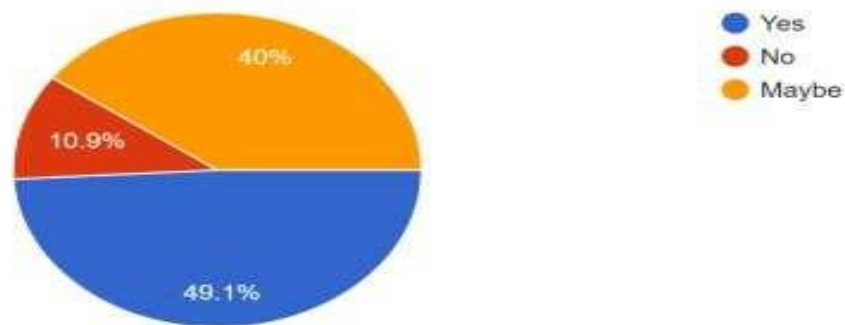
55 responses



Interpretation: As shown in the above pie chart out of 55 respondents: According to survey, 41 people 72.7% of people prefer Ayurvedic cosmetic products According to survey, 1 people 1.8% of people prefer Chemical cosmetic products, according to survey, 16 people 25.5% of people prefer both ayurvedic and chemical cosmetic products, So, majority of people prefer ayurvedic cosmetic product rather than chemical cosmetic products.

Interpretation: As shown in the above pie chart out of 55 respondents: As per the survey, 32 people i.e 54.5% of people are using Mamaearth products for less than 1 year As per the survey, 9 people i.e 16.4% of people are using Mamaearth products for 1-3 years, As per the survey, 1 people i.e 1.8% of people are using Mamaearth products for above 3 years As per the survey, 16 people i.e 27.3% of people prefer not to say anything about it, So, majority of people have been using Mamaearth product for less than 1 year.

Will you recommend Mamaearth brand depending on your past experience?
55 responses



Interpretation: As shown in the above pie chart out of 55 respondents: As per the survey, 29 people i.e 49.1% of people can recommend Mamaearth products to others according to their experience, As per the survey, 6 people i.e 10.9% of people cannot recommend Mamaearth products to others according to their experience, As per the survey, 23 people i.e 40% of people may recommend Mamaearth products to others according to their experience, So, majority of people will recommend Mamaearth's products to others.

Finding & Recommendations:

Consumer Preferences for Natural Products: Review studies and research on consumer preferences for natural and toxin-free personal care products, highlighting the growing demand for such products.

Mama-earth's Product Range: Discuss the range of products offered by Mama-earth, including baby care products, skincare, haircare, and other grooming essentials.

Toxin-Free Formulations: Explore Mama-earth's commitment to using natural ingredients and avoiding harmful chemicals in its product formulations.

Sustainability Initiatives: Describe Mama-earth's sustainability efforts, such as the "Plant Goodness" campaign, and review the impact of these initiatives on the environment and consumer perception.

Consumer Trust and Brand Image: Analyze consumer trust in Mama-earth's products and brand image, with a focus on studies or surveys that assess consumer perception.

Market Position and Competition: Examine Mama-earth's position in the personal care industry, considering its competition with both traditional and natural product brands.

International Expansion and Market Entry: Discuss any literature or reports on Mama-earth's international expansion strategies, including market entry challenges and successes.

Consumer Reviews and Feedback: Summarize consumer reviews, feedback, and ratings for Mama-earth products from various sources, such as e-commerce platforms and social media.

Impact on Ethical Consumerism: Review studies on how Mama-earth's commitment to natural and sustainable products influences consumer behavior and ethical consumerism.

Health and Safety Considerations: Explore research on the safety and health implications of using Mama-earth's natural and toxin-free products.

Corporate Social Responsibility (CSR): Assess Mama-earth's CSR initiatives and their impact on society and brand reputation.

Marketing and Branding Strategies: Review marketing and branding strategies employed by Mama-earth, including digital marketing, influencer collaborations, and advertising campaigns.

Challenges and Future Directions: Highlight any challenges or limitations discussed in the literature and suggest potential areas for future research related to Mama-earth.

Conclusion:

The study reveals that most of the respondents are now aware of Mama earth products (Karthick et al., 2020b). Now people are considering personal care products not only for luxuries but also consider to improve health conditions. The Mama earth company adopts mass advertising and brand ambassador to promote the product. The company provide new products facilitates and service to the market. In over all the customers are satisfied with the brand, and the availability of the products. If the above suggestions are implemented, the company will get the highest goal soon

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- Time Research Scholar, PG and Research Department of Commerce, Srimad Andavan Arts and Science College(A) (Affiliated to Bharathidasan University), Tiruchirappalli-620005.

- Research Supervisor, PG and Research Department of Commerce, Srimad Andavan Arts and Science College(A) (Affiliated to Bharathidasan University), Tiruchirappalli-620005
- Manik Gupta (M.COM, B.COM, UGC-NET) Research Scholar, Ph.D. at Baba Mastnath University, Rohtak, Haryana
- Nancy Middha (M.COM, MBA, B.COM, UGC-NET) Research Scholar, Ph.D. at Chaudhary Ranbir Singh University, Jind, Haryana
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