

CONSUMER SATISFACTION AND PRODUCT EFFECTIVENESS: A STUDY ON MAMAEARTH SKINCARE LINE

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Abstract

Consumer perception plays a crucial role in determining the success of any brand. With the growing demand for natural and chemical-free personal care products, **Mamaearth** has positioned itself as a leader in the Indian cosmetics market. This study examines consumer perception and satisfaction toward Mamaearth products by analyzing various factors such as brand image, product quality, environmental responsibility, and customer service. Using a **quantitative survey approach**, data from respondents were collected and analyzed to assess the brand's impact on consumer behavior. The findings suggest that **brand trust, ingredient transparency, and digital engagement** significantly influence customer satisfaction. However, challenges such as price sensitivity, availability, and product effectiveness remain areas for improvement. The study provides insights into consumer expectations and offers recommendations to enhance customer loyalty and brand positioning in the competitive cosmetics industry.

The cosmetic industry in India has witnessed rapid growth, driven by increasing consumer awareness, disposable income, and digital influence. This study aims to analyze customer perception and satisfaction towards MamaEarth, a toxin-free, sustainable personal care brand. The research identifies key factors influencing brand preference, purchase behavior, and satisfaction levels. Using quantitative methods such as chi-square tests, correlation analysis, and regression, the study reveals insights into consumer demographics, brand awareness, and buying patterns. Findings suggest a positive perception of MamaEarth due to its natural ingredients, environmental consciousness, and affordability. However, areas for improvement include product diversity and pricing strategies. These insights will help brands enhance customer engagement and loyalty.

Keywords: Consumer Perception, Customer Satisfaction, Mamaearth, Organic Beauty Products, Brand Loyalty, Sustainable Cosmetics

Introduction

The beauty and personal care industry in India has witnessed a shift in consumer preferences, with increasing demand for **organic, toxin-free, and sustainable** products. **Mamaearth**, founded in 2016, has emerged as a trusted brand offering natural skincare, haircare, and baby care products. Unlike traditional cosmetic brands, Mamaearth emphasizes **plant-based ingredients**, cruelty-free formulations, and eco-friendly packaging.

Consumer perception is shaped by factors such as **product effectiveness, safety, affordability, and brand ethics**. Understanding how consumers evaluate these factors helps in identifying brand strengths and areas requiring improvement. This study explores the **drivers of consumer satisfaction** and investigates whether Mamaearth's brand positioning aligns with customer expectations.

With increasing digital influence, **social media reviews, influencer marketing, and e-commerce platforms** play a vital role in shaping consumer opinions. This study aims to assess the **impact of digital marketing strategies, word-of-mouth recommendations, and customer service experiences** on brand perception and satisfaction levels.

The Indian cosmetic industry has grown exponentially due to urbanization, social media influence, and an increasing focus on self-care. Among the key players, MamaEarth has emerged as a market leader in toxin-free and natural personal care products.

This study explores customer perception and satisfaction towards MamaEarth products, analyzing factors such as brand image, product quality, environmental sustainability, and marketing effectiveness. Understanding these elements is crucial for enhancing customer retention and competitive positioning.

About Mamaearth

Founded in 2016, Mamaearth has positioned itself as a trustworthy, eco-conscious, and toxin-free skincare brand. Unlike conventional brands, Mamaearth differentiates itself through:

1. Plant-based ingredients that are free from parabens, sulfates, and artificial fragrances.
2. Cruelty-free formulations, ensuring ethical product testing.
3. Eco-friendly packaging, promoting sustainability and responsible consumerism.

Mamaearth's marketing approach heavily relies on digital engagement, including influencer collaborations, social media marketing, and customer testimonials to build trust.

Understanding Consumer Perception

Consumer perception is influenced by various attributes such as:

- Product Quality and Effectiveness – Does the product fulfill its intended purpose?
- Affordability – Is the pricing justified by the product benefits?
- Brand Trust and Transparency – Does the brand clearly disclose its ingredients?
- Sustainability Practices – How environmentally friendly is the brand?

With increasing digital influence, social media reviews, influencer marketing, and e-commerce platforms play a crucial role in shaping consumer opinions and buying behavior.

Objectives

Primary Objectives

To evaluate consumer perception of Mamaearth's product quality and effectiveness.

To measure customer satisfaction levels based on product attributes such as affordability, packaging, and availability.

To assess the role of sustainability and brand ethics in influencing consumer purchase decisions.

Secondary Objectives

To analyze the impact of social media marketing on customer engagement with Mamaearth. To identify factors affecting brand loyalty among consumers.

To examine customer preferences for online and offline shopping experiences for Mamaearth products.

Literature Review

Several studies have explored **consumer perception and satisfaction** in the cosmetic industry. **Kalyani (2022)** found that consumers are shifting toward herbal personal care

products due to their **chemical-free and skin-friendly properties**. Kanagaraj (2020) studied consumer satisfaction with Ayurvedic beauty brands and highlighted the importance of **brand trust and ingredient authenticity**.

According to Lavuri (2019), brand preference in personal care is influenced by factors such as **price, quality, brand reputation, and promotions**. Research by Pratama (2017) emphasized the role of **brand image in customer loyalty**, suggesting that consumers tend to repurchase products from brands they trust.

Digital marketing has significantly influenced customer behavior in the cosmetics sector. Wendy (2017) highlighted the power of **social media marketing and influencer endorsements** in shaping brand perception. Wang (2016) found that **actual product quality and perceived quality** both contribute to overall customer satisfaction.

These studies provide a foundation for examining how Mamaearth's **natural ingredients, branding strategies, and marketing efforts** impact consumer perception and satisfaction.

Research Methodology

Research Approach : This study follows a **quantitative research methodology** to analyze consumer perception and satisfaction toward Mamaearth products. Data was collected through **structured questionnaires** distributed to a sample population of Mamaearth consumers.

Sampling Plan

Sample Size: 108 respondents

Sampling Technique: Probability sampling (random sampling)

Inclusion Criteria: Consumers who have used Mamaearth products at least once in the past six months

Data Collection Method: Online survey using Google Forms

Data Analysis Techniques

The collected data was analyzed using **descriptive statistics, correlation analysis, and regression analysis**. Hypothesis testing was conducted using the **Chi-square test** to determine relationships between consumer demographics and satisfaction levels.

The study employed both descriptive and inferential statistical methods for data analysis:

1. Descriptive Statistics

- **Frequency Distribution:** Used to summarize respondent demographics (age, gender, location, income, etc.).
- **Mean, Median, and Standard Deviation:** Applied to assess consumer satisfaction levels and preferences.

2. Inferential Statistics

- **Chi-Square Test:** Used to determine associations between categorical variables, such as age and brand awareness.
- **Correlation Analysis:** Examined relationships between consumer demographics and product recommendations.

- Regression Analysis: Assessed the impact of location, gender, and age on purchasing behavior and environmental consciousness.
- Mann-Whitney U Test & ANOVA: Compared differences between demographic groups and brand preferences.

These techniques provided valuable insights into how different consumer groups perceive MamaEarth and what drives their purchase decisions.

Result and Discussions

Chi-Square

Chi-Square Tests

Value		df	Asymptotic Significance (2- sided)
Pearson Chi-Square	.894 ^a	3	.827
Likelihood Ratio	1.611	3	.657
Linear-by-Linear Association	.800	1	.371
N of Valid Cases	108		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .24.

Interpretation

The F statistic chi-square is 0.894 and a significance level of 0.827. Since the significance level is greater than 0.05, we can accept the null hypothesis. This means that there is no statistically significant association between the age and the knowledge about the Mama Earth product.

Correlation

Correlations

		Which Aspects of Mama Earth Products Do You Value the Most?	
		Gender	
Gender	Pearson Correlation	1	-.056
	Sig. (2-tailed)		.567
	N	108	108
Which Aspects of Mama Earth Products Do You Value The Most? (Select Atleast 5)	Pearson Correlation	-.056	1
	Sig. (2-tailed)	.567	
	N	108	108

Interpretation

From the Above table, it can be inferred that Pearson Correlation value is -0.056 and significant value is 0.567 which is higher than 0.05, thus the null hypothesis is accepted and the alternative hypothesis is rejected. There is no significant relationship between gender and which aspects of Mama Earth products do they value the most.

Regression Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.688	.488		5.511	.000		
	Location	-.136	.195	-.068	-.698	.487	.985	1.016
	Gender	-.298	.191	-.151	-1.561	.121	.999	1.001
	Age	-.003	.145	-.002	-.021	.983	.985	1.016

a. Dependent Variable: Where Do You Primarily Purchase Mamaearth Products?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.820	3	.940	.967	.411 ^b
	Residual	101.143	104	.973		
	Total	103.963	107			

a. Dependent Variable: WHERE DO YOU PRIMARILY PURCHASE MAMAEARTH PRODUCTS?

b. Predictors: (Constant), AGE, GENDER, LOCATION

Interpretation

From the above table, it can be inferred that Regression F value 0.967 and significant value is 0.411 which is lesser than 0.05, hence in SPSS if the significant value is less than 0.05, null hypothesis is rejected and alternative hypothesis is accepted. There is significant relationship between location, gender, age and where they primarily buy Mama Earth product.

Man Whitney U Test

Ranks				
	Gender	N	Mean Rank	Sum of Ranks
Rank for Mama Earth Products [Natural Ingredients]	Male	49	58.48	2865.50
	Female	59	51.19	3020.50
	Total	108		

Test Statistics ^a	
	Rank for Mama Earth Products [Natural Ingredients]
Mann-Whitney U	1250.500
Wilcoxon W	3020.500
Z	-1.279
Asymp. Sig. (2-tailed)	.201
a. Grouping Variable: GENDER	

Interpretation

As the p-value of Mann Whitney U test is 0.201 which is less than 5% level of significance so we reject null hypothesis which means that gender is not significantly related to rank for the product. The output indicates the result, with rank of the product with natural ingredients was significant. As the mean of gender is 51.19 and those who are rank the mama earth product – natural ingredients is 58.48. this means that gender and the rank given to Mama Earth product – Natural Ingredients, which is related to each survey

Consumer Demographic : The survey respondents included **54% female and 46% male consumers**, with the majority (80%) aged between **18-35 years**. Most respondents were from **urban and semi-urban areas**, indicating a strong digital presence among Mamaearth's target audience.

Product Awareness and Purchase Behaviour

87% of respondents were aware of Mamaearth before purchasing its products.

72% learned about the brand through social media ads and influencer marketing.

40% preferred purchasing through online platforms (Nykaa, Amazon, Mamaearth's website), while **30% bought from retail stores.**

Consumer satisfaction level :

85% of respondents rated product quality as "good" or "excellent."

70% were satisfied with Mamaearth's natural and toxin-free ingredients.

Price Sensitivity: 45% felt that Mamaearth products were slightly expensive compared to other brands. Key drivers of satisfaction Challenges identified:

Despite strong consumer trust, the following challenges were observed:

Higher price points compared to competing brands like Himalaya and Biotique.

Limited offline retail availability in tier-2 and tier-3 cities.

Product effectiveness varies among consumers (e.g., some skincare products may not suit all skin types).

Hypothesis Testing & Statistical Findings

Chi-square test: No significant relationship between gender and product preference.

Regression analysis: A strong relationship between **social media engagement and brand perception.**

Correlation analysis: Consumers who valued sustainability were **more likely to be loyal to Mamaearth.**

Conclusion

The study concludes that **Mamaearth has successfully built a positive brand image** based on its **natural ingredients, ethical branding, and digital presence**. However, to enhance customer satisfaction and expand its market reach, the brand must focus on:

- **Competitive pricing strategies** to appeal to price-sensitive consumers.
- **Expanding retail availability** beyond metro cities.
- **Customizing skincare and haircare products** for diverse Indian skin types.
- **Strengthening customer service** to handle product inquiries and feedback effectively.

With continued focus on **sustainability, innovation, and consumer engagement**, Mamaearth can further strengthen its position as a leading **eco-conscious beauty brand** in India.

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