

A Study on Consumer Buying Behavior Towards Mama Earth Products in Coimbatore

Jothiraj.R* Dr.M.Sangeetha **

*(Post Graduate student, Department of Commerce and Research, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India [Email:jothirajr11@gmail.com](mailto:jothirajr11@gmail.com))

** (Assistant Professor², Department of Commerce PG, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India
Email: sangeethadr2022@gmail.com)

Abstract:

Mama earth, an Indian popular brand that focuses on providing natural and toxin-free personal care products. Founded in India, it emphasizes sustainability and eco-friendliness, offering a wide range of products for skincare, hair care, and baby care. Apart from commitment to using ingredients derived from nature, such as aloe Vera, tea tree oil, and turmeric, ensuring that their products are safe for all skin types. . Additionally, they also engage in initiatives to plant trees, promoting environmental consciousness among consumers. The present study makes an attempt to examine the level of awareness of consumers; to measure the level of satisfaction of Mama earth product and factors influencing the purchase and consumption pattern of Mama earth products.

Keywords — Google form question, consumer satisfaction.

INTRODUCTION

Mama earth aims to provide effective, safe, and environmentally responsible products, making it a popular choice for those looking to enhance their beauty routine while being mindful of health and the planet. The brand's initial success was driven by its range of baby care products. Many young mothers prefer Mama earth because of its toxin-free, gentle formulations that are safe for infants. Consumers who prioritize natural ingredients, sustainability, and safety in their skincare and personal care routines are drawn to Mama earth. This includes millennial, Genz, and even older consumers who are making conscious choices about their health. bloggers to promote its products, creating positive social proof.

Statement of the problem

Mama earth as a non-toxic personal care brand has kept its promises about goodness

inside. It is a well-known brand with the mission of making the lives of mothers and pregnant moms look better and more attractive. The company's products are safe, toxin-free, and of standard quality for every parent and baby from head to toe. Mama earth is a digital first FMCG company with products available on D2C Platforms. In addition to creating safe green space through a high-quality plantation, the company creates jobs, develops infrastructure, conducts educational programs, and provides rural development programs to improve the standard of living in communities.

Objective of the study

- To examine the level of awareness of consumers about Mama earth products.
- To study the factors influencing the purchase and consumption pattern.
- To analyses the consumer satisfaction level

towards Mama earth products.

Review of Literature

Singh & Kaur, (2021)¹ Health Consciousness and Safety: With rising awareness of harmful chemicals like parabens, sulfates, and artificial fragrances in conventional skincare products, many consumers actively seek out safer alternatives. Mama earth capitalizes on this shift by marketing itself as a "chemical-free" brand. Consumers, especially young mothers, are more likely to choose Mamaearth products due to the perceived safety for their children and themselves.

Mehta & Goel, (2021)² Perceived Effectiveness: Despite the increasing preference for natural products, some consumers remain skeptical about the effectiveness of organic skincare solutions. A few studies suggest that consumers expect immediate visible results from skincare products, which may not always be the case with natural ingredients.

Verma & Bhardwaj, (2020)³ Social Media Influence and Digital Marketing: A significant portion of Mamaearth's consumer base includes millennials and Gen Z, who are highly active on social media platforms like Instagram, YouTube, and Facebook. Studies show that digital influencers, celebrity endorsements, and user-generated content heavily impact buying decisions in these demographic groups.

Scope of the Study

- The scope is related to the study of consumer buying behavior towards mama earth products to Coimbatore.
- The study focused on the in-depth issues regarding the nature and satisfaction level of mama earth products.
- Secondly, it assesses the quality and effectiveness of these question.

Limitations of the Study

- The findings of the study were based on the assumption that the respondents gave their true and unbiased information.

- The respondents were restricted only to consumers.
- The sample size was 58 respondents. If the sample size were greater, the results of the inference would have been different.
- The duration of the study was finished in a very short period of time.

Research Methodology

Research methodology is defined as tools or instruments used to accomplish the goals and attributes of study.

Methods of data collection

The data was collected for the study is

- **Primary Data:** The primary data are structured questioner was prepared and send to every consumer in the process of collecting the data. Through conversation and observation the response for the pre-designed questions were noted in the schedule.
- **Secondary Data:** Secondary data is collected from journals, magazines, books, newspapers, and the internet.
- **Area of study:** The study was conducted in Coimbatore.
- **Sample size:** The sample size is 58.
- **Tools Used for Analysis:** Data are analyzed using tools such as simple percentages and chi-square tests.
- **Chi -Square Analysis Formula:** $\chi^2 = \sum (O-E)^2/E$, Degree of freedom = (r-1)(c-1).

Analysis and Interpretation

Table 1:

Showing Demographic Profile of the Respondent

S. N O	Demographic	No of Respondents	Percentage
1.	Age in years	Under 18	5 9%
		18-24	26 45%
		25-34	18 31%
		35-44	9 16%

2.	Gender	Male	28	48.2%
		Female	30	51.7%
3.	Educational Background	Undergraduate	21	36%
		Postgraduate	9	16%
		Professional Degree	11	19%
		Others	17	29%

Table1 clearly state the demographic of the respondents. Most of them are Female. Majority of the respondents are in the age group(18-24)years. Majority of the respondents are Undergraduate.

Table – 2:

Awareness and Familiarity of the Mama Earth Product

S. NO	Awareness And Familiarity		No of Respondents	Percent age
1	Source of knowledge	Social media	42	72%
		Word of mouth	10	18%
		Advertisements	3	5%
		Email newsletters	3	5%
2	Familiarity	Very familiar	38	66%
		Somewhat familiar	17	29%
		Not familiar at all	3	5%

Table2 clearly state the awareness and familiarity of the respondents towards mama earth products. Majority of the respondents are knowing the mama earth products through Social media and they very familiar.

Table – 3:

Purchasing Behavior of the Mama Earth Product

S.NO	Purchasing Behavior		No of Respondents	Percentage
1	Type of product purchased	Skin Care	19	33%
		Hair Care	16	28%
		Baby Care	13	22%
		Health Supplements	10	17%
		Brand reputation	18	31%
		Recommend from	14	24%

2	Factor influence in Decision of purchase	family		
		Advertising	15	27%
		Price	11	18%
3	Place of purchase	E-commerce platforms	27	46%
		Official website	14	25%
		Other	6	10%
		Retail stores	11	19%
4	Frequency of purchase	Daily	9	15.5%
		Weekly	9	15.5%
		Monthly	33	56.5%
		Rarely	7	13%

Table3 clearly state that the Purchasing Behaviour of the respondents. Majority of the respondents purchased Skin Care products, for the reason of Brand reputation and they purchased through the E-commerce platforms at monthly basis.

Table – 4:

Satisfaction and Preferences of the Mama Earth Product

S. NO	Satisfaction and Preferences		No of Respondents	Percent age
1	Satisfaction level	Very satisfied	18	31%
		Satisfied	16	28%
		Neutral	14	24%
		Dissatisfied	10	17%
2	Willingness Recommendation to others	Yes	39	67%
		No	8	13.5%
		Maybe	11	19.5%

Table4 clearly state the Satisfaction and Preferences of the respondents about mama earth products. Majority of them are very satisfied and they willing to recommend others.

Table 5:

Chi-Square Analysis of Type of product purchased

Factors	Skin Care	Hair Care	Baby Care	Health Supplements	Grand Total
Male	8	7	4	4	23
Female	11	9	9	6	35

Grand Total	19	16	13	10	58
-------------	----	----	----	----	----

Table 6:
Chi-Square Analysis of Satisfaction level

Factors	Very satisfied	Satisfied	Neutral	Dissatisfied	Grand Total
Male	8	7	3	4	22
Female	10	9	11	6	36
Grand Total	18	16	14	10	58

Hypothesis:

H_0 = There is no significant relationship between gender, product wise response and level of satisfaction.

H_1 = There is significant relationship between gender and product wise response gender, product wise response and level of satisfaction.

Table 7

Variable	Degree of Freedom	Calculated Value	Table Value	Accepted / Rejected
Gender and Type of product purchased	3	12.6	7.815	H_1 Rejected
Gender and Satisfaction level	3	11.3	7.815	H_1 Rejected

Source: Primary source

Significance level: 0.05

Result: The calculated chi – square value is (12.6) is greater than (7.815) table value. Hence, the hypothesis is rejected. Therefore, there is significant relationship between gender and Type of product purchased.

The calculated chi – square value is (11.3) is greater than (7.815) table value. Hence, the hypothesis is rejected. Therefore, there is

significant relationship between gender and Satisfaction level.

Findings

1. The majority 51.7% most of them are female.
2. The majority 45% of the respondents are in the age group 18 and 24 years.
3. The majority 36% of the respondents are undergraduate.
4. The majority 72% of the respondents are knowing the mama earth products through social media.
5. The majority 66% of the respondents are knowing the mama earth products through they very familiar.
6. The majority 33% of the respondents purchased in skin care products.
7. The majority 31% of the for the reason of Brand reputation.
8. The majority 46% of the purchase through the E-commerce platforms at monthly basis.
9. The majority 33% of them very satisfied and they willing to recommend others.

Suggestion

To enhance consumer buying behavior towards mama earth products. While Mama earth markets its products as premium and natural, it remains relatively affordable compared to other high-end organic brands. This balance of quality and price makes it appealing to a broad section of middle-class consumers in India and globally. A significant portion of Mama earth sales comes from online platforms, aligning with the growing trend of e-commerce in India. The convenience of online shopping, frequent discounts, and home delivery are primary motivators for online purchases. Subscription models and discounts for bulk buying also encourage customers to stick with the brand over time.

Conclusion

The buying behavior surrounding Mama earth products is influenced by a combination of health consciousness, environmental awareness,

price sensitivity, age group and trust in ethical brand values. With its targeted marketing strategies, focus on natural formulations, and strong e-commerce presence, Mama earth continues to attract a wide and diverse customer base. However, the brand must continually evolve to maintain consumer trust and loyalty in an increasingly competitive market.

References:

- Singh, P., & Kaur, R. (2021). Consumer Behavior Towards Chemical-Free Products: A Study of Young Mothers. **International Journal of Market Research**, 22(3), 334-345.
- Mehta, S., & Goel, T. (2021) Effectiveness Perception in Organic Skincare: A Consumer Study. **International Journal of Consumer Insights**, 10(1), 98-106.
- Patel, A., & Jha, S. (2020). Organic Skincare Products and Consumer Perception. **Journal of Consumer Behavior**, 14(2), 112-127.
- Verma, N., & Bhardwaj, A. (2020). The Role of Social Media in Consumer Decision-Making for Beauty Products. **International Journal of Digital Marketing**, 5(2), 45-63.