

A
Project Report

**“A Study on Marketing Strategies Adopted by
Mamaearth”**

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

Prof. Shubhangi Jepulkar

G.S. College of Commerce & Economics, Nagpur

Academic Year 2022 – 23



G.S. College of Commerce & Economics, Nagpur

Academic Year 2022 – 23



CERTIFICATE

This is to certify that **Vishal V. Kose** has submitted the project report titled “**A Study on Marketing Strategies Adopted by Mamaearth**” towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Shubhangi Jepulkar
(Project Guide)

Dr. Afsar Sheikh
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Place:

Date:

G.S. College of Commerce & Economics, Nagpur

Academic Year 2022 – 23



DECLARATION

I here-by declare that the project with title “A Study on Marketing Strategies Adopted by Mamaearth” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Vishal V. Kose

Place:

Date:

G.S. College of Commerce & Economics, Nagpur

Academic Year 2022 – 23



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Swati Kathaley Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Shubhangi Jepulkar for her guideline throughout the project. I tender my sincere regards to Coordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Vishal V. Kose

Place:

Date:

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INTRODUCTION

Marketing Strategy: An Introduction

A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.



Setting a marketing strategy is essential to keeping your team in sync and performing well. It aligns the entire company around shared market, business, and product assumptions. This is key to launching campaigns and promotional activities that effectively engage potential customers, drive revenue, build brand awareness, and strengthen the relationship with existing customers.

How to Create a Marketing Strategy:

Creating a marketing strategy requires a few steps.

1. Identify your goals: While sales are the ultimate goal for every company, you should have more short-term goals such as establishing authority, increasing customer engagement, or generating leads. These smaller goals offer measurable

benchmarks for the progress of your marketing plan. Think of strategy as the high-level ideology and planning as how you accomplish your goals.

2. Know your clients: Every product or service has an ideal customer, and you should know who they are and where they hang out. If you sell power tools, you'll choose marketing channels where general contractors may see your messaging. Establish who your client is and how your product will improve their lives.

3. Create your message: Now that you know your goals and who you're pitching to, it's time to create your messaging. This is your opportunity to show your potential clients how your product or service will benefit them and why you're the only company that can provide it.

4. Define your budget: How you disperse your messaging may depend on how much you can afford. Will you be purchasing advertising? Hoping for a viral moment on social media organically? Sending out press releases to the media to try to gain coverage? Your budget will dictate what you can afford to do.³

5. Determine your channels: Even the best message needs the appropriate venue. Some companies may find more value in creating blog posts for their website. Others may find success with paid ads on social media channels. Find the most appropriate venue for your content.

6. Measure your success: To target your marketing, you need to know whether it is reaching its audience. Determine your metrics and how you'll judge the success of your marketing efforts.

The key components of marketing strategy:

A marketing strategy is based on deep research and analysis, factoring what can positively or negatively impact your business success. This research forms the foundation of your overall marketing plan and sets the direction for how to achieve your company's vision, mission, and business goals.

Importance of marketing strategy:

Setting a marketing strategy is essential to keeping your team in sync and performing well. It aligns the entire company around shared market, business, and product assumptions. This is key to launching campaigns and promotional activities that effectively engage potential customers, drive revenue, build brand awareness, and strengthen the relationship with existing customers.

Your marketing strategy should establish:

- Goals that determine how success will be measured.
- High-level efforts needed to achieve your goals.
- Who will get the most value from your product or service.
- What you know about the target market.
- Benefits of using your product or service.
- How to reach and communicate with your ideal customer.
- How to establish a sustainable competitive advantage.

Types of Marketing Strategies:

Social media marketing strategy:

Today, social media marketing is a huge part of any business's marketing plan as it's a hugely compelling way to drive traffic, build brand awareness, and take advantage of the social selling revelation that's taking over online marketing.

Email marketing strategy:

Anyone who's ever told you "Email is dead" is dead wrong. Capturing your customers' emails and browsers should be an essential part of your marketing strategy and is an excellent way to continue a conversation with people who have expressed interest in your brand.

Inbound marketing strategy:

An inbound marketing strategy is all about pulling customers in and driving traffic to your website or products. Rather than using "disruptive" marketing techniques (like TV advertising), inbound marketing is about lead generation using people who have shown interest in your products, services, or brand as a whole.

Content marketing strategy:

A content marketing strategy is likely to overlap with an inbound marketing strategy, but it is more specific. With content marketing strategies, you focus on content creation that will draw people in and build interest. This is likely to cover blog posts and white papers and can even overlap with your social media marketing.

Marketing communications strategy:

Your marketing communications strategy should be primarily focused on your brand's message and value proposition. It's all about *how* you're going to say what you need to say.

For example, is your tone of voice serious or humorous? Are you marketing yourself as an expert in your industry? What is the message you want to get across?

Digital marketing strategy:

Digital marketing probably doesn't need much introduction... This marketing strategy will encompass all your online marketing, SEO, social media lead generation, performance marketing, and more.... Effectively, if it's online, it should be covered by your digital marketing strategy.

Public relations strategy:

If you're in business, you'll probably know how complicated PR strategies can be. Not only does getting PR right ensure you keep your customers happy, but it's also vital for protecting your brand image in the eyes of your stakeholders, the media, and even governmental bodies or other influential institutions.

Any large business should have a dedicated PR team in charge of the brand's public image. In addition to protecting it, good PR can also offer invaluable word-of-mouth advertising.

SEO strategy:

SEO should form part of all the different marketing strategies. Still, you may find it beneficial to have some of your marketing efforts explicitly dedicated to SEO, as this is likely to be your primary source of lead generation.

SEO (or Search Engine Optimization) is pretty much what it says on the tin: the art of using keywords and phrases to boost your visibility when users search for relevant terms on the internet. Getting SEO right is arguably the best way to drive traffic to your website and should be front of mind in all your digital marketing and content marketing strategies.

The 4 Ps of Marketing and How to Use Them in Your Strategy:

Product, price, place, and promotion are the four factors of the marketing mix. The four Ps are the key considerations that must be thoughtfully reviewed and wisely implemented in order to successfully market a product or service. The concept of the four Ps has been around since the 1950s. As the marketing industry has evolved, other Ps have been identified: people, process, and physical evidence.

Neil Borden, an advertising professor at Harvard, popularized the idea of the marketing mix—and the concepts that would later be known primarily as the four Ps—in the 1950s.

A marketing strategy should:

- Communicate what the product will provide the customer,
- Demonstrate why the product's value fits its price,

- Appear in the places the company's target audience will encounter them,
- Use effective promotion strategies to reach potential customers.

How do the 4 Ps work?

Knowing what the 4 Ps are, isn't very helpful unless you also know how to implement them in your marketing strategy. Below, we'll break down each P to help you better understand what they are, why they're important to your marketing efforts, and how you can incorporate them into future campaigns.

The first P: Product

In the marketing mix, "product" is shorthand for whatever it is that you're selling, whether it's a physical product or a service. A strong marketing campaign starts with a clear and detailed understanding of the product and how it appeals to the target customer.

The second P: Price

The second P of marketing stands for "price." This is how much you should charge for your product in order to make a profit. When creating your pricing strategy, a good place to start is by looking at your competitors.

The third P: Place

The third P of marketing stands for "place." This encompasses where you are in relation to where your customer is, as well as where you need to place your advertising in order to reach your target audience.

It doesn't take a master strategist to know that a physical product or service needs to be available where potential customers live, shop, and work. However, place will impact your marketing strategy, too.

The fourth P: Promotion

The last P of marketing stands for “promotion.” If product is what you're selling, price is how much you're selling it for, and place is where you're selling it, then promotion is how you're promoting the sale.

In designing your promotion strategy, think through how you want your messaging to be received. Is your brand fun and clever, upscale and luxurious, or serious and intellectual? Nail down your brand voice and then keep it consistent across all of your marketing.

COMPANY PROFILE

Mamaearth - Startup Story | How was Mamaearth Started?



When the duo Varun and Ghazal Alagh (founders of Mamaearth) became parents for the first time in 2016 they were looking for safe and non-toxic baby care products for their son, but no such brand or companies offer such type instead they were full of chemicals such as parabens, sulphates, bleach etc. Which were very harmful for the sensitive skin, so they started ordering products from US but it turned out to be expensive and caused them inconvenience.

All this struggle saw the rise of Mamaearth which is registered under Honasa Consumer Private Limited, with an aim to provide cruelty free, organic products in the Indian market. It is Asia's 1st Brand with Made Safe™ Certified products.

Mamaearth was founded in September 2016 by Ghazal Alagh and Varun Alagh, to make skincare routines a little chic but with utmost care. Headquartered in Gurugram (India), Mamaearth is distinguished in the cosmetics industry of India as an online platform that offers natural and toxin-free skin care products.

Mamaearth - Founders/Owners and Team

Mamaearth Co-founders, Ghazal Alagh and Varun Alagh incorporated Honasa Consumer Private Limited in 2016 and then went on to launch the Mamaearth range

of toxin-free products in December of that year. The couple had made it their mission to make safe, chemical-free products available to all babies in India. The company has now grown to be an organic product manufacturer for babies, moms, dads, grandparents, and everyone else.

Varun Alagh

Mamaearth Co-Founder, Get Stuff Done Officer, and the Chief Dad of Mamaearth, Varun Alagh is from the FMCG industry. Varun Alagh has a BE in Electrical Engineering from Delhi College of Engineering, followed by an MBA in Finance and Marketing from XLRI Jamshedpur. Varun has previously worked in Hindustan Unilever, Smirnoff, and The Coca-Cola Company where he managed key leadership roles before founding Honasa Consumer Pvt. Ltd., the parent company of Mamaearth. He is known for the brand management expertise he brings to the table.



Mamaearth founders: Varun Alagh & Ghazal Alagh

Ghazal Alagh

Ghazal Alagh is another Co-founder of Mamaearth, who is also known as the Chief Innovation Officer. Ghazal has completed her BCA in Information Technology student from Panjab University. She then served as a Corporate Trainer at NIIT and later on founded Dietexpert in February 2012 before founding Mamaearth under Honasa in 2016. Ghazal has also completed Intensive courses in Modern Art and Applied Arts from the School of Visual Arts and New York Academy of Art and is recognized as one of the top 10 women artists in India and both nationally and internationally.

Mamaearth Ownership

Varun Alagh holds the majority stake in Mamaearth, which is 38.72%. The next in the line of Sequoia Capital, which holds 15.22% of the stakes. Then comes Fireside Ventures, which holds 12.04% of stakes whereas Stellaris Ventures holds 10.42% of stakes. 8.72% of shares are with Sofina Ventures, Co-founder Ghazal Alagh controls 3.58% of stakes and 1.32% of stakes are with Shilpa Shetty Kundra. The rest of the stakes, which comes down to around 10.44% are with Others, as of March 2021 data.

Company Name	Mamaearth
Headquarters	Gurugram, India
Sector	Personal Products
Founders	Ghazal Alagh and Varun Alagh
Founded	2016
Parent Organization	Honasa Consumer Pvt. Ltd.
Total funding	\$126 M (Till January 2023)
Valuation	\$2 bn (December 2022)
Revenue	\$117.8 million (Rs 943 crore in FY22)
Website	www.mamaearth.in

Source: StartupTalky

Mamaearth Marketing Strategy

- **Influencer Marketing:**

Mamaearth has worked with a lot of Influencers on the internet. Influencers have helped the company to reach a wider audience.

Influencers tell the benefits of these products on various social media platforms. Mamaearth also works with five hundred mother bloggers to spread awareness about the brand.

- **Brand Endorsement:**

Collaborating with Bollywood Actress Shilpa Shetty Kundra as a brand ambassador has to be their best marketing strategy.

Shilpa Shetty has a lot of popularity, so her becoming a brand ambassador and also an investor hugely benefited Mamaearth.



Mamaearth Founders with Shilpa Shetty

- **Digital Ads:**

Mamaearth majorly promotes itself through digital ads. They have smartly utilized digital ads and increased their customer base. Their ads are very catchy and symbolize their brands in an effective manner.

- **YouTube Marketing:**

Without a doubt, YouTube has developed into one of the most effective platforms for building brand awareness. More than half of people would rather watch YouTube reviews than read about products. Because of this, brands want to utilise the site to its best potential. Mamaearth took advantage of this as well, running YouTube campaigns for brand awareness.

- **Gaining Audience Through Various Social Media Platforms:**

The best approach to interacting with your target audience is through social media. Social media websites are a key component of Mamaearth's marketing plan.

The company is present and active on numerous social media networks, including Facebook, Twitter, and Instagram. Influencer marketing is a well-known tactic employed by Mamaearth, and hashtags are also used on these social media networks.

- **Running Digital Campaigns**

The brand owners assert that after realising the effectiveness of digital marketing, they allocated 90% of their marketing budget to this channel and the remaining 10% to more conventional channels like television.

Because they were a chemical-and toxin-free company, they established digital campaigns such as "Plant Goodness," which involves planting a tree for every order, and "Plastic Positivity," which focuses on plastic recycling. This helped in developing their reputation as an eco-friendly brand.

Mamaearth - Target Market Size

According to estimates by the market research company Technavio, the baby care market in India is expected to grow at a 12% CAGR in revenue in the next three years. In terms of the products available, Mamaearth has segmented its products as follows:

- Baby
- Beauty
- Hair
- Face
- Body

Mamaearth - Product/Services

Mamaearth is focused on babies and others with an exclusive product range that caters to baby care, haircare, skincare, and more with over 140 natural products under its umbrella. Some of the most innovative products developed by Mamaearth include India's first bamboo-based baby wipes, easy tummy roll-on with Hing and Fennel for colic and digestion relief, and 100% natural plant-based toothpaste for

children between 0-10 years. It also has a range of skin and hair care products around popular natural ingredients such as onion, Ubtan, tea tree, vitamin C, argan, coco, and charcoal.

Mamaearth Product Overview:

The founders of Mamaearth believe in providing quality products to their customers. As they have a superior quality product, people themselves recommend their products to other people.

The company has come up with unique products that have attracted a lot of people.

Some of their unique products include India's first bamboo-based baby wipes, 100% natural plant-based toothpaste for children, skin and hair care products with natural ingredients like Onion, Coco, Charcoal, and Ubtan.

Product Categories

Baby care



Beauty products



Hair products



Face wash



Body care



Mamaearth has categorised its products as follows:

- **Baby Products:** Among best baby skin care products Mamaearth's Baby Skin Products, Moisturizing Daily Lotion, Milky Soft Natural Lip and Balm are the bestsellers. Best-selling baby products by Mamaearth are listed below:



- Baby shampoo:
 - Gentle Cleansing Shampoo
- Baby oil:
 - Soothing massage oil for babies
 - Coco soft massage oil for babies
 - Nourishing hair oil for babies



- Baby skin:
 - Dusting powder with organic oatmeal and arrowroot powder for babies
 - Milky soft face cream with murumuru butter for babies
 - Milky soft diaper rash cream for babies
 - Organic bamboo-based baby wipes



- **Face Care Products:** Mamaearth curate products keeping in mind different skin care concerns and assure no chemical ingredients in their making. Best-selling face products by Mamaearth are listed as follows:

- Face Wash:
 - Ubtan face wash



- Vitamin C face wash
- Tea tree face wash
- Charcoal face wash



○ Face Mask:

- Ubtan face mask
- Vitamin C face mask



○ Face Cream:

- Vitamin C daily glow face cream
- Bye bye blemishes face cream
- Bye bye dark circles face cream



○ Face Scrub:

- Ubtan face scrub
- Charcoal face scrub



- **Hair Care Products:** At Mamaearth, you can shop from an array of hair care products best suited for different concerns like frizzy hair and for hair loss females. Having long and lustrous hair is not a dream anymore with our nature-inspired range of products. Best-selling hair care products by Mamaearth are listed as follows:

○ Hair Oil:



- Onion hair oil for hair regrowth and hair fall control
- Bhringamla hair oil for intense hair treatment



○ Hair shampoo:



- Onion shampoo for hair growth & hair fall control with onion & plant keratin
- Tea tree shampoo for dandruff free hair



○ Hair mask:

- Onion hair mask, for hair fall control, with onion oil and organic bamboo vinegar



○ Hair serum:

- Onion Hair Serum with Onion and Biotin for Strong, Frizz-Free Hair



- **Body Products:** Mamaearth's bath & body care products are made of natural ingredients and thus safe for regular use. Best-selling body products by Mamaearth are listed as follows:

- Body lotion:

- Vitamin c body lotion with vitamin c & honey for radiant skin
- Ubtan body lotion with turmeric & kokum butter for glowing skin



- Body wash:

- Ubtan body wash with turmeric and saffron for glowing skin
- Vitamin c body wash with vitamin c and honey for skin illumination



- Bath soap:

- Ubtan nourishing bathing soap with turmeric and saffron



Mamaearth - Mission and Vision

The brand aims to solve the recurring problems of young parents with safe, toxin-free, and international standard products, which will help them cherish the joy of parenting without any hassles.

Mamaearth - Funding and Investors

Mamaearth raised a total of \$126 million in funding over 8 rounds. The latest funding of \$759 K that the company raised, came in on September 15, 2022, which was Angel funding. Prior to this, the company raised \$37.5 mn came in on December 28, 2021, which was led by Sequoia Capital, and \$50 million on July 26, 2021, from a Series C equity round led by Sofina Ventures.

Date	Stage	Amount	Investor
September 15, 2022	-	\$759 K	Angel round
December 28, 2021	Series D	\$37.5 Million	Sequoia Capital India
July 26, 2021	Series C	\$50 Million	Sofina Ventures
January 2020	Series B	\$17 Million	Sequoia Capital India
September 2018	Series A	\$4 Million	Fireside Ventures, Stellaris Venture Partners
April 2018	Venture	\$250K	Shilpa Shetty
September 2017	Venture	\$1 Million	Fireside Ventures
December 2016	Seed	\$125K	Fireside Ventures

Source: StartupTalky

Mamaearth - Business and Revenue Model

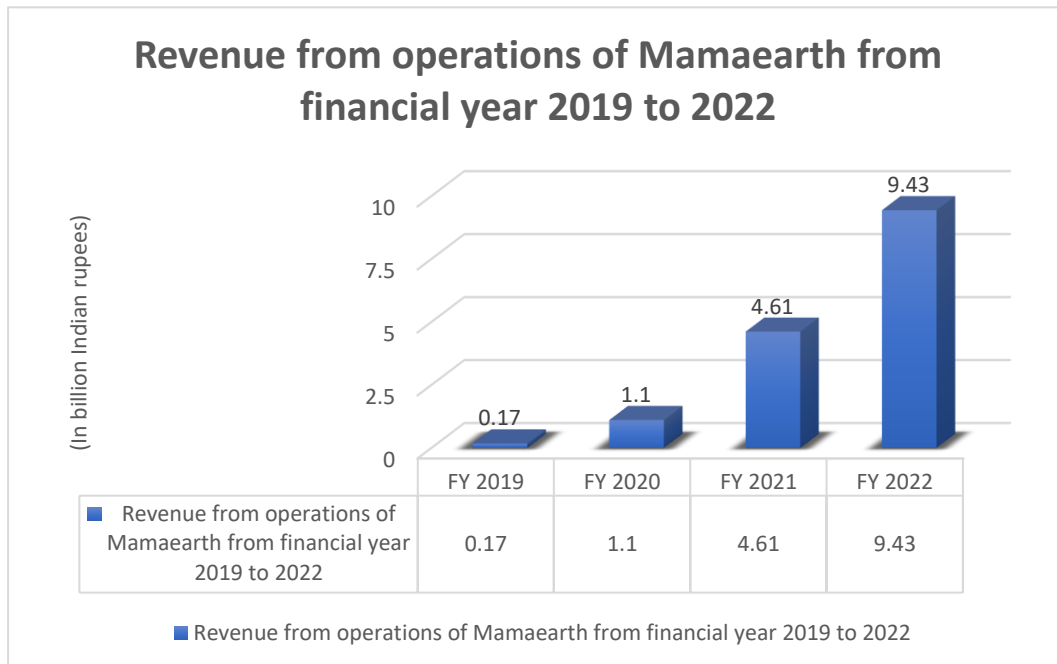
Mamaearth is a digital-first FMCG company whose revenue model is based on the offers that are posted on the D2C platforms (Amazon, Flipkart, etc.) and their eventual sales along with the sale of products displayed at traditional offline stores. The team at Mamaearth follows the blue system with an omnichannel presence, according to which innovative products steer growth.

Mamaearth - Growth and Revenue

When Mamaearth was launched in 2016, it had only 6 products in its catalogue. The product range now comprises more than 140 natural and toxin-free products that are used by over 1.5 million Indian consumers. Besides, Mamaearth is now available in more than 700 cities.

Mamaearth scaled fast with 30 lakhs in revenue within just 6 months of operations. Mamaearth began to sell entirely online, where the customers were new. The brand began to acquire consumers directly. Mamaearth achieved the landmark of 2 crores in revenue, but that was not the best that Mamaearth successfully achieved. The company then onboarded Shilpa Shetty as its angel influencer, thereby ushering in an influencer mom. With this, the company soon reached the milestone of 100K customers, and by 2019, it achieved Rs 25 crore in revenue. By 2020, Mamaearth

reached the 100-crore mark in revenue within just 3 years of operation.



Source: StartupTalky

With the Covid19 outbreak, Mamaearth simply got a Covid booster in its growth. The physical stores were closed down, but the sales of the Varun and Ghazal Alag-led brands simply skyrocketed online. The company received Rs 460 crore in revenue by the end of 2021 and in the wake of 2022, it turned unicorn. It is important here to note that Mamaearth has also turned profitable, and is currently eyeing an IPO ahead, with \$3 bn of valuation in sight.

INDUSTRY PROFILE

Introduction to the Industry:

Beauty and Personal Care Industry (BPC)

The industry is further categorized into seven major categories – cosmetics, fragrance, men’s grooming, skin care, bath & shower, hair care and oral care.

With the demand for enhanced products and the desire to look good, presents a golden opportunity for this industry to expand its operations in India. The beauty and personal care market has seen rapid growth in Tier II+ cities with two-fifth of sales coming from cities like Indore, Ludhiana, and Nagpur etc. This consumer behaviour is attributed due to increased internet penetration (social media, ads etc.) and the increasing image consciousness of the consumer.

Consumer preference indicates that daily care products are purchased online predominantly due to product standardization, offers and discounts on various portals whereas mid-premium and premium+ products are purchased in the offline retail stores since the consumer mindset still believes in the ‘touch & feel’ of the product. (Beauty Personal Care to Grow At 9 Percent By 2020, 2018).

Changing lifestyles, and growing awareness contributed to a significant development in India’s cosmetic industry.

India is ranked fourth globally for generating the highest revenue from the beauty and personal care market in 2021.

The cosmetics market worldwide is controlled by a handful of conglomerates like Unilever, Procter & Gamble, and L’Oréal. Although these were

immensely successful in India, domestic counterparts have an equal footing, with newer, organic brands entering the market.

However, the international brands were not able to fulfil the demand for products suitable for Indian skin types which created an opportunity for local companies such as Mamaearth, Khadi Essentials Plum, and SoulTree to promote their homemade cosmetics and personal care products.

RESEARCH STUDY

Relevance of the Study:

- Influencers helped the company to reach a wider audience.
- Collaborating with Bollywood Actress Shilpa Shetty Kundra as a brand ambassador has to be their best marketing strategy.
- They smartly utilized digital ads and increased their customer base.
- The company is establishing a robust digital footprint. Most of its sales come from online channels.
- The company is engaged on several social media sites, including Twitter, Facebook, and Instagram. Mamaearth's most influential approach is influencer marketing.

Objective of Study:

- To study the effect of social media marketing on brand awareness and overall perception of the company Mamaearth.
- To know whether online marketing is better than offline marketing in today's scenario.
- For gathering knowledge about the various modes of marketing.
- To know which mode of marketing gives better results in terms of sale, profit etc.

Hypothesis of Study:

This study is conducted to assess the hypothesis that if a particular brand is marketed through social media platforms, then what will be the effects of this type of marketing on its image, sales & popularity.

HYPOTHESIS 1:

[H0]- Online mode of marketing has no impact on customer perspective.

[H1]- Online mode of marketing has impact on customer perspective.

Scope of Study:

The aim of conducting this study is to understand the different marketing strategies adopted by Mamaearth.

This study is conducted to assess the hypothesis that if company is marketed through social media platforms, then what will be the effects of this type of marketing on its image or awareness.

Through this study we came up with the knowledge of different marketing strategies used by different companies present in the market.

This study also given more information about the effective marketing strategies that are being used by the company for gaining more customers and increasing its sales and building the brand image of the brand.

TOPIC OF STUDY:

Title of project: A Study on marketing strategies adopted by Mamaearth.

Area of study: Marketing

Organization name: Mamaearth™

RESEARCH
METHODOLOGY

What Is a Research Methodology?

The systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the research data.

Research is mainly done to gain knowledge to support a survey or quest regarding a particular conception or theory and to reach a resolute conclusion regarding the same. Research is generally an approach for gaining knowledge which is required to interpret, write, delve further and to distribute data.

Research can be classified in many different ways on the basis of methodology of the research, the knowledge it creates, the user groups, the research problem it investigates, etc.

Types of Research Method:

Research methods are specific procedures for collecting and analysing data.

1. **Descriptive Research:** Descriptive Research is a form of research that incorporates surveys as well as different varieties of fact-finding investigations.

This form of research is focused on describing the prevailing state of affairs as they are. This research form emphasises on factual reporting, the researcher cannot control the involved variables and can only report the details as they took place or as they are taking place.

Researchers mainly make use of a descriptive research approach for purposes such as when the research is aimed at deciphering characteristics, frequencies or trends.

2. **Analytical Research:** Analytical Research is a form of research where the researcher has to make do with the data and factual information available at their behest and interpret this information to undertake an acute evaluation of the data.

This form of research is often undertaken by researchers to uncover some evidence that supports their present research and which makes it more authentic. It is also undertaken for concocting fresh ideas relating to the topic on which the research is based.

DATA COLLECTION

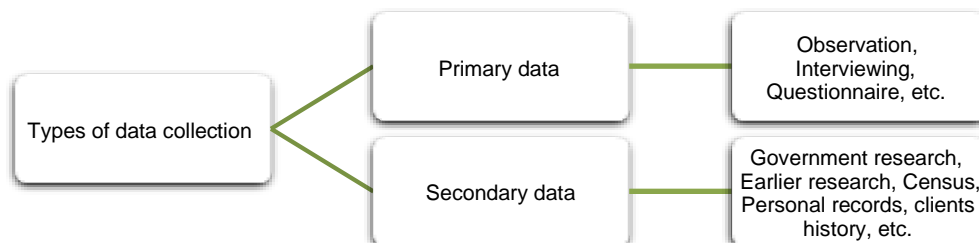
What is Data Collection?

Data collection is the procedure of collecting, measuring, and analysing accurate insights for research using standard validated techniques.

Put simply, data collection is the process of gathering information for a specific purpose. It can be used to answer research questions, make informed business decisions, or improve products and services.

To collect data, we must first identify what information we need and how we will collect it. We can also evaluate a hypothesis based on collected data. In most cases, data collection is the primary and most important step for research. The approach to data collection is different for different fields of study, depending on the required information.

Types of data used:



Here, we have used both Primary and Secondary Data while conducting research.

What is primary data?

Primary data is the data collected directly by the researchers from main sources through interviews, surveys, experiments, etc. primary data are usually collected from the source –where the data originally originated from and are regarded as the best kind of data in research.

In this project questionnaire method for survey is used for collection of primary data.

What is Secondary Data?

Secondary data is the data that have been already collected by and readily available from other sources.

Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all.

Here various websites mainly including official website of Mamaearth are being referred for secondary data.

DATA ANALYSIS

AND

INTERPRETATION

Data Analysis:

Analysis of data is a process of inspecting, cleaning, transforming, and modelling data with the goal of discovering useful information, suggesting conclusion, and supporting decision making.

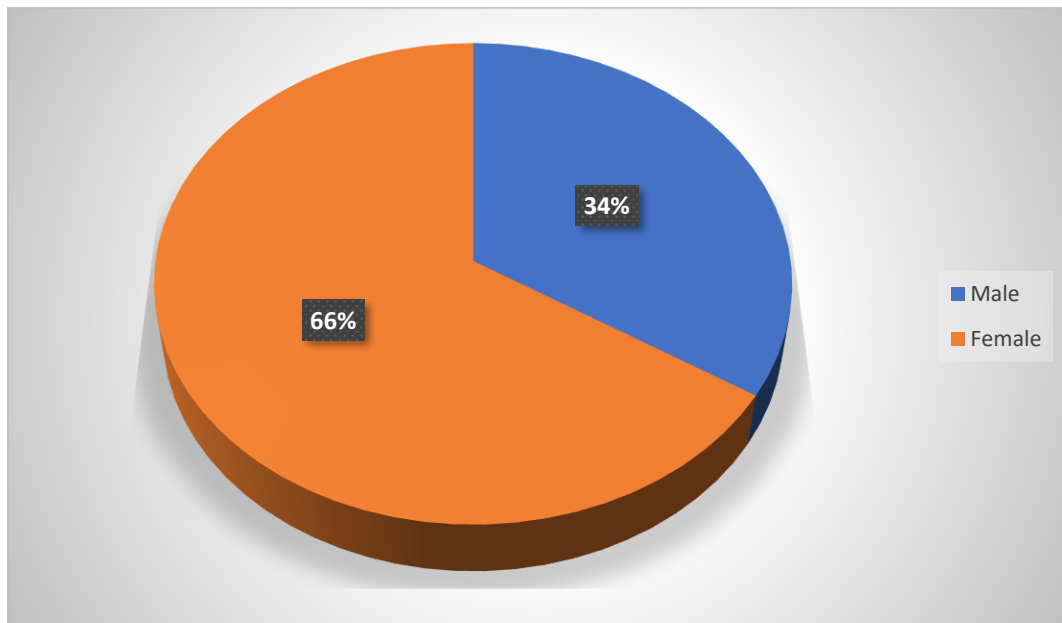
The process of evaluating data using analytical and logic reasoning to examine each component of data provided... Data from various source is gathered, reviewed and then analysed to form some sort of finding or conclusion.

In this research we analysed the data with respect to the questionnaires given below in the annexures.

We asked the questions to different peoples mainly residents of NAGPUR and nearby locations. Answers to these questions are interpreted as follows:

A sample size of 50 people was taken.

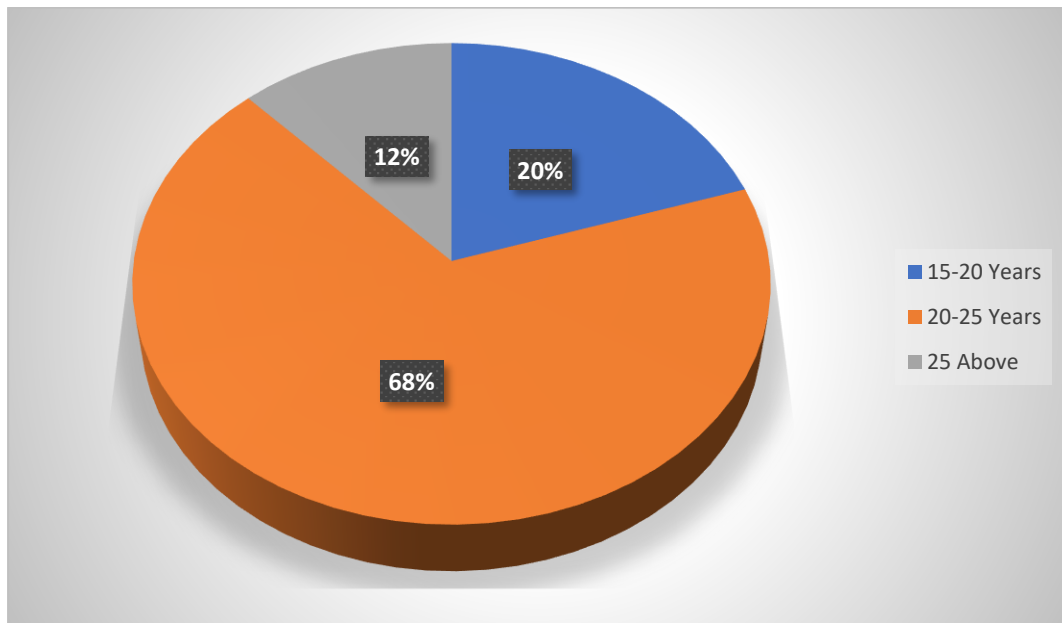
Q1. Gender-



Total respondent	Male	Female
50	17	33

INTERPRETATION: Out of 50 participating peoples there were 66% participation of females and 34% participation of males. Maximum contribution was given by females.

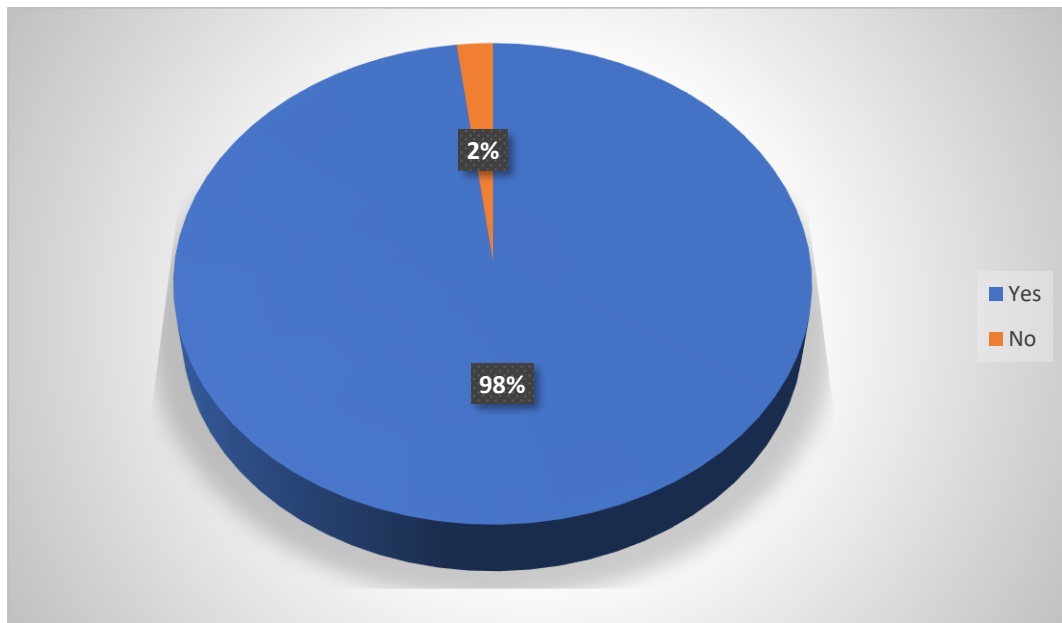
Q2. Age-



Total respondent	15-20 Years	20-25 Years	25 Above
50	10	34	6

INTERPRETATION: According to the data most of the participants were from the age group of 20-25 years. The obtained results are as, 20% of people were from 15-20 years age group, 68% of people were from 20-25 years age group, 12% of people were from 25 above age group.

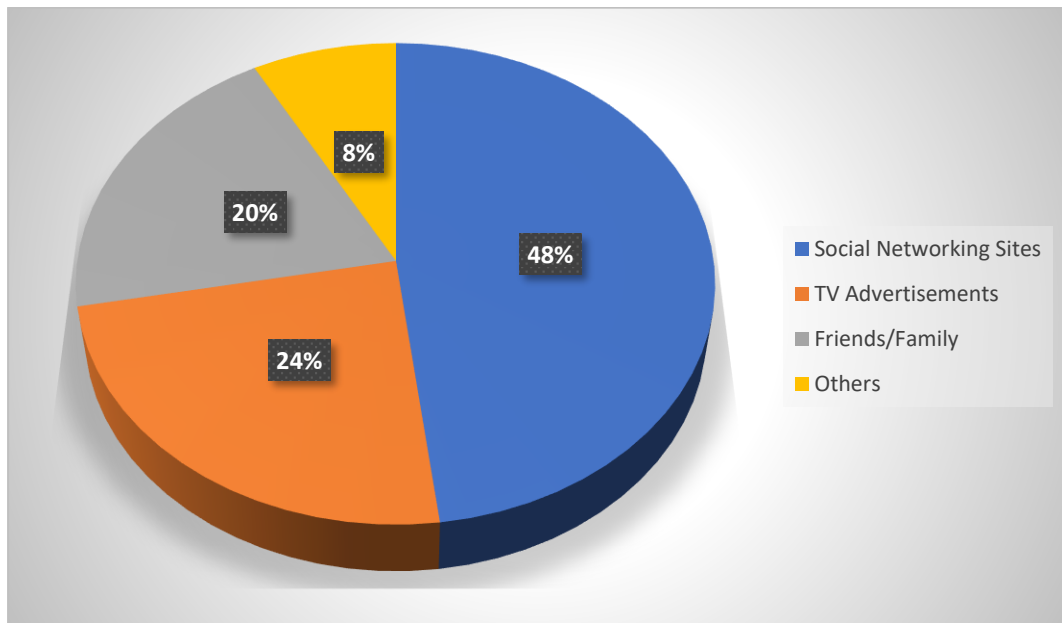
Q3. Have you heard about Mamaearth?



Total respondent	Yes	No
50	49	1

INTERPRETATION: From the data collected maximum 98% of people are aware about the brand Mamaearth.

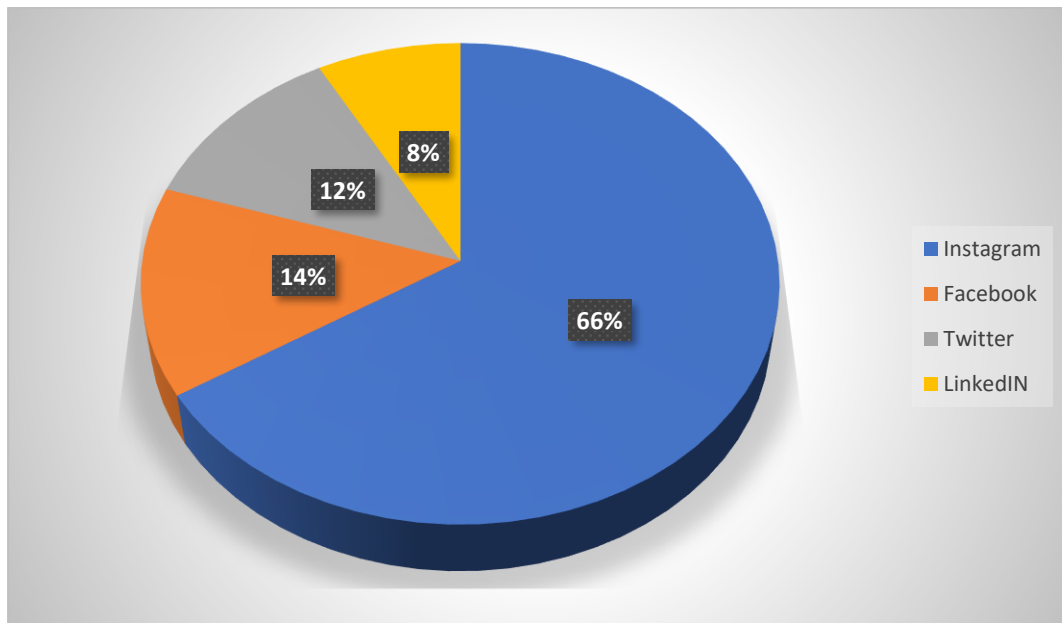
Q4. How did you came to know about Mamaearth?



Total respondent	Social Networking Sites	TV Advertisements	Friends/Family	Others
50	24	12	10	4

INTERPETATION: Out of 50 peoples maximum 48% of people came to know about Mamaearth through Social Networking Sites, 24% of peoples came to know through TV Advertisements, 20% peoples came to know through Friends/Family, and 8% peoples came to know through Other sources.

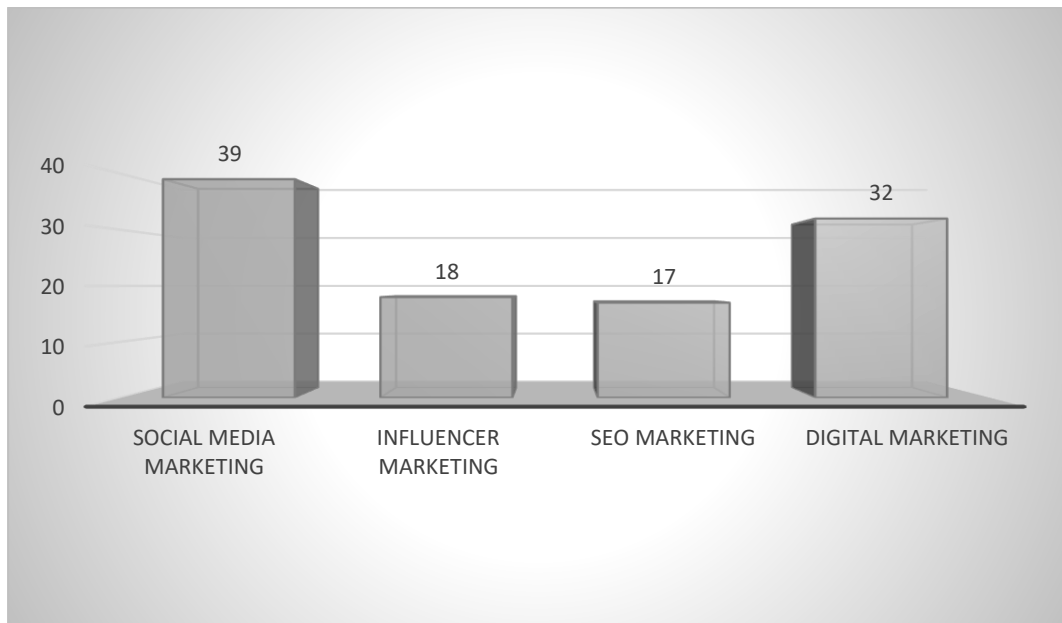
Q5. Which social media platform do you use the most?



Total respondent	Instagram	Facebook	Twitter	LinkedIn
50	33	7	6	4

INTERPRETATION: We asked people about which social media platform they use the most. Maximum 66% of people using Instagram, 14% of people use Facebook, 12% of people use Twitter, and lowest 8% of people use LinkedIn as their most used platform.

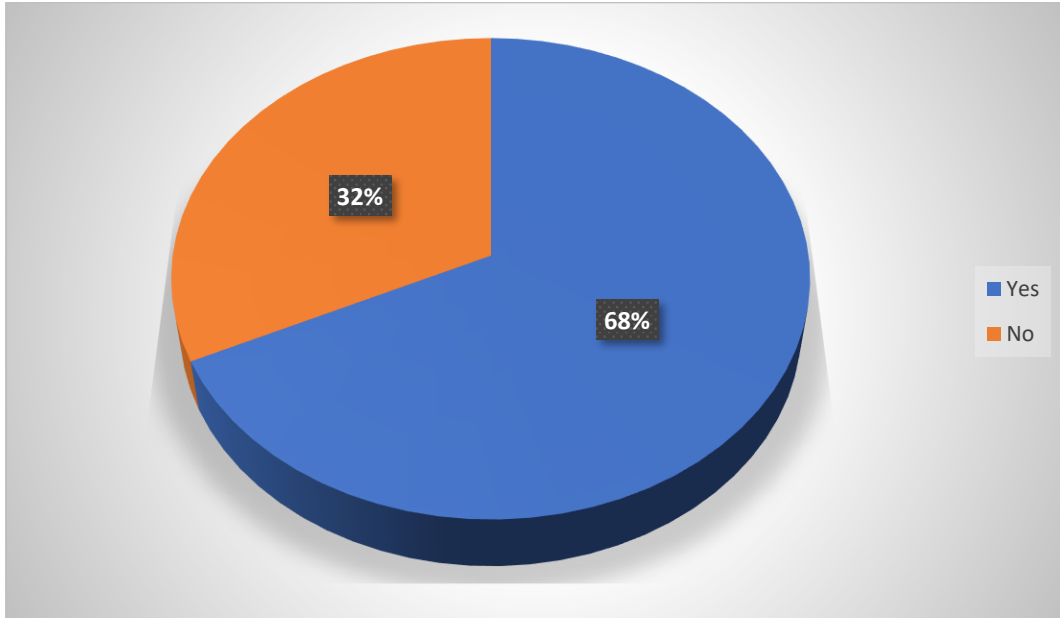
Q6. Which of the following terms are you aware of?



Total respondent	Social Media Marketing	Influencer Marketing	SEO Marketing	Digital Marketing
50	39	18	17	32

INTERPRETATION: According to the data collected most of the people are aware about Social Media Marketing.

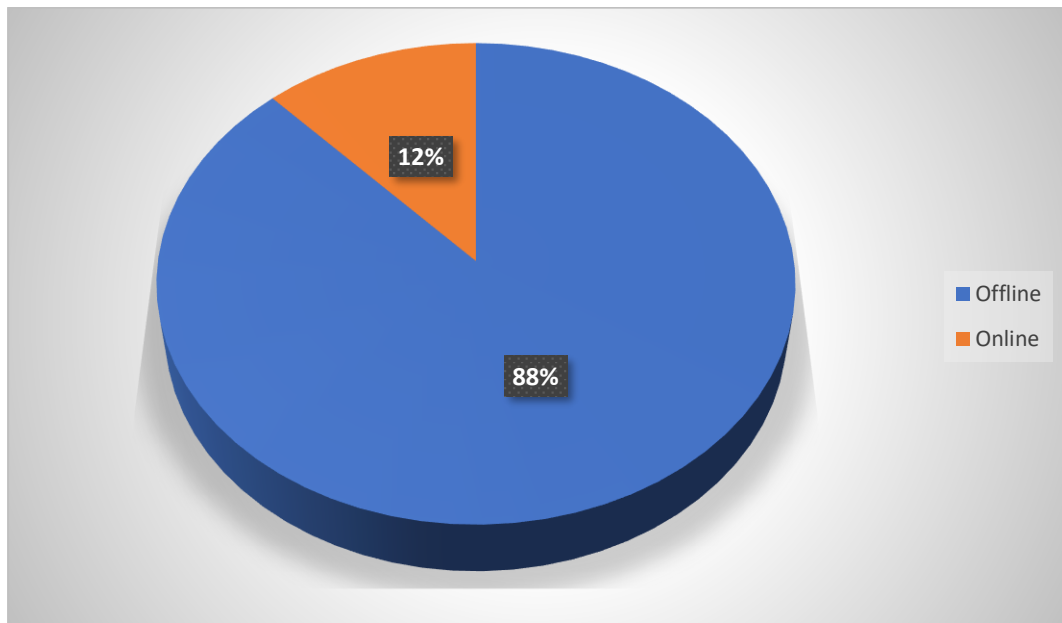
Q7. Did you know about any of the Social Media Influencer promoting Mamaearth products?



Total respondent	Yes	No
50	34	16

INTERPRETATION: In this survey most of the 68% of people know about Social Media Influencer promoting Mamaearth products.

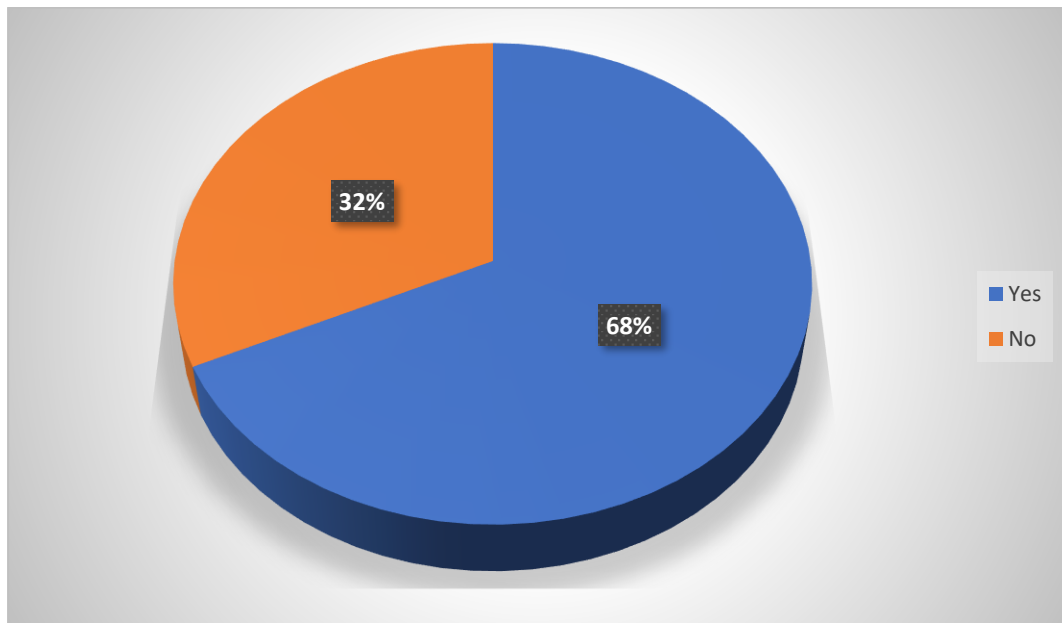
Q8. According to you which mode of marketing is best in today's scenario?



Total respondent	Offline	Online
50	44	6

INTERPRETATION: According to the data collected most of the people think that online mode of marketing is best in today's scenario.

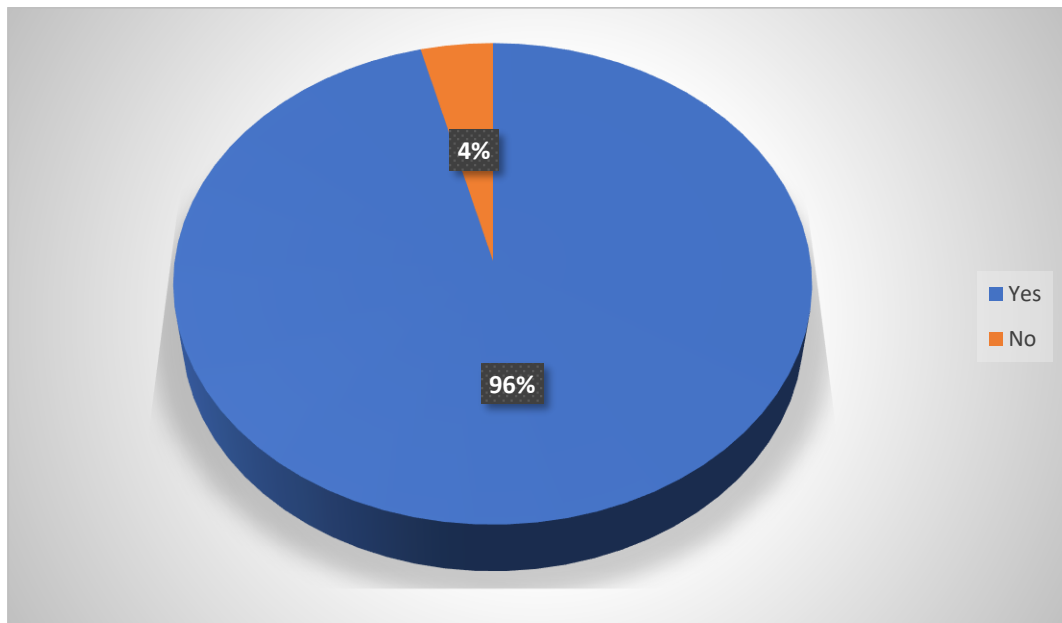
Q9. Have you used the product of the brand Mamaearth?



Total respondent	Yes	No
50	34	16

INTERPRETATION: Most of the people participated in the survey have used the product by Mamaearth.

Q10. Do you think adopting a good marketing strategy can help any brand to grow?



Total respondent	Yes	No
50	48	2

INTERPRETATION: Out of 50 people maximum 96% of people think that adopting a good marketing strategy can help any brand to grow.

CONCLUSION

Conclusion:

- Under this study we came to know that how the marketing strategies of Mamaearth are highly influenced with the help of social media and what all factors are important for developing, maintaining and growth of the company.
- The above results show that people are aware about this brand through social media platforms TV advertisements and through word-of-mouth marketing.
- The brand is known for its promotions through social media platforms mostly through the Instagram.
- According to the study the brand Mamaearth is mostly used by the people and is being recommended to their family and friends.

FINDINGS AND SUGGESIONS

Major Findings:

- According to the data that has been collected through questionnaire, 90% people were aware about social media marketing.
- This study helped in understanding that marketing through social media do have a lasting impression on the brand.
- In this digital era, people get latest news about new products or brands via social media, hence their awareness increases.
- In this study we came to know that better marketing strategy helps the company to grow and reach wider customers.
- According to data collected most of the people were from the younger generation of age group of 20-25 years.

Suggestions:

- Mamaearth should strategize new ways of marketing on all social media sites for attracting more customers, as they get majority of business from the web.
- Ensure proper communication between the company and the consumer in the future as well for retaining them.
- In the present situation people go for online shopping more as compared to the traditional shopping method, so they should implement marketing strategies for providing the best experience to the customers.

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stand-out)

<https://forms.gle/5m2nemVkJg49mLsY8>

ANNEXTURE:

QUESTIONNAIRE:

Q1. Gender

- Male
- Female

Q2. Age

- 15-20 Years
- 20-25 Years
- 25 Above

Q3. Have you heard about MamaEarth?

- Yes
- No

Q4. How did you came to know about Mamaearth?

- Social Networking Sites
- TV Advertisements
- Friends/Family
- Others

Q5. Which social media platform do you use the most?

- Instagram
- Facebook
- Twitter
- LinkedIn

Q6. Which of the following terms are you aware of?

- Social Media Marketing
- Influencer Marketing
- SEO Marketing
- Digital Marketing

Q7. Did you know about any of the Social Media Influencer promoting MamaEarth products?

- Yes
- No

Q8. According to you which mode of marketing is best in today's scenario?

- Offline
- Online

Q9. Have you used the product of the brand MamaEarth?

- Yes
- No

Q10. Do you think adopting a good marketing strategy can help any brand to grow?

- Yes
- No