

A
Project Report
On

**“THE STUDY OF INFLUENCE OF SOCIAL MEDIA
MARKETING ON BRAND IMAGE OF MAMAEARTH”**

Submitted to

**G. S. College of Commerce & Economics, (Autonomous)
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In partial fulfilment for the award of the degree

BACHELOR OF BUSINESS ADMINISTRATION

Submitted by

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Under the guidance of

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**G. S College of Commerce and Economics, Nagpur
Academic year 2023-2024**



G. S College of Commerce and Economics, Nagpur
Academic year 2023-2024



CERTIFICATE

This is to certify that **KHUSHI JALWANIYA** has submitted the project report titled “**THE STUDY OF INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND IMAGE OF 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 she has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Kamlesh Thote
(Project Guide)

Dr. Afsar Sheikh
(Co-Ordinator)

Place: Nagpur

Date:

G. S College of Commerce and Economics, Nagpur
Academic year 2023-2024



DECLARATION

I here-by declare that the project with title “**THE STUDY OF INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND IMAGE OF 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.

Place: Nagpur

KHUSHI JALWANIYA

Date:

G. S College of Commerce and Economics, Nagpur
Academic year 2023-2024



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I am extremely thankful to my Project Guide Dr. KAMLESH THOTE for his guideline throughout the project. I tender my sincere regards to Co-Ordinator, Dr. AFSAR SHEIKH for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

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

Place: Nagpur

KHUSHI JALWANIYA

Date:

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CHAPTER-1
INTRODUCTION

INTRODUCTION

WHAT IS SOCIAL MEDIA MARKETING?

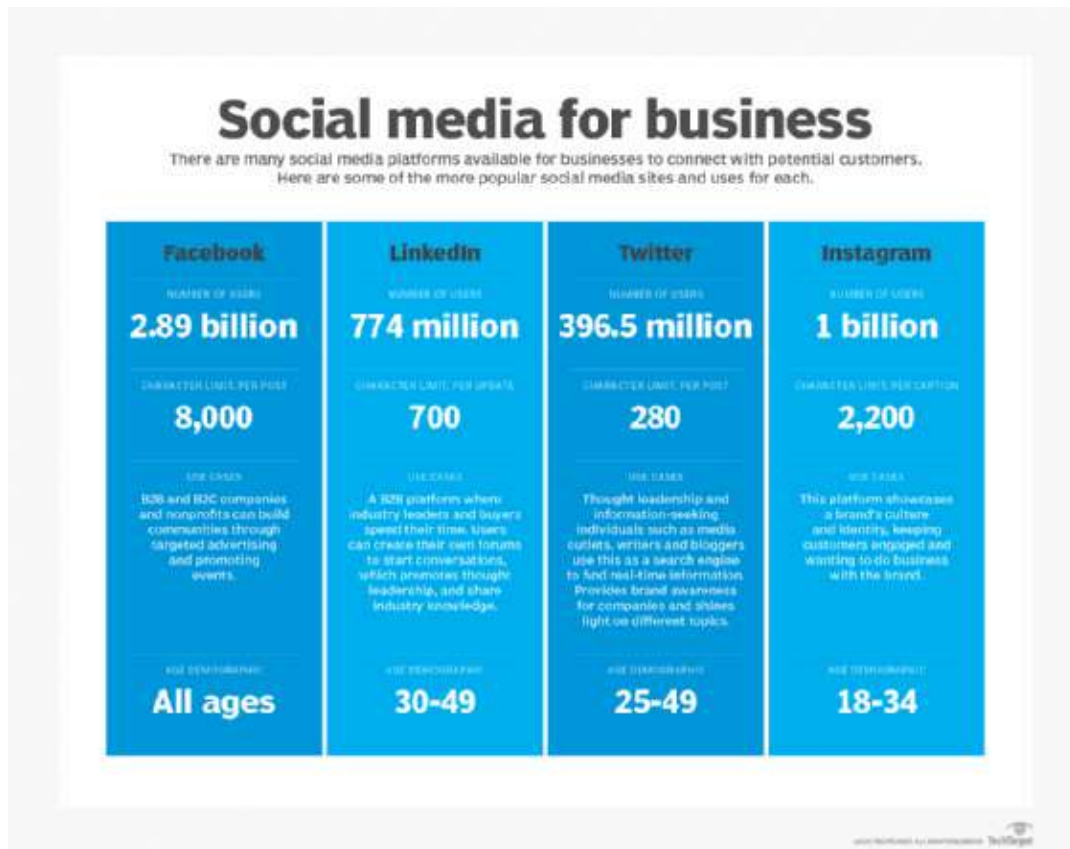
The term social media marketing (SMM) refers to the use of social media and social networks to market a company's products and services. It has gone beyond just connecting with friends. It's now an industry itself used for all kinds of purposes. It provides companies with a way to engage with existing customers and also reach new ones while allowing them to promote their desired culture and mission. Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and let people engage with it (Adam, 2018).

SOCIAL MEDIA INFLUENCE

Social media influence is a marketing term that describes an individual's ability to affect other people's thinking in a social online community. The more influence a person has, the more appeal that individual has to companies or other individuals who want to promote an idea or sell a product.

Companies can harness social media influence to help generate brand awareness, sell inventory and increase customer engagement. This can be done by implementing a marketing strategy that focuses on increasing the company's own social media influence or by hiring established, trustworthy influencers in the space.

At its most basic level, influence can be estimated by examining the size of a person's social networks, such as LinkedIn connections, Twitter followers or Facebook friends. A more thorough analysis is required, however, to determine how a person makes social connections, who those connections are and the level of trust between them.



Social media continues to grow as a form of communication and entertainment, meaning social platforms get more powerful as their memberships rise. Due to this, social media impacts society in the following ways:

1. Generating visibility around social, ethical, environmental and political views or issues.
2. Spreading educational material quickly and efficiently.
3. Providing companies with new marketing opportunities.
4. Creating new channels that companies can use to find, recruit and hire new employees.
5. Increasing the number of social contacts of groups and individuals.
6. Producing new jobs associated with social media networks and consulting.
7. Allowing a platform for group discussion and opinion sharing.

ADVANTAGES OF SOCIAL MEDIA MARKETING

- All the information can be conveyed without human intervention.
- Helps in reaching a large population. ∞ Interaction is possible with the customer without any hassle.
- Financial barriers are very low as compared to other forms of marketing.

DISADVANTAGES OF SOCIAL MEDIA MARKETING

- Significant time investment is required so as to maintain long term relationship with the people. ∞ As the information is available to all, risk of security and privacy may occur.
- Negative feedbacks or publicity by the audience can hamper the image of the brand. Instagram, Facebook, Twitter are some of the popular social networking sites. People can chat with others, see various products of companies whether big or small, can avail services etc



INSTAGRAM: Acquiring the top position in the Indian market especially amongst the youth, this is another social networking service owned by Facebook for sharing content and associating with people. That's why every brand is trying to establish their presence on Instagram because of the larger reach.



FACEBOOK: Giving people the power to share and to make the world more open and connected, this mission by Facebook made it a very popular site amongst every age group. Anybody who says they are on social media, they must have used or are using Facebook. There are more than 2 billion monthly active users, which gives the promoters a good opportunity for brand building and setting up a B2C (Business to Consumer) network.



Twitter

TWITTER: With 330 million monthly active users, it is a web to web platform where users post messages popularly known as 'Tweets' and interact with others. Marketers use twitter to engage with the community through tweets, Q&A to increase their following.



LINKEDIN: Started as a network for professionals, with 550 million registered users has now become the world's largest professional network. It helps in generating leads, brand awareness and provides a network for B2B (Business to Business) marketers to connect with this large pool

WHAT IS BRAND IMAGE?

Brand image is a consumer's interpretation of your company and its products and services. It takes form inside the consumer's mind based on their experiences and interactions, as well as their perception of your company's mission and values. A strong brand image can create brand recognition and encourage the formation of a loyal client base that can provide a company with profits for years to come.

WHY IS IT IMPORTANT?

A good brand image can help a company establish credibility within its industry. It requires earning the respect of consumers and competitors through quality, consistency and honesty.

There are many ways that brands establish credibility, such as:

- Being honest with consumers
- Providing expert testimony about products or services
- Answering customer feedback
- Addressing issues quickly
- Comparing products and services with competitors
- Becoming a thought leader in the industry

Makes a good impression

Making a good first impression is important, especially in business. Consumers will create an impression or brand image of your business based on factors such as messages and values communicated through your website, customer service, social media posts and even your company logo. How consumers see your company, even on a superficial level, leaves

an impression. You want all points of contact with potential customers to leave a positive impression.

Increases Referrals

When customers have a positive brand image of a company, they may be more likely to refer its services or products to others. Referrals are an important part of growing the brand's audience, and trusted friends and family can serve as a credible source of information for many people. Sometimes, a potential customer simply needs a positive mention from a trusted friend to decide to support a company.

Creates Recognition

A recognizable brand can attract new customers and establish itself as a key component of a specific industry. For example, if customers think of your brand as honest, supportive and innovative, those are the attributes they associate with each of your products or services. They might describe the brand as honest, supportive and innovative when discussing it with others or writing reviews. Their positive opinions about your company also make it easier to introduce new products under the same brand. The new items immediately have a good image since they're affiliated with your strong brand.

Establishes professionalism

A brand's image can also help it appear professional and organized. If a brand's image is clean, consistent and organized, customers might think the brand embodies professionalism. Along with credibility, professionalism may help customers trust the brand and create expectations for service and products. Those expectations, when met by the brand, can help increase customer confidence and potentially their loyalty to the company.

CHAPTER-2
COMPANY PROFILE

COMPANY PROFILE



HONASA Consumer Ltd is the largest digital-first beauty and personal care (BPC) company in India. The company has worked with the primary objective of developing products that address beauty and personal care problems faced by consumers. For instance, its flagship brand, MAMAEARTH, is built to service a core customer need for safe-to-use, natural products, and focuses on developing toxin-free beauty products made with natural ingredients.

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 Gurgaon, Haryana, India, MAMAEARTH is distinguished in the cosmetics industry of India as an online platform that offers natural and toxin-free skin care products.

MAMAEARTH is often hailed as the 1st Asian brand with a “MADE SAFE” certification. The products that the company brings to the masses are free of all known toxins that are banned in most countries. More than being just a commercial brand, MAMAEARTH takes pride in making products out of love and care.

INDUSTRY

According to the report analysis of Statista, the Indian personal care market is predicted to increase significantly by 2024, reaching a value of **US \$14.31 billion**. The news report's extensive findings suggest a probable annual growth rate of **3.34% (CAGR 2024–2028)**.

This forecast highlights the tenacity of the sector and the ongoing need for personal hygiene goods in the Indian market. The report sheds light on the expected trends and dynamics that will shape the future landscape of the personal care business in India, offering industry stakeholders useful information.

MAMAEARTH - Founders 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, CEO, and 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.

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, both nationally and internationally. She was also one of the sharks in Shark Tank India

MAMAEARTH START UP STORY

In the US, there is a strong awareness of the harmful chemicals found in the most commonly used personal care and baby care products. During Ghazal's stay there, she became more conscious of the kind of products she was using and started checking the ingredients list before buying any baby care item.

When Varun and Ghazal were expecting their first child (the couple was in India at the time), they realized that the baby care products they came across contained harmful toxins and safer alternatives weren't available. Since the husband-wife duo couldn't find any safe products for babies in India, they stopped using Indian products and imported reliable products manufactured in other countries.

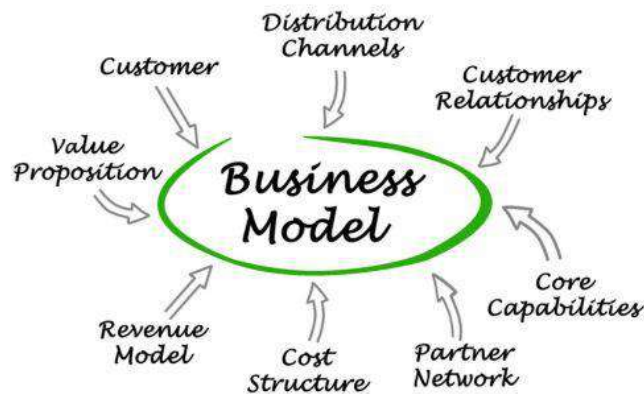
They eventually started ordering products from the US but that turned out to be a costly and inconvenient arrangement. Besides, they also realized that it wasn't just them, in fact, there are one too many parents in India who struggled with the same concern.

However, finding no solutions at hand, Varun and Ghazal Alagh researched the ways they can turn baby products safer and more affordable. They spent sleepless nights over the founding of a new brand, created a dedicated R&D team for it, and applied for appropriate certifications.

All of these ultimately gave rise to MAMAEARTH, and it soon became **Asia's 1st brand to offer "MADE SAFE" certified products that were toxin-free and loaded with the natural goodness that babies deserve.**

MAMAEARTH'S BUSINESS MODEL

MAMAEARTH's business plan is simple to understand. Under the permission of the MAMAEARTH brand, the company develops products that are later produced by contract manufacturers. MAMAEARTH primarily sells online through direct-to-consumer (D2C) channels like Amazon, Flipkart, etc., as well as various offline retailers. They are present across all platforms.



The uniqueness of the MAMAEARTH business model

1) Reaching their target audience: Gaining the trust of your target market is the most crucial thing for any brand. MAMAEARTH executed this to perfection. They produced commercials specifically for mothers and targeted them from the beginning.

MAMAEARTH's founders themselves came up with the concept for the company while searching online for natural, toxic-free baby supplies; thus, they were aware of what parents desired for their children.

They created a website where mothers can interact and exchange stories on breastfeeding, raising children, and leading a working life. Due to this, MAMAEARTH was able to develop a favourable image among moms, who later became devoted consumers after utilizing the company's products.

2) Product of Outstanding Quality: The creators of MAMAEARTH are committed to giving their consumers high-quality goods.

People recommend their products to others since they are of outstanding quality. Their brand has benefited greatly from word-of-mouth advertising.

Additionally, they have unveiled bamboo-based baby wipes, all-plant children's toothpaste, and skin- and hair-care products with organic components including onion, , and charcoal. The absence of chemicals and colouring makes the baby wipes completely safe for your child's skin.

3) Cycle of Lean Innovation: Lean innovation is based on the idea that you should continuously seek to improve efficiency by hearing what your customers have to say. Experimentation and ongoing product quality improvement should be your top priorities.

MAMAEARTH was able to recognize and promptly meet its customers' demands because of lean innovation.

They used experimentation to improve the quality of their goods and come up with fresh product concepts. They used this technique to quickly satisfy their customers. Due to its robust web presence, expanding client base, cutting-edge product lineup, and dedication to sustainability, MAMAEARTH is in a position to succeed in the long term.

Digital Marketing strategy

All brands and companies know the value of digital platforms. We are in the digitalization era, so we can't overlook this factor; MAMAEARTH knows it very well. Digital tools are used in MAMAEARTH's ad campaigns. The internet is growing, and most people rely on these digital channels for all of their knowledge base. As a result, the brand management approach utilizes these new outlets to raise brand awareness and attract a broader audience. MAMAEARTH's official website, Amazon, Flipkart, and other digital outlets sell the product. As a result, the company is establishing a robust digital footprint. Most of its sales come from online channels.

MAMAEARTH's "Goodness makes you beautiful" campaign ventured into India to boost natural and safe personal care products. The campaign focused on the idea that using natural ingredients can enhance the beauty of an individual. The campaign underscored the benefits of using MAMAEARTH's natural and toxin-free products made from onion, aloe vera, and turmeric.

Digital Marketing Strategies

1. Social Media
2. Gamification
3. Influencer Marketing
4. Educational content
5. Search Engine Optimization

Social Media: MAMAEARTH's facilitated its customers to convey their experiences with their natural and safe personal care products on social media using the hashtag

hashtag#GoodnessMakesYouBeautiful. The brand then featured this content on its social media pages, which helped to build engagement and credibility.

Gamification: MAMAEARTH's assembled a quiz on its website that allowed users to discover the best products for their specific skin or hair concerns. This gamification technique helped to increase user engagement and provided customers with personalized recommendations.

Influencer Marketing: MAMAEARTH's collaborated with several beauty and lifestyle influencers who shared their experiences using MAMAEARTH's products on their social media handles. This helped to increase brand awareness and reach a wider audience. The influencers also created engaging content such as product reviews, tutorials, and beauty tips, which helped to showcase the benefits of using natural and safe personal care products.

Educational content: MAMAEARTH's created several educational videos and posts that showcased the benefits of natural and safe personal care products. This content was shared on social media and the brand's website, and it helped to build awareness and educate consumers about the importance of using natural ingredients in their personal care products.

Search Engine Optimization: MAMAEARTH's optimized its website to make it more user-friendly and interactive. The website had a new section that highlighted the benefits of natural ingredients used in MAMAEARTH's products. Additionally, the website was optimized using SEO techniques to increase its visibility on search engines.

As a whole, MAMAEARTH's "Goodness makes you beautiful" campaign was successful in promoting natural and safe personal care products. The campaign emphasized the importance of using natural ingredients and the benefits they provide. MAMAEARTH's digital marketing strategy helped them to reach a wider audience and increase brand awareness.

SYOU TUBE MARKETING

There is no doubt that YouTube has become one of the strongest channels for spreading brand awareness. Almost half of the population prefers to watch review videos on YouTube rather than reading about them. This is exactly why brands want to take full advantage of the platform. There are many influencers on YouTube with a high number of subscribers that can spread awareness about the product. This is one of the most used marketing strategy of MAMAEARTH. The company has improvised its marketing strategy by reaching out to influencers on YouTube. Not only this, in comparison to traditional advertising, the marketing cost is modest.

4P's of Marketing - MAMAEARTH

Product - The natural and toxin-free ingredients of MAMAEARTH's products set them apart from other personal care products on the market. In its products, the company uses a variety of plant-based components and avoids the use of harsh chemicals and artificial smells. MAMAEARTH's products have also been dermatologically tested and found to be hypoallergenic, making them suitable for even the most sensitive skin.

Price - MAMAEARTH's pricing strategy is a premium pricing strategy. This is due to the high quality of its ingredients and the fact that its products are natural and devoid of toxins. MAMAEARTH, on the other hand, offers a number of discounts and promotions throughout the year, making its products at a lower price to customers.

Place - MAMAEARTH's distribution channel is spread across various sources like, including its own website, online marketplaces, and retail stores. This makes it easy for consumers to purchase MAMAEARTH products, regardless of where they live or how they prefer to shop.

Promotion - MAMAEARTH uses a variety of promotional channels to reach its target audience and generate awareness and interest in its products. The company is very active on social media, and it uses influencers to promote its products to its followers. MAMAEARTH also runs television commercials and print ads. The company uses a variety of channels to reach its target audience and make its products easily accessible.

Overall, the 4Ps of MAMAEARTH is focused on highlighting the quality of its products and their natural and toxin-free ingredients. The company uses a variety of channels to reach its target audience and make its products easily accessible. The marketing mix of MAMAEARTH sets a benchmark for its competitors. As a result, MAMAEARTH has become a popular choice for consumers who are looking for safe and effective personal care products.

The company has run a number of successful marketing campaigns over the years, which have helped it build a strong brand image and reach a wider audience.

#IssWinterGlowNaturally - This commercial emphasized the advantages of utilizing MAMAEARTH's natural winter skincare products. The campaign included a video ad starring actress Shilpa Shetty Kundra, which was marketed on social media and on television.

MAMAEARTH for Babies - This campaign promoted MAMAEARTH's baby care products, which are made with safe and gentle ingredients. The campaign featured a video ad of a baby and its mother, and it was promoted across social media.

MAMAEARTH Plastic Positivity - This campaign promoted MAMAEARTH's efforts to reduce plastic waste. The campaign pledged to recycle one plastic bottle for every order placed, and it was promoted across social media and TV.

MAMAEARTH Plant Goodness - This campaign highlighted MAMAEARTH's commitment to sustainability. The campaign pledged to plant a tree for every order placed, and it was promoted across social media.

STP of MAMAEARTH

Segmentation - MAMAEARTH segments its market based on several factors:

Demographic - MAMAEARTH primarily targets parents, with a predominant focus on mothers, aged between 25 and 45 years, from middle to high-income families, typically with young children and infants in their households.

Psychographic - MAMAEARTH's target audience consists of health-conscious and environmentally-conscious parents who prioritize natural and organic products, place a strong emphasis on safety and toxin-free options for their families, and hold eco-friendly and socially responsible attitudes.

Behavioural - MAMAEARTH caters to customers seeking natural, safe, and effective personal care and baby care products, suitable for everyday use, special occasions, and gifting. They engage both new and loyal customers through loyalty programs and incentives.

Targeting - MAMAEARTH's primary target market is parents who are concerned about the well-being of their families and seek natural, toxin-free products. They also target parents who are environmentally conscious and value sustainability. MAMAEARTH focuses on reaching middle to high-income families who are willing to pay a premium for safer and eco-friendly options.

MAMAEARTH also targets a secondary market of individuals looking for eco-friendly and natural personal care products, even if they don't have children, as their product range extends beyond baby care.

Positioning - The positioning of MAMAEARTH is like a brand that offers safe, natural, and toxin-free personal care and baby care products. The key elements of MAMAEARTH's positioning include:

Natural and Organic - MAMAEARTH emphasizes the use of natural and organic ingredients, avoiding harmful chemicals, parabens, sulfates, and synthetic fragrances.

Safety and Trust - The brand builds trust by emphasizing the safety and efficacy of its products through rigorous testing and certifications.

Eco-friendly and Sustainability - MAMAEARTH promotes its environmentally-friendly practices and packaging to appeal to eco-conscious consumers.

Parent-Centric - The brand positions itself as a partner to parents, catering to their needs and concerns about their children's well-being.

Innovation and Quality - MAMAEARTH invests in research and development to offer innovative, high-quality products.

Transparency - The company is transparent about its product ingredients and manufacturing processes.

CHAPTER-3
RESERACH METHODOLOGY

NEED OF STUDY

This study is undertaken to analyse the impact of social media marketing on the brand image of MAMAEARTH. Social media nowadays has a huge influence in the marketing sector and as its easier and cheaper to promote your products online, it is necessary to understand its pros and cons and act accordingly. This study helps us to understand various impacts of it.

OBJECTIVE OF STUDY

1. To investigate the effectiveness of MAMAEARTH's social media marketing strategies.
2. To explore how different social media platforms contribute to the formation of MAMAEARTH's sales.
3. For gathering knowledge about the various modes of marketing.
4. Understanding the term Brand Image in terms of marketing.

LIMITATION OF STUDY

1. The scope of the study is limited to MAMAEARTH's social media strategies only and as we know marketing is a very vast subject to analyse.
2. Each industry uses various strategies, the strategies used by MAMAEARTH are for baby products and it's limited to that.

HYPOTHESIS

H0: Social media marketing is not the strength of MAMAEARTH.

H1: Social media marketing is the strength of MAMAEARTH.

H0: Customer do not get influenced by Social Media campaign launched by MAMAEARTH

H1: Customer get influenced by social media campaign launched by MAMAEARTH.

RESEARCH METHODOLOGY

The system of collecting data for research projects is known as research methodology. The data may be collected for either theoretical or practical research for example management research may be strategically conceptualized along with operational planning methods and change management. Some important factors in research methodology include validity of research data, Ethics and the reliability of measures most of your work is finished by the time you finish the analysis of your data. Formulating of research questions along with sampling whether probable or non probable is followed by measurement that includes surveys and scaling. This is followed by research design, which may be either experimental or quasi-experimental. The last two stages are data analysis and finally writing the research paper, which is organized carefully into graphs and tables so that only important relevant data is shown. Research can be classified by purpose or by method. If we categorize it by purpose, it would fall into two major categories: Basic Research and Applied Research, while in case of method, it would be deductive research and inductive research

DATA COLLECTION

1. **PRIMARYSOURCE** Primary source means first hand sources or original source at the hand of there searcher that is not collected previously. For example, the various replies by the teacher from the students as regards their assessment of teaching method constitute primary source of data. Primary data is collected through principles sources of observation, surveys. Using primary sources, researcher can collect precisely the information he wants. Primary data consist of Qualitative Data and Quantitative Data.

2. **SECONDARY SOURCE:** Secondary data refers to information generally collected by person other than researcher for other purpose involved in the given research project at work. As an example, the annual account of a company form a primary data for that company for purpose of presenting the company's financial status and performance. But to a researcher, it may form a secondary data as it is used, perhaps in part, for some other purpose and is independent of research investigation. The source of secondary data consist of report of various government departments. RBI various reports, national sample survey report, UNO, UNICEF, WHOM, ILO, and world bank various report complied. In facts, books, journals, dairies, letter, etc. also form secondary source of data. The main characteristics associated with such a data are that the data is readily available. Also, the researcher does not have any control over this collection. The forms and contents are shaped by those other than a particular researcher.

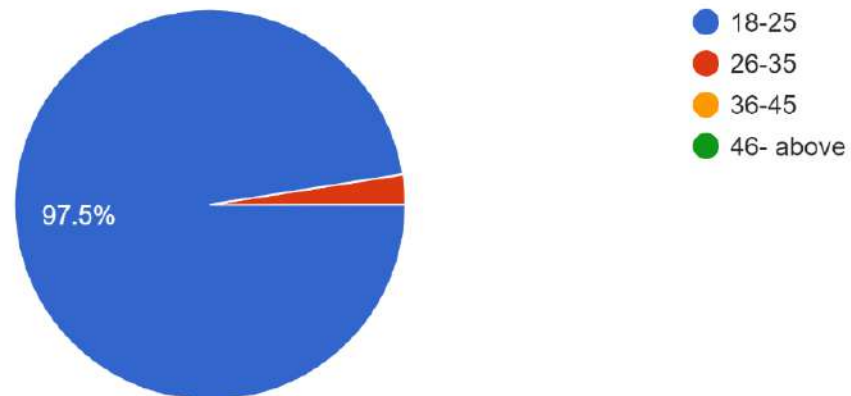
CHAPTER-4
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

1. Age of respondent?

PARTICULARS	NO. OF RESPONDENT	% OF RESPONDENT
18-25	39	97.5%
26-35	1	2.5%
36-45	0	0%
46-Above	0	0%
Total	40	100%

Age Group
40 responses



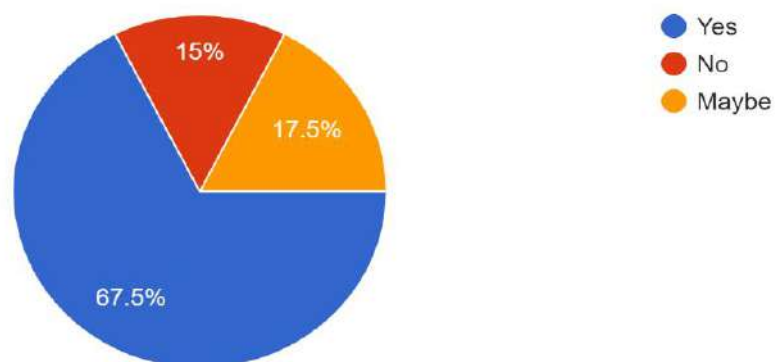
INTERPRETATION

Most of the respondents belong to the age group of 18-25 i.e. 97.5% of the respondents. Only 2.5% belong to the age group of 26-35 age group.

2. Are you a MAMAEARTH user?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	27	67.5%
No	6	15%
To be	7	17.5%
Total	40	100%

Are you a user of MAMAEARTH
40 responses



INTERPRETATION

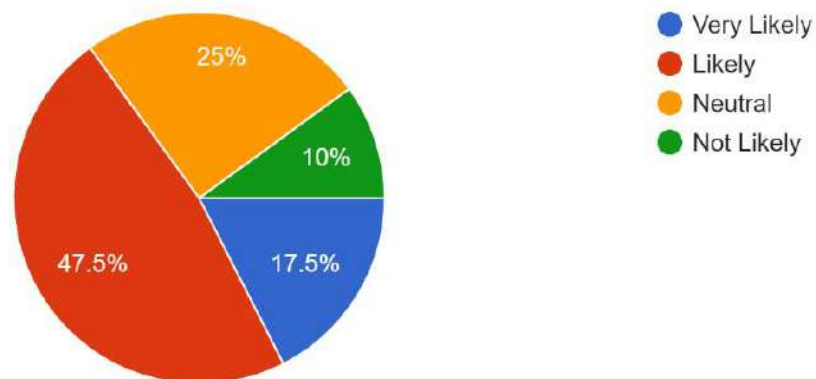
67.5% of the respondents are users of MAMAEARTH which is 27 out of the 40 people. 15% of the respondents don't use MAMAEARTH products.

3. How likely will you purchase a product after seeing an advertisement online?

PARTICULARS	NO. OF RESPONDENTS	%OF RESPONDENTS
Very Likely	7	17.5%
Likely	19	47.5%
Neutral	10	25%
Not Likely	4	10%
Total	40	100%

How likely will you purchase a product after seeing an advertisement online?

40 responses



INTERPRETATION

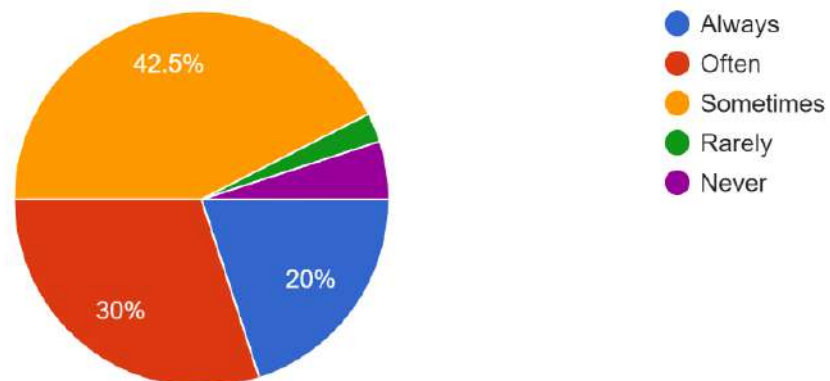
7 out of 40 (17.5%) respondents are very likely of purchasing a product after seeing it online, 19 respondents are likely to purchase, 10 respondents have a neutral review about their purchase and 4 respondents are not likely to purchase a product after seeing an advertisement online.

4. How often you see advertisements of MAMAEARTH online

PARTICULARS	NO. OF RESPONDENTS	%OF RESPONDENTS
Always	8	20%
Often	12	30%
Sometimes	17	42.5%
Rarely	1	2.5%
Never	2	5%
Total	40	100%

How often you see advertisements of MAMAEARTH online

40 responses



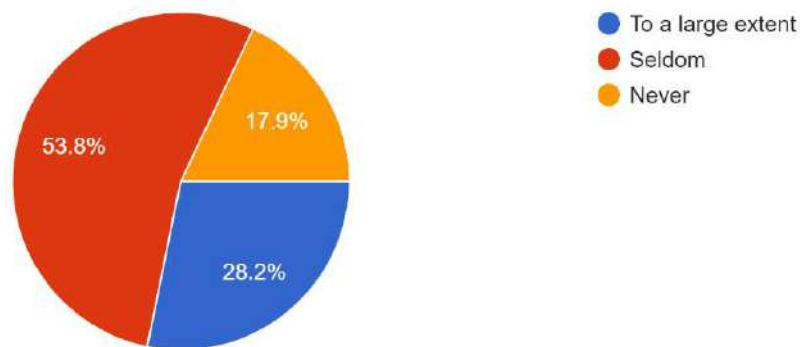
INTERPRETATION

8 Out of total respondents which is 20% always see a MAMAEARTH advertisement online, 30% of the respondents often happen to see a MAMAEARTH advertisement online, 42.5% of respondents say that they sometimes see an advertisement, 1 respondent marked rarely and 2 respondents said that they never saw an advertisement belonging to MAMAEARTH.

5. To what extent does MAMAEARTH'S social media presence influence your purchasing decisions

PARTICULARS	NO. OF RESPONDENTS	%OF RESPONDENTS
To a large extent	11	28.2%
Seldom	21	53.8%
Never	8	17.9%
Total	40	100%

To what extent does MAMAEARTH'S social media presence influence your purchasing decisions
39 responses



INTREPERTATION

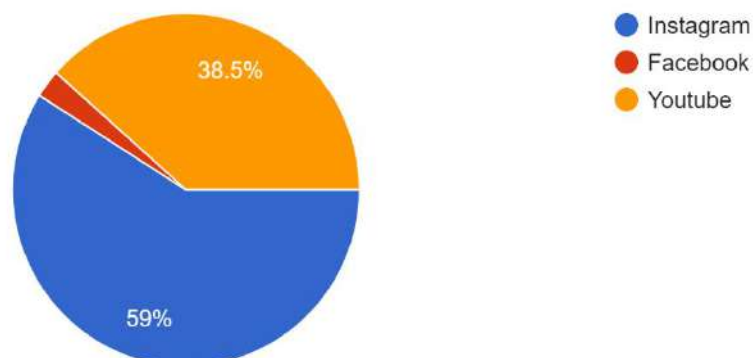
28.2% of the respondents said that social media presence influenced their purchasing decision to a large extent. 53.8% of the respondents said their purchasing decision is seldom influenced and 17.9% said that their purchase was never influenced by MAMAEARTH's social media presence.

6. Which social media platform you have seen maximum no. of advertisement

PARTICULARS	NO. OF RESPONDENTS	%OF RESPONDENTS
Instagram	23	59%
Facebook	1	2.6%
You tube	15	38.5%
Total	40	100%

Which social media platform you have seen maximum no. of advertisement

39 responses



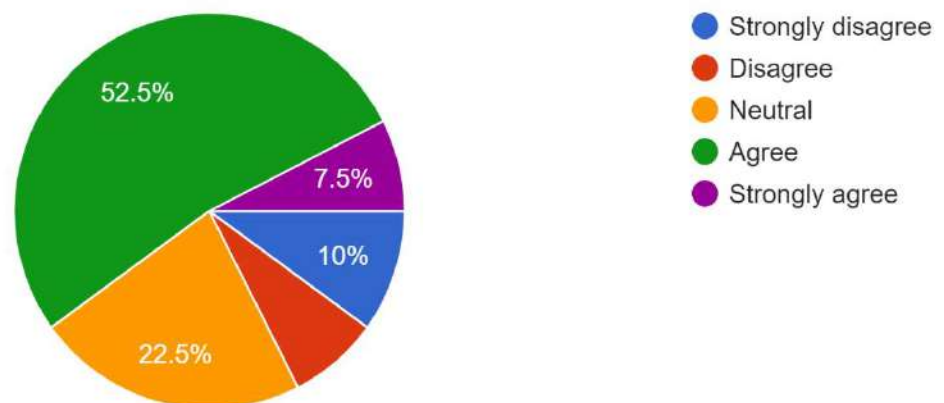
INTERPRETATION

59% of the respondents said that the maximum no. of advertisements they have seen is on Instagram, 2.6 % said Facebook and 38.5% on You tube.

7. Do you agree that MAMAEARTH'S social media marketing is its strength

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	4	10%
Disagree	3	7.5%
Neutral	9	22.5%
Agree	21	52.5%
Strongly Agree	3	7.5%
Total	40	100%

Do you agree that MAMAEARTH 'S social media marketing is its strength
40 responses



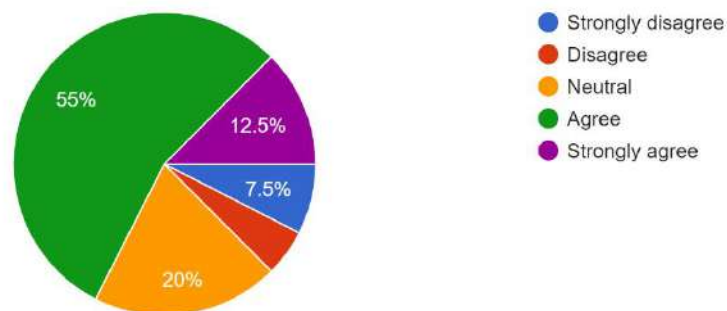
INTERPRETATION

10% of the respondents strongly disagree that social media marketing is the strength of MAMAEARTH, 7.5% of the respondents disagree, 22.5% are neutral, 52.5% agree and 7.5% of the respondents strongly agree about the MAMAEARTH'S strength.

8. Do you agree that social media marketing has impacted the Brand image of MAMAEARTH.

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	3	7.5%
Disagree	2	5%
Neutral	8	20%
Agree	22	55%
Strongly Agree	5	12.5%
Total	40	100%

Do you agree that social media marketing has impacted the Brand image of MAMAEARTH
40 responses



INTERPRETATION

55% of the respondents agree that social media marketing has impacted the Brand image of MAMAEARTH, 12.5% of the respondents strongly agree on the point, 20% of the respondents are neutral, 5% disagree and 7.5% strongly disagree on whether social media marketing has impacted the brand image of MAMAEARTH.

HYPOTHESIS TESTING 1

H0: Social media marketing is not the strength of MAMAEARTH.

H1: Social media marketing is the strength of MAMAEARTH.

From the above research conducted it is found that the Hypothesis H1 that is “Social media marketing is the strength of MAMAEARTH” is found to be true, hence accepted. Where the Null Hypothesis H0 that is “Social media marketing is not the strength of MAMAEARTH” is rejected.

HYPOTHESIS TESTING 2

H0: Customer do not get influenced by Social Media campaign launched by MAMAEARTH

H1: Customer get influenced by social media campaign launched by MAMAEARTH.

From the above research conducted it is found that the Hypothesis H1 that is “Customer get influenced by social media campaign launched by MAMAEARTH” is found to be true, hence accepted. Where the Null Hypothesis H0 that is “Customer do not get influenced by Social Media campaign launched by MAMAEARTH.” Is rejected.

CHAPTER -4
FINDINGS AND SUGGESTIONS

FINDINGS

1. In the survey conducted majority of the people belonged to the age group of 18-25
2. Out of the people who participated in the survey 67.5% of the people are MAMAEARTH users.
3. We can understand that after seeing an advertisement online the people who are very likely to purchase a product is 17.5% and 47.5% are only likely to purchase the product.
4. It's also found that 20% of the people always see a MAMAEARTH advertisement online and 30% of the people often an advertisement online.
5. 28.2% of the people said that their purchasing decision is influenced to a large extent due to the social media presence of MAMAEARTH and 53.8% said that their decisions are seldom affected due to the social media presence.
6. It's also found that the maximum number of the advertisements are seen on Instagram (59%) and on Facebook (38.5%).
7. 52.5% people agree that social media marketing is the strength of MAMAEARTH and 7.5% people strongly agreed.
8. When asked about whether MAMAEARTH's social media marketing have impacted its Brand Image then 55% people agreed on the point and 12.5% people strongly agreed.

SUGGESTION

1. 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.
2. 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.
3. They can expand their portfolio by developing new products, this will increase their market share.

CHAPTER-5
CONCLUSION

CONCLUSION

The conclusion for the said research work “**THE STUDY OF INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND IMAGE OF MAMAEARTH**”

will be drawn based on the study and research done during the particular time period and based on finding and analysis.

Under this study we came to know that how the image of MAMAEARTH is highly influenced with the help of social media and what all factors are important for developing, maintaining the image of a brand. The above results show that people are aware about this brand through social channels because of their strong presence on such sites. Their products are very famous amongst the people as they are naturally made while causing no harm to the environment. This helped them in establishing a name in the industry within 4-5 years. All this happened because of their efforts and ideas they put in, mainly on social media considering as a golden opportunity which was life changing one for the brand.

CHAPTER-6
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CHAPTER-7
QUESTIONNAIRE

QUESTIONNAIRE

1. Age of respondent?

A) 18-25

B) 26-35

C) 36-45

D) 46-above

2. Are you a MAMAEARTH user?

A) Yes

B) No

C) Maybe

3. How likely are you will you purchase a product after seeing an advertisement online?

A) Very Likely

B) Likely

C) Neutral

D) Not Likely

4. How often you see advertisements of MAMAEARTH online
 - A) Always
 - B) Often
 - C) Sometimes
 - D) Rarely
 - E) Never

5. To what extent does MAMAEARTH'S social media presence influence your purchasing decision
 - A) To a large extent
 - B) Seldom
 - C) Never

6. Which social media platform you have seen maximum no. of advertisement
 - A) Instagram
 - B) Facebook
 - C) You Tube

7. Do you agree that MAMAEARTH'S social media marketing is its strength

A) Strongly Disagree

B) Disagree

C) Neutral

D) Agree

E) Strongly Agree

8. Do you agree that social media marketing has impacted the Brand image of MAMAEARTH.

A) Strongly Disagree

B) Disagree

C) Neutral

D) Agree

E) Strongly Agree

