

**A Project Report on**  
**" A Study on Influence of social media marketing on brand image of**  
**Mamaearth ",**

Submitted to  
**Department of Management Sciences & Research (DMSR)**  
**G.S. College of Commerce and Economics, Nagpur**  
**(An Autonomous Institution)**

Affiliated to:  
**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfilment for the award of the degree of  
**Master of Business Administration**

Submitted by  
**Ms. Ashmita Tiwari**

Under the Guidance of  
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**NAAC Accredited "A" Grade Institution**



**Academic Year 2023-24**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited "A" Grade Institution**



**Academic Year 2023-24**

## **CERTIFICATE**

This is to certify that **Ms. Ashmita Tiwari** has submitted the project report titled, "**A Study on Influence of social media marketing on brand image of Mamaearth**", under the guidance of **Dr. Madhuri V. Purohit** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he/she has ingeniously completed his/her project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

**Dr. Madhuri V. Purohit**

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**Place: Nagpur**

**Date: 16/05/24**

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NAAC Accredited "A" Grade Institution**



**Academic Year 2023-24**

## **DECLARATION**

I, **Ms. Ashmita Tiwari** here-by declare that the project with title "**A Study on Influence of social media marketing on brand image of Mamaearth**", has been completed by me under the guidance of **Dr. Madhuri V. Purohit** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**Ms. Ashmita Tiwari**

**Place: Nagpur**

**Date: 16/05/24**

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**Academic Year 2023-24**

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**Ms. Ashmita Tiwari**

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# **CHAPTER I**

# **INTRODUCTION**

## INTRODUCTION OF SOCIAL MEDIA MARKETING



Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

There are also a range of social media management tools that help businesses to get the most out of the social media platforms listed above. For example, Buffer is a platform of social media management tools, which can help you achieve success with your social media marketing. Whether you want to build a brand or grow your business, we want to help you succeed.

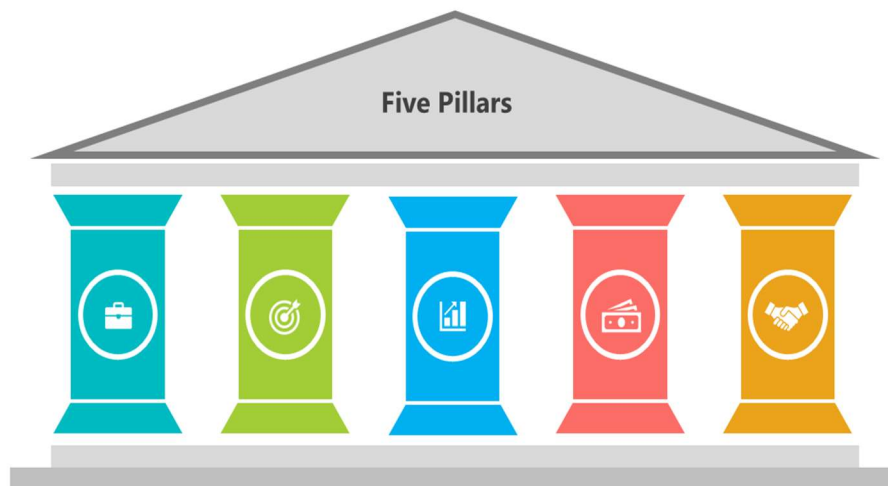
### **A Quick Overview of Social Media Marketing**

Social media marketing first started with publishing. Businesses were sharing their content on social media to generate traffic to their websites and, hopefully, sales. But social media has matured far beyond being just a place to broadcast content. Nowadays, businesses use social media in a myriad of different ways.

For example, a business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). A business that wants to understand how it's performing on social media would analyse its reach, engagement, and sales on social media with an analytics tool (social media analytics). A business that wants to reach a

specific set of audience at scale would run highly-targeted social media ads (social media advertising).

The Five Core Pillars of Social Media Marketing.



## 1. Strategy

Before you dive right in and publish something on social media, let's take a step back and look at the bigger picture. The first step is to think about your social media strategy.

**What are your goals?** How can social media help you achieve your business goals? Some businesses use social media for increasing their brand awareness, others use it for driving website traffic and sales. Social media can also help you generate engagement around your brand, create a community, and serve as a customer support channel for your customers.

**Which social media platforms do you want to focus on?** The major social media platforms, mentioned above, are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There are also smaller and up-and-coming platforms, such as Tumblr, Tik Tok, and Anchor, and social messaging platforms, such as Messenger, WhatsApp, and WeChat. When starting out, it's better to pick a few platforms that you think your target audience is on than to be on all platforms.

**What type of content do you want to share?** What type of content will attract your target audience best? Is it images, videos, or links? Is it educational or entertaining content? A good place to start is to create a marketing persona, which will help you



answer these questions. And this doesn't have to be fixed forever; you can always change your strategy according to how your social media posts perform.

To help you create a great social media strategy, here are our long-form, step-by-step guides on creating a social media strategy and social media marketing plan.

## **2. Planning and Publishing**

Social media marketing for small businesses usually starts with having a consistent presence on social media. Close to three billion people (3,000,000,000!) use social media. By being present on social media platforms, you give your brand an opportunity to be discovered by your future customers.

Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform. It's just like how you would share on your personal Facebook profile. But you will want to plan your content ahead of time instead of creating and publishing content spontaneously. Also, to ensure that you are maximizing your reach on social media, you need to publish great content that your audience likes, at the right timing and frequency.

There are now a variety of social media scheduling tools, such as Buffer Publish, that can help you publish your content automatically at your preferred time. This saves you time and allows you to reach your audience when they are most likely to engage with your content.

## **3. Listening and Engagement**

As your business and social media following grow, conversations about your brand will also increase. People will comment on your social media posts, tag you in their social media posts, or message you directly.

People might even talk about your brand on social media without letting you know. So you will want to monitor social media conversations about your brand. If it's a positive comment, you get a chance to surprise and delight them. Otherwise, you can offer support and correct a situation before it gets worse.

You can manually check all your notifications across all the social media platforms but this isn't efficient and you won't see posts that didn't tag your business's social media profile. You can instead use a social media listening and engagement tool that aggregates all your social media mentions and messages, including posts that didn't tag

your business's social media profile.

#### **4. Analytics and Reporting**

Along the way, whether you are publishing content or engaging on social media, you will want to know how your social media marketing is performing. Are you reaching more people on social media than last month? How many positive mentions do you get a month? How many people used your brand's hashtag on their social media posts?

The social media platforms themselves provide a basic level of such information. To get more in-depth analytics information or to easily compare across social media platforms, you can use the wide range of social media analytics tools available, such as Buffer Analyze.

#### **5. Advertising**

When you have more funds to grow your social media marketing, an area that you can consider is social media advertising. Social media ads allow you to reach a wider audience than those who are following you.

Social media advertising platforms are so powerful nowadays that you can specify exactly who to display your ads to. You can create target audiences based on their demographics, interests, behaviors, and more.

When you are running many social media advertising campaigns at once, you can consider using a social media advertising tool to make bulk changes, automate processes, and optimize your ads.

### **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).

### **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.

Some players involved in this study are-

### **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.

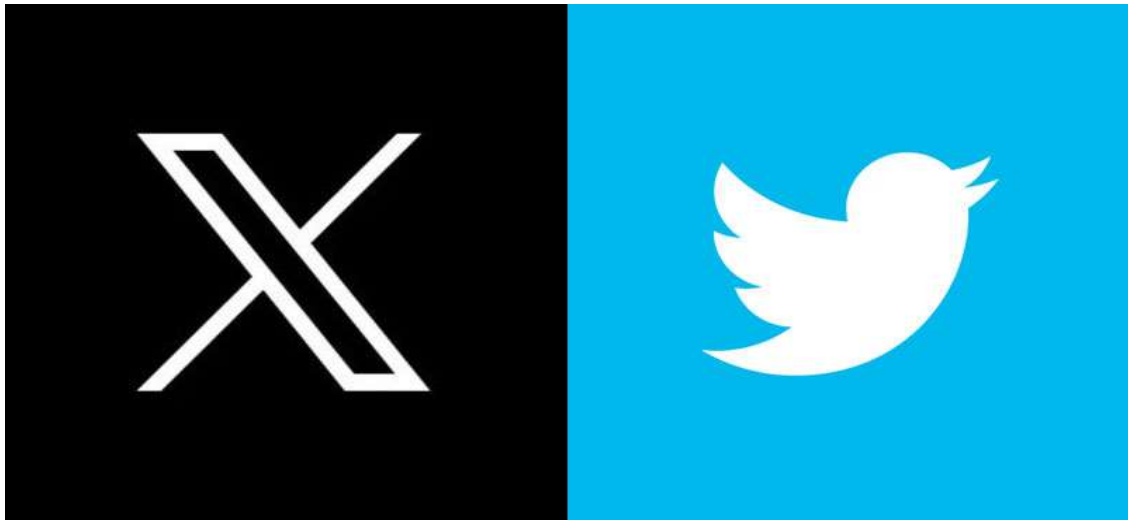
### **FACEBOOK:**



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:**



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 the Impact of Social Media marketing?**

With more than 4.5 billion people using the internet worldwide, business organizations have found digital marketing a potential advertising tool that can help them reach their target audience effectively. From restaurant recommendations to grammar lessons, people use the internet to find solutions to their problems. Here's how social media is impacting businesses.

### **1. Brand loyalty**

Every business strives to reach a state where customers choose their brand over competitors sheerly out of trust. Brand loyalty is a state where the customers have complete faith in the brand, and they purchase the product or service without any persuasion. Brand loyalty occurs when a company forms a fruitful and honest relationship with its consumers.

Social media offers a platform for a company to interact with their customers and form a sacred bond, making social media marketing an important part of digital marketing. It eliminates the middlemen (retailer, wholesaler) between brand and customer, making communication precise and clear.

### **2. Easy communication**

Initially, brand-customer interaction was limited to a yearly event hosted by the company to launch their new products. However, with the advent of social media, brand and customer interaction has become more frequent, easy, and quick. Today, customers

can reach out to their brand through social media platforms like Facebook, Twitter, Instagram, etc. Besides sharing grievances, customers can provide real-time feedback about a product or service without a hassle.

### **3. Difficult to erase the effects of an offensive post**

Nothing can be clocked on the internet. For instance, a hurtful tweet or post shared by a brand on social media cannot be erased from the collective memory of customers because the recall value of social media users is more than other mediums. As a result, many businesses suffer losses due to these blundersome activities on social media.

### **4. Increased customer power**

In social media marketing, the customer has more power over the brands. Customers have a voice that resonates with the masses. Social media gives customers the ability to publicly share their views about a product without the fear of trial. It takes away the power of influence from businesses and empowers customers. So, while promoting their product or services online, brands need to be more conscious.

### **5. Attract a bigger audience**

Social media is a platform that everyone across the globe uses. Social media marketing enables you to attract customers from different parts of the world, helping your business expand globally with less set-up cost, proving to be a cost-effective digital marketing technique. Moreover, the platform transcends boundaries and connects you to your customers.

### **6. Competition**

Social media marketing is a competitive industry that pushes everyone to do their best. It also encourages brands to work effectively and productively to attract maximum customer attention.

### **7. Creates word of mouth**

Social media helps in spreading the word about a business quickly and effectively. Qualtrics (a business firm), in research, revealed that 72% of people read online reviews before purchasing a product or service. So, businesses can leverage word of mouth to increase their sales and form a special bond with new customers.

### **8. Reducing marketing and promotional costs**

Social media marketing applies the concept of targeted marketing and advertising; therefore, it creates maximum brand awareness among the target audience at less cost. It also reduces operating costs and increases the profit margin of the businesses.

# **CHAPTER II**

# **COMPANY PROFILE**



## INTRODUCTION TO THE COMPANY MAMAEARTH



When it comes to the cosmetic industry, consumers are always concerned about the process that is followed while manufacturing the products. This is why the world is seeing a new era of cosmetic products that are organic, produced in a natural way, and free of toxins and other chemicals.

The craze for these organic products is palpable simply because they mean no harm to our skin, hair, gut, and ourselves in general. Leveraging this drive for organic products, Mamaearth has catapulted itself into a promising startup in the cosmetics industry that comes with the American Made safe Certification, the first nontoxic seal for the products in use today.

### **Mamaearth - Company Highlights**

<b>STARTUP NAME</b>	<b>MAMAEARTH</b>
Headquarters	Gurgaon, Haryana, India
Sector	Personal Products
Founders	Ghazal Alagh and Varun Alagh
Founded	2016
Website	mamaearth.in

### **Mamaearth - 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 Season 1.

## **Mamaearth - Shareholding**

Mamaearth parent company Honasa Consumer shareholding pattern as of October 2023:

<i><b>SHAREHOLDING</b></i>	<i><b>PERCENTAGE</b></i>
Peak XV Partners	19.38%
Fireside Ventures	10.34%
Stellaris Ventures Partners	9.45%
Sofina	9.45%
Sequoia Capital	4.51%
Ghazal Alagh	3.22%
Rishabh Mariwala	2.92%

## **Mamaearth - Startup 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.

## 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 300 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.





It has expanded not only to cater to babies but their mothers as well with varied products ranging from sunscreen to stretch mark removal serum. It focuses on all aspects of motherhood. A fan favorite is their onion range of products for mothers.

## COMPETITORS OF MAMAEARTH

### Competitive landscape of Mamaearth

Mamaearth has a total of **368 competitors** and it **ranks 1 st** among them. 38 of its competitors are funded while 5 have exited. Overall, Mamaearth and its competitors have raised over \$489M in funding across 109 funding rounds involving 516 investors. There are 5 acquired companies in the entire competition set.

**BELOW IS A COMPARISON OF TOP COMPETITORS OF  
MAMAEARTH**

	 Mamaearth	 <u>Plum</u>	 <u>The Ayurveda Experience</u>	 <u>WOW Skin Science</u>
<b>Description</b>	Internet first brand offering multi-category organic beauty care products	Internet first brand offering organic skincare products	Online platform offering ayurvedic multi-category beauty products	Internet-first brand offering organic beauty products
<b>Founded Year</b>	2016	2013	2010	2014
<b>Location</b>	Gurgaon ( <a href="#">India</a> )	Thane ( <a href="#">India</a> )	Singapore ( <a href="#">Singapore</a> )	Bengaluru ( <a href="#">India</a> )
<b>Company Stage</b>	Series C	Series C	Series C	Series C
<b>Unicorn Rating</b>	Unicorn	Soonicorn	Minicorn	Soonicorn
<b>Total Funding</b>	\$89.4M	\$51.9M	\$41.3M	\$98M
<b>Funding Rounds</b>	7	4	9	2
<b>Latest Round</b>	Angel, \$755K, Sep 13, 2022	Angel, \$94.9K, Jun 23, 2022	Series C, \$27M, Dec 01, 2023	Series C, \$48M, May 18, 2022
<b>Investor Count</b>	14	6	82	3
<b>Top Investors</b>	<a href="#">Sequoia Capital</a> , <a href="#">Sofina</a> & <a href="#">12 others</a>	<a href="#">Unilever Ventures</a> , <a href="#">Fearing Capital</a> & <a href="#">4 others</a>	<a href="#">Founder Collective</a> , <a href="#">SIDBI Venture Capital</a> & <a href="#">80 others</a>	<a href="#">GIC</a> , <a href="#">Chrys Capital</a> & <a href="#">10 others</a>
<b>Tracxn Score <a href="#">What is this?</a></b>	79/100	71/100	68/100	62/100

	 Mamaearth	 <u>Plum</u>	 <u>The Ayurveda Experience</u>	 <u>WOW Skin Science</u>
<b>Overall Rank</b>	1st	2nd	3rd	4th

## **MAMAEARTH - MISSION AND VISION**

We aim to build a brand which is your friend, every parent's friend. A friend who understands you, knows your issues and tries hard to resolve them, well most of them. A brand which every parent like you and me can trust, which intends to make lives of mums & expectant mums better and beautiful. A brand which welcomes all our babies to a healthy and a safe world. We aspire to take care of every parents & baby's wellbeing from head to toe with safe, toxin free, international standard products which you can choose without having to think twice. Well it's a lot like love, Awwww, as mentioned on the "What We Want To Achieve?" section of the Mamaearth website. 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 - STARTUP 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.

“We are on a mission to reduce parental stress & are continually improving and innovating to make the world a safer place for both babies and their parents,” adds Ghazal Alagh.

## **MAMAEARTH - TARGET MARKET SIZE**

Mamaearth has segmented its products as follows:

- Baby
- Beauty
- Hair
- Face
- Body
- Gift packs

# **CHAPTER IV**

# **LITERATURE REVIEW**



### **1. “Influence of Social Media Marketing on Brand Image of Mamaearth.”**

**Authors Name: Priyanka Agrawal**

**Year: 2021**

**Conclusion:** social media has become the center of attention in many industries by facilitating various areas of marketing, such as promotions, marketing intelligence, sentiment research, public relations, marketing communications, as well as product and customer management (Akar, 2011).

Features such as reliability, consistency and wide reach are possessed by social media marketing, this new approach of outreach and marketing has opened a wide area for businesses to reach their targeted customers for selling their products (Rubathee, 2013)

### **2. “A study on impact of social media influencers’ endorsements on the buying behaviour of gen Z, for lifestyle and electronics product category with special reference to Pune City”**

**Author Name: Nimish Kadam, Anindita Deshmukh, Rajashri Kadam**

**Year: 2021**

**Conclusion:** Today most businesses are consumer centric in their approach and prefer digital marketing and social media marketing. Advertising on social media is done in a very subtle manner, almost at a subconscious level and influencers are a good example of that. This type of advertising has a long lasting impact on the public. If done right, it is interactive, engaging and forms a connection rather than only appealing to the rational side of the consumer. Pune city has one of the largest youth populations in India with 2nd highest density of universities, being an IT hub, and other factors.

### **3. “A Study of the Branding and Advertising Strategies of Mamaearth by Honasa Consumer Company during the Covid-19 Pandemic Situation.”**

**Author Name: Aishwarya Surve, Giteshi Chatterjee, Kranti Rajput, Anushree Shelatkar, Geet Shukla**

**Year: 2021**

**Conclusion:** The Covid 19 pandemic has had a huge impact on the economy of the whole world. India also got adversely affected and faced a steep low in the market economy and the private sector employments. However, some ‘Make in India’ projects did a phenomenal growth and met the Customers’ requirements aptly and

adequately. Mamaearth is an India brand based at Gurugram, India. Mamaearth is Asia's first brand to be certified as 100% non-toxic and offers toxin-free natural products for baby care, skin care, and hair care developed on Ayurvedic sciences. Mamaearth company was founded by Varun and Ghazal Alagh in the year 2016.

#### **4. "A Study on Performance Evolution of Indian Eco-friendly Cosmetic Brand: Mamaearth"**

**Authors Name: Ashwini V., P. S. Aithal**

**Year: 2022**

**Conclusion:** Mamaearth needs to extend its business operation in the retail business, increase franchisees, and collaborate with local players to match international standards. The company is not sufficient at offering customer-oriented services, survey need to be conducted to know the consumer's needs and wants. The company focuses more on a low-income group and developing a new product to diversify its product range and target demographic segment.

#### **5. "A study on customer satisfaction and preference towards mamaearth brand products."**

**Authors Name: G Kalpana, J Poovaraghavan**

**Year:2022**

**Conclusion:** The purpose of this study is to determine consumer happiness and preference levels, as well as the issues that respondents confront when utilising Mamaearth brand products. A sample of 135 customers consuming Mamaearth products were selected for the study. Convenience sampling method was adopted to select the samples and selected samples were given questionnaire to participate in this study. The data was analysed using statistical procedures such as percentage analysis and weighted score analysis.

#### **6. "Mamaearth: from a mother's dilemma to a multi-crore brand"**

**Authors Name: S Modi, V Balaji**

**Year:2023**

**Conclusion:** The case study has several objectives: to gauge the evaluation of the direct-to-consumer industry in the economy of India, to analyse the competition of the brands, to ascertain the evolution of smaller direct-to-consumer (DTC) brands on the

purchasing capacity of consumers, to analyse challenges in branding in Tier 2 and 3 cities and to evaluate the strategic branding decisions of Mamaearth.

### **7. “The Increasing role of YouTube Influencer Marketing in the brand image of Beauty Startups in India.”**

**Authors Name: Rashmi Priya**

**Year: 2023**

**Conclusion:** This study focuses on the increasing role of YouTube influencer marketing in building the brand image of beauty start-ups in India through different case studies. The case studies include the Indian brands like Nykaa, Sugar, Plum and Mamaearth. In recent years, YouTube influencer marketing has become an increasingly popular strategy for beauty startups in India to enhance their brand image. The benefits of YouTube influencer marketing strategies also include increased brand awareness, improved credibility, and access to a wider audience. The study also highlights the importance of influencer credibility and engagement for the success of the marketing campaign. No doubt that influencer marketing techniques have a lot of positive impact on building brand image and business growth, but flawed strategies can also damage the brand image of the company.

### **8. “Mamaearth: a brand growth story.”**

**Authors Name: Ashita Aggarwal, Rajiv Agarwal**

**Year:2023**

**Conclusion:** After completion of the case study, the students will be able to appreciate and understand why brands are an essential asset to the company and how they can enhance business value, understand the factors needed to grow brands in the growth stages and evaluate the choices that start-up companies have to grow their brand in competitive and growing markets.

### **9. “Impact of technology-evoked mental imagery on brand personality and brand association for beauty brands among women in India.”**

**Author Name: Krupa Miriam Cherian; Simmy Kurian; Hareesh N Ramanathan**

**Year:2023**

**Conclusion:** The increased dependence of customers on smart technology for convenience has motivated marketers to turn to new-age technologies for the

representation of products and promotion of brands. This study analyses the influence of mental imagery generated by augmented reality on brand personality and brand association for skincare/cosmetics products among women in India. The cross-sectional study collected data through the mall intercept method. The significance of this study is the usage of real brands and gathering real experiences towards mental imagery evoked using virtual try-on links. The originality of the brands and the experience of the respondents could create a realistic relationship between the constructs under study and avoid the researcher's bias.

#### **10. “Mamaearth: a digital first brand venturing offline.”**

**Authors Name:** Swati Soni, Devika Trehan, Varun Chotia, Mohit Srivastava

**Year:** 30 April 2024

**Conclusion:** The key learning objectives are as follows: analyze Mamaearth’s growth trajectory in the Indian market, illustrate the meaning of a direct-to-consumer (D2C) brand, analyze the importance of social media in building a D2C brand, analyze the challenges and advantages associated with a D2C brand, analyze growth and expansion options available with Mamaearth and evaluate the strategies for Indian start-ups in the beauty and personal care space.

#### **11. “Brand Recognition: Evidence from Emerging Brands.”**

**Author Name:** Shampa Nandi, Amrutha Krishna, AN Pranathi, Shatakshi Vats

**Year:** December 2023

**Conclusion:** This study aimed to discover what interactive activities of emerging brands build brand recognition. This has become important for two reasons. The first is the proliferation of newer brands, and the second is the emergence of social media and the interactive marketing activities and their response to build brand recognition. This study used secondary data related to different interactive marketing strategies adopted by the three leading emerging brands (Nykaa, MamaEarth, Sugar Cosmetics) on various online platforms.

**12. “A study on sustainable development in cosmetic products among women consumers towards social media marketing.”**

**Author Name: R BHAGYALAKSHMI**

**Year: 2024**

**Conclusion:** In the modern-day age, shopping online has turned out to be an analytical hobby for everyone. Along with exceptional products, even cosmetics have now started out selling online. Trends are ever-changing a few years back no character may do not forget searching for cosmetics online as it's far considered necessary to strive out such products in man or woman to select the colour, texture, etc., but now, an entire lot of net web sites rely on online portals to sell cosmetics.

**CHAPTER IV**  
**RESEARCH**  
**METHODOLOGY**

## **Research Methodology**

### **PROBLEM STATEMENT**

#### **Problem Statement**

A study on influence of social media marketing on Mamaearth's brand image.

#### **NEED OF THE STUDY**

- ❖ Identify effective social media platforms for Mamaearth.
- ❖ Analyze customer perceptions about Mamaearth's brand image on social media.
- ❖ Evaluate brand loyalty among Mamaearth's social media followers.
- ❖ Assess the effectiveness of Mamaearth's content strategy on social media.
- ❖ Investigate the impact of influencer collaborations on brand image.
- ❖ Conduct competitive benchmarking in the beauty and skincare industry.
- ❖ Assess overall brand equity influenced by social media marketing efforts.

#### **OBJECTIVES OF THE STUDY**

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

#### **RESEARCH HYPOTHESIS**

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 or awareness.

This involves studying of two variables, marketing through social networking sites being the independent variable and its overall effect on the brand being the dependent one.

**NULL HYPOTHESIS (H0)**- There is no significant relationship between marketing the products on web through social media channels and the mentioned brand.

**ALTERNATIVE HYPOTHESIS (H1)**- There is a significant relationship between the marketing on social media channels and its effects on the brand.

## **Research methodology**

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives.

Method of data Collection: The data will be collected in various forms such as questionnaire, interviews and secondary data analysis. The data collected through these methods can then be analyzed and used to support or refute research hypotheses and draw conclusions about the study's subject matter.

- Questionnaire
- Interview
- Research papers

### **PRIMARY:**

- **POPULATION:** People residing in Nagpur have participated in this study, from the age group of 15 years to 30 years of every gender.
- **SAMPLE:** We have selected the people who are mostly active on social media, are aware about social media marketing from the population and above-mentioned age group.
- **SAMPLE SIZE:** 80 individuals have participated in this study.
- **SAMPLING METHOD:** Purposive sampling is opted (a non- probability sampling technique).
- **ANALYSIS OF DATA:** This is done through descriptive statistics (it helps in summarizing the entire data or representation in an understandable manner)

### **SECONDARY:**

The secondary data will be collected from the Articles, research papers, blogs etc. has been used.

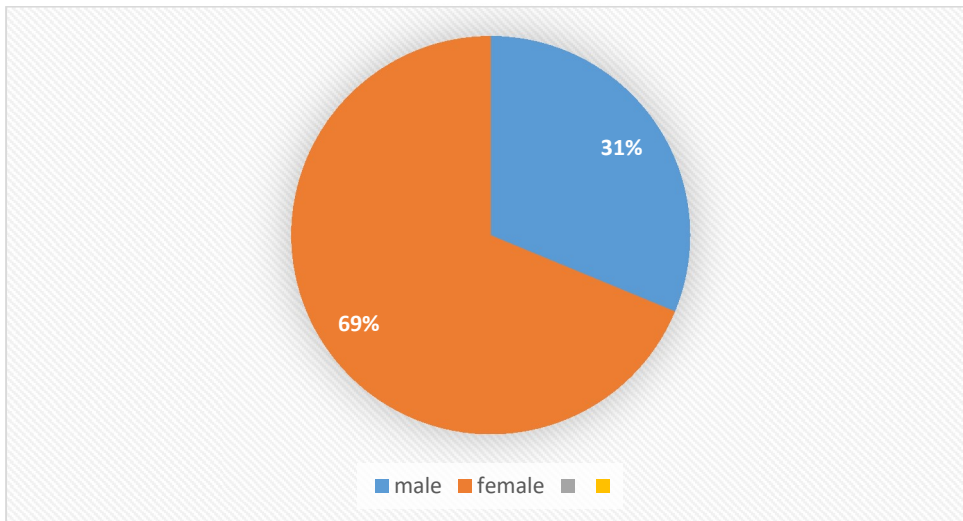


**CHAPTER V**  
**DATA ANALYSIS &**  
**INTERPRETATION**

## DATA REPRESENTATION AND INTERPRETATION

### 1. Gender

80 responses

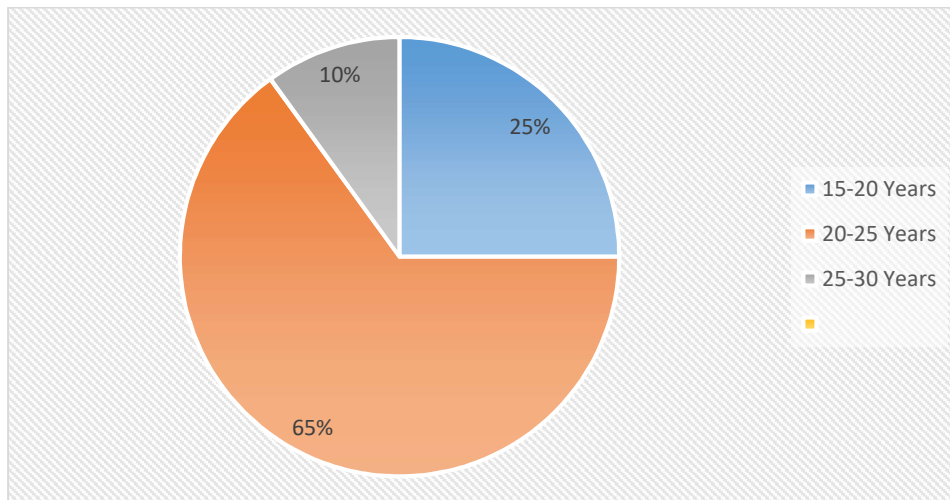


Male	Female	Other	Total
25	55	-	80

**Interpretation:** Under this study 80 respondents are taken into consideration, out of which 25 persons (31%) are males, 55 persons (69%) are females and none from others.

## 2. Age

80 responses



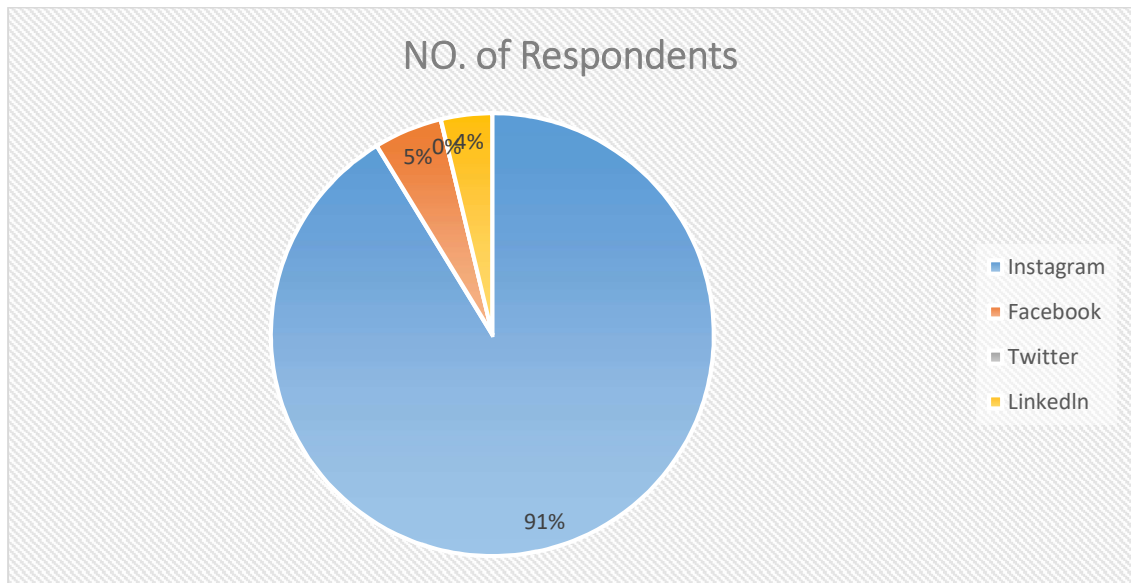
Age- group	No. of Respondents
------------	--------------------

15-20	20
20-25	52
25-30	8

**Interpretation:** There are total 80 people participating in this from different age groups- majority are from 20-25 years group i.e. 52 (65% of the total population), second comes from 15- 20 years group i.e. 20 (25% of the total population) and lastly from 25-30 years group counting to 8 (10% of the total population).

### 3. Which social media platform do you use the most ?

80 Responses



#### *Social Media Platforms*

#### **No. of Respondents**

*Instagram*

73

*Facebook*

4

*Twitter*

-

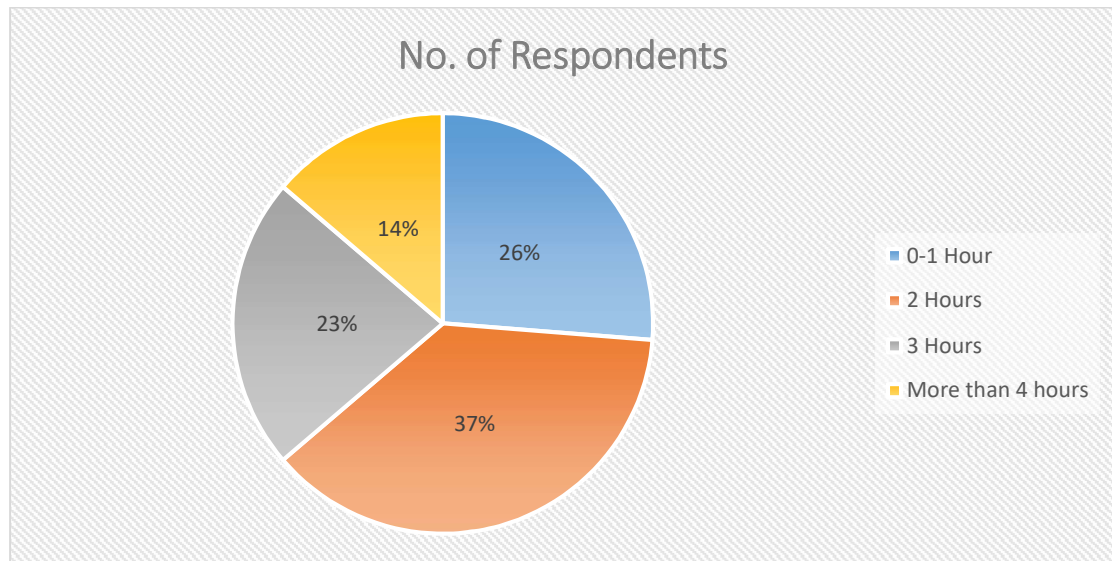
*LinkedIn*

3

**Interpretation:** From the above representation we can say that generally people prefer using Instagram application with 73 people (91.3% out of total) opting for it.

#### 4. How much time do you usually spend on such platform?

80 responses



Time Spent	No. of Respondents
0-1 Hour	21
2 Hours	30
3 Hours	18
More than 4 hours	11

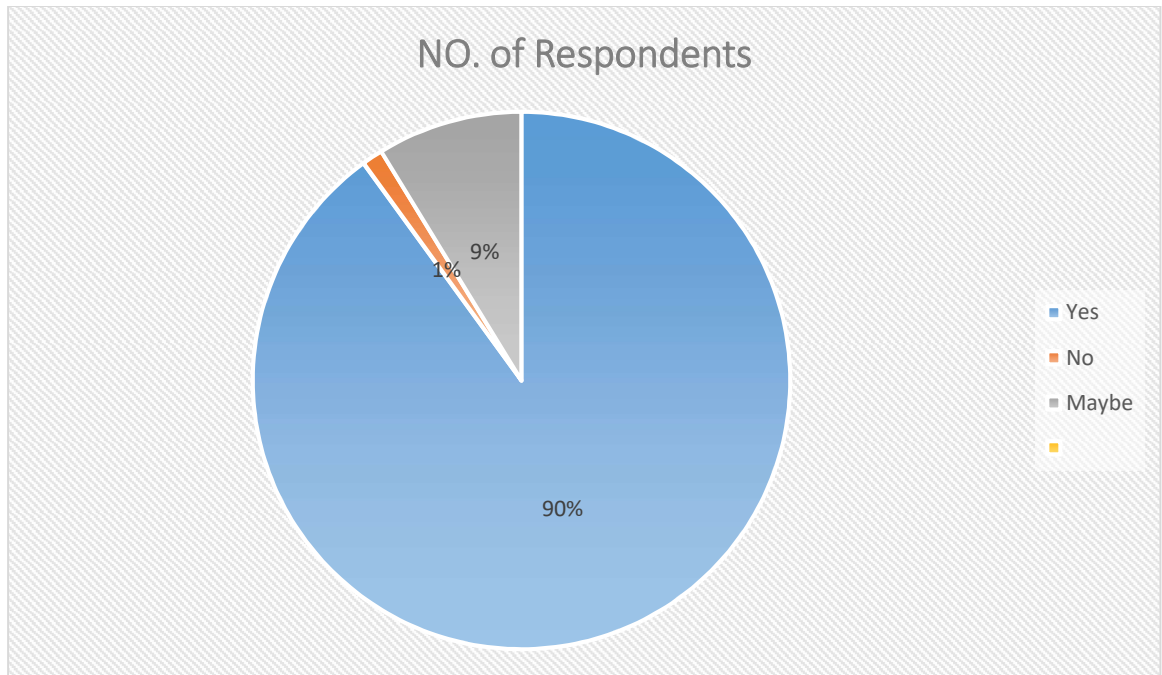
**Interpretation:** We can say from the above mentioned data that almost 37.5% which comes to 30 people out of 80 spends 2 hours on social networking sites in the whole day having 24 hours, followed by 21 people (26.3%) who spend 0-1 hour, 18 people (22.5%) who spend around 3 hours and lastly only 11 people (13.7%) likes to spend more than 4 hours on web.

**5. Are you aware with the term social media marketing?**

Yes

No

Maybe

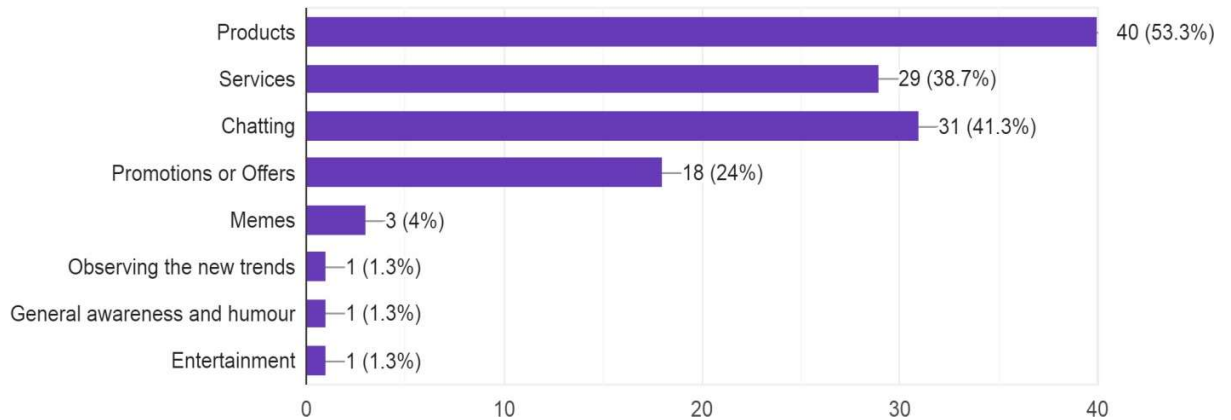


Responses	No. of Respondents
Yes	72
No	1
Maybe	7

**Interpretation:** As good as 90% which is 72 people out of 80 are very well aware of the term social media marketing, 7 people being partially aware of this and only 1 have answered for no as he/she might not know about this from of marketing.

#### 4. On social media, are you more interested in?

- Products
- Services
- Chatting
- Promotions or Offers
- Others

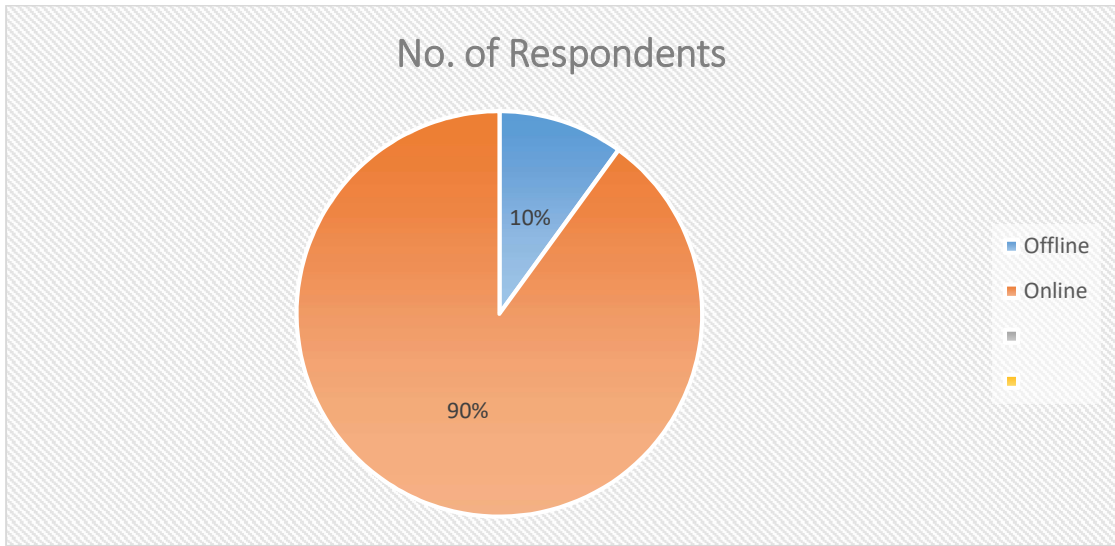


<i>Responses</i>	<i>Respondents in %</i>
<i>Products</i>	53.3%
<i>Services</i>	38.7%
<i>Chatting</i>	41.3%
<i>Promotions and offers</i>	24%
<i>Others ( memes, entertainment, observing the new trends, general awareness &amp; humor)</i>	7.9%

**Interpretation:** In the above mentioned question, what are your interests on social media was asked from the participants for which they can go for more than one option. The top options for which people voted majorly are products (53.3%), services (38.7%), chatting (41.3%) and promotions/ offers (24%).

**6. According to you which mode of marketing is best in today’s scenario?**

80 Responses



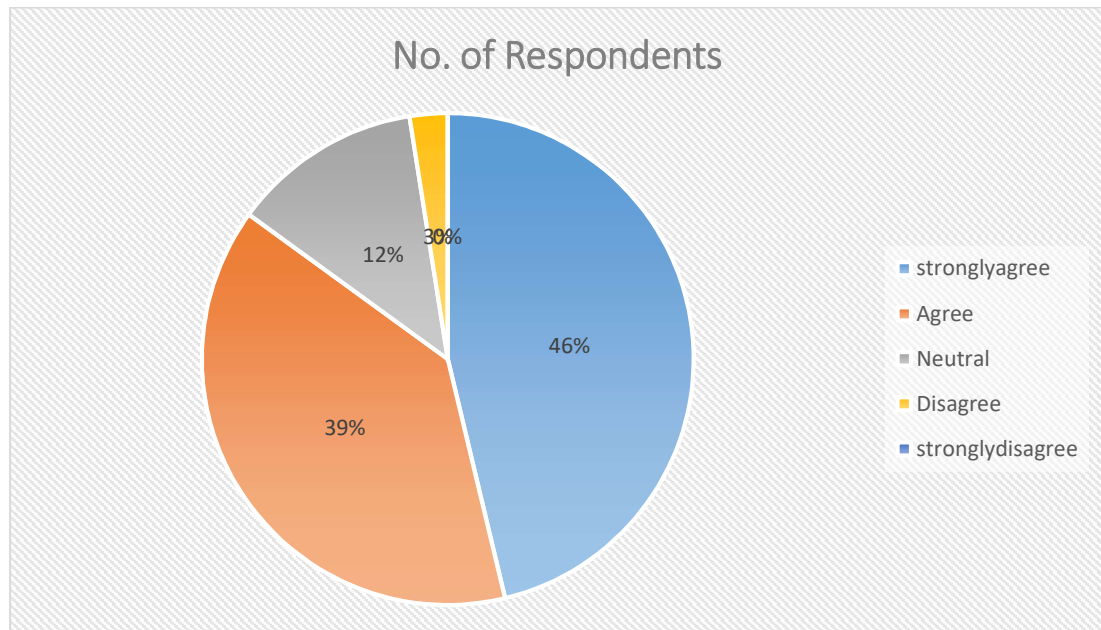
<i>Response</i>	<b>No. of Respondents</b>
<i>Offline</i>	8
<i>Online</i>	72

**Interpretation:** From the findings it can be said that maximum people voted for the online mode of marketing as their preference considering today’s digital world and only 8 opted for the offline mode which is considered as the traditional style of selling the products.



## 7. Does social marketing increases your knowledge about new product?

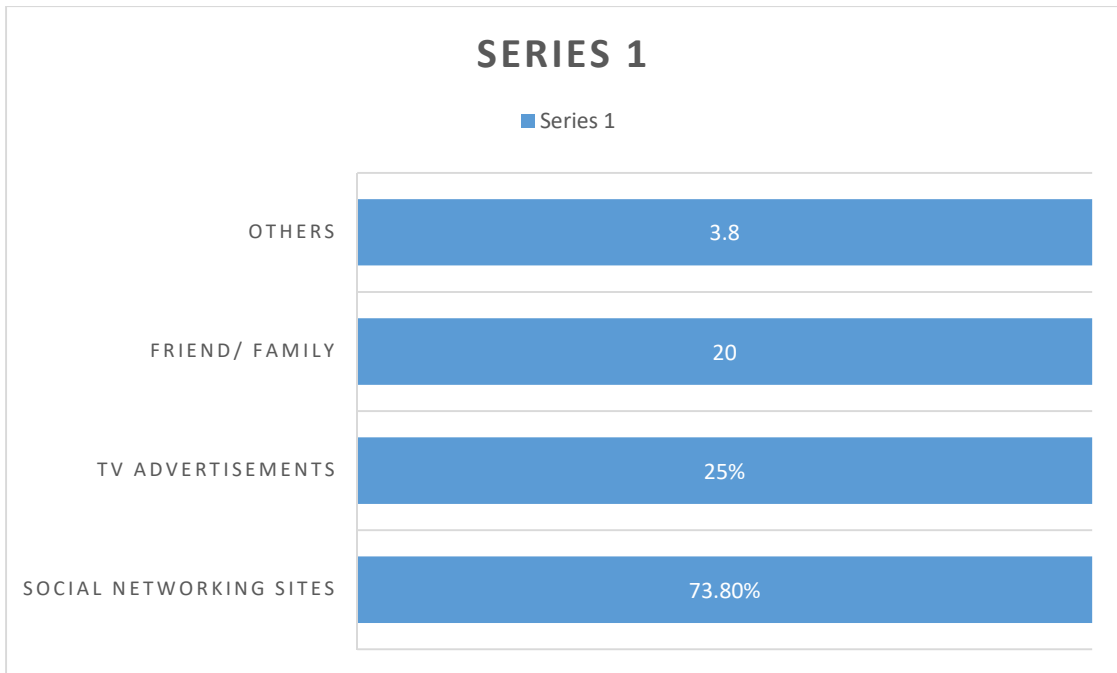
80 Responses



Response	No. of Respondents
Strongly agree	37
Agree	31
Neutral	10
Disagree	2
Strongly disagree	-

**Interpretation:** When it comes to knowledge about new brands in the market we can clearly see from the above pie chart that social media platforms do help majorly in establishing an image in the minds of the consumer. 85% and above are strongly in favor of this, with 12.5 % ( 10 people) being in neutral position and only 2 people does not stand with this.

## 8. How did you get to know about Mamaearth?



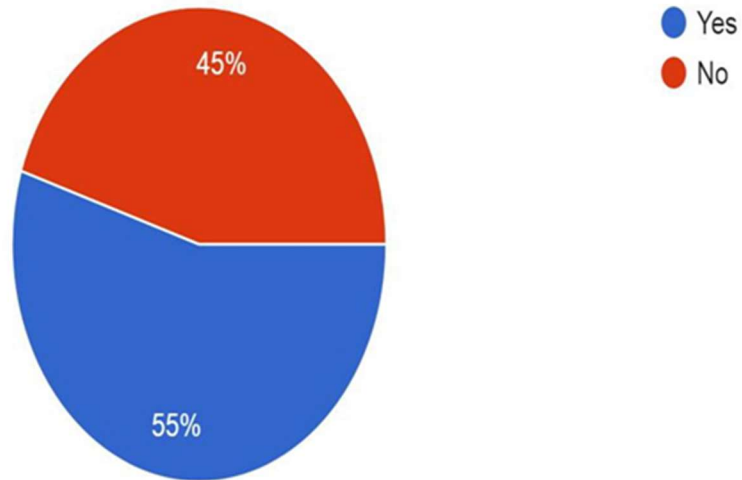
Responses	In percentage
<b>Social networking sites</b>	73.8%
<b>TV advertisements</b>	25%
<b>Friends/ Family</b>	20%
<b>Others</b>	3.8%

**Interpretation:** For this question, surveyor's can go for more than one choice, as from where they got familiar with Mamaearth. 73.8% (59) people out of 80 voted for social networking sites as the major marketing is done on such platforms, 25% (20) people came to know through TV, 20% (16) people were introduced this brand through their friends or family and only 3.8% (3) people know about this from other factors.

**9. Are you aware that Shilpa Shetty Kundra is the brand ambassador of mamaearth?**

Yes

No

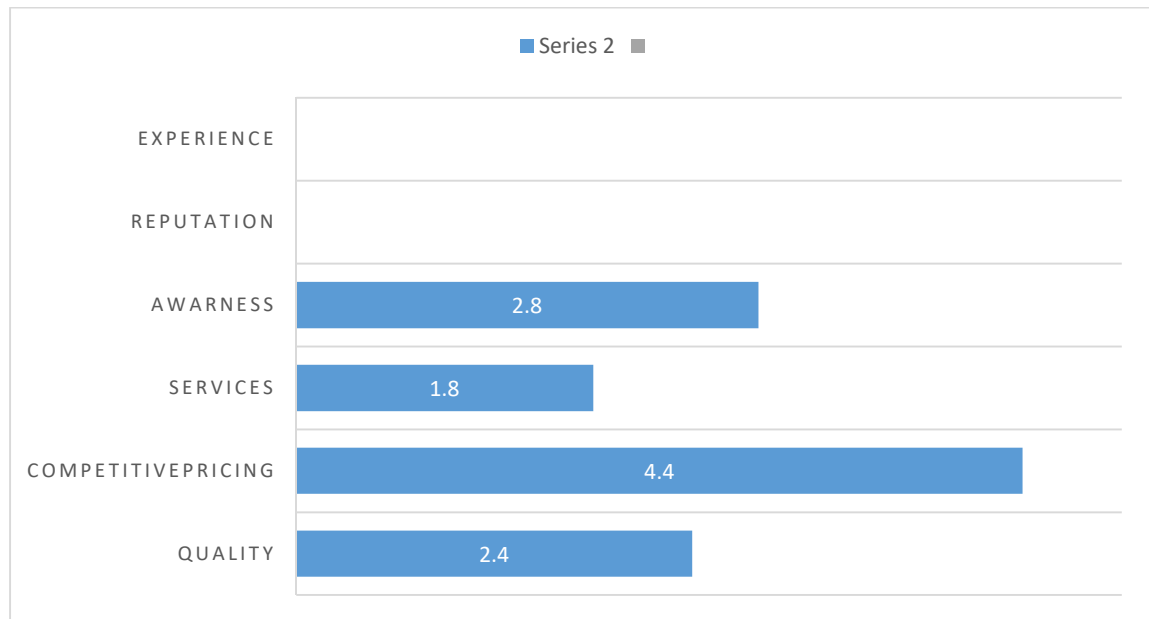


No. of Respondents	Response
44	Yes
36	No

**Interpretation:** Shilpa Shetty Kundra is both the investor and brand ambassador for this brand. While collecting responses there was not much difference between the people knowing that is she or is not the promoter, out of 80 responses 55% (44 people) said yes and 45% (36 people) said no on this.

### 10. According to you, what help in building a good brand image?

80 responses

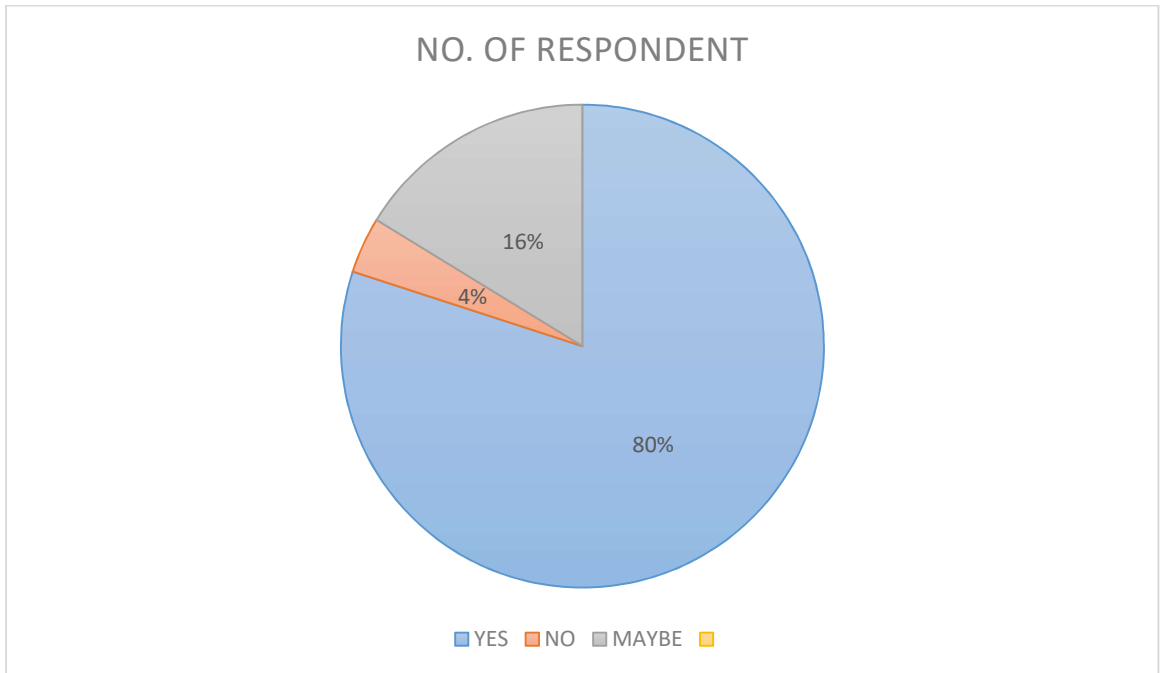


Responses	Percentage
<b>Quality</b>	86.3%
<b>Competitive pricing</b>	38.8%
<b>Services</b>	48.8%
<b>Awareness</b>	37.5%
<b>Reputation</b>	32.5%
<b>Experience</b>	30%

In this question, the participants were allowed to choose more than one option as their answer, for what all factors actually helps in building a good brand image. Every option has a neck to neck response except ‘Quality’ which has 86.3% (69 people voted) results in favor which means it’s the most important attribute for any brand.

### 11. Do you think social media marketing can prove successful for any company?

80 responses



Presence of business on social media sites helps them in reaching new customers which in turn increase their sales, profit margins, increased share in the market etc. keeping all this in mind 80% (64 people) out of 80 do think this way of marketing as a success, with 16.2% (13 people) thinking equally for both and only 3 think this as an unsuccessful step.

**CHAPTER VI**  
**FINDINGS**  
**&**  
**SUGGESTION**

## **FINDINGS**

- ❖ According to the data that has been collected through questionnaire, 90% people were aware about social media marketing.
- ❖ Responses show, that most of the individuals are interested in looking for products on social channels.
- ❖ This study helped in understanding that marketing through social media do have a lasting impression on the brand.
- ❖ As voted by 69 people out of 80, Quality of the product/ services is an important attribute for any company or brand to establish their name in the market.
- ❖ Exactly 80% participants think that marketing the products through social media can prove successful for the organization.
- ❖ In this digital era, people get latest news about new products or brands via social media, hence their awareness increases.
- ❖ Respondents were able to remember about Mamaearth mainly because of its strong visibility on social networking sites.

## **SUGGESTIONS**

- Instagram is the top most application used by individuals, so promoters should surely try to make a presence on this platform for their products.
- 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.
- 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.
- They can expand their portfolio by developing new products, this will increase their market share.
- Ensure proper communication between the company and the consumer in the future as well for retaining them.



# **CHAPTER VII**

# **CONCLUSION**

## **CONCLUSION**

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.

After data analysis we conclude that **Null hypothesis (H0)** is rejected i.e. there is no significant relationship between marketing the products on web through social media channels and the mentioned brand. Hence, **Alternate Hypothesis (H1)** is accepted i.e. there is a significant relationship between marketing the products on web through social media channels and the mentioned brand.

# **CHAPTER VIII**

## **REFERENCES**

<https://www.mamaearth.in>

<https://www.google.com>

<https://scholar.google.com/>

<https://www.salesforce.com>

<https://www.alura.io>

# **CHAPTER IX**

## **ANNEXURE**

**INFLUENCE OF SOCIAL MEDIA MARKETING ON MAMAEARTH'S  
BRAND IMAGE**

**1. GENDER:**

- A. Male
- B. Female
- C. Others

**2. AGE:**

- A. 15- 20 Years
- B. 20-25 Years
- C. 25-30 Years

**3. WHICH SOCIAL MEDIA PLATFORM DO YOU USE THE MOST?**

- A. Instagram
- B. Facebook
- C. Twitter
- D. LinkedIn

**4. HOW MUCH TIME DO YOU USUALLY SPEND ON SUCH PLATFORMS?**

- E. 0-1 Hour
- F. 2 Hours
- G. 3 Hours
- H. More than 4 Hours

**5. ARE YOU AWARE OF THE TERM SOCIAL MEDIA MARKETING?**

- A. Yes
- B. No
- C. Maybe

**6. ON SOCIAL MEDIA, ARE YOU MORE INTERESTED IN:**

- A. Products
- B. Services
- C. Chatting
- D. Promotions or Offers
- E. Others

**7. ACCORDING TO YOU WHICH MODE OF MARKETING IS BEST IN TODAY'S SCENARIO?**

- A. Offline
- B. Online

**8. DOES SOCIAL MEDIA MARKETING INCREASES YOUR KNOWLEDGE ABOUT NEW PRODUCTS OR BRANDS?**

- A. Strongly agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly disagree

**7. HOW DID YOU GET TO KNOW ABOUT MAMAEARTH?**

- A. Social networking sites
- B. TV advertisements
- C. Friends/ Family
- D. Others

**8. ARE YOU AWARE THAT SHILPA SHETTY KUNDRA IS THE BRAND AMBASSADOR OF MAMAEARTH?**

- A. Yes
- B. No

**9. ACCORDING TO YOU, WHAT HELPS IN BUILDING A GOOD BRAND IMAGE?**

- A. Quality
- B. Competitive pricing
- C. Services
- D. Awareness
- E. Reputation
- F. Experience

**10. DO YOU THINK SOCIAL MEDIA MARKETING CAN PROVE SUCCESSFUL FOR ANY COMPANY?**

- A. Yes
- B. No
- C. Maybe