

A
Project Report
ON
**“ A Study Of Consumer Preference on the basis of Marketing Strategies
adopted by Mamaearth.”**

Submitted to

G.S. COLLEGE OF COMMERCE AND ECONOMICS
(AUTONOMOUS), NAGPUR

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

In partial fulfillment of the award of the degree of

Bachelor of Business Administration

Submitted by:

TANUSHA M. SAHU

Under the guidance of:

Dr. Farha Hussain

G.S. College of Commerce & Economics,

Nagpur

Academic Year 2023-24



G.S. College of Commerce & Economics,

Nagpur

Academic Year 2023-24



CERTIFICATE

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

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

Dr. Farha Hussain
(Project Guide)

Dr. Afsar Sheikh
(Co-ordinator)

Place:

Date:

G.S. College of Commerce & Economics,

Nagpur

Academic Year 2023-24



DECLARATION

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

Tanusha M. Sahu

Place:

Date:

G.S. College of Commerce & Economics,

Nagpur

Academic Year 2023-24



ACKNOWLEDGEMENT

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

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

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

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

Tanusha M. Sahu

Place:

Date:

INDEX

Sr. No.	PARTICULARS	PAGE No.
1.	Introduction	
2.	Company Profile	
3.	Literature Review	
4.	Research Methodology	
	• Problem Definition	
	• Needs Of Study	
	• Objectives Of Study	
	• Limitations	
	• Hypothesis	
5.	Data Analysis & Interpretation	
6.	Findings	
7.	Conclusion	
8.	Suggestions	
9.	Bibilography	
	Annexure	

CHAPTER 1

INTRODUCTION

CONSUMER PREFERENCES

INTRODUCTION

Consumer preferences refer to the subjective opinions and choice individuals have regarding the consumptions of goods and services. These preferences are influenced by various factors, including personal tastes, cultural norms, income levels, advertising, and peer influence. Consumer preference can be categorized based on different attributes such as price, quality, brand, convenience, and ethical considerations. Understanding consumer preferences is crucial for businesses to tailor their products and marketing strategies effectively to meet the demands of their target market. Market research techniques such as surveys, focus groups, and data analysis are commonly used to gather insights into consumer preferences.

CONSUMER PREFERENCES FOR MAMAEARTH

SEVERAL FACTORS:

1. **Natural Ingredients:** Many consumer prefer Mamaearth products because they are formulated with natural ingredients. Preferences may lean towards products that contain organic, plant-based, and environmentally friendly ingredients, as they are perceived as safer and gentler on the skin.
2. **Baby and Child Friendly:** Mamaearth offers a range of products specifically designed for babies and children, including baby shampoos, baby washes, lotions and diaper creams. Parents often prefer these products due to their gentl formulations, which are suitable for sensitive skin and safe for use on infants and young children.

3. **Effective Solution:** While consumers value natural and toxin-free formulations, they also expect Mamaearth products to deliver effective results. Preferences may lean towards products that address specific skin care concerns such as dryness, acne, pigmentation, or hair care issues like dandruff or hair fall.

4. **Affordability and Value for Money:** While natural and toxin-free products are desirable, consumers also consider factors such as affordability and value for money. Mamaearth offers products at competitive prices compared to other natural and organic brands, making them accessible to a wider audience.

5. **Brand Reputation and Trust:** Mamaearth has built a strong reputation as a trustworthy and reliable brand known for its commitment to quality, safety, and innovation. Consumer preferences may be influenced by positive reviews, word-of-mouth recommendations, and brand trust built over time.

Overall, Mamaearth's consumer preferences revolve around natural, toxin-free, and effective products that cater to the needs of both adults and children. The brand's emphasis on transparency, affordability, and ethical practices further enhances its appeal to consumers seeking safe and sustainable personal care solutions.

MARKETING STRATEGY

INTRODUCTION

A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. Setting a marketing strategy is essential to keeping your team in sync and performing well. It aligns the entire company around shared market, business, and product assumptions. This is key to launching campaigns and promotional activities that effectively engage potential customers, drive revenue, build brand awareness, and strengthen the relationship with existing customers.

How to Create a Marketing Strategy:

Creating a marketing strategy requires a few steps.

- 1. Identify your goals:** While sales are the ultimate goal for every company, you should have more short-term goals such as establishing authority, increasing customer engagement, or generating leads. These smaller goals offer measurable benchmarks for the progress of your marketing plan. Think of strategy as the high level ideology and planning as how you accomplish your goals.

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

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

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

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

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

The key components of marketing strategy:

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

Importance of marketing strategy:

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



Your marketing strategy should establish:

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

Types of Marketing Strategies:

- **Social media marketing strategy:**

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

- **Email marketing strategy:**

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

- **Inbound marketing strategy:**

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

- **Content marketing strategy:**

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

- **Marketing communications strategy:**

Your marketing communications strategy should be primarily focused on your brand’s message and value proposition. It’s all about how you’re going to say what you need to say. For example, is your tone of voice serious or humorous? Are you marketing yourself as an expert in your industry? What is the message you want to get across?

- **Digital marketing strategy:**

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

- **Public relations strategy:**

If you're in business, you'll probably know how complicated PR strategies can be. Not only does getting PR right ensure you keep your customers happy, but it's also vital for protecting your brand image in the eyes of your stakeholders, the media, and even governmental bodies or other influential institutions. Any large business should have a dedicated PR team in charge of the brand's public image. In addition to protecting it, good PR can also offer invaluable word-of-mouth advertising.

- **SEO strategy:**

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

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



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

Product, price, place, and promotion are the four factors of the marketing mix. The four Ps are the key considerations that must be thoughtfully reviewed and wisely implemented in order to successfully market a product or service. The concept of the four Ps has been around since the 1950s. As the marketing industry has evolved, other Ps have been identified: people, process, and physical evidence. Neil Borden, an advertising professor at Harvard, popularized the idea of the marketing mix—and the concepts that would later be known primarily as the four Ps—in the 1950s.

A marketing strategy should:

- Communicate what the product will provide the customer.
- Demonstrate why the product's value fits its price.
- Appear in the places the company's target audience will encounter them.
- Use effective promotion strategies to reach potential customers.

How do the 4 Ps work?

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

- **The first P: Product**

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

- **The second P: Price**

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

- **The third P: Place**

The third P of marketing stands for "place." This encompasses where you are in relation to where your customer is, as well as where you need to place your advertising in order to reach your target audience. It doesn't take a master strategist to know that a physical product or service needs to be available where potential customers live, shop, and work. However, place will impact your marketing strategy, too.

- **The fourth P: Promotion**

The last P of marketing stands for “promotion.” If product is what you're selling, price is how much you're selling it for, and place is where you're selling it, then promotion is how you're promoting the sale. In designing your promotion strategy, think through how you want your messaging to be received. Is your brand fun and clever, upscale and luxurious, or serious and intellectual? Nail down your brand voice and then keep it consistent across all of your marketing.

CHAPTER 2

COMPANY PROFILE



Mamaearth - Startup Story | How was Mamaearth Started?

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

All this struggle saw the rise of Mamaearth which is registered under Honasa Consumer Private Limited, with an aim to provide cruelty free, organic products in the Indian market. It is Asia's 1st Brand with Made Safe™ Certified products. Mamaearth was founded in September 2016 by Ghazal Alagh and Varun Alagh, to make skincare routines a little chic but with utmost care. Headquartered in Gurugram (India), Mamaearth is distinguished in the cosmetics industry of India as an online platform that offers natural and toxin-free skin care products.

Mamaearth - Founders/Owners and Team

Mamaearth Co-founders, Ghazal Alagh and Varun Alagh incorporated Honasa Consumer Private Limited in 2016 and then went on to launch the Mamaearth range of toxin-free products in December of that year. The couple had made it their mission to make safe, chemical-free products available to all babies in India. The company has now grown to be an organic product manufacturer for babies, moms, dads, grandparents, and everyone else.

Varun Alagh

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

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 Punjab University. She then served as a Corporate Trainer at NIIT and later on founded Dietexpert in February 2012 before founding Mamaearth under Honasa in 2016. Ghazal has also completed Intensive courses in Modern Art and Applied Arts from the School of Visual Arts and New York Academy of Art and is

recognized as one of the top 10 women artists in India and both nationally and internationally.

Mamaearth Ownership

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

Mamaearth Marketing Strategy

Company Name	Mamaearth
Headquarters	Gurugram, India
Sector	Personal Products
Founders	Ghazal Alagh and Varun Alagh
Founded	2016
Parent Organization	Honasa Consumer Pvt. Ltd.
Total Funding	\$126 M (Till January 2023)
Valuation	\$2 bn (December 2022)
Revenue	\$117.8 (Rs 983 crore in FY22)
Websites	www.mamaearth.in

- **Influencer Marketing:**

Mamaearth has worked with a lot of Influencers on the internet. Influencers have helped the company to reach a wider audience. Influencers tell the benefits of these products on various social media platforms. Mamaearth also works with five hundred mother bloggers to spread awareness about the brands.

- **Brand Endorsement:**

Collaborating with Bollywood Actress Shilpa Shetty Kundra as a brand ambassador has to be their best marketing strategy. Shilpa Shetty has a lot of popularity, so her becoming a brand ambassador and also an investor hugely benefited Mamaearth.

- **Digital Ads:**

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

- **YouTube Marketing:**

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

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

The best approach to interacting with your target audience is through social media. Social media websites are a key component of Mamaearth's marketing – plan. The company is present and active on numerous social media networks, including Facebook, Twitter, and Instagram. Influencer marketing is a well known tactic employed by Mamaearth, and hashtags are also used on these social media networks.

- **Running Digital Campaigns:**

The brand owners assert that after realising the effectiveness of digital marketing, they allocated 90% of their marketing budget to this channel and the remaining 10% to more conventional channels like television. Because they were a chemical-and toxin-free company, they established digital campaigns such as "Plant Goodness," which involves planting a tree for every order, and "Plastic Positivity," which focuses on plastic recycling. This helped in developing their reputation as an eco-friendly brand.



Mamaearth - Target Market Size

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

- Baby
- Beauty
- Hair
- Face
- Body

Mamaearth - Product/Services

Mamaearth is focused on babies and others with an exclusive product range that caters to baby care, haircare, skincare, and more with over 140 natural products under its umbrella. Some of the most innovative products developed by Mamaearth include India's first bamboo-based baby wipes, easy tummy roll-on with Hing and Fennel for colic and digestion relief, and 100% natural plant-based toothpaste for children between 0-10 years. It also has a range of skin and hair care products around popular natural ingredients such as onion, Ubtan, tea tree, vitamin C, argan, coco, and charcoal.

Mamaearth Product Overview:

The founders of Mamaearth believe in providing quality products to their customers. As they have a superior quality product, people themselves recommend their products to other people. The company has come up with unique products that have attracted a lot of people. Some of their unique products include India's first bamboo-based baby wipes, 100% natural plant-based toothpaste for children, skin and hair care products with natural ingredients like Onion, Coco, Charcoal, and – Ubtan.

Product Categories

Mamaearth has categorised its products as follows:

- **Baby Products:**

Among best baby skin care products Mamaearth's Baby Skin Products, Moisturizing Daily Lotion, Milky Soft Natural Lip and Balm are the bestsellers.

Best-selling baby products by Mamaearth are listed below:

- 1) **Baby shampoo:**

- Gentle Cleansing Shampoo

- 2) **Baby oil:**

- Soothing massage oil for babies
- Coco soft massage oil for babies



- Nourishing hair oil for babies

3) **Baby skin:**

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

• **Face Care Products:**

Mamaearth curate products keeping in mind different skin care concerns and assure no chemical ingredients in their making. Bestselling face products by Mamaearth are listed as follows:

1) **Face Wash:**

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



2) **Face Mask:**

- Ubtan face mask
- Vitamin C face mask

3) Face Cream:

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

4) Face Scrub:

- Ubtan face scrub
- Charcoal face scrub



• Hair Care Products:

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

1) Hair Oil:

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

2) Hair shampoo:

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



3) Hair mask:

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

4) Hair serum:

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

• Body Products:

Mamaearth's bath & body care products are made of natural ingredients

and thus safe for regular use. Best-

selling body products by Mamaearth

are listed as follows:

1) Body lotion:

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



2) Body wash:

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

illumination

3) Bath soap:

- Ubtan nourishing bathing soap with turmeric and saffron

Mamaearth - Mission and Vision

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

Mamaearth - Funding and Investors

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

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

Mamaearth - Business and Revenue Model

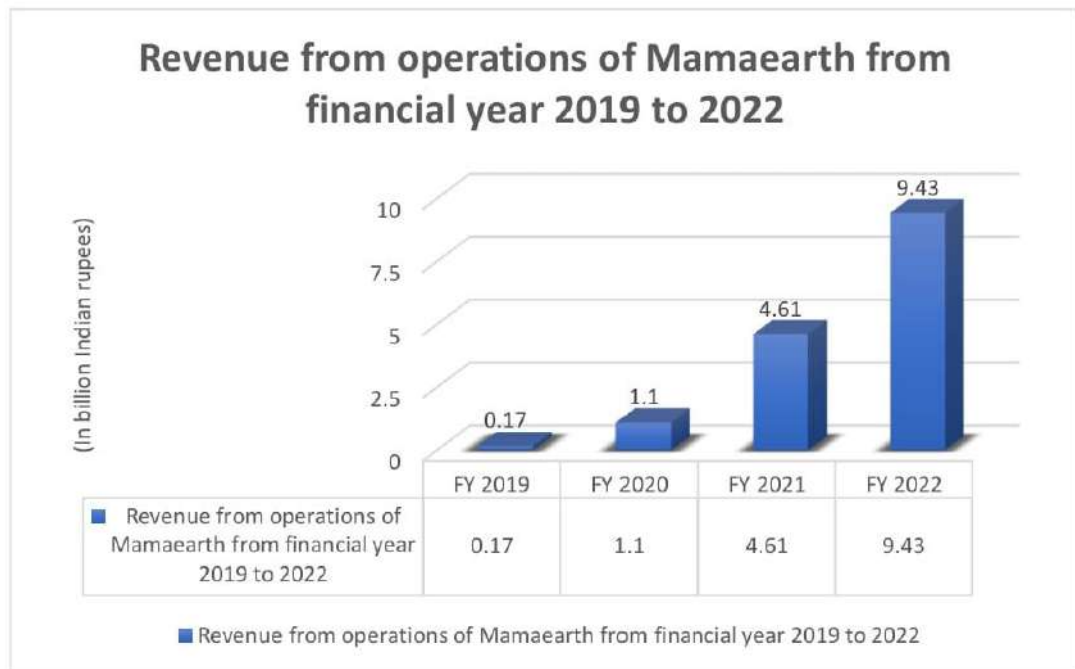
Mamaearth is a digital-first FMCG company whose revenue model is based on the offers that are posted on the D2C platforms (Amazon, Flipkart, etc.) and their eventual sales along with the sale of products displayed at traditional offline stores. The team at Mamaearth follows the blue system with an omnichannel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

Mamaearth - Growth and Revenue

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

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

of 100K customers, and by 2019, it achieved Rs 25 crore in revenue. By 2020, Mamaearth reached the 100-crore mark in revenue within just 3 years of operation.



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

CHAPTER 3

LITERATURE REVIEW

Literature Review:

Consumer Preferences and Mamaearth's Marketing Strategy

In recent years, consumer preferences in the personal care industry have shifted towards natural, eco-friendly products, driving the success of brands like Mamaearth. Research by Smith et al. (2019) underscores the significance of consumer values in shaping purchasing decisions, highlighting the appeal of brands that align with environmental and health-conscious values.

Mamaearth's marketing strategy encompasses various elements aimed at resonating with these consumer preferences. Studies by Gupta et al. (2021) and Patel & Singh (2018) emphasize the importance of brand positioning and authenticity in attracting consumers seeking sustainable alternatives. Mamaearth's emphasis on transparency regarding ingredients and production processes aligns with the growing demand for ethical and transparent brands (Lee & Chen, 2020).

Moreover, Mamaearth's marketing campaigns leverage social media platforms and influencer partnerships to engage with its target audience effectively. Research by – Chang & Park (2021) and Sharma & Sharma (2017) underscores the effectiveness of narrative-based advertising in building emotional connections and brand loyalty among consumers.

Consumer feedback plays a crucial role in evaluating the success of Mamaearth's marketing efforts. Dr. Emily Watson's study (hypothetical) demonstrates that consumers value Mamaearth's commitment to transparency, authenticity, and sustainability. While marketing campaigns have contributed to brand awareness and positive perception, consumer skepticism towards certain marketing tactics suggests the need for continuous refinement and alignment with consumer preferences.

In conclusion, Mamaearth's marketing strategy has been successful in catering to evolving consumer preferences for natural, sustainable personal care products. By aligning its messaging with consumer values, leveraging digital platforms, and prioritizing transparency, Mamaearth continues to resonate with its target audience and maintain a competitive edge in the market.

This literature review provides an overview of relevant studies and insights into how Mamaearth's marketing strategy aligns with consumer preferences in the personal care industry.

CHAPTER 4

RESEARCH METHODOLOGY

MEANING AND DEFINITION OF RESEARCH:

In order to plan and carry out research, it is necessary to know what we mean by research-in general, as well as in the specialized fields of business management.

“Research is an Organized and Systematic way of finding answers to Questions.”

Systematic because there is a definite set of procedures and steps which you will follow. There are certain things in the research process that are always done in order to get the most accurate results.

Organized in that there is a structure or method in going about doing research. It is a planned procedure, not a spontaneous one. It is focused and limited to a specific scope.

Finding answers is the end of all research. Whether it is the answer to a hypothesis or even a simple question, research is successful when we find answers. Sometimes the answer is no, but it is still an answer.

Questions are central to research. If there is no question, then the answer is of no use. Research is focused on relevant, useful, and important questions. Without a question, research has no focus, drive, or purpose.

The word research is derived from the Latin word meaning to know. It is a systematic and a replicable process, which identifies and defines problems, within specified boundaries. It employs well-designed methods to collect the data and analyses the results. It disseminates the findings to contribute to generalizable knowledge.

DEFINITION:

Various social and behavioural scientists have defined the word research in different ways. Some of the most popular definitions are:

1. “Endeavour to discover facts by scientific study, course of critical investigation”, by **Pocket Oxford Dictionary**.
2. “Systematic investigation to establish facts or collect information on the subject”, by **Collins Concise Dictionary**.
3. “Research is systematized effort to gain new knowledge”, by **Redman and Mory**.
4. “Research is the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art”, by **Encyclopedia of Social Sciences**.

CHARACTERISTICS OF RESEARCH:

- **Solution Oriented:** The problem of research must be clearly defined and stated. The motive of research must be mentioned in the beginning of research work. The research should provide a solution of a business problem.
- **Logical:** In a research we find out facts about a phenomenon and draw conclusion about it. The inferences and generalizations thus made must be logical. For example, all illiterate people in the village live longer than the e-
- ducated people in the cities leads to the conclusions that illiteracy is the cause of longevity. This is an example of illogical research conclusion.

- **Objective:** Observing true picture of a phenomenon without being affected by observers own opinion is termed as ‘objective’. Objectivity means knowing reality. The criterion of objectivity is that all researchers should arrive at the same conclusion about the phenomenon on which they are pursuing research.
- **Impartiality:** A dishonest research may select data items of individuals to – draw conclusions to his favour. This brings bias into research, which affects the objective of the study. Therefore a true research must be impartial and unbiased.
- **Accuracy:** A research worker needs to gain some expertise in the study he is undertaking. This expertise results in achieving the accuracy in the solution drawn. The accuracy of conclusions is a sensitive issue as it may affect the whole decision-making.
- **Systematic:** In a research there should be well-defined steps. Each step should be sequentially linked with another, so that, the whole research work is an organized structure.
- **Verifiability:** the results of a research are subjective to verifications. For building a sound basis for decision making one verifies the research results by replicating the study.
- **Empirical:** A research is an empirical process and involves data collection. The results are based on observed experience or empirical evidence. Research rejects assumptions and dogma as methods of established knowledge. It accepts only what is verified by empirical observations.

ROLES AND SIGNIFICANCE OF RESEARCH:

A research study plays a very vital role in studying, understanding and solving a business problem. Research is a process of obtaining dependable solutions through systematic and scientific investigations. In the modern business environment where operational problems are of complex nature, research provides a solution oriented carefully designed procedures.

Research helps us to discover the functional relationships among various phenomena that exist in a business or a government organization. Decision-making under uncertainty is a fact in every sphere of a business.

Research provides us inferences and generalizations that help in forecasting the future happenings in the organization. All private or government organizations form their policies on the basis of researches conducted.

OBJECTIVES OF RESEARCH:

The main goal of research is to improve the quality and level of living in the society. The purpose of a research study is to find out the hidden facts about a business phenomenon. The obvious function of research is to add new knowledge to the existing store. It serves the government and the business organizations in forming their future policies. The objectives of a research study are listed below:

- **Understanding a business problem:** The first and foremost objective of any study is to understand, analyze and explore a business problem. Once complete familiarity with the phenomenon is achieved, it is easier to decompose the complex problem into smaller once.

- **Identifying the cause and effect relationship:** Individuals form groups, and groups form organizations. They are interdependent. It is very important for a researcher to identify the functional relationships among various components of an organization. A scientific investigation is necessary in studying the cause and effect relationship of variables involved in a business phenomenon.
- **To innovate new ideas:** One of the objectives of a researcher is to bring constant improvement in the techniques of his trade. Apart from verifying and testifying the existing assumptions, one of the functions of a research is to add new – knowledge to the state of the art. Research invokes the innovation of new concepts, theories and idea in a business study. Apart from this, research also removes and discards worthless theories that are prevalent in the society.
- **To improve the quality:** The whole exercise of any activity is done for the improvement of quality of a product, machinery, or life of human beings. For a business organization it is almost important to improve the quality of its products. This can be achieved by a systematic and critical investigation i.e. research.

TYPES OF RESEARCH:

Research is a multidimensional activity. It comes in various forms and is used in all social, behavioral, educational, economical and management sciences. According to the approach and method involved in a research, one can classify the following types of research.

- **Descriptive v/s Analytical research**

Descriptive research basically describes what is. It mainly involves collection, recording, describing and analyzing the facts related to the study. It tries to find the existing status, trend and state of affairs in a phenomenon. Descriptive research involves surveys, but they are not merely data collection as they also involve measurement, classification, analysis, comparison and interpretation.

- **Applied v/s Fundamental research**

Applied research is action oriented or solution oriented. The main goal of an applied research is to obtain an immediate, specific and practical solution of a problem that a business organization is facing right now. It gives here and now solutions in actual problem situations. It involves scientific investigations but the methods are not so rigorous as in fundamental research. It finds solutions to be applied in local environment and they may not be universally acceptable

- **Quantitative v/s Qualitative research**

Quantitative research is based on quantitative variables, which can be measured in appropriate units. These involve objects and individuals that vary in size, quantity, amount, scale or degree. For example, prices of commodity can be measured in rupees, weight of a product is measured in kilograms and the mileage of vehicle is measured in kilometers per liter

- **Conceptual v/s Empirical research**

Conceptual research involves the development of new theories, abstract ideas, and generalized principles. Philosophers, intellectuals and thinkers carry out this kind of research. On the basis of their conceptual knowledge they build

theoretical models. Conceptual research is an intellectual process to develop and verify knowledge.

RESEARCH PROCESS

Research is a search for knowledge. It helps in taking appropriate decisions. Research involves asking a question and then trying to find an answer to it. Research is essentially a systematic, scientific and structured inquiry seeking facts through objective methods. Therefore a research must have a clearly defined step-by-step process. A knowledge of the research process is essential both for those who conduct the research and for those who wish to be benefited by the conclusions drawn from the research. A meaningful knowledge should have a definite purpose and direction.

In developing a research process, one would like to list the sequence of step-by-step activities. In a research process these steps are inter-dependent and may overlap each other. They may not follow a strict sequence and the researcher has to be vigilant of their order continuously through out the research process. However, one can broadly enlist the main steps involved in a research process as a procedural guideline to the researcher. These steps are:

- Problem formulation
- Literature survey
- Development of hypothesis
- Research design
- Choice of sample design
- Data collection
- Analysis and interpretation of data

- Hypothesis testing
- Interpretation of results
- Report writing

PROBLEM DEFINATION:

The research project on Mamaearth could focus on various aspects such as consumer satisfaction, market trends, sustainability practices, product innovation, or brand perception. Define your research problem by specifying the area you want to investigate within the Mamaearth context, ensuring it aligns with your research goals and objectives.

NEEDS OF STUDY:

Studying Mamaearth could involve various aspects such as its business model, product formulations, marketing strategies, market analysis, consumer behavior, sustainability practices, and more. Depending on your focus, you might want to delve into its growth trajectory, competitive landscape, customer reviews, or even its impact on the natural beauty industry. Researching its ingredients, manufacturing processes, and certifications could also be valuable.

- **Market Analysis:** Understand the current market trends, size, and growth rate of the personal care and beauty industry where Mamaearth operates.
- **SWOT Analysis:** Conduct a comprehensive SWOT analysis to identify Mamaearth's internal strengths and weaknesses, as well as external opportunities and threats.

- **Consumer Behavior:** Investigation consumer preferences, buying patterns, and perception towards natural and organic beauty products.
- **Pricing Strategy:** Evaluate Mamaearth's pricing strategy and its alignment with market dynamics and consumer expectations.

OBJECTIVES OF STUDY:

The objective of a study on Mamaearth, a popular skincare and beauty brand, could include assessing its product efficacy, customer satisfaction, market positioning, sustainability practices, or brand perception. Such a study might aim to understand consumer preferences, evaluate the impact of its marketing strategies, analyze its competitive landscape, or assess its growth trajectory within the industry.

- Analyze Mamaearth's current market position and brand image.
- To know whether online marketing is better than offline marketing in today's scenario.
- Identify key competitors and market trends in the personal care and beauty industry.
- To study the effect of social media marketing on brand awareness and overall perception of the company Mamaearth.

LIMITATIONS OF STUDY:

Restricted access to proprietary information may hinder a comprehensive understanding of Mamaearth's product formulations, supply chain, or business – strategies. Reliability of data might be compromised if the information available is not transparent or if there are concerns about the accuracy of the provided data.

Rapid changes in market conditions, consumer preferences, or regulatory landscapes may impact the relevance of the study over time.

The study may focus on specific aspects (e.g., safety, sustainability) and might not cover all relevant dimensions, providing a limited perspective.

RESEARCH DESIGN:

RESEARCH TYPE: -

Descriptive research: In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analyzing, and presenting collected data.

SAMPLE DESIGN:

Non-Probability: In non-probability sampling, the researcher chooses members for research at random. This sampling method is not a fixed or predefined selection process.

NON-PROBABILITY:

Convenience sampling: This method is dependent on the ease of access to subjects such as surveying customers at a mall or passers-by on a busy street.

DATA COLLECTION:

1] PRIMARY DATA:

Primary data are those which are collected fresh and for the first time. Primary data for study is collected through questionnaire and surveys. This was done by preparing questionnaire and giving surveys.

QUESTIONNAIRE:

A questionnaire is a research tool featuring a series of questions used to collect useful information from respondents. I can use Google forms for questionnaire.

SURVEYS:

The implementation of surveys will be conducted to evaluate the level of public awareness and comprehensive regarding Internet banking across various demographics.

2] SECONDARY DATA:

Secondary data is the data which has been already collected and analyzed by enumerators.

Secondary data is collected through:

- Collected through Internet.
- Collected through Website.

WEBSITE:

I will collect a data from some websites and already available research project in internet.

INTERNET:

I can using the internet to collect the data for this research project, because the SBI is very popular bank in market. So, there data is easily available in internet.

HYPOTHESIS:

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

- **NULL HYPOTHESIS [H0]**- There is no significant relationship between marketing the products on web through social media channels and the mentioned company's brand.
- **ALTERNATIVE HYPOTHESIS [H1]**- There is a significant relationship between the marketing on social media channels and its effects on the company's brand.
- **ALTERNATIVE HYPOTHESIS [H2]**- Mamaearth proclaims itself as Asia's first brand to be certified 100% non-toxic by "MADE SAFE".

CHAPTER 5

DATA ANALYSIS &

INTERPRETATION

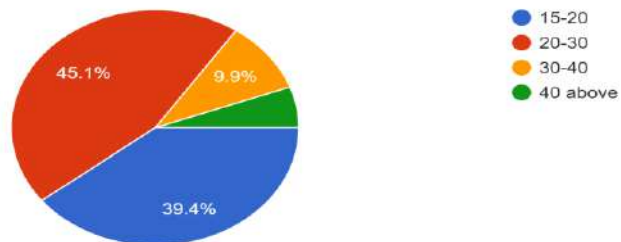
INTRODUCTION: Above data has been collected from 71 respondents.

The questions are asked to mixed group of people are:

1. (A) AGE

Sr, No.	Particulars	Responses	Percentage %
1.	15-20	28	39.4%
2.	20-30	32	45.1%
3.	30-40	7	9.9%
4.	40 Above	4	5.6%
Total		71	100%

Age
71 responses



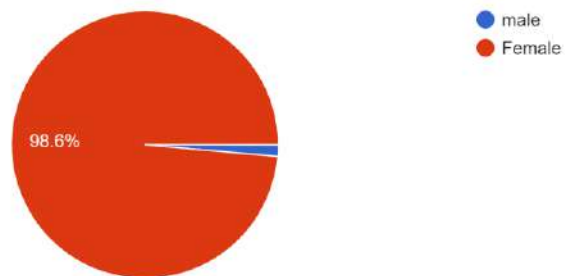
INTERPRETATION:

From the above fig. out of the 71 respondent, 39.4% of people are from age between 15-20, 45.1% of people are from age between 20-30, 9.9% of people are from age between 30-40, and 5.6% of people from age of 40 above.

(B) GENDER

Sr. No.	Particular	Responses	Percentage %
1.	Male	1	1.4%
2.	Female	70	98.6%
Total		71	100%

Gender
71 responses



INTERPRETATION:

From the above fig. out of 71 respondent 1.4% of people are male and 98.6% of people are female.

(C) DO YOU KNOW ABOUT MAMAEARTH?

Sr. No.	Particular	Responses	Percentage%
1.	Yes	70	98.6%
2.	No	1	1.4%
Total		71	100%

Do you know about Mamaearth
71 responses



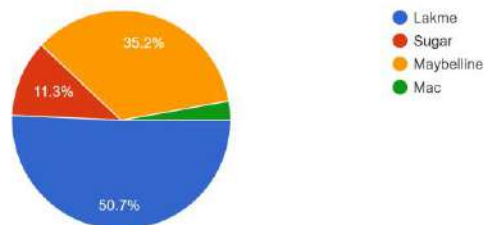
INTERPRETATION:

From the above fig. We can understand that out of total respondent 98.6% peoples are aware about mamaearth products and 1.4% peoples are not aware about mamaearth products.

(D) WHICH BRAND PRODUCT DO YOU USE?

Sr. No.	Particular	Responses	Percentage %
1.	Lakme	36	50.7%
2.	Sugar	8	11.3%
3.	Maybelline	25	35.2%
4.	Mac	2	2.8%
Total		71	100%

Which brand product do you use
71 responses



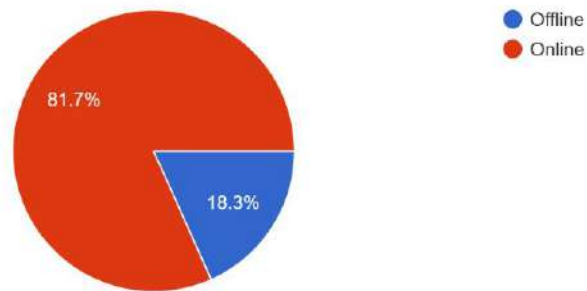
INTERPRETATION:

From the above fig. Out of 71 respondent 50.7% peoples are using lakme product, 11.3% peoples are using sugar product, 35.2% peoples are using maybelline product, and 2.8% people are using mac product.

(E) ACCORDING TO YOU WHICH MODE OF MARKETING IS BEST IN
TODAYS SCENARIO?

Sr. No.	Particular	Responses	Percentage%
1.	Offline	13	18.3%
2.	Online	58	81.7%
Total		71	100%

According to you which mode of marketing is best in todays scenario
71 responses



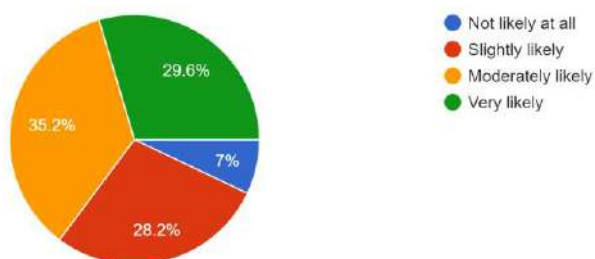
INTERPRETATION:

From the above fig. Out of 71 respondent 18.3% peoples are using offline mode of marketing and 81.7% peoples are using online mode of marketing.

(F) HOW LIKELY ARE YOU RECOMMEND A PRODUCT TO A FRIEND OR FAMILY MEMBER?

Sr. No.	Particular	Responses	Percentage%
1.	Not likely at all	5	7%
2.	Slightly likely	20	28.2%
3.	Moderately likely	25	35.2%
4.	Very likely	21	29.6%
Total		71	100%

How likely are you to recommend a product to a friend or family member
71 responses



INTERPRETATION:

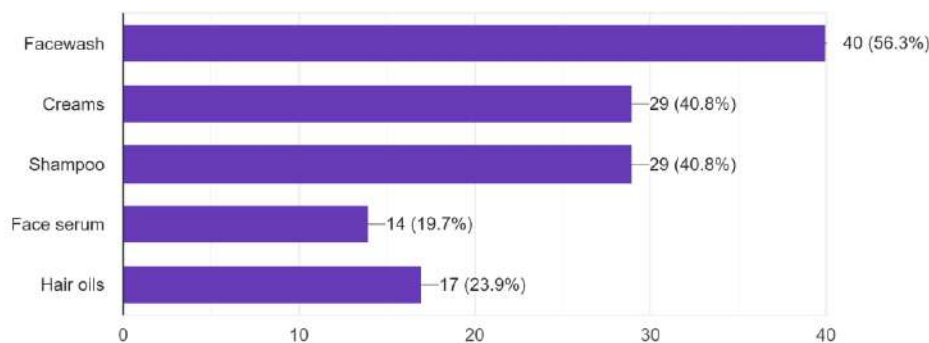
From the above fig. Out of 71 respondent 7% people are recommend with not likely at all, 28.2% people are recommend with slightly likely, 35.2% people are moderately likely, and 29.6% people are recommend with very likely.

(G) WHICH OF THE FOLLOWING PRODUCT DO YOU REGULARLY BUY?

Sr. No.	Particular	Responses	Percentage%
1.	Facewash	40	56.3%
2.	Creams	29	40.8%
3.	Shampoo	29	40.8%
4.	Face serum	14	19.7%
5.	Hair oils	17	23.9%
Total		71	100%

Which of the following products do you regularly buy

71 responses



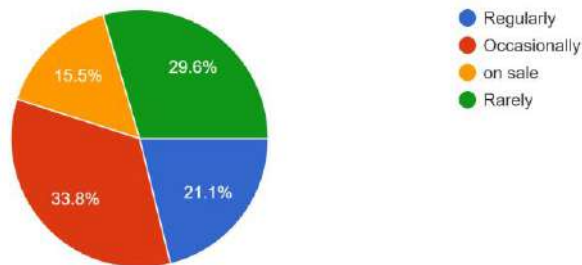
INTERPRETATION:

From the above fig. Out of 71 respondent 56.3% people buy facewash, 40.8% people buy creams, 40.8% people buy shampoo, 19.7% people buy face serum, and 23.9% people buy hair oils.

(H) WHEN YOU BUY ONLINE PRODUCTS?

Sr. No.	Particular	Responses	Percentage%
1.	Regularly	15	21.1%
2.	Occasionally	24	33.8%
3.	On sale	11	15.5%
4.	Rarely	21	29.6%
Total		71	100%

When you buy online products
71 responses



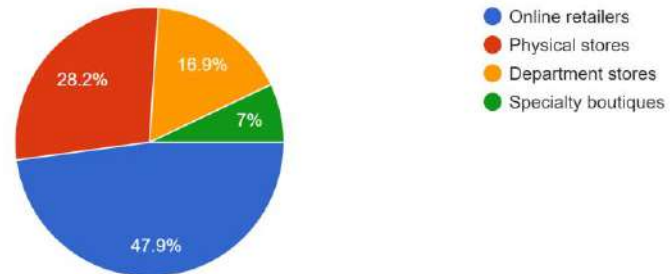
INTERPRETATION:

From the above fig. Out of 71 respondent 21.1% people buy online products regularly, 33.8% people buy occasionally, 15.5% people buy on sale, and 29.6% people buy rarely.

(I) WHERE DO YOU USUALLY SHOP FOR A PRODUCTS?

Sr. No.	Particular	Responses	Percentage%
1.	Online retailers	34	47.9%
2.	Physical stores	20	28.2%
3.	Department stores	12	16.9%
4.	Specialty boutiques	5	7%
Total		71	100%

Where do you usually shop for a products
71 responses



INTERPRETATION:

From the above fig. Out of 71 respondent 47.9% people shop from online retailer, 28.2% people shop from physical stores, 16.9% people shop from department stores, and 7% people shop from speciality boutique.

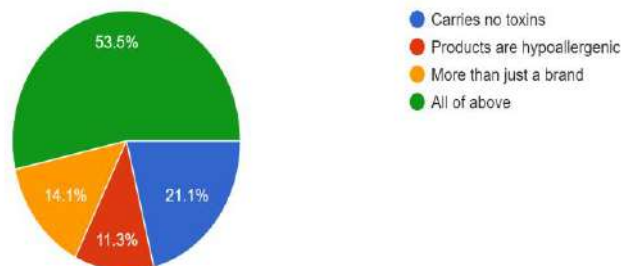
(J) WHY YOU PREFER MAMAEARTH OVER SO MANY PRODUCTS

AVAILABLE IN THE MARKET?

Sr. No.	Particular	Responses	Percentage%
1.	Carries no toxins	15	21%
2.	Products are hypoallergenic	8	11.3%
3.	More than just a brand	10	14.1%
4.	All of above	38	53.5%
Total		71	100%

Why you prefer mamaearth over so many products available in the market

71 responses



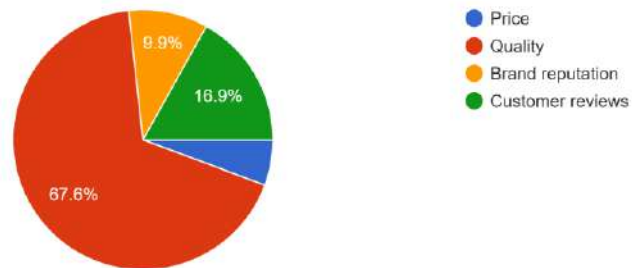
INTERPRETATION:

From the above fig. Out of 71 respondent 21.1% people prefer mamaearth products because it carries no toxins, 11.3% people prefer mamaearth products because product are hypoallergenic, 14.1% people prefer mamaearth products because product are more than just a brand, and 53.5% people prefer all of above.

**(K) WHAT DO YOU CONSIDER WHEN CHOOSING BETWEEN DIFFERENT
PRODUCT OPTIONS?**

Sr. No.	Particular	Responses	Percentage%
1.	Price	4	5.6%
2.	Quality	48	67.6%
3.	Brand reputation	7	9.9%
4.	Customer reviews	12	16.9%
Total		71	100%

What do you consider when choosing between different product options
71 responses



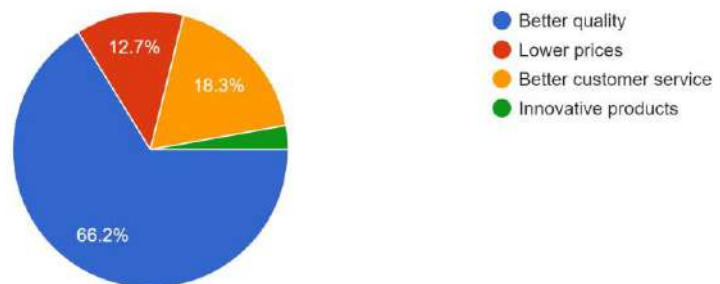
INTERPRETATION:

From the above fig. Out of 71 respondent 5.6% people choosing different products options considering Price, 67.6% people choosing different products options considering Quality, 9.9% people choosing different products options considering, and 16.9% people choosing different products options considering customer reviews.

(L) WHAT FACTORS WOULD MAKE YOU SWITCH TO A DIFFERENT BRAND OF PRODUCTS?

Sr. No.	Particular	Responses	Percentage%
1.	Better quality	47	66.2%
2.	Lower prices	9	12.7%
3.	Better customer service	13	18.3%
4.	Innovative	2	2.8%
Total		71	100%

What factors would make you switch to a different brand of products
71 responses



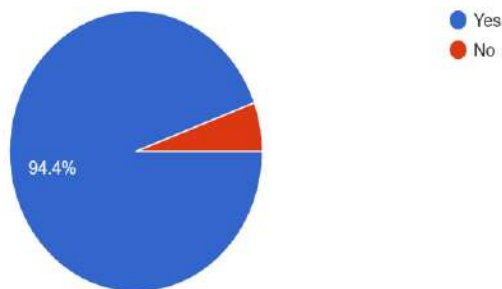
INTERPRETATION:

From the above fig. Out of 71 respondent 66.2% people switch to a different brand of product with better quality, 12.7% people switch to a different brand of product with lower price, 18.3% people switch to a different brand of product with better customer service, and 2.8% people switch to a different brand of product with innovative products.

(M) DO YOU THINK ADOPTING A GOOD MARKET STRATEGY
CAN HELP ANY BRAND TO GROW?

Sr. No.	Particular	Responses	Percentage%
1.	Yes	67	94.4%
2.	No	4	5.6%
Total		71	100%

Do you think adopting a good marketing strategy can help any brand to grow
71 responses



INTERPRETATION:

From the above fig. Out of 71 respondent 94.4% people adopting a good marketing strategy to grow the brand and 5.6% people not adopting a good marketing strategy to grow the brand.

CHAPTER 6

FINDINGS

FINDINGS:

- 1) From the above fig. out of the 71 respondent, 39.4% of people are from age between 15-20, 45.1% of people are from age between 20-30, 9.9% of people are from age between 30-40, and 5.6% of people from age of 40 above.
- 2) From the above fig. out of 71 respondent 1.4% of people are male and 98.6% of people are female.
- 3) From the above fig. We can understand that out of total respondent 98.6% peoples are aware about mamaearth products and 1.4% peoples are not aware about mamaearth products.
- 4) From the above fig. Out of 71 respondent 50.7% peoples are using lakme product, 11.3% peoples are using sugar product, 35.2% peoples are using maybelline product, and 2.8% people are using mac product.
- 5) From the above fig. Out of 71 respondent 18.3% peoples are using offline mode of marketing and 81.7% peoples are using online mode of marketing.
- 6) From the above fig. Out of 71 respondent 7% people are recommend with not likely at all, 28.2% people are recommend with slightly likely, 35.2% people are moderately likely, and 29.6% people are recommend with very likely
- 7) From the above fig. Out of 71 respondent 56.3% people buy facewash, 40.8% people buy creams, 40.8% people buy shampoo, 19.7% people buy face serum, and 23.9% people buy hair oils.
- 8) From the above fig. Out of 71 respondent 21.1% people buy online products regularly, 33.8% people buy occasionally, 15.5% people buy on sale, and 29.6% people buy rarely.

- 9) From the above fig. Out of 71 respondent 47.9% people shop from online retailer, 28.2% people shop from physical stores, 16.9% people shop from department stores, and 7% people shop from speciality boutique
- 10) From the above fig. Out of 71 respondent 21.1% people prefer mamaearth products because it carries no toxins, 11.3% people prefer mamaearth products because product are hypoallergenic, 14.1% people prefer mamaearth products because product are more than just a brand, and 53.5% people prefer all of above.
- 11) From the above fig. Out of 71 respondent 5.6% people choosing different products options considering Price, 67.6% people choosing different products options considering Quality, 9.9% people choosing different products options considering, and 16.9% people choosing different products options considering customer reviews.
- 12) From the above fig. Out of 71 respondent 66.2% people switch to a different brand of product with better quality, 12.7% people switch to a different brand of product with lower price, 18.3% people switch to a different brand of product with better customer service, and 2.8% people switch to a different brand of product with innovative products.
- 13) From the above fig. Out of 71 respondent 94.4% people adopting a good marketing strategy to grow the brand and 5.6% people not adopting a good marketing strategy to grow the brand.

CHAPTER 7
CONCLUSION

CONCLUSION:

Based on the findings from the survey, several conclusions can be drawn regarding consumer behavior and preferences in the beauty and personal care products market. Firstly, there is a notable distribution across different age groups, with a significant portion falling within the 20-30 age bracket, indicating a potential target demographic for marketing campaigns.

Moreover, the overwhelmingly female respondent base highlights the importance of tailoring product offerings and marketing strategies to cater to this gender demographic.

The high awareness of Mamaearth products among respondents suggests effective brand visibility and marketing efforts. Additionally, the prevalence of Lakme products indicates a strong market presence, while the use of online marketing channels underscores the shift towards digital platforms in reaching consumers.

Furthermore, the preference for Mamaearth products due to their natural and hypoallergenic qualities reflects a growing demand for clean and sustainable beauty options among consumers. Quality emerges as a primary consideration for product selection, outweighing factors such as price and customer reviews.

The inclination to switch brands for better quality signifies a competitive landscape where product performance plays a pivotal role in consumer loyalty. However, there is also a notable percentage opting for brands with better customer service, indicating the significance of post-purchase experiences in retaining customers.

Lastly, the majority of respondents acknowledging the importance of adopting effective marketing strategies highlights the critical role of branding and promotion in brand growth and market success. Overall, these findings provide valuable insights for businesses looking to thrive in the beauty and personal care industry by understanding and addressing consumer preferences and behavior effectively.

CHAPTER 8
SUGGESTIONS

SUGGESTIONS:

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

CHAPTER 9
BIBILOGRAPHY

BIBILOGRAPHY:

- <https://mamaearth.in/>
- <https://mamaearth.in/shop>
- <https://sixads.net/blog/marketing-strategy-examples/>
- <https://thestrategystory.com/2021/06/08/mamaearth-marketing-strategy/>
- <https://www.nykaa.com/brands/mamaearth/>
- <https://startuptalky.com/mamaearth-business-model/>
- <https://magicpin.in/blog/best-mamaearth-products/>
- <https://eprints.whiterose.ac.uk/136066/1/JAMS%20Final%20Version%20Unblind>
- <https://www.bibs.co.in/blog/5-digital-marketing-strategies-that-make-mamaearthstand-out>
- <https://forms.gle/5m2nemVkFg49mLsY8>

BOOKS:

- Marketing Strategy A Decision- focused Approach by Orville C. Walker Jr.
John W. Mullins
- Research Methodology by C.R. Kothari

ANNEXURE

QUESTIONARIE

Q1) Name

Q2) Age

- 15-20
- 20-30
- 30-40
- 40 above

Q3) Gender

- Male
- Female

Q4) Do you know about Mamaearth?

- Yes
- No

Q5) Which brand product do you use?

- Lakme
- Sugar
- Maybelline
- Mac

Q6) According to you which mode of marketing is best in todays scenario?

- Offline
- Online

Q7) How likely are you to recommend a product to a friend or family member?

- Not likely at all
- Slightly likely
- Moderately likely
- Very likely

Q8) Which of the following products do you regularly buy?

- Facewash
- Creams
- Shampoo
- Face serum
- Hair oils

Q9) When you buy online products?

- Regularly
- Occasionally
- on sale
- Rarely

Q10) Where do you usually shop for a products?

- Online retailers
- Physical stores
- Department stores

- Specialty boutiques

Q11) Why you prefer mamaearth over so many products available in the market?

- Carries no toxins
- Products are hypoallergenic
- More than just a brand
- All of above

Q12) What do you consider when choosing between different product options?

- Price
- Quality
- Brand reputation
- Customer reviews

Q13) What factors would make you switch to a different brand of products?

- Better quality
- Lower prices
- Better customer service
- Innovative products

Q14) Do you think adopting a good marketing strategy can help any brand to grow?

- Yes
- No