

Brand Preference Towards Mamaearth Product with Special Reference to Student's in Coimbatore City

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ABSTRACT

This study explores brand preference for Mamaearth products among students in Coimbatore City. With increasing awareness of natural and toxin-free skincare, students are shifting towards eco-friendly brands. Mamaearth, known for its organic ingredients and sustainability efforts, has gained popularity among young consumers. The study examines factors influencing students' purchasing decisions, such as brand trust, product effectiveness, pricing, and social media influence. A survey-based approach was used to gather insights from students. Findings suggest that quality and ethical branding play a significant role in their preference. The study highlights the growing demand for natural personal care products among the youth.

KEY WORDS: Brand Preference Consumer Behaviour Product Perception

INTRODUCTION

The rise in consumer awareness about health, sustainability, and ethical practices has led to significant changes in the personal care industry. Among the brands that have successfully capitalized on these trends is Mama earth, a skincare and wellness brand that emphasizes natural, eco-friendly products. Launched by Honasa Consumer Pvt. Ltd., Mama earth offers a range of beauty and personal care items, including skincare, haircare, and wellness products, that are free from harmful chemicals and made with environmentally sustainable ingredients. The brand has gained substantial popularity, especially among younger consumers, due to its commitment to sustainability, cruelty-free testing, and the use of toxin-free ingredients. In recent years, Mama earth has successfully positioned itself as a socially responsible and ethical brand, making it particularly appealing to a younger, more conscious demographic. This study aims to explore brand preference towards Mama earth products among school and college students, a group that is highly influenced by trends, social media, and environmental concerns.

OBJECTIVES OF THE STUDY

- ❖ To study the benefits of mama earth.
- ❖ To enhance and find out the various products available in mama earth.

REVIEW OF LITERATURE

Ms. Sithara Rajan K, Dr. S. Ramya (2021)¹ “A Study on Consumer Satisfaction towards Mama Earth Products with Special Reference on Kozhikode District, Kerala” Generally, personal care product is the basic requirement for a consumer. The consumer perception varies from one person to another person. Different people perceive the different types of items in the same situation (Gopinath, 2019a). People utilize the products for them motivation. The Mama earth product is the molding ongoing product of the

market. To identify the reason for selecting Mama earth products. To identify the factors influencing the products. To determine the customer's satisfaction with the Mama earth product. The study reveals that most of the respondents are now aware of Mama earth products (Karthick et al., 2020b).

Ashwini V. 1 & P. S. Aithal (2022)² “A Study on Performance Evolution of Indian Eco-friendly Cosmetic Brand: Mama earth” Environmentally sustainable products and services are vital. Green product manufacturing and development to minimize the environmental impact on a production line and promote cleaner production. Nowadays green technology solutions are accessible in the cosmetic industry. To overview green concepts and green cosmetics. To analyse the company’s marketing mix. To assess the marketing strategies employed by the company. To analyse the company’s SWOC Analysis framework. Green and eco-friendly beauty products are becoming increasingly popular and are regularly used to reduce the negative environmental impacts of chemical manufacture and consumption.

RESEARCH METHODOLOGY

Research design – descriptive research design

Sources of data:

- Primary data – primary Data were used to collect the data from the respondents through well-structured Questionnaire.
- Secondary data – secondary data collected from research papers, articles, websites, magazines and related thesis reports.

Sampling technique:

The technique used for the study is simply random sampling.

Sampling size

The sampling size used for the study in 101 respondents.

Area of the study:

The study was conducted in Coimbatore city.

Tools used for the study

Spreadsheet and SPSS package was used for computation of data.

- Percentage Analysis
- Chi-square Test
- Rank correlation

LIMITATION OF THE STUDY

1. The sample were restricted to 101 respondents in Coimbatore city.
2. Data collected through questionnaire So, personal bias is involved in study.
3. The study focuses only on students, limiting generalizability.

ANALYSIS AND FINDING:

PERCENTAGE ANALYSIS

percentage analysis = no. of respondents / total respondent*100

Data analysis:**Table 1 age of respondents:**

AGE	FREQUENCY	PERCENTAGE
Below 18	25	24.8
19-25 years	66	65.3
20-45 years	10	9.9
Above 45 years	0	0
TOTAL	101	100

INTERPRETATION

The above table indicates that 24.8% of respondents are below 18 yrs. 9.9% belong to the Category of 20-45 yrs. The majority, (65.3%) of the respondents are in age group of 19-25 years old , they are youngsters and college students.

Table 2 gender of respondents:

GENDER	FREQUENCY	PERCENTAGE
Female	80	79.2
Male	21	20.8
TOTAL	101	100

INTERPRETATION

The above table indicates that 20.8% of respondents are the male and 79.2% of respondents are female. Majority (79.2%) of the respondents are female.

Table 3 recommendation on mamaearth product of respondents:

OPTION	FREQUENCY	PERCENTAGE
Very likely	37	36.6
Somewhat likely	51	50.5
Not very likely	9	8.9
Not at all likely	4	4
TOTAL	101	100

INTERPRETATION:

A significant portion of respondents indicated a likelihood to recommend Mamaearth products, with 36.6% being very likely and 50.5% somewhat likely. Conversely, a smaller segment expressed less enthusiasm, with 8.9% not very likely and 4% not at all likely to recommend the brand.

FINDINGS

- Majority (65.3%) of the respondents are in age group of 19-25 years old , they are youngsters and college students.
- Majority (79.2%) of the respondents are female.
 - Majority (50.5%) of the respondents are somewhat likely.

CONCLUSION

Mamaearth has established strong brand preference among students, ranging from school to college levels, due to its natural and toxin-free products. School students, influenced by their parents' choices, find Mamaearth appealing as it is dermatologically tested and safe for young skin. As they transition to college, personal grooming and skincare become more significant, making the brand even more relevant. Social media marketing and influencer collaborations further boost its appeal among teenagers and young adults. Eco-conscious students also appreciate Mamaearth's sustainable approach and plastic-positive initiatives.

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