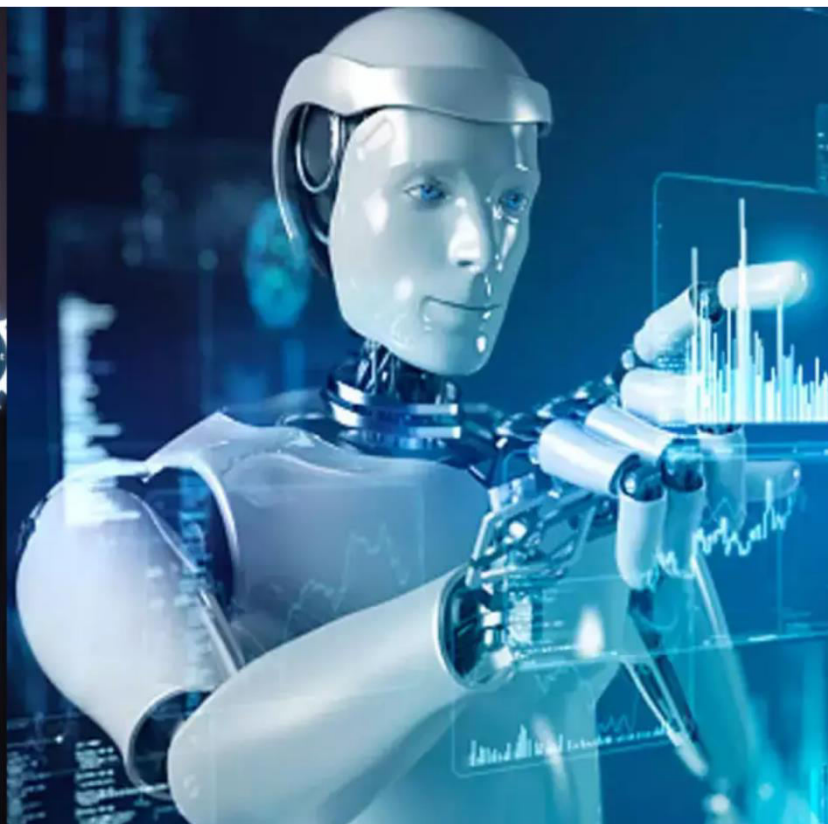




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# **A Study on Consumer Satisfaction towards Mamaearth Products**

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**ABSTRACT:** In today's dynamic consumer market, customer satisfaction is a crucial indicator of a brand's success and sustainability, particularly in the beauty and personal care industry, where consumer preferences are increasingly shaped by quality, sustainability, and ethical practices. Mamaearth, a rapidly growing personal care brand in India, has gained significant traction due to its commitment to natural ingredients, toxin-free formulations, and eco-conscious initiatives such as plastic neutrality and reforestation efforts. This study conducted at Coimbatore district to know the satisfaction of consumers in using Mamaearth Products. This study has been taken period of 4 months from December to March 2025. Primary data have been collected with the help of structured questionnaire to fulfill the objectives of this study. Stratified Random Sampling technique was used to collect data from the respondents. The sample size chosen for this study is 130.

**KEYWORDS:** Consumer Satisfaction, Mamaearth Products, Natural Ingredients

## **I. INTRODUCTION**

Mamaearth, founded in 2016 by Varun and Ghazal Alagh under Honasa Consumer Pvt. Ltd., is a rapidly growing Indian brand known for its natural, toxin-free personal care products. Originally launched to offer safe and chemical-free baby care solutions, the brand has expanded into skincare, haircare, and wellness products for people of all age groups. Mamaearth emphasizes the use of plant-based ingredients and avoids harmful substances such as parabens, sulfates, silicones, and artificial dyes. It is also Asia's first brand to receive Made Safe certification, reinforcing its commitment to clean beauty and environmentally conscious practices. With increasing awareness of health, hygiene, and sustainable living, the brand has gained immense popularity across India, including in Tamil Nadu's Coimbatore district. Consumers in Coimbatore, especially young adults, working professionals, and families, are increasingly drawn to ethical and eco-friendly products, which aligns with Mamaearth's values. The brand's strong digital presence, influencer marketing, and easy accessibility through e-commerce and retail outlets have further contributed to its growing customer base. However, despite its popularity, there is limited research on whether Mamaearth truly delivers on its brand promises. Questions remain regarding product effectiveness, value for money, packaging appeal, and the impact of its eco-friendly initiatives on consumer satisfaction. This study aims to examine the awareness, usage patterns, and satisfaction levels of Mamaearth users in Coimbatore, while also identifying key factors influencing their purchasing behavior. It will further explore how lifestyle choices, marketing strategies, and environmental concerns affect customer decisions and whether Mamaearth lives up to consumer expectations in comparison to competing brands.

## **II. STATEMENT OF THE PROBLEM**

Mamaearth has gained popularity in the Indian personal care market by promoting natural, safe, and eco-friendly products. However, it is important to evaluate whether these brand promises translate into actual consumer satisfaction. There is limited research on how consumers perceive the effectiveness, pricing, packaging, and sustainability efforts of Mamaearth. Questions also remain about how it compares with competing brands in meeting consumer expectations. This study aims to assess satisfaction levels, key factors influencing purchase decisions, and any gaps between

expectations and experience. The findings will help understand Mamaearth's market position and areas for improvement.

### III. OBJECTIVES OF THE STUDY

- To measure the overall satisfaction level of customers with Mamaearth products.
- To identify the areas where Mamaearth products and services can be improved.
- To understand the unique needs and preferences of various consumer segments.
- To access the relationship between consumer satisfaction and brand loyalty.

### IV. NEED THE STUDY

The personal care and beauty industry is evolving with a strong shift toward natural, safe, and eco-friendly products, leading to the rise of brands like Mamaearth. While Mamaearth has gained recognition for its toxin-free, ethically produced offerings, there is a need to understand if these brand values truly translate into consumer satisfaction. Despite its rapid growth and strong market presence, limited research exists on the specific factors influencing consumer satisfaction with Mamaearth products. It is important to explore whether consumers find the brand's claims about natural ingredients, sustainability, and ethical practices convincing and valuable. Additionally, comparing Mamaearth's performance with that of its competitors in areas such as product effectiveness, pricing, packaging, and customer service can provide deeper insights. This study aims to fill that gap by evaluating how well Mamaearth meets consumer expectations in the current competitive market.

### V. LIMITATIONS OF THE STUDY

- The study is focused mainly on Indian consumers, which may not accurately represent international markets or rural populations, limiting the generalizability of the results.
- Non-respondents may have different opinions, and the influence of social media or online reviews may skew perceptions. Additionally, loyal customers may report higher satisfaction, while dissatisfied ones might not participate, leading to biased outcomes.
- Due to limited time for data collection and analysis, the study may lack depth and fail to capture long-term changes in consumer satisfaction or evolving market trends.

### VI. REVIEW OF LITERATURE

- 1) **Gupta (2023)** focused on the long-term effectiveness of Mamaearth's products and how innovation influenced consumer satisfaction. The study found that while new product innovations, such as targeted treatments for acne and aging, were appreciated, some consumers reported inconsistent product quality. The researcher noted that despite Mamaearth's efforts in innovation, product consistency remained an issue, as some batches did not meet consumer expectations in terms of effectiveness. While the introduction of new formulations maintained interest among loyal customers, product quality consistency continued to be an area for improvement to ensure long-term satisfaction.
- 2) **Rai & Mehta (2023)** examined the role of product innovation and consistency in consumer satisfaction with Mamaearth. The research showed that while consumers were highly receptive to new product launches (such as hair serums and acne treatments), there were concerns regarding inconsistent product quality across batches. Some consumers reported that while they initially experienced positive results, later purchases did not deliver the same effectiveness. This inconsistency led to a decline in trust among certain segments of the customer base, especially those who had invested in the brand for long-term use. The study highlighted that product consistency was crucial for maintaining consumer loyalty and ensuring that the innovation pipeline did not lead to quality issues.
- 3) **Kaur & Sharma (2022)** conducted a study to explore how regional demographics and income segmentation influenced consumer satisfaction with Mamaearth. The researchers found that urban millennials were particularly satisfied with Mamaearth's products, valuing the brand's natural ingredients and sustainability efforts. However, the study also highlighted a divide between urban and rural consumers, with rural consumers expressing concerns over the pricing and availability of the products in their areas. The study concluded that while urban consumers were generally satisfied, rural consumers struggled with the brand's premium pricing and its limited distribution.



- 4) **Patel & Nair (2021)** examined online consumer feedback and identified packaging issues as a key pain point for Mamaearth customers. According to their study, while most reviews praised the quality of the products, complaints were common about damaged packaging and product leaks, particularly in hair oils and lotions. Furthermore, delays in delivery and poor customer service led to a decrease in satisfaction levels for some consumers. The research emphasized the importance of improving logistical operations and customer support to maintain a positive image. Despite these challenges, Mamaearth was still able to retain a significant portion of its customer base due to its strong brand identity focused on natural ingredients and ethical values.
- 5) **Agarwal & Mittal (2020)** explored the issue of price sensitivity and its impact on consumer satisfaction. Their study found that while Mamaearth’s premium pricing was a barrier for some customers, value perception was a strong driver of satisfaction for others. Consumers who believed in the importance of natural ingredients and sustainability were willing to accept higher prices. However, the study highlighted that the effectiveness of the products was the primary factor that justified the higher cost. For consumers who did not perceive the products as delivering superior results, the price point was a major deterrent, which lowered overall satisfaction. This study concluded that Mamaearth’s focus on affordable luxury had to align with consumer expectations of performance and value.

TABLE 1

AGE-WISE ANALYSIS OF THE RESPONDENT

Socio-Economic Condition	No. of Respondents	Percentage
Under 18 years	3	2.3%
18 – 25	98	75.4%
25 – 35	22	16.9%
More than 35	7	5.4%
Female	107	82.3%
Male	23	17.7%

Source: Primary Data

INTERPRETATION:

The above table shows that 75.4% of the Mamaearth product users were between ‘18 – 25’ years of age. About 16.9% were between ‘25 – 35’ years of age, 5.4% between ‘More than 35’ years of age and 2.3% were between ‘Under 18’ years of age. The above table shows that significant part of the respondents 82.3% was ‘Female’ and 17.8% was ‘Male’.

TABLE 2

AMOUNT SPEND TO PURCHASE MAMAEARTH PRODUCTS

Amount spent	No. of Respondents	Percentage
Below 500	44	33.8%
500 - 1000	65	50%
1000 - 2000	16	12.3%
Above 2000	5	3.8%
<b>Total</b>	<b>130</b>	<b>100</b>

Source: Primary Data

INTERPRETATION:

The above table shows that 50% were spend 500 – 1000 to purchase Mamaearth products, About33.8% were spend Below 500 to purchase Mamaearth products, 12.3% were spend 1000 – 2000 to purchase Mamaearth products and 3.8% were spend Above 2000 to purchase Mamaearth products.

TABLE 3

DECISION TO CHOOSE MAMAEARTH PRODUCTS

Decision to choose	No. of Respondents	Percentage
Natural ingredients	44	33.8%
Eco-friendly packaging	51	39.2%
Affordable pricing	14	10.8%
Brand reputation	21	16.2%
<b>Total</b>	<b>130</b>	<b>100</b>

Source: Primary Data

INTERPRETATION:

The above table shows that 39.2% of customers were influenced to choose Mamaearth Products by its Eco – friendly packages, About 33.8% of customers were influenced to choose Mamaearth Products by its Natural ingredients, 16.2% of customers were influenced to choose Mamaearth Products by its Brand reputation and 10.8% of customers were influenced to choose Mamaearth Products by its Affordable pricing.

TABLE 4

BENEFITS EXPECT FROM MAMAEARTH PRODUCTS

Benefits	No. of Respondents	Percentage
Clearer skin	32	24.6%
Healthy and shiny hair	48	36.9%
Reduced acne or pimple	26	20%
Soft and moisturizing skin	24	18.5%
<b>Total</b>	<b>130</b>	<b>100</b>

Source: Primary Data

INTERPRETATION:

The above table shows that 36.9% of customers were benefited Healthy and shiny hair from Mamaearth products. About 24.6% of customers were benefited Clearer skin from Mamaearth products, 20% of customers were benefited Reduced acne or pimple from Mamaearth products and 18.5% of customers were benefited Soft and moisturizing skin from Mamaearth products.

TABLE 5

PRICING OF MAMAEARTH PRODUCTS

Decision to choose	No. of Respondents	Percentage
Most affordable	26	20%
Comparable	73	56.2%
Slightly more expensive	25	19.2%
Much more expensive	6	4.6%
<b>Total</b>	<b>130</b>	<b>100</b>

Source: Primary Data

INTERPRETATION:

The above table shows that 56.2% of customers were pricing the Mamaearth products were Comparable. About 20% of customers were pricing the Mamaearth products were Most affordable, 19.2% of customers were pricing the Mamaearth products were Slightly more expensive and 4.6% of customers were pricing the Mamaearth products were Much more expensive.

TABLE 6

MOTIVATES TO BUY

Motivates to buy	No. of Respondents	Percentage
Trust in natural ingredients	32	24.6%
Positive review from others	60	46.2%
Affordable pricing	26	20%
Packaging and eco friendly	12	9.2%
<b>Total</b>	<b>130</b>	<b>100</b>

Source: Primary Data

INTERPRETATION:

The above table shows that 46.2% of customers were buy products by Positive review from others. About 24.6% of customers were buy products by Trust in natural ingredients,20% of customers were buy products by Affordable pricing and 9.2% of customers were buy products by Packaging and eco friendly appealing.

TABLE 7

PURCHASED PRODUCTS

Products	No. of Respondents	Percentage
Shampoo	28	21.5%
Facewash	43	33.1%
Moisturizer	38	29.2%
Cosmetics	14	10.8%
Lotion	7	5.4%
<b>Total</b>	<b>130</b>	<b>100</b>

Source: Primary Data

INTERPRETATION:

The above table shows that 33.1% of customers were purchasing Facewash. About 29..2% of customers were purchasing Moisturizer,21.5% of customers were purchasing Shampoo,10.8% of customers were purchasing Cosmetics and 5.4% of customers were purchasing Lotion.

SUGGESTIONS

- Mamaearth should target a wider audience, including older age groups and males, by expanding product offerings and marketing strategies.
- Transparency about product effectiveness, through testimonials, clinical studies, and trial sizes, can help address concerns about effectiveness.
- Continuously improving product formulas and seeking customer feedback will enhance product quality and increase satisfaction.
- Focusing on eco-friendly packaging and promoting sustainability efforts, like refillable options, can appeal to environmentally-conscious consumers.
- Encouraging more customer reviews and featuring them prominently can build trust and influence potential buyers.
- Optimizing the online shopping experience by enhancing website navigation, offering personalized recommendations, and ensuring fast delivery will create a seamless customer journey.

VII. CONCLUSION

Based on consumer feedback and market trends, Mamaearth has gained a strong reputation for its natural, toxin-free, and eco-friendly products. Consumers appreciate the brand’s commitment to using organic ingredients and sustainability efforts, such as plastic-positive initiatives .Key factors influencing consumer satisfaction include product effectiveness, affordability, packaging, and brand trust. Many users report positive experiences with skincare, haircare,

and baby care products, citing gentle formulations and visible results. However, some customers have concerns regarding pricing, product suitability for all skin types, and availability in offline stores. Overall, Mamaearth has successfully built consumer trust by addressing skincare needs with safe and innovative solutions. Continuous improvements in product formulations, pricing strategies, and availability can further enhance consumer satisfaction and brand loyalty.

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