



A Study on Consumer Buying Behaviour with Reference to Mamaearth Brand

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ABSTRACT:

The personal care industry in India has undergone a significant transformation due to increasing consumer awareness regarding health, safety, and environmental sustainability. Consumers are gradually shifting from chemical-based products to natural and eco-friendly alternatives. In this context, Mamaearth has emerged as a popular brand offering toxin-free, cruelty-free, and sustainable personal care products. The brand has gained strong market recognition through its digital-first approach, influencer marketing, and emphasis on transparency and natural ingredients.

This study aims to analyze consumer buying behaviour towards Mamaearth products by identifying the key factors influencing purchase decisions. It focuses on variables such as product quality, price, brand awareness, promotional strategies, and eco-friendly perception. The research also examines the impact of social media and influencer marketing on consumer attitudes and buying intentions, particularly among younger consumers.

The research is based on primary data collected from 100 respondents using a structured questionnaire. A convenience sampling method was used to select participants who are aware of or have used Mamaearth products. The data was analyzed using descriptive statistical tools such as percentage analysis and frequency distribution to understand consumer preferences and behaviour patterns.

The findings reveal that natural ingredients, product safety, and brand trust are the most significant factors influencing consumer purchases. Social media and promotional strategies also play a major role in shaping buying decisions. The study concludes that Mamaearth has successfully built a strong brand image and customer loyalty, but must continue focusing on innovation, pricing strategies, and market expansion to maintain its competitive position.



1. INTRODUCTION:

Consumer buying behaviour refers to the process through which individuals identify their needs, search for information, evaluate alternatives, and make purchasing decisions based on various internal and external influences. These influences include personal factors such as income, lifestyle, and preferences, as well as social and psychological factors like peer influence, brand perception, and motivation. In today's competitive market, understanding consumer behaviour is essential for businesses, as it helps them design effective marketing strategies, develop suitable products, and build long-term customer relationships. With increased access to digital platforms and information, consumers have become more aware and selective, making their buying decisions more complex and informed.

The personal care industry has witnessed a significant shift in recent years, with consumers increasingly preferring natural, organic, and eco-friendly products over chemical-based alternatives. Growing awareness about the harmful effects of synthetic ingredients and rising environmental concerns have encouraged consumers to adopt safer and more sustainable choices. In this context, Mamaearth has emerged as a leading brand in the natural personal care segment. Founded in 2016, the brand focuses on offering toxin-free, cruelty-free, and environmentally responsible products across categories such as skincare, haircare, and baby care. Its emphasis on natural ingredients, transparency, and sustainability has helped it gain popularity among health-conscious and environmentally aware consumers.

Another important aspect influencing consumer buying behaviour is the rapid growth of digital marketing and social media platforms. Consumers today rely heavily on online reviews, influencer recommendations, and brand communication through platforms like Instagram and YouTube before making purchase decisions. Mamaearth has effectively leveraged these digital channels to enhance brand awareness and engage with its target audience, particularly millennials and young consumers. However, factors such as price, product quality, brand trust, and promotional activities also play a crucial role in shaping consumer preferences. Therefore, this study aims to analyze these factors in detail to understand consumer buying behaviour towards Mamaearth products and provide insights into customer satisfaction and brand loyalty in the evolving personal care market.

2. OBJECTIVES OF THE STUDY:

1. To study factors influencing consumer purchases of Mamaearth products
2. To assess brand awareness and perception
3. To analyse the effect of product quality, price, and promotion
4. To evaluate customer satisfaction and loyalty.

3. REVIEW OF LITERATURE:

1. Dr. S. Kavita, Ms. Sindhu K (2025): A Comprehensive Study on Mamaearth: A Natural Personal Care Brand.
2. Jothiraj R, Dr. M. Sangeeta (2024): A Study on Consumer Behaviour Towards Mamaearth product in Coimbatore.
3. M. Jainul Asifa, N. Yasmin Kathija, Dr. A. Benazir (2023): A Study on Consumer Perception Towards Mamaearth Products.
4. Ms. Anchal(2023): The Impact of Influencer Marketing on Consumer Buying Behaviour.
5. Dr. A. Meenakshi, M. Darsani S S, Ms. A. Arthi(2024): Consumer Buying Behaviour Towards Mamaearth Product.
6. Dr. B Janani(2025): The Impact of Social Media Marketing on Brand Image and Consumer Behaviour in mamaearth.



7. Ms. AROCKIA AMIJA J, Dr. I. SHAKENA(2025) Brand Performance Towards Mamaearth Product With Special Reference to Student in Coimbatore City.

5. RESEARCH METHODOLOGY:

1. Research Design

- The study uses a **descriptive research design**.
- It focuses on describing consumer buying behaviour towards Mamaearth.
- It helps in understanding preferences, awareness, and satisfaction levels of consumers.

2. Type of Data

- **Primary Data:** Collected directly from respondents through a questionnaire.
- **Secondary Data:** Collected from journals, research papers, websites, and articles related to consumer behaviour and personal care industry.

3. Data Collection Method

- A **structured questionnaire** was used as the main tool.
- It included both **closed-ended questions** (MCQs, Likert scale) and a few open-ended questions.
- Data was collected through **online (Google Forms)** and offline methods.

4. Sampling Method

- **Convenience sampling** technique was used.
- Respondents were selected based on their availability and willingness to participate.
- Suitable for limited time and easy data collection.

5. Sample Size

- The study was conducted on **100 respondents**.
- Respondents included students, working professionals, and homemakers.

6. Study Area

- The study focused on **urban and semi-urban consumers**.
- Participants were selected from different demographic backgrounds.

7. Variables of Study



- Brand awareness
- Product quality
- Price
- Promotion
- Customer satisfaction
- Brand loyalty
- Eco-friendly perception

8. Data Analysis Tools

- **Percentage Analysis** – to show proportion of responses
- **Frequency Distribution** – to organize data
- **Charts & Graphs** – for visual representation
- **Mean Score & Ranking** – to identify key factors

9. Study Duration

- The research was conducted over a period of **2–3 months**.
- Included stages like data collection, analysis, and interpretation.

10. Limitations of Methodology

- Use of convenience sampling may cause bias
- Limited sample size (100 respondents)
- Responses are based on personal opinions
- Limited geographical coverage

6. DATA ANALYSIS & INTERPRETATION:

The data collected from 100 respondents was analyzed using percentage and frequency methods. The interpretation is presented below in a detailed point-wise manner:

1. Age Group Analysis

- 27% of respondents belong to the 18–25 age group, which is the highest.
- 26% are below 18, 25% are between 26–35, and 22% are above 35.



- This indicates that **young consumers form the major segment** of Mamaearth users.
- The brand appeals across all age groups but is slightly more popular among youth.

2. Gender Distribution

- 60% of respondents are female, showing that women are the primary users.
- 10% are male, while 23% preferred not to disclose gender.
- This suggests that **personal care products are more commonly used by female consumers**, though the brand has a diverse audience.

3. Occupation Analysis

- 40% are working professionals, followed by 33% homemakers and 23% students.
- This indicates that **financially independent individuals are key consumers**.
- Homemakers also play a significant role as household decision-makers.

4. Income Level Analysis

- 41% fall in the ₹20,000–50,000 category, forming the largest group.
- 30% earn ₹50,001–1,00,000, while 22% earn below ₹20,000.
- This shows that **middle-income consumers are the main target segment**.
- The brand is perceived as affordable and suitable for mid-range buyers.

5. Awareness Source

- 36% learned about the brand through friends/family (word-of-mouth).
- 31% through influencers and online ads, and 30% via social media.
- This indicates that **word-of-mouth is the strongest awareness driver**, followed closely by digital marketing.
- No respondents selected in-store displays, showing weak offline promotion.

6. Brand Knowledge

- 42% have moderate knowledge, while 30% know the brand very well.
- Only 9% have no awareness.
- This shows **strong brand recognition**, though there is still scope for improvement.

7. Source of Influence



- 42% are influenced by TV/print ads, and 33% by social media.
- 20% rely on friends/family.
- This indicates that **both traditional and digital media play important roles**.
- E-commerce platforms have minimal influence (5%).

8. Purchase Frequency

- 42% buy products monthly, while 32% purchase weekly.
- Only 7% rarely buy.
- This shows **high product usage and repeat purchase behaviour**, indicating strong customer engagement.

9. Product Preference

- 46% prefer haircare products, the highest category.
- 28% prefer skincare and 22% baby care.
- This indicates that **haircare is the most popular segment** for the brand.

10. Purchase Channel

- 46% purchase online (Amazon, Flipkart, website).
- 30% buy from retail stores and 23% from supermarkets.
- This shows that **online platforms dominate consumer buying behaviour**, reflecting convenience and digital adoption.

11. Monthly Spending

- 39% spend below ₹500, and 37% spend ₹500–1000.
- Only 5% spend above ₹2000.
- This indicates **low to moderate spending patterns**, showing price sensitivity among consumers.

12. Purchase Motivation

- 34% are motivated by natural ingredients (highest factor).
- 32% by price and 22% by brand reputation.
- This shows that **product quality and affordability are the main drivers**, rather than packaging.

13. Product Safety Perception



- 76% (43% strongly agree + 33% agree) believe products are safe.
- Only 24% have doubts.
- This indicates **strong trust in product safety**, a key strength of the brand.

14. Influence of Social Media

- 41% are highly influenced, and 38% somewhat influenced.
- Only 3% are not influenced.
- This shows that **social media plays a major role in decision-making**, especially among younger consumers.

15. Eco-Friendly Influence

- 79% agree that eco-friendliness influences their purchase.
- This highlights the importance of **sustainability and environmental awareness** in buying behaviour.

16. Impact of Promotions

- 42% are always influenced by discounts, and 37% often influenced.
- This indicates that **promotional strategies are highly effective** in driving sales.

17. Customer Satisfaction

- 83% are satisfied (46% very satisfied, 37% satisfied).
- Only 4% are dissatisfied.
- This reflects **high customer satisfaction levels**, indicating product effectiveness.

18. Recommendation Behaviour

- 79% would recommend the brand.
- This shows **strong word-of-mouth potential** and brand advocacy.

19. Value for Money

- 77% consider products good or excellent value.
- This indicates a **positive perception of price-quality balance**.

20. Future Purchase Intention

- 94% are willing to continue using the products.



- This shows **high customer loyalty and retention potential**

6. RESULTS & FINDINGS:

1. Strong preference for natural and chemical-free products
2. Brand trust significantly influences purchase decisions
3. Social media and influencers play a major role
4. Millennials and young consumers dominate the market
5. Price sensitivity exists but value perception is high
6. Eco-friendly image strongly attracts consumers
7. Online platforms are the primary purchase channel
8. High customer satisfaction leads to repeat purchases
9. Word-of-mouth significantly impacts buying decisions
10. Brand is perceived as safe and family-friendly

7. CONCLUSION:

The study on consumer buying behaviour towards Mamaearth reveals that consumers are increasingly shifting towards natural, safe, and eco-friendly personal care products. The findings clearly indicate that factors such as natural ingredients, product safety, brand trust, and social media influence play a major role in shaping purchase decisions. Most consumers prefer Mamaearth because of its toxin-free formulation and strong eco-friendly positioning, which aligns with the growing awareness of health and environmental sustainability.

The study also highlights that digital marketing and influencer promotions significantly impact consumer awareness and buying behaviour, especially among young consumers. At the same time, word-of-mouth recommendations and customer reviews further strengthen brand credibility. Although price is an important factor, many consumers are willing to pay a slightly higher price due to the perceived quality and safety of the products.

Overall, Mamaearth has successfully built a strong brand image and achieved high customer satisfaction and loyalty in the personal care market. However, continuous innovation, competitive pricing strategies, and expansion of offline presence are necessary to sustain growth and maintain a competitive advantage in the evolving market.



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