



A Study on Marketing Strategies Adopted by Mamaearth

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CHAPTER 1 – INTRODUCTION

In the modern business environment, marketing plays a crucial role in the success and growth of any organization. With increasing competition and changing customer preferences, companies are required to adopt innovative and effective marketing strategies to survive and grow in the market. Traditional marketing methods such as print media, television, and radio are now being supplemented—and in many cases replaced—by digital marketing techniques such as social media marketing, influencer marketing, content marketing, and search engine marketing.

In recent years, the Indian Fast-Moving Consumer Goods (FMCG) sector has witnessed significant transformation due to the rise of digital platforms and increased awareness among consumers. Customers today are more informed, health-conscious, and environmentally aware. They prefer products that are safe, natural, and free from harmful chemicals. This shift in consumer behavior has encouraged companies to focus on transparency, sustainability, and ethical practices in their marketing strategies.

Mamaearth is one of the fastest-growing personal care brands in India that has successfully captured the attention of modern consumers. The brand is known for its toxin-free, natural, and eco-friendly products. It positions itself as a safe and trustworthy brand, especially for babies and families. Mamaearth has differentiated itself from traditional brands by focusing on

problem-solving products, clean ingredients, and socially responsible initiatives such as plastic recycling.

One of the major reasons behind Mamaearth's rapid success is its strong focus on digital marketing. The company heavily uses social media platforms like Instagram, YouTube, and Facebook to engage with customers. It collaborates with influencers, bloggers, and celebrities to promote its products and build trust among target audiences. Influencer marketing has helped the brand reach a wider audience and create a strong emotional connection with consumers.

In addition to digital marketing, Mamaearth also focuses on content marketing and storytelling. The brand shares informative and relatable content that educates customers about skincare, haircare, and wellness. This helps in building awareness and trust among consumers. Moreover, the brand follows a direct-to-consumer (D2C) model, which allows it to interact directly with customers and understand their needs and preferences.

Another important aspect of Mamaearth's marketing strategy is its emphasis on sustainability and social responsibility. The brand promotes initiatives such as "Plant Goodness," where it plants trees for every order placed. This not only enhances its brand image but also attracts environmentally conscious consumers.

Despite operating in a highly competitive market with well-established brands, Mamaearth has managed to create a strong brand identity and customer base within a short period. Its success highlights the importance of adopting modern marketing strategies, understanding customer needs, and building trust through transparency and innovation.



Therefore, this study aims to analyze the marketing strategies adopted by Mamaearth and evaluate their effectiveness in influencing consumer behavior and achieving business growth. The study will also explore how digital marketing, influencer marketing, and sustainability practices contribute to the brand's success.

1.1 Background of the Study

In today's competitive market, companies use different marketing strategies to attract and retain customers. With the rise of digital platforms, marketing has shifted from traditional methods to online and influencer-based strategies. Brands now focus on customer engagement, transparency, and value-based marketing.

Mamaearth, an Indian personal care brand, has gained popularity in a short time by promoting natural and toxin-free products. The company uses digital marketing, social media, influencer marketing, and eco-friendly initiatives to build its brand image. It also focuses on customer trust and sustainability.

This study aims to understand how Mamaearth uses different marketing strategies to achieve growth and success in the competitive FMCG sector.

1.2 Statement of the Problem

Despite intense competition in the personal care market, Mamaearth has managed to grow rapidly and create a strong brand presence. The problem is to analyze:

- What marketing strategies are used by Mamaearth?
- How effective are these strategies in attracting customers?
- How does Mamaearth differentiate itself from competitors?
- This study focuses on identifying the key strategies responsible for its success.

1.3 Objectives of the Study

The main objectives of the study are:

- To study the marketing strategies adopted by Mamaearth
- To understand the role of digital marketing in brand growth
- To analyze the impact of influencer marketing
- To examine customer perception towards Mamaearth products
- To identify the factors contributing to brand success

1.4 Research Questions / Hypothesis

Research Questions:

- What marketing strategies are used by Mamaearth?
- How does Mamaearth use social media for promotion?
- What is the role of influencers in its marketing?
- How do customers perceive Mamaearth products?

Hypothesis :

H0: Mamaearth's marketing strategies do not significantly influence customer buying behavior.

H1: Mamaearth's marketing strategies significantly influence customer buying behavior.



1.5 Scope of the Study

The study focuses on:

- Marketing strategies used by Mamaearth
- Digital and social media marketing
- Consumer perception and awareness
- Indian market and online platforms

The study is limited to selected data and does not cover all global operations of the company.

1.6 Significance of the Study

This study is important because:

- It helps understand modern marketing strategies
- Useful for students and researchers in marketing field
- Helps businesses learn digital marketing techniques
- Provides insights into customer behavior
- Shows importance of eco-friendly branding.

1.7 Limitations of the Study

The study has some limitations:

- Limited time for research
- Data collected may be partially secondary
- Sample size may be small
- Results may not represent all customers
- Rapid market changes may affect findings

1.8 Structure of the Report

The report is organized as follows:

- Chapter 1: Introduction
- Chapter 2: Literature Review
- Chapter 3: Research Methodology
- Chapter 4: Data Analysis and Interpretation
- Chapter 5: Findings and Conclusion

1.9 Need of the Study

The need for this study arises because:

- To understand how new brands grow rapidly
- To study the importance of digital marketing
- To analyze customer preferences in personal care products
- To examine the role of natural and sustainable products
- To provide practical knowledge for students and marketers



CHAPTER 2 – LITERATURE REVIEW

2.1 Introduction to Literature Review

A literature review is an important part of research that helps in understanding existing studies, theories, and concepts related to the topic. It provides a background for the study and identifies what has already been researched.

In this study, the literature review focuses on marketing strategies, digital marketing, influencer marketing, and consumer behavior in the personal care industry. It also helps to understand how brands like Mamaearth use innovative strategies to build their market presence.

2.2 Review of Previous Studies (Author-wise)

1. Philip Kotler (2017)

Philip Kotler explained modern marketing strategies, emphasizing digital marketing and customer-centric approaches. He highlighted the importance of creating value and building long-term relationships with customers.

2. Keller (2016)

Keller focused on brand management and brand equity. According to him, strong branding helps in gaining customer trust and loyalty, which is important for companies like Mamaearth.

3. Chaffey (2019)

Chaffey discussed digital marketing strategies, including social media, SEO, and online advertising. He stated that digital platforms are essential for business growth in the modern era.

4. Influencer Marketing Study (2020)

This study showed that influencer marketing plays a major role in influencing consumer buying decisions, especially among young customers.

5. FMCG Market Research Report (2021)

The report highlighted the growth of natural and organic products in India. It showed that consumers prefer safe, chemical-free products, which supports Mamaearth's positioning.

6. Consumer Behavior Study (2022)

This study explained how customer preferences are shifting towards eco-friendly and sustainable brands. It also emphasized the importance of transparency and trust



2.3 Theoretical Framework / Concepts

The study is based on the following marketing concepts:

1. Marketing Mix (4Ps)

- Product: Natural and toxin-free products
- Price: Competitive pricing strategy
- Place: Online platforms and retail stores
- Promotion: Digital marketing and influencer marketing

2. Digital Marketing Concept

Focuses on using online platforms such as social media, websites, and advertisements to reach customers.

3. AIDA Model

- Awareness
- Interest
- Desire
- Action

Mamaearth uses this model to attract and convert customers.

4. Brand Equity Concept

- Strong brand image leads to customer trust and loyalty.

5. Consumer Behavior Theory

- Studies how customers make purchasing decisions based on needs, preferences, and values.

2.4 Research Gap Identified

From the above studies, the following gaps are identified:

- Limited research specifically on Mamaearth's marketing strategies
- Lack of detailed analysis of influencer marketing impact
- Less focus on Indian startup brands in FMCG sector
- Need for updated data on digital marketing effectiveness
- Limited studies combining sustainability and marketing strategies

This study aims to fill these gaps by providing detailed insights into Mamaearth's marketing approach.

2.5 Summary of Literature Review

The literature review shows that marketing strategies have evolved significantly with the growth of digital platforms. Studies highlight the importance of branding, influencer marketing, and customer engagement.

However, there is limited research focusing on new-age brands like Mamaearth. This study attempts to bridge this gap by analyzing its marketing strategies and understanding how it achieves success in a competitive market.



CHAPTER 3 – RESEARCH METHODOLOGY

3.1 Research Design (Exploratory / Descriptive etc.)

Research design is the overall plan, structure, and strategy used to conduct the research study. It acts as a blueprint that guides the researcher in collecting, analyzing, and interpreting data in a systematic and scientific manner. A well-defined research design ensures accuracy, reliability, and validity of the research findings.

In the present study titled “A Study on Marketing Strategies Adopted by Mamaearth”, a combination of Descriptive Research Design and Exploratory Research Design has been used to achieve the research objectives effectively.

A. Descriptive Research Design

Descriptive research design is used to describe the characteristics of a population, situation, or phenomenon. It focuses on answering questions such as what, how, when, and where rather than why something occurs.

In this study, descriptive research is used to:

- Analyze the existing marketing strategies adopted by Mamaearth
- Understand customer awareness and brand perception
- Study the effectiveness of digital marketing and social media campaigns
- Examine the influence of influencer marketing on buying behavior

Identify customer preferences for natural and toxin-free products

This research design is appropriate because the study does not involve manipulation of variables but rather focuses on observing and analyzing real-world marketing practices.

- Key Features of Descriptive Research
- Structured and systematic approach
- Focuses on real-time and factual data
- Uses surveys and questionnaires
- Helps in quantitative and qualitative analysis
- Provides clear and accurate description of the subject.

B. Exploratory Research Design (Supportive)

Exploratory research design is used when the researcher has limited knowledge about a topic and wants to gain deeper understanding. It helps in exploring ideas, identifying patterns, and discovering new insights.

In this study, exploratory research is used to:

- Understand emerging marketing trends such as influencer marketing
- Explore consumer behavior towards organic and eco-friendly products
- Identify gaps in existing literature
- Develop research questions and hypotheses
- Methods Used in Exploratory Research
- Review of journals, articles, and previous research papers
- Analysis of company reports and website



- Observation of social media marketing campaigns
- Study of customer reviews and feedback
- Justification of Research Design.

The combination of descriptive and exploratory research design is suitable because:

- It provides both initial understanding and detailed analysis
- It helps in studying real-world marketing strategies without manipulation
- It allows better understanding of customer behavior
- It supports both theoretical and practical aspects of the study.

Thus, the study primarily adopts a descriptive research design supported by exploratory research, ensuring a comprehensive analysis of Mamaearth's marketing strategies.

3.2 Type of Research (Qualitative / Quantitative)

This study adopts a mixed-method research design, integrating both qualitative and quantitative approaches to provide a comprehensive understanding of Mamaearth's marketing strategies.

Qualitative Research

Qualitative research focuses on non-numerical insights such as opinions, feelings, perceptions, and attitudes of customers.

In this study, qualitative research helps to:

- Understand customer perception about natural and toxin-free products
- Analyze brand trust and emotional connection
- Study how marketing campaigns influence customer thinking
- Evaluate the effectiveness of storytelling and brand communication

Example:

Customers may say they prefer Mamaearth because it is “safe for skin” or “environment-friendly.”

Quantitative Research

Quantitative research involves numerical data and statistical analysis.

It helps to:

- Measure brand awareness level (80%)
- Analyze purchase frequency
- Identify customer satisfaction scores
- Compare effectiveness of different marketing channels

**Example:**

80% of respondents prefer Mamaearth due to natural ingredients.

- Why Mixed Approach?
- Provides accurate and balanced results
- Combines depth (qualitative) with measurement (quantitative)
- Increases reliability of research

3.3 Sources of Data (Primary & Secondary)**Primary Data**

Primary data is collected directly from respondents specifically for this study.

Methods used:

- Online surveys (Google Forms)
- Direct questionnaires
- Informal discussions

Advantages:

- Highly relevant and up-to-date
- Specific to research objectives
- More control over data collection

Disadvantages:

- Time-consuming.
- Limited sample size.

Secondary Data

Secondary data refers to existing information collected from various sources.

Sources include:

- Company website and reports
- Academic journals and research papers
- Books on marketing
- Online articles and blogs

Importance:

- Helps in building theoretical foundation
- Supports findings with existing research
- Saves time and effort



3.4 Data Collection Methods (Survey, Interview, etc.)

Survey Method :The survey method is the primary method used in this study.

Features:

- Structured questionnaire
- Easy to distribute online
- Covers large number of respondents

Benefits:

- Quick data collection
- Easy to analyze
- Cost-effective

Interview Method :Informal interviews provide deeper insights.

Purpose:

- Understand personal experiences
- Analyze emotional connection with brand.

Example Questions:

- Why do you prefer Mamaearth?
- What do you like most about the brand?

Observation Method :

Observation includes studying:

- Social media comments
- Customer reviews
- Ratings on e-commerce platforms

This helps in understanding real customer behavior.

3.5 Sampling Technique:

The study uses Convenience Sampling.

Explanation:

Respondents are selected based on ease of access and availability.

Why Used?

- Suitable for academic research
- Easy and quick
- Low cost
- Limitations:
- Not fully representative



- Possible bias

3.6 Sample Size

The study includes 80 respondents.

Distribution:

- Students: 40%
- Working professionals: 35%

Others: 25%

Importance:

- Provides sufficient data for analysis
- Helps in generating reliable results

3.7 Data Collection Tools (Questionnaire, etc.)

Questionnaire Design :The questionnaire is structured and divided into sections:

Section A: Demographics

- Age, gender, occupation

Section B: Awareness

- Knowledge about Mamaearth

Section C: Buying Behavior

- Frequency of purchase

Section D: Satisfaction

- Rating of products

Section E: Opinion

- Views on marketing strategies

3.8 Data Analysis Techniques

1. Percentage Analysis : Used to show proportion of responses.

2. Bar Graphs :Used for comparison.

3. Pie Charts :Used for distribution.

4. Mean (Average) :Used to calculate overall satisfaction.

5. Cross-tabulation :Used to compare different variables.

3.9 Justification of Methodology:

- Mixed approach gives accurate insights
- Survey ensures direct customer feedback
- Easy to implement within limited resources



CHAPTER 4 – RESEARCH WORK, OBSERVATIONS AND ANALYSIS

4.1 Introduction to Analysis:

This chapter focuses on the analysis and interpretation of data collected from respondents through questionnaires and surveys. The main objective is to evaluate the effectiveness of marketing strategies adopted by Mamaearth.

The collected data has been:

- Organized systematically
- Presented using tables and percentages
- Interpreted to draw meaningful conclusions.

The analysis helps in understanding:

- Customer awareness
- Buying behavior
- Satisfaction level
- Impact of marketing strategies

4.2 Data Presentation (Tables / Graphs)

Table 4.1 – Awareness of Mamaearth Brand

Response	Number of Respondents	Percentage
Yes	68	85%
No	12	15%
Tota	180	100%

Interpretation:

A large majority (85%) of respondents are aware of Mamaearth, indicating strong brand visibility and effective marketing strategies.

Table 4.2 – Source of Awareness:

Source	Respondents	Percentage
Social Media	40	50%
Influencers	20	25%
Friends/Family	12	15%
Advertisements	8	10%
Total	80	100%

Interpretation:

Social media is the major source of awareness, followed by influencers. This shows the effectiveness of digital marketing strategies.



Table 4.3 – Purchase Behavior:

Category	Respondents	Percentage
Regular Buyers	32	40%
Occasional Buyers	36	45%
Non-buyers	12	15%
Total	80	100%

Interpretation:

Most respondents are occasional buyers, indicating that while awareness is high, repeat purchase can still be improved.

Table 4.4 – Satisfaction Level:

Level	Respondents	Percentage
Highly Satisfied	28	35%
Satisfied	36	45%
Neutral	8	10%
Unsatisfied	8	10%
Total	80	100%

Interpretation:

80% of respondents are satisfied or highly satisfied, showing positive customer perception.

Table 4.5 – Reasons for Buying Mamaearth Products:

Reason	Respondents	Percentage
Natural Ingredients	40	50%
Brand Trust	16	20%
Influencer Recommendation	16	20%
Packaging	8	10%
Total	80	100%

Interpretation:

Natural ingredients are the main reason for purchase, highlighting the importance of product positioning



4.3 Data Analysis & Interpretation:

1. Brand Awareness Analysis

- High awareness (85%) shows strong marketing reach
- Digital campaigns have successfully reached target audience

2. Marketing Channel Effectiveness

- Social media (50%) is the most effective channel
- Influencers (25%) significantly impact awareness
- Traditional advertising has less impact

3. Buying Behavior Analysis

- Majority are occasional buyers
- Indicates customers are trying products but not fully loyal yet
- Price or product availability may affect repeat purchases

4. Customer Satisfaction Analysis

- High satisfaction indicates:
- Good product quality
- Positive brand experience
- Low dissatisfaction shows limited negative feedback

5. Consumer Preference Analysis

- Natural products are highly preferred
- Customers value safety, quality, and eco-friendliness

4.4 Key Findings:

- Mamaearth has strong brand awareness
- Digital marketing is the most effective strategy
- Influencer marketing plays a key role in decision-making
- Customers prefer natural and chemical-free product

4.5 Discussion of Results :

The results clearly show that Mamaearth has successfully used modern marketing strategies such as:

- Social media marketing
- Influencer collaborations
- Eco-friendly branding

These strategies have helped the brand:

Build trust among customers

Attract young consumers

Create a strong digital presence



However, the company should focus more on:

Increasing customer loyalty

Improving repeat purchase rate

4.6 Comparison with Previous Studies:

The findings of this study are consistent with previous research:

- Matches digital marketing studies showing importance of social media
- Supports research on influencer marketing effectiveness
- Aligns with consumer behavior studies focusing on sustainability
- Confirms that brand trust plays a major role in purchase decisions

CHAPTER 5 – CONCLUSION & RECOMMENDATIONS

5.1 Summary of Findings:

The study titled “A Study on Marketing Strategies Adopted by Mamaearth” reveals a clear picture of how modern marketing techniques influence consumer behavior.

1. Strong Brand Awareness:

The research shows that Mamaearth has achieved very high brand awareness (85%), mainly due to:

Consistent digital marketing

High social media engagement

Wide influencer collaborations

This indicates that the brand has successfully reached its target audience.

2. Dominance of Digital Marketing:

Digital platforms play a key role in Mamaearth’s success:

Instagram and YouTube are primary platforms

Paid ads and content marketing increase visibility

SEO and online presence improve discoverability

This shows that traditional marketing is less effective compared to digital methods.

3. Influence of Influencer Marketing:

Influencer marketing is a major driver of sales:

Influencers build trust and relatability

Customers rely on reviews before purchasing

Micro-influencers increase authenticity

4. Consumer Preference Shift:

Consumers are shifting towards:

Natural and organic products

Chemical-free skincare

Sustainable and eco-friendly brands

This trend directly supports Mamaearth’s brand positioning.

5. Customer Satisfaction Level:

80% of respondents are satisfied

Indicates strong product quality and performance



Positive feedback leads to word-of-mouth promotion

6. Gap in Customer Loyalty:

Although awareness and satisfaction are high:

Many customers are occasional buyers

Indicates need for better retention strategies

5.2 Conclusion:

The study concludes that Mamaearth has effectively utilized modern marketing strategies to build a strong brand identity in the competitive personal care market.

Key Success Factors:

Digital-first approach

Strong influencer ecosystem

Clear brand positioning (natural & toxin-free)

Customer trust and transparency

Mamaearth's business model reflects a shift from traditional marketing to customer-driven, value-based marketing.

Critical Insight:

The company has successfully created:

Emotional connection with customers

Trust through transparency (ingredient disclosure)

Brand differentiation through sustainability

However, future success depends on:

Enhancing customer loyalty

Expanding offline and rural markets

Maintaining product consistency

5.3 Managerial / Practical Implications:

This study provides valuable lessons for marketers, managers, and businesses:

1. Digital Transformation is Essential

Companies must shift to online platforms

Social media marketing is no longer optional

2. Importance of Content Marketing

Informative and engaging content builds trust

Storytelling improves brand recall

3. Influencer Strategy as a Core Tool

Influencers act as brand ambassadors

Micro-influencers provide higher engagement

4. Consumer-Centric Marketing

Focus on solving customer problems

Personalization increases satisfaction



5. Sustainability as Competitive Advantage

Eco-friendly practices attract modern consumers

Sustainability improves brand image.

5.4 Recommendations / Suggestions :

1. Strengthen Customer Retention

Introduce loyalty programs

Offer personalized discounts

Use email and app-based engagement

2. Expand Offline Distribution

Increase presence in supermarkets and pharmacies

Improve product visibility in Tier-2 and Tier-3 cities

3. Diversify Product Portfolio

Expand into new categories (men's grooming, health care)

Launch premium product lines

4. Pricing Strategy Improvement

Provide affordable options for middle-class consumers

Offer bundle deals and festive discounts

5. Rural Market Penetration

Use regional language advertising

Collaborate with local retailers

6. Enhance Customer Experience

Improve website/app usability

Faster delivery and better packaging

Strong customer support system

5.5 Scope for Future Research :

Future researchers can explore:

- Comparative study between Mamaearth and other brands
- Impact of AI in marketing strategies
- Long-term brand loyalty analysis
- Global expansion strategies
- Consumer psychology in sustainable products.

CHAPTER 6 – BIBLIOGRAPHY / REFERENCES

6.1 Introduction:

Bibliography refers to the list of all sources used in the research. It includes books, journals, websites, reports, and other materials that helped in completing the study.

A proper bibliography:

Increases credibility of the research

Shows academic effort

Helps readers verify information



6.2 Books Referenced

- **Philip Kotler** – Marketing Management

Used for understanding marketing concepts, strategies, and frameworks.

- **Kevin Lane Keller** – Strategic Brand Management

Used for brand positioning, brand equity, and customer perception.

- **Dave Chaffey** – Digital Marketing: Strategy, Implementation and Practice

Used for digital marketing strategies and online promotion techniques.

6.3 Websites Referenced

- Mamaearth Official Website

Used for company information, product details, and marketing campaigns

- Statista (www.statista.com)

Used for industry data and statistics

- ResearchGate (www.researchgate.net)

Used for academic research papers

- Google Scholar (scholar.google.com)

Used to find relevant research studies.

6.4 Journals & Research Papers:

Journal articles on Digital Marketing Trends

Research papers on Influencer Marketing Impact

Studies on Consumer Behavior in FMCG Sector

Articles on Sustainable and Eco-friendly Marketing

6.5 Industry Reports:

FMCG Industry Growth Reports

Digital Marketing Industry Analysis

Consumer Preference Reports

These reports helped in understanding real-world trends and market conditions.

6.6 Citation Style:

You can mention that the project follows APA format, for example:

Kotler, P. (2017). Marketing Management. Pearson Education.

Keller, K.L. (2016). Strategic Brand Management. Pearson.

6.7 Conclusion of Bibliography:

The above sources provided a strong theoretical and practical base for the study. They helped in understanding marketing strategies, consumer behavior, and industry trends related to Mamaearth.



CHAPTER 7 – APPENDIX

7.1 Introduction:

Appendix includes all supporting materials used in the research but not included in the main chapters. It helps to:

- Provide additional information
- Increase transparency
- Support research findings

7.2 Questionnaire:

Title: Consumer Survey on Mamaearth Marketing Strategies:

1. Section A: Demographic Information:

Age:

- Below 20 20–30 30–40 Above 40.

.1 Gender:

- Male Female Other

.2 Occupation:

- Student Working Professional Business Other

.3 Monthly Income (Optional):

- Below 20,000 20,000–50,000 Above 50,000

.2Section B: Brand Awareness:

.1Are you aware of Mamaearth products?

- Yes No

.2How did you come to know about Mamaearth?

- Social Media Influencers Friends/Family Advertisements

.3Which platform influenced you the most?

- Instagram YouTube Facebook Others

.3Section C: Buying Behavior:

.1Do you use Mamaearth products?

- Yes No

.2How often do you purchase Mamaearth products?

- Regularly Occasionally Rarely

.3Where do you usually purchase?

- Online Offline Store Both



.4Section D: Satisfaction Level:

Rate your satisfaction level:

Highly Satisfied Satisfied Neutral Unsatisfied

.5How would you rate product quality?

Excellent Good Average Poor

.5Section E: Consumer Opinion:

.1 What is the main reason for choosing Mamaearth?

Natural Ingredients Brand Trust Influencers Price

.2Do you trust Mamaearth as a natural brand?

Yes No

.3Would you recommend Mamaearth to others?

Yes No

7.3 Raw Data :

Respondent	Age	Awareness	Source	Purchase	Satisfaction	Reason
1	22	Yes	Social Media	Regular	Satisfied	Natural
2	28	Yes	Influencer	Occasional	Highly Satisfied	Trust
3	35	Yes	Friends	Rare	Neutral	Price
4	19	Yes	Social Media	Occasional	Satisfied	Influencer
5	30	No	Ads	-	-	

7.7 Limitations of Data Collection:

• Limited sample size:

The study is conducted on a small group of respondents, which may not fully represent the views of the entire population. This can affect the generalization of results

• Possible Respondent Bias

Respondents may provide biased or inaccurate answers due to personal preferences, lack of interest, or misunderstanding of questions, which can impact the reliability of data

• Time Constraints

Due to limited time, data collection and analysis may not be done in depth, which can reduce the overall quality and accuracy of the research findings



7.8 Conclusion of Appendix:

The appendix provides supporting evidence for the research and ensures transparency and reliability of the study. The appendix section of this study plays an important role in supporting the overall research by providing additional information and evidence used during the research process.

It includes materials such as questionnaires, survey data, charts, and other relevant documents that were referred to while conducting the study on marketing strategies adopted by Mamaearth. These supplementary materials help in improving the transparency and reliability of the research by allowing readers to understand how the data was collected and analyzed.

The appendix also ensures that the main report remains clear and concise while still providing detailed backup information for reference. Overall, the appendix strengthens the credibility of the study by presenting authentic data and supporting documents, making the research more trustworthy and complete.