A

PROJECT REPORT ON

**MARKETING STRATEGIES OF MAMAEARTH**

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**DECLARATION**

I Kritika Gupta of St. Bede’s college BBA final year hereby declare that this project entitled “MARKETING STRATEGIES OF MAMAEARTH” was carried out by me under the guidance and supervision of Dr. Raman Matharu Bassi Assistant Professor Department of Commerce.

I further declare all the data, information and research used in this project are authentic. This project is my original work and has not been copied from any source.

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**INTRODUCTION**

In the progressive beauty and personal care industry, Mamaearth an Indian startup has emerged as innovative market leader with its commitment to natural ingredients and eco- friendly practices. Founded in 2016 by Varun Alagh and Ghazal Alagh, Mamaearth has established itself as a major player in the natural and organic personal care segment and stand out due to their innovative approach which they combines traditional Indian remedies with contemporary formulations.

Marketing strategies refer to the planned and coordinated actions taken by a company to promote its products, services or brand to target audience to increase sales and business growth. Effective marketing strategies increase brand awareness, boost sales and revenues, build strong customer relationships and gain a competitive edge in the market. By well- planned strategies, businesses can achieve their marketing objectives and drive long term success. The primary goals of marketing involve attracting new customers and retaining existing customers by consistently delivering satisfying experiences. Marketing strategies a long term plan for achieving a company’s goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage for new product.

As Mamaearth uses a variety of promotional channels to reach its target customer 90% of the company promotions are done on digital platforms and 10% of conventional media are used in promoting its products. Living in the social media era they established social media marketing

strategies so they approach various influencers to spread the word about their products. The company is engaged on several social media sites including Twitter, Facebook, and Instagram. Mamaearth’s success can be attributed to its persistent prioritization on quality, sustainability, and customer satisfaction. The brand’s products are free from harsh chemicals, toxins, and paraben free making them safe for use by the entire family and which makes it suitable for all skin types. Mamaearth has emerged as leader in online first brands. Their website is SEO friendly, social media& influencer marketing and prioritizes quick and solutions to customer queries.

By examining the brand’s marketing mix, consumer behavior this study seek to provide discoveries into the effectiveness of Mamaearth’s marketing strategies this project aims to analyze the marketing mix and identify key strategies applied by the brand in driving engagement and sale.

**1.2 MAMAEARTH**

Mamaearth is a personal care company that was founded by Ghazal Alagh and Varun Alagh in 2016. The name ‘Mamaearth’ evokes a sense of warmth, care, and trust, signifies company’s commitment to providing products that protect and nourish. With focus on using plant based extracts, essential oils and other natural ingredients the company ensure that its products are gentle yet effective and started with baby care products and since expanded into skincare and haircare. Mamaearth has a brand that has come a long way from being unknown to the top seller. The brand’s mission is to provide natural, organic, and sustainable products suitable for all skin types .This brand became a massive hit in the market has spread across 500 cities and has gained

over 1.5 million customers so far. The company aspire to take care of every parents and babies

well- being with safe, toxin free, international standard products.

Mamaearth operates under the Honasa Consumer Pvt Ltd. And the products are dermatologically tested and FDA approved. The company works with contract manufacturers to bring them to market. It is Asia’s 1st brand with Made Safe, Allergy UK, PETA AND ECOCERT certified products and primarily uses direct to customer [D2C] channels including Amazon, Flipkart and other e-commerce sites. Mamaearth ranks as India’s 3rd largest skincare brand. The brand product range carters to baby care, haircare, skincare and more with over 300 natural products. The brand used 4p’s of marketing mix i.e. product, price, place, and promotion effectively to reach the target consumers. A premium pricing strategy was adopted by mamearth to sell its products across the globe.

The company’s slogan is “Goodness Inside” The brand has initiated a tree plantation drive to promote sustainability and Mamaearth also partners with charities to support social causes such as education and healthcare of underprivileged. Honasa Consumer, the parent company of beauty and personal care brand Mamaearth reported an annual profit of Rs111 crore for the financial year 2023-2024, against a loss of Rs 252 crore in FY23, according to its regulatory filing. Uses eco-friendly packaging made from recyclable materials. Has a user friendly website and e commerce platform that allow customers to shop online. The brand is active on social media platforms, engaging with customers and updating about new products and promotions.

The company faces immense competition both directly and indirectly from MNCs such as Himalaya, P&G, Moms Co and Johnson &Johnson as well as Nykaa. The brand relies on the Lean innovation principle. It allows the beans to keep its focus on increasing the products and operations efficiency. This is achieved by continuously listening to the customers’ feedback and suggestions. Mamaearth will differentiate itself from other companies that continue to prioritize online sales by focusing on offline sales to drive its next phase of growth.

**1.2.1 Product Line**

A product line is a group of related products that are designed by a single company to meet specific customer needs or wants. These products can have different feature and prices, but they are marketed under the same brand. Product lines help consumers become familiar with a brand and try other products from that brand and can also help companies reach different segments and increase sales .By differentiating the brand from competitors through a unique product line.

Mamaearth differentiates itself from other brands in beauty and personal care industry through its key factors focus on sustainability, natural ingredients and ethical practices. While other brands are gradually catching up in terms of promoting natural products, mamaearth strong position with focus on family wellness to set it apart. The brand’s adaptability and strong consumer focused position it as a unique player in the rapidly growing natural beauty and wellness industry.

Mamaearth is an Indian skincare brand that offers a wide range of natural and organic products for babies, mothers, and others. Products are free of parabens, fragrances, dyes, and phthalates and made with natural ingredients like onion, ubtan, vitamin c, argan, coco, tea tree, rosemary, rice, beetroot, aloe vera, hibiscus, bhringamla and charcoal. It has effectively engaged its audience with product suggestions for all age group and skin types. The company has over 300 products in India. Mamaearth’s diverse product line, sustainability focus and problem solving approach have contributed to its rapid growth and success and offerings products in convenient sizes and at various price carters to all income groups.

Products they offer:

|  |  |
| --- | --- |
| * Babies | Baby shampoos, lotion, soaps, body wash, face creams, Baby oil, dusting powder |
| * Face care | Face wash, sunscreen, Face serums, Face cream, moisturizer, Face mask, Facial kits, and scrub. |
| * Haircare | Shampoo, Hair oil, conditioner, Hair serum, Hair mask. |
| * Body | Body lotion, soap, Body wash. |
| * Makeup | Lipsticks, foundation, kajal, compact, lip balm, concealer (with the introduction of makeup mamearth expanded its consumer base beyond personal care.) |

This range of products allow Mamaearth to cater to diverse customer needs and preferences. Each product is carefully formulated to meet the specific needs of its target audience, whether it’s addressing skin concerns, hair issues, or providing gentle care for babies and expectant mothers. Success of Mamaearth product development and innovation and its dedication to meeting the evolving needs of the consumers.

**1.2.2 MARKET SEGMENTATION**

A market segment is a group of consumers with shared characteristics such as age, income or buying habits of people. It is the process of dividing a larger market into smaller and more manageable groups of consumers. Dividing the market into different quality seeker groups, price sensitive groups and convenience seekers. The main target audience include expectant mothers, new mothers, and parents of young children. Market segmentation can lead to increased sales ,helps businesses reduce market risk by identifying specific segments ,develop pricing strategies, can improve customer satisfaction and loyalty, helps businesses by focusing on specific segments identify opportunities for innovation and differentiation ,tailor marketing strategies to effectively reach with targeted audience and can focus on the most profitable segments.

Although Mamaearth started with urban centric approach, it focus on smaller cities and rural

markets has been increasing in recent years due to the growing population, increased access to e-commerce and rural expansion. By understanding the varied preferences lifestyle choices and purchasing behavior of consumers, the brand effectively tailors its products, marketing messages and promotion to meet its different segments. The company also introduced smaller packaging or lower priced products variants in order to cater to the price sensitive consumer in these cities. Mamaearth prioritize the well-being and safety of their families, children and themselves. The brand’s ability to address specific needs of various segments has been key to the brand’s success.

Mamaearth market segment:

* Demographic Segmentation (age, gender, occupation and income) Mamaearth focus on parents, young adults looking for safe, toxin free products. Primary target audience are females.
* Geographic Segmentation (divides market according to location) primarily targets urban and semi urban regions where customers are more aware of organic and toxin free products.
* Focusing on markets with demand for eco- friendly and natural products.
* Psychographic Segmentation (based on psychological characteristics) Mamaearth’s target audience include health- conscious, environmentally aware, quality focused and convenience seekers.
* Behavioral Segmentation (customer’s needs and preferences) online shoppers, health conscious consumers, environmentally aware consumers and loyal customers.

MARKETING MIX

It is a strategic framework used by businesses to effectively market their products or services and helps companies meet customer needs, communicate, influence consumer behavior and achieve their objectives .Marketing mix consists of a combination of elements. Mamaearth strategically uses a marketing mix to reach its customers encompasses the 4Ps (Product, Price, Place and

Promotion).

1. PRODUCT

Product is the main factor for the company’s strong foundation Mamaearth offers organic and chemical free products. Offers a wide range of products to consumers varying from baby care, hair care, face care and makeup products. The company also delivers the promise, a sense of security to the consumer .Products manufactured by the company are very easy to use and to increase their reach to more customers they have released many products in the market.

1. PRICE

Mamaearth follows a competitive pricing strategy have products from all the segments of pricing ranging from affordable to expensive. .Able to increase its target audience and help in gaining new customers of the brand because the pricing strategies help in selling more products.

1. PLACE

The route to the market is important for the company helps in selling more products and also increases reach .Mamaerath takes advantage of both offline and online channels to reach a wide audience and expanding its retail network to increase reach in tier 2 and tier 3 cities. Company’s offline presence has helped build trust through personalized customer interactions and broader visibility.

1. PROMOTION

Mamaearth promotional tactics and strategies places great emphasis and enables them to interact with customers and influence them. Focused mainly on digital marketing, influencer collaborations, and customer engagement.

**1.2.3 MARKETING STRATEGIES**

Marketing strategies are the methods and plans a business uses to promote its products or services, reach its target audience and achieve its business goals such as increasing sales, brand awareness and customer loyalty. As of 2024, the brand boasts over 6 million follower on Instagram alone and about 170k subscribers on YouTube, reflecting digital presence and community building effort. Their website attract 2 million organic search visitors as well as 219.2k visitors through paid search efforts. The brand has experienced impressive growth rate, especially in the last few years driven by its effective marketing strategies. Mamaearth claims that 90% of the spends has been allocated to digital platforms including influencer marketing and spend 10% on traditional media.

Components of marketing strategies:

* Target audience- identifying the specific group of people (age, location, interests and behaviors).
* Market research- analyze about customers, competitors, and the market environment).
* Goals and objectives- outcomes such as increasing sales, increasing website traffic, or brand awareness.
* Communication channels- deciding where to promote the business (social media, tv, ads etc).
* Tactics-specific actions performed such as running campaigns, offers, or discounts etc.

Mamaearth Marketing Strategies:

* SEARCH ENGINE OPTIMIZATION: Process of enhancing a website visibility to attract non paid traffic (organic traffic). SEO helps in increase of website traffic, improves user experience, build trust, offer long term results and cost effective strategy. It optimize website content to rank higher on search engines like google and focus on keyword, Meta descriptions and site structure.
* BRAND ENDROSEMENTS: It involves hiring well-known public figure like actors, athletes or musicians to endorse a product in advertisements. Brand endorsements also contributes to customer trust and credibility. Mamaearths’ product ambassador a well-known star Shilpa Shetty, providing company in growth boost. The company also collaborated with celebrities like Sara Ali Khan, Samantha Ruth Prabhu and Sharmila Tagore. These partnerships enabled the brand expand its reach and strengthening its brand

identity.

* BRAND IMAGE: It is an overall impression that customers have of a brand. It’s shaped by factors such as customer experiences, product quality, brand message etc. The brand also promotes sustainability using eco- friendly packaging and uses certifications like Made safe to build trust among the customers. Company’s tagline “goodness inside” emphasizes the use of natural and safe ingredients. Brand image revolves around being eco conscious and customer centric company.
* WORD-OF-MOUTH MARKETING: Consumers sharing information about a brand, product, or service through social media, forums, and reviews. Mamaearth leverages digital platforms where customers can post reviews, share photos, experiences and interact with brand.
* RUNNNING CAMPAIGNS: Process of planning and executing marketing activities (campaign).The campaign can be online and offline. Mamaearth has run a number of successful and notable campaigns

# Plant Goodness- The campaign pledged to plant a tree for every order placed and it was promoted across the social media. Planted about 883160 trees.

#GoodnessMakesYouBeautiful- The new campaign presents a concept of beauty, with the message that good actions makes us truly beautiful. Promoted the idea that using natural and safe products.

Plastic positive brand- Mamaearth’s plastic positive mission, the company has effectively managed to recycle 7500+ metric tonnes of plastic waste. GEM Enviro Management limited, a Waste management company in India successfully recycle tonnes of plastic on behalf of mamaearth.

Promotions and offers- offering discounts and special occasion deals to retain customers.

* SOCIAL MEDIA MARKETING: Using social media platforms (YouTube, Instagram, google ads and Facebook) to promote a brand, product or service to connect with the target audience.

Paid advertisements- Mamaearth has run several paid advertisement and tv ads featuring celebrities.

Influencer Marketing-Collaborating with influencers in the beauty, parenting and wellness. Create sponsored posts, product reviews, and partners with influencers to host giveaways.

Content Marketing- Strategy that involves creating and sharing content to engage and attract an audience. It includes articles, videos and podcasts. Highlighting ingredients and

their benefits to build consumer trust.

Customer Engagement Strategy-The strategy uses social media, personalized communication and customer feedback with its customers. Engaging with followers and responding to their concerns. Hosting contests to encourage engagement and reach wider

audience.

Mamaearth strategies played a significant role in the success helping the brand establish itself as a leading player in the beauty and wellness market. Influencer created content around mamaearth products, showcasing the brand’s natural and toxin free formulations which resonated well with their followers. The company’s major growth spurt happened once it tapped into the power of influencer and content marketing. It helped brand recall and virality making it one of India’s fastest growing D2C brands. The strategies helped build a community of eco conscious consumers who became loyal to the brand. Mamaearth use of customer data to personalize its marketing campaigns has been crucial to its growth. By staying true to its eco-friendly and toxin free message, the brand has effectively connected with modern’s consumers particularly millennials.

**LITERATURE REVIEW**

A literature review is an analysis and summary of previous research, studies and articles on a specific topic. It aims to provide an overview the research, identify gaps in the research, summarizes what’s already known about a topic, evaluate the quality of existing literature , guides for your research and identify unresolved questions within the existing studies. Provides background information on the research topic and help understand the research question. Highlight area that require further study. A literature review help the researcher choose the appropriate method for their study.

Objectives of the study:

* Provides background on Mamaearth’s mission and strategies.
* Evaluate reports or articles about consumer loyalty, pricing and competition.
* Study on the limited research on consumer trust in eco-friendly claims.
* Examine frameworks on how brands build trust and loyalty in emerging markets.
* Study Mamaearth’s impact on the environment compared to the competitors.

**2.1 RELATED STUDIES**

**2021, Rajiv Singh (Forbes India) “Beauty and the Beast: How Mamaearth locked 400% growth amid covid- 19”.** This article highlighted how Mamaearth achieved 400% growth during the pandemic. By its digital strategy, quick response to consumer needs and queries, leveraging its direct to consumer model, robust online presence and maintaining a strong connection with the audience. Mamaearth ability in addressing market demand and marketing effectively positioned it as standout personal care brand during challenging time. The brand maintained strong consumer engagement even when traditional retail channels were disrupted. This article shows the picture of adaptability and showcasing how the company turned a pandemic into an opportunity of growth.

**Parag Dhawale (2021),** focusing on its business model, product portfolio and market positioning. This research provides a detailed analysis of Mamaearth’s strategic initiatives, detailing its history, competitors, business risks, market dynamics and valuable insights into the brand’s success in the personal care industry. Dhawale showcases how Mamaearth not only capitalized on emerging trends in the beauty industry but also created a strong market presence by focusing on brand storytelling and digital engagement.

**Jagdish Sheth (2021) “Consumer behavior & Marketing analytics”** The articlehighlights the evolution of marketing, emphasizes its shift towards data driven approaches and new areas of research. The focus is moving towards customer centric strategies. It underscores the importance of using data driven approaches to improve customer engagement. Goal to enhance understanding of consumer behavior and leverage emerging technologies for more effective marketing strategies. The article points to the growing role of technology and advanced research methodologies in shaping the future of marketing and consumer behavior understanding.

**Gurudev Prasad & Suharsh Dixit- “Mamaearth: Case of Marketing Goodness”.** Co- founders of BusyBeeBrand a boutique brand building talked about the strategic marketing approaches that pushed Mamaearth from a specialized baby care product to a key player in the diverse beauty and personal care industry. Strategic communication, pricing and Discussed Mamaearth’s strategies such as choosing a memorable brand building trust with consumer, clear purpose, and using both traditional and trending approaches. This case study

Highlights how mamearth’s marketing strategy combines purpose driven initiatives, influencer partnerships and a focus on consumer values leading to its rapid growth in competitive market.

**Article (2022) “Role of Social media marketing activities in influencing customer intentions: A Perspective of a New Emerging Era”** The study emphasizes personalization, interactivity, and value driven content as key factors influencing brand perception and purchase decision. Article explores social media marketing activities psychological impact and costumer intention, particularly in evolving digital landscape. Also emphasizes that strategic social media activities influence brand loyalty and consumer satisfaction, underlying the need for companies to continuously innovate their digital marketing approaches to sustain a competitive edge.

**Ashwini V. & P.S Aithal (2022) “Performance Evolution of Indian Eco friendly Brand: Mamaearth”** The study highlights Mamaearth’s rapid growth in the competitive beauty industry in just a few years, the brand has captured a significant market share. The study concludes that Mamaearth’s strategic focus on eco-friendly products and sustainability has been crucial in its performance evolution. By aligning with consumer values and environmental concerns, the brand has achieved significant growth. A comprehensive analysis of mamaearth’s highlighting its green initiatives and the distribution of eco-friendly products through digital channels. It concludes that the company is well- positioned to continue its growth, but it needs to keep innovating to maintain its leadership in the eco-friendly beauty and wellness segment.

**Mckinsey and company (2024) “The Beauty Boom & Beyond: Can the industry maintain its growth”** This analysis examine the sustained growth of global beauty industry and identifies shifting dynamics driving the expansion. The beauty industry saw a 10% growth in retail sales in 2023, primarily driven by price increases. The global market is set to grow to $590 billion by 2028 with compound annual growth rate at 6%. The analysis underscores the importance for beauty executives to adapt strategies in response to shifting consumer behaviors and regional market dynamics. It highlights emerging bright spots and offer insights into how companies can remain competitive on increasing importance of e-commerce, personalized customer experiences and integration of technology in products offerings.

**Hanadi A. Salhab (2024) “The impact of digital marketing strategies and performance of small& medium- sized companies**” This research delves into the impact of digital marketing strategies on business performance within the dynamic landscape of the beauty industry. The study illuminates the importance of authenticity, relevance, and personalization in digital marketing content and consumer engagement initiatives. Influencer collaborations, personalized marketing tactics, and community building efforts emerge as potent tools for cultivating meaningful connections with consumers and fostering brand loyalty. The research highlights the interconnectedness of digital marketing strategies across various channels. By embracing consumer-centric approaches and priotizing innovation, beauty industry practitioners can navigate the complexities of the digital landscape and sustain growth in an increasingly competitive marketplace.

**Hemachandra & Aditya Kusume (2024) “Unveiling the impact Digital marketing strategies and Business Performance in the Beauty industry”** This study examines the influence of social media marketing, mail marketing, and paid advertising on small and medium sized companies during the present era. Specific tactics such as social media engagement and email marketing are found to contribute significantly to customer acquisition and retention. The study highlights that digital marketing has a direct positive impact on key business metrics including revenue generation, customer acquisition and brand visibility. The companies enhance their sales and marketing performance by utilizing online advertising devices, social media platforms and paid promotions. The research suggests that brand investing in digital marketing are seeing increased consumer engagement and enhanced brand loyalty directly contributing to long term business success.

**Article (2024) “Expanding Experiential Marketing Initiatives”** This article emphasizes the growing role of experiential marketing in beauty and skincare industry, with brands have significantly increased their budgets for marketing recognizing its power to deepen customer engagement. According to a study by Gradient, two-third of surveyed companies allocate between 10-30% of their marketing budget to experiences and events. Efforts to engage customers through immersive and interactive experiences. Also highlighted the strong integration between experiential marketing and influencer partnerships in the beauty sector. Beauty brands are increasingly relying on influencer content creation to drive their experiential campaigns with 62% of companies focusing on digital channels.

**T.S. Narayanan (2024) “An analysis of Mamaearth’s data on the influencer marketing effect on consumer purchase behavior”. The study investigates the influence of influencer marketing on consumer behavior within the beauty industry.** , it explores the significance of authenticity and transparency in building brand loyalty and fostering enduring consumer-brand relationships. . This comprehensive analysis identifies key factors impacting the effectiveness of influencer marketing on Mama Earth, including influencer credibility, content relevance, and the role of social media platforms in driving engagement. The study offers valuable insights for marketers aiming to maximize brand awareness, engagement, and sales in the dynamic digital landscape of e-commerce platforms like Mama Earth.

**Nina Sheridan “Mamaearth Marketing Strategies”** The study highlights its focus on targeting customer, through digital marketing, influencer partnerships and product innovation. Brand’s commitment to natural, toxin free products, eco- friendly practices and social response has driven its rapid success. Mamaearth’s success can also be attributed to their strategic distribution channels including e-commerce platforms, official website and retail stores. The company’s IPO plans in 2022 and their continuous effort to innovative and expand their product offerings indicate a promising future. Their strong marketing strategy, transparency and customer

satisfaction, positioned mamaearth for continued growth and success.

**Danielle Long “Are tech Behaviors and Attitudes the secret to Brand success”** Explores how understanding consumer technology behaviours and attitudes can enhance brand success. By analyzing how people interact with digital tools companies can personalize marketing, improve customer engagement and drive loyalty. Companies that adopt this approach can more effectively meet consumer expectations in an increasingly tech driven world. The article highlights the importance of segmenting users based on tech adoption and aligning marketing strategies with digital habits.

**Case study by The Big Marketing “Mamaearth marketing strategy”** The study peek into mamaearth’s methods branding, marketing, advertisements, social media, and online presence strategies. Mamaearth stand out strong with the impressive financial growth, plans to reach further globally and dedication to positively impact the world. Brand focuses on natural, toxin free product to continue to position it as a ladder in the wellness, beauty and personal care market. The company’s ability to scale while maintaining a personalized and customer first approach set it apart in the market. Company’s expansion into the international markets and the effective use of e-

commerce channels have been crucial in its growth.. Mamaearth has successfully tapped into the

growing demand for natural, safe, resonating with a conscious consumer base, particularly

millennials.

**2.2 RESEARCH GAP**

Research gap is a part of a field of study where there is a lack of knowledge or existing literature or where questions remain unanswered. While Mamaearth is recognized as a leading brand in sustainable, natural and toxin free personal care and beauty brand, limited research exists on its marketing strategies. Previous studies largely emphasizes Mamaearth’s product quality and sustainability initiatives and only about its influencer marketing but fail to explore the impact of other marketing strategies, campaigns, influencer collaborations and paid advertisements etc. Addressing these gaps will provide valuable insights for mamaearth to refine its marketing strategies, optimize consumer targeting and build strong brand loyalty.

Several gaps exist in the previous researches, Primarily emphasizes the external marketing aspects and less on internal organizational dynamics, gap in understanding internal processes, Previous study could involve more in depth study into its consumer behavior and how the brand’s strategies address competitive challenges in markets, Limited discussion how it influences consumer beyond initial interest, Studies primarily focus on Mamaerth’s popularity among urban consumers with little research on tier2 and tier 3 cities, Research does not address the challenges of balancing sustainability messaging, There is insufficient research on Mamaearth’s strategies for retaining its customer base and a gap in understanding which unique strategies have set Mamaearth apart and how it can further differentiate itself in a crowded market.

The study goal to understand how Mamaearth has positioned itself in the competitive market and

project aims to uncover the effectiveness of their marketing channels, customer loyalty

programs, influencer collaborations and product differentiation strategies. The study offer a

marketing principle with digital and sustainable practices.

**RESEARCH DESIGN**

A research design is an overall strategy used to conduct a study, lay out a detailed framework that Guides entire research from hypothesis to data gathering and analysis. The research design ensure that studies are thorough, credible, valid and efficient. Applying effective research design enable researchers to derive precise conclusion providing significant contributions to their field of study. It provides a structure approach that ensure that study is conducted in an organized, logical and systematic manner. Research design incorporates elements such as research methods, data sources, sampling techniques and analytical tools. It helps minimize biases, control variables and optimize resource utilization. Research design enables future researchers to validate findings. It help researchers determine the type of study – exploratory, explanatory or experimental based on the nature of the problem and the desired outcomes. Research design does not only saves time and resources but also ensures that the research produces meaningful insights, contributing significantly to knowledge.

**3.1 NEED FOR THE STUDY**

1. Identify the effectiveness of mamaearth’s branding, marketing strategies meet consumer expectations, identifying the areas of improvement.
2. To contribute to the existing studies or research on marketing strategies or about mamaearth.
3. Provide understanding of consumer behavior or preferences regarding mamaearth’s products.
4. Understand the current market trends and evaluate how mamaearth marketing strategies aligns with these evolving trends.
5. The study provides insight into brand’s market position, how mamaearth is perceived in comparison to competitors.
6. The study will measure the level of brand awareness and recognition for mamaearth, providing insights into effectiveness of their campaigns.
7. Evaluate the effectiveness of mamaearth’s use of both digital and traditional marketing strategies.

**3.2 SCOPE OF THE STUDY**

The scope of the study is to conduct an analysis on mamaearth marketing strategies, including digital marketing, influencer marketing, and paid advertising, identify areas of strengths and contribute or fill in the research gap in the previous studies. Study also analyze effectiveness of these marketing strategies on reaching and engaging with mamearth targeted customers. The study will primarily analyze mamaearth’s strategies within the Indian market. The research will also evaluate various marketing channels, including social media, influencer marketing, content marketing, and offline retail. Examine marketing strategies across mamaearth’s product categories including skincare, baby care, haircare and wellness. Analyze how the company compare with its competitors in terms of branding, advertising and market positioning. The study will assess how mamaearth’s eco- friendly initiatives resonate with its audience and contribute to its marketing strategies.

**3.3 OBJECTIVES OF THE STUDY**

* The study seeks to demonstrate how the utilization of the marketing approaches correlates with the overall success of the brand.
* Evaluate the effectiveness of Mamaearth’s marketing strategies in engaging audience.
* Highlight how Mamaearth eco- friendly initiatives strategies impact customer trust and preferences.
* Identify mamaearth’s strength and weaknesses.
* To analyze the importance of marketing strategies on success of the new product or new brand.

**3.4 RESEARCH METHODOLOGY**

Research methodology defines the techniques, tools and procedures used to collect, analyze and interpret data to solve problems or answer the research questions. It serves as a framework for the study, helping to determine the most appropriate data collection methods and analysis techniques. A well-defined research enhances the credibility, validity and reliability of the study. The study primarily employs an empirical approach and follows a descriptive research design, utilizing both qualitative and quantitative methods to gather insights from the customers, aims to describe and explore Mamaearth marketing strategies and their effectiveness. The methodology is designed to gather insights from a broad spectrum of customers, ensuring that the results represent diverse consumer viewpoints.

SAMPLE SIZE:

The sample size will be approximately 100 participants, who will be selected using non- probability sampling techniques. The target population includes existing. Mamaearth consumers as well as individuals who are aware of the brand and its products. This ensures that the responses are gathered from individuals who have some level of familiarity with Mamaearth allowing for more relevant insights into consumer preferences, brand perception and overall satisfaction with the products.

**3.4.1 SAMPLING TECHNIQUES**

Sampling techniques are the methods used to select individuals or groups from larger population for the research purpose. For this study Convenience sampling was employed as the sampling method. Convenience sampling is a non- probability sampling technique.

NON- PROBABILITY TECHNIQUE- Is a research method were participants are not selected randomly from a population. In this technique not every individual of population has equal chance of being selected. While non- probability sampling is more flexible and cost effective compared to probability sampling, but it carries the risk of introducing biases. The techniques offer practical advantage in certain research contexts. Method valuable in research when resources, time or access to population are limited. Help researchers gather insights from targeted groups but cannot guarantee that the sample will represent entire population. Among the various non- probability techniques, convenience sampling was specifically chosen for this research.

**CONVENIENCE SAMPLING**

It is a type of non-probability sampling technique where participants are selected based on their case of access. Researcher choose individuals who are willing to participate in the study, rather than selecting them randomly. It is one of the simplest and least time consuming sampling methods.

ADVANTAGES:

* Cost-effectiveness – Researchers don’t need to spend on travel or logistical expenses this makes it particularly suitable for studies with limited budgets.
* Quick and easy data collection – Researcher can obtain a large amount of data in short period. Because participants are readily available, convenience sampling allows for rapid data collection.
* Practicality – This Method is highly practical for researchers who need to collect data from a specific group.
* Ideal for preliminary research – This Method is particularly useful for preliminary or exploratory studies where the goal is to gather initial insights.
* Simplicity - The process involves selecting participants who are readily available, which makes it easy for researchers.

**3.4.2 COLLECTION OF DATA**

Data collection refers to the systematic process of gathering, measuring, analyzing information from various sources. It serves as the foundation for analysis helping in drawing conclusions and making informed decision. The accuracy, reliability and validity of the findings depend heavily on how the data is collected. It provides the raw material for the analysis, which is used to draw conclusion and make decision. For this study, both primary and secondary data collection methods have been utilized to gain comprehensive insights into Mamaearth brand perception and marketing strategies.

1. PRIMARY DATA: Primary data refers to firsthand information collected directly from the source. This study gathered primary data to understand consumer behavior, preferences and opinion about mamaearth. The study gathered direct insights from customer, helping in a deeper understanding of their preferences and perception about the brand. The primary data has been collected with the help of a well- structured questionnaire. The insights gained from the questionnaires provided valuable information.

QUESTIONNAIRE- A structured questionnaire was developed to systematically gather relevant data from the individuals. The well designed questionnaire ensured that the research was data driven, relevant and reliable, enabling analysis of the brand’s market position and consumer perception. It provides a framework played a crucial role in making the research data relevant and reliable. Questions are designed with the goal of minimizing bias. The insights drawn from responses allowed in depth analysis of mamaearth’s customer loyalty and overall satisfaction levels. The questionnaire was distributed to the targeted respondents by google forms. The questionnaire was given to approx. 100 peoples but only about 92 responded back.

1. SECONDARY DATA: Secondary data refers to pre- existing information that has been collected, analyzed and published by various sources. Provides a broader context understanding of the market dynamics and consumer preferences. It is often obtained from sources such as –

* Market reports - reports from publishers were analyzed to understand more about mamaearth and its marketing strategies.
* Case studies - studies helped identify strength and weaknesses of mamaearth.
* Brand publication and articles – Reviewed Magazines, online publications, and blogs related to mamaearth.
* Social media – Mamaearth marketing strategies on Instagram, facebook, youtube were studied to evaluate context strategies and influencer collaborations. Able to evaluate how mamaearth utilize social media to connect with its audience build awareness and drive consumer engagement.

**3.5 TOOLS AND TECHNIQUES**

* Tabulation of data:

Tabulation is the systematic process of organizing and presenting data in structured table format. A table is a symmetric display of arithmetical data in rows and columns. It involves arranging numerical or categorical information in rows and columns to facilitate easy understanding, analysis, and comparison. Tabulation is an essential data presentation technique that enhances readability, simplifies analysis, and improves decision-making. It enables researchers, analysts, and professionals to draw meaningful insights efficiently.

* Graphical representation of data:

Graphical representation of data is the process of displaying numerical and statistical information visually using different charts and graphs. It helps simplifying complex data, identifying trends, making comparisons and enhancing data interpretation. Makes data more accessible, engaging and meaningful.

PIE CHART –

A pie chart is a widely used graphical representation of data in a circular format. It is divided into slices, where each segment represents a proportion of the total data. The size of each segment is directly proportional to the numerical value it represents, making it an effective tool for visualizing data distribution. It is colorful and engaging for presentations and reports. Helps compare different segments in a dataset.

* Percentage analysis:

It is a statistical method expresses numerical values as percentages, making it easier to interpret, compare, and identify patterns in data. It is used to compare different components of a dataset in relation to the whole.

Percentage = Number of respondents **×** 100

Total number of respondents

**3.6 SIGNIFICANCE OF STUDY**

The Significance of the study lies in the it’s potential to offer insights into mamaearth’s marketing strategies and their effectiveness in shaping consumer perceptions in the skincare and personal wellness industry. This study aims to delve into how the brand’s marketing strategies, digital marketing and influencer collaborations and its focus on sustainability influences consumer behavior. Understanding the impact of these strategies can provide valuable insights for marketers and businesses. The effectiveness of social media campaigns, and content creation, the study provides data on how to optimize brand positioning in a competitive market. Research highlights how mamaearth alignment with ethical practices with its target audience, driving both emotional connection and brand trust.

**3.7 LIMITATIONS OF STUDY**

* Personal experiences and opinions shared by consumers may be influenced by individual’s preferences.
* Respondents may provide biased or exaggerated feedback.
* Customers interacting with brand online may have a different perception compared to those who engage through traditional channels.
* Primary data may introduce biases.
* The study may not have access to all relevant data, such as mamaearth’s internal marketing metrics.
* The study may encounter incomplete, outdated or missing data, affecting the reliability of certain insights.

**DATA ANALYSIS AND INTERPRETAION**

Data analysis is the process of collecting, organizing, interpret and visualizing data to extract insights and identify patterns. Data analysis help businesses make informed trends and prevent risks.

After analyzing the data interpretation involves understanding the significance of the findings, drawing conclusion and making decisions based on the result. Evaluate mamaearth’s marketing strategies and their impact on consumer behavior, brand loyalty and purchase decisions. The data was gathered through questionnaire focusing on consumers who have interacted with the brand.

Here is the data collected through questionnaire that have been interpreted and tabulated.

* + 1. **AGE WISE DISTRIBUTION**

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| 18-25 | 46 | 50% |
| 26-45 | 19 | 21.4% |
| 46 and above | 27 | 28.6% |

**INTERPRETATION:**

* The chart presents a breakdown of respondents based on age.
* The data shows that nearly half 50% of the respondents belong to the 18-25 age group highlighting a presence of younger individuals in the sample.
* The second largest segment consist of respondents aged between 26-45 years, constituting 29% of the surveyed population.
* Meanwhile, respondents aged 46 and above constitutes at 21% of the total.
* This distribution across age groups ensures wide range of perspectives and viewpoints.
  + 1. **GENDER WISE DISTRIBUTION**

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| MALE | 27 | 28.6% |
| FEMALE | 65 | 71.4% |

**INTERPRETATION:**

* The chart provides insights into gender composition.
* The majority of respondents, constituting 71% of the total sample, identify as female.
* On the other hand male respondents contribute the smallest proportion, making up only 29% of the surveyed population.
* The data implies that brand has a strong focus on the female demographic.
  + 1. **CONSUMER BEHAVIOR**

The chart shows how many have heard of mamaearth before.

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| YES | 79 | 85.7% |
| NO | 13 | 14.3% |

**INTERPRETATION:**

* The data reveals that a significant majority, 86% of the surveyed population is familiar with mamaearth indicating strong brand awareness and market presence.
* On the other hand, 14% of the respondents either have not heard of the brand or are unaware of the brand.

The chart shows how did the respondents first came across mamaearth.

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| SOCIAL MEDIA ADS | 39 | 42.9% |
| INFLUENCER PROMOTION | 26 | 28.6% |
| WORD OF MOUTH | 26 | 28.6% |

**INTERPRETATION:**

* The data reveals that the majority of respondents, came across mamaearth through social media advertisements, highlights effectiveness of brand’s marketing strategies.
* Additionally, influencer promotion and word of mouth have contributed almost equally to brand discovery, with 28% and 29% of respondents.
* This distribution underscores the success of the brand marketing.
  + 1. **BRAND PERCEPTION**

The chart shows what factors influence respondents buying decisions to buy mamearth products.

|  |  |  |
| --- | --- | --- |
|  | FREQUENCY | PERCENTAGE |
| BRAND REPUTATION | 13 | 14.3% |
| PRICING | - | - |
| NATURAL AND TOXIN FREE INGREDIENTS | 39 | 42.9% |
| RECOMMENDATION FROM INFLUENCERS | 39 | 42.9% |

**INTERPRETATION:**

* The data reveals that recommendation from influencers and brand’s emphasis on the natural and toxin free ingredients are the two strongest factors influencing consumer purchase decisions, each accounting for 43% of respondents.
* Additionally, 14% of the respondents are influenced by the brand’s overall reputation.
* Interestingly, pricing did not play a role in the purchasing decision of any respondents.

The chart shows compared to other skincare brands, how do the respondents perceive mamaearth.

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| BETTER THAN OTHER | 20 | 21.4% |
| ABOUT THE SAME AS OTHER | 46 | 50% |
| NOT GOOD AS OTHER | 13 | 14.3% |
| NO OPINION | 13 | 14.3% |

**INTERPRETATION:**

* The data shows that 50% of respondents believe mamaearth is comparable to other skincare brands reflecting neutral perception.
* In contrast 22% of the population views mamaearth as superior to other brands, suggesting a positive reception.
* However, 14% of respondents feel that brand doesn’t measure up to its competitors.
* Additionally, 14% of respondents have no opinion, which may indicate a lack of familiarity with the brand.
  + 1. **CONSUMER BUYING BEHAVIOUR**

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| YES | 59 | 64.3% |
| NO | 33 | 35.7% |

**INTERPRETATION:**

* The chart shows that have respondents ever purchased mamaearth products after seeing advertisements or promotions.
* The data reveals that 64% of the respondents have purchased mamaearth products as a result of being influenced by the brand’s advertisements and promotions, highlights the impact of its marketing efforts.
* On the other hand 36% of respondents did not make their purchase due to marketing, implying that other factors such as toxin free and natural ingredients may be more influential in their purchasing decision.

* + 1. **IMPACT OF MARKETING STRATEGIES**

The chart illustrates the platforms where Mamaearth’s advertisements are most frequently seen.

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| INSTAGRAM | 33 | 35.7% |
| YOUTUBE | 26 | 28.6% |
| FACEBOOK | 26 | 28.6% |
| GOOGLE ADS | 7 | 7.1% |

**INTERPRETATION:**

* The data reveals that 36% of respondents have seen mamaearth advertisements on Instagram, making it the most prominent platform for the brand’s advertisements.
* Meanwhile, 29% of respondents have encountered the brand’s adv. equally on both YouTube and Facebook.
* In contrast, only 7% of the total respondents have seen advertisements on google ads, suggesting that it is a less frequently used platform for the brand’s marketing efforts.

The chart shows that how effective respondents think mamaearth marketing is.

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| NOT VERY EFFECTIVE | 7 | 7.1% |
| VERY EFFECTIVE | 26 | 28.6% |
| NEUTRAL | 59 | 64.3% |

**INTERPRETATION:**

* The data reveals that 64% of respondents view mamaearth marketing as neutral, indicating that while they are aware of the brand’s promotions, they do not find them particularly impactful.
* In contrast 29% of the total respondents consider mamaearth marketing to be effective.
* However 7% of respondents feel that mamaearth advertisements and promotions are ineffective.
  + 1. **CUSTOMER SATISFACTION**

|  |  |  |
| --- | --- | --- |
|  | **FREQUENCY** | **PERCENTAGE** |
| YES | 26 | 28.6% |
| NO | 13 | 14.3% |
| MAYBE | 52 | 57.1% |

**INTERPRETATION:**

* The charts shows that would the respondents recommend mamaearth products to others.
* The data shows that 57% of respondents may consider recommending mamaearth products to others.
* Meanwhile, 29% of the total respondents are confident in recommending the brand to others, suggesting a positive experience with the products.
* However 14% of respondents stated they would not recommend mamaearth possibly due to negative experience or dissatisfaction with the brand.

Overall, the suggestions and feedback provided by the respondents indicate several key areas where mamaearth could improve in order to enhance its customer satisfaction. A portion of respondents expressed dissatisfaction with the pricing of mamaearth products. This pricing barrier could be limiting the brand’s reach. Additionally, some respondents noted that the products hype seem overstated to the actual effectiveness as advertised. While some respondents appreciated some of the products. This feedback indicates a need for mamaearth to better align its product performance with consumer expectations. Some respondents suggested that offering more affordable offers or discounts could help attract a larger customer base.

**FINDINGS & CONCLUSION**

**FINDINGS:**

* According to the data that has been collected through questionnaire, the majority of respondents are between the age18-25.
* This suggests that mamaerath appeals to a younger demographic.
* The data indicates that mamaearth’s main focus in primarily on female consumers.
* A significant portion of respondents discovered mamearth through social media advertisements signaling the success of its social media marketing efforts.
* Majority of respondents are familiar with mamaearth, showcasing strong brand recognition.
* Respondents are drawn to mamaearth focus on toxin free and natural ingredients which play a key role in influencing consumer purchasing decision.
* The data shows that majority of respondents are comparable to other skincare brands.
* Instagram is the most primary platform where most respondents have encountered mamaearth’s advertisements.
* The Majority of respondents find mamaearth marketing to be neutral not much effective.
* The data shows that respondents appear to be minimally influenced by mamaearth products and services.

**SUGGESTIONS:**

* Given the female are primarily consumer campaigns should emphasize skincare, haircare and beauty products, highlights the effectiveness of products for the skin.
* Tailor marketing efforts to resonate with lifestyle, preferences and concern of young adults.
* Promoting the natural and safe aspects of the brand through educational content.
* Investing more in social media platforms to expand reach engagement.

**CONCLUSION:**

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Product

Product is the main factor here and it is one of the reason why the foundation of this company

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