



A STUDY ON CONSUMER BUYING BEHAVIOUR OF MAMAEARTH BABY CARE PRODUCTS IN MADURAI CITY

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ABSTRACT:

This study aims to examine the consumer buying behaviour regarding Mamaearth baby care products in Madurai city, focusing on the factors influencing purchase decision and the role of various external and internal influences. Mamaearth, a prominent brand in the Indian market for its natural, chemical-free, and eco-friendly products, has witnessed growing popularity in urban regions, including Madurai, a city with an evolving consumer market. The research investigates key determinants such as product attributes, brand perception, price sensitivity, marketing strategies, and the influence of social media and word-of-mouth on purchasing decisions.

KEYWORDS:

ECO-FRIENDLY, PRODUCT ATTRIBUTES, BRAND PERCEPTION, PRICE SENSITIVITY, SOCIAL MEDIA.

1.1 INTRODUCTION:

Mamaearth 'Baby care products' is an umbrella term which includes skin-care, hair care, baby food, toiletries [diapers and wipes], apparels, toys, baby convenience safety products etc. Any product that promises to meet the demand for taking care of an infant, generally between 0-4 years of age, falls under baby care industry. India is the second most populous country in the world, just after China. Mamaearth is a popular Indian brand known for offering a wide range of natural and safe personal care products, including a dedicated line for baby care. The brand's focus is on providing products that are free from harmful chemical, parabens, sulfates and toxins, making them safe and gentle for babies' sensitive skin. Mamaearth's baby care products are dermatologically tested and paediatrician – approved, ensuring that they meet the highest standards of safety and quality for infants for baby care products.

1.2 STATEMENT OF THE PROBLEM

Mamaearth, a popular brand of natural and organic baby care products, is facing intense competition in the Indian market. Despite its strong online presence and loyal customer base, the brand is struggling to expand its market share and increase sales. The companies face many problems such as increasing cost, changing life style of the consumers, difficulties in the prediction of consumer's behaviour because of frequent changes in the consumer

preferences and so on.

1.3 REVIEW OF LITERATURE

Patel (2023) Mamaearth and similar brands are responding to consumer demand by utilizing biodegradable packaging and making claims about their sustainability efforts, which is becoming a critical factor in the buying decision for many parents.

Agarwal (2024) Found that more parents are looking for products that are not specifically marketed toward a particular gender, such as baby lotions and shampoos that are suitable for all babies regardless of gender.

Rathi (2023) Brands like Mamaearth and Himalaya are capitalizing on this trend by promoting their products as safe, sustainable, and cruelty-free, thereby catering to an increasingly conscientious consumer base.

Sharma and Red (2024) Highlights how digital marketing, particularly social media platforms and parenting blogs, influences the purchasing decisions of parents.

1.4 OBJECTIVES OF THE STUDY

- ✓ To explore new products categories and innovations: Identify opportunities for Mamaearth to expand its product portfolio and stay competitive.
- ✓ To identify customer preference and needs:

Determine the key factors influencing customer purchasing decisions for baby care products

- ✓ To identify the key competitors of Mamaearth in the Indian baby care market.
- ✓ To study the problems encountered by consumers in the baby care product market and its impact on their switching intention among the consumer.
- ✓ To determine the demographic characteristics of Mamaearth's target audience.

1.5 RESEARCH DESIGN

In accordance with the above objective, the research design is planned in such a way that the consumer buying behaviour of Mamaearth baby care products in Madurai city. This study includes the use of both primary and secondary data.

1.5.1 METHOD OF DATA COLLECTION

PRIMARY DATA

In this study primary data were collected through structured questionnaire.

SECONDARY DATA

Secondary data refers to data that has already been collected by other purposes, This can be helpful in providing context, background, and supporting insights for study on mama earth baby care products.

1.5.2 SAMPLE SIZE

75 responses were collected through questionnaire from respondents for this study.

1.5.3 SAMPLING

Convenience sampling method is used in this study for data analysis.

1.5.4 TOOLS

Simple percentage analysis, charts are used in this study for data analysis.

1.6 DATA ANALYSIS

TABLE 1

CONSUMER PREFERENCE ON SELECTION OF MAMAEARTH BABY CARE PRODUCTS

Particulars	No. of respondents	Percentage
Product ingredients (Natural, Organic)	26	35
Brand reputation and trustworthiness	8	11
Products safety (free from harmful chemical)	15	20
Positive reviews and recommendations	10	13
Packaging (eco-friendly, attractive)	2	3
Affordable price	4	5
Availability in stores or online	3	4

Others	7	9
Total	75	100

SOURCE: PRIMARY DATA



INTERPRETATION

The above table shows that for Product ingredients 35% of respondents are using Mamaearth baby care products ,for Brand reputation and trustworthiness of 11% of respondents are using Mamaearth, for Product safety 20% of respondents are using Mamaearth baby care products, for Positive review and recommendation 13% of respondents are using Mamaearth baby care products ,for packing 3% of respondents are using same products , for affordable price 5% of respondents are using same products, for availability in stores or online 4% of respondents are using same products and 9% of respondents are other reasons.

TABLE 2

KEY FACTORS INFLUENCING CONSUMER DECISION IN PURCHASING BABY CARE PRODUCTS

Particulars	No. of respondents	Percentage
Product safety	26	35
Ingredient transparency	6	8
Brand trustworthiness	7	9
Product effectiveness	17	23
Price	8	11
Availability	5	7
Others	6	8
Total	75	100

SOURCE: PRIMARY DATA



INTERPRETATION

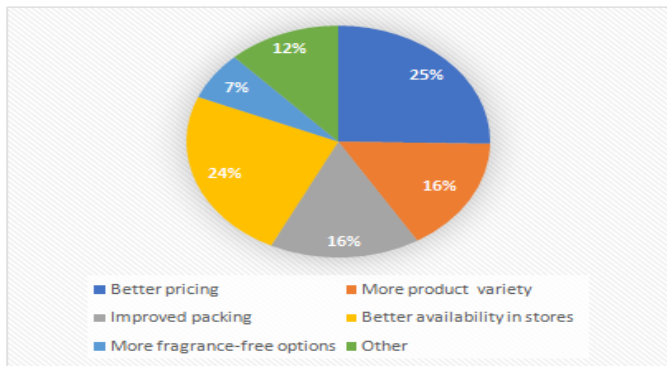
The above shows that for Product safety 34% of respondents are using Mamaearth baby care products, for Ingredient transparency 8% of respondents are using Mamaearth baby care products, for Brand trustworthiness 9% of respondents are using Mamaearth baby care products, for Product effectiveness 23% respondents are using same products, for Price 11% respondents are using same products, for Availability 7% of respondents are using same products and 8% of respondents are Other.

TABLE 3

CONSUMER SUGGESTIONS FOR IMPROVEMENT IN MAMA-EARTH BABY CARE PRODUCTS

Particular	No. of respondents	Percentage
Better pricing	19	25
More product variety	12	16
Improved packing	12	16
Better availability in stores	18	24
More fragrance-free options	5	7
Others	9	12
Total	75	100

SOURCE: PRIMARY DATA



INTERPRETATION

The above table shows that for Better pricing 25% of respondents are using Mamaearth baby care products, for More product variety 16% of respondents are using

Mamaearth baby care products, for improved packing 16% of respondents are using Mamaearth baby care products, for Better availability in stores 24% of respondents are using Mamaearth baby care products, for More fragrance-free options 7% of are using same product and 12% of respondents are other.

1.7 FINDINGS

- 35% of the respondents purchased Mamaearth products for product ingredients (natural, organic).
- 34% of the respondents purchased Mamaearth products for its safety (harmful chemical).
- For price affordability 25% of the respondents purchased Mamaearth products.

SUGGESTIONS

- By focusing on safe, natural ingredients, innovative packaging, personalized solutions, and sustainability, the company can enhance its baby care products range and better meet the needs of modern parents.
- Offer subscription services for essential health products like, wipes, lotions, hand cream and body lotion.
- Offer robust customer support, including easy access to online consultation, retail stores and a transparent return policy.

CONCLUSION

The study concludes by providing valuable insights for Mamaearth to optimize its marketing strategies, product offerings, and customer engagement techniques, enabling the brand to further strengthen its market presence in Madurai and similar urban centres across India.

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