



A STUDY ON CUSTOMER SATISFACTION OF MAMAEARTH PRODUCT IN KUMBAKONAM

M. Anupriya¹, II M.Com,

S. Vaishnavi², II M.Com,

Idhaya College for Women, Kumbakonam

ARTICLE DETAILS

Research Paper

Keywords :

ABSTRACT

Today consumers need personal care products and baby skin care products. Like skin serums. Creams, face wash. Lotions, hair oil, moisturizer, bathing range. Consumers now mostly prefer chemical-free and ayurvedic (herbal) products for their health benefits. The effectiveness of advertisement to create awareness and increase the consumer satisfaction level to purchase the products. Mama earth is made of purely natural ingredients and mineral oil, chemical-free, and skin-friendly. The company satisfies the consumer preferences of the products and their needs and promotions, buying power.

Introduction:

Marketing is a form of communication between a business house and its customer with the goal of setting its product or service to them. Goods are not complete product until they are in hands of customers.

Marketing is that management process through which goods and services move from concept to the customer. marketing has less to do with getting customer to pay for a product as it does with developing a demand for that product and fulfilling the customer's needs.

According to the American marketing Association (AMA) board of directors, marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Definition:

Dr. Philip Kolter define marketing as “The science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires.

According to **Pyle**, “Market includes both place and region in which buyers and sellers are in free competition with one another”.

Needs and importance of marketing:

1. Marketing leads to the integration of various core sectors of a nation

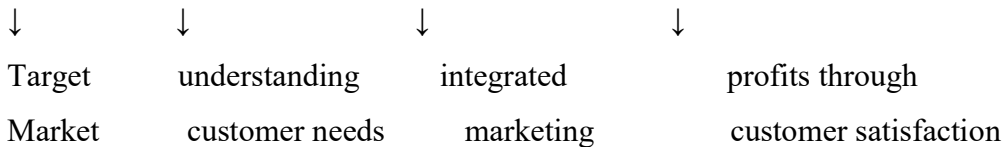
Such as agriculture and industry.

2. Marketing is the key to industrial production. It assesses the needs of the consumers and enables production of goods accordingly.
3. Its facilitates the fullest utilization of the existing assets and productive capacity.
4. It mobilizes untapped economic energy.
5. It contributes to development entrepreneurs and managers.

Evolution of marketing concepts:

Marketing concepts is also an attitude by which products are matched with markets. In its fullest sense, the marketing concepts is a philosophy of business that states that the customers want satisfaction is the economics and social justification for a firm’s existence.

1. **The exchange concepts:** exchange is an act of obtaining a desired product or service from someone by offering something in return.
2. **The production concepts:** the production concepts are the oldest concepts in business. The production concept assumes that consumers will prefer products that are widely available and inexpensive.
3. **The product concept:** the product concepts believe that customers will favor products, that have special features, quality and performance. In other words, product concepts seek to win market through product attributes.
4. **Selling concepts:** the selling concepts believes in aggressive selling and promotion effort. The company does not expect customers to pick up its products automatically. heavy advertising, large scales promotion, high- power personal selling and strong publicity are used to simulate more buying.
5. **Marketing concepts:** the marketing concepts has four important features:



6. **The social marketing concepts:** The social marketing concepts is a broadened one. This concept calls upon marketers to build social and ethical considerations in their marketing practices. The management is called upon to bring about a balance of three factors:

- 1.Customer demand satisfaction.
- 2.Public interest (social awareness).
- 3.Profitability.

Concepts of product:

A product is a bundle of tangible and intangible attributes. It can be anything that satisfies a need or want. It can be offered in an exchange. Products include more than just tangible goods. Broadly speaking, products include physical objects, services, persons, places, organization, ideas or mixes of these entities.

Definition:

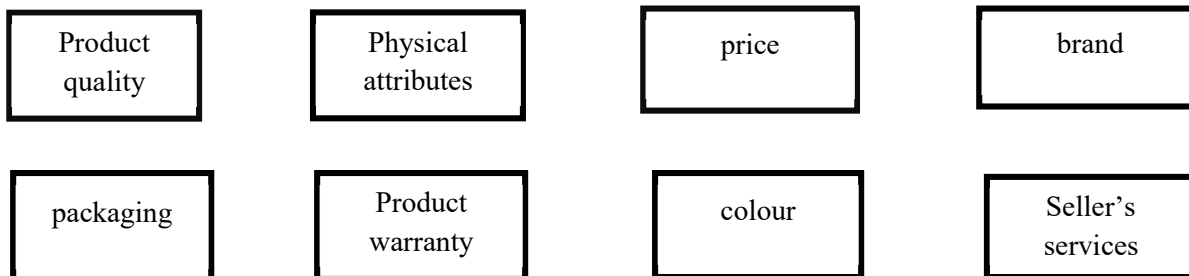
“A product is a set of tangible and intangible attributes including packaging, colour, price, quality and brand plus the services and reputation of the seller. A product may be tangible good, service, place, person or idea”. -**W. J. Stanton**

“A product is a bundle of bundle of utilities consisting of various product features and accomplishing services”. – **Alderson**

“New products are those whose degree of change for customers is sufficient to require the design or redesign of marketing strategies”. – **Cravens, Hills and Woodruff**

The totality of product:

“A product is more than just a product” – this is amply illustrated



Customer:



- Customer is buyer or purchase or user of the paid products of an individual or organization.
- The word derives from “customs, meaning “**habit**”.
- There are two distinct type of customers in which are external and internal customers.

External – can be define as the one who uses the product or service. **Internal** – can be engineering, order processing or production.

- Customer is an individual, group of individuals or an organization who receive or may receive goods, services, products or ideas from another individual or a company in return of value which can be money or anything of equivalent value.
- Customer forms the backbones of business. Usually more is the number of customers, more is the business thriving and vice versa. Business needs customers to buy their product or services.

Customer satisfaction:

Customer satisfaction is a measure of how people feel when interacting with your brand. It can be influenced by any number of factors such as:

- Perceived product value
- Convenience
- Customer expectations
- Communication
- Compliant handing
- Perceived product quality

Customer satisfaction is defined as a measurement that determine how happy customers are with a company’s products, services and capabilities. customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

Definition:

- ❖ “Satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance (or outcomes) in relation to his or her expectation” – **Kotler**
- ❖ Customer satisfaction is a collective outcome of perception, evaluation and psychological reactions to the consumption experience with a product/service. – **Yi**
- ❖ Satisfaction is a function of consumer’s belief that he or she was treated fairly-**Hunt**

Objective of customer satisfaction:

1. To understand the importance of customer focus.

2. To understand customer needs.
3. To gather customer information.
4. To identify customers.

Selling and marketing:

Selling	Marketing
Selling refers to a process where goods or services are exchanged or money.	Marketing refers to activities and plan that are used by companies to promotes the buying or selling of a product or services.
Involves creating products or services and selling them to customers.	Involves finding the wants of customer and fulfilling them.

Important of the study:

In a business world, many brands are produced and marketed by a manufacture. the decision whether to buy not depends only based on customer motives. Modern marketing is consumer oriented and now consumers is derived force. The aforesaid reason has inspired the researcher to make out a study about the customer preference and their position in choosing mama earth product.

Statement of the problem:

The study is to understand the actual acceptance of mama earth product among customer of different age ranges. This also explain what they understand by product and how the purchase decision is made. This will help to make improvement in product awareness and will create more loyal customer.

Objectives of study:

1. To determine the overall satisfaction level of customers with mama earth.
2. To identify the areas for improvement in mama earth product and services.
3. To understand customer preference and expectations regarding products quality, packaging, pricing and availability.

Research methodology:

Research methodology is a way to systematically solving a research methodology deals with the research design used and methods used to present the study.

Sampling design:

The number of respondents considered for sampling is 100

Limitations of the study:

- a) Lack of time has been the major constraints



- b) Some of the respondents has been reluctant to give complete information about their products.
- c) Behavior of the buyer also changed from one time to another time.

Review of literature:

- **Jibu p Joseph (2017)** They found out that upper- class customers have a preference over a brand and they are loyal to them. Consumers prefers high- quality products at reasonable price. Income is not a major differentiator in consumer's preference for branded or non- branded products. There is no such big influence of advertisements on the final purchase decision.
- **Dr. Suresh Kumar and Vijay M (2019)** Determinants of customer satisfaction towards herbal products in selected area of Tamil nadu states that Ayurveda (or) the science of life is ancient, holistic for diagnosis and treatment, perhaps the oldest system of medicine know to humanity.
- **Dr. Radhakrishnan. A and Radhika. k (2019)** A study on customer satisfaction towards Himalayas products. He states that customer satisfaction is define as the number of customer (or) percentage of total customer whose exported experience with a firm, its products (or) its service exceeds specified satisfaction is seen as a key differentiator & increasing has become key elements of business strategy.
- **Alhaddad, (2022)** Many past studies have acknowledged that both actual quality and perceived quality have an association with the mamearth product.

Company profile:

- Mamaearth was founded in 2016 by husband-and-wife due varun and Ghazal alagh.
- The couple had a personal need for sale and natural baby care products for their children and realized that there was a lack of such products in the Indian market.
- This inspired them to create mama earth, a branch that offers safe and natural skin care and hair care products for babies and adults.
- Initially, Mamaearth started a small range of body care products. Which included diaper rash cream, massage oil, and shampoo.
- The brand's products quickly gained popularity among new parents who were looking for safe and effective baby care products.
- In 2018, Mamaearth expanded its product range to include skin care and hair care products adults.
- The brand's products are formulated with natural and organic ingredients and are free of harmful chemical such as parabens, sulfates and mineral oil.

- In 2020, Mamaearth received funding of \$18 MILLION in a series B round led by sequoia capital India.
- The brand plans to use this funding to expand its products range, improve its e-commerce platform and increase its offline presence.
- Today, Mamaearth is one of the fastest-growing personal care brands in India and has a strong presence both online and offline.
- The brand is committed to sustainability and uses recycled and biodegradable packaging for its products.

TABLE NO. 1
Gender -wise classification

Gender	No. of respondents	percentage
Female	60	60
Male	40	40
Total	100	100

Source: primary data

Inference:

From the above table it is inferred that 60% of respondents are female and 40% of respondents are male.

Majority 60% of the respondents are female.

TABLE NO. 2
Age of Respondents

Age	No of Respondents	Percentage
20-30	56	56
30-40	28	28
40-50	12	12
Above 50	4	4
Total	100	100

Source: primary source

Inference:

The above table shows that 56% of respondents are in the age group of 20-30 years, 28% of respondents are in the age group of 30-40 years, 12% of respondents are in the age group of 40-50 years, 4% of respondents are in the age of above 50 years.

Majority 56% of respondents are in the age group of 20-30 years.

TABLE NO. 3

Source of information to purchase Mamaearth products

Source of information	No of respondent	percentage
Advertisement	36	36
Friends & Relatives	32	32
Advise of agent	16	16
Point of purchase	16	16
Total	100	100

Source: primary source

Inference:

The above table it is inferred that 36% of the respondents came to know through advertisement, 32% of the respondents came to know through friends & relatives, 16% of the respondents came to know through advice of agent, 16% of the respondents came to know through point of purchase.

Majority 36% of the respondents obtain information through advertisement.

Findings, Suggestion, and Conclusion:

Finding:

- The majority 60% of respondents are female.
- The majority 56% of respondents are in the age group of 20-30.
- The majority 36% of the respondents obtain information through advertisement.

Suggestion:

- The company may directly contact the customer. It will help the company to increase the sales volume.
- They should concentrate more on offering free gifts to attract the customers.
- Giving the free sample of the different products to ladies is a way of getting potential customers.

Conclusion

This study conducted from various people Mamaearth product is a highly moving product, when compared to other products. The study about the various aspects of customer satisfaction on

Mamaearth product among the people. It satisfied the following objectives i.e., more effective cosmetics. The marketers must understand the behaviour of the consumers to satisfy the expectation for earning higher profits. The survey conducted from the people help to make identification over its strength and weakness of mama earth products.

Reference:

1. **Jibu p joseph, (2017)** A study on perception and attitude towards brand image.
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