



# Consumer Perseverance on Online Branding and Marketing ft. Mamaearth

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## ABSTRACT

As the universality of social media increases, it unlocked extensive opportunities for skincare brands which help them in developing specific strategies to enhance brand loyalty and brand equity. Y-Generation referred to as the Style-Icon generation is more conscious about health. In this era, building strong brand loyalty is a challenging task. Today, consumers are more inclined towards online buying & branded products. The purpose of this paper is to study the relationship between brand loyalty, brand image and customer perseverance in online branding & marketing and explore how Online Marketing & Social media platforms were utilized by the brand Mamaearth to achieve branding and relationship marketing goals. Qualitative research is performed to analyze how the consumer's brand perception & purchasing decision is influenced by different online marketing tools. For this purpose, a questionnaire was developed and 173 entries were observed. Our research shows that people are very active on social media & gets influenced by Digital marketing towards Online shopping.

## KEYWORDS

Online Branding, Consumer-Brand Relationships, Social media, MamaEarth, Consumer Behaviour

## I. INTRODUCTION

With the help of Digital Marketing, it becomes viable to use social media to build social relations. Social Media is an innovative idea that gives a brilliant opportunity to the organisation with additional scope for advancement. Nowadays, organisations use this powerful tool because it is a two-way communication between fans and brands. It also plays a prominent role in enhancing brand loyalty & surpassing its competitors. Mamaearth, which is an Indian company introduces babies to safe & healthy products. It is known for its natural & Toxic-free skincare products and was established in 2016 by Varun & Ghazal Alagh.

Marketing is the social process of presenting goods & services in the best possible manner that also leads to satisfaction of consumer wants. It is a discipline that draws the attention of customers and maintains relationships with them. Matching products to customers ultimately ensure profitability. With the flourishing epoch of the internet, the same marketing principles are applied to digital marketing. Digital marketing, which

is also called Web-marketing, I-marketing, E-marketing and Online marketing, is an outstanding form of direct marketing because it puts into use interactive technologies. These technologies electronically link sellers and consumers. Various examples of these technologies are emails, newsgroups, online forums and websites.

Mamaearth is Asia's first "MADE SAFE" brand. It is a distinguished form of the Cosmetic industry that offers natural & Toxic-free skincare products. It is the fastest developing brand that crossed the INR 100 crore turnover mark in 4 years. It is one of a few handfuls of "Plastics Positive" brands. It is the 1<sup>st</sup> business to use an omnichannel approach with an innovative product that derives growth from the blue system. The company attempt to display its love & care for Mother Earth in its products. Mamaearth understands that the online population is driven by few creators and influencers. Hence, they target the Online population through influencers who encourage their followers and viewers the purchase particular products or the brand itself.

Mamaearth gets on board with more than 500 mother bloggers to spread information about the products & brand. When an influencer recommends a product to their viewers, it is very well received by the audience. The way its products and their amazing result are showcased, guide the viewers and decently advertise the brand. Mamaearth's growth escalated after **Shilpa Shetty Kundra**, a popular Bollywood celebrity, invested in the brand and turned into its brand ambassador. Shilpa took her online media to promote the brand.

Mamaearth was awarded as "One of the Best Brands" in India during the "ET Brand Festival 2019". The company discovered that they lack clarity about the target cohort. The brand performed intensive Research & Development to meet its target customers. Mamaearth takes into its ambit a tremendous range of eighty natural products that includes haircare, skincare, baby care and more. The brand launched India's first bamboo-based baby wipes, "Hing & Fennel" easy tummy rolls, 100% natural plant-based toothpaste and stretch mark removal serum; an extensive line of skin and hair care products utilizing admired natural ingredients such as argan, onion, ubtan, cocoa, tea tree and charcoal. The onion range is the bestseller series. Their primary strategy is to connect with parents, who only want the best for their babies.

Mamaearth maintains sustainability via the "Plant Goodness" initiative where they plant a tree for every order received. This gives inspiration to competitors for the well-being of the environment. The Pandemic acted as a catalyst for Mamaearth because when offline stores were shut down, buyers got shifted to the Online mode of shopping. To retain the customers and to create a new customer segment, more than 3000 stores are opened for offline presence as a result of which they received 15% of their revenue from offline sales. Turmeric based Facewashes, face serums and Shampoos turned out to be a game-changer for them. These products were so well received that they boost the sale of other products of the brand. By using an Online & Offline marketing company, Mamaearth was able to satisfy its customers and boost its sales by overcoming competition.

## II. LITERATURE REVIEW

(Prajapati, 2020) He focused on the scope of digital marketing in the upcoming era. Despite agreeing on the Undeniable need for Online Marketing, he also highlighted the fact that companies that are not utilizing the digital platform to advertise their product and services, cannot compete with the competition and hence will eventually come to an end.

(Thompson, 2018) Brands can use digital in many possible ways to communicate distinct brand associations and to form a brand image, a perception in the consumer minds through various strategies. Their findings imply that there is a significant development in the ways to approach social media usage, but regarding strategic brand management, there is still a lack of innovative and unique management utilization and approaches.

(Raut, 2015) He inferred that consumer demographics affect brand loyalty. Brand attachment and loyalty are higher among Female customers than in Male customers. The marketing strategies of a brand should consider

customer demographics such as age, gender and income. He suggests marketers identify their loyal customers, and divide them into segments concerning their demographics for focused attention.

(Jibu P Joseph, 2017) They found out that Upper-class customers have a preference over a Brand and they are loyal to them. Consumers prefer high-quality products at reasonable prices. Income is not a major differentiator in consumers' preference for branded or non-branded products. There is no such big influence of advertisements on the final purchase decision.

(Kochina, 2019) Consumers are aware of Natural & Healthy products and there is an inclination towards sustainable buying. 35% of buyers prefer green, healthy and toxin-free products whereas 33% of buyers are neutral about it. Products with high concern and motives offer high prices and consumers are even willing to pay a bit more for them.

### III. OBJECTIVES OF STUDY

The present research paper focus on the following objectives:

1. To critically examine the relationship between brand image and customer satisfaction.
2. To critically evaluate the relationship between brand image and customer loyalty intention.
3. To investigate the relationship between customer satisfaction and customer loyalty intention.

### IV. RESEARCH METHODOLOGY

The research Methodology explains methods of research, sample size population and research design. The analysis of the study is based on the respondents' answers to the questionnaire. For interpretation of data **Tabular and Graphical** Representation is used to show results in an apprehensible form.

The research method used to collect data and generalize results is "**Qualitative Research**". The research tool used in the study is – **Questionnaire**, which helped us in gathering primary data responses. Responses of respondents are based on their experiences of using products. The online questionnaire was designed to gather relevant information which can be easily understood by respondents. It also helped respondents to maintain anonymity by keeping their answers confidential.

For data collection, a sample from the population is taken to achieve the objectives of the study. In total, the size of the sample and statistical population included **173 Respondents**.

To test validity and reliability along with primary data, the secondary data was sourced within study materials.

### V. MARKETING STRATEGIES OF MAMAEARTH

To convey the message to target customers marketing strategy plays a crucial role. Below are some strategies of MamaEarth:

**Enhancing Customer Base** – The Core foundation of Mamaeearth was the idea based on Nature and healthy Baby care. Initially, the company started only with the mothers and babies to grow its client base. The company now offers bathing ingredients, skincare serums and ointments, face wash, moisturizers, hair oils, and a variety of other items.

**Concentrate on Digital Platforms** – In the era of Digitalization, all companies need to know the value of digital platforms. MamaEarth uses digital tools for brand marketing & management and to raise brand awareness for attracting consumers. Mamaeearth runs digital ad campaigns to put a brand image in consumers'

minds which helps them in increasing brand loyalty.

**Brand Message** – To communicate with the target group of Customers, a brand message is very important. Hence, A brand image should be precise and clear, which provides customers with the feeling of belonging and comfort like home. The brand's slogan is "Goodness Inside". Its goods are free from chemicals and contaminants and are toxin-free.

**Social Media Marketing** – Mamaearth is using SMM (Social Media Marketing) in the best possible manner. Its standout strategies include influencer marketing. Mamaearth partners with internet influencers to spread awareness about the brand, newly launched products and big discount sales. It provides the company with a way to engage with existing customers and reach out to new ones.

**Brand Endorsement** – The brand's growth hastens after Shilpa Shetty, a veteran Bollywood celebrity, became its investor & brand ambassador. Recently, the brand onboards Sara Ali Khan and Samantha Ruth Prabhu, the Top leading actresses in India as faces of the brand.

**Word of Mouth** – We all have heard that – Words spread faster than Fire. As it is the human tendency to believe something positive said by any other person, the same was done through Mamaearth's marketing strategies. They opted for a word-of-mouth approach. The goodness of the products was explained by mothers and they elaborated on how its products are safe for their children.

**TV Commercials** – It is an orthodox but important way of advertising the products and leaves a long-lasting impact on customers. Mamaearth's first onscreen advertisement was a product, unexplored in the Indian Markets – Onion Hair oil, in which they told about the benefits of using onion oil on the Scalp and roots of Hair.

**YouTube Marketing** – YouTube is the most active video platform across the globe. It is observed that 50% of the customers, today, prefer watching the product review on YouTube relatively than reading about them. Today, there are many creators on YouTube, that have reached millions. Mamaearth has improvised by choosing an upcoming form of marketing strategy i.e., Influencer Marketing.

## VI. DATA ANALYSIS

In the data analysis section, the empirical findings and their interpretation are analyzed in the following sub-sections. The questionnaire contained questions, the answer which was compulsory and applied to every respondent, so there would be no missing values.

How often do you purchase beauty products online?	Frequency
WEEKLY	10
MONTHLY	53
HALF-YEARLY	42
YEARLY	28
NEVER	40

Table 1

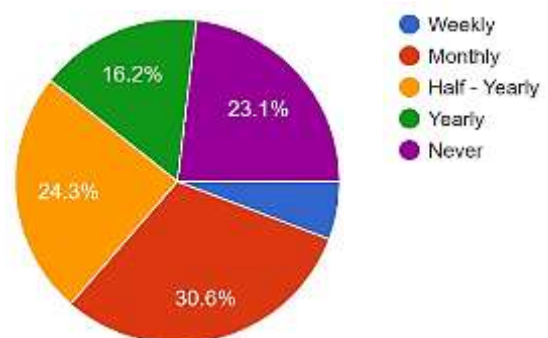


Chart 1



**Table 1** indicates buying frequency of people & **Chart 1** shows those frequencies in Percentages where (n=173), 30.6% are monthly customers of beauty products, 24.3% require them twice a year, 16.2% purchase them annually and 23.1% are those who have never purchased beauty products online.

**Inference** – If Brands maintain standard quality services online, purchasing frequency of buyers will increase.

Are you a Price Sensitive Consumer?	Frequency
YES	81
NO	19
DEPENDS UPON COMMODITY	73

Table 2

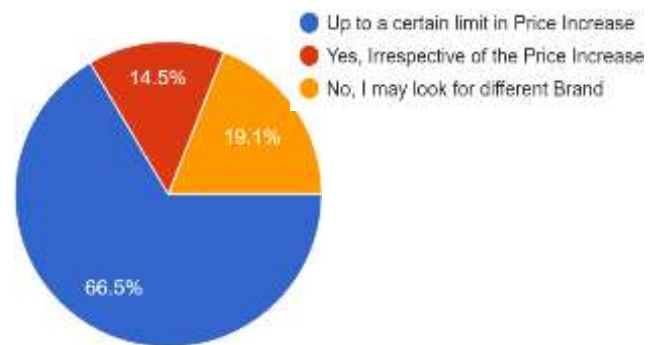


Chart 2

**Table 2**, depicts that 11% of Consumers are not Price Sensitive consumers. 46.8% believes in themselves as a Price sensitive consumer. 42.2% believe that their sensitivity is based upon the commodity.

Will you stick to the Same Brand If their prices are Increased?	Frequency
YES, IRRESPECTIVE OF THE PRICE INCREASE	25
NO, I MAY LOOK FOR DIFFERENT BRAND	33
UP TO A CERTAIN LIMIT IN PRICE INCREASE	114

Table 3

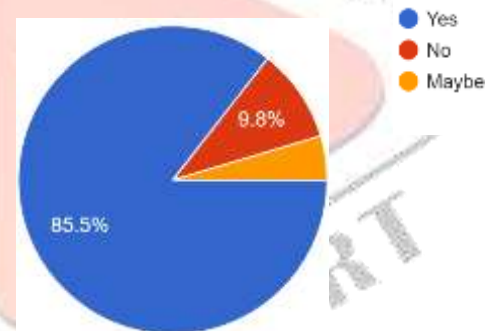


Chart 3

**Table 3**, indicates the underlying structure that 66.5% of people believe, even if the price fluctuates, they will stick to a brand up to a certain limit, 14.5% will remain stick irrespective of the price, 19.1% will look for distinctive brands. Only a few tend to remain loyal to a brand.

**Inference** - Customer demands products of high quality at a reasonable price

Have You Heard of Brand - MAMAEARTH?	Frequency
YES	148
NO	17
MAYBE	8

Table 4

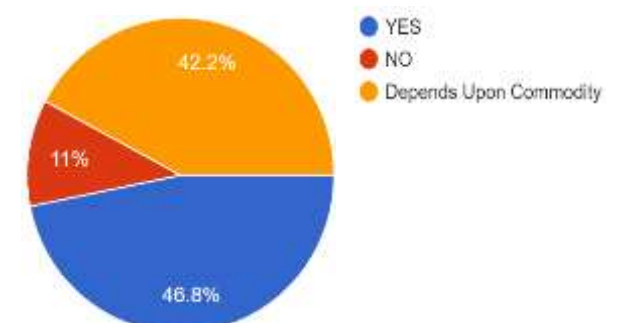


Chart 4

**Table 4**, specifies how many people are aware of the brand Mamaearth. A major chunk of 85.5% recognize the brand while 9.8% are unaware of the brand, 4.7% show an indifferent attitude, they have ambiguity regarding this brand Inference.

What do you think about the prices of MamaEarth products?	Frequency
AS PER EXPECTATIONS	58
OVER – PRICED	41
UNDER – PRICED	6
CAN'T SAY	23
NEVER USED THEM	45

Table 5

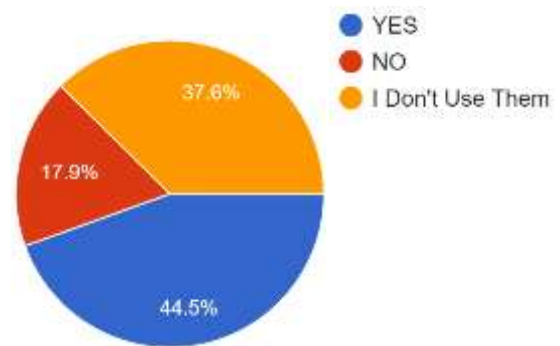


Chart 5

**Table 5**, shows the affordability of products of Mamaearth, it is an important determinant when making a buying decision, 33.5% are satisfied with the product price because the product fulfils their expectations, 23.7% feel dissatisfied because of overpricing, 3.5% feel the price is undervalued according to the product quality, 13.3% shows indifferent attitude and 26% are non-users of Mamaearth.

**Inference** – Reasonable price should be charged to the customer so that people of every class can purchase Mamaearth products.

Do you use Mamaearth products because they are easily available?	Frequency
YES	70
NO	31
NEVER USED THEM	65

Table 6

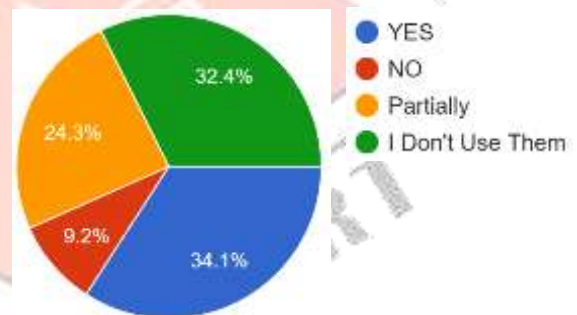


Chart 6

**Table 6**, indicates the accessibility of the brand, 44.5% of customers are happy because of the easy availability of the brand, 17.9% of customers may be using Mamaearth because of other factors and 37.6% have never used products of Mamaearth whether it's easily available or not.

**Inference** – Easily accessibility of products is an important factor in generating sales.

Do you use trust MamaEarth products?	Frequency
YES	59
NO	16
PARTIALLY	42
NEVER USED THEM	56

Table 7

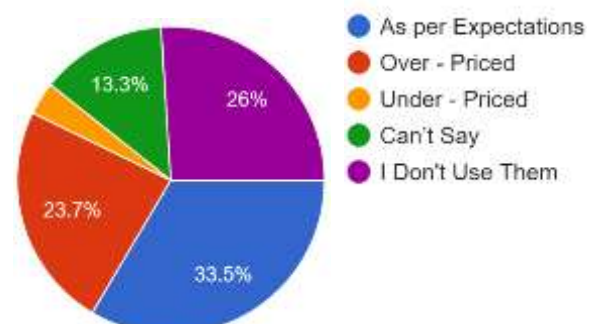
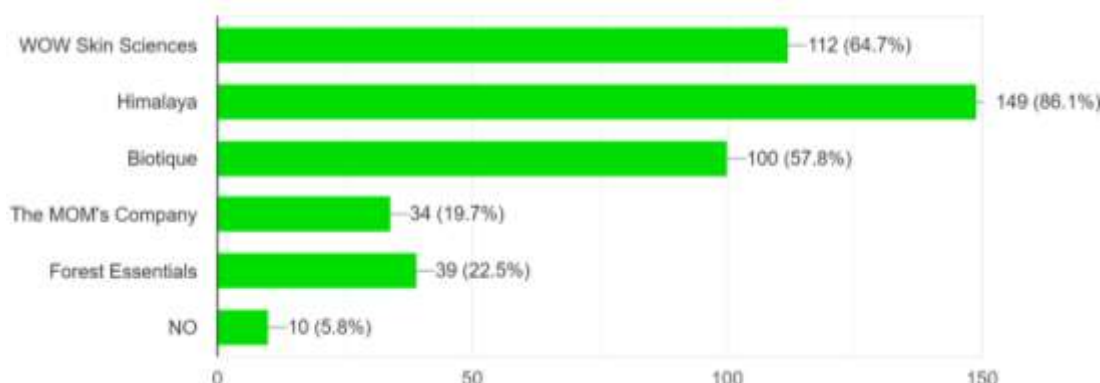


Chart 7

**Table 7**, shows the loyalty of customers towards Mamaearth products, 34.1% of customers have full faith in the brand, 32.4% of customers have never bought the brand while 24.3% of customers are loyal to some Products and 9.2% don't trust Mamaearth.

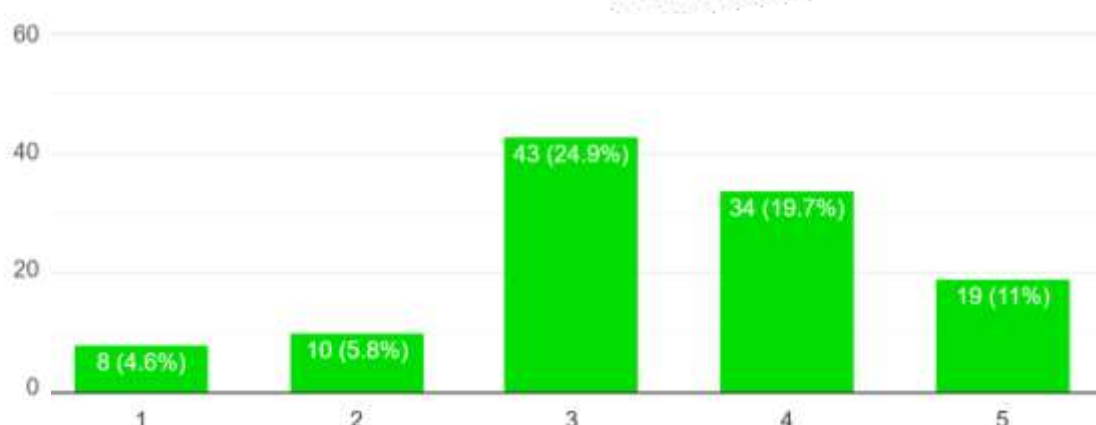
**Inference** – Brand loyalty is a prerequisite for the long-term survival of brand & Customer lodge products of high quality at a reasonable price.



**Graph 1**, specifies up to which extent Mamaearth is successful in meeting the expectations of their customers, 24.9% perceive that the product of this brand is up to the mark, 30.7% are delighted and 4.6% show contention towards their expectations.



**Graph 2**, indicates Consumers' knowledge of other competitive brands; Himalaya is the leading popular brand after Mamaearth because it is popular for its toxin-free products. Similarly, Wow Skin Sciences & Biotique products are also very famous among buyers.



**Graph 3**, specifies a list of attributes influencing Buying Decisions of consumers. Most importantly, The Quality of Products is what matters to the customers the Most, reasonable pricing, good sale service, discounts & offline market presence also mark a great impact upon their minds.

## VII. LIMITATIONS

- A competitor can easily copy brand names, logos or even brand strategies to swindle customers.
- Loading of Online advertisements requires a high-speed internet connection. A user can possess a slow internet connection. There can be a bug or error in the website(s), which will take too much time to result in the results. In the meantime, the Visitor may not wait & leave.
- E-Commerce may have proved itself in most of the hindrances but the lack of physical touch is still a big issue. Customers want to feel and verify products before making the purchase decision but it is not possible in e-commerce.
- There is a lacking of trust in customers due to the high number of fakes. In developing countries like India, it doesn't take long for a first copy or a deep fake product of the original product to arrive in the market. Online Delivery of goods passes through several parties, which creates more chances of duplication.
- Digital & Influencer Marketing is very expensive which ultimately proves to be a burden on consumers.

## VIII. SUGGESTIONS

- To balance out the expensive Digital Marketing and capture a reputed share in the market, Company has to work on cost-minimizing techniques.
- To cater for the other major chunk of the market segment, Company will have to open physical outlets eventually because not all consumers do shop online.
- To Ensure long survival, the brand will have to handle its production or will have to make long term agreements with its suppliers, otherwise, it becomes a major threat to business.
- To achieve its goals and to stabilise in the competition, the Company will have to spend a huge amount on research and innovation of production and marketing techniques.
- To increase its net efficiency, effectiveness and earnings there should be properly integrated management of all the company operations.

## IX. CONCLUSION

We can't look upon the fact that the world is quickly moving from simple to the digital world. Nowadays, consumers are more inclined towards online shopping and branded products. Digital Platforms cultivate long-term relationships with fans and evolve brand loyalty, rather than undertaking short-term marketing activations. These social sites help to create employment by providing vast opportunities to investors to become an entrepreneur. Mamaearth is successful in using digital tools to enhance its customer base by offering goods that are free from contaminants and chemicals. Their main priority is experimentation and continuously improving product quality which helps them to lead the race. The brand has been collaborating with influencers to raise brand awareness and establish credibility amongst health-conscious consumers. Mamaearth's amazing products helped them to reach great heights and become an inspiration for many. Even though the prices of products are slightly on the higher side, the quality of products and trust established by the brand encourages customers to make repeated purchases. They have never hurl away from taking peril and the result is the empire that has been built.



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