



PURCHASING DECISION THROUGH DIGITAL MARKETING TOWARDS MAMAEARTH PRODUCTS IN VELLORE DISTRICT

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Abstract

Customer satisfaction is a key factor in formulation of customer's desires for future purchase. The Mama Earth product is the molding ongoing product of the market. Mama earth is made of purely natural ingredients and it has mineral oil and is chemical-free, and skin-friendly. These organic products are trendy because they don't harm our skin, hair, and are generally whole. Over 80 natural products under the brand are available for hair care, baby care, beauty, face, body, makeup. It offers a range of skin and hair care products utilizing popular natural ingredients such as Onion, Ubtan, Tea tree, Vitamin C, Argan, Coco, Charcoal, henna, rice, green tea, honey malai, retinol, apple cider vinegar. Using primary data 100 samples are collected through online google form using Simple Random Sampling technique. The study concludes that there is a relationship between the purchase decision through digital marketing towards MAMAEARTH Prodcuts in Vellore District. The Mama Earth Company should adopt massive advertising and brand ambassador to promote the product. The company should improve new products and service to the market.

Keywords: *Purchasing Decision, Digital Markeitng, MAMAEARTH Prodcuts and Awarness.*

Introduction

Customer satisfaction is a key factor in formulation of customer's desires for future purchase. Different people perceive the different types of items in the same situation. People utilize the products for their motivation. The Mama Earth product is the molding ongoing product of the market. Mama earth is made of purely natural ingredients and it has mineral oil and is chemical-free, and skin-friendly. These organic products are trendy because they don't harm our skin, hair, and are generally whole. Over 80 natural products under the brand are available for hair care, baby care, beauty, face, body, makeup. It offers a range of skin and hair care products utilizing popular natural ingredients such as Onion, Ubtan, Tea tree, Vitamin C, Argan, Coco, Charcoal, henna, rice, green tea, honey malai, retinol, apple cider vinegar. The prominent strategy that Mama Earth uses is influencer marketing and also uses hashtags on such social media platforms to increase its brand audiences and reach a wider audience to influence the consumer perception of these products. The brand has now ventured into the skin and hair care segment. It sells a bathing range, skin care serums, creams; face wash, lotions, hair oil, and many other products. Men's product range, Mama Earth offers face washers, aftershave lotions, beard and hair oils, and shampoo. The best part is that all these products are chemical-free.

Statement of the problem

Different varieties of the product are available in the market. Customers prefer varieties of high quality products, at low price and attractive cover. Most of the customers are satisfied with the quality products and some customers prefer other factors. The competition is wicked and the manufacturer has to consider the opinion of the customers in the context. So, this study is concentrated on the issues faced my the customer satisfaction towards Mama earth products.

Scope of the study

The scope of the study is to analyze the customer awareness and satisfaction towards Mama Earth products. And also to analyze the various factors influencing the customer to purchase the product. Samples are collected through google forms from 75 respondents using primary data.

Objectives

To identify the factors that influence the purchase decision through digital marketing towards Mamaearth products.

Hypothesis of the study

H0: There is no relationship between the purchasing decision through digital marketing towards customer on buying the MAMAEARTH products.

Research methodology

Research Methodology is the specific procedures or techniques used to identify, select, Process, and analyze information about a topic. The descriptive research design has been employed for the present study. The primary data is collected through questionnaires using Google form. The period of the study consists of six months from December 2022 to April 2023. As the population is unknown, universal sampling method is applied and 100 respondents were selected from Vellore Districts using Simple Random sampling method. Tools like T-Test and ANOVA is applied.

Limitation of the study

Time is a major limitation; extensive study was not possible mainly due to time constraints. Sample size is small and might not represent the whole population. The study is only within Vellore city. Some of the respondents hesitated to answer truly and frankly. The attitude of the customers is bound to change from time to time, the result of this study may not be universal.

Review of literature

Kalyani (2022), in her study "a study on consumers 'buying perception and behavior on herbal personal care products with reference to the city of Mumbai.'" The author says several brands of herbal products are chemical-free, environment-free, hygiene, and vegan, and the products are easy for consumers easily with home delivery, digital payment, and many promotional offers. It's suitable for their skin and hair type. The social media platform plays an important role in selling products. The study was conducted in Mumbai city and the sample size of 50 respondents. The study highlights consumer perception and behavior, awareness about more herbal products, frequency of purchase, and more.

Kanagaraj(2020), In this research study, the author explains "A study on customer satisfaction towards Himalaya products with special reference to Coimbatore city." The product is Ayurveda products, natural and used ingredients in herbal products have helped people live healthier, rich lives. Himalaya focuses on people getting healthy and wellness of their health. The objective is to identify the socio-economic factors affecting consumer user satisfaction with Himalaya products. 45.3 % of the respondents are influenced by ingredient companies providing mass advertisements to promote their products.

Dr. T. Malathi and R. Sangeetha (2019) in their research "Consumption pattern of cosmetic products among college female students", a study focus on environmental impact factors states that

beauty care substances or cosmetic products can be made either natural substances or chemical compounds to enhance both odor and appearance of human body. Today people are more concerned about their self-personality and self-consciousness; hence the demand for cosmetic products is increasing rapidly. The objective is to identify the environmental impact factors of the purchase of cosmetics among college female students. Consumers are generally ecstatic when they think they are getting a good deal and to motivate them to purchase by providing offers like buy one get one free deals, buy one get one half deals, and a free gift with purchase option.

Thanigachalam (2019) In his article highlights “**The consumer behaviour towards fast moving consumer goods in Puducherry.**” The importance of promotional offers, availability of brands are important. Companies must give it sufficient consideration before they plan and implement their marketing strategies. The FMCGs sector is a very dynamic sector in India. A major goal is to satisfy the needs and wants of consumers and their target markets more effectively and efficiently.

Data analysis and intrpreation

Table 1, Factors influencing the purchase decision towards Mamaearth product (Combo offer)

ANOVA

Variables	F	Sig
Price Level and Maintaining affordable price	6.023	0.040
Product Variation and Combo offers	0.285	0.450
Health consciousness and Retaining freshness	7.117	0.009
Buy one get one offers	0.066	0.790
Coupon code	3.705	0.050

Source: Primary Data

Interpretation

From the table 1, it is inferred that purchase decision towards the product shows that price level and maintaining affordable price are significant at 5% level with F-value 6.023 and significant value of 0.040, which shows that price level and affordable price are highly influenced on the purchase decision of the products by customers. Health consciousness and retaining freshness are statistically significant at 5% with significant value of 0.009 and it accepts the alternative hypothesis. Last the coupon code is also significant at 0.050 level and it proves that more coupon codes, health consciousness and maintaining the price levels for the products are highly influenced by the customers for purchasing decision. So, based on this criteria the manufacturers should concentrate and produce the products for the customer by doing so more customers will be attracted for purchasing the Mamaearth products.

Conclusion

The modern marketing is highly competitive and transitional one. A company must decide that what it can sell and what the approaches can make to satisfy the customer's wants and needs. Now a day's customers do not accept any products which do not find a place in the market. The study reveals that most of the respondents are aware of Mama earth products. Now people are considering personal care products not only for luxuries but for improving health conditions. The Mama Earth Company should adopt massive advertising and brand ambassador to promote the product. The company should improve new products and service to the market.



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