

A Study on Consumer Satisfaction towards Mama Earth Products with Special Reference on Kozhikode District, Kerala

Ms. Sithara Rajan.K* & Dr. S.Ramya**

*Part –Time Research Scholar, PG and Research Department of Commerce, Srimad Andavan Arts and Science College(A)(Affiliated to Bharathidasan University), Tiruchirappalli-620005.

**Research Supervisor, PG and Research Department of Commerce, Srimad Andavan Arts and Science College(A)(Affiliated to Bharathidasan University), Tiruchirappalli-620005

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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. This highlights the satisfaction of consumers towards the Mama earth products in the Kozhikode district, Kerala.

Keywords: *Customer satisfaction, Herbal products, Mama earth products.*

INTRODUCTION

Generally, personal care product is the basic requirement for a consumer. The consumer perception varies from one person to another person. Different people perceive the different types of items in the same situation (Gopinath, 2019a). People utilize the products for their motivation. The Mama earth product is the molding ongoing product of the market. The Mama earth is made of purely natural ingredients and is, mineral oil, chemical-free, and skin-friendly. These organic products are trendy because do not harm our skin, hair, gut, and in general ourselves. Over 80 natural products under the brand to hair care, baby care, skincare, and more (Unnamalai & Gopinath, 2020). It offers a range of skin and hair care products utilizing popular natural ingredients such as Onion, Ubtan, Tea tree, Vitamin C, Argan, Coco, and Charcoal.

Mama earth focuses on an exclusive product range with a variety of products ranging from stretch mark removal serum to sunscreen, it has expanded to serve babies and their mothers, motherhood is central to the brand. 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 (Gopinath & Kalpana, 2019). The brand was 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 (Usharani & Gopinath,

A Study on Consumer Satisfaction towards Mama Earth Products with Special Reference on Kozhikode District, Kerala

2020b). 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.

Present-day media and advertisements play an important role in the increasing demand for Mama earth to collaborate with the influencer and pitch to the audiences of these influencers (Karthick et al., 2020a). The influencers post about the products of Mama earth and their goodness and promote the brand, sales promotion on creating awareness and increase turnover were also examined (Usharani & Gopinath, 2020a)

REVIEW OF LITERATURE:

Kalyani (2022), this study is to understand and analyze the consumers buying behavior on herbal personal care products. The author says several brands of herbal products are chemical-free, environment-free, hygiene, and vegan, and the products are consumers easily with home delivery, digital payment, and many promotional offers. It's suitable for their skin and hair type. The social media platform is 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 the satisfaction of Himalaya products in Coimbatore. The product is Ayurveda products, natural and used ingredients in herbal products have helped people live healthier, rich lives. Himalaya focuses on people get 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.

Lavuri (2019),Says buying behavior of personal care products. Peoples use personal products utilized to otherization. The consumer prefers to purchase the product brand name, quality, price, and brand loyalty impact on consumer and influences study's objective is to examine the impact of decision influencers on buying personal care products. The researcher collected samples of 172 respondents and used descriptive analysis, ANOVAs, and Chi-Square tests using SPSS. The study reveals that consumers are attracting offers advertisements and quality influences.

OBJECTIVES:

- To identify the reason for selecting Mama earth products.
- To identify the factors influencing the products.
- To determine the customer's satisfaction with the Mama earth product.

RESEARCH METHODOLOGY:

The study analyzed both primary data collected through the questionnaire. Secondary data was collected from journals magazines and social networking sites. The convenience Sampling method has been used to collect 120 samples of respondents in Kerala states through the questionnaire survey method to collect the data. In this research statistical analysis of demographic profiles, ANOVA, Chi-square test, and percentage analysis.

RESULTS AND DISCUSSIONS:

**Table - 1
Demographic factors**

S.NO	VARIABLES	CHARACTERS	FREQUENCY	VALID PERCENT	CUMULATIVE PERCENT
1	Age	Below 25	22	18.3	18.3
		25 - 30	30	25.0	43.3
		31 - 35	41	34.2	77.5
		36 - 40	20	16.7	94.2
		Above 40	7	5.8	100.0
		Total	120	100.0	
2	Gender	Male	45	37.5	37.5
		Female	75	62.5	100.0

		Total	120	100.0	
3	Marital Status	Married	71	59.2	59.2
		Unmarried	49	40.8	100.0
		Total	120	100.0	
4	Educational Qualification	Diploma	5	4.2	4.2
		Graduation	80	66.7	70.8
		PG	23	19.2	90.0
		Above PG	12	10.0	100.0
		Total	120	100.0	
5	Occupation	Government employee	10	8.3	8.3
		Private employee	55	45.8	54.2
		Business	10	8.3	62.5
		Homemaker	25	20.8	83.3
		Student	20	16.7	100.0
		Total	120	100.0	
6	Income of the Family	Below 25000	6	5.0	5.0
		25001 - 50000	34	28.3	33.3
		50001 - 100000	46	38.3	71.7
		Above 100000	34	28.3	100.0
		Total	120	100.0	
7	Nature of the Family	Joint family	41	34	34
		Nuclear	79	66	100
		Total	120	100	
8	No. Of Members in the Family	Up to 3	68	57	57
		Between 4 - 6	32	26	83
		Above 6	20	17	100
		Total	120	100	
9	Earning Members of the Family	Up to 3	72	60	60
		Above 2	48	40	100
		Total	120	100	
10	Buying Mama earth products Per Month	Less than 500	12	10.0	10.0
		501 - 1000	37	30.8	40.8
		1001 - 2000	54	45.0	85.8
		Above 2000	17	14.2	100.0
		Total	120	100.0	
11	Frequency of Purchase of Baby Products	Once a week	4	3.3	3.3
		2 - 4 a week	18	15.0	18.3
		once a month	47	39.2	57.5
		two months once	51	42.5	100.0
		Total	120	100.0	
12	Typically Buy Mama Earth Products	Supermarket	27	22.5	22.5
		Online	67	55.8	78.3
		Specialized stores	11	9.2	87.5
		Wholesale stores	15	12.5	100.0
		Total	120	100.0	
13	Mode Of Payment	Cash	67	56	56
		Debit card	40	33	89
		Credit card	10	08	97
		Others	03	03	100
		Total	120	100	

The above table clearly describes, that out of 120 respondents, 34.2% of the respondents are under the age group of 31 - 35, 25% were 25 - 30 years, were 18.35 below 25 years, 16.7% were under 36 - 40 years and &% of the respondents are above 40 years. And 75% of the respondents are made

A Study on Consumer Satisfaction towards Mama Earth Products with Special Reference on Kozhikode District, Kerala

Female and 45% of the respondents are Male. 71% of the respondents are Married and 49% of the respondents are unmarried.

The above table explains that, out of 120 respondents, 80% of respondents are Graduation and 23% were PG, 12% of respondents were above PG, were 5% of the respondents and educated in Diploma. And 55% of the respondents are private employees, 25% of the respondents are a homemaker and 20% of the respondents are students, 10% of the respondents are government employees, and the remaining 10% are doing business. The table reveals that 46% of the respondent's incomes are Rs.50000 - 100000, 34% of the respondent's incomes are Rs.25000 - 50000, 34% of the respondents are Above 100000 lakhs, and 6% of the respondent's incomes are below 25000. 79% of the respondents are Nuclear family and remain 41% of the respondents are Joint family.

The above table reveals that, out of 120 respondents, 51% of the respondents have frequently bought Mama earth products for Two months once and 47% of the respondents are buying Once a month, whereas 18% of the respondents buy 2 - 4 weeks once, 4% of the respondents are buying Once a week. And 54% of the respondents are t Rs.1001-2000 for on Mama earth products, 37% of the respondent are spending Rs.501 - 1000, where 17% of the respondents are spending Above 2000 remain 12% of the respondents spent less than 500.

The table shows that 67% of the respondents are buying the products online, where 27% of the respondents go to purchase in Supermarket and 15% of the respondents are buying in Wholesale stores, 11% of the respondents are purchasing in specialized stores. The table reveals that 67% of the respondents are using the Cash payment method, 40e used Debit card payment and 10% of the respondents used credit card mode, whereas 35 of the respondents used purchase another mode of payment.

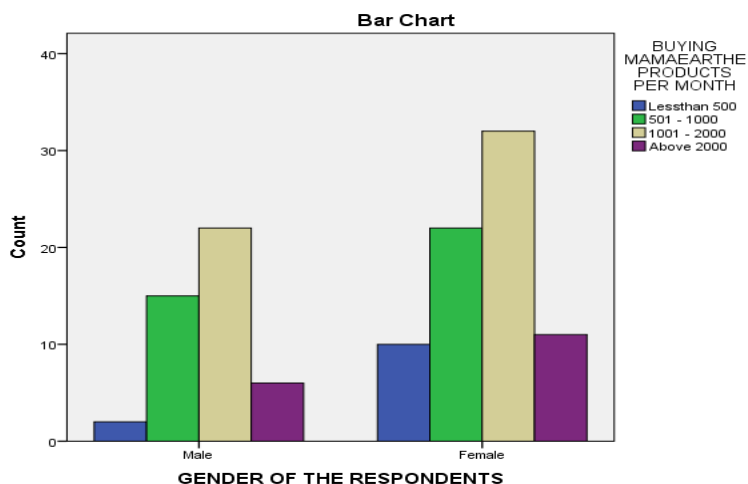
Table - 2

Chi-Square test

		BUYING MAMAEARTHE PRODUCTS PER MONTH				Total
		Less than 500	501 - 1000	1001 - 2000	Above 2000	
Gender of the Respondents	Male	2	15	22	6	45
	Female	10	22	32	11	75
Total		12	37	54	17	120

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.645 ^a	3	.450
Likelihood Ratio	2.929	3	.403
Linear-by-Linear Association	.604	1	.437
N of Valid Cases	120		

a. 1 cell (12.5%) hasan expected count of less than 5. The minimum expected count is 4.50.



The table portrays, the Chi-Square Tests df .3 Asymploic significance (2-sided) .450 .403 .437 and the value 2.645 2.629 .604 120 Pearson Chi-Square Likelihood Ratio Linear-by-Linear Association N of Valid Cases 3 1 5. The variables Gender and buying Mama earth products per month are in GSS Data B. The P value is 0.450 is above our significance of $P < 0.05$. There is no difference in Male and Female proportions between the buying of Mama earth products per month (Gopinath, 2019c).

Table - 3 ANOVA Test

H01: There is no relationship between the frequency buying of Mama earth products on the Education of respondents

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.624	3	.875	1.082	.360
Within Groups	93.743	116	.808		
Total	96.367	119			

Multiple Comparisons

(I) EDUCATION OF THE RESPONDENTS	(J) EDUCATION OF THE RESPONDENTS	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Diploma	Graduation	.55000	.41440	.548	-.5302	1.6302
	PG	.51304	.44358	.655	-.6432	1.6693
	Above PG	.18333	.47851	.981	-1.0640	1.4306
Graduation	Diploma	-.55000	.41440	.548	-1.6302	.5302
	PG	-.03696	.21269	.998	-.5914	.5175
	Above PG	-.36667	.27829	.554	-1.0921	.3587
PG	Diploma	-.51304	.44358	.655	-1.6693	.6432
	Graduation	.03696	.21269	.998	-.5175	.5914
	Above PG	-.32971	.32012	.732	-1.1642	.5047
Above PG	Diploma	-.18333	.47851	.981	-1.4306	1.0640
	Graduation	.36667	.27829	.554	-.3587	1.0921
	PG	.32971	.32012	.732	-.5047	1.1642

A Study on Consumer Satisfaction towards Mama Earth Products with Special Reference on Kozhikode District, Kerala

The above table reveals that there is no relationship between groups and within groups in which the respondents typically buy Mama earth products regarding the education of the respondents. Thus, the null hypothesis was accepted. The post-doc test was used to test the significant mean difference of 0.05 percent level. Followed by education of the respondents shows that 2.624 is the between groups and 93.743 is the variation within the group of the respondents. The table also shows the *F*-distribution and its value of 1.082. finally, the age of the respondent's significant value of .360 is greater than 0.05.

SCOPE FOR FURTHER RESEARCH:

Mama earth company increases the availability of the products in every possible area. The company should focus on the price reduction of the products to create demand. Many consumers regret this product's price is high. Making awareness of the Mama earth products is fully herbal, sample pouches can be given to the public and it helps to increase the sales and achieve the highest target and also promote the sales.

CONCLUSION:

The study reveals that most of the respondents are now aware of Mama earth products (Karthick et al., 2020b). Now people are considering personal care products not only for luxuries but also consider to improve health conditions (Gopinath, 2019b). The Mama earth company adopts mass advertising and brand ambassador to promote the product. The company provide new products facilitates and service to the market. In over all the customers are satisfied with the brand, and the availability of the products. If the above suggestions are implemented, the company will get the highest goal soon (Gopinath, 2011).

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