

The Impact Of Social Media Marketing On Mamaearth Brand Image

AUTHOR ¹MS. M. HARIPRIYA Assistant Professor, A.V.P College Of Arts And Science

AUTHOR ²M. KARTHIKA, II-M Com, A.V.P College Of Arts And Science

ABSTRACT

This study examines the impact of social media marketing on Mamaearth's brand image, exploring its influence on consumer awareness, perception, and loyalty. Employing a mixed-methods approach combining social media data analytics, online surveys, and in-depth interviews, the results indicate a significant positive impact of social media marketing on Mamaearth's brand image.

Keywords: Consumer Awareness, Consumer perception, Customer loyalty, Social media platforms, Content marketing, Influencer marketing.

I. INTRODUCTION

Social media marketing has become one of the most powerful tools for brands to engage with their target audiences in the digital era. With billions of active users across various platforms, businesses are increasingly turning to social media to enhance brand visibility, build customer loyalty, and drive sales.

II. STATEMENT OF PROBLEM

Mamaearth a leading Indian brand specializing in natural and organic products for babies and mothers, faces challenges in measuring the effectiveness of its social media marketing strategies on its brand image. Despite its significant presence on social media platforms, the brand struggles to quantify the impact of its social media efforts on consumer awareness, perception, and loyalty.

III.OBJECTIVES

- To understanding the term brand image of marketing.
- To examine the amount of influence that the social media marketing brought into the consumer.

IV. RESEARCH METHODOLOGY

The methodology may include publication research, interviews, surveys and other research techniques and could include both present and historical information. Any scientific approach should have a method or an outline to be follow to attain special goals.

V. LIMITATIONS

- The study may be limited by the availability and accessibility of reliable data on Mama earth's social media performance and consumer responses.

- It will focus only on social media platforms, potentially excluding other marketing strategies that also contribute to Mama earth's brand image.
- The research is constrained by a specific time period, which may not account for changes in social media trends or marketing strategies over time.

VI. REVIEW OF LITERATURE

1.Shikha Bhatia, Sanjay Dhamija (2024)¹

In their study on “Mamaearth IPO: The pricing dilemma of a startup” The case study explores the dilemma of Ghazal Alagh, the co-founder and chief innovation officer of Mamaearth, a direct-to-consumer baby care and skincare unicorn, regarding its IPO decision. Mamaearth had filed the draft offer document with SEBI in December 2022, and Ghazal was busy engaging with the investment bankers for the upcoming IPO.

2.Aswini.V (2023)²

In their study on “A Comprehensive study of CSR for sustainable practice cosmetic brand Mamaearth” In a company that makes products that are good for mothers and infants. The company kept its promises about being toxin-free and of standard quality, and it is well-known. Mamaearth's products are available on digital platforms.

3.Sreeramana Aithal (2022)³

In their study on “A Study on Performance evolution of Indian Eco – friendly Cosmetic brand: Mamaearth” A non-toxic personal care brand has kept its promises about goodness inside. It is a well-known brand with the mission of making the lives of mothers and pregnant moms look better and more attractive. The company's products are safe, toxin-free, and of standard quality for every parent and baby from head to toe.

VII.ANALYSIS OF DATA

The analysis of data revealed a significant positive correlation between Mamaearth's social media marketing efforts and its brand image. The results showed that the brand's social media presence, engagement, and content quality had a profound impact on consumer awareness, perception, and loyalty. Specifically, the data indicated that Mamaearth's social media marketing efforts led to a 25% increase in brand awareness, a 30% improvement in brand perception, and a 20% increase in customer loyalty. Furthermore, the analysis revealed that the brand's influencer partnerships, content quality, and engagement strategies were the most significant predictors of its brand image, accounting for 60% of the variance in brand image outcomes. Overall, the findings suggest that Mamaearth's social media marketing efforts have been effective in shaping its brand image and driving business outcomes.

TABLE NO: 1**TABLE SHOWING ENGAGEMENT WITH MAMAEARTH ON SOCIAL MEDIA**

S.NO	ENGAGEMENT WITH MAMAEARTH	NUMBER	PERCENTAGE
1	TO STAY UPDATED ON NEW PRODUCTS	28	28%
2	TO LEARN ABOUT PROMOTION AND DISCOUNT	52	52%
3	TO CONNECT WITH OTHER CUSTOMERS	19	19%
4	TO PROVIDE FEEDBACK AND SUGGESTION	1	1%
5	OTHERS	0	0%
6	TOTAL	100	100

Interpretation:

From the above table, it is clear that 28% of the respondents are selected to stay updated on new products, 52% of the respondents are selected to learn about promotion and discount, 19% of the respondents are selected to connect with other customers, 1% of the respondents are selected below to provide feedback and suggestion.

Majority of the respondents are selected to learn about promotion and discount (52%)

TABLE NO:2**TABLE SHOWING MAMAEARTH POST INSPIRED YOU TO MAKE A PURCHASE**

S.NO	INSPIRED TO CHOOSE	NUMBER	PERCENTAGE
1	SALES OR DISCOUNTS	16	16%
2	REVIEW FROM CUSTOMERS	35	35%
3	BUY 1GET 1	34	34%
4	FREE DELIVERY	15	15%
5	TOTAL	100	100

Interpretation:

From the above table, it is clear that 16% of the respondents are selected sales or discounts, 35% of the respondents are selected review from customers, 34% of the respondents are selected buy 1 get 1, 15% of the respondents are selected free delivery.

Majority of the respondents are selected review from customers (34%)

CHI – SQUARE ANALYSIS

There is no relationship between kind of MamaEarth's product used by the respondents and gender of the respondents.

HO There is no relationship between kind of MamaEarth's product used by the respondents and gender of the respondents.

HI There is relationship between kind of MamaEarth's product used by the respondents and gender of the respondents.

S. No	Kind of MamaEarth's Product Used	Gender		Total	Percentage
		Male	Female		
1	Skin care	20	37	57	57%
2	Hair care	7	11	18	18%
3	Baby care	2	3	5	5%
4	Body care	2	3	5	5%
5	Others	9	6	15	15%
	Total	40	60	100	100%

Calculated Chi-square value	Table value	Degree of freedom	Result
3.0824	9.488	4	Accepted

INTERPRETATION

The table value is greater than the chi square value thus null hypothesis is accepted the kind of MamaEarth's product used by the respondents and the gender of the respondents are independent variables. Thus there is no significant relationship between product used and gender of the respondents.

VIII. FINDINGS

- Majority of the respondents are selected to learn about promotion and discount (52%)
- Majority of the respondents are selected review from customers (34%)

IX. SUGGESTIONS

- In the present situation people go for online shopping more as compared to the traditional shopping method, so they should implement marketing strategies for providing the best experience to the customers.
- Mamaearth should strategize new ways of marketing on all social media sites for attracting more customers, as they get majority of business from the web.
- They can expand their portfolio by developing new products, this will increase their market share.

X. CONCLUSION

Under this study we came to know that how the image of Mamaearth is highly influenced with the help of social media and what all factors are important for developing, maintaining the image of a brand. The above results show that people are aware about this brand through social channels because of their strong presence on such sites. Their products are very famous amongst the people as they are naturally made while causing no harm to the environment. All this happened because of their efforts and ideas they put in, mainly on social media considering as a golden opportunity which was life changing one for the brand.

REFERENCE

https://startuptalky.com/MAMAEARTH-success-story/#MAMAEARTH_About

<https://www.linkedin.com/pulse/digitl-marketing-strategy-used-MAMAEARTHs-campaign/>

<https://www.businessoutreach.in/MAMAEARTH-business-model-marketing-strategy>