



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## A STUDY ON CONSUMER SATISFACTION TOWARDS MAMAEARTH PRODUCTS MADURAI CITY

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### Abstract

The rapid growth of the natural personal care industry has transformed consumer buying behaviour in India. Increasing awareness about chemical-free, eco-friendly, and dermatologically safe products has led to the rise of brands focusing on sustainability and ingredient transparency. One such brand is Mamaearth, which has gained strong recognition among young consumers and parents. This study examines consumer satisfaction towards Mamaearth products in Madurai District. It analyses factors such as product quality, pricing, packaging, availability, customer service, and brand trust. The research is based on primary data collected through questionnaires along with supporting secondary data. The findings reveal that while consumers are generally

satisfied with product performance and brand image, improvements in pricing strategy, customer engagement, and awareness of service facilities could enhance long-term loyalty.

**Keywords:** Natural Personal Care Industry, Consumer Buying Behaviour, Consumer Satisfaction, Mamaearth, Brand Trust.

### Introduction

In today's competitive business environment, customer satisfaction is one of the most important determinants of a company's success. A satisfied customer is more likely to make repeat purchases, recommend the product to others, and develop long-term loyalty towards the brand. In contrast, dissatisfied consumers may easily switch to competitors, especially in industries



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where many alternatives exist. Its strong online presence, influencer marketing strategies, and wide product range have contributed to its rapid expansion. However, in a competitive market with several natural product brands emerging, it becomes necessary to assess whether consumers are truly satisfied with Mamaearth's offerings. This study attempts to evaluate consumer satisfaction levels and identify the factors influencing their perceptions and buying behaviour.

### Objectives of the Study

The present research is conducted with the following objectives:

- To analyse consumer satisfaction with respect to product quality, price, packaging, and availability.
- To identify the major factors influencing consumer purchase decisions.
- To examine repurchase intention and customer loyalty towards the brand.
- To suggest suitable measures to improve customer satisfaction and strengthen brand performance.

### Research Methodology

The study adopts a descriptive research design, as it focuses on analysing consumer opinions, behaviour, and satisfaction levels in a structured manner.

### Sources of Data

Primary data was collected directly from consumers using a structured questionnaire containing multiple-choice and close-ended questions. Secondary data was obtained from company reports, research journals, marketing articles, and reliable online sources.

### Sampling Method

Convenience sampling was used due to time and accessibility constraints. Respondents were selected based on their availability and willingness to participate.

### Sample Size

The study consists of responses from 50 consumers belonging to different age groups and occupations within Madurai City.

### Tools for Analysis

The collected data was analysed using percentage analysis, tables, and charts to identify patterns and derive meaningful interpretations.

### Review of Literature

- **Sharma (2018):** Sharma conducted a study on consumer preferences for natural personal care products. The research highlighted that quality and brand trust are major factors influencing purchase decisions. Products free from harmful chemicals attract higher



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consumer satisfaction, which aligns with Mamaearth's toxin-free strategy.

- **Kumar & Rajan (2019):** This study focused on the impact of packaging and labeling on consumer perception. Clear information and eco-friendly packaging enhance trust and satisfaction. Mamaearth's recyclable packaging and informative labels meet these expectations.
- **Priya (2020):** Priya (2020) studied the connection between consumer awareness and brand loyalty in the cosmetics sector. The research found that consumers prefer brands that clearly communicate their values, especially sustainability. Mamaearth's social media campaigns effectively promote these values, which helps increase customer engagement. This engagement leads to higher customer satisfaction and strengthens brand loyalty.
- **Anitha & Mohan (2021):** Anita and Mohan (2021) analyzed how pricing affects consumer satisfaction in the cosmetics industry. Their study showed that while consumers are willing to pay a higher price for safe and reliable products, maintaining competitive pricing is important to keep satisfaction levels high. Mamaearth successfully balances affordability with quality, ensuring that customers feel they are getting good value. This balance helps

the brand maintain strong customer loyalty over time.

- **Ramesh (2022):** Ramesh (2022) studied the buying behavior of urban consumers regarding organic skincare products. The research highlighted that product availability, online presence, and variety are key factors influencing customer satisfaction. Mamaearth meets these expectations with its robust e-commerce platform and wide range of products. This combination helps the brand effectively satisfy urban consumers' needs.

## Data Analysis

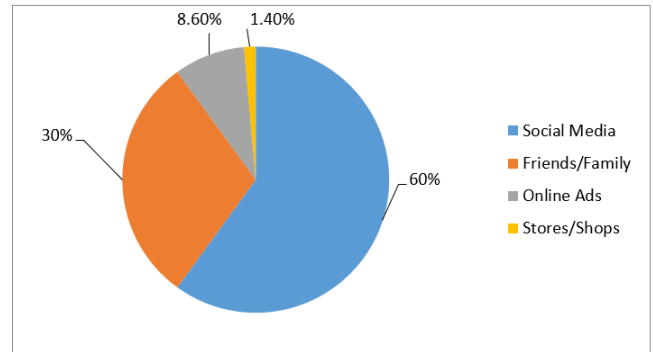
This chapter presents a comprehensive analysis of the responses collected from 70 participants in the Madurai District to assess their level of satisfaction with Mamaearth products. The objective of this analysis is to understand various aspects influencing consumer satisfaction, including product quality, pricing, and packaging, availability, and brand communication. The chapter is structured into different sections, each highlighting a particular factor through a tabular representation showing the number of respondents, their percentage, and a corresponding interpretation of the findings.

The data is carefully examined to identify patterns in consumer behavior and preferences. For instance, age-wise distribution helps to understand which

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demographic groups are more inclined toward the brand, while questions related to product effectiveness and eco-friendliness reflect the brand’s perceived value. Additionally, factors such as social media engagement, customer support, and transparency in labeling are considered to evaluate Mamaearth’s alignment with consumer expectations. These interpretations provide meaningful insights that can help the brand improve its strategies and strengthen customer relationships.



**Fig 1: Distribution of Respondents by their Source of Awareness**

**Table 1: Distribution of Respondents by their Source of Awareness**

SOURCE	NO. OF RESPONDENTS	PERCENTAGE
Social Media	42	60%
Friends/Family	21	30%
Online Ads	6	8.6%
Stores/Shops	1	1.4%
<b>Total</b>	<b>70</b>	<b>100%</b>

Source: Primary Data

**Inference**

The above table shows that 60% of respondents came to know about Mamaearth products through social media, 30% through friends and family, 8.6% through online ads, and only 1.4% through stores. This highlights that social media is the most effective source of awareness for Mamaearth.

**Findings of the Study**

The analysis of data revealed several important insights regarding consumer satisfaction:

A majority of respondents prefer Mamaearth products because they believe the ingredients are safe, natural, and suitable for sensitive skin. Regarding customer service experience:

- 50% of respondents have never contacted customer support
- 28.6% rated the service as good
- 20% rated it as average
- Only 1.4% rated it as poor

**Suggestions**

- ❖ The company should increase awareness about its customer service facilities, return policies, and support channels through advertisements and packaging information.



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- ❖ Pricing strategies may be improved by offering more discounts, seasonal offers, loyalty rewards, and combo packs to make products more affordable.
- ❖ Expanding distribution networks in smaller towns and rural areas can improve accessibility and brand reach.

## Conclusion

The study concludes that consumer satisfaction towards Mamaearth products is generally positive. Consumers appreciate the brand's natural positioning, product effectiveness, and sustainable packaging. The brand has successfully built trust among its target audience, especially among young and health-conscious consumers. However, certain areas such as pricing perception, awareness of customer service, and broader market penetration require attention. By addressing these aspects, Mamaearth can strengthen customer loyalty and maintain its competitive position in the rapidly growing natural personal care industry. Overall, the research highlights that while Mamaearth has achieved strong market acceptance, continuous innovation and customer-focused strategies will be essential for sustaining long-term growth.

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