

USERS' PREFERENCE TOWARDS MAMAEARTH APP

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ABSTRACT

Mamaearth is a popular brand known for its range of toxin-free and natural skincare, hair care and baby care products. Mamaearth app is a mobile application that focuses on offering a wide range of personal care products directly to consumers. The Mamaearth app is designed to provide a seamless and enjoyable shopping experience for its users. Accordingly, a study has been made to know the users preference towards Mamaearth App and also the variables that associate with level of preference towards Mamaearth App. Data for the study have been collected from 254 users through issue of structured questionnaire by adopting convenient sampling method. Simple Percentage, Friedman Rank test and Chi-square test have been used to analyze the data. The study reveals that majority of the users are female and they are undergraduates with an earning of up to Rs.20000 per month and they are aware about mamaearth app through friends. It is also found that most of the users are strongly agree with preference of Mamaearth app for saving time, quality and order tracking. Also, majority of the users agree with Mamaearth app for convenience followed by good service, gift cards, easy transaction, discounts/offers, price and cash back facility. Chi-square test reveals that area of residence, age, gender, marital status, educational qualification, occupation, monthly income (self), monthly income(family) and mode of payment are significantly associated with the level of preference towards Mamaearth App.

KEYWORDS: Preference- Mamaearth App-Products.

INTRODUCTION

Mamaearth is a well-known brand recognised for its commitment to providing safe, natural and toxin-free products for families founded with the mission to create products that are gentle on both the skin and the environment. Mamaearth offers a diverse range of skincare, hair care and baby care solutions. Their products are formulated with carefully chosen natural ingredients, free from harmful chemicals like parabens, sulfates and artificial fragrances with a focus on sustainability and ethical sourcing, Mamaearth strives to empower consumers to make healthier choices for themselves and the planet. The Mamaearth app is designed to offer a convenient way for users to explore and purchase. It typically features product information, customer reviews, special offers and easy purchasing options.

Additionally, it might provide skincare tips, parenting advice and exclusive deals for app users. The app also allows users to earn and use Mama Cash, adding an additional layer of convenience and savings for shoppers. Users can easily browse through the product categories, find detailed information on each item and make purchases directly through the app. Key features of the Mamaearth app includes, a user-friendly interface that simplifies the search for products, express delivery options to ensure swift delivery of orders, easy tracking of orders, along with straightforward refund and return procedures, the opportunity to earn Mama Cash, a form of currency within the app that can be used for discounts and savings on future purchases. In this regard the present study brief about users' Preference towards Mamaearth App.

REVIEW OF LITERATURE

Priyadharshini and Kaviya Lakshmi (2023), in their research entitled “Consumer Perserverse of Mamaearth products among Women’s with Reference in Coimbatore City” to identify the reason for selecting Mamaearth products. Data have been collected from 100 customers using questionnaire method. Simple Percentage and Ranking have been used to analyse the data. Result of the study reveals that the majority of the customers belong to the age group of 18-25 years and they are students. The study also depicts that the customers reason for selecting Mamaearth products are reasonable price followed by toxin-free, good quality, package, wide range and customer service. **Sithara Rajan and Ramya (2021)**, in their research entitled “A Study on Consumer Satisfaction towards Mamaearth products with Special Reference on Kozhikode District,Kerala” to identify the reason for selecting Mamaearth products. Data have been collected from 120 consumers using questionnaire method. Chi-Square Test has been used to analyse the data. The result of the study reveals that majority of the people are aware about Mamaearth as they are satisfied with the brand and availability of the products. **Priyanka Agarwal (2021)**, in their article entitled “Influence of Social Media Marketing on Brand Image of Mamaearth” to examine the effect of Social Media Marketing on brand awareness and overall perception of the brand Mamaearth. Data have been collected by issuing questionnaire to 80 people by using Purposive Sampling Method. Simple Percentage has been used to analyse the data. The result of the study reveals that majority of the people belong to the age group of 20-25 years and they are using Social Media. The study also depicts that the majority of the people prefer for its quality as first followed by competitive pricing, services, awareness, reputation and experience.

STATEMENT OF THE PROBLEM

Shopping through online app is playing a vital role in global market place since it empowers the users by providing information about products. There are many reasons why people use online shopping app i.e., saving time, order tracking, convenience, gift cards, easy transaction, discounts/offers, price, good service, cash back facility, membership plan, and coupon/referral code (OMG code). There are also some challenges in online app like unsecured payment, late delivery, wrong product and network issues. Akshaya Sudarshana and Savari Insilia (2023) found that respondents preferred Mamaearth product for natural ingredients, affordable price, variety of products, quality and offers. Sindhu Priya and Nivetha (2022), observed that the majority of the customer’s belong to the age group of 31-40 years. The study also depicts that the customer’s choose Mamaearth for different opinions like product accessibility followed by safety, service, usability and quality. Priyanka Agarwal (2021) find that majority of the

people belong to the age group of 20-25 years and they are using social media frequently. It is also found that the majority of the people prefer for its competitive pricing, quality, services and reputation. So, there arises question like: What is the socio- economic profile of the sample users? What is their level of preference towards Mamaearth app? and What are the factors influencing while shopping through Mamaearth app? To answer the above raised questions the following objective has been framed.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To know the socio-economic profile of the sample users.
- To identify the preference of users towards Mamaearth app.
- To examine the variables associated with level of preference towards Mamaearth app.

RESEARCH METHODOLOGY

The study is based on primary data collected through issue of well-structured questionnaire. It contains questions relating to the socio-economic profile, sources of information, preference of Mamaearth products and level of preference towards Mamaearth app. A sample of 254 users in Pollachi Taluk has been selected by adopting convenient sampling method. Simple Percentage, Friedman Rank test and Chi-Square test have been used to analyze the data.

FINDINGS

The findings of the study are divided into five sections namely, Socio-economic profile of the users, source of information, preference of Mamaearth products, level of preference on Mamaearth app and variables associated with level of preference towards Mamaearth app are depicted in the following paragraphs.

(i) Socio - Economic Profile

- Majority 167(65.7%) of the users are residing in rural area.
- Most of the users, 126(49.6%) belong to the age group of 21-30 years.
- Majority 173(68.1%) of the users are female.
- Majority 197(77.6%) of users are unmarried.
- Majority 138(54.4%) of the users are under graduate holders.
- Most 110(43.3%) of the users are students.
- Majority 183(72%) of the users belong to nuclear family.
- Majority 172(67.7%) of the users have 3-4 members in the family.
- Majority 173(68.1%) of the users monthly income (self) is up to Rs.20,000.
- Majority 150(59.1%) of the users monthly income (family) is up to Rs.50,000.

(ii)Source of Information

- Most of the users, 107(42.1%) came to know about Mamaearth App through friends.
- Majority of the users, 206(81.1%) use Mamaearth app for less than 1 year.

(iii) Preference of Mamaearth Products

Mamaearth products face cream, lip balm, face wash, face mask, facial kit, body lotion, daily glow sunscreen, soaps, shampoo, hair oil, hair conditioner, dark circle eye cream and baby care are ranked by the users and this may vary from one person to another. To find out this Friedman ranking has been applied.

Table: 1**Preference of Mamaearth Products - Friedman Rank Test**

Products	Mean Score	Rank
Face Cream	4.06	XIII
Lip Balm	4.47	XII
Face Wash	4.65	XI
Face Mask	4.97	X
Facial Kit	5.71	IX
Daily Glow Sunscreen	6.78	VII
Hair Oil	8.77	IV
Hair Conditioner	9.88	II
Soaps	6.91	VI
Shampoo	8.11	V
Body Lotion	6.44	VIII
Dark Circle Eye Cream	10.39	I
Baby Care	9.85	III

From the above table it is found that the users prefer Dark circle eye cream as the first rank (10.39), Hair conditioner as second (9.88), Baby care as third (9.85), Hair oil as fourth (8.77), Shampoo as fifth (8.11), Soaps as sixth (6.91), Daily glow sunscreen as seventh (6.78), Body lotion as eighth (6.44), Facial kit as ninth (5.71), Face mask as tenth (4.97), Face wash as eleventh (4.65), Lip balm as twelfth (4.47) and Face cream as thirteenth (4.06).

(iv) Preference towards Mamaearth App

The table below shows the classification of users based on their level of preference on the various factors of Mamaearth App.

Table: 2**Preference towards Mamaearth App**

Factors	Strongly Agree	Agree	Disagree
Save Time	120 (47.2%)	128 (50.4%)	6 (2.4%)
Convenience	64 (25.0%)	183 (72%)	7 (3.0%)
Safe/Security	78 (30.7%)	148 (58.3%)	28 (11.0%)

Easy Transaction	70 (27.5%)	165 (65.0%)	19 (7.5%)
Quality	95 (37.4%)	145 (57.1%)	14 (5.5%)
Price	67 (26.4%)	158 (62.2%)	29 (11.4%)
Quick Delivery	79 (31.1%)	153 (60.2%)	22 (8.7%)
Discounts/Offer	65 (25.6%)	164 (64.6%)	25 (9.8%)
Coupon/Referral code (OMG code)	76 (29.9%)	147 (57.9%)	31 (12.2%)
Cash Back Facility	73 (29.0%)	155 (61.0%)	26 (10.0%)
Membership Plan	70 (27.6%)	148 (58.3%)	36 (14.1%)
Gift Cards	64 (25.2%)	165 (65.0%)	25 (9.8%)
Order Tracking	88 (34.6%)	153 (60.2%)	13 (5.2%)
Good Service	75 (29.5%)	166 (65.4%)	13 (5.1%)

From the above table, it is inferred that most of the users are strongly agree with preference of Mamaearth app for saving time, quality and order tracking. Also, majority of the users agree with Mamaearth app for convenience followed by good service, gift cards, easy transaction, discounts/offers, price and cash back facility whereas most of the users disagree with membership plan, coupon/referral code (OMG code) and safe/security.

(v) Variables Associated with Level of Preference towards Mamaearth App

To identify the association between the select variables and level of preference towards Mamaearth App, the Chi-square test has been employed.

Table: 3

Variables Associated with Level of Preference towards Mamaearth App

Variables	d.f	Calculated χ^2 Value	Table Value 5% Level
Area of Residence	2	7.343	5.991
Age	6	16.680	12.592
Gender	2	7.367	5.991
Marital Status	2	7.665	5.991
Education Qualification	8	17.596	15.507
Marital Status	8	19.332	15.507
Size of Family	2	0.858	5.991

er of Members in Family	4	4.453	9.488
ly Income (Self)	6	13.385	12.592
ly Income (Family)	6	15.533	12.592
of Payment	10	19.248	18.307

Eleven variables have been taken to analyze the level of preference towards Mamaearth App. Out of eleven variables the following variables have significant association with level of preference. (viz.) area of residence, age, gender, marital status, educational qualification, occupation, monthly income (self), monthly income(family) and mode of payment while the other two variables does not have a significant association with level of preference towards mamaearth App.

SUGGESTIONS

- Based upon the study conducted, the following suggestions are made:
- Awareness and availability of mamaearth app can be improved in every possible area
- Strategize new ways of marketing on all social media sites for attracting more customers
- for mamaearth app.
- Give more offers and discounts in Mamaearth app.
- Delivery time cycle should be reduced.
- Free shipping to all purchase will increase the online shopping.
- Customer care should be increased to retain the customers.

CONCLUSION

Eco-friendly beauty products are becoming popular and are regular used to reduce the negative environmental impacts of chemical manufacture and consumption. Mamaearth product is a highly moving product, when compared to other products. Most of the users are now aware of Mamaearth products and app. Most of the users feel that there are more chemical-free Mamaearth products which will not cause any side effects and started switching over to the Mamaearth products. Innovative behaviour of consumers increases the use of app for shopping and further motivate them to get offers and discounts while using Mamaearth app. To increase the Mamaearth app services they have to improve payment security, discounts, coupons and free shipping may be provided.

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