



## CONSUMER PERCEPTION TOWARDS BRAND AWARENESS, PREFERENCE, SATISFACTION LEVEL AND REPURCHASE INTENTION – A STUDY WITH SPECIAL REFERENCE TO MAMA EARTH PRODUCT IN CHENNAI CITY

**Dr.A.Kamaruniza**

Assistant Professor, PG & Research Department of Commerce, The Quaide Milleth College for Men, Chennai, (Affiliated to University of Madras), Email: [km.chennai@gmail.com](mailto:km.chennai@gmail.com)

### Abstract

In today's fastest changing market, it is merely unpredictable to know the consumers' perception towards purchase decision due to the availability of more brands in the market with the small life cycle. Further, the advent of sophisticated techniques had made more innovation in the various dimensions of product. The paper has focused on studying their brand awareness, reason behind the preference of the brand, connected to their satisfaction level which leads to repurchase intention with respect to Mama earth product. A structured questionnaire has been prepared and collected 234 respondents using random sampling method in Chennai city among women. The data thus collected has been summarized and analyzed by using statistical tools like percentage analysis and descriptive analysis to this study with reference to Mama earth Products. The results of the study show that the customers are well aware, prefer and they have neutral level of repurchase intention. The results also stress on customers demanding for more quality and more eco-friendly initiative through technology and innovation.

**Key words:** Brand Awareness, Preference, Consumer Perception, Repurchase Intention.

### INTRODUCTION

In today's society, brand awareness being a greatest asset has spread through inbound and outbound marketing efforts. Cosmetics are any type of products which used to complete or enhance the beauty or looks of a person. Therefore, it is trusted more by consumers who are looking to purchase a new product (Ashwini, Sathyadevi(2019). It is duty of the business and the research team to build strong brands with greater commitments, that will distinguish products through branding and increase customer loyalty (Ravindra Dissanayake (2013). The preference of consumer is a key to the success of business. Basically, consumers prefer the product based on various factor like personal, psychological, cultural and social. The business organization need to focus on these elements to study their preferences. Customer repurchase intention is based on few factors like service quality, customer satisfaction, customer past loyalty, expected switching cost and brand preference(Philip K.Hillers (2003).

Mamaearth is always known for its natural and toxin-free skincare and haircare product. They use social media platforms for marketing, collaborating with influencers to reach their audience. Due to technological advancement, they prioritize transparency and sustainability in their messaging, appealing to eco-conscious consumers. The product engages directly with consumers with social media platforms like Instagram and YouTube. With over 80 natural items

from baby care, hair care and skin care. The most creative products like bamboo-based baby wipes and 100 percent natural plant-based toothpaste for children aged 0 to 10.

## **STATEMENT OF PROBLEM**

There is a high level of competition in the market place with many goods with many different challenges. In spite of increasing investment in marketing and service, many businesses find it difficult to maintain a consistent level of brand awareness and satisfaction, which leads to low profitability. Subsequently, when it comes to the product quality, price, service quality and overall brand image influence a women's satisfaction. Further, the studies have shown that dissatisfaction with cosmetic products can impact a women on their repurchase intention. Further, many marketers in spite of regular monitoring brand awareness levels, they fail in predetermined threshold. Subsequently, the business needs to focus on advertising and promotional level until they reach the desired level. Hence, the article study about the consumer preference, satisfaction level and them repurchase intention towards Mamaearth product.

## **OBJECTIVES OF THE STUDY**

- ❖ To study the demographic profile of the women respondents using Mamaearth product in Chennai city.
- ❖ To examine the perception on brand awareness, product preference of Mamaearth Product.
- ❖ To identify the factors influencing MamaEarth product and consumers repurchase intention.

## **LITERATURE REVIEW**

Chakkravarthy Kumerasan R and Chandramohan Samydoss (2024) “ Brand Awareness: Understanding its Role in Sales, Consumer Intentions and Decision Making” identified the fundamental features that constitute brand awareness. The authors studies that specific brand tend to exhibit a higher inclination towards purchasing it, thereby resulting in a potential increase in sales with a brand awareness. Shreya Jain et.al., (2023), in their article “A Study of Brand Awareness on Customer Satisfaction” attempted to judge the numerous impacts of brand awareness on consumers and found that advertisement is the communication link between the sellers and the buyers. Advertising, being an integral part of promotion mix, and it influences the sale of the products.

Naci Buyukdag (2021) “The effect of brand awareness, brand image, satisfaction, brand loyalty and WOM on purchase intention: An empirical research on social media”. examined a model to understand the impact of brand on marketing variables. The study shows that gender socialization examines whether the whole model changes according to gender. Yajin Wang (2021) “A conceptual framework of contemporary luxury consumption” the articles view the wealth-based luxury more focusing on luxury competencies. The articles states that luxury includes expertise, aesthetic taste, sensitivity and other features relating to design and craftsmanship. The paper identified individual, societal factors, future research issues and research propositions. The paper insists the managers to develop competency based strategies.

Silvia Bellezza and Jonah Berger(2020) in their article “Trickle-Round Signals: When Low states is mixed with high” finds that status symbols and fashion trends originate from the elites and move downward to low status groups. The authors also suggest that low-status groups as a costly signal to distinguish them from the middlestatus people. Hence, sometime it trickles round, moving directly from the lower to the upper class before moving into middle class.

Sasmita & Mohd.Suki (2015), "Young Consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image" examined on brand association, loyalty, awareness and image among young consumers. The data was collected among 200 young consumers and analyzed with a Descriptive, correlation and multiple regression analysis using SPSS. The results of the study show that brand awareness has an impact on young consumers through social media. They compare the products in character, sustainability, quality etc.

## RESEARCH METHODOLOGY

The quantitative research type is used. The population taken for the study are only women using Mamaearth products. Random sampling method was used in this study. The questionnaire uses a Likert scale ranging from 1 to 5 in few questions. Respondents who has used the Mamaearth product can fill the questionnaire or is still a consumer of the product. The questionnaire was filled through online (google form). 250 questionnaires were filled, but only 234 met the criteria, hence the same was taken for the study and analysis.

## RESULTS AND DISCUSSIONS

**Table 1 showing the Demographic Profile of the Respondents**

	Particulars	Frequency	Percentage
Gender	Female	234	100
Age	Below 20 Years	110	47
	21-30 Years	106	45.3
	31-40	6	2.6
	Above 40	12	5.1
Marital Status	Married	26	11.1
	Unmarried	208	88.9
Level of Education	School level	8	3.4
	UG	144	65.8
	PG	64	27.4
	Other	8	3.4
Occupation	Professional	22	9.4
	Business	14	6.0
	Students	156	66.7
	Others	42	17.9
Income	Less than 12,000	158	67.5
	12,001 to 20,000	38	16.2
	20,001 to 30,000	18	7.7
	Above 30,001	20	8.5

Table 1 interprets on demographic profile of the respondents. As the study is focused on the women respondent with 234. The majority of the age respondent are below 20 years and 21-30

years with 216 respondents and they are unmarried. 144 respondents are graduates, post graduates and students. As many respondents are students with the age limit of 20-30 their income level is less than 12,000.

#### (A) BRAND AWARENESS

**Table 2 showing the Awareness about MamaEarth Product**

Particulars	Frequency	Percentage	Mean Rank
Through a Friend	30	12.8	3
Social Media	98	41.9	1
Online Search	24	10.3	5
Advertisement	54	23.1	2
Others	28	12.0	4

The above table shows the awareness level of the product which interprets with mean rank. Many customers have the awareness about the product through social media (98) and further through advertisements (54). The least awareness they have is through online search (24).

#### (B) BRAND PREFERENCE

**Table 3 Showing the Frequency usage of MamaEarth Product**

Preference of Usage	Frequency	Percentage
Every day	112	47.9
Few times a week	36	15.4
Once a week	20	8.5
Less than once a week	30	12.8
Festival	36	15.4
<b>PRODUCTS</b>		
Shampoo	48	20.5
Bodywash	36	15.38
Facemask	78	33.33
Babycare Products	22	9.40
Hairoil	18	7.69
Other	32	13.67

The above table shows that 112 customers use the product everyday and others often use once a week and during festivals. The product shows that many customers prefer facemask (78), they also use shampoo (48). Bodywash, Hair oil and other product are used by the customers often by few customers.

**Table 5 Showing Factors Influencing Purchase Decisions**

Factors	Frequency	Percentage
Natural ingredients	94	40.2
Eco-friendly packaging	14	6.0
Affordable pricing	8	3.4

Brand reputation	14	6.0
Positive reviews	50	21.4
Other	52	23.1

The table 5 interprets that major factor influencing purchase decisions are natural ingredients (94), Positive reviews (50) and other factors (52). But, they are not influenced by the price etc.

**Table 6 Showing recommendation of the product to others.**

Scaling	Frequency	Percentage
Definitely	86	36.8
Probably	62	26.5
Probably not	26	11.1
Definitely not	14	6.0
Unsure	46	19.7

The 86 customers stated that they are definitely recommend the product. 62 respondents stated as probable and 46 are unsure about it.

**Table 7 Showing the Required Changes/Improvement in the MamaEarth Product**

Factors	Frequency	Percentage
Quality	128	54.7
Packaging	14	6.0
Colour	8	7.7
Price	44	18.8
Flavour	30	12.8

The table shows the required changes or improvement, 127 customers want to improve the quality of the product. 20% of customer want the price and flavor to be enhanced to continue with the product.

**Table 8 Showing the Consumers Perception towards safety of MamaEarth Product**

Scaling	Frequency	Percentage
Strongly believe	46	19.7
Believe	68	29.1
Neutral	92	39.3
Don't believe	18	7.7
Strongly don't believe	25	4.3

When it comes to the concept of safety many respondent views that its neutral (92). But, many (114) believe that the product is safe too. The business has to make more initiative to make customers feel and believe that the product is best and safe.

**(C) SATISFACTION LEVEL****Table 9 Showing the Satisfaction Level of Consumers**

Scaling	Frequency	Percentage
Very satisfied	42	17.9
Satisfied	120	51.3
Neutral	58	24.8
Unsatisfied	25	4.3
Very unsatisfied	4	1.7

Majority of the customers are satisfied (120). But 58 respondents are neutral about their level of satisfaction. The product quality, price, service quality significantly influences a women's satisfaction.

**(D) REPURCHASE INTENTION****Table 10 Showing the Repurchase Intention**

Scaling	Frequency	Percentage
Very likely	42	17.9
Likely	86	36.8
Neutral	74	31.6
Unlikely	12	5.1
Very unlikely	20	8.5

The above table shows that repurchase intention are likely (86) and neutral (74) to their intentions on repurchase of MamaEarth product. The business need to focus more on advertising and promotional level by making the product more better with technology and innovation.

**SUGGESTIONS**

(a) Majority of respondents feels that the quality of products has to be improved to increase their turnover. (b) The finding shows that social media is the major factor that reach the customers to purchase the product, further the organization need to think about focusing on more advertisement by issued sample product to college students etc. (c) The organization can introduce more herbal and eco friendly product to enhance the quality and making customer more satisfied and to feel comfortable, when they use the product. (d) In order to increase the likelihood that a brand is included in the consumer's favorable, the organization need to do research on many other factors or requirement of the customers.

**CONCLUSION**

The perception of brand awareness delves into the individual wants towards a particular brand which leads to satisfaction and repurchase intention. When the brand is reliable with quality, cost etc. the consumers shows more interest in repurchasing the product. Furthermore, the consumer preference leads to favor the brand over competing alternatives. Social media platforms like youtube, Instagram etc., have facilitated the companies to show case their advertisement to reach the wide range of individuals. Hence, the researcher paper from the study highlights the requirement, perception, satisfaction and repurchase intention of women customers from Mama earth Product. The individual will exhibit a higher inclination towards purchasing it, which in turn increase in sales. Subsequently, the depth of one's familiarity with

a brand will directly correlates with positive vibration, consequently contributing to an enhanced perception of value associated with the brand Mama Earth.

## **References**

1. Ashwini R & Sathyadevi (2019) “Brand Awareness among the cosmetic products: A study among the Coimbatore Consumers”.
2. Chakkaravarthy Kumaresan R & Chandramohan Samydoss (2024) “Brand awareness understanding its roles in sales, consumer intentions, & Decision making”. International journal of Scientific Research and Engineering Development” – Vol 7 Issue 2, MarApril’24. [www.ijrsred.com](http://www.ijrsred.com).
3. Jumati Sasmila & Norazah Mohammed Suki (2015) “Young consumers insights on brand equity”. International journal of retail & distribution management.
4. Naci Buyudag (2021) “The effect of brand awareness, brand image, satisfaction, brand loyalty & WOM on purchase intentions”. An imperical research on social mediaBusiness & Management studies: An International journal . 9(4) 1380-1398.
5. Ravindra Dissanayake (2013) “The impact of brand awareness, brand association & brand perceived quality on female consumers’ purchase decision of foreign makeup products” -A study on youth segments.
6. Shreya Jain, Priyansh Jain, Aditi Jain (2023) “ A study on brand awareness on customer satisfaction”. International journal of research publication & reviews. [www.ijrpr.com](http://www.ijrpr.com) ISSN: 2582-7421.
7. Silvia Bellezza & Jonah Berger (2021) “Trickle-Round Signals: When low status is mixed with high.
8. Yajin Wang (2022) “ A conceptual framework of contemporary luxury consumption”.International journal of research in marketing. Vol.39, Issue 3, 788803.