

Comparitive study on customer approach towards mamaearth and vilvah product

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Abstract - Company Profile is an initiative by Startup Talky to publish verified information about various startups and organizations. The content of this post has been approved by Mamaearth. When it comes to the cosmetics industry, consumers are always interested in how products are made. For this reason, the world is witnessing a new era of organic cosmetics, naturally made, free of toxins and other chemicals, with the help of natural products. Mamaearth capitalized on this trend toward organic products and is the first non-toxic seal on products used today. Established itself as a promising start-up in the cosmetics industry with American Made Safe certification. Mamaearth was founded in September 2016 by Ghazal Alagh and Varun Alagh to make your skincare routine a little chicer, but with more care. Headquartered in Gurugram (India), Mamaearth is well-known in the Indian cosmetics industry for his online platform offering natural, non-toxic skin care products.

keywords - cosmetics products, mama earth, vilvah products

INTRODUCTION

Mamaearth capitalizes on this trend towards organic products and is the first non-toxic seal for products in use today. Acquired American Made Safe certification and established as a promising start-up in the cosmetics industry. Mamaearth, founded by Ghazal Alagh and Varun Alagh in September 2016, makes skincare a little more chic and more thoughtful.

Vilvah Store is a sustainable skincare brand, which makes skincare goodies with the freshest ingredients and high performance formulation. We bring you the right mix of agricultural produce, carrier oils, butter and essential oils to nourish your skin by embracing the simple yet effective properties of the ingredients. The produce is obtained in its purest form, without any harsh chemicals, additives, synthetic oils or perfumes and this is the very basis of Vilvah Store. Our painstaking effort to source out the finest raw materials reflects in our products. There are so many “skincare” products in the market today making it difficult for you to shop. Many of them are loaded with harmful chemicals, which create adverse effects on human skin. But, a lot of manufacturers continue to use them. Simply because they’re cheap and effective. We seek to change that. Why? Because beauty is more than skin deep. Our goal is to help you make the right choice about the right skincare products. We handcraft each product in-house and we deliver to all-natural product enthusiasts across the world.

OBJECTIVE OF THE STUDY

To know awareness of people towards mama earth product and vilvah product.

To know the preference of mama earth product and vilvah products with comparison.

SCOPE OF THE STUDY

The current system could be expanded to allow users to create an account and wishlist Mama Earth and Vilvah products. Users can subscribe to price alerts. This allows you to receive notifications when the prices of mama Earth and vilvah products drop below a certain level.

LIMITATION OF THE STUDY

Research only compares Mamaearth and Vilvah products.

There is only 100 respondents

RESEARCH METHODOLOGY

A research methodology is a method of systematically solving a research question, a research design, and considering or planning a system that controls the collection and analysis of data

Research design

The type of research in this project is descriptive research involving surveys and fact-finding among different children. The main purpose of descriptive research is to describe the current situation. The main feature of this method is that the study cannot control variables. He can only report what happened and what happened.

Sampling size

100 respondents were chosen as the samples.

Sampling method

The sampling design used in this project is simple random sampling.

Primary data

The study mainly uses primary data collection through a specifically designed questionnaire these questionnaire are given to the customer to collect data from them

Data analysis

The statistical tools used for this research are

Simple percentage analysis**Simple percentage**

Percentage refers to a special type of ratio percentage used when comparing two or more data series

$\text{PERCENTAGE} = \text{No. of respondents} / \text{total No. of respondents} * 100$

REVIEW OF LITERATURE

Sassy [2015]: Oily skin is a very common skin type. People with oily skin have many problems in choosing the right skin products. There are many products that can harm their skin. Here's his detailed skincare routine for oily, acne-prone skin

Muskan [2021]: It is often recommended to apply sunscreen when going out in the sun. Sunscreen is essential, especially to prevent skin cancer, sunburn, and premature aging. However, chemical sunscreens have side effects and drugs such as tetracyclines, sulfa drugs, and phenothiazines are used.

INDUSTRY OVERVIEW

The craze for these organic products is evident simply because they do no harm to our skin, hair, gut, and us in general. We have established ourselves as a promising start-up in the cosmetics industry with the American Made Safe certification, the first non-toxic seal for products used. Mama Earth was founded in September 2016 by Ghazal Alagh and Varun Alagh. Headquartered in Gurugram (India), Mama earth is well known in the Indian cosmetics industry for his online platform of natural and non-toxic skin care products.

Mamaearth - Company Highlights Startup Name Mamaearth Headquarters Gurugram, India

Sector Personal Products

Founders Ghazal Alagh and Varun Alagh

Founded 2016

Parent Organization Honasa Consumer Pvt. Total Capital of Joint Stock Company \$109.87M (December 2021)

Valuation \$1.07B (January 2022)

Revenue \$61.90M (Rs. 4.61B in FY21)

ANALYSIS AND INTERPRETATION**TABLE SHOWS AGE OF THE RESPONDENTS**

PARTICULARS	RESPONDENTS	PERCENTAGE(%)
Below 20 years	18	18%
21 - 30 years	25	25%
31 - 40 years	37	37%
Above 40 years	20	20%
Total	100	100%

Sources: primary data

INTRPRETATION

The table shows that 18% of the respondents are Below 20 years age category, 25% of the respondent's 21 - 30 years age category, 37% of the respondents are 31 - 40 years age category and 20% of the respondent's Above 40 years age category.

Majority 37% of the respondents are 31 to 40 years age category

CHART

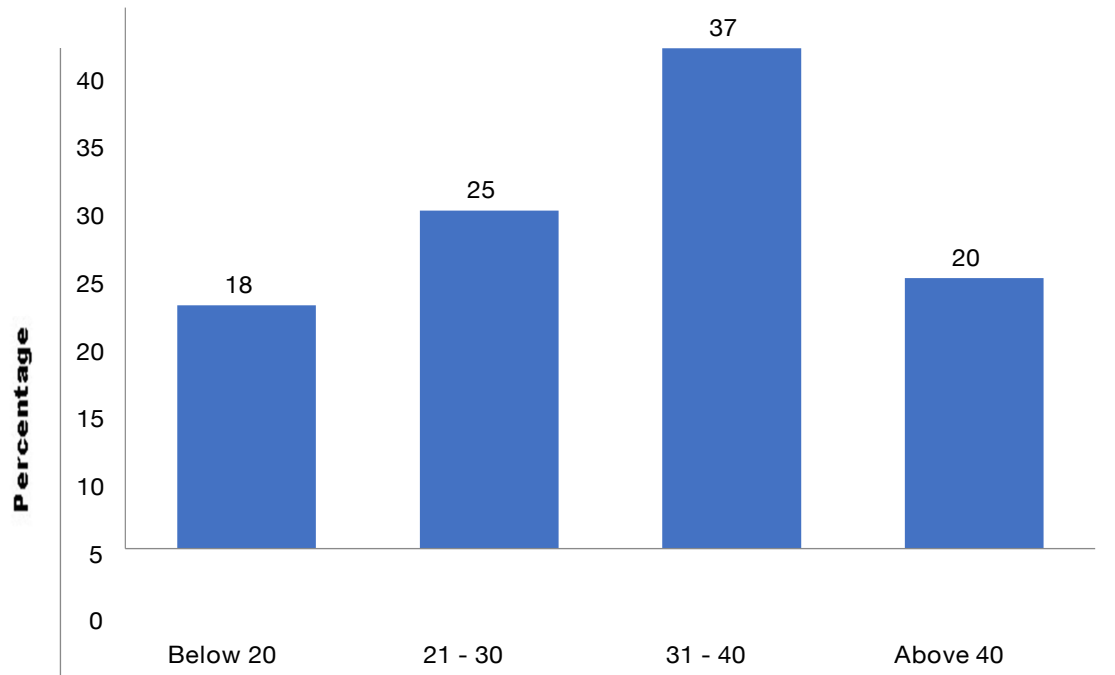


TABLE SHOWING SATISFIED WITH THE VILVAH PRODUCTS BYRESPONDNETS

PARTICULARS	RESPONDENT	PERCENTAGE %
Highly satisfied	29	29%
Satisfied	40	40%
Not satisfied	20	20%
Neutral	11	11%
Total	100	100%

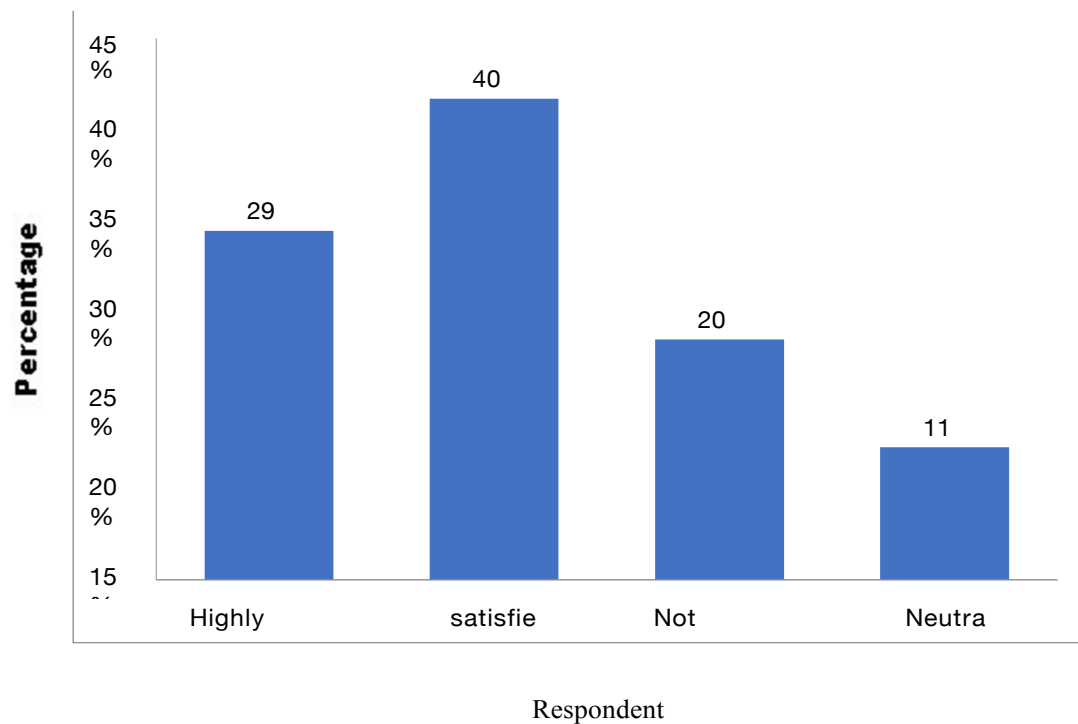
Sources: primary data

INTERPRETATION

From the above shows that 29% of the respondents has said highly satisfied with the vilvah products, 40% of the respondents are said satisfied with the vilvah products, 20% of respondents are said not satisfied with the vilvah products, 11% of the respondents are neutral satisfied with the vilvah products.

Majority 40% of the respondents are said satisfied with the vilvah products

CHART SHOWING SATISFIED WITH THE VILVAH PRODUCTS BYRESPONDNETS



FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- ✓ Majority 37% of the respondents are 31 to 40years age category
- ✓ Majority 40% of the respondents are said satisfied with the vilvah products

SUGGESTIONS

- ✓ The company should focus more on TV advertising as more people are affected by it.
- ✓ Company must maintain awareness of Mama Earth and Vilvah products

CONCLUSION

This project will be very useful and useful for my future research as well. I am gathering more information about the public's preferences in choosing Mama-Earth and Bilba products. It is helpful to meet some expert groups. We believe that people choose Mama Earth & Bilba products for different opinions such as product accessibility, product safety, product service, product usability and product quality.