

# **A Study on Role of Social Media in Mamaearth's Brand Positioning in Indian Market**

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**Abstract:** *This research paper investigates how Mamaearth, an Indian startup offering toxin-free baby care and beauty products, positions its brand through social media. Through a mix of quantitative and qualitative methods, the study examines consumer perceptions of Mamaearth's social media presence. Findings reveal that social media, particularly Instagram, plays a crucial role in brand discovery, with product promotions being the most engaging content type. The study supports a significant relationship between social media engagement and brand perception, highlighting Mamaearth's effective use of social media for brand awareness and loyalty. Suggestions for enhancing Mamaearth's social media strategies are also provided*

**Keywords:** Mamaearth

## **I. INTRODUCTION**

Brand positioning is a crucial aspect of brand management, focusing on how a brand wants to be perceived relative to competitors. It involves creating a distinct impression in the minds of the target audience. Philip Kotler defines it as designing a company's offering and image to occupy a unique place in the target market's mind. Effective positioning requires understanding the target audience, competitive landscape, and market dynamics to shape consumer perceptions, build brand equity, and gain a competitive advantage.

Social media marketing plays a significant role in brand positioning by allowing businesses to reach and engage with their target audience effectively. It presents an opportunity to build brand awareness, engage with customers personally, and promote products and services cost-effectively. Analyzing the role of social media in creating brand positioning, this study focuses on Mamaearth, a successful Indian startup offering toxin-free baby care and beauty products, aiming to understand how it positioned itself in the Indian market through social media.

### **Objectives of the study**

- To study the role of social media in positioning brand with respect to Mamaearth.
- To Analyze the impact of social media platforms on brand awareness and recognition of Mamaearth.

### **Scope of the study**

- The study analyzes how social media shapes Mamaearth's brand position in India by examining customer perceptions, expectations, and preferences.
- It explores how Mamaearth consistently delivers on its positioning promise to build loyalty.
- The research covers platform and content analysis, audience engagement, brand messaging, and social media advertising.

## **II. LITERATURE REVIEW**

Emily Johnson, Sarah Martinez and Daniel Thompson (2020) in their article 'The Impact of Digital Marketing on Global Brand Positioning' This research delves into the transformative effect of digital marketing on global brand positioning. She discusses how digital platforms enable brands to reach a wider audience and engage in real-time interactions, thereby shaping brand perceptions on a global scale. Johnson emphasizes the importance of integrating digital strategies with traditional marketing approaches to maintain a cohesive brand image across diverse channels.

Trina Saha, Nirjhar Kumar, Fatema Jannat and Nazmoon Nahar (2021) in their research paper “**Influence of Social Media on Brand Positioning and Brand Equity**” found that consumers are being dependent on social media to know about products features, discounts, price, offers from other competitive goods, new brand, new brands, product quality and performance, market trend etc. Although, it is not possible to attain loyalty towards brand by social media marketing but from this study it can be seen that the social media can be used a platform to create brand awareness, association, emotional attachment towards a brand which can ultimately strengthen brand equity by creating a strong brand position. This study is expected to develop awareness among decision makers of business organization regarding social media investment.

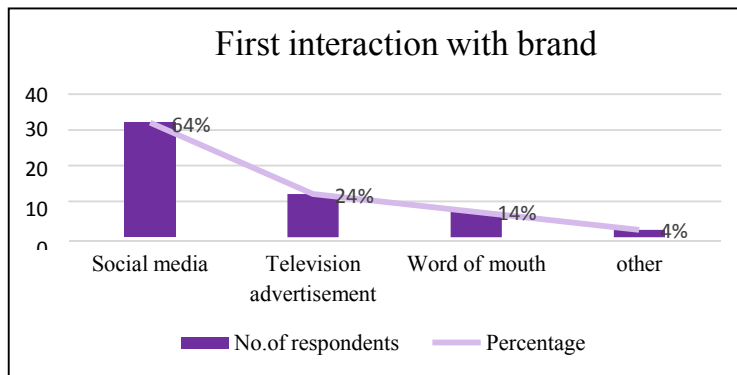
Gupta, S. (2019). "Social Media Strategies for Brand Positioning: Insights from Mamaearth." Gupta explored the various social media strategies adopted by Mamaearth to position itself as a trusted brand in the organic skincare market. The study highlighted the importance of engaging content, influencer collaborations, and responsive customer service in building brand credibility and loyalty on social media.

**III. RESEARCH METHODOLOGY**

The study aims to investigate the marketing strategies employed by Mamaearth to create brand positioning through social media. The research design is descriptive, utilizing both quantitative and qualitative methods to gather insights from consumers and store managers. With a sample size of 50 individuals comprising consumers who have used Mamaearth's products, primary data will be collected through surveys and interviews, while secondary data will be sourced from existing literature and online sources. Data analysis will involve graphical representation for quantitative data and thematic analysis for qualitative data. The hypothesis testing will examine the relationship between social media presence and brand positioning, with the null hypothesis stating no significant relationship and the alternative hypothesis suggesting a significant relationship.

**IV. DATA INTERPRETATION AND ANALYSIS**

How did you first hear about Mamaearth?

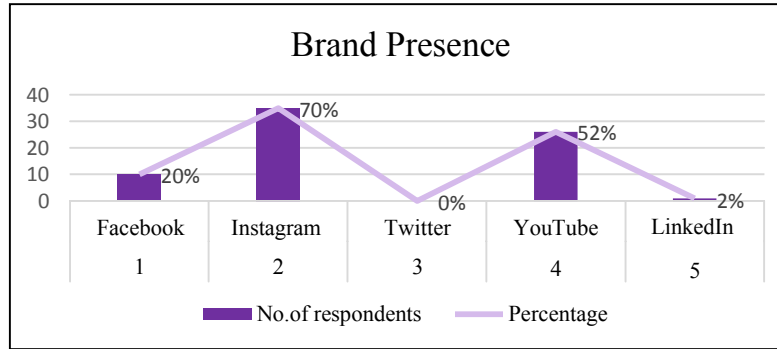


(Figure name: First interaction with brand)

**FINDINGS OF THE STUDY**

The chart shows how people first heard about Mamaearth. The majority of people first heard about Mamaearth through social media (64%), followed by television advertising (24%). Word of mouth and other sources were less common, with only 14% and 4% respectively. This indicates the significance of social media as a marketing channel for Mamaearth, suggesting potential for increased investment in this area to expand their customer reach.

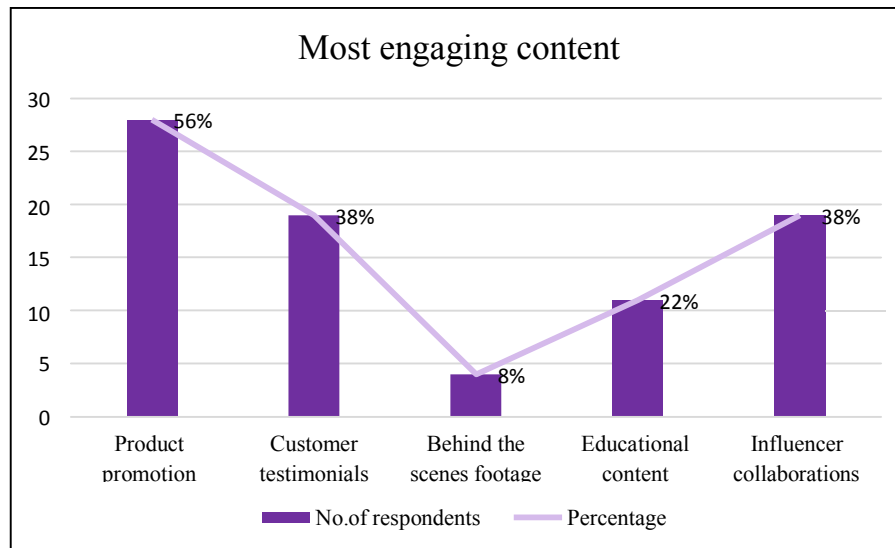
On which social media platforms have you seen Mamaearth’s presence?



(Figure name: Brand presence)

**FINDINGS OF THE STUDY**

Instagram is the most popular platform for Mamaearth, with 70% of respondents having seen the brand there, followed by YouTube at 52%. Facebook comes in third at 20%, while LinkedIn is the least popular with only 2% of respondents. These findings indicate that Mamaearth is highly active on Instagram and YouTube, effectively reaching its target audience. While Facebook is moderately popular, LinkedIn seems to be less effective as a platform for the brand. What type of content from Mamaearth do you find most engaging on social media?



(Figure name: Most engaging content)

**FINDINGS OF THE STUDY**

The survey indicates that users find product promotions to be the most engaging content from Mamaearth, followed by customer testimonials. Educational content and influencer collaborations are also somewhat engaging, while behind-the-scenes footage is the least engaging. Additionally, 78% of respondents feel that Mamaearth effectively engages with its audience on social media, while 18% disagree and 4% are unsure about the brand's effectiveness in this regard.

**V. FINDINGS**

- Social media is the primary source of brand discovery for Mamaearth, with 64% of respondents encountering the brand there initially.
- Television advertising follows as the second most common source, with 24% of respondents reporting exposure through this channel.

- Instagram emerges as the top platform for Mamaearth's visibility, with 70% of respondents reporting exposure, followed by YouTube at 52%.
- Facebook contributes to brand visibility for 20% of respondents, while LinkedIn lags behind with only 2% reporting exposure.

## VI. CONCLUSION

This research project has effectively demonstrated the significance of social media presence in shaping the brand positioning of Mamaearth in the Indian market. The findings unequivocally support the Alternative Hypothesis (H1), indicating a notable relationship between social media engagement and brand perception. This shows how Mamaearth has built a strong brand image by understanding what customers want and using social media cleverly. They focus on things like product quality and good service to keep customers happy.

By listening to feedback and improving, Mamaearth stays successful in India's competitive market. The study highlights the importance of social media in making Mamaearth popular and how they adapt to what people in India like. This research can help other businesses learn how to use social media to build their brand and stay ahead in the digital world.

## VII. SUGGESTIONS

- Mamaearth should focus on retaining and engaging both short-term and long-term customers through personalized loyalty programs, exclusive offers, and targeted communication.
- To increase purchase frequency, Mamaearth could offer incentives for repeat purchases, introduce limited edition releases, and provide bundling deals to encourage customers to buy more frequently.
- Mamaearth should address competitive factors like price, style, and perceived quality through adjustments, design updates, and highlighting unique selling points.
- Mamaearth should convert neutral respondents into committed customers through targeted marketing, showcasing upcoming innovations, and addressing concerns about future purchases.

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