The Influence of Social Media on Brand Image: A case study of Mamaearth

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Abstract

In recent years, the digital marketing landscape has undergone a significant transformation with the rapid rise of social media platforms. This shift has been particularly influential in the beauty and personal care industry, where brands actively leverage social media to connect with and influence their target audiences. This dissertation explores the impact of social media on the brand image of *Mamaearth*, an Indian personal care brand renowned for its natural and eco-friendly products. The study aims to examine how various social media marketing strategies such as influencer collaborations, user-generated content, and corporate social responsibility (CSR) campaigns shape consumer perceptions of the brand.

Adopting a mixed-method research approach, data were gathered through structured online surveys and content analysis of Mamaearth's social media activity. The findings highlight that interactive content, authentic partnerships with influencers, and sustainability-driven initiatives play a crucial role in enhancing the brand's image. These elements foster greater consumer trust and loyalty, positioning Mamaearth as a socially responsible and consumer-centric brand. The study concludes with strategic recommendations for optimizing social

media marketing efforts to further strengthen and sustain brand image in the evolving digital landscape.

Keywords: Social Media marketing, brand image, Mamaearth, Influencer marketing, Corporate social responsibility

1. Introduction

1.1 Background

In the digital age, social media has transformed how brands communicate with consumers. Platforms like **Instagram**, **Facebook**, and **YouTube** have evolved into essential marketing tools, enabling brands to engage with audiences directly, interactively, and cost-effectively. In India's highly competitive beauty and personal care (BPC) market, brands are increasingly leveraging these digital channels to establish differentiation and build consumer loyalty.

Mamaearth, founded in 2016, has successfully positioned itself as a natural, toxin-free, and eco-conscious brand. It appeals to a growing segment of health-conscious and environmentally aware consumers. Beyond promoting its products, Mamaearth strategically uses social media to emphasize its values around sustainability, wellness, and community care.

This study aims to examine the impact of social media on shaping consumer perceptions of Mamaearth's brand image.

The **Beauty and Personal Care (BPC)** industry, encompassing skincare, haircare, cosmetics, personal hygiene, and fragrances, is undergoing rapid transformation. Factors such as increased disposable incomes, evolving lifestyles, and the growing influence of digital media have led to significant shifts in consumer behavior and preferences especially towards sustainability and wellness.

In today's digitally connected environment, social media platforms have become instrumental in brand-consumer interactions. From **influencer marketing** to **user-generated content**, these platforms serve as catalysts for building awareness, trust, and emotional connections. Consumers rely heavily on online reviews, peer recommendations, and digital storytelling when making purchasing decisions.

This study explores how social media contributes to brand visibility, consumer trust, and business growth. By focusing on a case study of Mamaearth, it investigates how digital engagement, influencer endorsements, consumer sentiments, and interactive campaigns contribute to sales and brand loyalty.

Understanding these dynamics is crucial for brands aiming to thrive in an increasingly competitive and digitally-driven marketplace.

1.2 Social Media Marketing (SMM)

Social Media Marketing (SMM) refers to the use of social platforms and networks to promote a company's products and services. While originally intended for personal networking, social media has grown into a powerful business tool that allows companies to share content, connect with audiences, and communicate their values.

SMM enables companies to reach both existing and new customers, creating a space for meaningful engagement and brand storytelling.

Popular platforms used in social media marketing include:

- **Instagram**

- **Facebook**

- **Twitter**

- **LinkedIn**

Advantages of Social Media Marketing:

- Enables information sharing without human intervention.

- Helps reach a broad and diverse population.

- Facilitates direct, hassle-free interaction with customers.

- Lower financial barriers compared to traditional marketing methods.

Disadvantages of Social Media Marketing:

- Requires consistent time investment to sustain long-term relationships.

- Public accessibility of information can pose **privacy and security risks**.

- Negative feedback or viral criticism can harm brand reputation.

1.3 Research Problem

Despite the widespread adoption of social media marketing by brands, there remains a notable gap in academic literature regarding its direct impact on consumer perceptions particularly within the Indian personal care industry. Understanding this relationship is essential for designing effective digital marketing strategies that resonate with today's socially connected and environmentally conscious consumers.

1.4 Objectives of the Study

- To investigate the role of social media in shaping the brand image of **Mamaearth**.

- To identify which social media strategies most effectively enhance consumer perception.

- To analyze consumer engagement and responses to Mamaearth's social media content.

1.5 Research Questions

- How does social media influence the brand image of Mamaearth?

- Which types of social media content and marketing tactics are most effective?

- How do consumers perceive Mamaearth's social media presence in relation to its brand values?

1.6 Significance of the Study

This research provides valuable insights for **marketing professionals**, **brand managers**, and **academic researchers**. By highlighting the critical role of social media in shaping brand perception, it offers practical recommendations for optimizing digital marketing within the beauty and personal care industry.

1.7 Brand Image

According to Keller (1993), *brand image* is the perception of a brand as held by consumers, influenced by their experiences, interactions, and associations. A strong brand image helps drive customer trust, enhances emotional connection, and supports long-term loyalty. It is crucial in differentiating a brand from competitors and shaping consumer buying behavior.

1.8 The Impact of Social Media on Brand Image

Ashley and Tuten (2015) emphasize that social media interactions—such as **influencer collaborations**, **consumer feedback**, and **interactive campaigns** have a significant influence on brand image. Consumers increasingly value **authenticity**, **transparency**, and **engagement**, all of which social media platforms deliver effectively. These interactions not only foster trust but also contribute to a brand's credibility and relatability.

1.9 Mamaearth's Social Media Strategy

Mamaearth adopts a well-rounded digital marketing approach that includes:

- **Influencer marketing** and **celebrity endorsements**

- Educational **product tutorials**

- **CSR initiatives** like the "Plant Goodness" campaign

- **Interactive content** such as contests and giveaways

This strategy is designed to resonate with consumers who value sustainability and wellness, making social media a central component of Mamaearth's brand narrative and promotional efforts.

2. Literature Review

2.1 International Literature

Social media has revolutionized marketing across industries by facilitating promotion, public relations, sentiment analysis, and customer engagement (Akar, 2011). Its **reliability, consistency, and reach** make it a powerful tool for connecting businesses with target audiences (Rubathee, 2013).

Inha (2012) highlights that high brand awareness contributes significantly to a strong brand image, enabling easier association formation in consumers' minds. Wendy (2017) cautions that while social media can increase reach and engagement, improper use may negatively impact brand reputation.

Muhammad (2021) suggests that brand image is essential for both customer acquisition and retention—two critical factors for business success. A positive brand image also leads to higher satisfaction and loyalty, encouraging word-of-mouth promotion (Pratama, 2017).

Titi (2018) notes that brand image assists consumers in distinguishing between products and making choices aligned with their values. Farzana (2014) discusses how social media fosters internal organizational transformation and external customer engagement.

Alhaddad and Wang (2016) further argue that while actual product quality affects brand image, **perceived quality** which is often shaped by digital communication plays an equally, if not more, influential role.

2.2 National Literature

In the Indian context, branding is considered a critical marketing tool for capturing consumer attention (P. Vanitha). Social media has emerged as a dominant force in shaping brand image and awareness, particularly in the personal care segment (Kathirvel & Deepika, 2018).

P. (2016) emphasizes the power of direct brand-consumer interaction facilitated by social platforms, eliminating traditional barriers and enabling brands to listen and adapt to consumer feedback. Dr. (2015) asserts that brand image is shaped by how consumers decode messages sent by brands, making thoughtful brand communication essential.

Gandotra Radhika (2017) found that a **positive brand image** reduces purchase-related risks and enhances satisfaction. P. Sri Jothi (2011) highlights the role of social media tools and creative content in effective consumer communication.

Chakraborty Uttam (2017) identifies **online reviews** as a double-edged sword while they provide valuable feedback, they also reduce marketers' control over brand messaging. Akram (2018) notes the resource-intensive nature of social media engagement, underscoring the need for skilled digital marketing teams.

Pramod Vashishtha (2018) and Khushbu (2021) emphasize the transition to digital consumption and the missed opportunities for brands that fail to engage meaningfully on social media platforms.

3: RESEARCH METHODOLOGY

3.1 Research Design

This study utilizes a **mixed-method approach** to integrate both quantitative and qualitative data. The use of **online surveys** and **content analysis** ensures a comprehensive understanding of the impact of social media on Mamaearth's brand image.

3.2 Data Collection

- **Primary Data**: Collected through an online survey administered to **100 respondents** aged **18–35**, all active social media users familiar with Mamaearth.

- **Secondary Data**: Derived from a **content analysis** of Mamaearth's official **Instagram, Facebook, and YouTube** pages over the past **12 months**, focusing on user engagement, campaigns, and brand messaging.

3.3 Sampling Technique

A **convenience sampling** method was used for selecting survey participants, due to constraints of time and accessibility. Social media posts were selected based on **relevance** and **engagement metrics** such as likes, comments, and shares.

3.4 Data Analysis Methods

- **Quantitative Data**: Analyzed using **descriptive statistics** (mean, variance, standard deviation). A **Z-test** was applied to test hypotheses, given the relatively large sample size.

- **Qualitative Data**: Evaluated using **thematic analysis** to identify recurring patterns and themes in Mamaearth's social media content and consumer responses.

3.5 Research Objectives

❖ To understand the concept of **brand image** in the context of marketing.
❖ To evaluate the **impact of social media marketing** on brand awareness and consumer perception of   Mamaearth.
❖ To compare the **effectiveness of online vs. offline marketing** strategies.
❖ To explore different **modes of marketing** utilized in the digital era.
❖ To assess which form of marketing contributes more effectively to **sales and brand profitability**.

3.6 Scope of the Study

The scope of social media in India is vast and expanding rapidly. With the second-largest population globally and growing internet penetration, businesses increasingly leverage social media to **connect with broader audiences**, enhance visibility, and drive sales. As India transitions into a digitally empowered society, brands like Mamaearth capitalize on this growth by using targeted and value-driven digital marketing strategies.

3.7 Limitations of the Study

1. Excludes individuals not active on social media.

2. Limited to respondents familiar with social media marketing concepts.

3. Geographically confined to **Bhopal**, which may not reflect broader national trends.

3.8 Research Hypothesis

- **Null Hypothesis (H₀)**: There is **no significant relationship** between marketing on social media platforms and brand awareness/image of Mamaearth.

- **Alternative Hypothesis (H₁)**: There **is a significant relationship** between social media marketing and brand awareness/image of Mamaearth.

3.9 Case of Primary & Secondary Data

Primary Data:

- **Population**: Social media users aged 15–30 years residing in **Bhopal**, regardless of gender.

- **Sample**: Selected individuals with awareness of and engagement in social media marketing.

- **Sample Size**: 80 participants.

- **Sampling Method**: **Purposive sampling** (a non-probability sampling method).

- **Data Analysis**: Conducted using **descriptive statistics** for effective data summarization.

Secondary Data:

Information gathered from credible **articles, blogs, and research papers** related to brand marketing and consumer behavior.

4: DATA ANALYSIS AND RESULTS

4.1 Survey Findings

- **85%** of respondents actively follow beauty and skincare brands on social media.

- **78%** are aware of Mamaearth's presence on platforms like **Instagram** and **YouTube**.

- **72%** stated that **influencer collaborations** positively impact their perception of the brand.

- **65%** believe that **eco-friendly campaigns** (e.g., tree planting) increase their trust in the brand.

- **60%** feel that **interactive content** like quizzes and giveaways enhances their engagement with Mamaearth.

4.2 Key Statistical Insights

- **Social Media Awareness**:

  - *Yes*: 72 (90%)

  - *Maybe*: 7

  - *No*: 1

  - **Mean**: 20 | **SD**: 7.87 | **Variance**: 62

- **Interests on Social Media** (multiple choices):

  - Products (53.3%), Chatting (41.3%), Services (38.7%), Promotions (24%), Others (7.9%)

  - **Mean**: 26.66 | **SD**: 39.37 | **Variance**: 1550.33

- **Marketing Preference**:

  - Online: 72 | Offline: 8

  - **Mean**: 15.5 | **SD**: 16.10 | **Variance**: 259.42

- **Knowledge About New Brands**:

  - Strongly Agree: 37, Agree: 31, Neutral: 10, Disagree: 2

  - **Over 85%** believe social media helps in brand discovery.

- **Brand Familiarity Sources** (multiple choices):

  - Social Media: 73.8%, TV: 25%, Friends/Family: 20%, Others: 3.8%

  - **Mean**: 16 | **SD**: 16.98 | **Variance**: 288.5

- **Brand Ambassador Awareness (Shilpa Shetty)**:

- Yes: 44 (55%) | No: 36 (45%)

  - **Mean**: 40 | **SD**: 5.65 | **Variance**: 32

- **Brand Association Descriptors** (qualitative):

  - Keywords include: **natural, toxin-free, quality, wide range, ethical, environmental**.

- **Recommendation Level (1–10 Scale)**:

  - Most ratings >5, indicating a **positive brand perception**.

  - **Mean**: 7.9 | **SD**: 7.95 | **Variance**: 63.21

- **Factors Contributing to Brand Image** (multiple choices):

  - **Quality (86.3%), Services (48.8%), Pricing (38.8%), Awareness (37.5%), Reputation (32.5%), Experience (30%)**

  - **Mean**: 36.5 | **SD**: 16.74 | **Variance**: 280.3

- **Effectiveness of Social Media Marketing**:

  - Successful: 80%

  - Neutral: 16.2%

  - Unsuccessful: 3.8%

  - **Mean**: 26.66 | **SD**: 32.71 | **Variance**: 1070.33

4.3 Content Analysis Results

- **Influencer-based posts**, product **unboxing videos**, and **tutorials** receive high engagement.

- Positive sentiment surrounds Mamaearth's **CSR initiatives**, especially the **"Plant Goodness" campaign**.

- Increased **contest participation** has boosted **brand visibility** and consumer interaction.

5. RESULTS AND DISCUSSION

5.1 Major Findings

Based on the data collected through the questionnaire:

- **Awareness:** 90% of participants were aware of social media marketing.

- **Consumer Behavior:** Most individuals prefer searching for products on social media platforms.

- **Brand Impact:** Social media marketing has a lasting impression on brand perception.

- **Product Quality:** 69 out of 80 respondents emphasized that product/service quality is a key attribute for a brand to establish itself in the market.

- **Effectiveness:** 80% of participants believe that promoting products via social media can be highly successful for organizations.

- **Awareness Channels:** Social media plays a crucial role in spreading awareness about new brands and products.

- **Brand Recall:** Mamaearth was specifically remembered by respondents due to its strong visibility on social networking platforms.

5.2 Discussion and Suggestions

- **Platform Preference:** Instagram emerged as the most popular platform among respondents. Brands should focus on building a strong presence on Instagram to maximize visibility.

- **Shift in Shopping Behavior:** Online shopping has overtaken traditional retail. Brands must adapt their strategies to offer a seamless and satisfying digital shopping experience.

- **Marketing Strategies for Mamaearth:** The brand should continue innovating its social media marketing efforts across all platforms to attract and retain customers.

- **Product Diversification:** Expanding the product line can help increase market share and cater to a broader audience.

- **Customer Communication:** Sustaining effective and timely communication with consumers is essential for long-term customer retention.

Mamaearth's social media efforts significantly enhance its brand image. Collaborations with influencers build brand authenticity, as consumers trust recommendations from familiar figures. Eco-conscious campaigns resonate with modern, sustainability-focused consumers, boosting trust and credibility.

Interactive content—such as giveaways, polls, and quizzes—promotes engagement and community involvement, reinforcing positive brand associations. The study confirms that Mamaearth utilizes social media not only for product promotion but also to embody and promote its core brand values.

This research aligns with existing literature, confirming that **strategic social media marketing enhances brand image by fostering trust, loyalty, and emotional connection** with consumers.

6. CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

The study reveals that **Mamaearth's brand image is strongly influenced by its social media presence**. Social platforms have played a pivotal role in increasing awareness and shaping public perception. Mamaearth's popularity has grown rapidly within 4–5 years, largely due to its effective use of digital marketing.

The brand's use of **influencer marketing, CSR campaigns, and interactive content** has strengthened its image and engagement with consumers. Its eco-friendly, naturally made products further support its positioning as a responsible and customer-friendly brand.

Data analysis through the Z-test led to the rejection of the null hypothesis, confirming that **social media marketing significantly influences a brand's image**. The study demonstrates that social platforms provide a valuable space for Mamaearth to communicate values, engage with consumers, and build a loyal customer base.

In the near future, Mamaearth is expected to emerge as a globally recognized brand known for its quality, natural products, and strong ethical values.

6.2 Recommendations

- **Expand Micro-Influencer Collaborations:** Collaborate with niche influencers to reach specific audience segments and build authenticity.

- **Enhance Interactive Campaigns:** Regularly organize giveaways, Q&A sessions, and polls to boost consumer engagement.

- **Promote User-Generated Content:** Encourage customers to share their experiences and testimonials to build community trust.

- **Leverage Data Analytics:** Continuously monitor social media metrics to refine marketing strategies and improve performance.

- **Highlight Eco-Friendly Initiatives:** Emphasize corporate social responsibility (CSR) and sustainability efforts prominently across platforms to reinforce the brand's ethical image.

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