

A COMPARATIVE STUDY OF WOMEN CONSUMERS OF SKIN CARE PRODUCTS OF MAMA EARTH AND ASSURE NATURAL PRODUCTS IN INDIA

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ABSTRACT

Skin care is part of our daily routine. There are various skincare product across worldwide number of people like actress, social media influencer, actors do promotions of skin care product of various brand but all of the users didn't get satisfactory results or may the product does not suits to their skin type so they switch to another product also many of the users do not aware that the product are chemical free or vegan this effects their skin even some consumers specially who goes outside mostly do skin care more than a housewife women. The sample is collected by survey method that how many women consumers are aware of the skin care product and satisfy with it.

Keywords: skin care, products, mama earth, assure naturals, users, chemical free, awareness

INTRODUCTION

Wanting to look young and beautiful is not new for ladies. Skin care is followed since ancient time as ancient Egypt started. The skincare they used to be protected in ancient Egyptians from the elements like the sun and insects in terms of skin care the ancient Egyptians used to castor, sesame and moringa oils to fight wrinkles and preserve their youth.

They also made a soap, paste out of clay and olive oil to cleanse their skin. Women in today's world are not only prove to household work but also beauty and skin care. Due to change in mindset and technology women have also increase the level of literacy know about skincare through various ads. All women want to have beautiful glowing skin also many of the actresses are doing awareness by ads, social media to how to use skin care products and their importance.

Skin care products are those products that we use for cleansing, toning, massaging, moisturizing etc. skin care market is increasing in demand. the demand of natural product is rising in this scenario.

RESEARCH METHODOLOGY

To collect data survey method was adopted to study the comparative women users of mama earth and assure naturals products in India.

The question was asked in such a way to collect skincare users and satisfaction level and product awareness of the product.

OBJECTIVE

To find out the consumers awareness about Mama earth and assure naturals products.

To compare women users using skincare product of Mama earth and assure naturals products.

To know how consumers identify the vegan products.

To find out the loyalty of the consumers towards Mama earth and assure naturals product.

REVIEW OF LITERATURE

The prevalence of skincare products in everyday life of most people create the impression that they take care of skin on regularly basis to overcome the skin problems such as acnes, pigmentation, blackheads, whiteheads, darkspots, blemish, oily sebum. Consumers are aware that the product are chemical free which doesn't affect their skin also if the consumers are not satisfy with the particular product, they change the brand according to it.

The earliest audience of skincare and makeup comes from ancient Egypt while research the product of assure naturals which is micellar water has an ingredient of ancient Egypt time which helps for fighting wrinkles and to look young and the ingredient is moringa oil. During the 12th century, cosmetics were regularly used in medieval Europe. Ointments consisted of animal fats. Smooth, white skin was highly regarded, and many women used herbal remedies to promote fair skin and diminish pimples. Aloe vera, rosemary, and cucumbers were used to cleanse the skin. Seeds, leaves, and flowers were also mixed with honey to create face masks, and vinegar was used as an astringent

During the Baroque Era, women believed in saunas and sweat cleansing. Milk baths were also used for smoother, clearer skin. Make up during this time was intended to look like paint, and heavy makeup was

considered more respectable. Rouge was very popular, and in the 1780s, French women used two million pots of rouge per year. Women's lips were reddened with distilled alcohol or vinegar.

1800s

Exercise, cleanliness, and skincare were all held in high regard during the 1800s. Zinc oxide was used to lighten skin, but often caused allergic reactions. Hygiene products became less expensive and more accessible. Harsh cleansers were often used as were egg yolks, honey and oatmeal to often the skin and help diminish blemishes. Lemon juice was also used to naturally bleach the skin a few shades lighter.

During this time, too, Chapstick, Vaseline, and baby powder were invented, all of which were used in skincare regimes.

1900s

The 1900s was an explosion in terms of accessible skincare for women. Carmex was invented in 1937, and The Zeno, a hand-held, battery-operated device, transfers heat onto a bleish, killing the bacteria and making them disappear after only a few treatments.

Dr. Howard Murad's line was launched in 1989, and Burt's Bees in the 1980s, too. In 2002, the FDA approved Botox for frown lines on the face. In 2007, The Zeno, a hand-held, battery-operated device, transfers heat onto a bleish, killing the bacteria and making them disappear after only a few treatments.

Ancient Greeks

In Ancient Greece, precious oils, perfumes, cosmetic powders, eye shadows, skin glosses, paints, beauty unguents, and hair dyes were in universal use. Ancient Greeks made their own skincare products using local, natural ingredients. One of the most widely used skincare treatments was mixing fresh berries with milk, and then applying the paste on the facial area. The Ancient Greeks also used olives and olive oil as exfoliants and moisturizers. Lastly, oney along with milk and yogurt were used as anti-aging preparations Skin Care Product Use It has been found that skin care product users are positively related to self and health consciousness. Consumers also value their state of emotion and physical well-being. In terms of skin care products, it is one of many factors influenced to maintain one's need for care of general appearance (Yeon and Chung, 2011). According to a pharmaceutical journal by Neha Naveed, on average women use 12 skin care products daily, and men use 6. Additionally, in relation to ethnic and skin care products, according to U.S. Census Bureau, people classified in larger ethnic groups such as African American, Hispanics, and Asians tend to spend more on personal care products (Oregano and Pillai, 2007). This following literature review will attempt to support the hypotheses on three variables that may be related to skin care product use: normative influence, health consciousness, and self-esteem.

DATA ANALYSIS

TABLE NO 1: Do you know what is skincare products?

Option	Percentage
Yes	92.1%
No	7.9%

From the above data it identify that 92.1 % women know about skincare and 7.9% women doesn't know about skincare.

TABLE NO 2: Do you take care of your skin care regularly?

Option	Percentage
Yes	57.1%
No	12.7%
Rarely	30.2%

From the above data it identify that there are 57.1% women who take care of their skin regularly and 12.7 % of women who does not take care of their skin regularly and 30.2% of women take skin care rarely.

TABLE NO 3.

Skincare Product	Percentage
Assure	17.5%
Beauty	1.1%
Everyuth	1.1%
Fair & Lovely	1.1%

Lakme	4.8%
Mamearth	12.7
Patanjali	9.5%

From the above data it identify that women uses many of the skincare product such as assure naturals – 17.5% , beauty – 1.1% , everyuth – 1.1% , fair& lovely – 1.1% , lakme – 4.8% , mama earth – 12.7% ,Patanjali -9.5%.

TABLE NO 4: Your product is chemical free?

Option	Percentage
Yes	58.7%
No	12.7%
Maybe	28.6%

they are using is chemical free. And 12.7% women don't know that the product are chemical free and 28.6% women know that maybe the product is chemical free.

TABLE NO 5.

Are you satisfied with mama earth product?

Option	Percentage
Agree	14.3%
Strongly Agree	15.9%
Neutarl	44.4%
Disagree	23.8%
Strongly Disagree	0

From the above data it identifies those women consumers is agree 14.3%, strongly agree -15.9 % , neutral – 44.4%, disagree – 23.8% and strongly disagree- 0 with mama earth products. TABLE NO 5.

Are you satisfied with assures naturals product?

Option	Percentage
Agree	25.4%
Strongly Agree	28.6%
Neutral	36.5%
Disagree	9.5%
Strongly Disagree	0

From the above data it identify that women consumers is agree – 25.4% , strongly agree- 28.6% , neutral – 36.5% , disagree- 9.5% with assure naturals products .

TABLE NO 6: Prices of mama earth product are affordable?

Option	Percentage
Accepted	39.7%
Unaccepted	60.3%

From the above data it identify that prices of mama earth are affordable to women users are 39.7 % , and unaffordable 60.3%

TABLE NO 7: Prices of assure naturals are affordable?

Option	Percentage
Accepted	63.5%
Unaccepted	36.5%

from the above data it identifies those prices of assure natural product are affordable to 63.5% WOMEN USERS and unaffordable 36.5% to women users.

TABLE NO 8: Which mode of payment does mama earth has?

Option	Percentage
Cash On Delivery	15.95
Online Payment	33.3%
Both	50.8%

From the above data it identify that mama earth has 15.95 % as cash on delivery payment , 33.3% as online payment , 50.8 % as both .

TABLE NO 9: Which mode of payment does assure naturals has?

Option	Percentage
Cash On Delivery	6.3%
Online Payment	41.3%
Both	52.4%

From the above data it identify that has 6.3 % as cash on delivery, 41.35 as online payment and 41.3% as both.

TABLE NO .10: How long does it take to deliver the mama earth product?

Option	Percentage
2 To 3 Days	47.6%
4 To 6 Days	46%
7 To 9 Days	6.3%

From the above data it identify that mama earth take 2 to 3 days -47.6 % , 4 to 6 days - 46% , 7 to 9 days - 6.3% to deliver a product.

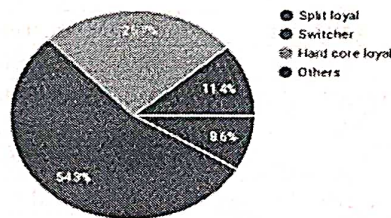
TABLE NO 11: How long does it take to deliver the assure naturals product?

Option	Percentage
2 To 3 Days	49.2%
4 To 6 Days	46%
7 To 9 Days	0

From the above data it identifies that assure naturals product take 2 to 3 days -49.2 % , 4 to 6 days -46%, 7to 9 days - 0. To deliver a product.

To which category of consumer you belong to?

35 responses

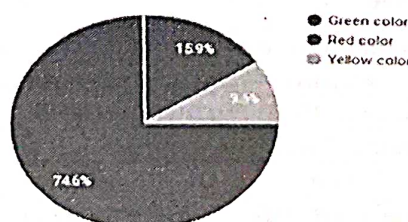


Option	Percentage
Split Loyal	8.6%
Switcher	54.3%
Hard Core Loyal	25.7%
Others	11.4%

From the above data it identify that the consumers are split loyal - 8.6%, switcher - 54.3%, hard core - 25.7% and others are 11.4%. The consumers are mostly in switchers mode because if the consumers are not satisfying with particular product, then they switch to another brand or product.

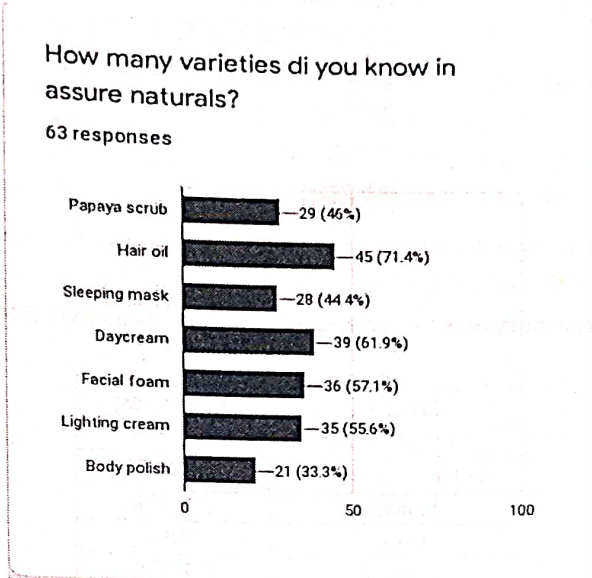
By which color you identify the product is vegan?

63 responses



Option	Percentage
Green Color	74.6%
Red Color	15.9%
Yellow Color	9.5%

From the above data it identify that consumers 74.6% mostly know that green color indicates that the product is vegan and 15.9% consumer know that vegan product indicates by red color and 9.5% consumers know that the product indicates yellow color.



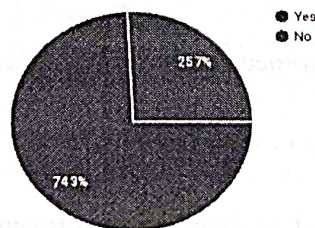
From the above data it identify that consumers are aware about the products of assure naturals as

Option	Percentage
Papaya Scrub	46%
Hair Oil	71.4%
Sleeping Mask	44.4%
Day Cream	61.9%
Facial Foam	57.1%
Lightning Cream	55.6%
Body Polish	33.3%

From the above data it identify that the consumers who are using assure naturals product are aware about variety of product such as papaya scrub – 46%, hair oil – 71.4% , sleeping mask- 44.4% , day cream – 61.9% , facial foam – 57.1% , lightning cream – 55.6% , body polish – 33.3%.

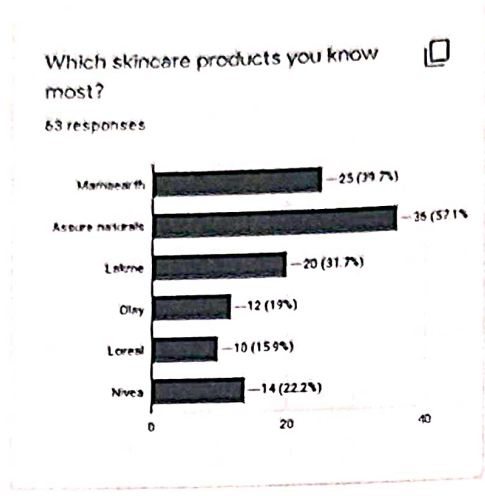
Do you use assure naturals products?

35 responses



Option	Percentage
Yes	74.3%
No	25.7%

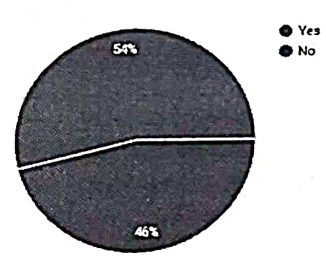
From the above data it identify that consumers use 74.3% assure naturals product and 25.7% consumers do not use the assure naturals product.



from the above data it identify that consumers are mostly known to assure naturals product 57.1% rather than mama earth 39.7% .

Option	Percentage
Mama Earth	39.7%
Assure Naturals	57.1%
Lakme	31.7%
Olay	19%
Loreal	15.9%
Nivea	22.2%

Do you use mamaearth product?
 63 responses



Option	Percentage
Yes	46%
No	54%

From the above data it identify that consumers of mama earth are less i.e 46% compare to assure naturals products.

LIMITATION

This data is collect by survey method by 63 women response of skin care product of assure naturals and mama earth products.

The response and data is not collect by men skin care users.

FINDING AND CONCLUSION

Hence ,from the research paper are statistical data found at the women users of assure naturals are higher than mama earth and skin care product also it seems that the women are more satisfied with assure product rather than mama earth product . users know that the product which they are using are chemical free.

Consumer identify the product is vegan by green colour the consumer are less know about varieties of mama earth product comparative to assure naturals consumers .also the duration of the delivery of products are fast compare to mama earth

The consumers are switchers if they are not satisfy with a particular product and the consumers are hard- core loyal if they are satisfy with a particular product.

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