



A STUDY ON ENVIRONMENT FRIENDLY BUSINESS PRACTICES ADOPTED BY MAMAEARTH

Mrunmayi Gosavi , Karishma Gupta.

Nisha Gupta

Department of B.Com(Accounting and Finance), Chikitsak Samuha's Sir Sitaram and Lady Shantabai Patkar College of Arts & Science and V. P. Varde College of Commerce & Economics, Goregaon (W), Mumbai, Maharashtra.

ABSTRACT

The main aim of conducting this research project is to study the growth of Mamaearth as a green business. It also aims to understand how the emergence of sustainable business will benefit the environment in the long run. The below conducted research is a secondary type of research where in the data collected is through the help of internet and other means of social networking. The duration given to complete the research work is approximately 15-20 days. Since the data collected is from previous researches, 2 research papers were referred. The below research paper is based on dependent variables. The research work had a couple of paucities which included the scarcity of time. Due to time constraint, it was not possible to conduct a primary survey by the way of interviews or field visits, limiting us to stick only with secondary data. The findings from the research paper are if brands like Mamaearth adopt the green business practices, it will help them boost their profits since the demand for eco friendly products is rising. The basic purpose of conducting the research is to know the increasing opportunities for young businesses like Mamaearth since the rising demand for eco friendly products post Covid-19. If any firm adopts the green business practices, especially the small and medium sector business, it will prove to be beneficial not only for the firm's growth, but also for the environment. Apart from that, if sustainable or eco friendly products are used, the humans purchasing the product, would also be free from the effects of harsh chemicals. In short, green business practices will do good to the entire ecosystem.

Keywords: sustainable environment, eco-friendly, post Covid-19, green business, increasing demand

1: INTRODUCTION OF GREEN BUSINESS.

Green businesses are also referred to as sustainable businesses. Sustainable business practices refers to the organizations who have a positive impact on our environment, economy as well as our society. Green business helps to nourish the environment as it does not harm or cause any sort of damage to the nature unlike the chemical products do as the amount of toxins which are released in the atmosphere will get reduced. By executing this change of switching into a green business, the organizations are contributing for our environment to reach into a healthy position. This will ultimately prove to be beneficial for the future generations. Green business practices will behave as a protective layer for air, water, land which will shield them from getting in touch with any polluting substances.

Nowadays, the motives of the companies is not only to reduce the cost and increase the profit, but also, to be environmentally aware and have a hand in contributing for the same. Making products which are environment friendly, which do not harm the nature, help to reduce the cost of the chemical substances or plastics as businesses also keep in mind to make the minimum wastage possible with the maximum use of all the available natural resources. If we take an example of skincare or beauty products, they were earlier made through harmful chemicals due to which it would affect our skin and hair. But in the recent times, the companies have evolved themselves and are trying to make as much as natural products possible by adding natural constituents so it do not harm us by any allergies or infections. This technique also helps in increasing the demand for the product which in turn is beneficial for the companies as it increases the turnover and the profit margins. The increased profit margins also leads to the creation of goodwill. Hence such increasing demand for eco-friendly products is encouraging more businesses to adopt sustainable or the green business practices.

1.1 EMERGENCE OF GREEN BUSINESS PRACTICES

The small and medium businesses have always been exposed to various challenges due to the scarcity of both funds and resources. But since the emergence of the global epidemic, Covid-19, in order to survive, such business enterprises are bound to adapt the dynamics of the environment. Whether it is a governmental enterprise or a commercial organization, start up or a sole trader, every business is concerned for the environmental changes. This environmental consciousness has led to the growth of green business practices. Green business practices have started increasing since past 10 years but they got a tremendous boost post Covid-19. The following study deals with the concept of green business practices adopted by the famous brand Mama Earth, its advantages, challenges as well as the future of sustainable business. It also focusses on the relevancy of such practices and are the really effective or not.

1.2 ABOUT MAMAEARTH

mamaearth™

Mama earth was founded in the year 2016 when the couple, Varun and Gazal Alagh became parents to a boy and were not able to find any baby products free from the harsh chemicals such as parabens, sulphurs, bleach etc. Since every product in the Indian market was harmful for the baby's sensitive skin, they started ordering products from USA which turned out to be very expensive. So the couple came up with an idea to launch cruelty free, organic products which gave rise to the brand Mamaearth which is registered under Honasa Pvt. Ltd and within a few years the brand gained tremendous public attention making 1.5 million customers. Mamaearth has been certified by made safe, making it Asia's first company to do so.

1.3 GREEN BUSINESS ACTIVITIES ADOPTED BY MAMAEARTH

The tagline of Mamaearth is goodness inside as all the products manufactured by Mamaearth are free from all the toxins that are banned in most of the countries making them safe for humans as well as for our environment. Also, Mamaearth plants one tree for every order received making them grow more than 1.6 million trees till date. Apart from this, Mamaearth carries on a 'wild forest' project wherein they update the no. of trees planted with their photographs on their website. This afforestation programme helps in the sustainable environment protection. Mamaearth also has an investment program for sustainability in which they invest in teak, mahogany and cacao. Besides, Mamaearth also recycles the plastic used in the bottles and uses the recycled bottles and tubes. All of these activities make Mamaearth an environment friendly brand.

1.4 REASONS TO CHOOSE THE BRAND MAMAEARTH

MamaEarth products are made from the goodness of the nature and have no harmful chemicals, no plastic impact, no toxins, no animal testing.

- ✓ **No harmful chemicals** - Mamaearth products take due care of babies' skin. They avoid adding chemicals which aren't suitable for babies. Their products are not just paraben-free but also free from PEG, phthalates DEA, fragrances, formaldehyde.
- ✓ **Recycled plastic** - According to the given data available on Google, it is shown that Mamaearth products are Eco-friendly, Biodegradable and are recycled.

- ✓ **No toxins** - Mamaearth is the only Made Safe certified toxin - free brand in India. Mamaearth products are free from the toxins which are banned in most of the country. Mamaearth makes their products out of love and care. These products are made using natural, pure, gentle and toxin free ingredients.
- ✓ **No animal testing** - Mamaearth do not sell their products to humans after testing them on animals. Mamaearth is committed to be cruelty free. This shows that Mamaearth not only care of their customers but also the animals. The good thing is it is not just vegan and cruelty free, but also it is free of all hazardous toxins.

2: RESEARCH METHODOLOGY

2.1 METHODOLOGY

The study analysed both primary data collected through the questionnaire. Secondary data was collected from journals, magazines and social networking sites. The convenience sampling method has been used to collect 50 samples of respondents of different age groups through the questionnaire survey method to collect the data.

2.2 AIMS AND OBJECTIVES

- ✓ To study the green activities undertaken of Mamaearth
- ✓ To understand the reason behind Mamaearth's success
- ✓ To know the obstacles faced by Mamaearth for being a chemical free brand.
- ✓ To know the overall evolution of Mamaearth
- ✓ To know people's opinion on Mamaearth products

2.3 HYPOTHESIS

The study is conducted to examine whether Mamaearth products benefit the environment or not.

H_0 - Mamaearth products are hazardous for the environment.

H_1 - Mamaearth products are not hazardous for the environment.

The above idea is just an assumption which is proposed for the sake of argument so that it can be tested to see if it is true or false.

2.4 SIGNIFICANCE OF THE STUDY

The study on the environment friendly business practices adopted by MamaEarth was conducted to increase one's knowledge regarding the idea of sustainable business and to promote and encourage young concerns to carry on activities that prove to be beneficial not only for the customers but also for the environment. The study also highlighted the fact that though MamaEarth chose to use harmless products or opted to conduct various environment friendly activities, it did not affect their profits. Moreover it only gave them new customers and an ever increasing demand and higher profits.

2.5 SCOPE OF THE STUDY

- ✓ The scope of this research project is limited only to a particular brand and the green business practices undertaken by it.
- ✓ The primary research data is collected through google forms from 50 respondents.
- ✓ The respondents belong from various geographical areas including India and abroad, of different age groups and occupations.
- ✓ The research covers the attributes of creating awareness about benefits of sustainable business for the environment.

2.6 LIMITATIONS OF THE STUDY

No research work can be escaped from having limitations. The limitations for the above project are the follows-

- ✓ With time being the biggest constrain, it was not possible to conduct primary survey through the mode of interviews and field visits limiting us to completely rely on secondary data.
- ✓ The handful amount primary data conducted is through a questionnaire with the help of google forms. But as mentioned above, the time aspect limited us to only stick with 50 responses.
- ✓ Since the topic deals with the green practices conducted by Mamaearth, the scope of the study cannot cover a wide area of green business practices but limits it only to a certain brand.
- ✓ The data collected through the help of internet was very limited on this particular topic making it difficult for us to find the accurate information.

2.7 DATA COLLECTION METHOD

Two methods of data collection used in this research paper. They are primary data and secondary data.

Primary data:

The information collected by the way of primary data was collected by the way of circulating a questionnaire with the help of google forms.

The responses of the people regarding the topic are enclosed in the form of pie charts.

Secondary data:

Majority of the information is collected with the help of secondary data which was gathered through websites on internet, books, articles, newspapers, social media etc.

2.8 SAMPLE SIZE

The primary data collected through questionnaire has a total responses of 50 people of age groups between 18 – 30 years.

3: LITERATURE REVIEW

In the given images it is shown how the Mamaearth business was started and what all consequences they faced as a young business. Then too they didn't stop they continued working on it and evolved from being just a baby care brand to being a personal care company. Since 2017-2019, the company had seen growth i.e the growth increased from 22.19 lakh in the year 2017 to 5.30 crore in the year 2018 and became 16.83 crore in 2019. But the emergence of Covid-19 gave a boost to their sales as seen in the year 2020 and 2021. The turnover accelerated to 115 crores in the year 2020 and reached the targeted spot of Rs. 300 crore by the year 2021. Today, apart from baby care products, the brands prime focus is on skincare and haircare through their natural products and toxin free products. Mamaearth is focused on strengthening their business through marketing.

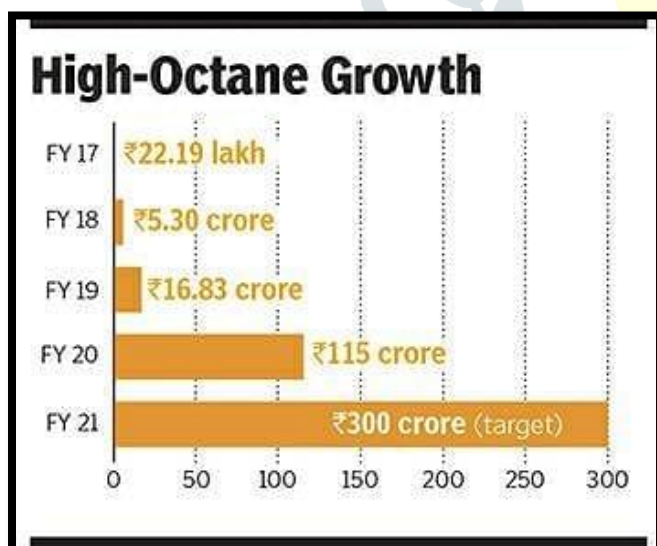


Image source: Forbes India magazine.



Image source: Forbes India magazine.

Consumers are more likely to purchase products that use less chemicals so as to reduce the risk of skin diseases and the products that gives them optimum satisfaction. [Radhika, 2016]

Brands like Mamaearth grabbed people's attention because of the social media marketing through which they made people aware of the environment friendly practices carried out by them making them a household name. [Priyanka Agarwal, 2021]

Ghazal Alagh says that they are a mum powered company and work with a large number of mothers who are involved in the process right from conceptualization, ideation to the actual product launch. They have more than 200 young mothers who help in formulating the products and only those products are approved who get the best feedback.

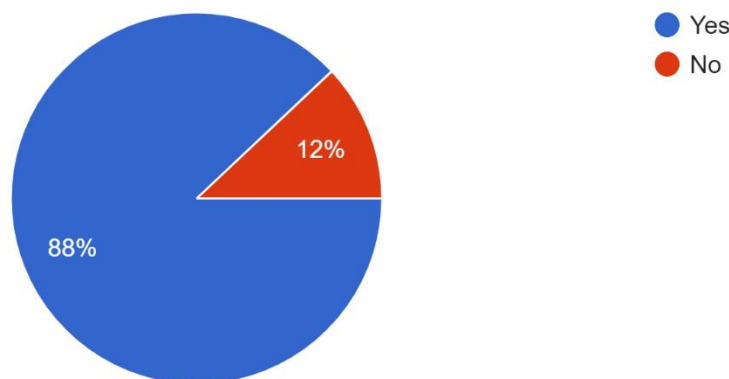
4: DATA ANALYSIS

4.1 RESULTS OF THE SURVEY CONDUCTED

- ✓ We conducted a survey in respect of our topic to know how knowledgeable people were regarding the same.
- ✓ We were able to gather 50 responses of various people with the help of google forms which were circulated through whatsapp, Instagram and twitter, the answers of which are summarized below.

1. Are you aware about green business practices ?

50 responses

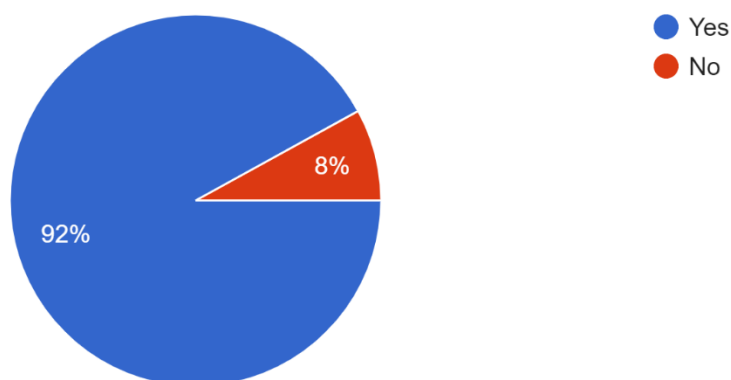


The given data says that,

88% of the people are aware about green business practices. Whereas 12% people are still unaware about the sustainable practices business conducted in order to help the environment. To summarize the above data, it shows that most of the people are aware about green business.

2. Do you prefer using eco-friendly products over chemical products ?

50 responses



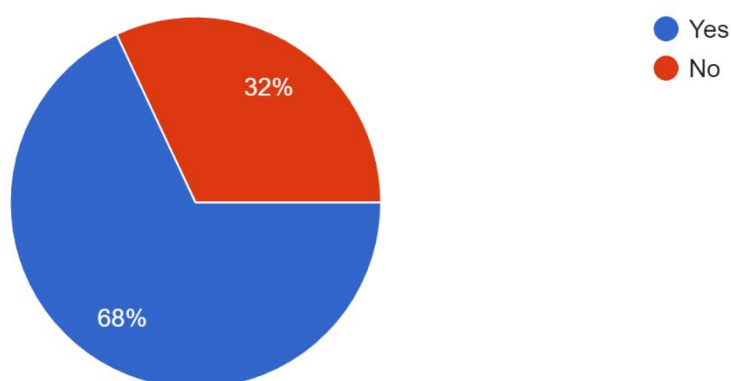
The given data says that,

92% people do prefer to use eco-friendly products over chemicals products. But 8% of the people do not prefer to use eco-friendly products over chemicals products.

So according to above data, it shows that mostly people prefer to use eco-friendly products

3. Have you ever used MAMAEARTH products ?

50 responses



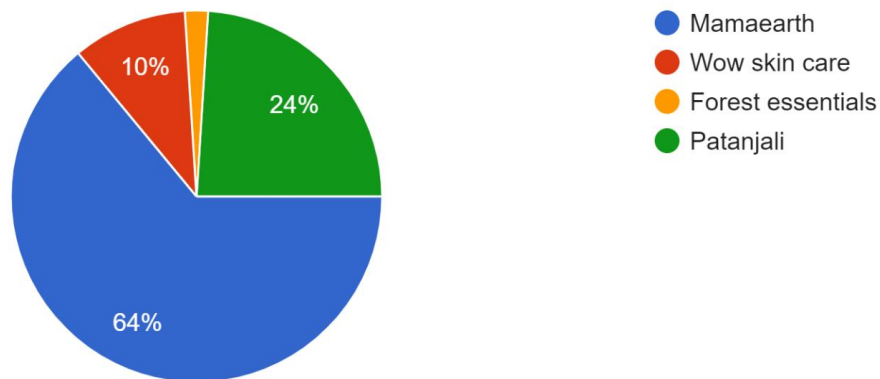
The given data says that,

68% people have used MAMAEARTH products whereas 32% people have not used MAMAEARTH products.

According to above data, it shows that most of the people have used Mamaearth products.

4. Which brand would you prefer using ?

50 responses



The given data says that,

64% people prefer to use MAMAEARTH.

10% people prefer to use WOW SKIN CARE.

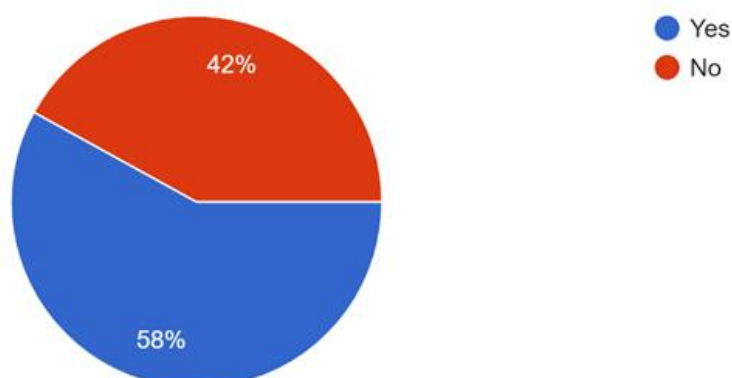
2% people prefer to use FOREST ESSENTIALS.

24% people prefer to use PATANJALI.

According to above data, it shows that mostly people prefer using Mamaearth.

5. Are you aware that MAMAEARTH grows 1 plant for every order received ?

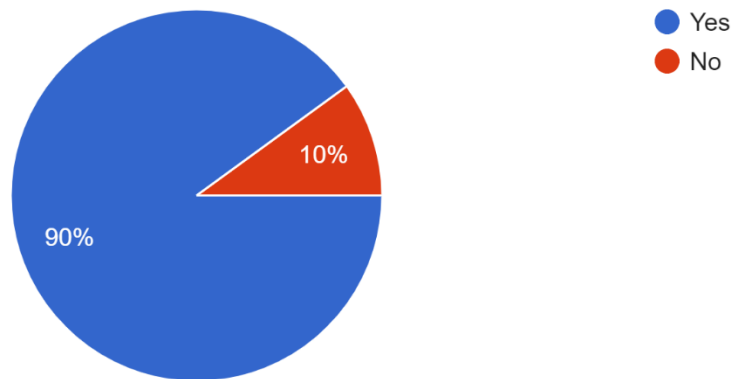
50 responses



When asked the above question we came to know that many people are unaware of the fact that Mamaearth plants 1 tree for every order they receive. But 58% of the total respondents are aware about the same.

6. In respect to the above question will you now prefer buying MAMAEARTH products ?

50 responses



When people came to know that Mamaearth helps the environment by planting trees, the perception of the people changed.

90% people gave a yes to buy Mamaearth products whereas only 10% of the people denied buying Mamaearth products. In question no. 4, the ratio of Mamaearth and other products was 64 : 36, but in the above question it increased to 90:10.

5: CONCLUSION

5.1 CONCLUSION

Under this study we came to know how the brand Mamaearth helps the environment by initiating the green business activities. The above results show that slowly people are becoming aware of the environment crisis and how the toxins used by other brands affect the nature negatively. Also majority of the people are aware that the brand does not use any harsh chemicals in its products making the products environment friendly. This idea of Mamaearth resulted in an increase in its popularity and helped them to establish their place in the market only within 4-5 years becoming a popular household name and gaining customers trust.

With respect to the given research paper, since it is proved that the brand Mamaearth is committed in practicing the green business activities and does not use any of the toxic chemicals in their products, which are used by most of the brands, results in Mamaearth not being hazardous for the environment as assumed in H_1 hypothesis.

So, hypothesis H_0 is rejected.

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