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## A STUDY ON CONSUMER PERCEPTION TOWARDS THE PATHANJALI COSMETIC PRODUCTS

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### ABSTRACT:

Patanjali Ayurveda Limited is an Indian FAST MOVING CONSUMER GOODS (FMCG) company. Manufacturing units and headquarters are located in the industrial area of Hardwar while the registered office is located at Delhi. The company manufactures mineral and herbal products. It also has manufacturing units in Nepal under the trademark Nepal Gram udhyog and imports majority of herbs in India from Himalayas of Nepal. Patanjali is the fastest growing FMCG company in India. It is valued at Rs.3,000 Crore (US\$450 million) and some predict revenues of Rs 5,000 Crore (US\$740 million) for the fiscal 2015–16. Baba Ramdev established the Patanjali Ayurveda Limited in 2006 along with Acharya Balkrishna with the objective of establishing science of Ayurveda in accordance and coordination with the latest technology and ancient wisdom.

**Key Words:** Patanjali Ayurveda, Customers, FMCG, Products in Path Anjali

### INTRODUCTION:

Ayurveda or Ayurveda medicine is the traditional holistic medical system in India. Natural scientists and Ancient seers developed this system based on centuries of experiments, studies, and meditations. Word Ayurveda is formed by "ayus" meaning life and "Veda" meaning knowledge. Ayurveda is about knowing more about life. It tells about happy and sad life, good and bad life and what is good for healthy and happy life. History of Ayurveda can be traced way back to the evolution of the civilization. Herbal is "a collection of descriptions of plants put together for medicinal purposes." An herbal may also classify the plants it describes, may give recipes for herbal extracts, tinctures, or portions, and sometimes include mineral and animal medicalments in addition to those obtained from plants.

Patanjali Ayurveda Limited is the leading Ayurvedic Company in India, which was incorporated in the year 2006. Patanjali Ayurveda Limited manufactures a wide range of Ayurvedic products that include home care, grocery, personal care, health care, medicine, nutritional products, etc. The company has grown swiftly to become a leading Ayurvedic company and will invest Rs 1,000 Crore for expansion. The company has a manufacturing unit in Uttarakhand, which produces high quality Ayurvedic products. Chyawanprash, Honey, Jam, Soan Papdi, Baba ramdev and Mustard Oil are some of the products of the company. Products made by the company are of premier quality and optimally priced.

### **FEATURES OF AYURVEDA:**

Ayurveda is a science that considers the patient as a whole and provides the methods of making him/ her perfectly healthy.

- Ayurvedic products are completely safe
- Mind, body and spirit health care system for long creative life
- Treats the whole person and subtly eliminates the cause of the disease
- It gives emphasis in preventive medicine
- It is the most effective natural treatment to the body
- Highly perfected treatments
- Herbal cure for the diseases
- Diseases are caused due to improper eating and life style ignoring one's especial body type, age, and environment
- By establishing a perfect balance between inner and outer world mind, body, and spirit will be in perfect health
- Human body has the enormous power to heal itself

Ayurveda is a 5,000-year-old system of natural healing that's truly stood the test of time. First originating in the Vedic culture of India, it's actually considered by many to be the oldest healing science there is which is amazing considering the fact that Ayurveda is still practiced effectively today. Although people living in India have relied on traditional Ayurveda practices to heal everything from infertility to digestive issues for centuries

### **STATEMENT OF THE PROBLEM:**

Customers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Customers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more customers. Satisfaction and accurate target in finding out what customers are aware and their buying preferences and there by offering products according to this needs will help the industry stake holders to enrich their customer experience and accelerate growth of the market. The process that turns marketing plans into marketing actions. In order to fulfill strategic

marketing objectives it is called marketing plan but most of the markets are still challenged by their marketing. Hence this research aims to explore the customer's awareness and buying preferences towards selected Patanjali Ayurvedic & herbal products

### **OBJECTIVES OF THE STUDY**

- To study about the customer awareness of selected Ayurvedic and herbal products. In Tirupur District
- To Access the factor influencing the customers to use the selected Ayurvedic and herbal products.
- To find out the buying preferences towards selected Ayurvedic and herbal products.

### **SCOPE OF THE STUDY:**

- The scope of the study is to obtain the customer perception and their conspicuous towards the use of Patanjali herbal products.
- The study may definitely reveal the Position Patanjali products.
- The study would instruct the concern to improve about their service, quality, deliverance, cost, etc. and to exalt their enterprise growth by the customer feedback.
- The study may bring awareness to the rest of the customers about their preferred concern status.

### **RESEARCH METHODOLOGY:**

Research methodology is a way to systematically solve the problem, science of study how the research is done and the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. Research in common parlance refers to a search for knowledge.

### **RESEARCH DESIGN:**

A research design is the arrangement of condition and analysis of data in a manner that aims to combine relevance to the research purpose with the accuracy in procedure.

### **SOURCE OF DATA:**

- Primary data
- Secondary data

### **PRIMARY DATA:**

Primary data collected through fresh and for the first time and thus happens to be original in character. Data are with the help of well-structured questionnaire. The questionnaire covers the entire study on consumer preference towards Patanjali products.

## SECONDARY DATA:

The secondary data are those already collected by someone else and which have already been passed through various analysis. To analyze the export of secondary data has been collected from various newspapers, journals and through internet.

## SAMPLE DESIGN

Sample design refers to sampling when the chance of any given individual being selected is known and these individuals are sampled independently of each other. The study is conducted within the respondents who have using Patanjali products

## SAMPLE SIZE

Sample size refers to number of items to be selected from universe to constitute a sample and 100 respondents are taken from this study.

## CONVINENT TECHNIQUE

Convenient sample is used for the study.

## LIMITATIONS OF THE STUDY:

- ✓ The study is restricted up to the extent of Tirupur city.
- ✓ Since the survey is bounded only for 100 members, the study would not tell what the exact situation Patanjali products.
- ✓ The respondents are in a hurry while surveying, this may possible to get a distracted opinion about the Field.

## DATA ANALYSIS & INTERPERATION

**TABLE -1****AGREE THAT YOU ARE SATISFIED WITH THE PATANJALI PRODUCT**

| S.No  | POINT OF PURCHASE TELEVISION | No. of Respondents | Percentage |
|-------|------------------------------|--------------------|------------|
| 1     | Strongly Agree               | 35                 | 35         |
| 2     | Agree                        | 22                 | 22         |
| 3     | Neutral                      | 08                 | 08         |
| 4     | Disagrees                    | 30                 | 30         |
| 5     | Strongly Disagrees           | 05                 | 05         |
| Total |                              | 100                | 100        |

The above table 1 shows that 35% of the respondents Strongly Agree that you are satisfied with the patanjali product , 30% of the respondents disagrees ,22% of the respondents agrees, 08% of the re respondents Natural and 05% of the re respondents Strongly Disagrees. It is finally concluded that Majority of the respondents Strongly Agree that you are satisfied with the patanjali product

**TABLE -2****AGREE THAT PATANJALI PRODUCTS ARE CHEMICAL FREE**

| S.No  | Agree that patanjali products are chemical free | No. of Respondents | Percentage |
|-------|---|--------------------|------------|
| 1     | Strongly Agree                                  | 38                 | 38         |
| 2     | Agree   | 35                 | 35         |
| 3     | Neutral   | 15                 | 15         |
| 4     | Disagrees                                       | 07                 | 07         |
| 5     | Strongly Disagrees                              | 05                 | 05         |
| Total |   | 100                | 100        |

The above table 2 shows that 38% of the respondents Strongly Agree that patanjali products are chemical free, 35% of the respondents agrees ,15% of the respondents neutral, 07% of the respondents disagrees and 05% of the Strongly Disagrees. It is finally concluded that Majority of the respondents Strongly Agree that patanjali products are chemical free.

**TABLE -3**

**AGREE THAT PATIMJALI PRODUCTS HAVE MADE A GOOD BRAND IMAGE**

| S.No  | AVAILABLE TELEVISION BRAND | No. of Respondents | Percentage |
|-------|----------------------------|--------------------|------------|
| 1     | Strongly Agree             | 28                 | 28         |
| 2     | Agree                      | 30                 | 30         |
| 3     | Neutral                    | 22                 | 22         |
| 4     | Disagrees                  | 16                 | 16         |
| 5.    | Strongly Disagrees         | 04                 | 04         |
| Total |                            | 100                | 100        |

The above table 3 shows that 30% of the respondents have Agree that patimjali products have made a good brand image , 28% of the respondents have Strongly Agrees ,22% of the respondents have Neutral, 16% of the respondents Disagrees and 04% of the respondents have Strongly Disagrees. It is finally concluded that Majority of the respondents have Agree that patimjali products have made a good brand image.

**FINDINGS AND SUGGESTIONS****FINDINGS OF THE STUDY:**

- ❖ Majority of the respondents are aware of patanjali product
- ❖ Majority of the respondents are used the patanjali product
- ❖ Majority of the responders are Strongly agrees that the patanjali offers a large variety of product
- ❖ Majority of the respondents are Strongly Agree that Patanjali Products Are Of High Quality
- ❖ Majority of the respondents are Agree the price of the patanjali product are fair
- ❖ Majority of the respondents agree that patanjali products have natural ingredients.
- ❖ Majority of the respondents Strongly Agree that you are satisfied with the patanjali product
- ❖ Majority of the respondents strongly Agree that patanjali products are chemical free.
- ❖ Majority of the respondents have Agree that patanjali products have made a good brand image
- ❖ Majority of the respondents have used the shampoos and container

**SUGGESTIONS**

- The company can adopt new flavors to overcome the competition.
- Company need to develop town and village markets for improve the product sales.

The customer need reasonable price for the products.

Take necessary steps to delivery the product at door step for customer convenience

## CONCLUSION

Patanjali has given a dramatic change to many marketers with their new marketing strategy. It has disrupted the whole FAST MOVING CONSUMER GOODS (FMCG) sector and bought a revolution in the industry in a very short span of time. A point to note is that many people are buying Patanjali products due to the hedonic value attached to the products. Hence, patanjali (unlike its competitors) is attracting brand-loyal customer and not price- sensitive customer with this being a temporary phase for Patanjali and strong players eventually coming up with strategies to recapture the lost place. We hope that you will continue to explore Ayurveda to enhance your health and to gain further insights into this miracle we call life. Ayurveda gives us a model to look at each individual as a unique makeup of the three and to thereby design treatment protocols that specifically address a person's health challenges.

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