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## A STUDY OF SWOT ANALYSIS OF PATANJAL GREEN PRODUCTS IN UDAIPUR DISTRICT

Dr Neetu Jain

Assistant Professor. Faculty of Commerce Bhupal Nobles University, Udaipur

### I. Abstract

- **Purpose** – The study's objective is to examine the Patanjali product range to see what challenges and opportunities exist for the company to operate a green business.
- **Design/methodology/approach** – The initial data was provided by 173 Udaipur district residents who regularly used Patanjali products. Direct interviews, organised questions were produced, and the researcher used non-experimental quantitative surveys. 200 people were surveyed initially; however, only 157 of the answers were helpful. 43 of the responses, as a result, were not engaged. The sample was randomly selected from the entire population.
- **Findings** – Based on a number of measures, the results showed that Patanjali product purchasers are satisfied. There are a few weaknesses and threats to the company, though. The document includes the SWOT framework that was created from the paper's Likert statements.
- **Research limitations/implications** – Primary data from the Udaipur district were gathered using a simple random sampling technique; more accurate results would have been obtained if the study area had been larger.
- **Practical implications** – The poll looks into respondents' opinions on using green Patanjali products. Having this knowledge is essential for creating a long-term business strategy.
- **Originality/value** – This research uses a five-point Likert scale to represent the respondents' reactions to the framed statements to determine their perspective on using Patanjali Ayurveda products.

**Keywords:** Patanjali Ayurveda, Green marketing.

## II. Introduction

Today's market has embraced the idea of green marketing very well. Using this idea, existing products might be remarketed and packaged. Additionally, introducing green marketing has enabled companies to label their goods differently. According to a recent global company survey, India is the country with the greatest potential for green IT worldwide. So far, companies that have been successful in their use of green marketing strategies are Apple, HP, Microsoft, IBM, Intel, Sony, and Dell. Around the world, environmental pressures are being recognised more and more. Marketers must effectively employ resources without squandering them to achieve an organisation's goals because resources are limited and human demands are unstoppable.

Our investigation indicates that Patanjali is a business that practises environmentally friendly production. Sustainable development has become more crucial in recent years due to the fact that the majority of nations confront serious environmental challenges. It is no longer acceptable for growth to come at the expense of excessive exploitation of natural resources. Investigating environmentally friendly companies and their contributions to the development of the nation is crucial in this context. A green firm sometimes referred to as a sustainable business, is the most positive organisation in terms of politics, social issues, and economics. In this approach, the government has supported environmental organisations. Additionally, the demand for green products has increased. Skilled people favour ecologically friendly products because they are more conscious of environmental issues and moral responsibility. A well-known producer of eco-friendly goods is Patanjali. In order to determine the potential and limitations faced by green enterprises, a variety of Patanjali brand products are being examined. The Udaipur district's 173 Patanjali clients provided the bulk of the data. In order to understand more about the products, price, pricing, client happiness, marketing strategy, and the company's issues, the sales outlets were visited. The Internet, books, and journals are all important sources of knowledge. In conclusion, this study looks at the sustainability of Patanjali products.

“When it comes to the environment, there is a basic rule. If there is waste or pollution, someone pays for it somewhere along the line,” says Lee Scott, CEO of Wall-Mart. The remark emphasises the non-secondary significance of environmental preservation, for which green marketing is the only viable choice. Ayurveda is where India's roots can be found. Patanjali has researched and developed traditional Ayurvedic India. Its products have been effectively placed on the hit list of respondents' consumption sheets, with COVID treatment being no exception.

## III. Review of Literature

(Malarvizhi & Devi, 2018) The Indian consumer market is divided mostly into urban and rural areas, which attracts foreign marketers. India is regarded as one of the world's most promising growth markets. Customers in this century are more concerned about their well-being. They attempt to maintain that quality of life by selecting products that ensure and fulfil that well-being. A customer buys a product from a purchasing eye. The brand's quality benefits, notably in the culinary and cosmetics industries, are dependent

on the choice and use of a certain brand over time. It also tries to determine client happiness with Patanjali products, both now and in the future.

(Jaggi & Ghosh, 2017) Foreign marketers are attracted to the Indian consumer group, divided mostly into urban and rural areas. India is one of the world's most important growth markets, according to international companies. Customers in the twenty-first century are more concerned about their well-being. They attempt to maintain it by purchasing products that safeguard and fulfil their needs. A client buys something from a buyer. Over time, the choice and use of a certain brand are critical to the brand's quality benefits, notably in the culinary and cosmetic industries. It also seeks to determine the customer's current and future pleasure with Patanjali products.

(Kapoor & Chaudhary, 2017) Marketing by faith has become a point of debate when it impacts people's buying behaviour. Religious organisations also manufacture and sell their own products to regulate the market. Yoga and pranayam are seen as aspects of spirituality in this study. It is noted that people typically rely on the practice of Yoga and Pranayam upon a spiritual guru. Swami Ramdevji is India's most famous guru instructor and has launched a wide range of items, focusing on ayurvedic drugs and FMCG through Patanjali Yogapeeth. The paper discusses the sale of Patanjali Yogpeeth's case study and success storey by spirituality. The research uses a qualitative approach in gathering and interviewing data from different officials of Patanjali Yogapeeth. The study showed that the marketing techniques of yoga and pranayam through spirituality influence the actions of the masses of customers.

(Kumar, Jain, Rahman, & Jain, 2014) The case study and success storey of Patanjali Yogpeeth is used to examine selling through spirituality. The data for the study was gathered and interviewed using a qualitative technique from several Patanjali Yogapeeth personnel. The study found that yoga and pranayam marketing tactics based on spirituality had an impact on client behaviour. Patanjali Yogpeeth is the ideal place to look into this topic.

#### **IV. Objectives of the study**

The key objectives of the study are:

1. To determine consumer satisfaction with Patanjali products.
2. To create a SWOT frame based on responses

#### **V. Research Methodology**

The majority of the study is based on primary information gathered from 173 Patanjali clients in the Udaipur district. In order to understand more about the products, price, pricing, client happiness, marketing strategy, and the company's issues, the sales outlets were visited. The Internet, books, and journals are all important sources of knowledge. 20 Likert statements were initially created; however, following data collection, 12 crucial statements were chosen, and a SWOT frame was created. In conclusion, this article gives a general overview of Patanjali products in terms of their environmental friendliness and sustainability. When

analysing data, statistical techniques including mean, chi-square, t-test, standard deviation, and SWOT analysis are employed. The data were analysed with SPSS 21.

## VI. Analysis of Data

173 Patanjali clients in the Udaipur district provided firsthand data for the study, which mainly depends on that information. We went to the sales locations to learn more about the products, price, pricing, customer satisfaction, marketing plan, and business-related problems. The Internet, books, and journals are all important sources of knowledge. After gathering information, 12 key assertions were decided upon, and a SWOT frame was created. In summary, this essay looks at the sustainability and environmental friendliness of Patanjali products. The statistical techniques used in data analysis include meaning, chi-square, t-test, standard deviation, and SWOT analysis. The application used is SPSS 21.

Table 1 Likert Statement

S No.	Statement		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Sig. (2-tailed)
								St Dev	t-test
S1	The goods made by Patanjali are of the finest quality.	n	20	13	10	55	59	3.76	.000
		%	12.74	8.28	6.37	35.03	37.58	1.369	3.992
S2	It is in the average price range	n	12	16	54	57	18	3.34	.000
		%	7.64	10.19	34.39	36.31	11.46	1.059	9.107
S3	The Patanjali stores are conveniently located near where people live.	n	7	21	24	33	72	3.90	.000
		%	4.46	13.38	15.29	21.02	45.86	1.244	6.715
S4	Patanjali should focus on promoting its sales through advertisements.	n	5	18	50	53	31	3.55	.000
		%	3.18	11.46	31.85	33.76	19.75	1.034	29.283
S5	Ayurvedic products are not well accepted by consumers	n	0	0	21	13	123	4.65	.000
		%	0.00	0.00	13.38	8.28	78.34	0.706	22.902
S6	The future of products appears promising.	n	0	4	25	8	120	4.55	.000
		%	0.00	2.55	15.92	5.10	76.43	0.850	31.491
S7	Products are many times are unavailable at stores	n	0	0	17	18	122	4.67	.000
		%	0.00	0.00	10.83	11.46	77.71	0.664	6.744
S8	Patanjali products are environmentally friendly.	n	20	19	7	41	70	3.78	.000
		%	12.74	12.10	4.46	26.11	44.59	1.444	5.164

S9	The products work flawlessly.	n	27	21	6	29	74	3.65	.000
		%	17.20	13.38	3.82	18.47	47.13	1.577	26.414
S10	More competition because more businesses are joining the market.	n	0	0	26	11	120	4.60	.000
		%	0.00	0.00	16.56	7.01	76.43	0.758	16.970
S11	There is no adequate treatment facility in addition to Patanjali pharmacy stores.	n	0	0	50	22	85	4.22	.000
		%	0.00	0.00	31.85	14.01	54.14	0.903	7.946
S12	Packaging is environmentally friendly.	n	29	4	6	18	100	3.99	.000
		%	18.47	2.55	3.82	11.46	63.69	1.567	.000

The figure below depicts respondents’ opinions as expressed on a five-point Likert scale. It illustrates the respondents’ three choices: the agreement on the range (strongly agree + agree), the disagree range (strongly disagree + disagree), and the neutral range.

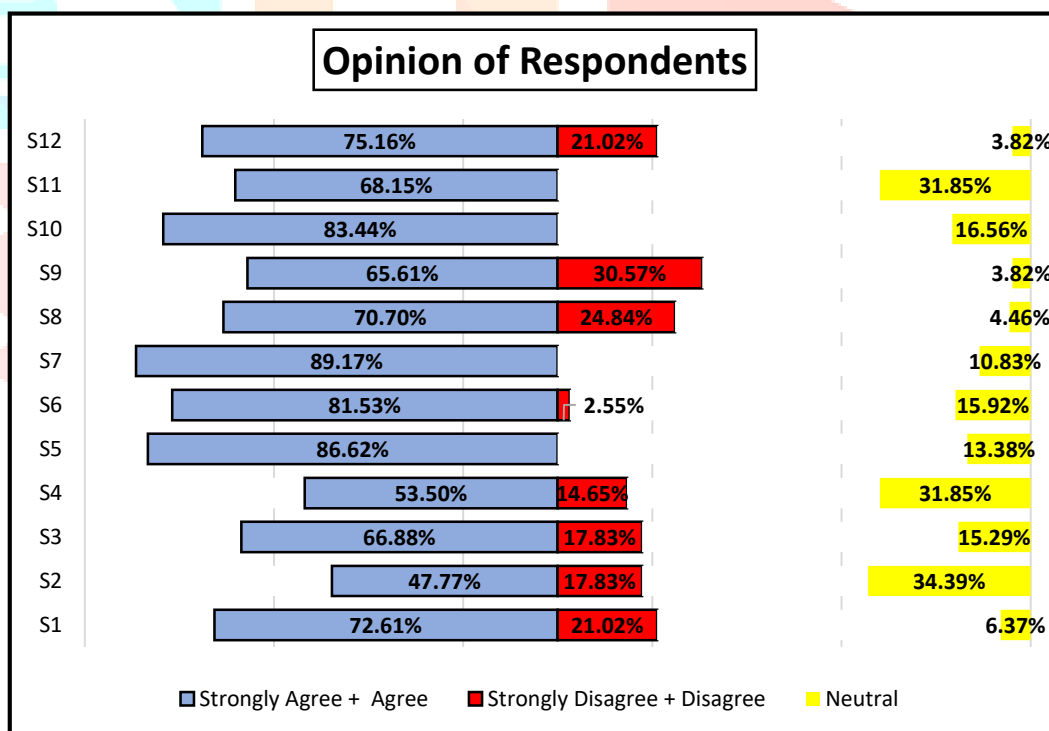


Figure 1 Opinion of Respondents

According to Table 1 and Figure 1, agreeing on statements dominates the chart. A decent number of respondents to all 12 statements agree with the forum (blue bars). On the overall choice sheet, only statements S2 and S4 have less than 60% agreement, whereas the other assertions all have more than 65% agreement. The disagree forum (red bars), which displays a similar pattern, shows that not more than 31% of the 173 respondents to the survey are unsatisfied. It is evident from the neutral range that no more than 35% of respondents had an unfavourable opinion of Likert’s claims. As a result, we can infer that consumers of Patanjali Ayurveda products have a very favourable opinion of them. We were able to develop a SWOT

analysis using the statements and response sheet, which will certainly be useful to both the business and the readers.

The figure below depicts the aggregate mean of the respondents’ responses from the preceding table.

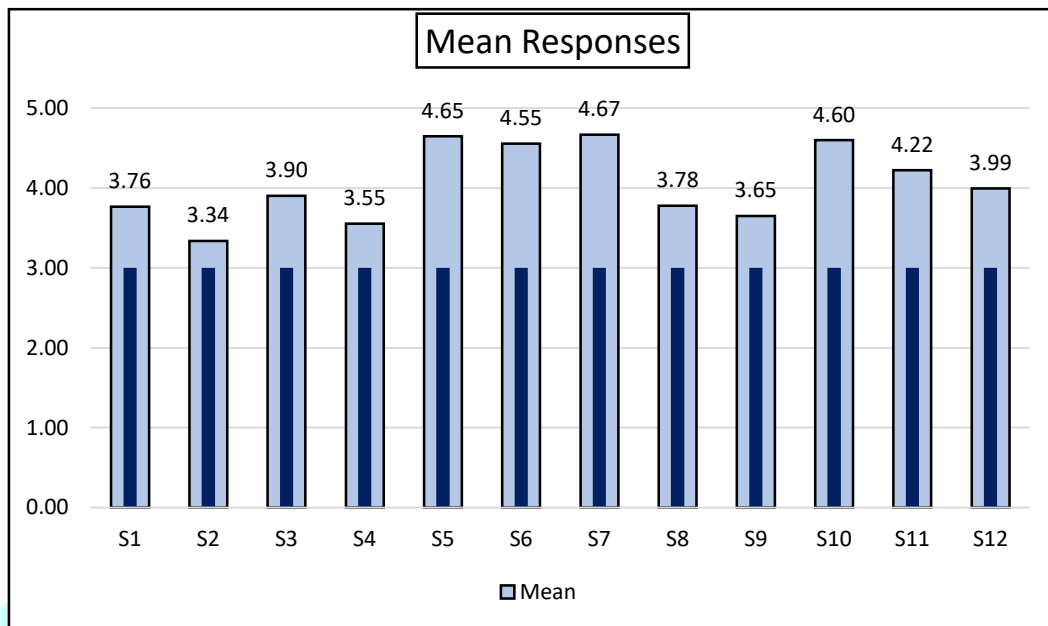


Figure 2 Mean Responses

The results show that each of the twelve studied statements had an overall mean score of not less than three. S5, S6, S7, S10, and S11 are the five strongly agreed statements. Statements with mean responses greater than four imply that respondents strongly agreed with the Likert response sheet. All seven of the remaining claims—S1, S2, S3, S4, S8, S9, and S12—are congruent. However, the average score never dropped below 3, showing that Patanjali customers are generally happy with their purchases and have minimal problems.

Figure 3 below depicts the overall value of the respondents’ standard deviation from the preceding table 1.

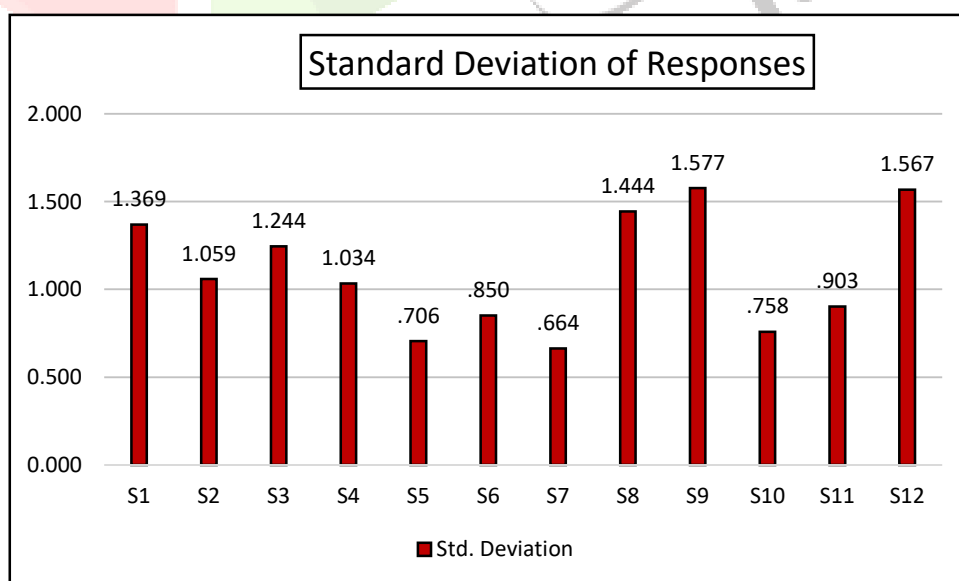


Figure 3 Standard Deviation of Responses

According to the general rule of standard deviation, statements with a value less than 1 have predictable results. In contrast, answers from those with a value greater than 1 are varied and inconsistent. The following table shows that S1, S2, S3, S4, S8, S9, and S12 have standard deviations larger than 1, whereas S5, S6, S7, S10, and S11 have standard deviations less than 1. The statements are either consistently or inconsistently responded to; it would seem.

*Table 2*  
**KMO and Bartlett's Test**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.742
Bartlett's Test of Sphericity	Approx. Chi-Square	1716.468
	df	66
	Sig.	0.000

Table 2: The adequacy of the data was checked using the KMO and Bartlett tests, which indicated that the sample met the necessary preliminary condition and was adequate for factor analysis. For the time being, factor analysis may be deemed a worthwhile endeavour and even about the current data. As noted above, the chi-square value, viz; 1716.468, also demonstrates that the sample is eligible for factor analysis.

*Table 3*  
**Factor Analysis**

Factor	S No	Statement	1	2	3	4	% of Variance	Cumulative %
Strength	S1	The goods made by Patanjali are of the finest quality.	.957				39.44	39.44
	S12	Packaging is environmentally friendly.	.938					
	S8	Patanjali products are environmentally friendly.	.937					
	S3	The Patanjali stores are conveniently located near where people live.	.866					
	S9	The products work flawlessly.	.795					
	S2	It is in the average price range	.769					
Opportunity	S6	The future of products appears promising		.896			15.92	55.35
	S4	Patanjali should focus on promoting its sales through advertisements.		.839				

Threat	S10	More competition because more businesses are joining the market.			.926		15.63	70.98
	S5	Ayurvedic products are not well accepted by consumers			.900			
Weakness	S11	There is no adequate treatment facility in addition to Patanjali pharmacy stores				.900	14.48	85.46
	S7	Products are many times are unavailable at stores				.838		

## VII. Findings and Conclusions:SWOT Frame

After being satisfied with the results of the KMO Bartlett tests, Likert statements were synthesised and filtered to create a SWOT frame for the 12 Likert statements. Table 3 depicts the SWOT analysis of the statements on Likert and their categorisation into Patanjali Ayurveda's strengths, weaknesses, opportunities, and threats. The following are the specifics of the factors:

- Strengths:** Six statements from a list of 12 Likert statements have been identified as strengths for Patanjali Ayurveda's company. Those are the ones. S1-The goods made by Patanjali are of the finest quality, S12-Packaging is environmentally friendly, S8-Patanjali products are environmentally friendly, S3-The Patanjali stores are conveniently located near to where people live, S9- The products work flawlessly,S2-It is in the average price range. It is extremely advised that the company continue to work in the same efficient manner as before.
- Weaknesses:** Two statements were recognised as Weaknesses to Patanjali Ayurveda's business from a list of 12 Likert statements. These include S11 and S7, which stand for there is no adequate treatment facility in addition to Patanjali pharmacy stores and Products are many times are unavailable at stores. These are the two weaknesses that have been recognised as threats to the company's star business if they are not addressed. These are the two issues that clients who shop at Patanjali stores regularly
- Opportunities:** Two statements have been recognised as opportunities for Patanjali Ayurveda's company from a list of 12 Likert statements. S6 - The future of products appears promising, and S4 - Patanjali should focus on promoting its sales through advertisements.The sample's responses were unanimous in their belief that if these elements are properly addressed, they will be extremely beneficial to the organisation and may even propel it to new heights of success.
- Threats:** Two assertions were recognised as dangers to Patanjali Ayurveda's business from a list of 12 Likert statements. S11- There is no adequate treatment facility in addition to Patanjali pharmacy stores, and S7- Products are many a time unavailable at stores. These are two major issues that the company is failing to address, which could jeopardise the firm's star image. Following Patanjali's



success, a number of other Ayurveda-based companies have begun to enter the market, though it appears unlikely that they will ever be able to compete with it.

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