



RESEARCH ON: To Understand the Impact of Ayurvedic Health- Care Business & its Importance during COVID- 19 with special Reference to ‘PATANJALI PRODUCTS’.

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1. ABSTRACT:

Customers in this era have become more concerned about their well-being and also inclined to maintain personal happiness, which is demonstrated in their selective use of those goods that provide a good state of well-being and also provide the most extreme fulfillment. In their pursuit of a healthy lifestyle, Indians have proven to be more receptive to Ayurvedic and health care as a treatment choice for common ailments. Baba Ramdev's Patanjali Ayurvedic items/products have risen to fame due to this particular propensity.

In today's vast market, with ever-changing client wants, Baba Ramdev has created a unique Ayurvedic innovation that is both affordable and readily available.

KEYWORDS: Inclined, Ayurvedic, Baba Ramdev's, ailment, pursuit.

2. INTRODUCTION:

Many believe Ayurveda to be the most established mechanistic science in India's ancient Vedic civilization. Even though customers in India have relied on traditional Ayurvedic Practice for a long time to recover from everything from barrenness to stomach-related issues, COVID-19 was well-known in India, which was a benefit for companies producing or manufacturing medical equipment and health-care products during the COVID-19 Pandemic, when demand for these products increased.

Baba Ramdev and Acharya BAL Krishna Ji founded the Ayurvedic brand "Patanjali," which is now an Indian FMCG enterprise. Patanjali Ayurveda has been one of the fastest-growing FMCG brands in recent years. It specializes in all-natural and herbal items, to give customers the finest of nature.

Patanjali was one of India's fastest-growing FMCG companies in 2016, according to CLSA and HSBC. It was valued at Rs. 3,000 crore (about US\$490 million in 2020). Patanjali yearly Patanjali for the

2016–17 fiscal year was anticipated to be Rs 10,216 crore (US\$1.4 billion). According to a report by India Infoline (IIFL), Patanjali's success will have an impact on at least 13 publicly traded companies, including Colgate, Dabur, ITC, and Godrej Consumer Products.

2.1 MARKETING MIX OF PATANJALI AYURVEDA PRODUCTS:

Baba Ramdev constantly tries to use the Indian brand by saving the people living in India & economic Growth of the company. Patanjali is planning to buy well-known brands which are engaged in beverages and food items to make them aware of Patanjali Brand products.

3. NEED OF THE STUDY:

This study will reveal how Patanjali provided the best service during COVID- 19 Pandemic & Perception of Customers of using Patanjali Products such as Health –Care, FMCG (Fast Moving Consumer Goods) products, cosmetics & Ayurvedic products.

4. OBJECTIVE OF STUDY:

1. To Study the perception of Consumers on Patanjali Products?
2. To study the behavior of Consumers about the Patanjali Immunity booster like Chyawanprash and Honey?
3. To understand the efforts taken by Ayurvedic Health-Care Business (Patanjali Product's) during COVID -19 Pandemic?
4. To know that Patanjali was providing the best service during COVID -19?

5. HYPOTHESIS:

1. **H1:** There is no impact on Consumer Pertaining Immunity boosters like Chyawanprash and Honey.

H0: There was a huge impact on Consumer Pertaining Patanjali immunity booster products like Chyawanprash and Honey.

2. **H1:** There is no impact on efforts taken by Ayurvedic Health-Care Business (Patanjali Ayurveda Product) during COVID -19 Pandemic.

H0: There is a huge impact on efforts taken by Ayurvedic Health-Care Business (Patanjali Ayurveda Products) during COVID -19 Pandemic.

6. RESEARCH METHODOLOGY:

DATA COLLECTION METHOD The data collection method is one of the utmost steps of research. Hence, the data collection method includes using the existing data through questionnaires. In the present research, the data collection methods are both by bibliotheca and field. In the bibliotheca data collection method, research literature and other studies are investigated in libraries and refer to books and articles. In the field of this research, the data collection are carried out through questionnaires which are designed for this purpose

The data collection is done by surveying and by the various readings (online and offline)

➤ Primary data:

The data was collected by surveying and filing for the questionnaire form through divergent audiences. 100+ responses answered the survey this data was used for analyzing and interpreting the data.

• SAMPLE SIZE:

1. According to Sampling majority of them belongs to the age between 18 to 20 Years which is about 66.3%, followed by the 13 to 18 years of the age group which is 25.5%, followed by 22 to 27 which 12.6%:

AGE GROUP:	Percentage :
18 to 20	66.3%
13 to 18	25.5%
22 to 27	12.6%

2. According to the o Sampling survey, the majority of them were female which is 55.5% and 45.5% were male:

Gender	Percentage
Male	45.5%
Female	55.5%

➤ RESEARCH DESIGN:

The research I did is Competitive Research. I collected primary data by surveying through Google form. Based on responses received through Google form and did Data Analysis and Interpretation.

I choose this method to collect the information through the people and understand the perception towards the given topic.

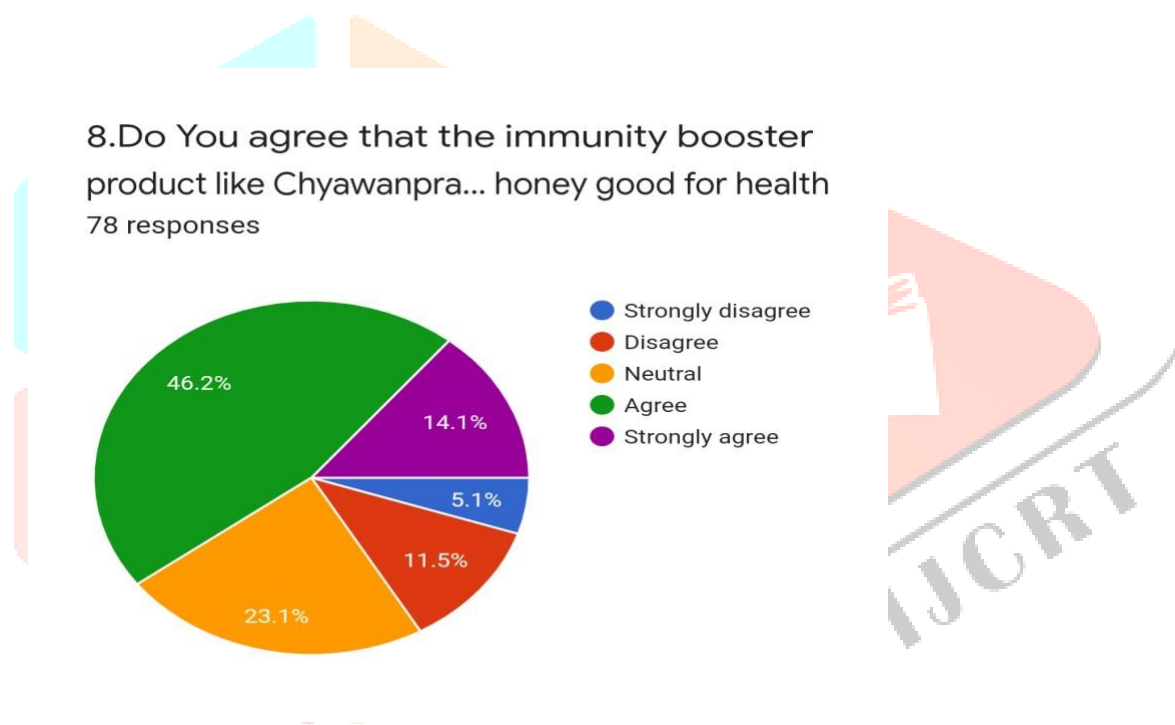
- The variable of the topic was: Ayurvedic & Healthcare products.

➤ LIMITATION:

In an attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. Nevertheless, despite the fact constraints were at play during the formulation of this project. The main limitations are as follows:

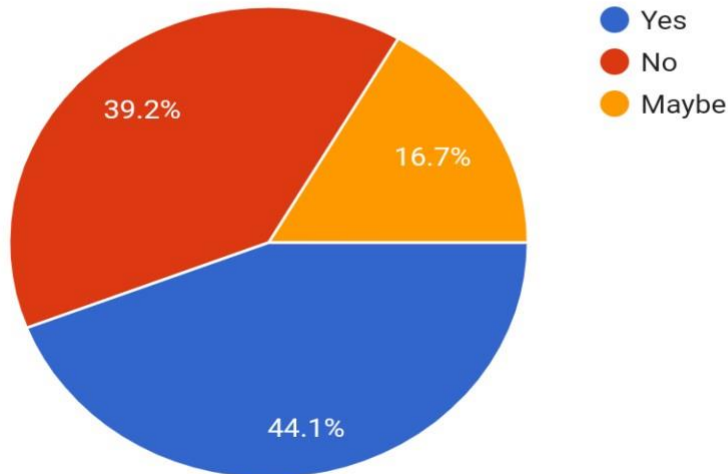
- 1) Due to the limitation, only a few people were selected for the study. So the sample of students was not enough to generalize the findings of the study.
- 2) People were hesitant to disclose the facts.
- 3) Advanced statistical tools were not used for analysis.
- 4) The chance of biased response can't be eliminated through all necessary steps were taken to avoid the same.

7. DATA ANALYSIS:



46.2 % out of 78 responses were agreed, 23.1 % were neutral as they were not using this prod, 14.1 were strongly agreed, 11.5 % disagreed as they were not satisfied with the products and 5.1 % were strongly disagreed.

6. Do you agree that Patanjali Ayurveda Company has taken eff...ng COVID-19 Pandemic?
102 responses



44.1% out of 102 responses said yes, 39.2% said no and 16.7% were confused as they were not knowing that Patanjali Ayurveda Company has taken efforts during the pandemic.

8. TESTING OF HYPOTHESIS:

1. According to an. 1 of the survey which contains more than 100+ responses the H1 is Null Hypothesis i.e. rejected and H0 is Alternative Hypothesis i.e. accepted causes 46.2% were 'Agree'.
2. According to QN. 2 of the survey which contains more than 100+ responses the H1 is the Null Hypothesis that is rejected and H0 is the Alternative Hypothesis that is accepted cause 44.1% said 'YES'.

9. DATA INTERPRETATION:

This survey conducted the interpretation are as follows:

1. This survey consists of 100+ responses according to the majority of citizens COVID-19 has a huge impact on health, people were more concerned about their health which took advantage of for Ayurvedic Companies like Patanjali.
2. During COVID-19 individuals were demanding products like Chyawanprash and honey to keep them fit and fine. As it boosts the immunity of individuals and is especially has a huge impact on Senior citizens.

10. IMPLICATION:

As a citizen, we Indian's are concerned about their well-being and lifestyle and our traditional culture which shows us differences from other countries. 'Ayurveda' is one of our traditional medicinal cultures which is continuing from past civilizations as it is one of the best medical treatments. Baba Ramdev comes up with the Ayurveda company known as Patanjali which is beneficial for our health. Our PM. Narendra Modi took an initiative to boost traditional knowledge for the citizen of India and the upcoming generation. Patanjali is one of the fast Ayurvedic companies in the past few years. They provide the best quality of the product which would not harm our health.

11. CONCLUSION:

As we all know that COVID- 19 pandemic was the worst experience in the last 2 years. Which scared everyone in the world and took many lives and also have a huge impact on health, financial condition, and manufacturing industries. Ayurvedic products were having a positive impact on people because people were more concerned about their health during the pandemic Ayurvedic companies like Patanjali gave the best service during the pandemic which was providing good quality products. People are loving Patanjali which would be a great advantage for the company in upcoming years.

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