

# CONSUMER BEHAVIOUR TOWARD PATANJALI PRODUCTS

POOJA JAIN  
ASSISTANT PROFESSOR IN COMMERCE ,  
Jeevan Chanan (P.G) Mahila Mahavidyalya Assandh (Karnal),  
Haryana (India) ,

## ABSTRACT:

The Indian herbal market is flooded with numerous well-known and recognised herbal brands. Consumers of this millennium have become more concerned about their health and also inclined to maintain quality of life which is reflected through the preferential consumption of those products that protects the good state of their health as well as provide maximum satisfaction. In pursuit of a healthy lifestyle Indian have become more inclined to Ayurvedic or Herbal therapy as alternative healthcare for natural cure. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand especially when it comes to brand of eatable and cosmetics. Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage. Philip Kotler observed that is a person's feelings of pressure or disappointment resulting from product's perceived performance in relation to his or her expectations. If the perceived benefits turned out to be almost same as expected, customer is highly satisfied and that is how the company achieves loyalty of the customer towards the product.

**Keywords:** Consumers , herbal, satisfaction level .

## INTRODUCTION

In Indian scenario, perceptions and preferences about a particular brand are important because Indian customers rely on the perception of their near and dear ones before actually buying or using the product. The perceptions and preference of the people around us affect our decision to buy or not to buy the product. Perceptions are highly subjective and thus easily distorted. The qualm of buying and not buying continues into the mind or the black box of the prospective consumer unless his decision is not supported by many. Thus in order to survive in the marketing environment of a country like India, brands need to be positioned in the minds of people. India is already an attractive destination for brands to set in due to favourable marketing conditions. India has known to be a hub of Herbal brands as well since the herbal products are deeply associated with the spirituality sentiments of the people.

A well known yoga guru Baba Ramdev started an association Patanjali Ayurved in 2007. The main aim of the company is to bring awareness among Indian people towards swadeshi products. Also the profits earn by the company will be either plough back or profits will be used for social welfare. The firm, to increase its sales, also provides its products at discount. Patanjali is also said that it will be very beneficial for consumer to shift in their preferences towards herbal and Ayurvedic products which are deemed to be healthy and also closure to nature. It has also placed itself as a swadeshi brand, which has a request among a class of consumers.

#### OBJECTIVES OF STUDY

- To study the brand preference of “Patanjali” in the minds of customer.
- To know why consumer prefer Patanjali products.
- To study the factors affecting consumer behavior towards patanjali products.
- To study the satisfaction level of consumer after using Patanjali products.

#### RESEARCH METHODOLOGY:

The current study is based on data collected from websites, convenient sampling was used in the study. Journals, articles, research reports and government documents were reviewed to get the insight of the previous interventions that the stakeholders and policy makers have already in place.

#### PATANJALI:

Patanjali Ayurved Limited is the leading Ayurvedic Company in India, which was incorporated in the year 2007. Patanjali Ayurved 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, Badam Pak and Mustard Oil are some of the products of the company. Products made by the company are of premier quality and optimally priced.

**Patanjali Ayurvedic and Herbal Products** Patanjali Ayurved Limited is an Indian FMCG company. Located in the industrial area of Haridwar, the company manufactures mineral and herbal products. It has also manufacturing units in Nepal under the trademark Nepal Gramudhyog and imports majority of herbs in India from Himalayas of Nepal. According to CLSA and HSBC, Patanjali is the fastest growing FMCG Company in India. It is valued at 3,000 Crore (US\$450 million) and some predict revenues of 5,000 Crore (US\$740 million) for the fiscal 2015–16. Patanjali operates via 3 business segments, viz., foods (foods, supplements, digestives, dairy, juices, etc), FMCG (cosmetics (shampoo, soaps, face wash), home care (detergent cakes, powder, liquid), etc) and Ayurvedic products (healthcare products for blood pressure, skin diseases, joint pain, etc). In FY15, of the total sales of INR20.3bn, food and cosmetics contributed INR8bn each, while healthcare products

comprised the balance. The company has adequate capacity to achieve its revenue target of INR50-60bn in FY16. Patanjali Ayurved has limited advertising expenses, which gives it enough leeway to pass on the savings from lower ad spends by way of lower prices. The company advertises in a limited way – news tickers, regional newspapers, some digital advertising, etc., though going ahead it might start other forms of advertising too. Patanjali has adopted the unique information based advertising. For instance, the company highlights the positives of cow's ghee, which automatically helps sale of Patanjali Ghee. In the recent past, the company's print advertising has seen a marked increase. Many people complain that due to Patanjali's weak distribution network its products are not easily available everywhere and they are unable to buy them. To address this concern, the company has chalked out an aggressive plan to improve its presence on the online platform. Currently, it is already selling its products through its web-site, www.patanjaliayurved.net, from where customers can order the products and get free delivery of the same if the order value exceeds INR499. Other companies like bigbasket.com, etc., that also sell Patanjali products online have been barred from doing so. The company is also implementing ERP for better mapping of inventory (SAP has already been implemented). Patanjali will also be launching its mobile app, which will allow customers to locate nearby outlets that are selling Patanjali products and also facilitate online ordering of products.

#### **FINDING AND OBSERVATIONS :**

The collected data was analysed by using simple statistical techniques

Table 1 refer to age where Patanjali products are being preferred by the age group of 36-45 followed by the age group 15-25

Table 1:Age

Age in intervals	No. of respondents
15-25	17
26-35	13
36-45	18
46-55	08
56-65	04
	60 total respondents

Table 2 refers to the classification of occupation of the respondents among which 37% of the respondents are employees followed by the students who consist of 25% and 23% of the respondents were self employed

Table 2: occupation

Occupation	No of respondents
Employees	21

Business	13
Agriculture	03
Students	14
House wives	09
	60 total

Table 3 refers the preferences of respondents towards Patanjali product where 8 factors were taken and based on frequency the ranking was allotted. Five Likert scale was used to measure the consumer response 53.3% of the respondents says price is the factor which impact more over swadeshi is the factor which is impacting on consumer 63.3% . the following ranks are based on the frequency of the factor having impact on consumer.

Table 3 : Factors impacting on consumer towards purchasing patanjali products

Factors	Strongly agree	agree	neutral	disagree	Strongly disagree	Total	Ranking
Reasonable Price	17(28.3%)	32(53.3%)	5(8.3%)	3(5%)	3(5%)	60(100%)	3
Good Quality	23(38.3%)	33(55%)	3(5%)	1(1.6%)	0(0%)	60(100%)	2
Healthy	23(38.3%)	25(41.66%)	10(16.6%)	1(1.6%)	1(1.6%)	60(100%)	6
Brand	23(38.3%)	20(33.3%)	15(25%)	1(1.6%)	1(1.6%)	60(100%)	8
Baba Ramdev	23(38.3%)	25(41.66%)	7(11.6%)	3(5%)	2(3.3%)	60(100%)	7
Swadeshi	38(63.3%)	13(21.6%)	1(1.6%)	4(6.6%)	4(6.6%)	60(100%)	1
Advertisement	10(16.6%)	28(46.6%)	16(26.6%)	3(5%)	3(5%)	60(100%)	4
availability	26(43.3%)	26(43.3%)	2(3.3%)	3(5%)	3(5%)	60(100%)	5

Table 4 refers product preferences by the consumer, out of 60 respondents 65% of them prefer food, 61.6% prefer cosmetics, 41.6% prefer ayurvedic products and 26.6% prefer detergents. Respondents are showing interest towards beauty related and food related products from patanjali.

Table 4: types of products consumer purchases

Products	No of respondents
Ayurvedic	25(41.6%)
Cosmetics	37(61.6%)
Food	39(65%)
detergents	16(26.6%)

Table 5 refers to the expectation of products by the consumers in coming days from Patanjali. Respondents are very much interested in cooking oil from patanjali 45% of them are looking, 40% of the respondents want rice and clothes from Patanjali, 35% of respondents were preferring dry fruits from patanjali and 20% of them prefer perfumes. Here also respondents are showing trust towards the quality of patanjali and are expecting rice and oil which are the major components of Indian kitchens.

Table 5 : Products expected by consumer in future from Patanjali

Products	No of consumers preferred
Clothes	24(40%)
Cooking oil	27(45%)
Rice	24(40%)
Dry fruits	21(35%)
perfumes	12(20%)

Table 6 refers to why you are expecting these products from patanjali. Majority of the respondents 65% opines that the prices are less with Patanjali when compared to other similar products, 63.3% of the respondents perceive that Patanjali products are healthy, 56.6% say they believe in the quality, 20% prefer as they are swadeshi and 20% have trust in patanjali

Table 6: Reason for consumer expecting

Factors	No of respondents
Trust	12(20%)
Quality	34(56.6%)
Health	38(63.3%)
Swadeshi	12(20%)
price	39(65%)

From the analysis it is found that most of the customers are aware of the product through advertisement, customers are satisfied with the quality & price of the product. All the selected respondents were selected the product due to chemical free. Thus the result shows that the users are satisfied with Patanjali Products.

## CONCLUSION:

The Findings in the paper show that there are many significant factors that together make up the buying decision of the product. Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from Patanjali products. It may be because of reasonable price of the product. It may be due to ability of the product to cure the problem. The satisfaction brings in the retention of customer. Patanjali is

enjoying the advantageous position in market through spirituality element involved in its products. However, it should not ignore the competitors like Naturals, pure roots, Vindhya herbals. Patanjali in order to retain more customers and satisfy them, must fulfill the claims made by the company before any other brand may mushroom up and take away the benefits of marketing through spirituality.

The study has revealed that the people between the age group of 15-45 are the major consumers of Patanjali products. It was observed that between age group of 15-25 years are preferring cosmetics. The rest of the age groups prefer food related products. Hence the mileage can be taken to drive the market as people are becoming more health conscious by introducing healthy food products. It was observed in the study that noodles were not repeatedly purchased from Patanjali. Respondents were showing less interest towards detergents but were interested towards tooth paste. Price has become a significant factor along with ayurvedic and herbal. However Patanjali is entering into much business it is suggested that it focus on more cosmetic, health and food related products.

## REFERENCES

1. <http://www.allayurveda.com/discover.asp>
2. <https://www.inlifehealthcare.com/blog/benefits-of-ayurveda-remedies/#.V66OcNR94ri>
3. [http://www.ayurvedicbazaar.com/ayurvedic\\_books.php](http://www.ayurvedicbazaar.com/ayurvedic_books.php)
4. <http://sublimemagazine.com/health-beauty/why-use-herbal-medicine>
5. [https://en.wikipedia.org/wiki/Patanjali\\_Ayurved](https://en.wikipedia.org/wiki/Patanjali_Ayurved)
6. Kotler, P. (2008). Marketing Management (11th ed.). New Delhi: Pearson Education.
7. Khare CP. Indian Medicinal Plants. 1st ed. Berlin/Heidelberg: Springer Verlag; 2007.
8. Rani, S., & Shukla, C. (2012). Trend of patanjali products: an ayurvedic magic wand for healthy living. Paripex - Indian journal of research, 1(9), 93-94.
9. Ali, M. I., & Yadav, M. (2015). A study of consumer perception of herbal products in Bhopal. International Journal Of Management Studies , 2(1), 69-80. Khanna, R. (2015). Customer perception towards brand: a study on 'Patanjali'. Global journal of management and business research: e marketing , 15(9), 41-45.