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**A COMPREHENSIVE PROJECT  
REPORT ON  
A STUDY OF CONSUMER PERCEPTION  
TOWARDS PATANJALI PRODUCTS  
IN VADODARA CITY**

SUBMITTED TO

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## FMCG INDUSTRY

The fast-moving consumer goods (FMCG) industry or consumer packaged goods (CPG) industry is mainly responsible for producing, distributing, and marketing fast-moving consumer goods. The FMCG industry is the fourth largest sector in the Indian economy. Household and personal care products accounts for 50% of the sales in the industry, healthcare accounts for 31-32% and food and beverage accounts for remaining 18-19%.

### Evolution

Between 1950 and 1980, there was limited investment in the FMCG sector. Local people had lower purchasing power, which meant that people opted for necessity products rather than premium products. Indian government was inclined towards favoring the local shops and retailers. Between 1980 and 1990, people wanted more variety of products which encouraged FMCG companies to increase the availability of products. FMCG Industry started getting traction and other companies started entering the industry. Media industry in India also boomed during the same time which gave new companies even more incentive to make their business profitable. Prior to 1991, when globalization and liberalization occurred in India, western apparels and foreign food products were not available to local customers. Common people were not very aware of brand recognition. After 1991, FMCG industry was inspired by the international companies which also allowed government intervention to incentivize foreign FMCG companies to operate in India.

The Indian FMCG industry generates massive employment opportunities and currently employs more than 3 million people. Departmental stores, grocery stores, and supermarkets are the places where consumers buy the necessary products for daily consumption. In the 21st century, people don't want to move across different stores to acquire the common household goods. Hence, the introduction of supermarkets, where customers have variety of choices for different household products, into localities are proving to be extremely convenient to the customers. Some of the most common stores in India are: Reliance Retail, Big Bazaar, D-Mart, Easy day, MORE, Spencer's, Spar, Hyper City, and Star Bazaar. Although the operations of supermarkets are profitable, local grocery stores are suffering due to lack of variety of products. Unlike other emerging FMCG industry around the world, FMCG sector in India is still quite conventional. Despite street markets are still one of the most visited places for shopping in urban and rural settings, online platforms are leading the way to buy FMCG products.

### Most sold FMCG

- Toiletries
- Cosmetics
- Household products

- Electronic goods
- Packaged India|

## Market size and projected growth rate

In the last 10 years, the revenue in FMCG industry in India has been growing at the rate of 21.4%. There was a drastic change in revenues in FMCG sector growing from US\$ 31.6 billion to US\$ 52.8 from 2011 to 2017-2018 respectively. FMCG industry in India is expected to grow at the rate of 27.9% CAGR (Compounded Annual Growth Rate) to sum to US\$103.7 billion by 2020. Additionally, the rural FMCG market is projected to grow at a CAGR of 14.6% to reach US\$100 billion by 2020 and US\$220 billion by 2025. The rural setting accounts for 45% revenue share while the urban setting dominates with 55% revenue share of the total revenue of the FMCG industry. More than 65% people in India stay in rural places and those people spend around 50% of their total expenditure on FMCG products. The number of people buying consumer goods online in India is projected to reach 850 million by 2025.

## Driving factors leading to growth rate

- Increased population of working women
- Increased disposable income and growing per capita expenditure
- Increased purchasing power of the customers
- Increased awareness of online shopping
- Higher brand recognition and consciousness
- Constant change in consumer preference
- Banking policies and government's regulations
- Growing interest for foreign investors

## Market share (by revenue)

Company's Name	Market Share (%)
<a href="#">ITC</a>	14%
<a href="#">Hindustan Unilever (HUL)</a>	12%
<a href="#">Nestlé</a>	3%
<a href="#">Britannia</a>	3%
<a href="#">Patanjali Ayurved</a>	4%
<a href="#">Dabur</a>	2%
<a href="#">Godrej Group</a>	2%
<a href="#">Marico</a>	5
<a href="#">GlaxoSmithKline (GSK)</a>	1%
<a href="#">Colgate-Palmolive</a>	1%



# CHAPTER = 1

## INTRODUCTION OF PATANJALI



### INTRODUCTION TO PATANJALI

Patanjali Ayurveda was formed in January 2006 as a private limited company by yoga guru Ramdev and his partner Sri Acharya Balakrishna. In June 2007, it was converted to a Public Ltd. Company. It is registered under the Companies Act, 1956 and has its registered office in Bijwasan, New Delhi and three other offices in Haridwar. The company was started with the vision of uplifting the life of Indian farmers by locally sourcing the raw materials from them and making their lives better while at the same time provide an opportunity to the Indian masses to move towards healthy lifestyle

by promoting Ayurveda and herbal products. Baba Ramdev started off as a yoga trainer who featured in televised programs in Aastha and Sanskaar channels and made Indians realize that they have forgotten Indian tradition and art forms- one of them being yoga. He got wide acceptance and word of mouth publicity helped him reach to a wider audience. He projected Yoga as a panacea to all the health problems. In its first year of operations, 2008, Patanjali generated a revenue of over 60 crores.<sup>1</sup> Almost 10 years later, the homegrown venture has grown to be a 5000 crore company and is posing a threat to the well established companies in the FMCG domain.

Patanjali Ayurveda 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.

### **Patanjali range of products**

Patanjali has a wide range of products with the theme of Ayurvedic/herbal being common across all categories. It has four business divisions: food and beverages, cosmetics and health, health drinks and home care. The highest revenue grossing products are Patanjali cow ghee, Dant Kanti, Kesh Kanti, Patanjali Atta noodles and Patanjali Aloe Vera juice and gel.

The customer base of Patanjali is ridiculously huge and with each passing day, it is growing bigger. A major ramp-up came when Patanjali was relaunched by Baba Ramdev in 2014. After that it has not looked back. The company is finding it difficult to cater to the demand of all the customers. It has increased its distribution channels and expanded its reach multifold from the point when it started. Production has also increased, and it has now over 450 products in its portfolio.

### **Organization structure:**

The Board of Directors is formed of three founding people. Swami Acharya Balakrishna is serving as the Managing Director of the company. Two other members Swami Muktanandji and Sri Ajay Kumar Arya are also holding positions as the Directors of the company. Swami Ramdev do not hold any position or stake in the company but does act as the Ambassador for the entire Patanjali brand. The operations department is headed by Ramdev's brother Ram Bharat. Everyone else from the finance, logistics and other teams report to him He is the informal CEO, but designations are not very formalized within Patanjali. Patanjali has over 200,000 employees in total. They hire street-smart people and do not look for MBA graduates only.

This helps them to keep costs down while also delivering unprecedented growth.

## Production

Patanjali Food and Herbal Park at Haridwar is the main production facility operated by Patanjali Ayurveda. The company has a production capacity of ₹350 billion (US\$5.4 billion) and is in the process of expanding to a capacity of ₹600 billion (US\$9.2 billion) through its new production units at several places, including Noida, Nagpur, and Indore. The company plans to establish further units in India and in Nepal.

In 2016, the Patanjali Food and Herbal Park was given a full-time security cover of 35-armed Central Industrial Security Force (CISF) commandos. The park will be the eighth private institute in India to be guarded by CISF paramilitary forces. Baba Ramdev is himself a "Z" category protection of central paramilitary forces.

## VISION

Keeping Nationalism, Ayurveda, and Yoga as our pillars, we are committed to create a healthier society and country. To raise the pride and glory of the world, we are geared up to serve people by bringing the blessings of nature into their lives. With sheer dedication, scientific approach, astute planning, and realism, we are poised to write a new success story for the world.

## MISSION

Making India an ideal place for the growth and development of Ayurveda and a prototype for the rest of the world.

## SWOT ANALYSIS OF PATANJALI



**S-STRENGTH**

1. Patanjali has grown at a rapid pace within a short span of time.
2. Extensive marketing has pulled people into accepting its products as a healthier and safer option.
3. Strong brand ambassador with Baba Ramdev as its face helped boost the business for Patanjali.
4. Patanjali offers new products, new style of marketing etc. has changed the market dynamics.
5. More than 200,000+ employees with Patanjali.

**W-WEAKNESS**

1. Launched too many products in a short time.
2. Patanjali faced issue with advertising council of India.
3. Lower concentration on other top countries.

**O-OPPORTUNITIES**

1. Patanjali can tap overseas market as Ayurveda is increasingly getting awareness.
2. Can enter more segments in personal hygiene, FMCG etc.
3. Can also diversify in apparels.

**T-THREATS**

1. Prominent FMCG players coming up with their own variants of ayurvedic products.
2. Big players have their existing model, which is sturdy, which can overcome new.

**Media attention**

Ramdev rose to national fame as a yoga guru through his programs on TV channels - Sanskar in 2001 and Aastha from 2003. He readily acknowledges the role of the media in his rise. "Patanjali ko bananey main ek se 10 per cent humara role Hai, baaki role media ka Hai (My own role in the rise of Patanjali is just one to 10 per cent, the rest of the credit goes to the media)," he told Business Today website.



## Less Price

Patanjali products are available at an attractive discount as compared to their competition. The company sources products directly from farmers and cuts on middleman to boost profits. Hence, they can reduce their raw material procurement cost and are able to produce goods at a much cheaper rate.

## Retail outlets

Initially, Patanjali shunned the conventional distribution network, preferring to rely on its own channels of super distributors, distributors, Chikitsalayas (franchise dispensaries) and Arogya Kendras (health center's which sell Ayurvedic remedies). Once it turned to retail outlets from 2011, revenue began to multiply manifold.

## Variety of products

Already, a few Patanjali products have made major inroads - apart from desi ghee, its toothpaste Dant Kranti, for instance, launched in March 2010, brought in revenues of Rs 200 crore in 2014/15. Patanjali has also ventured out to produce many other new items that were mostly produced by foreign companies in recent months. Patanjali also sells toothpastes, unpolished pulses, and detergents.

Patanjali is happy to co-exist with indigenous companies, multinational ones are a different matter. "Humara ek simple funda Hai: MNCs ko replace karna (We have a simple principle: we want to replace MNCs)," said Ramdev.

"We don't want to put anyone down, but we would like to instill swadeshi pride so that Indian money does not go out of the country." He is aware that the competition is gunning for him. **Future Growth**

- Patanjali wants to reach 10,000 crore business.
- To spread out its business globally to reach top position in FMCG industry.
- Planning to start its retail outlets at Airports and Railways station.
- To bring more innovative products through effective research.

**Competitors****Hindustan Unilever Limited (HUL):**

HUL was started in 1933 by Lever Brothers and became Hindustan Unilever Limited as a result of merger between Lever Brothers, Hindustan Vanaspati Company limited and United Traders Limited in 1956. HUL products are Lux, Surf excel, Rin, Wheel, Clinic Plus, Life Boy, Close up, Pepsodent, Fair & Lovely, Vim, Dove, Sun silk, Vaseline, Pears, Lack me. Bru Coffee, Lipton, Tea and Kissan Jam.

**Procter & Gamble (P&G):**

American Multinational Company Procter & Gamble is also known as P&G. William Procter & James Gamble are the founders & its headquarters is located at Ohio, United States. David Taylor is the present CEO of P&G. The products of P&G have been categorized as baby care, homecare, oral care, family care, grooming, hair care, skin & personal care. It has global presence with best quality products using innovation and technology. P&G is known for Ariel & Tide laundry detergent, Gillette razors, Head & Shoulders shampoo, Pantene hair care products, Oral B inner dental products.

**Dabur India:**

Dabur India is one of the leading FMCG companies & world leaders in Ayurveda Started in 1884 as an Ayurveda company by Burman family of Calcutta. Dabur India has become one of the biggest Indian owned FMCG Company with the largest herbal and natural product portfolio in the world. Product categories of Dabur include Hair care, Oral Care, Skin Care, Home Care and Foods. It is known products are Vatika, Hajmola, Real fruit juices and beverages and Fem for fairness and skin care products. Dabur products are available over 120 countries across the globe.

## **Nestle Ltd:**

Nestle was founded in 1867 by Henry Nestle in Switzerland. It produces various range of Products it includes baby food, breakfast cereals, coffee, tea, bottled water, snacks. Its wellknown products are Nescafe, Maggie, and Kit Kat, Munch, Mill)' Bar, Eclairs, Milkmaid etc. Nestle products are available across the globe. It has been contributing to the India's growth over decades by building trust and commitment with the people of India.

## **Patanjali Ayurvedic and Herbal Products**

Patanjali Ayurveda 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.

## **Economic Feasibility**

According to Kochhar, the reason why online is a better channel for distribution of this category is that for a local retailer or kirana store, it is not economically feasible to stock the entire product line or selection of products, as the category is still small. Ayurveda is about 5-10 per cent of the entire food and personal care category, estimated at Rs.1, 50,000 Crore. **Patanjali Ayurveda Business growth driven by increasing demand for herbal products, brand image and new product pipeline.**

# CHAPTER – 2

# INTRODUCTION TO

# THE TOPIC



## INTRODUCTION TO MARKETING MANAGEMENT AND CONSUMER PERCEPTION TOWARDS PATANJALI PRODUCT

### **1. Introduction to marketing management**

According to dr. Philip Kotler, “Marketing management is 'the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.’”

### **2. Introduction to Consumer Perception**

#### **2.1 Meaning**

A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.

## 2.2 Concept of Consumer Perceptions

Consumer Perception refers to how customer perceives a certain product on their own conclusions. The success or failure of the business to a great extent is influenced by consumer perception. It is based on their actual experience obtained from the use of certain goods or services. The price, quality and image of the manufacturer are the other factors which influence consumer perception.

Fast Moving Consumer Goods segment is the fourth largest and fastest developing sector in the Indian economy. FMCG are products that are sold quickly, it has less shelf life and relatively low cost. Products in this category include all consumables people buy at regular intervals they are soaps, detergents, shampoos, cosmetics, toothpaste, soft drinks, processed foods, batteries, bulbs, pharmaceuticals, plastic goods and many other consumer nondurables.

The major FMCG companies are Dabur India Ltd, ITC, Nestle, Patanjali Ayurveda Ltd, Britannia, and HUL. The earnings of FMCG commodity are relatively small, but they are generally sold in large quantities. From the consumers perspective they frequent purchase FMCG products for day to day consumption with low involvement to choose the item. They are used at least once a month directly by the end users. From company perspective large scale of production helps to reduce the cost of production and extensive distribution networks helps in large to sell the products in high volume.

The Middle income and the rural population are the potential market for FMCG products. Shift to organized market, increase in penetration, easy access and rural consumption are the drivers for India's FMCG sector. Branding, advertising and innovation are the problems of FMCG industry. Indian customers are more adaptable to new and innovative products. The large customer base, purchasing power, competitive market, and media are the important factors which contributed to the growth of FMCG industry in India.

### FMCG MARKET HAS THREE MAJOR SEGMENTS

- Food and beverages (18%)
- Health care (32%)
- Household and personal care (50%)

Consumer Perception is the procedure through which the people organize and understand their sensory impersonation through noise, sight, smell, taste, etc. to give sense to their surroundings.

## 2.3 FACTORS INFLUENCING PERCEPTION

### Internal Factors:

- Needs: Perception is based on their own needs and requirements of the consumers.
- Self-concept: The self-concept plays an important role in perceptual selectivity.
- Beliefs: A person's beliefs influence on his perception.
- Past Experience: A person's past experience mould the way he perceives the situation.
- Expectations: Expectations affect what a person perceives.

### External factors:

- Size: The bigger size attracts the attention of an individual.
- Intensity: High intensity increases the chances of selection.
- Status: The perception is also influenced by the status of the perceiver.

### ELEMENTS OF PERCEPTION

- Sensation: The direct and instant response of the sensory organs to stimuli.
- Absolute threshold: It is the difference between "something and nothing" at the lowest level which a person can understand a sensation.
- Differential threshold: It is the least difference which can be detect between two comparable stimuli.

### SENSATION AND MARKETING STUMULI:

Consumer perception is difficult to understand as it shapes of their perception decisions, based on their sensory preference that is sight. sound .taste. smell and touch and also it includes the culture. demographics. family and friends.

- **VISION:** It is dominant marketing sense of human. In that different colors affects moods and emotions of the consumers, but this feature should differ drastically across cultures with that color, shape size and packaging are also important for marketers when a designing the product.

- **SMELL:** These senses are less significant to person, but it has a Long affect. If it used, then the smell can be defined as how they felt.
- **BEARING:** These Senses create a feel of relation and stimulation, consumer show capacity to drag some sounds right up from while unnoticing the others.
- **TOUCH:** Skins are the major organ and Lile touch affects the whole organism and the practice of these senses depends upon product category.
- **TASTE:** This sense is combined with sense of smell then it becomes even more powerful. A tongue has different taste like sugar, salt etc.

## 2.4 Advantages of Consumer Perceptions towards Patanjali Industry

### 1. Superior Perceived Quality

The perceived quality of most Patanjali products that are driving the growth of business (namely - ghee, chavanprash, toothpaste and shampoo) is considered superior by the consumers. It's the classic trial-conversion model - once the consumer tries these products (either on recommendation or by self), most of them get glued to these products.

### 2. Price Advantage:

Indian market has traditionally been price sensitive - be it FMCG, automobiles, realty or any other sector. Patanjali products provide the price leadership with great perceived quality and thus present themselves as a winning combination where consumer gets a product with high perceived quality at a lesser price than the competition.

### 3. Brand Truthfulness

So far, when a consumer used to buy a so called "Herbal" product, say a shampoo - he would discover it to be a cocktail of chemicals like Silica and Sodium Lauryl Sulphate (SLS) to which a natural extract like neem or henna would be added. In contrast, Patanjali shampoo ingredient list is 99% herbs including well known Indian herbs like Reetha and Shikakai which are a part of traditional wisdom for haircare in India. This leads the consumers to consider Patanjali as more truthful than others

### 4. Strong Distribution Network

With thousands of dedicated retails shops across India – even in the small towns – Patanjali bridges the gap between the intention to buy and actual buying process. Most of the retailers are locals and die hard Patanjali product fans. Maximum conversion for Patanjali product portfolio happens at the retail when a consumer approaches to buy a product but is sold other products as well with conviction by the retailer. This confidence/conviction has hugely contributed to the consumer loyalty.

## 5. Trusted Brand Ambassador:

In Baba Ramdev, Patanjali has got a strong brand ambassador. He is credited with bringing Yoga to the forefront in India in last decade or so with the Yoga camps and TV channels like Aastha. Thus, he has got his own faithful admirers / supporters across the country, many of which were the early consumers/ distributors/ retailers / promoters of Patanjali products. Add to this the feelings of Swadeshi/ Nationalism and you take a brand image to a different orbit altogether for the consumers.

## 6. Brand Trust:

Last but most importantly – with all the factors listed above, Patanjali consumers have developed an unshakable faith in the products that they are using. Trust in the brand has been developed over a period with positive experiences with the products. This trust has converted many of Patanjali consumers to brand evangelists. The word of mouth of satisfied consumers seems to be driving force behind growth of Patanjali products.

## 2.5 Disadvantages of Consumer Perceptions towards Patanjali Industry

### 1. Too many surveys, so little time:

Your customers are bombarded with online surveys. Surveys may be simple to complete, however, some people simply do not like to complete them. Sending surveys too often can irritate customers and lead to customer burnout. Customer burnout can result in low response rates or result in lower satisfaction scores, despite your reputation for providing excellent products or services.

### 2. Privacy Issues:

We live in a high-tech environment filled with daily doses of unwanted junk email, email solicitations, and sales calls. When taking an online survey or a phone survey (or any type of survey), it is hard for your customers to believe that they aren't being tracked. Because of insecurities of releasing private information, customers today are hesitant in giving out information that may lead to more junk email and unwanted calls. Make certain to assure customers that the information they provide in response to your customer satisfaction surveys will not be used. Without this disclaimer, it may be difficult to receive a good response rate.



# CHAPTER = 3

# LITERATURE



- **Anupriya (2017)** studied the brand perception, brand preference and satisfaction level of consumers of „Patanjali“ products. It was revealed that there is high awareness and satisfaction level with the quality and price of the products and the ability to cure the problem. It is found that most of the customers are aware of the product through advertisement. Chemical free factor motivated respondents to buy Patanjali products. It is suggested that Patanjali must fulfill the claims made by the company. It is concluded that Patanjali products are easily available, cost effective, well accepted by customers and have no side effects. It is concluded that all the customers are aware of the product, and the customers are satisfied with the quality and price of the products. Reasonable price and ability of the product to cure the problem leads to higher satisfaction of Patanjali products.

- **Sekar and Ramya (2017)** studied the sources of awareness, satisfaction level and factors influencing the consumer to use the Himalaya Ayurvedic products. It was revealed that majority of the respondents got the awareness through media, followed by awareness through friends and relatives. The personal factors like age, gender, monthly income, and educational qualification has no significant relationship with the reasons for selecting the Himalaya Ayurvedic products. Marital status and occupational status has a significant relationship with the reasons for selecting the Himalaya Ayurvedic products. The personal factor of the respondents like marital status and occupational status has a significant relationship with the reasons for selecting the Himalaya Ayurvedic products. Majority of the respondent are satisfied and are willing to purchase Himalaya. It was suggested to reduce the price and sample or trial packs can be given to create awareness. Participation in exhibitions and trade fairs attract more consumers. Firm should try to cover small towns and villages. The company has got good name and same for its quality and innovative products to satisfy the current demand for their customer. And people have a positive opinion and buying behavior towards Himalaya Ayurvedic products. The study is confined to Coimbatore city only.
- **Sajitha S Kumar[2016]** highlight the success of Patanjali as an organization with the range of products both in Medicine and FMCG domain and how it has contributed to and touched the lives of common person through its sprawling business ventures & the commitment it makes to benefit the stakeholders of the community. The trust is largely run by Sadhus unlike the professional CEO's incorporates and as a succession it will continue to be run by Sandhu's only.
- **Nafisa Adat (2013)** studied customer satisfaction, service quality and evaluated customers' expectations and perceptions of services provided at a selected pharmacy chain in greater Durban area. The results show that customers' expectations exceeded their perceptions on the five service quality dimensions viz. tangibles, reliability, responsiveness, assurance and empathy. The study shows that overall there is a high level of customer satisfaction across all four stores of the pharmacy chain and these results are very positive. Providing prompt service, training of employees, enhancing social skills of the staff, professionally handling customer complaints, appearance of employees and convenient business hours are important to the customer. It was concluded that Pharmacy chain customers are satisfied with service quality dimension of tangibles and pharmacy chain has managed to achieve the service quality dimension of reliability. Pharmacy chains need to have high levels of responsiveness and empathy. Study reveals that people have confidence in staff and feel that they have professional knowledge to answer customer queries which leads to assurance.
- **Eugene and Jinda (2017)** studied the conceptualization of customer satisfaction and its effect on word of mouth. It was found that the core offering (food quality or merchandise quality) and service equally influence overall satisfaction. Influence of core offering on relative satisfaction is more than that of service. Overall satisfaction influences Word of mouth, relative satisfaction

does not. It was revealed that while overall satisfaction influences Word of Mouth, relative satisfaction does not. Thus, focusing solely on the core offering to improve relative satisfaction may not be enough. Firms should aim for overall best performance rather than merely better relative performance. Positive word of mouth is generated when customers are overall satisfied with the brand which demands both a superior core offering as well as high service.

- **Ramalekshmi. S, D Elangovan [2015]**, elaborated the ancient Ayurvedic medicine system and its value but focuses on the barriers faced by the producers of Ayurvedic medicine which has dampened the global pickup. Author concludes the barrier encountered by producer's vis-a-vis their personal profile brings few categories like category of the organization, field experience, initial capital investment, monthly turnover and type of product manufactured had faced problems that are having significant relationship
- **Behare and Wadekar (2014)** studied consumer behavior towards Ayurvedic products and also studied the influence of word of mouth publicity. The study finds that majority of the respondents always use Ayurvedic products in some or the other waylike Cosmetics, Daily needs like soap, shampoo and massage oil, Health Foods like Chyanprash etc. Allergy to allopathic products, fear of side effects of non Ayurvedic products and less trust on allopathic treatment are the major influencing factor. Word of mouth, advertisement, friends and relatives play an important role in promotions. Word of mouth publicity has great impact on buying pattern. Advertisement was found to have less impact while buying Ayurvedic products/medicines. Respondents feel that Ayurvedic products/medicines meet their expectations. Majority of respondents have great trust in Shree Pantanjali Yog Pharmacy, second and third rank is given to Himalaya and Baidyanath. All findings are related to the Amravati Region only. Some respondents consuming Ayurvedic products since long are highly satisfied with the quality. Consumer purchases Ayurvedic products by their own discussion with friends/relatives or pharmacists.

Yoga trainings and programs can boost the sales.

- **Sk. Md. Nizamuddin [2000]**, highlights the importance , tools and techniques of Advertisement and sales promotion . He brings the promotion mix models . The advertising is a message to promote an idea of good or service being communicated by one or more media through identified sponsors whereas the sales promotion focuses on short term incentives provided by sponsors to their consumers /traders and persuade them to purchase the and stock the promoted stock . Promotion is includes Advertising, Personal selling , Sales promotion , Publicity and direct marketing
- **Lakshmi Chandra Mishra [2004]**, Ayurveda is more a way of life then an treatment and Ayurveda concept is equilibrium of dosha (humor), agni (digestive fire), dhatu (seven body tissues: lymph, blood, muscle, adipose tissue, bone, bone marrow, semen), and mala (feces, urine, and other waste products). To promote image or any system of the country to global

world the Government plays a vital and meaningful role through ISM policy along with enforcement of Good manufacturing practices (GMP)

- **Arthur G Cook [2011]**, brings out the need for the forecast in pharmaceutical industry and how forecasting can drive the decision making process. It is vital to know the use to which the forecast will be directed which are in markets or for a specific country/territory? Forecasting tools needs to be balance between the process focus and technical focus as it should have maximum utilization. The best approach is to blend the qualitative factors into the quantitative framework that creates the revenue and unit expectations for a product resources needs to be linked to the forecast which is most delicate thing
  
- **Chauhan and Mittal (2017)** studied the impact of brand image of Baba Ram Dev on the consumer's perception to buy Patanjali Products and also the satisfaction level of consumers towards „PATANJALI“ Products. It was revealed that there is no significant difference between preference of male and female consumers towards Patanjali products. Majority of the respondents connect the positive image of Patanjali with Baba Ram Dev; at the same time some religions also don't buy the products because of Ram Dev's name. Personal care products are more preferred by consumers followed by Food items. Majority of the people are satisfied with the pricing strategy of Patanjali products. They feel that the products are worth to money. It is concluded that a large portion of the user is satisfied from Patanjali products and satisfaction brings in the retention of customer.
  
- **Maresh T S et.al[2011]**, in their article the main objective of researchers is to determine the influence of marketing, its concepts on the sale of Ayurvedic drugs. Among the various marketing element, the product and its quality is a prime factor of sales accompanies by good product promotional strategies. Pricing and availability do have their impact but with low intensity
  
- **Patel Vishal et.al [2011]**,in line with guidelines of WHO for manufacture quality and standardization Author presents the various facets of the methods of different aspects of development and manufacture quality / standardization of herbal drugs. For herbal medicine to have respected place in contemporary health care system then the quality with standards is paramount
  
- **P. Guru Ragavendranetal (2009)** emphasized in their research that the survey helped them in understanding the consumer perception on brand awareness and position of product in the market. It was observed that consumer's expectations were quality, benefits offered and packaging of shampoos. Based on the results obtained, integrated marketing communication was suggested as a result an improvement of 8% to 12.6% was observed in target population.

- **Sharma, Shankar, Tyagi, Singh, & Rao, 2008:** A WHO (World Health Organization) study estimates that about 80 percent of world population depends on natural products for 19 their health care instead of modern medicines primarily because of side effects and high cost of modern medicine.
- **Blackwell et al (2006)** Consumer Perception of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definitions of five stages, all of them have common views as they describe the stages in similar ways. One of the common models of consumer decision making process has been offered.
- **Acquistion & Varian (2005):** the supplier of a product or service can change the consumers' valuation towards it. This through introducing necessary changes by offering several methods of improved services, both for new and prior consumers. One method used to improve the consumers' valuation is one-click purchasing, which provides lowered transactions costs. Furthermore, the one-click technique can be appreciated for the consumers who purchases on a regular basis or for the consumers who values the time higher.
- **Lee (2005),** carried out study to learn the consumer perception of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision making process on purchasing imported health food products, demographic effects such as gender, education, income and marital status. The author employed questionnaire method to reach the objectives of the research. 18 Analysis of five stages of consumer decision making process indicate that impact of family members on the consumer decision making process of purchasing imported health food products was significant.
- **Osterwalder & Pigneur (2003):** notes in their study that the importance of frictional costs is illustrated by Amazon's attempt to patent the one-click purchase technology. The attempt also shows the frictional costs potential in constructing competitive benefits in markets. The frictional costs can be reduced on Amazon's website through one-click technology and lower the overall cost of obtaining the product form de page compared obtaining from its competitors.
- **Hann & Terwiesch (2003):** writes in their article about modeling value propositions in e-business. According to the article value can be produced at many different moments. It can be created at its appropriation, and one example of this is Amazon's one-click purchase method. The method is also an example of convenient buying of consumer goods since de method allows consumers to purchase items through one click.
- **(Gommans, Krishnan & Scheffold, 2001):**It is crucial for websites to evolve and implement more simplified payment methods to keep up with the progress and competitors. They need to go from brand loyalty to E-loyalty. The market leader of pure E-business (electronic-business), needs to facilitate repeat buying according to Gommans, Krishnan & Scheffold (2001). The

technology use needs to improve among this business and one way doing that is by the technique of one-click purchases.

- **Dreyfuss (2000):** discusses in his study how business makes consumers stick to their sites instead of competitors. One-way Amazon succeeds with this was through the one click purchase method. When Amazon patented the technique conclusions can be made that consumers will in greater occurrence stick to the page. One of the main reasons is that the one-click method facilitates the purchase steps since the inputted information will detain throughout subsequent visits.
- **Brower; 1998:** The Indian herbal drug market is about \$ one billion and the export of herbal crude extracts is about \$ 80 million. The sales of these drugs account for almost 50% of the herbal medicine market.
- **Eva Muller (1954)** reported a study where only one-fourth of the consumers in her sample bought with any substantial degree of deliberation. The Marshallian model ignores the fundamental question of how product and brand preferences are formed.
- **Khanna Rupali (2015):** In her study “customer Perception towards Brand: A Study on Patanjali” explained us the factor influencing the Patanjali brand. Consumer perception towards a brand depends on the satisfaction of after using the product by the customers. It was found that majority of the users are satisfied from Patanjali products which will help them in customer retention.
- **Nagaraju and Thejaswini (2015):** In their study “Consumer perception analysis and Market awareness towards eco-friendly FMCG products” analyzed the fact that the customers give more preference to eco-friendly FMCG products as they are very health and environment cautious. Patanjali has rightly marketed its products in the same category.
- **Moloy (2016)** attempted to understand customer satisfaction, brand preference, brand image and post purchase behavior in FMCG products in different categories and specifically towards Patanjali products. It was found that people are using few items of Patanjali in food & beverage and home care segment. Customers purchase products based on brand name. Taste is the main decision-making factor followed by health, quality, price and brand loyalty. Baba Ramdev’s Image, Herbal products, domestic company, packaging, advertising, and availability all the factors have a very positive effect on the brand. It was concluded that loyalty towards the brand does not depend on price and advertising but depends on quality. Similarly health and advertising has low correlation. Domestic product (swadeshi) and quality has a very high correlation value. It was suggested to put efforts to create brand loyalty and improve packaging. The study finds positive opinion from the users of Patanjali’s products, apart from few complaints of low quality of packaging, distribution strategy is successful, advertising strategy is also very aggressive. The result established the fact that people are accepting Patanjali’s products because of its herbal nature, good quality and reasonable price compared to its

counterpart MNCs. Patanjalis" strategy of entering all the segments of FMCG sector is also unique.

- **Surinder (2015):** In his study "Consumer perception towards the FMCG in rural market" tells about the rural customers are mainly influenced by media, print advertisement and word of mouth. It plays a significant role in the buying decision of the customer in the rural areas.
- **Ganesh and Rosario John (2015):** In their study "Consumers perception towards Brand loyalty of FMCG products" explained satisfaction creates brand loyalty after constitutes both the ayurvedic, herbal products as well as Baba Ramdev as Yoga Guru who promotes healthy concepts.



# CHAPTER – 4

# RESEARCH

# METHODOLOGY



## 1. Research and Research Methodology

Research is defined as a careful consideration of study regarding a concern or a problem using scientific methods. According to the American sociologist Earl Robert Babbie, “Research is a systematic inquiry to describe, explain, predict and control the observed phenomenon.

Research methodology is the process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys, and other research techniques, and could include both present and historical information.

## 2. Problem Statement

Consumers 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. Consumers are influenced by their attitude towards the product



and therefore marketers need to implement their strategies and tactics frequently in order to achieve more consumers. Satisfaction and accurate target in finding out what customers are aware and their buying preferences and there by offering products according to this need 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. 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 consumer's perception and buying preferences towards selected Patanjali Ayurvedic & herbal products.

### 3. Hypothesis

**Hypothesis1:** It is expected that with the increasing popularity of Baba Ramdev and Patanjali product, a considerable number of customers start using Patanjali products and therefore, become satisfied and developing loyalty with the product.

**H1:** Customers are loyal to Patanjali brand

**Hypothesis2:** It is expected that the success of Patanjali is due to factors like reasonable price, packaging, quality of product, proximity of store, availability of product and Baba Ramdev as Brand Ambassador of the product.

**H2:** Purchasing of Patanjali products mainly because of the Swadeshi brand, quality of products, less complaints and Baba Ramdev as a face of brand.

**Hypothesis3:** It is expected that consumers of Patanjali products are not only satisfied but delighted by the product performance.

**H3:** Customers of Patanjali Brand are delighted

### 4. Objective of Research

- i. To study the brand perception of 'Patanjali Products' in minds of Consumers who are living in Vadodara.
- ii. To study, the factors that affect the consumers of "Patanjali products" in Vadodara.
- iii. To study the satisfaction level of consumers after using 'Patanjali Products' who are living in Vadodara.

- iv. To know the attributes that a customer keeps in mind while buying 'Patanjali Products' who are living in Vadodara.

## 5. Data Collection Method

We have use two methods for data collection one is primary and another one is secondary form of data. The primary data is collected from people who are using Patanjali products who are living in Vadodara. Further, each respondent was personally interviewed through structured questionnaire.

Secondary data is collected from journal, articles, and various websites.

## 6. Research Design

The study uses descriptive research design.

**Descriptive research design:** Descriptive research design is used to describe characteristics of a population or phenomenon being studied.

We have used descriptive research design because to know the perception regarding Patanjali products in the mind of consumer who are using Patanjali products.

## 7. Sampling

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed but may include simple random sampling or systematic sampling.

Convenience sampling (also known as availability sampling) is a specific type of nonprobability sampling method that relies on data collection from population members who are conveniently available to participate in study.

The study uses convenience sampling method, because the data collection is done through questionnaire so as per there convenience of the people who are using Patanjali products.

## 8. Sampling Units

The sampling Unit is the entity to which we must follow during the whole research study. In the context of the project study, the sampling unit primarily consists of Individuals.

## 9. Sampling Size

In the context of the project study, 100 respondents are chosen keeping in view the above constrain.

## 10. Sampling Plan

The sampling plan decided for this study is to collect the survey from 100 respondents. The people were made to fill the structured questionnaire.

## 11. Limitation of the study

- i. Every attempt will be taken to obtain error free and meaning full result but as nothing in this world is 100% perfect.
- ii. Limited number of respondents.
- iii. Time limitation for compelling the project. The data obtain in some cases may be based.
- v. Difficulty in communicating within the city while conducting the survey.
- vi. The information obtained from the consumer based on questionnaire was assumed to be factual.

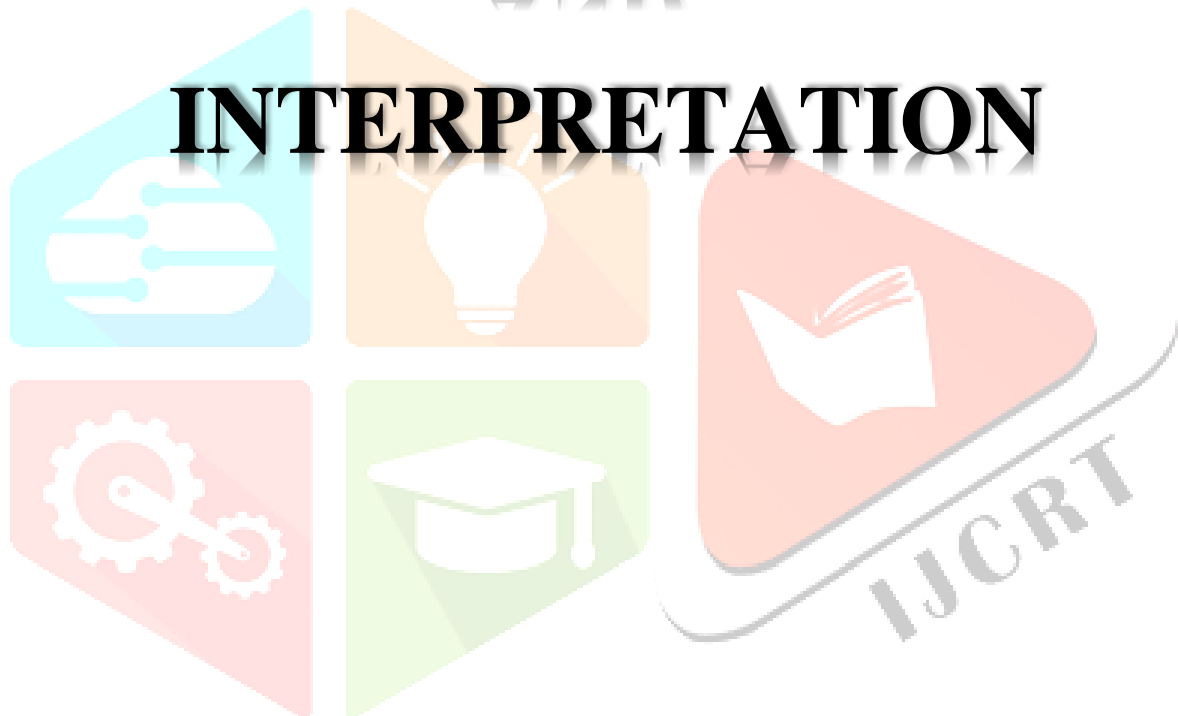


# **CHAPTER = 5**

# **DATA ANALYSIS**

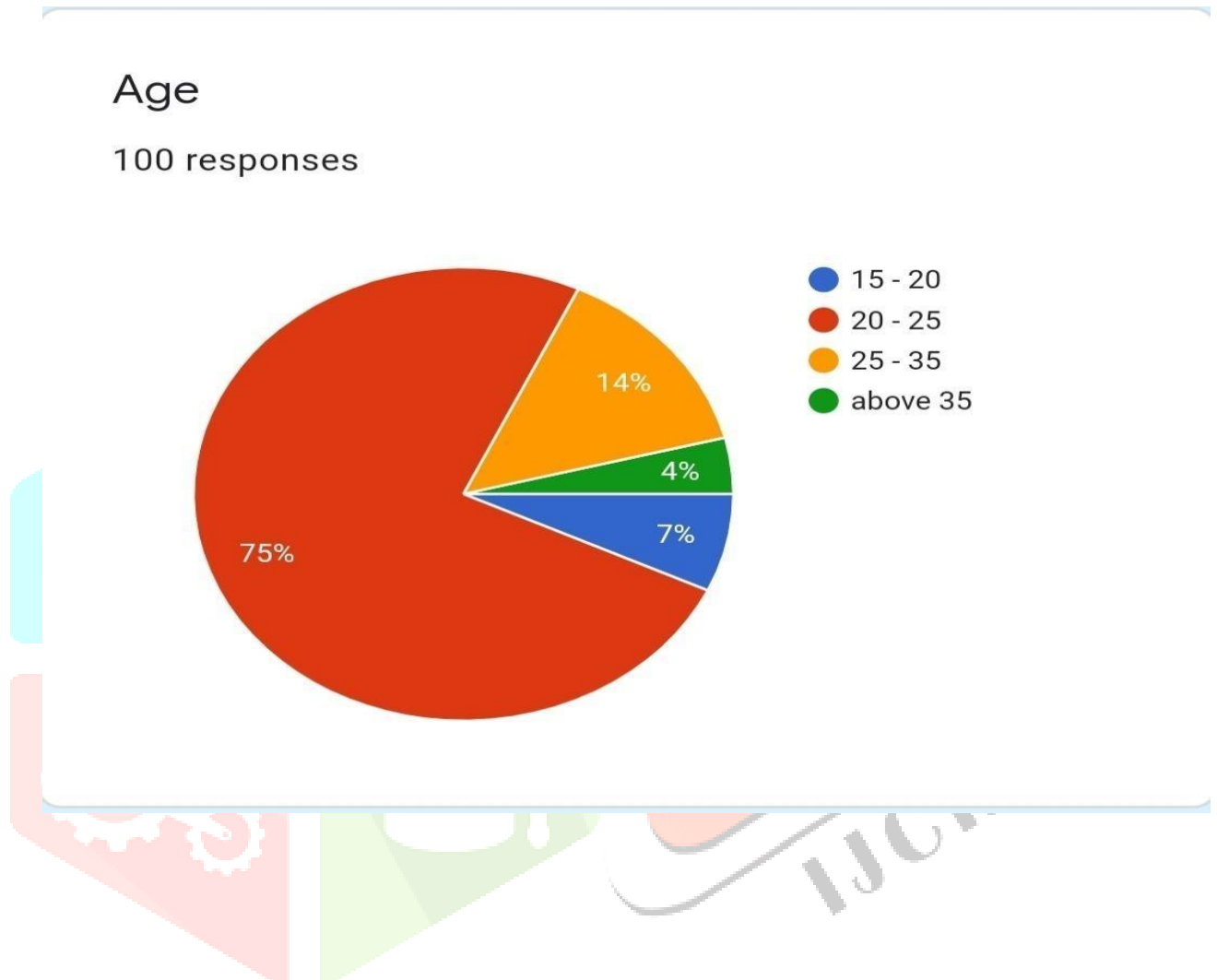
# **AND**

# **INTERPRETATION**



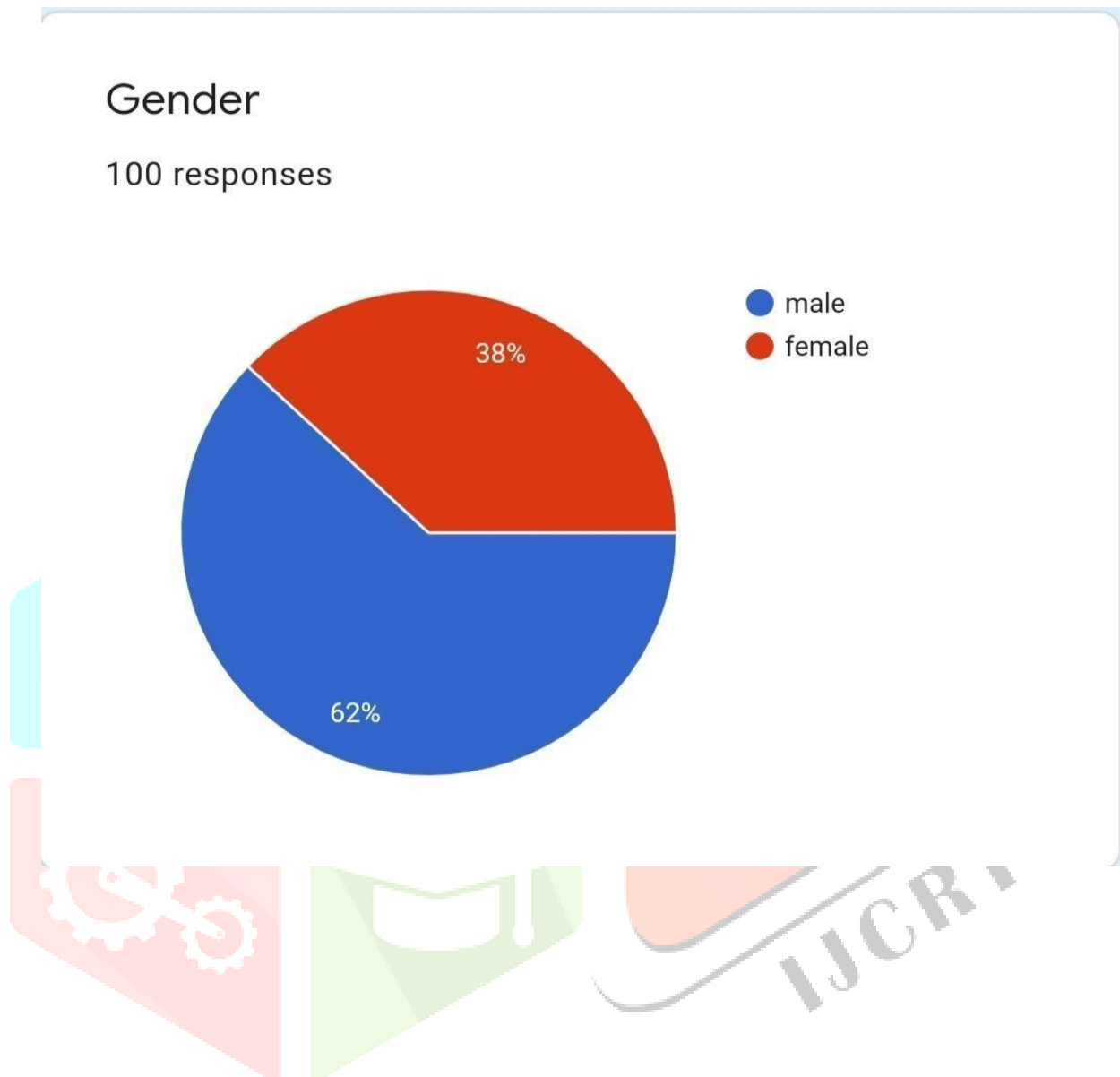
## DATA ANALYSIS AND INTREPRETATION

### 1. Age



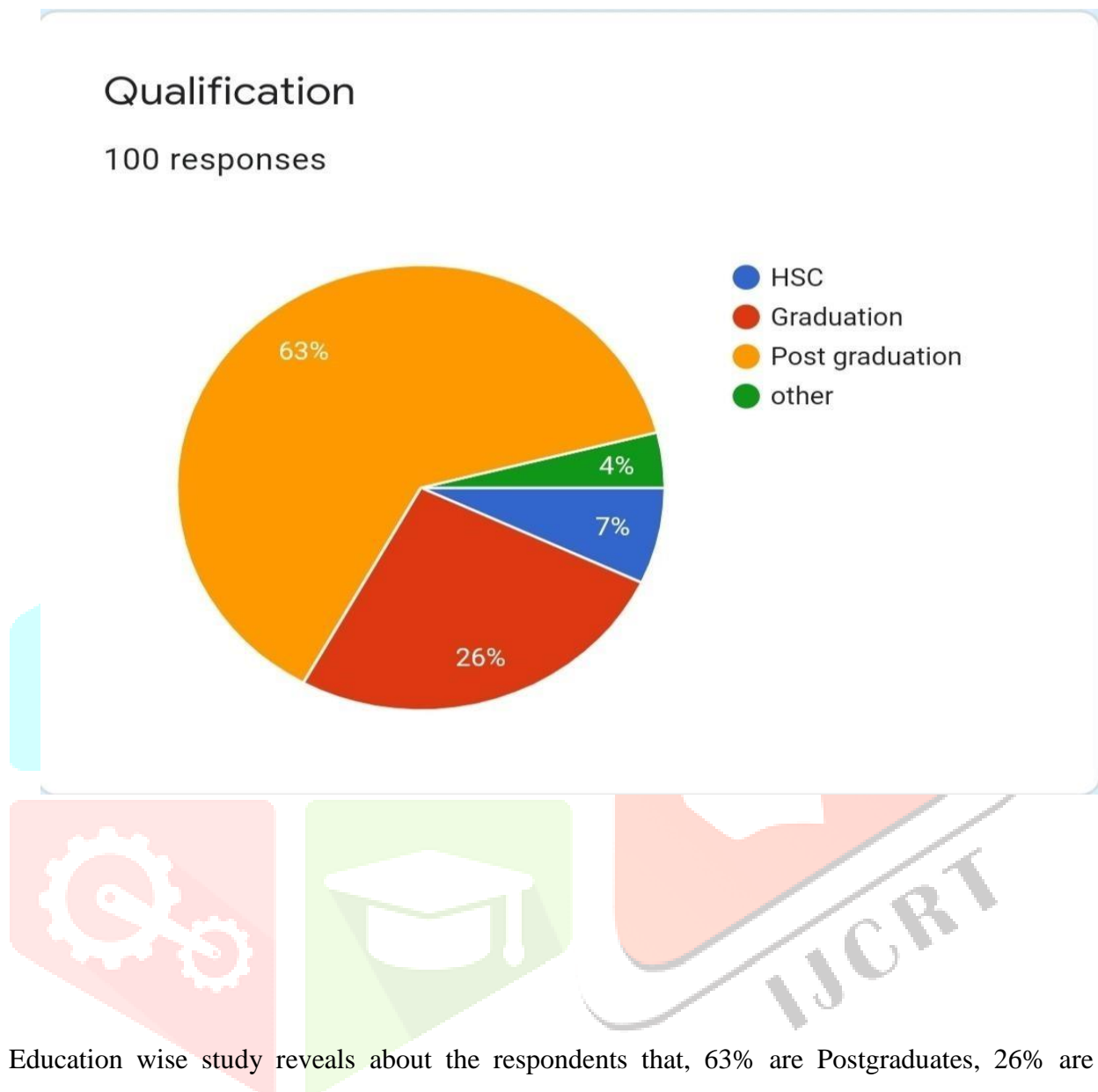
From the above graph, we get to know that out of 100 respondents, 75% of the population are under the age group of 20– 25 years, 14% of the population are within the age of 25 -25 years, 7% of the population are in the age group of 15 - 20 and 4% of the population are in the age group of above 35 years. So, from this we can say that age group of 20 – 25 years are using Patanjali products in their daily life.

## 2. Gender



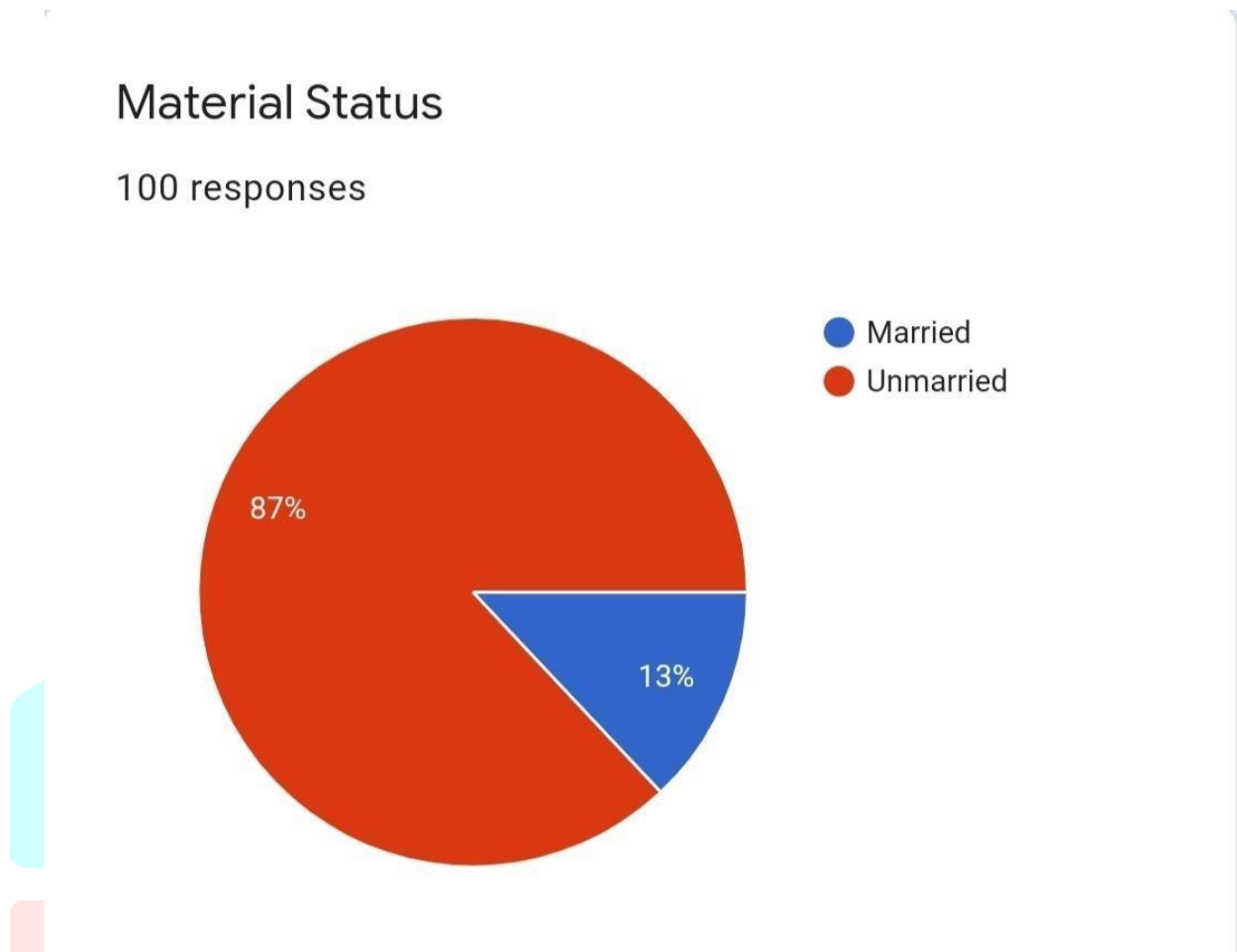
Above graph shows us that out of 100 respondents in Vadodara, who are aware and uses Patanjali products in their daily life while considering the gender as the main factor, then 38% are female as compared to 62% of male. So, from these male users are more dominated and aware of Patanjali products in the market.

### 3. Qualification



The Education wise study reveals about the respondents that, 63% are Postgraduates, 26% are Graduates, 7% are just HSC pass and 4% are others. So, it shows that educational qualifications of the respondents have a significant influence or role towards the awareness of the Patanjali products in the market. Those who are having good qualification can easily understand what kinds of product are sold in the market as well as they will have good knowledge about the product too.

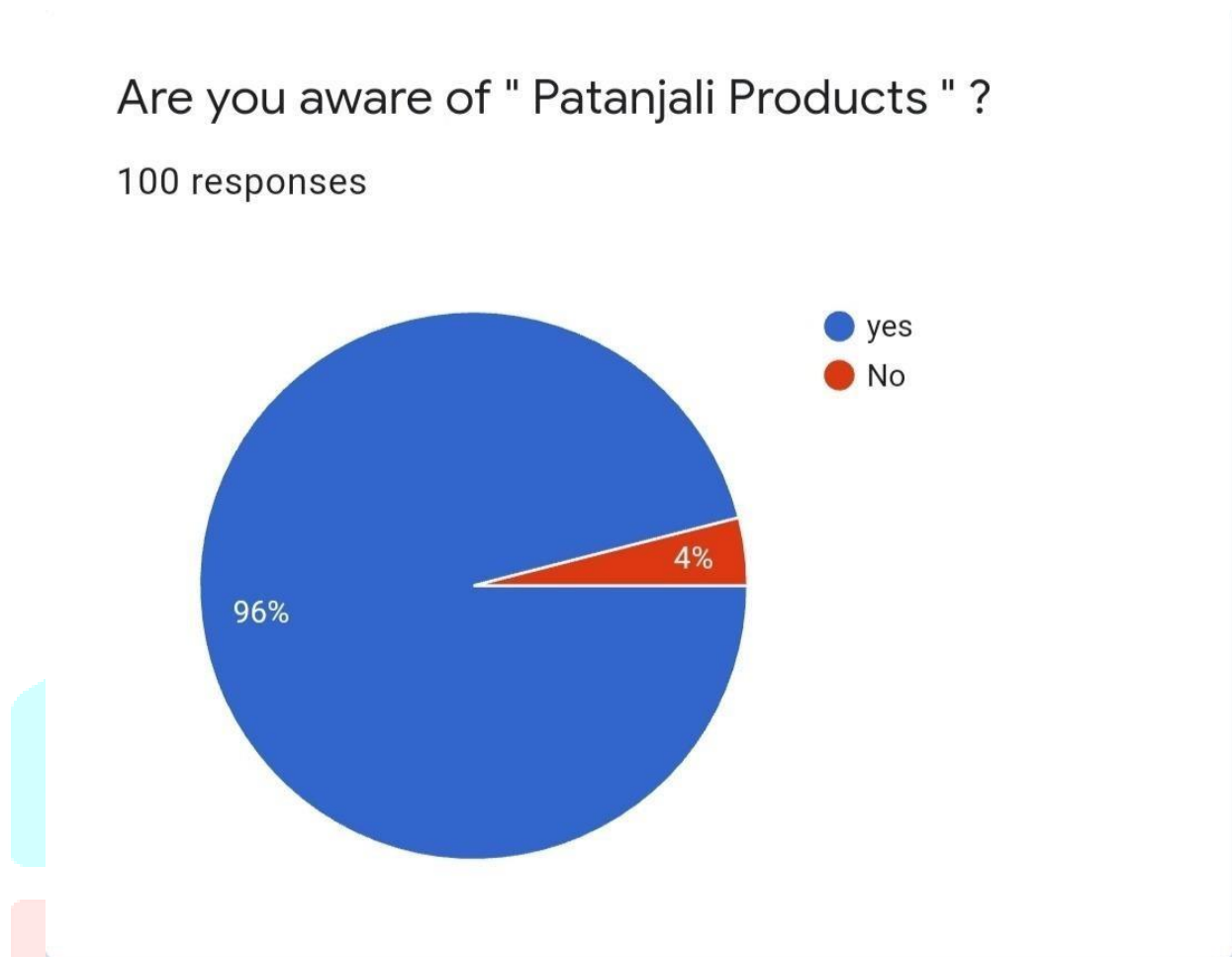
### 4. Marital Status



Above graph show us the marital status of the people who are living in the Vadodara. From 100 respondents we have 13% of the respondents are married people and 87% Unmarried people who are using Patanjali products. So, from this we can say that unmarried people buy more Patanjali products than of married people.



## 5. Are You Aware of Patanjali Products.

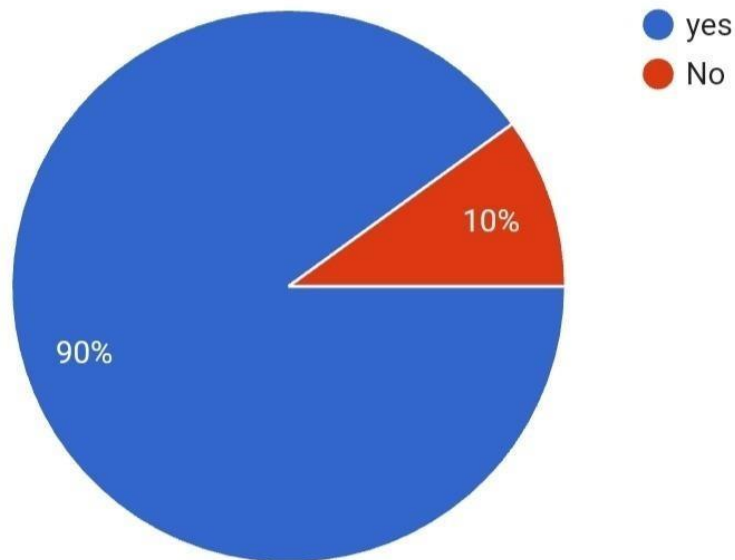


From the above figure we can say that 96% of the people who are living in the Vadodara district is aware about the Patanjali products which are available and sell in the market whereas 4% people are not aware about Patanjali products. So, from this we can say that people who are living in Vadodara are having good knowledge regarding Patanjali products and the also familiar with the different types of products which are sold in the market.

## 6. Have You Used Any Product of Patanjali Brand.

Have you used any product of Patanjali Brand ?

100 responses

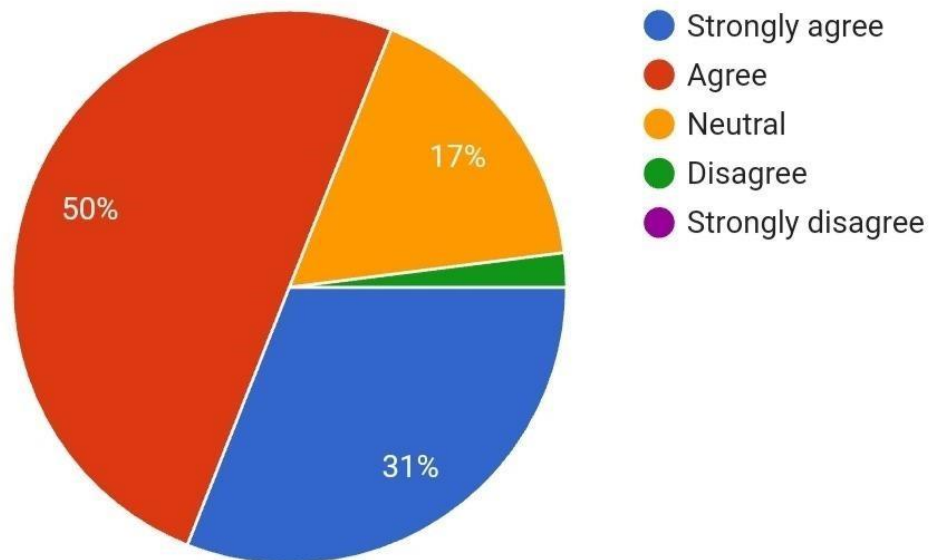


Above graph tells us that from 100 respondents, 90% people have used Patanjali products from the market and moreover 10% have not used any Patanjali products which are available in the market. So, from this we can say that majority of the people are aware as well as using Patanjali products which are there in the market.

## 7. Do You agree Patanjali offers a large variety of products.

## Do you agree Patanjali offers a large variety of Products ?

100 responses

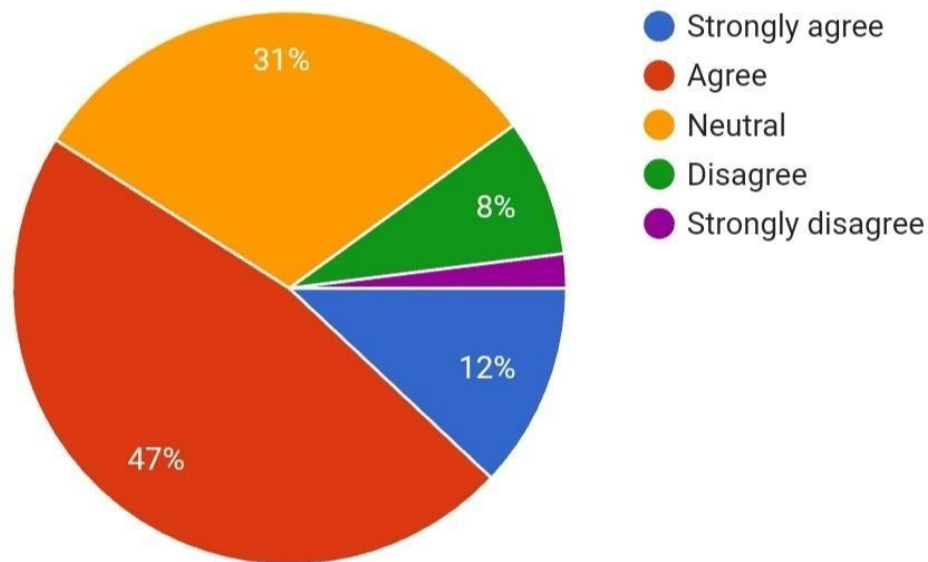


Above graph tells us that from 100 respondents, 50% of the respondents agree that that Patanjali offers a large variety of products, 31% of the respondents strongly agree that that Patanjali offers variety of products whereas 17% of the respondents are neutral towards the variety of products which are sold in the market. So, from this we can say that people who are living in the Vadodara feels and believe that Patanjali provides large and different types of products in the market.

### 8. Do you agree Patanjali Products are of High Quality.

## Do you agree Patanjali Product are of High Quality ?

100 responses

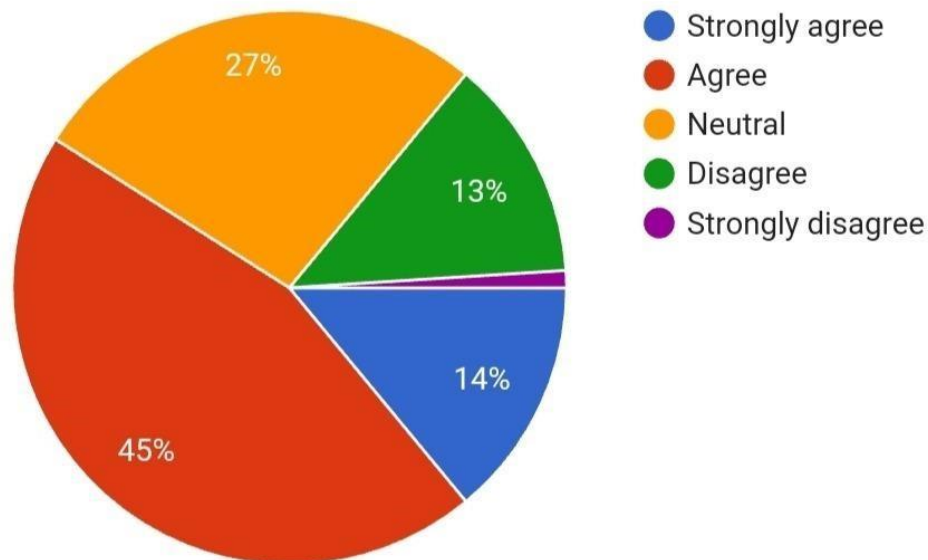


From the above figure we got to know that, from 100 respondents 47% of the respondents agree that Patanjali products are of high quality, 12% of the respondents strongly agree that Patanjali products provide high quality product and 31% of the respondents are neutral towards the high quality of Patanjali products, whereas 8% of the respondents are disagree with the quality of the Patanjali products which are available in the market. So, from this we can Patanjali provide us good quality and quantity of product to the customer as compare to their competitive brand who are there in the market.

### 9. Do you agree Price of Patanjali products are Fair.

## Do you agree Price of Patanjali products are Fair ?

100 responses

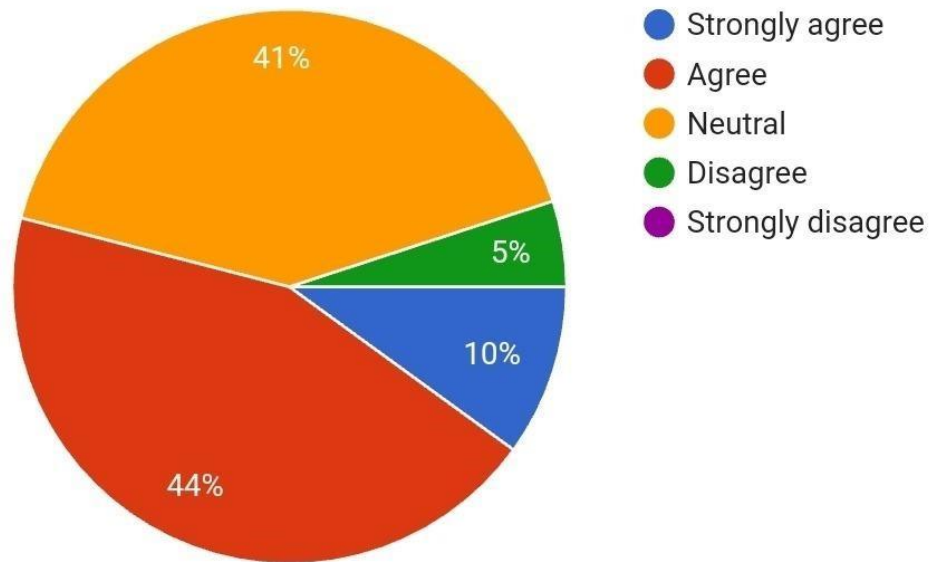


Above figure show us that, 45% of the respondents agree that price of the Patanjali product is fair in the market, 14% strongly agrees to the price whereas 27% of the respondents feels that price is moderate moreover 13% of the respondents feels that price is not fair to them. So, from this we can say that the prices which are set for the Patanjali products are fair which can be easily affordable by the customers who are living in Vadodara district.

### 10. Do you agree that Patanjali Products have Appealing Packaging.

## Do you agree that Patanjali Product have Appealing Packaging ?

100 responses

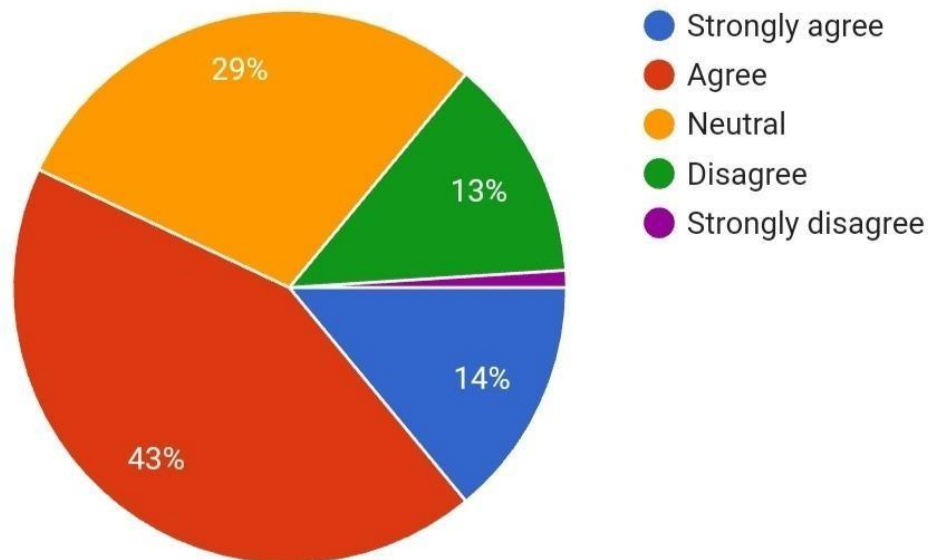


From the above figure we can say that 44% of the respondents agree that Patanjali products appeal that packaging, 41% of the respondents feels that the packaging seems to be neutral as the market standards whereas 10% of the respondents strongly agree that packaging of Patanjali products is very much attractive and moreover 5% of the respondents feels that Patanjali packaging is not having that standards which a brand should use. So, from this we can that people who are using Patanjali products have attractive packaging and it attract customer easily and have great market ahead.

### 11. Do you agree that Patanjali products have Natural Ingredients.

## Do you agree that Patanjali Products have Natural Ingredients ?

100 responses

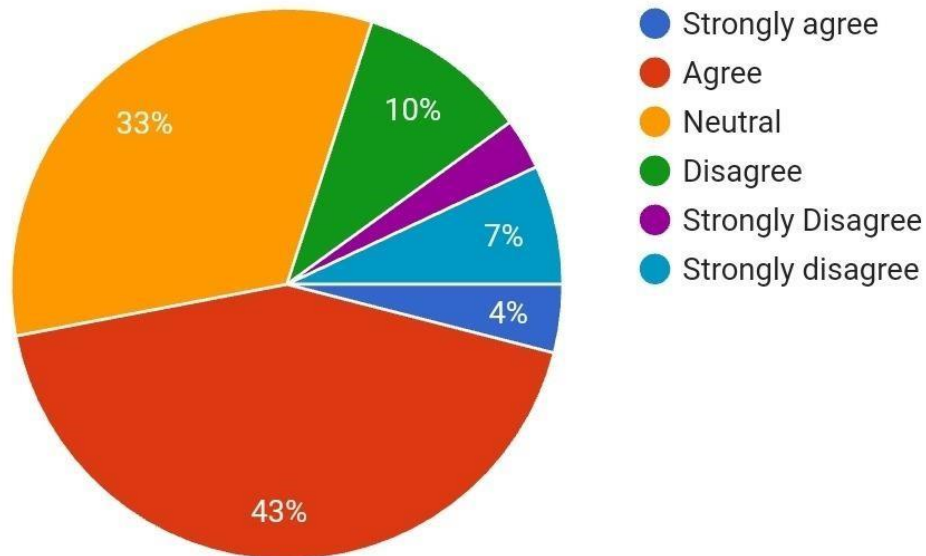


Above figure shows that, 43% of the respondents agree that Patanjali products have natural ingredients in their products, 14% of the respondents strongly agree that Patanjali products have natural ingredients in their products whereas 29% of the respondents feels that they have moderate natural ingredients in their products moreover 13% of the respondents do not feel like Patanjali products content natural ingredients. So, from this we can say that Patanjali products are made of natural ingredients which are good for the health and because of that it easily attracts the customers to buy their products.

## 12. Do you agree that you are Satisfied with Patanjali Products.

## Do you agree that you are Satisfied with Patanjali Products ?

100 responses



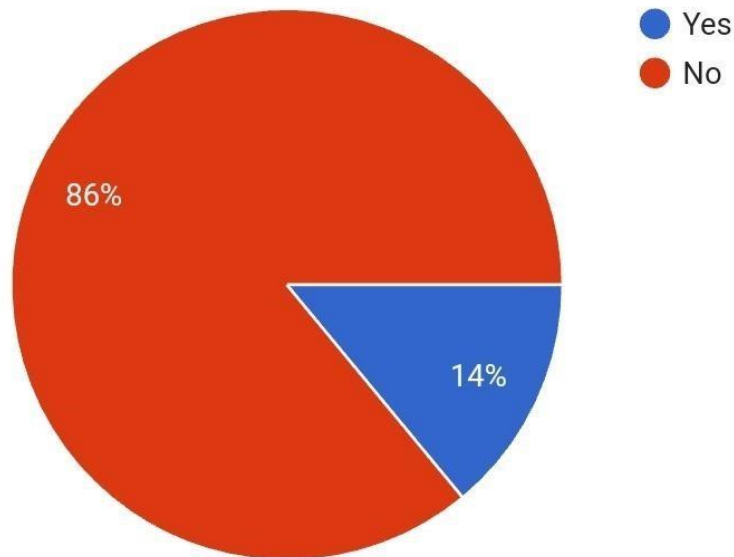
Above figure shows that, 43% of the respondents are satisfied with the Patanjali products which are available in the market, 33% of the respondents are having moderate feeling with the Patanjali products which are there in the market whereas 10% of the respondents are not satisfied with the Patanjali products which are available in the market. So, from this we can say that Patanjali provides good quality products at very reasonable price through which people are satisfied by their products which are available in the market.

### 13. Have you Faced any problem while using the Patanjali products.



## Have you Faced any problem while using the Patanjali Products ?

100 responses

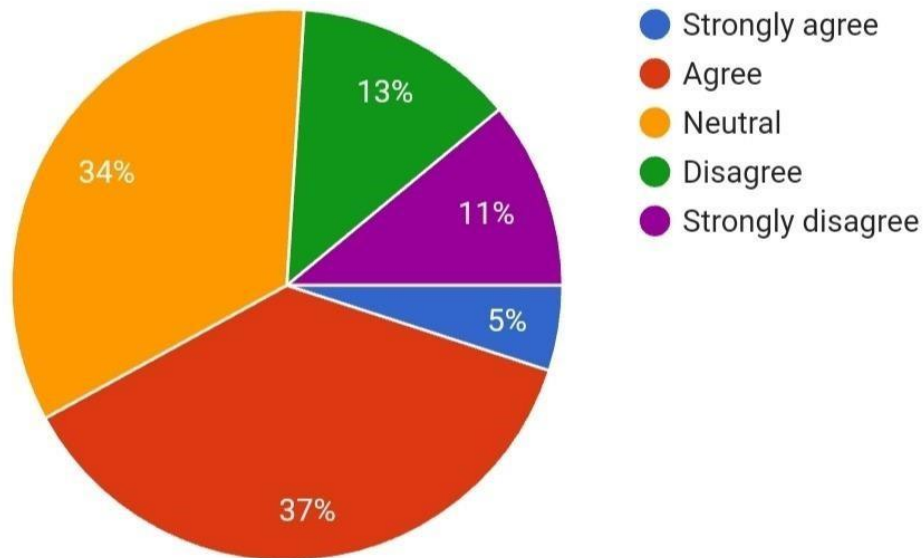


Above figure shows that 86% of the respondents do not face any problem while using Patanjali products whereas 14% of the respondents faced problem while using Patanjali products basically unviability of products in the market and in their retail stores. So, from this we can say that people who are living in Vadodara district hardly faced any problem while using Patanjali products.

### 14. Do you agree that Patanjali products are chemical free.

## Do you agree that Patanjali Products are Chemical -free?

100 responses

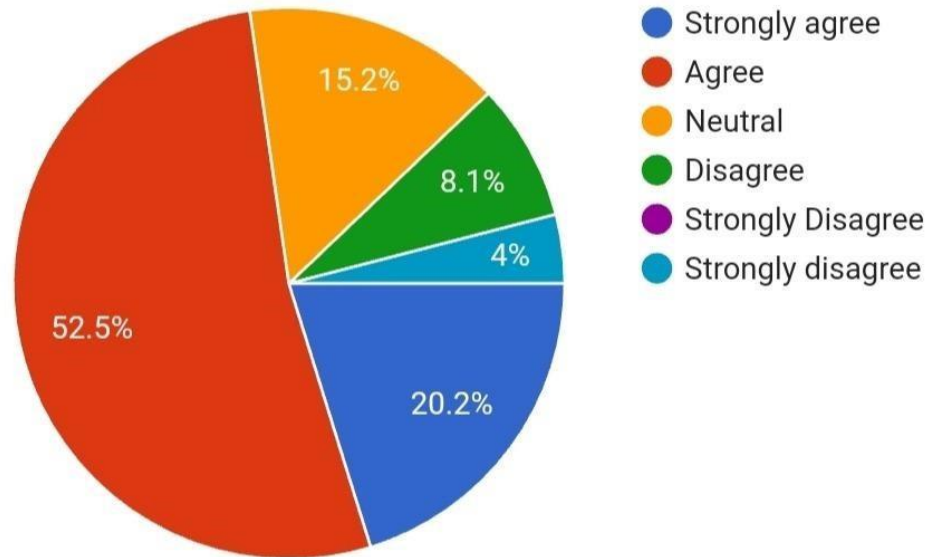


From the above figure we can say that 37% of the respondents feels like Patanjali products are chemical free, 34% of the respondents feels like the products are made of chemical as well as natural ingredients, 13% of the respondents feels like Patanjali products are chemical free, 11% of the respondents feels like Patanjali products are having natural ingredients and are made up of Ayurveda medicine. So, from this we can say that people who are living in Vadodara feels like Patanjali products uses chemicals and they have very less amount of Ayurveda medicine in it.

### 15. Do you agree that Patanjali products have made a Good Brand Image.

## Do you agree that Patanjali Products have made a Good Brand Image ?

99 responses

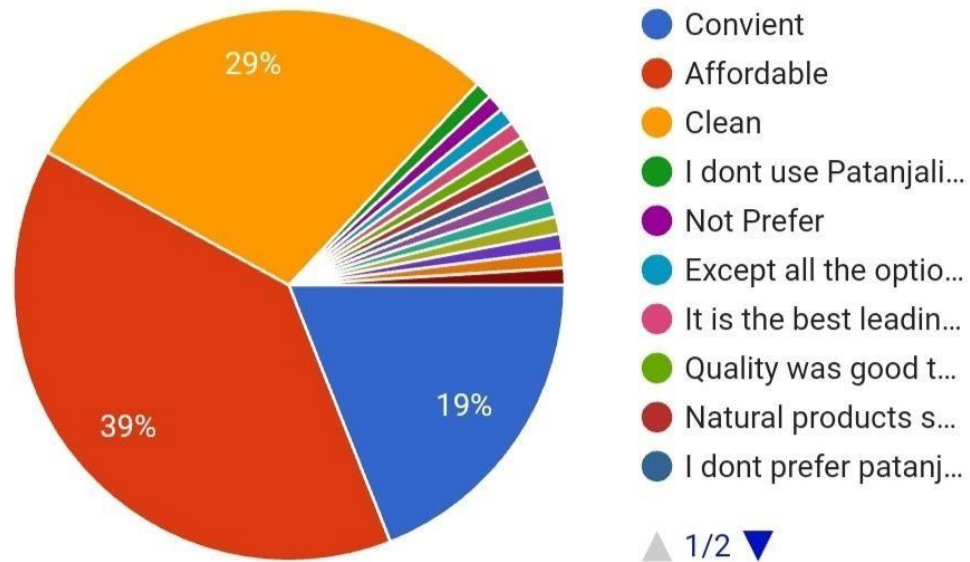


Above figure shows that, 52.5% of the respondents agree that Patanjali products have a good brand image in the minds of customers as well as in the market too whereas 20% of the respondents strongly agree that Patanjali products have good brand image moreover 15% feels like they have moderate brand image in the market, 8% feels like Patanjali products are not having good brand image. So, from this we can say that Patanjali has a good market share in the market because of that he has created a good brand image in the market as compare to other brands which are there in this competitive market.

### 16. Please indicate the reason why you prefer Patanjali Products.

## Please indicate the reason why you Prefer Patanjali Products ?

100 responses

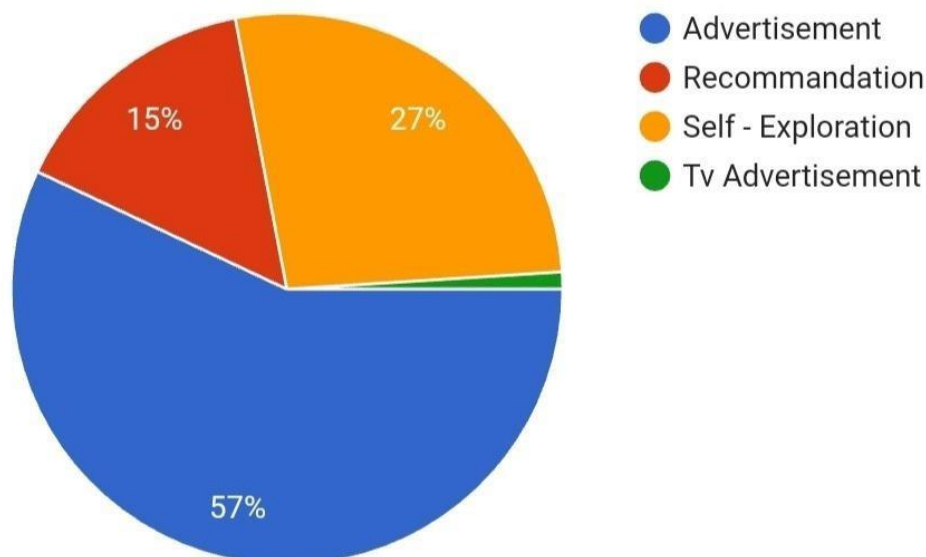


Above figure shows that, 39% of the respondents prefer Patanjali products because it is easily affordable to customer who are willing to buy the products, 29% of the respondents prefer Patanjali products because it is clean and safe as compare to the products which are available in the market and moreover 19% of the respondents prefer Patanjali products because of ease of buying because it is at each and every store as well as departmental store too.

### 17. How do you come to know about the Patanjali products.

## How do you come to know about the Patanjali Products ?

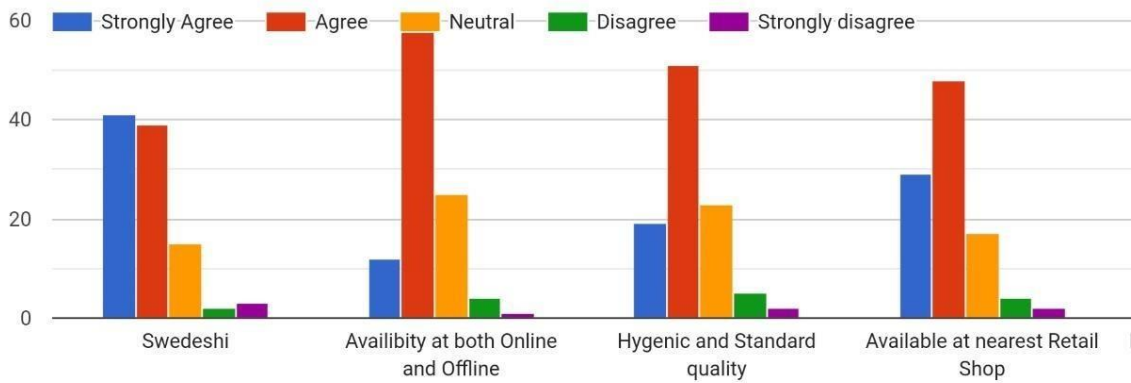
100 responses



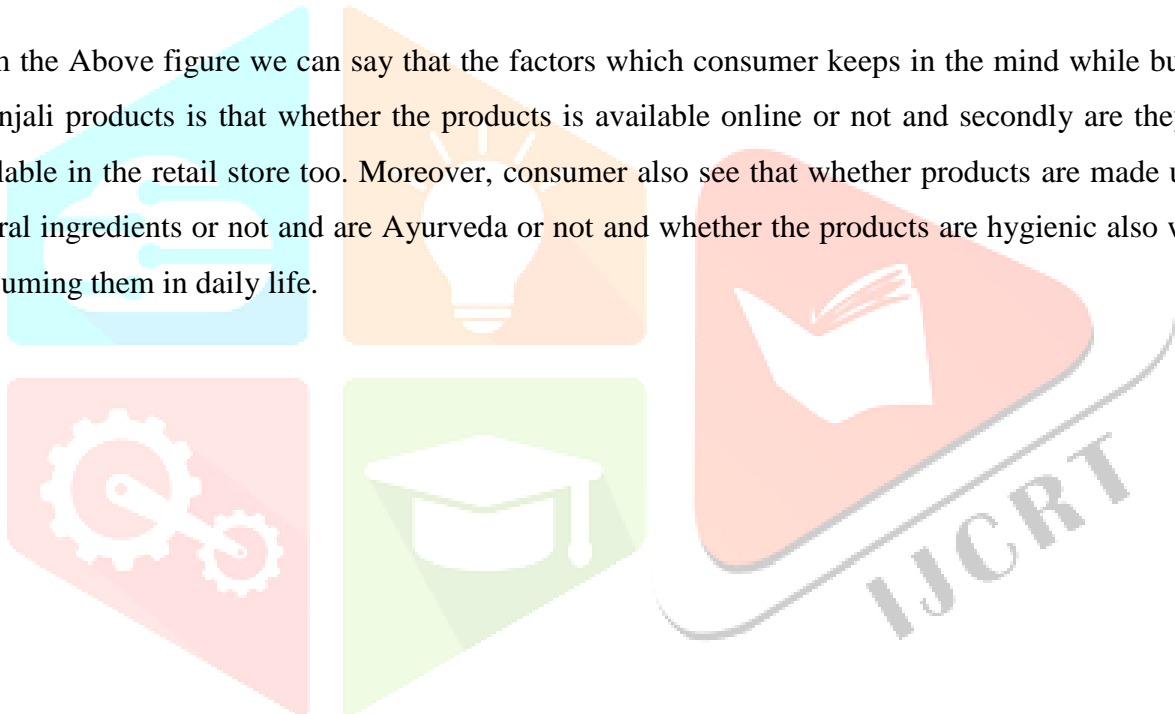
Above figure shows that, 57% of the respondents came to know about Patanjali product through promotional strategy i.e., from advertisement, Events, and publicity, 15% of the respondents came to know about Patanjali product through recommendation whereas 27% of the respondents came to know about Patanjali products through self-exploration. So, from this we can say that people came to know about products through advertisement which has attracted many of the customers to buy their products in the market.

### 18. What are the Factors and attributes consumer keep in mind while buying Patanjali products.

What are the Factors and Attributes Consumer keeps in mind while buying Patanjali Products ?

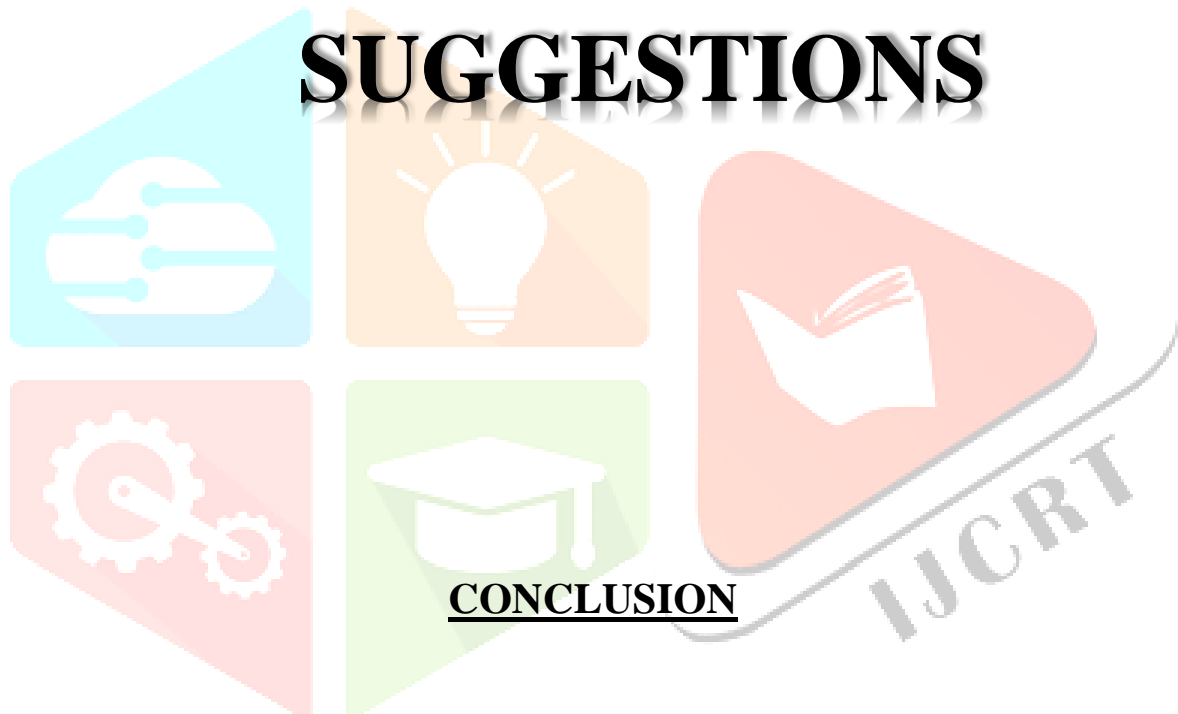


From the Above figure we can say that the factors which consumer keeps in the mind while buying Patanjali products is that whether the products is available online or not and secondly are they are available in the retail store too. Moreover, consumer also see that whether products are made up of natural ingredients or not and are Ayurveda or not and whether the products are hygienic also while consuming them in daily life.



# CHAPTER – 6

## CONCLUSION, FINDING AND SUGGESTIONS



Patanjali has given a tough competition to many marketers with its different types of products and unconventional ways of marketing. The Findings in the study shows 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 Himalaya, Nestle, Dabur. Patanjali to retain more customers and satisfy them must fulfil the claims made by the company before any other brand may mushroom up and take away the benefits of marketing through spirituality. A point to note is that many people are buying Patanjali products due to the good experience and their unique products which are easily

available in the market through that people are attached to the products. Hence, Patanjali (unlike its competitors) is attracting brand-loyal customers and not price-sensitive customers.

## **FINDING AND SUGGESTIONS**

### **FINDINGS:**

- Out of 100 respondents, dominant portion i.e., nearly 75% of the users age between 25-35 years.
- Looking at the gender distribution, 62% of the users taken under study are males who can perceive to be more interested in buying herbal cosmetics.
- In Occupation frequency, nearly 63% of the respondents are Postgraduates.
- Over 96% of the people have used and aware about the Patanjali Products.
- 50% people agree that Patanjali offers large variety of products.
- 90% people have used Patanjali products which are available in the market.
- 47% people believe that Patanjali offers good quality of products.
- 45% customer thinks that the price of Patanjali products is fair.
- 44% agree that Patanjali Products have Appealing Packaging.
- 43% customers agree that Patanjali products have natural ingredients.
- 43% customers are satisfied with Patanjali products.
- 86% customers faced problem while using Patanjali products.
- 37% agree that Patanjali products are chemical free.
- 53% people agree that Patanjali has a good brand image in the market n in customer mind too.
- 39% people feel that Patanjali is affordable and easy to buy so that people prefer to buy their product from the market.
- 57% of the people came to know about Patanjali through advertisements 15% on recommendations whereas 27% on Self Exploration.
- Hygienic and ease of availability is being kept in mind while buying products from market.

### **SUGGESTIONS:**



- To make a successful product, Patanjali marketing strategy should attract long term consumers.
- Most of the Patanjali consumer are facing problem like; products are not available in the market regularly.
- They must focus back on product efficacy. Rising above the noise of advertising.
- So Patanjali Ayurveda should increase their productivity and make sure that there will be shortage of products in the market.



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## BIBLIOGRAPHY AND REFERENCES

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# ANNEXURE

## QUESTIONNAIRE

### MARKET SURVEY ON CONSUMER PERCEPTION TOWARDS PATANJALI PRODUCTS IN VADODARA CITY.

Age \*

- 15 - 20
- 20 - 25
- 25 - 35
- above 35

Gender \*

- male
- female

**Qualification \***

1. HSC
2. Graduation
3. Post graduation
4. other

**Material Status \***

- Married
- Unmarried

**Are you aware of " Patanjali Products " ? \***

- yes
- No

Have you used any product of Patanjali Brand ? \*

yes

No

Do you agree Patanjali offers a large variety of Products ? \*

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

Do you agree Patanjali Product are of High Quality ? \*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Do you agree Price of Patanjali products are Fair ? \*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Do you agree that Patanjali Product have Appealing Packaging ? \*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Do you agree that Patanjali Products have Natural Ingredients ? \*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Do you agree that you are Satisfied with Patanjali Products ? \*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Have you Faced any problem while using the Patanjali Products ? \*

- Yes
- No



Do you agree that Patanjali Products are  
Chemical -free? \*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Do you agree that Patanjali Products have  
made a Good Brand Image ? \*

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Please indicate the reason why you Prefer Patanjali Products ? \*

- Convient
- Affordable
- Clean
- Other...

How do you come to know about the Patanjali Products ? \*

- Advertisement
- Recommendation
- Self - Exploration
- Other...

What are the Factors and Attributes Consumer keeps in mind while buying Patanjali Products ? \*

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagr...
Swedeshi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availibity at bot...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hygenic and St...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available at nea...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promotion level...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available at Re...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

