

A STUDY ON CUSTOMER SATISFACTION TOWARDS PATANJALI PRODUCTS WITH SPECIAL REFERENCE TO PALAKKAD CITY

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ABSTRACT

There are several reasons to opt for PATANJALI products available in the market. The study analyses the level of satisfaction, awareness of the product. It also reveals the factors influencing the buying behaviour of the customers.

Keywords: PATANJALI, Herbal, Price, Ayurvedic.

INTRODUCTION

Patanjali Yogpeeth is one of the largest yoga institutes in the country. Ramdevji and Acharya Balkrishanaji set up Patanjali Ayurveda Pvt Ltd for treatment, research and development and for the manufacturing of ayurvedic medicines in Yoga and Ayurveda. Patanjali as a brand currently has more than 350 products from Soap to Toothpaste and from Oats to Health drinks. Patanjali established as a major Customer goods' manufacturer. The company's prioritizes Customer goods with Ayurvedic medicinal values.

STATEMENT OF THE PROBLEM

Customers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Customers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more Customers. Satisfaction and accurate target in finding out what customers are aware and there by offering products according to this needs will help the industry stake holders to enrich their customer experience and accelerate growth of the market. Hence this study aims to explore the Customer's satisfaction towards the Patanjali products.

OBJECTIVE OF THE STUDY

- To analyze the customer satisfaction level towards patanjali product.
- To identify the awareness level of the customer towards Patanjali products.
- To identify the reason for buying the Patanjali products

RESEARCH METHODOLOGY

Both primary and secondary data were collected for research survey and the primary instrument for data collection used in this study was a questionnaire. Primary data was collected from the sampling method used in the study was random sampling. Data thus collected was processed, analyzed and interpreted to draw the valid inferences.

RESEARCH DESIGN

A research design is basis framework which provides guidelines for the rest of research process. It is the map or blueprint according to which research is to be conducted. The research design specifies the method of study. Research design is prepared after formulating the research problem and need to be most suitable to problem.

SAMPLING METHOD

Sampling method used in this research is random sampling. In random sampling all units or items in the population have a chance of being chosen in the sample. Random samplings always produce smallest possible sampling error

TOOLS USED

- Percentage analysis
- Chi-square test

LIMITATION OF THE STUDY

- The view and preference of the people may change from time to time, so the result of this study may not be applicable in the long run.
- Sample of 100 respondents were selected to represent the total population and the data was collected.
- The study is conducted in a specific area so generalization is based on the data collected from Palakkad city.

TABLE

Gender	No of Respondents	%	Age	No of Respondents	%
Male	38	38%	Below 20	30	30%
Female	62	62%	20-30	54	54%
Total	100	100%	30-40	6	6%
Purchase			40 & above	10	10%
Everyday	10	10%	Total	100	100%
Frequently	50	50%	Qualification		
Rarely	28	28%	School	24	24%
Never	12	12%	High School	20	20%
Total	100	100%	Degree	44	44%
Quality			Other	12	12%
Excellent	6	6%	Total	100	100
Very good	38	38%	Comparison		
Fair	48	48%	Much better	18	18%
Poor	8	8%	About the same	62	62%
Total	100	100%	Somewhat worse	8	8%
Loyalty			Can't say	12	12%
Always	22	22%	Total	100	100%
Usually	34	34%	Quality Rate		
Neutral	36	36%	Excellent	8	8%
Never	8	8%	Very good	42	42%
Total	100	100%	Fair	44	44%
Willingness			Poor	6	6%
Very likely	10	10%	Total	100	100%
Somewhat likely	54	54%	Level of Satisfaction		
Not sure	34	34%	To the fullest extend	20	20%
Unlikely	2	2%	50% -80%	42	42%
Total	100	100%	More than 80%	20	20%
Product Rating			Less than 50%	18	18%
Highly Satisfied	16	16%	Total	100	100%
Satisfied	12	12%	Overall Satisfaction		
Fair	36	36%	High satisfied	10	10%
Dissatisfied	18	18%	Satisfied	64	64%
Highly Dissatisfied	18	18%	Dissatisfied	6	6%
Total	100	100%	Neutral	20	20%
			Total	100	100%

INTERPRETATION

From the above table and chart it is clear that 62% of them are female and 38% of them are male. From the above table and chart frequency and percentage of each category of age is shown below 20 it is 30% and between 20 to 30 it is 54% and 30 to 40 is 6% and 40 and above is 10% out of total. The frequency of purchase of everyday is 10% and frequently is 50% and rarely is 28% and never used is 12%. It is indicated that 24% of the respondents are qualified at school level, 20% of the respondents are qualified at high school, 44% at the respondents are degree holder, and 12% at the respondents belong to other level. The table and chart above states that 48% of respondents agree fair quality, followed by 38% agreeing to very good quality and 8% representing poor quality and 6% agreeing excellent quality of 6%. From the above table and chart it is depicted that most of the respondents agree with about the same that is 62% and next is much better that is 18%, can't say is 12% and 8% of respondents agree that somewhat worse. From the above table and chart it is clear that most of the people agree with neutral that is 36% and next is the usually with 34%, then always with 22% and never with 8%. From the above table and chart it is clear that most of the people agree with fair that is 44% and next is very good that is 42%, excellent is 8% and poor with 6%. From the above table and chart it is clear that most of the people agree with somewhat likely that is 54% and next is not sure that is 34%, very likely is 10% and unlikely is 2%. From the above table and chart it is clear that most of the respondents are to 50% -80% that is 42% and to the fullest extent and more than 80% are having the same 20% and less than 50% is 18%. From the above table it is shown that 36% of the respondents agree that the products are fair, 18% of the respondents are dissatisfied and also highly dissatisfied with the same, 16% of respondents agree with highly satisfied, and 12% of respondents agree that satisfied, From the above table and chart it is clear that most of the people are agree with satisfied that is 64% and 20% of respondents agree with neutral, high satisfied is 10% and 6% of respondents agree with dissatisfied.

Chi-Square

Education Qualification/ Product Rating	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Row Totals
SSLC	7 (6.24)	6 (5.46)	8 (10.40)	4 (2.60)	1 (1.30)	26
HSC	6 (6.48)	7 (5.67)	10 (10.80)	3 (2.70)	1 (1.35)	27
UG	8 (4.56)	3 (3.99)	6 (7.60)	1 (1.90)	1 (0.95)	19
PG	2 (3.84)	3 (3.36)	9 (6.40)	1 (1.60)	1 (0.80)	16
Others	1 (2.88)	2 (2.52)	7 (4.80)	1 (1.20)	1 (0.60)	12
Total	24	21	40	10	5	100

The chi-square statistic is 10.5546. The p-value is .836107. The result is not significant at $p < 0.05$. The Chi-Square table has been mentioned educational qualification and product rating and its level of significant is greater than 0.05, so there is no relationship between the factors.

FINDINGS

- Majority of 62% customers are female.
- Majority of 54% Customers age is 20 to 30.
- Majority of 50% of costumers are purchasing frequently.
- Majority of 44% the respondents are degree holder.
- Majority of 48% customers had given opinion to fair about the product.
- Majority of 62% customers are comparison with other products about the same.
- Majority of the 36% customers are loyalty have neutral.
- Majority of the 44% customers are rating the quality is fair.
- Majority of the 54% customers are willingness of purchase is somewhat likely.
- Majority of the 42% customer's level of satisfaction has met successfully 50% to 80%.
- Majority of the 36% customers are product rating feel fair.
- Majority of the 64% customers are satisfied with Patanjali products in overall satisfaction.

SUGGESTIONS

- The price of the Patanjali products can be reduced which would attract more customers.
- The samples should be distributed to the people.
- The manufacturers can conduct a survey for knowing the Customer need.
- Improve the availability of more products to the customers.

- Produce more varieties of products according to the customer needs.
- Introduce more effective advertisement strategy. It will help for the promotion of products.
- Try to include more natural contents to the products so it will help to sale more products in the future.

CONCLUSION

“A Study on Customer Satisfaction towards Patanjali Products with Special Reference to Palakkad City” is conducted to identify the customer’s satisfaction, awareness, and preference towards Patanjali products. The study reveals that most of the respondents are aware about the Patanjali products. Ayurvedic products are reasonably cost effective and well accepted by customers. They are easily available and do not have side effects. With its rich biodiversity and rich heritage of Indian medicinal system, India would draw world attention as an abode of eco-friendly medicinal systems that are in harmony with the nature, 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.

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