

CONSUMER BEHAVIOR TOWARDS PATANJALI PRODUCTS: A COMPARITIVE STUDY OF CONSUMERS IN MOHALI DISTRICT

Alam Singh

Research Scholar, Chandigarh University Gharuan

Abstract - Word Ayurveda is a combination of two words i.e. 'Ayus' which means life and 'veda' which means knowledge. Since times immemorial, ayurveda dominated the Indian medical system, through rigorous experimentation and research. Even during Ramayana, traces of Ayurveda could be identified when Hanuman, the dearest accomplice of Lord Rama went to Himalayas to bring a Herb Sanjeevni to cure ailing Lakshman. Taking cognizance of the same, modern day consumers too, have started admiring ayurvedic products over allopathy, homeopathy etc. Also, keeping in mind the interest of consumers, companies both national and multinational have started producing the ayurvedic products. Patanjali has turned out to be one such pioneer brand that has out driven many other established brands in this context. The present study intends to find out the perception of consumers (rural/urban) about Patanjali's products and the factors contributing to it.

Keywords: *Consumers, Factors, Satisfaction Level*

I. INTRODUCTION

A well known yoga guru Baba Ramdev started an association Patanjali Ayurved in 2007. Patanjali main aim was to bring awareness among Indian people towards swadeshi products. The idea is to be present in as many categories as possible in order to give consumers more choices, and plough back profits that will be used for social welfare. 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. The firm, in fact, has priced its product at a significant discount to others in a number of categories, which is helping drive sales. Patanjali is also said to be benefiting from a shift in consumer preferences towards herbal and ayurvedic products which are considered to be closer to nature.. It has also placed itself as a Indian brand, which has a request among a class of consumers. The successful merging of the Ancient Science Ayurveda with low prices and the feeling of Swadeshi have contributed to being the biggest factors of their success. The major reason for the success of Patanjali can be summarized as :

Pocket-Friendly Pricing

Patanjali's products prices when compared with its rival companies, the first point that wins the heart of an Indian consumer is the low pricing. With the tag of selling pure and natural products, the prices are a big factor in attracting masses. The brand aims at providing products for every kind of consumer and does not solely focus on making profits.

The 'Swadeshi' Feeling:

Formulating and manufacturing products for your countrymen is the feeling the brand gets but consumers also feel a sense of responsibility in promoting a 'Made in India' brand. The use of Indian ingredients in the manufacturing of Patanjali products not only has proven to be a strong base for gaining consumer trust but has also given strength to many other small manufacturers and retailers in the Indian market. The feeling of helping India grow and being self-sufficient has taken Patanjali to the top.

Huge Variety to Choose From

From daily needs to beauty to health and wellness and what not, Patanjali has taken over almost each and every category of FMCG to cater to the Indian consumers. There are a variety of products to choose from and Indians are spoiled for choices. Apart from this, the brand is aiming to produce many other new products so that consumers do not have to depend on MNC companies for them.

Great Advertising

At the beginning of their journey, Patanjali was not as much focussed on advertising as they are now. Smart advertising has made the company reach out to a much larger group of people and their philosophy of having Baba Ramdev to promote most of their products in the advertisements is doing really well. The brand is not just reaching out to consumers in Northern India but is also expanding its branches and influencing consumers in Southern India as well.

The 'Baba Ramdev' Factor

Being a yoga guru, Baba Ramdev had garnered a strong following for himself. People not only in India but abroad as

well have blindly followed him in terms of Yoga and have always looked up at him for motivation to be fit. With such a huge following, his brand Patanjali was meant to do well. It's not just because of his name and fame that the brand has made it so far but also his dedication and connection with every Indian that has powered his dream to make India self-sufficient and Ayurveda centered.

II. CURRENT SCENARIO

The \$60 billion FMCG business in the country, today is dominated by Patanjali with its proven ability to beat the average market growth rate several times, also having a consistent portfolio expansion and adoption of new models in distribution and marketing. At the end of the previous fiscal, the company reported more than R10,000 crore of top line, which makes it only the third company in the FMCG space in the country to scale to this peak (the other two being current market leader Hindustan Lever and number two ITC).

Objectives of the study

- To study the consumers who are purchasing Ayurvedic Products based on the Gender and Age.
- To find the factors impacting the purchase decision of consumers towards Patanjali .
- To study the satisfaction level of consumers after using 'PATANJALI' Products.

III. REVIEW OF LITERATURE

Rani, S., and Shukla, C.(2012) Conducted a study to know the trends of patanjali products. For the purpose of above study they collected a sample of 90 consumers in pantnagar. On the basis of above study they concluded that within a very short period of time patanjali products captured a number of consumers. Also they found that from 2008 to 2012 there is a huge increment in number of products which is from 26 to 120. They also suggested about limitation of patanjali products that delivery system should be improved by Patanjali Company.

Ali, M.I., and Yadav, M.(2015) carried a study to know about consumer perception towards herbal products. The objectives of the above study were to know the reasons of using various herbal products. For the purpose of above study researcher collected data from 60 consumers using herbal products in three cities of Bhopal. On the basis of their study they found that due to hazards created by chemical products people shift it to natural products. Also they concluded that all consumers had a positive attitude towards herbal products and there was no side effect faced by these people.

Khanna, R.(2015) carried a study on consumer perception regarding Patanjali products. The objectives of the above study were to know about the perception, satisfaction level and attributes of consumer with regard to patanjali products. The data was collected by the researcher from 100 respondents in Punjab. They found that consumer were highly satisfied with patanjali products due to reasonable prices and due to curing ability.

Shinde, D.T., and Gharat, S.J.(2017) examined a study on product positioning of patanjali products. The purpose of above study was to find the various prospects of patanjali products and also factors influencing these products. They concluded that patanjali has captured a huge market share within a very short time period but shortage of these products is the major problem faced by consumers these days.

Statement of Problem: There are many determinants which effect the purchasing decision of the consumer especially in terms of Consumer behavior which makes it mandatory for every marketer to access the consumer's requirements, needs and desire. So the present study will contribute in this regard and focuses to know the consumer behavior, awareness and satisfaction level regarding the Patanjali cosmetic product of Mohali district.

IV. RESEARCH METHODOLOGY

The present paper is based on primary data which was collected by researcher through questionnaires from 100 consumers using Patanjali Products. For the convenience of data collection the consumers were divided into five segments on the basis of their ages and different ion on the basis of gender. The questionnaire was designed to know which segment of population uses the Patanjali Products more and what are the various reasons for purchasing Patanjali product and their post buying behavior and satisfaction level from that these products.

Method: Percentage method was used to calculate the percent. On the basis of the calculated percentage references were drawn as below :

Table 1

Age Intervals	No. of Respondents	Percentage
15-25	12	12%
26-35	30	30%
36-45	35	35%
46-55	13	13%
Above 55	10	10%
Total	100	100%

Table 2

Gender	No. of respondents	Percentage
Male	47	36%
Female	53	64%
Total	100	100%

The above table depicts that total numbers of 100 respondents involved in this study, regarding demographic characteristics of the respondents, while considering the age group, 35% of the respondents were in the age group of 36-45 years. 64% were females the remaining 36% were males.

Table 3

Factors	No. of Respondents	Percentage
Offers	15	4%
Varieties	25	30%
Price	45	20%
Quality	12	8%
Herbal	5	38%
Total	100	100%

Table 4

Reasons for high level of satisfaction	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Ranking
Made in India	30(30%)	42(42%)	15(15%)	5(5%)	8(8%)	100 (100%)	4
Product Range	45(45%)	29(29%)	12(12%)	10(10%)	4(4%)	100 (100%)	3
Quality Standard	19(19%)	31(31%)	41(41%)	4(4%)	5(5%)	100 (100%)	5
Availability	42(42%)	18(18%)	19(19%)	12(12%)	9(9%)	100 (100%)	6
Recommendations by reference group	38(38%)	28(28%)	12(12%)	8(8%)	16(16%)	100 (100%)	1
Competitive Pricing	33(33%)	18(18%)	28(28%)	14(14%)	4(4%)	100 (100%)	2

Level of Satisfaction	No. of Respondents
Highly Satisfied	48(66%)
Satisfied	25(24%)
Neutral	15(6%)
Dissatisfied	9(2%)
Highly Dissatisfied	3(0%)
Total	100(100%)

(Source questionnaire)

The above table depicts that total numbers of 100 respondents involved in this study, regarding demographic characteristics of the respondents, while considering the age group, 35% of the respondents were in the age group of 36-45 years. 53% were females the remaining 47% were males. Based on the findings, the respondents are mostly married persons with 72%, and 40% of the respondents are mostly Degree /Diploma holders.

(Source Questionnaire)

The above table states that 38% of respondents are purchasing Patanjali products because it is recommended by reference groups. Availability of products at competitive price is one of the main factors for 33% of the respondents to purchase the product. The 45% of the respondents are preferring this product due to the range of ayurvedic products, 30% of the respondents are agree that the Patanjali product are made in India, so they prefer to purchase more than other FMCG

products. But the 19% respondent has said the Quality standards needs to be improved as compared to other ayurvedic products.

Suggestions:

- Patanjali should focus more on products availability in the market .
- The .
- Patanjali should try and focus on quality for reassurance the upper class with income.
- More Promotional activities through mediums like Radio , outdoor advertising and campaigns .
- Offers & discounts should be announced frequently .

V. CONCLUSION

The rising awareness of organic products has lead to the growth of Brands like Patanjali, Himalaya Herbal Healthcare , Naturals, pure roots, Vindhya herbals which are available to consumers at reasonably and cost effective price which makes it acceptable by customers. Since these products are readily available and do not have side effects it is becoming ever popular with each passing day . Indian medicinal system with its rich biodiversity and heritage ,can help in drawing the world attention to this ancient science as an abode of eco-friendly medicinal systems which is in harmony with the nature. From the above study 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. The Findings in the paper reflects that there are many significant

factors that together make up the buying decision of the product. Patanjali continues to have advantageous position over its competitors through spirituality element involved in its products. However, to conclude Patanjali cant not afford to ignore the competitors like Naturals, pure roots, Vindhya herbals. In order to maintain its position in the market also to retain its customers Patanjali must fulfill the claims made before any other brands which are mushrooming up and takes away the benefits of marketing through spirituality

VI. REFERENCES

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