

A Study of Consumer Perception Towards Patanjali Brand with Special Reference to Mohali City

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Abstract

The main aim of this paper is to find the consumer perception regarding the Patanjali brand through a survey in the city of Mohali. The responses to our questionnaire suggested that the competitive pricing, quality of products and good communication techniques were the most important reasons for the popularity of Patanjali products. Further the study brought out the various factors as being the most important in affecting the decision to purchase Patanjali products such as: communication strategy, product quality, pricing and brand image of Baba Ramdev and consumer awareness about the products.

Keywords: *Patanjali brand, Consumer preference, Analysis.*

Introduction

The choice of a particular brand by the consumer over the time is mainly affected by the quality and benefits offered by the brand especially when it comes to the brand of eatables and cosmetics products. Consumer satisfaction is derived by comparing the actual performance with the expected performance of the product after usage. Perceptions are highly subjective and thus can easily distort. The confusion of buying and not buying continues into our mind unless our decision is not supported by many. Thus, in order to survive in the country like India, brands need to be positioned in the minds of people. India is known to be a hub of Herbal brands and Ayurveda as the herbal products are deeply associated with the spiritual sentiments of the people. One of the study of WHO (World Health Organization) shows that near about 82% of the world population depends upon the natural products rather than the other medicines due to their high cost and side effects. "Patanjali" is represented by Guru Swami and the company is set up with a motive to provide high quality Indian products at fair price which are organic and natural. PATANJALI AYURVEDA LTD has more than 100 different products in the catalogue for Skin, Hair, Heart, Eyes and different diseases.

Need for Study

This study will reveal the different aspects of consumer's perception regarding price, quality, range, availability, and advertisements of the products. The need for the study is very essential as the competition in the Ayurvedic and herbal products is ever increasing. Competitors are mainly struggling to shut down the market by capturing its market share. Today scenario is such that the competitors are coming up with sales promotion and incentives to compete with Patanjali brand.

Literature Review

S Anupriya (2017): This paper focused on the fact that consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage. Ajeet Kumar & Anshu Ahuja(2017): They studied the factors affecting consumer behavior towards Patanjali products and the association between independent variables and satisfaction level of consumers. K.subbulakshmi P.Geethamani(2017): They analyzed the factors influencing the customers to purchase Patanjali cosmetic products. They identified the customers satisfaction level and problems faced by the customers in Patanjali cosmetic products. Dr. Ravindra & Sunita Yadav(2017): Their study attempted to know the perception of consumer and factors affects the consumer while purchasing the Patanjali skin care product irrespective of their age ,gender, income, occupation , educational qualification and residence. G. Gurusanthosini & G. Gomathi(2016): They studied the influence of various factor on the purchase of Patanjali products like price, quality and brand awareness. Dr (CA) Seema Gosher(2017): 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 0f 15-25 years are preferring cosmetics while rest of the age groups prefer food related products. G Satheesh Raju, R Rahul(2016): This study was carried out to know why customers are preferring patanjali products. Patanjali ayurveda home-grown firm in businesses such as food, consumer packaged goods and healthcare.

Objectives of the Study

To study about the brand perception of 'Patanjali' & the level of satisfaction of the consumers after using 'Patanjali' Products.

Research Methodology

For collecting primary data, a survey approach was used and for this purpose research questionnaire consisting of a set of questions was presented to the respondents to know their perception toward Patanjali ayurvedic products

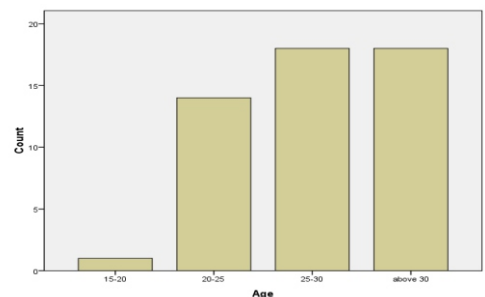
Data Analysis and Interpretations

1. Sample included about 2% respondents within 15-20 age group, near about 28% respondents within the 20-25 age group, 35% respondents within 25-30 age group and above 30 years.

Table 1: Age

	Freque	Percen	Valid	Cumulativ
Valid	15-20	1	2.0	2.0
d	20-25	14	27.5	29.4
	25-30	18	35.3	64.7
	above	18	35.3	100.0
	Total	51	100.0	100.0

Figure 1

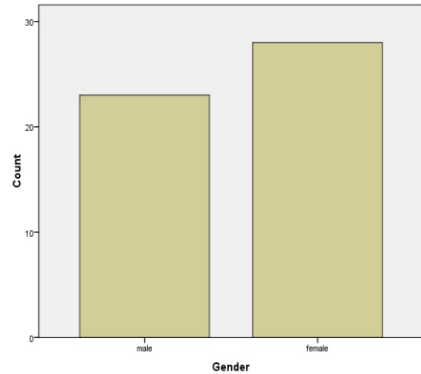


1. About 45% of respondents were male while 55% were females.

Table 1: Age

	Freque	Percen	Valid	Cumulativ
Valid Male	23	45.1	45.1	45.1
d Femal	28	54.9	54.9	100.0
Total	51	100.0	100.0	

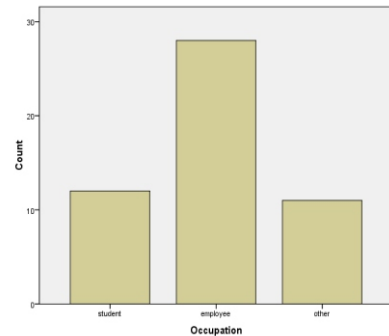
Figure 2



1. About 23.5% of the respondents are students, while 55% are employees and the rest fall in others(not working, house wives, etc.)

OCCUP	Frequenc	Percent	Valid	Cumulative
Valid Student	12	23.5	23.5	23.5
Employee	28	54.9	54.9	78.4
Other	11	21.6	21.6	100.0
Total	51	100.0	100.0	

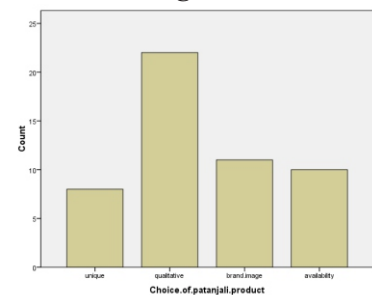
Figure 3



4. About 16% respondents said that they buy Patanjali products due to its unique features, 43% due to quality, 22% due to its brand value, while rest due to its availability.

	Frequency	Percent	Valid	Cumulative
Valid Unique	8	15.7	15.7	15.7
Qualitative	22	43.1	43.1	58.8
Brand.image	11	21.6	21.6	80.4
Availability	10	19.6	19.6	100.0
Total	51	100.0	100.0	

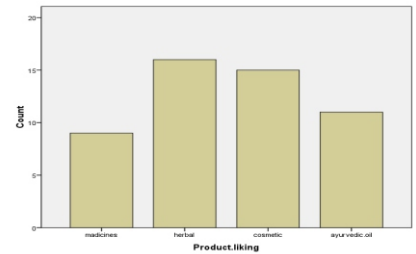
Figure 4



5. Study shows that 18% respondents are interested in this brand due to medicinal value, 31% due to herbal Value, 29% due to cosmetics, while 22 % are interested in its Ayurvedic oil.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Medicines	9	17.6	17.6	17.6
Herbal	16	31.4	31.4	49.0
Cosmetic	15	29.4	29.4	78.4
Ayurvedic Oil	11	21.6	21.6	100.0
Total	51	100.0	100.0	

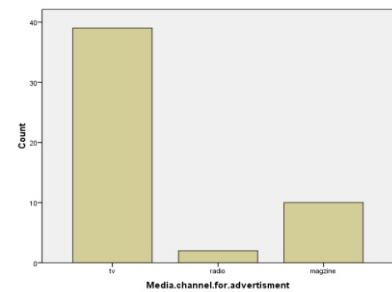
Figure 5



5. 77% of the respondents comes to know about the Patanjali brand through television, 4 %

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TV	39	76.5	76.5	76.5
Radio	2	3.9	3.9	80.4
Magzine	10	19.6	19.6	100.0
Total	51	100.0	100.0	

Figure 6

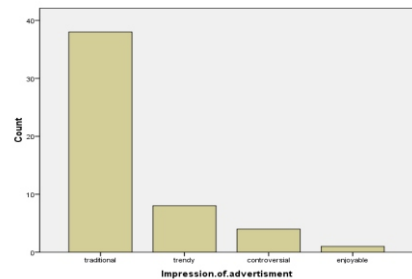


5. 75% of the respondents found the advertisements to be traditional, 16% found it trendy, 8 %

TABLE 7: IMPRESSION OF ADVERTISEMENT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Traditional	38	74.5	74.5	74.5
Trendy	8	15.7	15.7	90.2
Controversial	4	7.8	7.8	98.0
Enjoyable	1	2.0	2.0	100.0
Total	51	100.0	100.0	

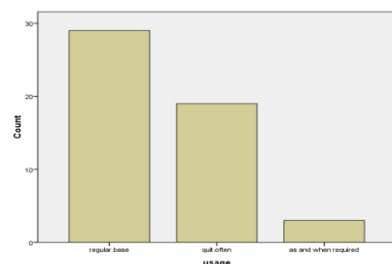
Figure 7



5. 57% of the respondents were the regular user of Patanjali products, 37% quite often used them, while 6% used them only when required.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Regular base	29	56.9	56.9	56.9
Quit.often	19	37.3	37.3	94.1
as and when required	3	5.9	5.9	100.0
Total	51	100.0	100.0	

Figure 8

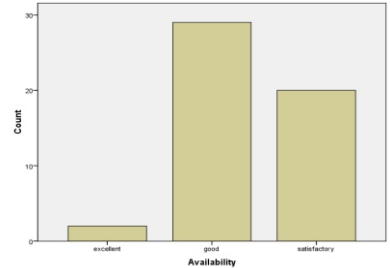


5. More than 50% of the respondents found the product easily available when required.

TABLE 9: Availability

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid excellent	2	3.9	3.9	3.9
Good	29	56.9	56.9	60.8
satisfactory	20	39.2	39.2	100.0
Total	51	100.0	100.0	

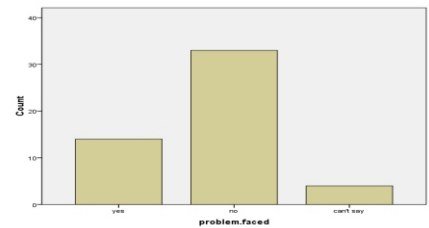
Figure 9



5. About 65% of respondents have faced no problem while the usage of the product.

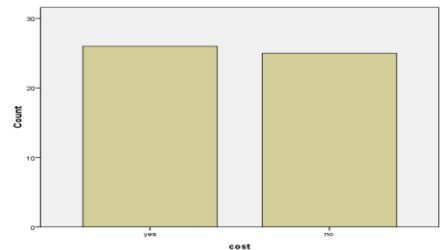
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	14	27.5	27.5	27.5
No	33	64.7	64.7	92.2
can't say	4	7.8	7.8	100.0
Toal	51	100.0	100.0	

Figure 10



5. About 51% respondents were satisfied with the cost of the Patanjali product.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	26	51	51	51.0
No	25	49.0	49.0	100.0
Toal	51	100.0	100.0	

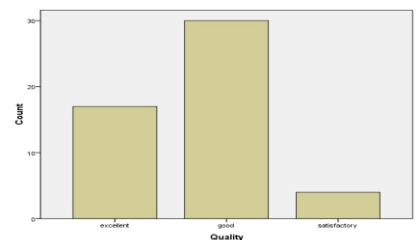


12. About 33% respondents found the quality of Patanjali products to be excellent, 59% found them good while 8 % found them satisfactory.

TABLE 12:Quality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Excellent	17	33.3	27.5	33.3
Good	30	58.8	64.7	58.8
Satisfactory	4	7.8	7.8	7.8
Total	51	100.0	100.0	100.0

Figure 12



Findings & Conclusion

The Findings in the paper show that there are many significant factors that together make up the buying decision of the product. Consumer perception towards a brand is built mainly on the satisfaction level of the user after paying for the product. In the above study, a large number of users are satisfied from Patanjali products. It may be due to reasonable price of the product or due to ability of the product to cure the core problem. Although even if Patanjali is enjoying the advantageous position in market, it should not ignore its competitors. Patanjali in order to gain more customers must fulfill the claims made by the company before any other brand may target it and take away the benefits of marketing through spirituality.

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