

The Study Of Customer Perception Towards Patanjali Ayurveda Limited

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Abstract: *FMCG is fast booming sector in India. Many new entrants are coming in this sector national and international. One of the rising names in FMCG sector in India is Patanjali Ayurveda Ltd. In this paper we tried to find what customer perceive about Patanjali Products and to know the reason behind repeated buying of these products.*

Keywords: *FMCG (Fast moving consumer goods), Ayurveda, Perception.*

I. INTRODUCTION

FMCG sector is one of the fastest growing sectors in India. The Indian FMCG sector is the fourth largest sector in the economy, with a total market size in excess of US\$ 13.1 billion. Many new and old organizations are the part of this sector. Every day we use toothpaste, soaps, shampoos, potato chips, tea, floor cleaner, dish wash etc...all these are called Fast moving consumer goods (FMCG) which refer to things that we buy from local markets on daily basis, the things that have high turnover and are relatively cheaper. There has been drastic transformation in the retail sector in the recent time in India. Big brands had entered India and established a strong distribution networks setting aside the local wholesalers and distributors e.g best price, metro, walmart etc. They buy FMCG products directly from company in bulk and sell it to customer. FMCG sector represents consumer goods required for daily or frequent use. The main segments of this sector are personal care (oral care, hair care, soaps, cosmetics, and toiletries), household care (fabric wash and household cleaners), branded and packaged food, beverages (health beverages, soft drinks, staples, cereals, dairy products, chocolates, bakery products) and tobacco. It is a fourth largest sector in Indian economy and a main contributor in GDP. This sector has created a number of employment opportunities. There was a perception that FMCG only include elite segment products but in actual FMCG covers everyday usable products. Lower middle income group contribute to

60% sales in this sector and demand for these products is increasing in rural marketing day by day. Many MNC's were present in this sector for many decades but now small regional companies has also gained pace and start growing alongside big MNC's in INDIA.

Patanjali is one of the regional company who has grown and start competing with the big names in FMCG sector in INDIA. Patanjali started its operations with Patanjali yogpeeth in Hardiwar, Uttarakhand. Patanjali yogpeeth is one of the largest yoga institutes in the country. Swami Ramdevji Maharaj and Acharya Balkrishanaji Maharaj set up Patanjali Ayurveda Pvt Ltd for treatment, research and development and for the manufacturing of ayurvedic medicines, Yoga and Ayurveda. Patanjali Yogpeeth offers treatment and scientific research and has brought a revolution when it comes to healthcare in the country with the combined approach of Yoga and Ayurveda. On 23rd April 2012, Monday, Patanjali Ayurved Limited had announced its entry into the retail sector by launching 100 products to be expanded up to 800, including body care, healthcare, home care, digestive, cosmetics, toiletries and others products. Patanjali is distributing its product through the network of own branded stores and even through small retailers and kiriyana store. Patanjali has claimed that their products are 30% cheaper than the other MNC products as they purchase raw material directly from farmers which reduces the cost and benefits the farmers also.

II. PATANJALI AYURVEDA – CURRENT MARKET INSIGHTS

Patanjali as a brand currently has more than 350 products from Soap to Toothpaste and from Oats to Health drinks. The 2016-2017 revenue of Patanjali Ayurveda crosses Rs. 10,500 crore figures. In January 2016, IIFL said “Patanjali Ayurveda Ltd has, in a short span of less than a decade, recorded a turnover higher than what several companies have managed to achieve over several decades. There is no doubt that Patanjali is a disruptive force in the FMCG space and is a credible threat for the incumbents.”

The industrial data indicates that the brand has a market share of 4-5%.

III. LITERATURE SURVEY

Gosher Seema (2017), in her study “Customer preferences towards Patanjali products” A study on consumers with reference to Mumbai Suburban district has revealed that the people between the age group of 15-45 are the major consumers of Patanjali products. It was observed that between age group of 15-25 years are preferring cosmetics. The rest of the age groups prefer food related products. Hence the mileage can be taken to drive the market as people are becoming more health conscious by introducing healthy food products. It was observed in the study that noodles were not repeatedly purchased from Patanjali. Respondents were showing less interest towards detergents but were interested towards tooth paste. Price has become a significant factor along with ayurvedic and herbal. However Patanjali is entering into much business it is suggested that it focus on more cosmetic, health and food related products.

Anupriya S (2017), on topic a study on “consumer’s preference and perception towards Patanjali” product revealed that Ayurvedic and Herbal remedies are available in all Patanjali and organic stores. 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. The Findings in the paper show that there are many significant factors that together make up the buying decision of the product. Customers’ perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from Patanjali products. It may be because of reasonable price of the product. It may be due to ability of the product to cure the problem. The satisfaction brings in the retention of customer. Patanjali is enjoying the advantageous position in market through spirituality element involved in its products. However, it should not ignore the competitors like Naturals, pure roots, Vindhya herbals. Patanjali in order to retain more customers and satisfy them, must fulfill the claims made by the company

before any other brand may mushroom up and take away the benefits of marketing through spirituality.

Kumar Ajeet, Ahuja Anshu (2017) in their study on topic “Consumer behavior towards patanjali” revealed that there is no association between independent variables and satisfaction level of the consumers. Satisfaction level is independent from all demographic variables such as marital status, income, gender, occupation and age. Also the above study shows that most of the people use the patanjali products due to swadeshi factor and also due to reasonable price of it. But limitation of patanjali product is of its availability because they are not easily available in the market. Due to this people have to suffer a lot of problems.

Khanna Rupali (2015), in her paper “Customer Perception towards Brand: A Study on Patanjali” has founded that there are many significant factors that together make up the buying decision of the product. Customers’ perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from Patanjali products. It may be because of reasonable price of the product. It may be due to ability of the product to cure the problem. The satisfaction brings in the retention of customer. Patanjali is enjoying the advantageous position in market through spirituality element involved in its products. However, it should not ignore the competitors like Naturals, pure roots, Vindhya herbals. Patanjali in order to retain more customers and satisfy them, must fulfill the claims made by the company before any other brand may mushroom up and take away the benefits of marketing through spirituality.

Mr. Dutta Somnath (2016) in study of “present market standing of Patanjali in ayurved & FMCG sector” reveals that there is a significant bearing of Marketing tools & strategies on Sale of Ayurvedic & Household FMCG items in Siliguri area. Though this marketing aspect is neglected by many companies. This marketing aspect mainly includes Product – quality, Price & its fluctuating trend, Promotional campaigning, Easy availability i.e. distribution. Out of these, Product Quality and Promotional measures play more influential role in shaping the buying attitude towards Ayurvedic items compared to Price and Availability in Siliguri region. Among the 12 popular Ayurvedic companies in Siliguri, Patanjali’s growth rate appears to be praiseworthy in terms of sale, awareness and number & size of outlets. Within a very short time of last 5 years, awareness and utility of Patanjali’s deep product- assortment have been so wide spread that it secures 3rd position after Dabur & Himalaya in and around Siliguri.

Prof. Tripathi Mishu (2016), on topic “effect of Patanjali Brand on FMCG Competitors” founded that Consumers have understood that their quality of life can be enhanced through Ayurveda. To meet this demand Patanjali has forayed into the market. As per the study as well as the analysis the following outcomes are seen:- Special Issue June 2016 Rise in the sales of Patanjali as a brand has basically come from the most powerful tool in marketing which is word-of mouth that contributes to nearly 70% of the findings as per this study. People have actually bought in their products by recommendations from friends and family. Also respondents

have actually bought their products specially from Patanjali retail outlets.

There has also been a steep increase in sales of the products in the past 6 months. This has been quoted by the owner also of one of the Patanjali retail outlets. Respondents also attributed that due to quality of Patanjali's products, they have been using it followed by economical pricing. It can also be seen that their cosmetics division which includes personal care products like facewash, toothpaste, soaps etc are preferred most by the consumers as compared to their other product lines. The reason for Patanjali's success is its unique business model of a single brand, a wide spread of categories, exclusive store network and close association of a personality (Baba Ramdev) with the brand. Moreover, the growing appeal of ayurvedic/natural products, a way for consumers to express "Indian-ness" and low price help. With the recent push towards wider distribution and media support, we believe Patanjali can create demand and may report net sales of Rs.200 bn in FY 2020.

RESEARCH OBJECTIVES

To determine the demographic profile of consumers and to study the factors which influence repeat buying.

IV. DATA COLLECTION AND RESEARCH DESIGN

A descriptive research design is used for this research. Questionnaire method is used to collect data from respondents. Non probability sampling, Convenience sampling is used for selecting the sample from the population. Sample size was 50 respondents. Area selected for survey is towns and villages of Bhiwani and Charkhi Dadri district of Haryana. Total 50 questionnaires were distributed. No of mails questioned were 30 and no of females questioned were 20.

V. ANALYSIS AND INTERPRETATION

With the help of the questionnaire we have tried to find out the demographic details of the people who are using patanjali products and the factors which influence the repeat buying.

A. AGE GROUP

From the below chart we have interpreted that maximum respondents are in the age group of 18 to 25 and 26 to 35.

AGE Group	No of Respondents	%
Below 18	8	16
18-25	15	30
26-35	18	36
36-50	7	14
50 and above	2	4

Table 1

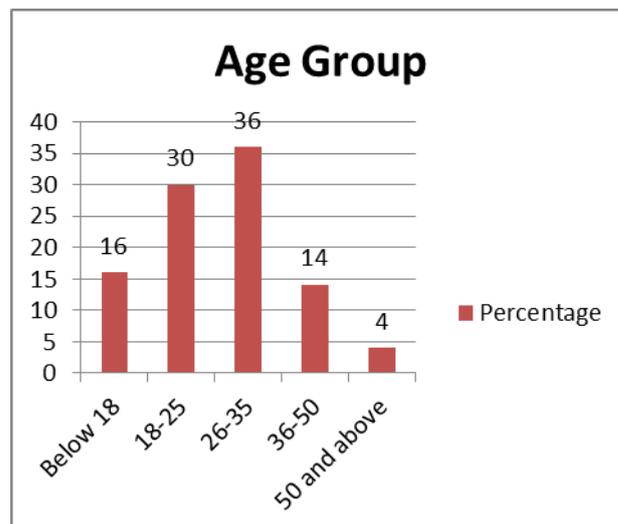


Figure 1

B. GENDER

From the below chart it is clear that 60% are the male and 40% are females in the sample.

Gender	Male	Female
No of respondents	30	20
%	60	40

Table 2

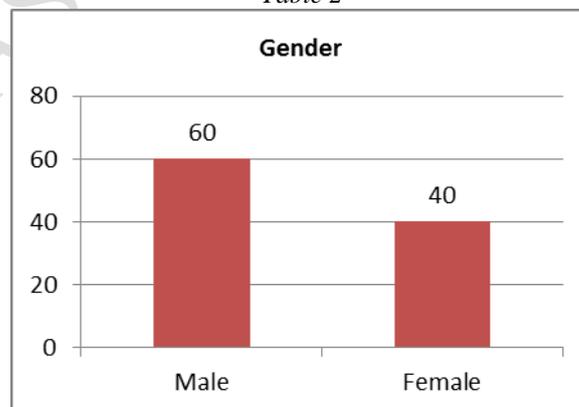


Figure 2

C. QUALIFICATION

Below Data shows that 80% people in that area are educated irrespective of their level of education and there are only 10% people who are not educated or never been to school. On the other hand there are very few respondents who are post-graduate and doctorates.

Qualification	No of respondents	Percentage
Below Metric	10	20
Metric	15	30
Senior secondary	12	24
graduate	10	20
post graduate	3	6
PHD	0	0

Table 3

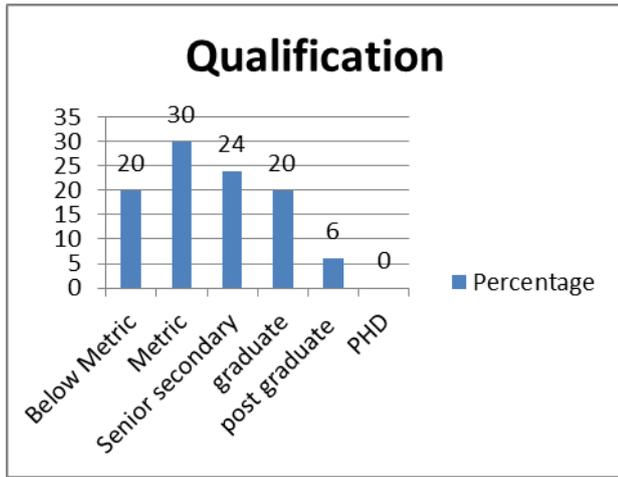


Figure 3

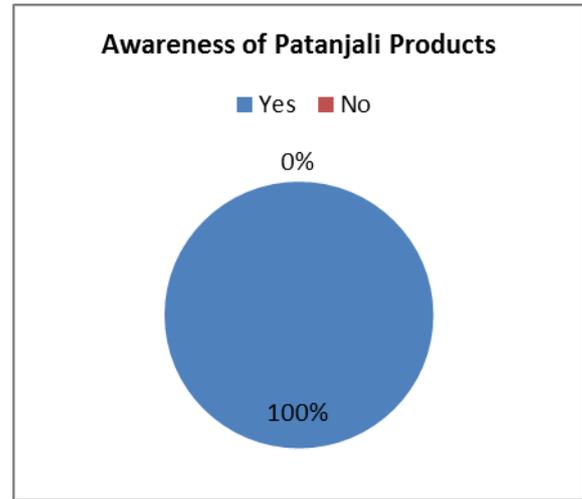


Figure 5

D. INCOME LEVEL

Below data shows that 60% respondents have income below Rs 100000 and 24% respondents having income between Rs 100000 to 250000, 8% respondents are having 250001 to 500000 and 8% having income more than 500000.

Income Level	No. of Respondents	Percentage
less than 100000	30	60%
100000-250000	12	24%
250001 - 500000	4	8%
More than 500000	4	8%

Table 4

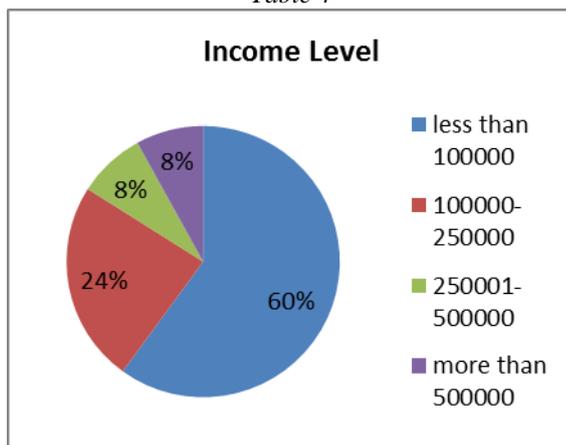


Figure 4

E. AWARENESS ABOUT PATANJALI PRODUCTS

Awareness of Patanjali Products	No of respondents	Percentage
Yes	50	100%
No	0	0

Table 5

From the above data it is clear that each and every respondent is aware about the patanjali brand irrespective of their demographic profile.

F. PRODUCT USAGE

Patanjali Product usage	No of respondents	Percentage
Regular	30	60
some time	8	16
Not at all	12	24

Table 6

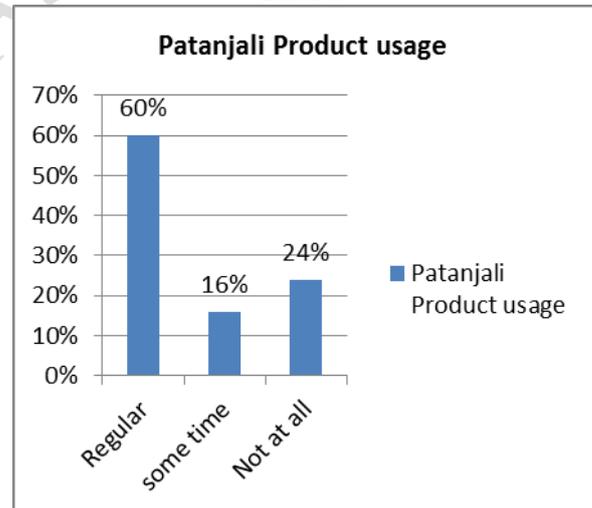


Figure 6

From the above table and chart it is clear that 60% respondents are regular users and 16% are using products from time to time and 24% are not using these products.

G. REASONS FOR BUYING

Out of 50 customer 38 are buying regularly or time to time and 12 are not using patanjali products so we have excluded those respondents from the study and tried to find out the reason for repeated buying behavior from the 38 respondents.

Reasons	No of Respondents	Percentage
Quality	15	39%
price	4	11%
Quantity	8	21%

Ease of Availability	6	16%
other reasons	5	13%

Table 7

There are different reasons for buying Patanjali products such as quality, price, quantity, availability and various other reasons.



Figure 7

The main reasons for repeat buying which can be concluded from the above data is quality, quantity and availability. It means the customer are more concerned about the quality and Patanjali is providing good quality products due to which customer are preferring these products.

VI. CONCLUSION

This study leads to the conclusion that the maximum buyers are of age group between 18 to 35 years, educated and low to middle income group. The main reason of buying the Patanjali products is quality, quantity, availability of products. Patanjali has managed their promotion campaigns very well

by focusing on ayurveda, Yog and Made in India (Swadeshi) as their main USP of the Brand.

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