Consumers' Perception towards Patanjali Products with Reference to North Chennai

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INTRODUCTION

Consumer satisfaction is derived when a buyer compares the actual performance of the product with the performance he expected out of the usage. Philip Kotler(2008)observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance in relation to his or her expectations. If the performance of a product is more than their expectations, the product captures a permanent place in the minds of consumers and who in turn become loyal customers. Perceptions are highly subjective and thus distorted easily. In order to survive in the marketing environment of a country like India, brands positioning is very important. In India FMCG market is the most difficult market to capture. The nearest substitutes are made available by the competitors at the reasonable and affordable price range. There are many FMCG companies in India. Hindustan Unilever Limited (HUL), Proctor and Gamble (P&G), Indian Tobacco Corporation (ITC),Patanjali are a few noteworthy companies competing in the FMCG sector. The products of these companies take care of the needs of customers in a most qualitative way. World Health Organisation (WHO) study estimates that 80% of world population depends on natural products for their health care .To fulfil the needs of customers in a healthier way, Patanjali Ayurved Limited was formed in January, 2006 as a private limited company by Yoga guru Ramdev and his partner Sri Acharya Balkrinaji.It is located in the industrial area of Haridwar which manufactures minerals and herbal products. The herbal products of Patanjali have managed to gain brand loyalty in a far exceeding way than other FMCG giants. Selling products at lower rates is not exactly considered their pricing strategy, but building an ever growing loyal customer base is a business strategy followed by them.

OBJECTIVES

1. To study the brand perception of Patanjali in the minds of consumers
2. To know the attitude that a customer keeps in mind while buying Patanjali products
3. To study the satisfaction level of consumers after using Patanjali products
4. To examine the purchase beviour of the customers gender wise and age wise

LIMITATIONS

The geographical area covered was only North Chennai
The study was purely based on the responses which were obtained from the respondents.
The study was restricted to only selected products of Patanjali brand

RESEARCH METHODOLOGY

This study is based on primary data collected through questionnaires from respondents of North Chennai. The questionnaire is designed to know the type of products people prefer, reasons for their buying and satisfaction derived out of the products purchased and used by them.
Sample size: The sample size for this study is hundred and fifty which was collected through mailed survey and direct interview method.

REVIEW OF LITERATURE

Dr.Sumita Shankar(2017) in her study "Make in India Saga: Case study of Patanjali FMCG found that the reason for Patanjali brand success is quality and purity. Patanjali uses brand extension strategy to its products. Its extension into new sectors such as apparels, shoes, home cleaning etc., is not directly linked to Ayurveda.

S.Anupriya(2017)in her study titled" Study on Consumers' preference and perception towards Patanjali Product" found that a large number of consumers buy Patanjali products because it does not have any side effects due to its herbal and medicinal value. The study further stated that advertisement plays an important role in the buying decision of the product.

K.SAubbulakshmi and P.Geethamani(2017) in their study "A study on customers perception towards cosmetic items in patanjali products with special reference to Tirupur city found that customers started moving towards herbal products in the case of cosmetic to avoid more chemical combinations which causes side effects. This becomes the advantage for Patanjali to easily reach the customers with its quality and reasonable price.

Dr.Anuja Agarwal,Sakshi Gupta,Srashti Gupta and Vinayak Nautiyal(2017) in their study "The impact of Patanjali products on FMCG business hither to dominated by the Multi nationals like HUL, P&G, NESTLE etc., found that there is a relationship between the demographics and the perception of patanjali products. This study recommended that Baba Ramdev should promote Swedish more towards younger generation as older people are by default influenced with it.

Shweta Sharma(2017) in her study "An analysis of the integrated marketing communication strategy found that the company's strategy has been to gain customers by influencing their core beliefs and this is the ideal way of gaining long term customers. Its content has been consistent and the company has always been persistent despite a number of ups and downs.

Table showing age wise distribution of respondents

AGE	No.of respondents	percentage
Below 20years	38	25.3
21-30 years	44	29.3
31-40 years	30	20.00
Above 40 years	38	25.3
Total	150	100

Source: Primary data

The above table shows that 75% of the respondents are below 40 years.

Table showing gender wise distribution

GENDER	No. of respondents	Percentage
Male	58	38.7
Female	92	61.3
Total	150	100

Majority of respondents are female (61.3%) and the remaining are male.

Table showing the marital status of the respondents

Marital status	No. of respondents	percentage
Married	85	56.7
single	65	43.3
Total	150	100

The table shows that 56.7% are married and the remaining 43.3% are single

.Table showing the level of education of respondents

Educational qualification	No. of respondents	percentage
School level	22	14.7
Degree	71	47.3
Post Graduates	31	20.7
Professional	26	17.3
Total	150	100

Table showing the occupation of respondents

Occupation	No. of respondents	percentage
Student	51	34.0
Housewife	11	7.3
employed	75	50.0
Business	13	8.7
Total	150	100

Table showing monthly income of respondents

Monthly income	No. of respondents	percentage
Up to 5,000	53	35.3
5,000-10,000	6	4.0
10,000-20,000	36	24.0
Above 20,000	55	36.7
Total	150	100

35.43% of total respondents earn below Rs.5,000 and 64.57 of respondents earn above 5,000

Table showing number of family members of the respondents.

Number of family members	No of respondents	Percentage
Up to 2	3	2.0
2to 4	96	64
4to6	36	24
Above 6	15	10

Total	150	100

Most of the respondents' family members lie in the limit of 2to 4 which leads the table with 64%

Table showing whether the respondent know about Patanjali products

Awareness about Patanjali products	No. of respondents	Percentage
Yes	139	92.7
No	11	7.3
Total	150	100

92.7% of respondents are aware of Patanjali products which show the success achieved by Patanjali products within a span of around twelve years. 7.3%of respondents are not aware of Patanjali products which the concern has to view with concentrated interest in order to bring all the consumers under their net.

Table showing the factors which influence the respondents to prefer Patanjali products

Preference for Patanjali products	No. of respondents	Percentage
Taste	36	24
Appearance	24	16
Convenience	33	22
Hygiene	30	20
Affordable	27	18
Total	150	100

The respondents prefer the said product for various reasons among which taste leads with 24%.

Table showing the frequency of usage of Patanjali products by the respondents

Frequency of usage	No. of respondents	Percentage
Everyday	64	42.7
Frequently	36	24.0
Rarely	38	25.3
Never	12	8.0
Total	150	100

Among 150 respondents 66.7% are found to be the buyers of Patanjali products who have expressed their preference to continue and remain loyal to the brand. Remaining 50 respondents' behaviour is for other products out of which 12 respondents have never tried the products. Patanjali has penetrated deep in FMCG market and competing with other multinational brands in a better way. To capture the entire consumers in the market efforts have to be taken to identify the consumer's priority and preference with respect to products which they intend to buy.

Table showing the rating of Patanjali products by the respondents.

Rating of patanjali products	No. of respondents	Percentage
Best in class	35	23.3
Good	69	46.0
Moderate	36	24.0
Not good	10	6.7
Total	150	100

46% of respondents have rated Patanjali products good which indicates a fact that the factors preferred to buy the products have been fulfilled.

Table showing the impression of respondents about Patanjali products

Impression	No.of respondents	Percentage
Very good	38	30.0
Good	45	33.3
Okay	50	25.3
Not bad	17	11.3
Total	150	100

From the table it is inferred that 33.3% of respondents have good opinion about products and 30% have very good impression about Patanjali brand. Repeat purchases and loyalty can be expected from 38 respondents. Steps to be taken to retain the second category of respondents (45 out of 150) with the same brand. Taste and preference of third category of respondents has to be ascertained so as to fulfil their expectation and get them added to the existing consumers of Patanjali products. No preference for any particular product brand is seen among the last category of respondents.

Table showing by whom the respondents were influenced in their preference of brand

Influential person	No. of respondents	Percentage
Family	43	28.7
Friends	27	18
Advertisement	57	38
Self	23	15.3
Total	150	100

Advertisement has captured the minds of consumers in preferring Patanjali products since they bring out suggestive and attention value.

Table showing rank for factors which influence the buyers of Patanjali products

S. No.	Factors which influence purchase	No. of respondents	Rank
1.	Taste	36	1
2.	Appearance	24	5
3.	Convenience	33	2
4.	Hygiene	30	3
5.	Affordable	27	4

Taste of Patanjali products is ranked one. From the above table it is inferred that taste, convenience and hygiene factors of the Patanjali products play a major role in the buying decisions of the respondents.

Table showing Age and purchase behaviour of the respondents

		AGE				
PURCHASE BEHAVIOUR		Below 20 years	21-30 years	31-40 years	Above 40 years	Total
	Patanjali stores	24	23	18	18	83
	supermarkets	14	10	6	16	46
	Online shopping	0	7	3	0	10
	others	0	4	3	4	11
		38	44	30	38	150

Respondents in the age group of 21-30years prefer to make their purchases via online which shows the interest of younger generation using technology to make their purchases.

Table showing gender and level of satisfaction towards Patanjali products

Particulars	Value	Degrees of freedom	Significance
Pearson chi-square	4.045	4	0.400

Source: Primary data

H0: Null Hypothesis

There is no association between gender and the satisfaction level of Patanjali products

H1: Alternate Hypothesis

There is an association between gender and the satisfaction level of Patanjali products

Level of significance:5%

H0 is accepted.

In the above table chi-square value (0.400) is more than 0.05 so the null hypothesis is accepted at the 5% significance level. As per the analysis, it can be said that both male and female are satisfied with Patanjali products.

It can be concluded that gender does not play any significant role in determining the level of satisfaction of Patanjali products. This consistency in the satisfaction level is due to the quality of Patanjali products.

FINDINGS AND SUGGESTIONS

Findings:

54.6% are aged below 30 years, 61.3% are female and 58.7% are married.

83.3% of the respondents prefer to make repeat purchases.

48.7% are highly satisfied with the products.

47.35% prefer Baba Ramdev to highlight the facts through advertisements.

55.3% prefer to buy products from Patanjali stores.

Gender does not play any role in purchase behaviour of consumers

Respondents in the age group of 21-30years prefer to make their purchases via online

Through the analysis it is concluded that the brand image has more positive impact on consumer perception.

Suggestions:

1. The package of product should be more attractive.
2. Offers and discounts to be announced.
3. The advertisement with various celebrities to be introduced in order to increase the reach of Patanjali to each and every consumer in all parts of India
4. Patanjali must take efforts to increase their revenue by increasing the sales in southern part of India though they have rooted themselves in North India.
5. Consumers face difficulty in buying Patanjali products since it is not available in all stores and supermarkets. Efforts to be taken to make the product available at all outlets.
6. Patanjali should cut down the product lines which are not aligned with its core offerings. Apart from that Patanjali should consider going for a trial version with samples in a small quantity and if the product clicks, they can go for mass production to achieve the targeted sales.
7. Feedback at regular intervals to be obtained

A company started from scratch in the year 1997 has spread its wings with two dozen Fast Moving Consumer Goods meeting the needs of a common man. A large portion of the user is satisfied with Patanjali products. It is because of reasonable price and due to ability of the products to satisfy the need beyond their expectation. Compared to other products of the same quality Patanjali offers their products at a lesser price. Patanjali products are preferred by the consumers of all age groups. Most of the members in a family prefer to buy Patanjali products which also prove that gender does not play any significant role in the purchase behaviour of the consumers. Continuous availability of products, appropriate distribution channel, greater focus on product packaging, increasing the outlets and by increased production of Ayurveda products the company will be able to withstand competition from other multinational competing brands and earn very high profits.