
A STUDY ON CONSUMER PREFERENCE AND ATTITUDES TOWARDS PATANJALI PRODUCTS AT KUMBAKONAM

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ARTICLE DETAILS	ABSTRACT
Research Paper	Ayurvedic products have a long and rich history, both globally and in India. The term "Ayurveda" is derived from the Sanskrit words "Ayur" (life) and "Veda" (knowledge), which collectively mean "Science of Life." Patanjali, a prominent player in India's fast-moving consumer goods (FMCG) sector. The primary study explores customer awareness, satisfaction, attitudes, and preferences related to renowned Ayurvedic products, with a specific focus on consumer perceptions of Patanjali products. This inquiry encompasses a comprehensive review of existing literature and identifies research gaps in this specific geographical location. The objectives of this endeavor include understanding brand perception, evaluating customer satisfaction, identifying influencing factors, profiling customer demographics, and comparing Patanjali with other Ayurvedic brands. The research adopts a descriptive research design, collecting primary and secondary data through surveys and questionnaires. The findings reveal a high level of awareness and satisfaction with Patanjali products, driven by factors such as reasonable pricing, health benefits, and trust in the brand. The study also identifies the key growth drivers for Patanjali, including increasing demand for natural and Ayurvedic products, brand ambassador influence, and a perception of authenticity. It was found
Keywords : <i>Ayurvedic Products, Patanjali, Customer Satisfaction, Product Quality</i>	

that a weak positive relationship was observed between customer satisfaction and the preference to continue using Patanjali products. Customer satisfaction with various elements of Patanjali's offerings, including brand, pricing, and distribution, is examined. Recommendations for Patanjali include maintaining product quality, transparency in ingredient disclosure, expanding distribution, and enhancing product packaging. Through the study it determines the importance of quality, accessibility, and a strong brand identity in shaping consumer preferences in the Ayurvedic product market.

INTRODUCTION

In the modern era, Ayurvedic products have gained significant popularity among consumers due to their medicinal value and holistic approach to well-being. Ayurveda, often referred to as the 'science of life,' focuses on treating the entire body rather than isolated organs, providing long-lasting relief and healing. Many Indians are drawn to Ayurvedic products because of their traditional roots, health benefits, and absence of harmful side effects. The belief in ancestral home remedies further strengthens the trust in Ayurvedic techniques and knowledge for home-based healing. This research aims to explore customer awareness, satisfaction, attitudes, and preferences related to renowned Ayurvedic products. Customer satisfaction is paramount in any industry, and Ayurvedic products have become particularly prominent in sectors such as natural foods, herbal medicines, and cosmetics. As a case study, we will delve into consumer perceptions of Patanjali products, a prominent player in the FMCG sector, known for its natural and Ayurveda-based offerings. Founded in 2006, Patanjali's success can be attributed to shifting consumer preferences toward natural products and the affordability of its offerings, particularly appealing to the middle-class segment in India. This study delves into the factors influencing consumer choices in the Ayurvedic market, shedding light on the industry's growth and consumer-driven success.

Statement of the problem

Consumers 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. Consumers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more consumers. Satisfaction and accurate target in finding out what customers are aware and their buying

preferences 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. The process that turns marketing plans into marketing actions In order to fulfill strategic marketing objectives it is called marketing plan but most of the markets are still challenged by their marketing. Hence this research aims to explore the consumer's perception and buying preferences towards selected Patanjali Ayurvedic & herbal products.

OBJECTIVES OF THE STUDY

- ✧ To understand the purpose of using Patanjali products.
- ✧ To determine the level of satisfaction towards Patanjali products.
- ✧ To identify the factors influencing customers to buy Patanjali products

SCOPE OF THE STUDY

The primary objective of this research is to thoroughly examine customer satisfaction with Patanjali's Ayurvedic products in Chickpet. It will assess factors such as product quality compared to competitors, public perception of the brand, pricing strategies' impact, distribution channels, and the effectiveness of marketing efforts. Additionally, demographic and socioeconomic characteristics of Chickpet's customers will be analyzed to uncover influential factors in their product choices. This study aims to provide comprehensive insights into Patanjali's position in the Chickpet market.

RESEARCH METHODOLOGY

The type of research used is Descriptive. Descriptive research is a method used to accurately describe specific aspects of a subject without altering variables. In a study on consumer satisfaction with Patanjali Ayurvedic products in Chickpet, data is gathered through surveys and interviews to understand customer views and experiences, including traits, behaviors, and attitudes. The study explores various aspects of satisfaction, such as interactions with customer service, product availability, pricing, and quality. While this approach provides valuable insights, it doesn't establish cause-and-effect relationships.

SOURCES OF DATA COLLECTION

Primary Data : The primary data is collected through structured questionnaire.

Secondary Data : The secondary data is taken from reviews, literature, corporate profiles, industry information that may be found online, books, journals, papers/ articles, magazines etc.

SAMPLING UNIT

Customers of Patanjali products. **SAMPLING METHOD** Random sampling was elected because the selection of units from the population was conducted at randomly by visiting Patanjali outlets and convenience sampling was performed based on availability and accessibility by forwarding

questionnaire through google forms at our convenient level. **SAMPLE SIZE-** For the project research, 150 respondents were chosen to represent the population and guarantee that samples are drawn from various strata.

STATISTICAL TOOLS

The data collected is tabulated, and statistical procedures like percentage analysis are used to analyse it. To analyze the association between two variables, SPSS is utilized. By accurately defining factors, the data is provided through percentage and bar chart analysis, which aids in determining the degree of customer satisfaction. The Hypothesis test used here is Correlation.

LIMITATIONS OF THE STUDY

- ❖ The study is made about consumer preference of Patanjali products at the Kumbakonam town only
- ❖ Behaviour of the buyer may also be changed from one time to another time

DATA ANALYSIS AND INTERPRETATION

Table No. 1

Table showing Awareness towards Patanjali products

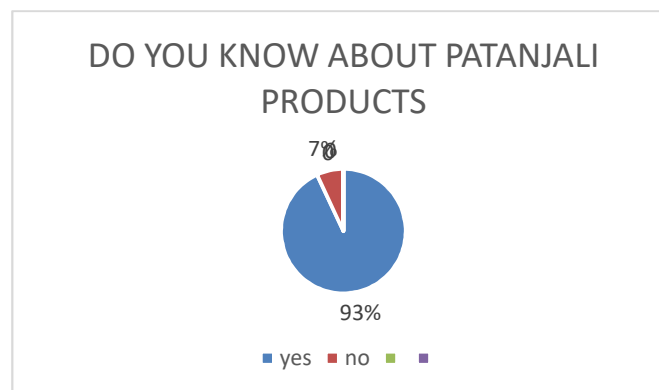
Do you know about Patanjali products?	No of respondents	Percentage
Yes	139	92.7%
No	11	7.3%
TOTAL	150	100%

Analysis :

The above table shows that 92.7% of respondents know about Patanjali products and 7.3% of respondents don't know.

Graph No. 1

Graph showing Awareness towards Patanjali products



Interpretation :

From the above Graph, it can be interpreted that most of respondents are acquainted with Patanjali products so that Patanjali products have a high level of recognition, possibly due to their extensive marketing efforts and popularity in the market and respondents who are not aware of Patanjali products would be owing to limited availability in certain regions, less exposure to advertising, or simply personal preferences for other brands.

Table No. 2

Table showing the respondents of main purposes for using Patanjali products

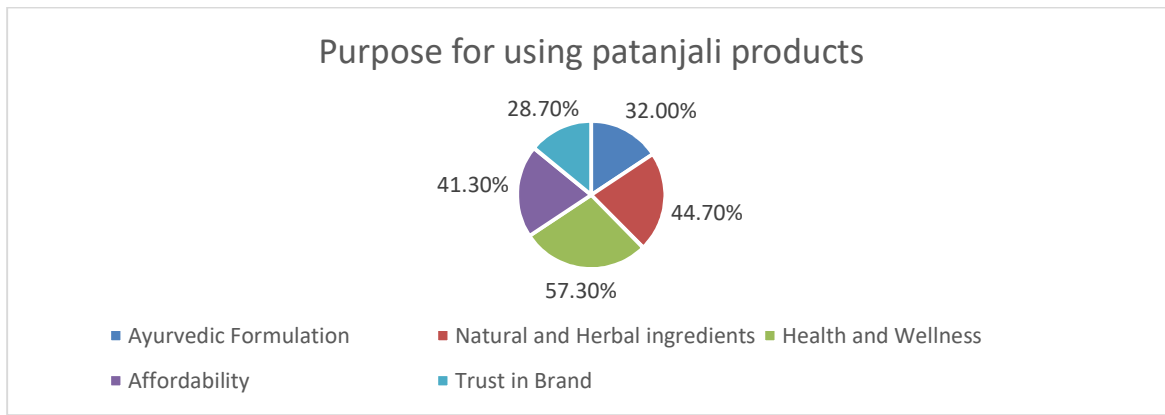
What is the main purpose for using Patanjali products	No of respondents	Percentage of respondents
Ayurvedic Formulation	48	32.0%
Natural and Herbal ingredients	66	44.7%
Health and Wellness	86	57.3%
Affordability	62	41.3%
Trust in Brand	43	28.7%
Total	150	100

Analysis

The above table shows that 57.3% of respondents use Patanjali products for health and wellness benefits, 44.7% of respondents are drawn to the products due to their natural and herbal ingredients. Additionally, affordability 41.3% and the brand's Ayurvedic formulation 32.0% also contribute to their popularity. Trust in the brand is cited by 28.7% of respondents.

Graph No. 2

Graph showing the respondents of main purposes for using Patanjali products



Interpretation

From the above table, it can be interpreted that most respondents use these products for health and wellness due to their reputation for promoting their holistic well-being. A moderate percentage of respondents appreciate the usage of Natural and Herbal ingredients, while other find the products Affordable. A lower percentage prefer them for their Ayurvedic formulation, and a smaller number use them due to trust in the brand.

Table No. 3

Table showing respondents of reasons for growth drivers of Patanjali Brand

Which is one of the key reasons for the growth of Patanjali brand	No of respondents	Percentage of respondents
Increasing Demand for Natural and Ayurvedic Products	41	27.3%
Perception of Authenticity and Tradition	24	16.0%
Wide Range of Product Categories	20	13.3%
Competitive Pricing	16	10.7%
Extensive Marketing and Promotional Campaigns	19	12.7%
Brand Ambassador (Baba Ramdev)	30	20.0%
Total	150	100

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Analysis :

The above table shows that 27.3% of respondents attribute the growth to the increasing demand for natural and ayurvedic products. This is followed by the influence of Baba Ramdev as a brand ambassador, recognized by 20.0% of respondents. The perception of authenticity and tradition ranks at 16.0%, while the wide range of product categories holds at 13.3%. Extensive marketing and promotional campaigns are noted by 12.7% of the respondents as a growth driver for the brand and Competitive pricing is indicated by 10.7% of respondents.

Graph No. 3

Graph showing respondents of reasons for growth drivers of Patanjali Brand



Interpretation :

From the Graph, it can be interpreted that majority of respondents emphasizing the increasing demand for natural and Ayurvedic products reflects a growing preference for healthier and more traditional alternatives. The influence of brand ambassador Baba Ramdev was acknowledged by a moderate percentage of respondents highlighting his role in promoting the brand. The perception of authenticity and tradition and brand's wide range of product categories also garnered recognition at a medium level contributing to the brand's appeal. Patanjali's extensive marketing and promotional campaigns were identified by a relatively low percentage of respondents as a contributing factor while competitive pricing received recognition at a lower level among respondents.

Table No. 4

Table showing how the respondents rate with the following aspects of Patanjali Products Where “1-Extremely Satisfied”, “2-Satisfied”, “3-Neutral”, “4-Dissatisfied”, “5-Extremely Dissatisfied”

Attribute	1	2	3	4	5
Reasonable Price	62.9%	24.7%	8.9%	08%	2.7%
Utility/Value	12.7%	33.4%	29.3%	19.3%	5.3%
Swadeshi Products	18.0%	25.3%	31.4%	17.3%	8.0%
Health Benefits	19.3%	30.7%	28.0%	17.3%	4.7%
Hygienic and Attractive Packing	14.0%	26.0%	29.3%	22.0%	8.7%
Wide Range of Categories	28.0%	32.0%	24.7%	10.0%	5.3%

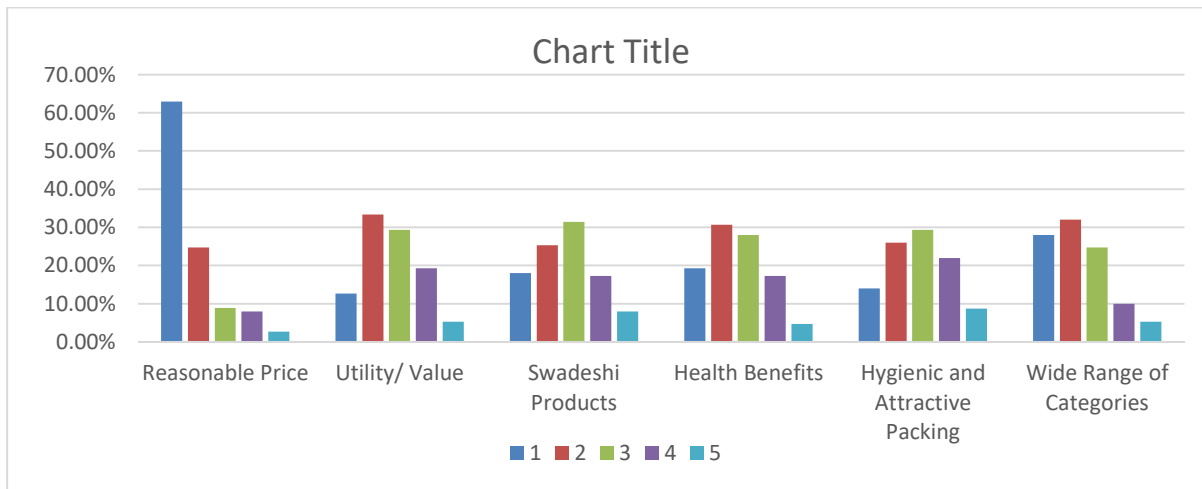
Analysis :

The above table shows that 62.9% of participants indicating they are extremely satisfied because of Reasonable price, 33.5% of participants are being satisfied because of Utility/Value, 31.4% of participants are neutral because of Swadeshi Products, 30.7% of respondents are satisfied because of Health Benefits, 29.3% of participants are neutral because of Hygienic and Attractive Packing and 32% of participants are satisfied because of Wide Range of Categories.

Graph No. 4

Table showing how the respondents rate with the following aspects of Patanjali Products

Where “1-Extremely Satisfied”, “2-Satisfied”, “3-Neutral”, “4-Dissatisfied”, “5-Extremely Dissatisfied



Interpretation:

From the Graph, it can be interpreted that most participants primarily value reasonable prices when choosing a product, which is likely due to desire for cost-effective options that fit their budget. Additionally, utility/value and health benefits are important factors, indicating that people seek products that offer practical benefits and wellness advantages. Swadeshi products hold significance as well, reflecting an affection for homegrown goods that support the domestic economy. Hygienic and attractive packing is favored, possibly because it suggests quality and cleanliness. Lastly, a wide range of categories matters, suggesting that customers appreciate diverse product options to meet various needs.

Table No. 5

Table showing how the respondents rate the level of satisfaction of Patanjali with respect to these elements Where “1-Extremely Satisfied”, “2-Satisfied”, “3-Neutral”, “4-Dissatisfied”, “5-Extremely Dissatisfied”

Particulars	1	2	3	4	5
Brand	70.7 %	18.6 %	8.0 %	0.7%	2.0%
Unlimited offers with discounted price	10.7%	36.0%	31.5%	16.0%	5.8%
Payment options offered	20.0%	23.8%	28.9%	22.0%	5.3%



Quality Certification	15.5%	28.0%	27.9%	23.3%	5.3%
Trust in the Brand	16.7%	34.0%	29.3%	12.0%	8.0%
Positive Experiences and Testimonials	19.3%	28.0%	26.0%	17.4%	9.3%
Availability and Distribution Network	23.6%	35.5%	26.0%	8.9%	6.0%

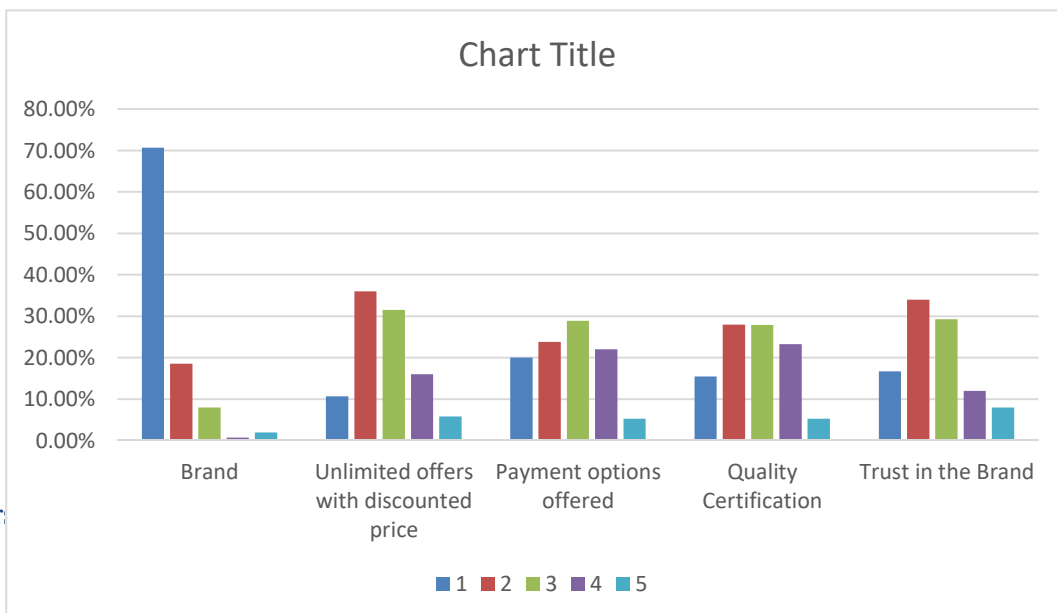
Analysis :

The above table shows that 70.7%, expressed being extremely satisfied because of Brand, 36.0%, are satisfied because of unlimited offers provided at discounted prices, indicating the appeal of such promotions, 28.9% of participants are neutral with Payment options, 28% of participants are satisfied because of Quality certification, 34% of participants are satisfied because of Trust in the Brand, 28.5% of participants were satisfied with Positive experiences and testimonials and 35.% of participants being satisfied because of availability and Distribution network.

Graph No. 5

Graph showing respondents rate the level of satisfaction of Patanjali with respect to these elements

Interpretation :



From the Graph, it can be interpreted that the majority of respondents Brand factor influence can be attributed to its reputation, history, and perceived image. The notable interest in Unlimited offers with discounted prices underscores the resonance of value-focused shopping behavior, where cost savings and attractive deals heavily influence purchase choices, seeking best value for money. The consideration of payment options underscores the modern consumer's need for flexibility and convenience, catering to diverse preferences in transaction methods. Quality certification emerges as a vital criterion, reflecting the increasing demand for verifiable standards and authentic product claims. Trust in the brand is vital because a reputable brand invokes confidence and reliability, making consumers more likely to invest in its offerings. Positive experiences and testimonials contribute substantially, as personal endorsements and feedback from other customers often hold more weight than advertising claims. Lastly, the robust attention to availability and distribution network are crucial as easy access to products through widespread distribution networks ensures that consumers can conveniently acquire desired items

Table No. 6

Table showing the overall performance of respondents with Patanjali products

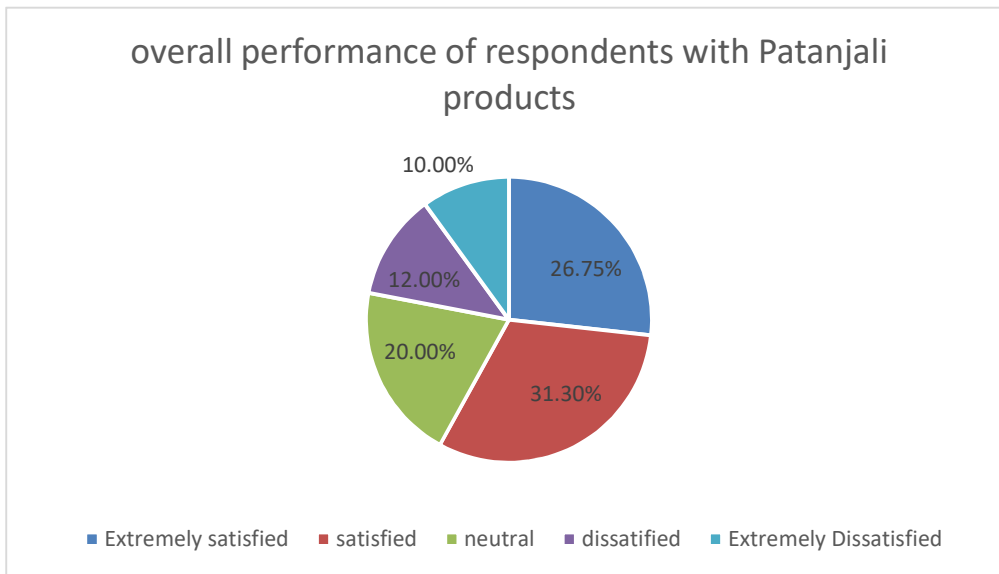
Are you satisfied with overall performance of with Patanjali products	No. of Respondents	Percentage of Respondents
Extremely satisfied	40	26.75%
Satisfied	47	31.30%
Neutral	30	20.00%
Dissatisfied	18	12.00%
Extremely Dissatisfied	15	10.00%
Total	150	100

Analysis :

The table shows that 31.3% of participants feels extremely satisfied with performance on Patanjali products, 26.7% of participants feels satisfied, 20% of respondents remain neutral, 12% of participants feels dissatisfied and 10% of participants feels extremely dissatisfied.

Graph No. 6

Graph showing the overall performance of respondents with Patanjali products



Interpretation :

From the above Graph, it can be interpreted that the high percentage of participants who stated as extremely satisfied and satisfied with Patanjali products could be attributed to their positive experiences with the products, such as effective results, natural ingredients, or affordability. On the other hand, the neutral responses might be due to a lack of strong opinions or limited experience. Dissatisfied respondents possibly indicate some issues or disappointments with the product while Extremely Dissatisfied indicate a notable percentage of participants with strong negative experiences.

HYPOTHESIS

H0 : There is no significant relationship between Customer satisfaction and preference to continue the usage.

H1: There is a significant relationship between Customer satisfaction and preference to continue the usage.

This Hypothesis is tested using Spearman Rank Correlation test.

The Spearman Rank correlation test is used to assess the strength and direction of the monotonic relationship between two variables. In this case, it's being used to determine if is a connection between "Satisfaction with Patanjali Products" and the "Preference to Continue Using Them." The reason this test is suitable is that it doesn't assume a linear relationship between the variables, making it appropriate for assessing the degree of association between satisfaction and preference, even if the relationship might not be strictly linear.

FINDINGS AND SUGGESTIONS

The findings reveal that Patanjali enjoys high brand awareness, primarily due to extensive marketing efforts. Most customers use Patanjali products for health and wellness benefits, appreciating their natural ingredients and affordability. The main growth drivers cited include the demand for natural and Ayurvedic products and the influence of brand ambassador Baba Ramdev. Respondents value reasonable prices, utility, and health benefits in Patanjali products. Overall, a substantial proportion of participants express satisfaction with Patanjali products. Based on these findings, it is suggested that Patanjali should continue to focus on its strengths, such as affordability, natural ingredients, and health benefits, to maintain and potentially increase its customer base. Strengthening brand trust and expanding product categories can attract more customers. The company should address concerns of neutral, dissatisfied, and extremely dissatisfied customers, foster loyalty, collect feedback regularly, monitor market trends, and invest in ongoing marketing efforts for sustained growth.

CONCLUSION

In conclusion, Patanjali and other organic stores in India have gained a strong reputation for offering cost-effective, ayurvedic, and herbal treatments that are easily accessible and perceived as having no adverse side effects. India's rich biodiversity and heritage in traditional medicinal systems position it as an environmentally friendly for such products. Customers are drawn to the brand for its health benefits, natural ingredients, affordability, and trustworthiness. Patanjali's success is attributed to factors like demand for natural products and effective marketing, including the influence of Baba Ramdev. Customers are generally aware of and satisfied with the quality and cost of Patanjali products, contrary to some perceptions. Factors contributing to consumer choices include benefits sought, perceived value, and brand reputation. Patanjali's spiritual component sets it apart, enhancing customer retention. However, it should remain vigilant against competitors like Naturals, Pure Roots, and Vindhya Herbals. The outcome of the study is that many buyers are drawn to Patanjali for its chemical-free, natural ingredients and high hedonistic value, making it attractive to brand-loyal consumers who prioritize quality over price, distinguishing it from its rivals.

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