

A STUDY ON CONSUMER PERCEPTION TOWARDS PATANJALI PRODUCTS

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ABSTRACT

This project work report is about Customer Satisfaction towards Patanjali Ayurvedic Products. It has shown vast growth in economic conditions and branches are adding day by day. Some issues and problems were addressed through questionnaires and to some extent it helped to fulfill its objectives and research question. The variables were price of products, quality of products, location of products, variety of products and loyalty of customers. This research used a mixed research approach (qualitative and quantitative). Causal comparative research design and descriptive research design were used. 50 samples were taken. Primary data were only used and those were collected via structure. This Study provides insisted about the various dimension and their association with customer satisfaction on the study has come up with the finding that was requested through research objective the relationship of customer satisfaction dimension identified (price quality variety loyalty location) or tested with customer satisfaction on the basis of finding of the study it can be included the Patanjali Product have gained

Introduction to Marketing and Consumer perception:

Marketing refers to all activities a company does to promote and sell products or services to consumers. Marketing makes use of the "marketing mix," also known as the four Ps—product, price, place, and promotion.

Marketing is all about promoting and selling products and services, while also creating value for customers and building relationships with them. One effective method to understand consumer behavior is through consumer perception theory. This theory focuses on analyzing and explaining the opinions, thoughts, awareness, and feelings that consumers have about a company and its offerings. It's like how customers select, organize, and interpret information to create a meaningful picture of a brand or product. Consumer perception plays a vital role in shaping how customers view and interact with a company's products or services. It's crucial for companies to understand how consumers perceive them, as negative perception can impact sales, regardless of the efforts put into the brand or product. Consumer perception is very important for companies or brands as it tells as it tells how their potential consumers think about them and if the consumer forms a negative perception, then no amount of work on brand or product will improve sales.

Importance of Consumer Perception:

Consumer perception is vital for business because it directly impacts purchasing behavior and brand loyalty. Positive perceptions can lead to increased sales, customer satisfaction, and repeat business, while negative perceptions can drive a customer away and damage a brand's reputation. Understanding and influencing consumer perception allows companies to improve their marketing strategies, products and customer experiences to meet customer expectations and preferences. By effectively managing consumer perception, businesses can gain a competitive edge, build strong relationships with customers, and drive long term success in the marketplace.

Successful marketing involves building a brand with sensory and emotional triggers and then working daily to reinforce the image that your brand triggers in the hearts and minds of customers. Moreover, consumer perception informs strategic decision-making across all aspects of business operations. From product development and branding to pricing and distribution, consumer perception guides business strategies and initiatives. Businesses must actively manage and enhance consumer perceptions to build strong relationships with customers.

RESEARCH METHODOLOGY:

RESEARCH DESIGN: A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem. The design of a study defines the study type (descriptive, correlation, semi - experimental, experimental) and sub type. Hypothesis independent and dependent variables, experimental design and if applicable, data collection methods, and a statistical analysis plan. Research design is the framework that has been created to find answers to research questions.

Sources of data:

The data has been collected by two methods of data collection – primary data and secondary data.

The primary data has been collected from the people where each respondent was personally interviewed through a questionnaire.

The secondary data is collected from journals, articles and websites.

Sampling Plan:

Sampling unit- The sampling unit primarily consists of individuals.

Sampling size- The sampling size in the context of the project is 50 respondents.

Sampling method- Convenience sampling of non-probability sampling was taken into consideration for this research.

Need of the 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 essential as the competition in the Ayurveda and herbal products is ever increasing. Competitors are mainly struggling to shut down the market by capturing its market share. Today's scenario is such that the competitors are coming up with sales promotion and incentives to compete with Patanjali brand.

Objectives of the Study:

1. To assess consumer satisfaction with post-usage of Patanjali products.
2. To explore consumer perceptions of the Patanjali brand.
3. To analyze the key attributes influencing consumer purchase decisions regarding Patanjali products.
4. To determine the authenticity of Patanjali products from the consumer perspective.

Limitations of the study:

- The number of respondents participating in the study is limited.
- The information obtained from the consumer via the questionnaire was assumed to be accurate.
- Since the survey relied on a sampling approach, it may not fully represent the entire customer base.
- Unavailability of Patanjali products in the market, affecting consumer feedback and insights.

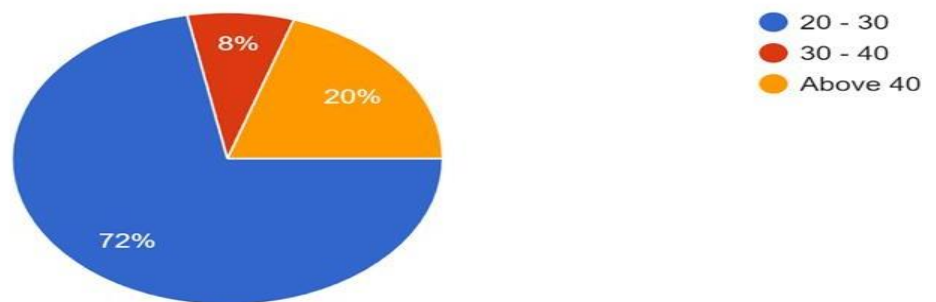
Data Analyzation

And Interpretation

1. AGE OF THE RESPONDENTS

CRITERIA	FREQUENCY	PERCENTAGE
20-30	36	72%
30-40	4	8%
Above 40	10	20%

Age
50 responses



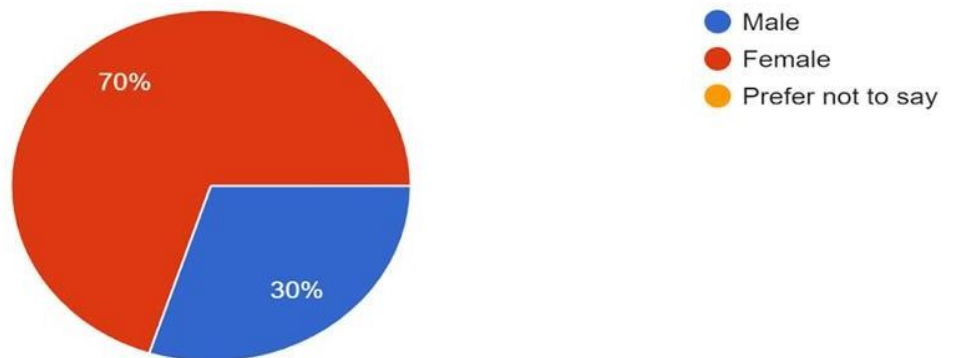
Interpretation: The above chart shows the age of the respondents who had given their responses through questionnaire – 72% of the respondents are between 20- 30 years, 8% of the respondents are between 30-40 years and 20% of the respondents are above 40 years of age.

2. GENDER OF THE RESPONDENTS

CRITERIA	FREQUENCY	PERCENTAGE
Male	15	30%
Female	35	70%
Prefer to say	0	0%

Gender

50 responses



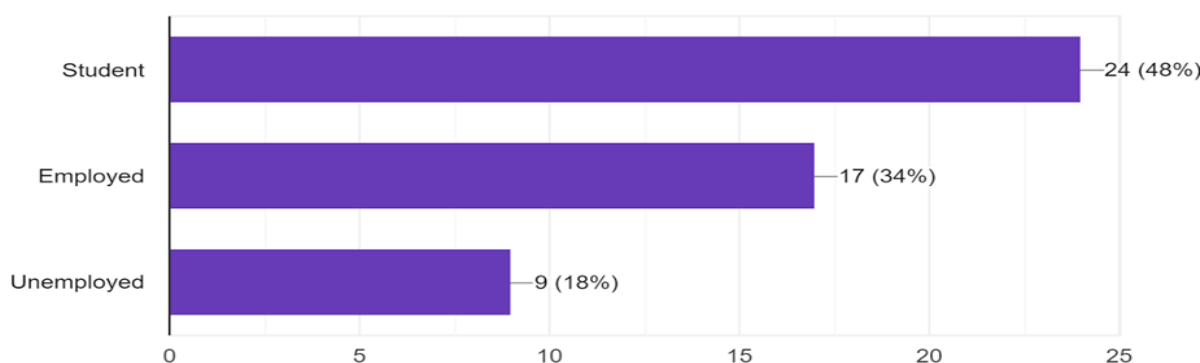
Interpretation: The above chart shows the gender of the respondents who had given their responses through questionnaire – 70% of the respondents are females and 30% are males.

3. OCCUPATION OF THE RESPONDENTS

CRITERIA	FREQUENCY	PERCENTAGE
Student	24	48%
Employed	17	34%
Unemployed	9	18%

Occupation

50 responses



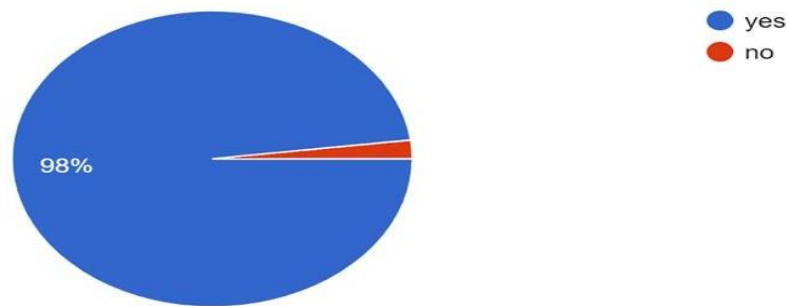
Interpretation: The above chart shows the occupation of the respondents who had given their responses through questionnaire – 48% of the respondents are students, 34% of the respondents are employed and 18% of the respondents are unemployed.

4. ARE YOU AWARE OF PATANJALI PRODUCTS

CRITERIA	FREQUENCY	PERCENTAGE
Yes	48	98%
No	2	2%

Are you aware of Patanjali Products?

49 responses



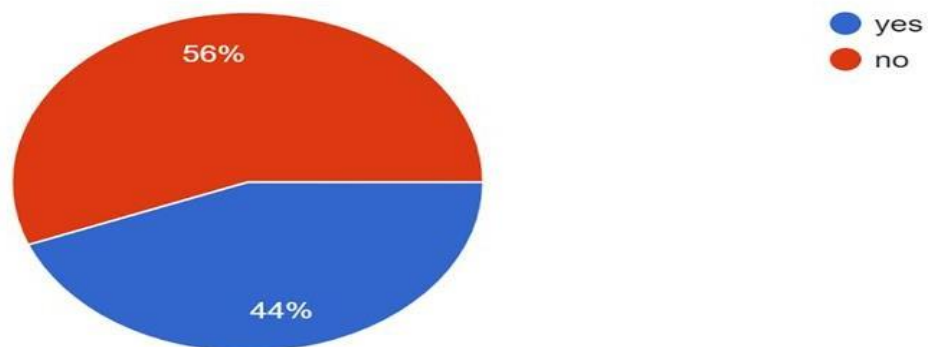
Interpretation: The above chart shows the percentage of the respondents who are aware of Patanjali products that had given their responses through questionnaire – 98% of the respondents are aware of Patanjali products whereas only 2% of the respondents are unaware of the Patanjali products.

5. DO YOU USE PATANJALI PRODUCTS

CRITERIA	FREQUENCY	PERCENTAGE
Yes	22	44%
No	28	56%

Do you use Patanjali products?

50 responses



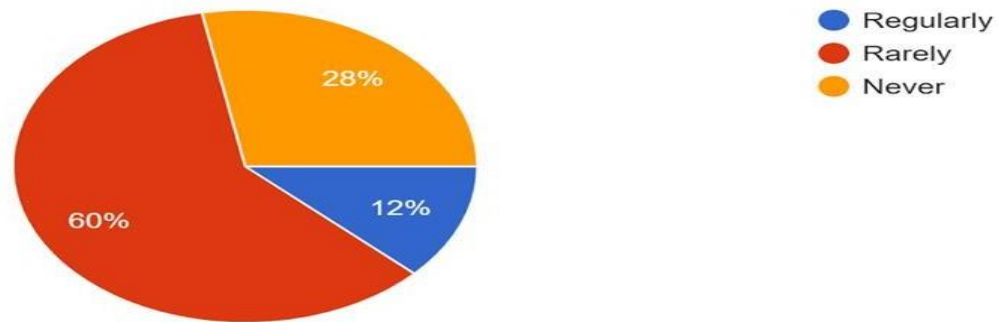
Interpretation: The above chart shows the percentage of the respondents who use Patanjali products that had given their responses through questionnaire – 56% of the respondents do not use Patanjali products whereas 44% of the respondents use Patanjali products.

6. HOW OFTEN DO YOU USE PATANJALI PRODUCTS

CRITERIA	FREQUENCY	PERCENTAGE
Regularly	6	12%
Rarely	30	60%
Never	14	28%

How often do you use Patanjali products?

50 responses



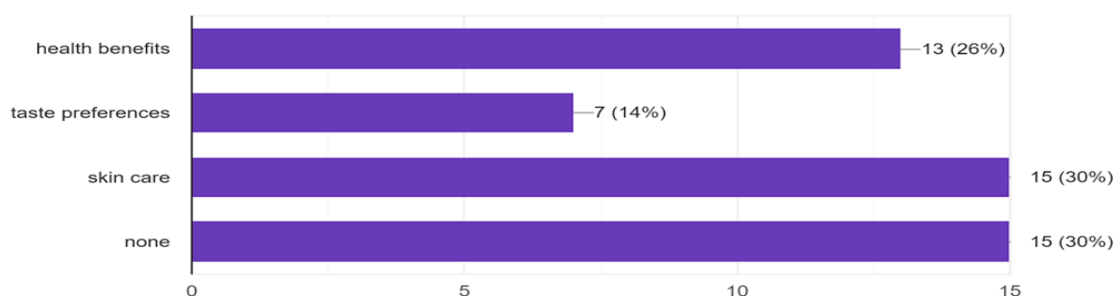
Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on the basis of how often the respondents use Patanjali products – 60% of the respondents use rarely, 28% of the respondents use never, 12% of them use rarely.

7. WHAT FACTORS INFLUENCE YOU TO PURCHASE PATANJALI PRODUCTS?

CRITERIA	FREQUENCY	PERCENTAGE
Health Benefits	13	26%
Taste preference	7	14%
Skin care	15	30%
None	15	30%

What factors influence you to purchase Patanjali Products?

50 responses



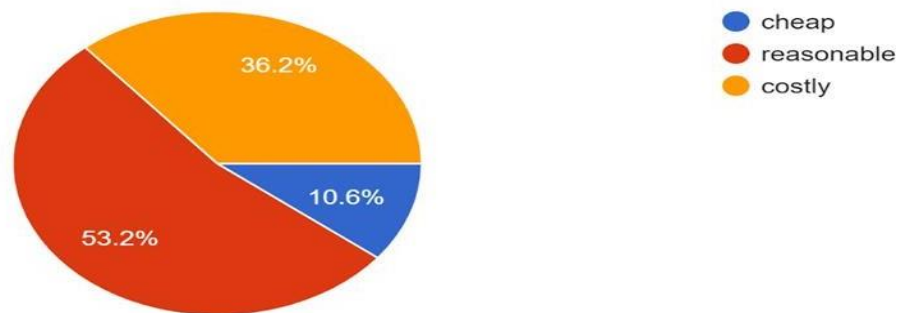
Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on the basis of what factors influence them to purchase Patanjali products – 26% of the respondents Influenced for health benefits, 14% for taste preferences, 30% for skin care and 30% for none.

8. HOW ARE THE PRICES OF PATANJALI PRODUCTS?

CRITERIA	FREQUENCY	PERCENTAGE
Cheap	5	10.6%
Reasonable	25	53.2%
Costly	17	36.2%

How are the prices of Patanjali Products?

47 responses

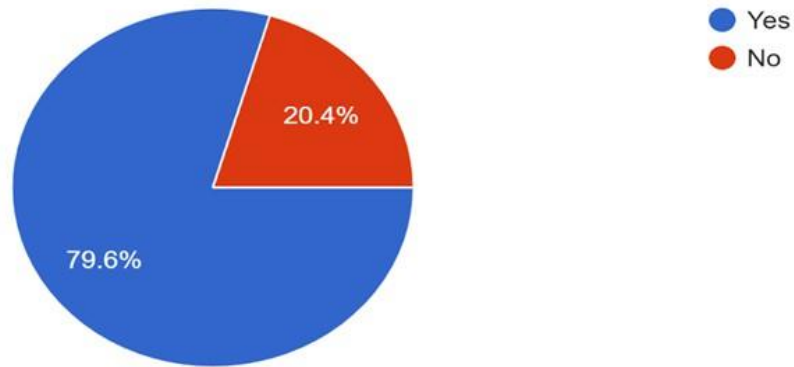


Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on the basis of the prices of Patanjali products – 10.6% of the respondents responded as cheap, 53.2% of the respondents are responded as reasonable and 36.2% of the respondents responded as costly.

9. DO YOU TRUST THE CLAIMS MADE BY PATANJALI REGARDING THE HEALTH BENEFITS OF THEIR PRODUCTS?

CRITERIA	FREQUENCY	PERCENTAGE
Yes	39	79.6%
No	10	20.4%

Do you trust the claims made by Patanjali regarding the health benefits of their products?
49 responses



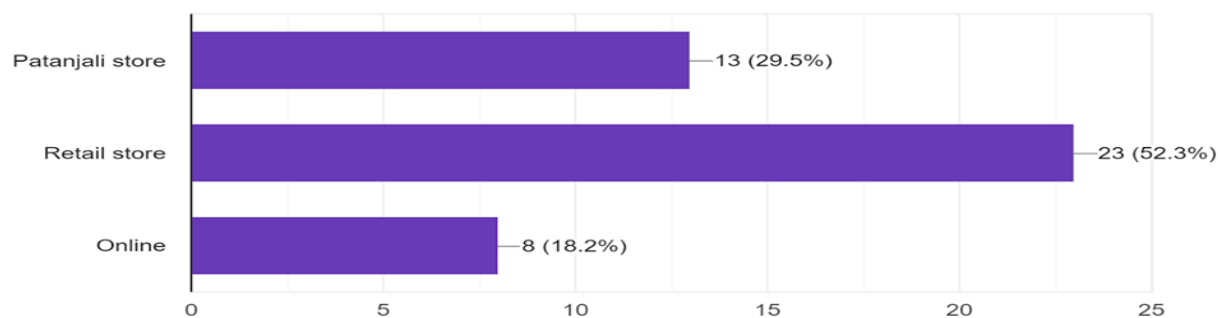
Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on the basis of claims made by Patanjali regarding the health benefits of their products – 79.6% of the respondents responded as yes and 20.4% of the respondents responded as no.

10. WHERE DO YOU USUALLY PURCHASE PATANJALI PRODUCTS?

CRITERIA	FREQUENCY	PERCENTAGE
Patanjali store	13	29.5%
Retail store	23	52.3%
Online	8	18.2%

Where do you usually purchase Patanjali products?

44 responses

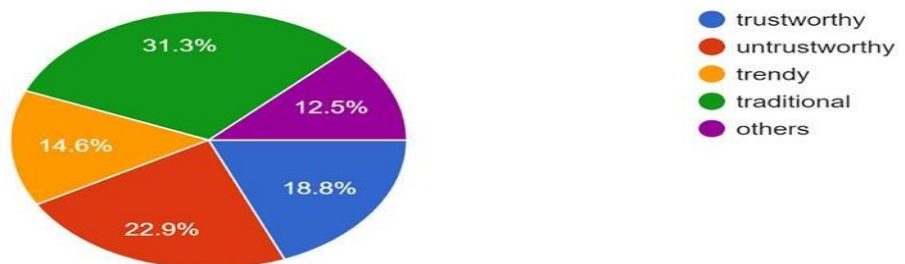


Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on the basis of where they usually purchase Patanjali products – 29.5% respondents responded as Patanjali store, 52.3% responded as Retail stores and 18.2% responded as online.

11. HOW, WOULD YOU DESCRIBE THE OVERALL IMAGE OF THE PATANJALI BRAND?

CRITERIA	FREQUENCY	PERCENTAGE
Trustworthy	9	18.8%
Untrustworthy	11	22.9%
Trendy	7	14.6%
Traditional	15	31.3%
Others	6	12.5%

How would you describe the overall image or reputation of the Patanjali brand?
48 responses

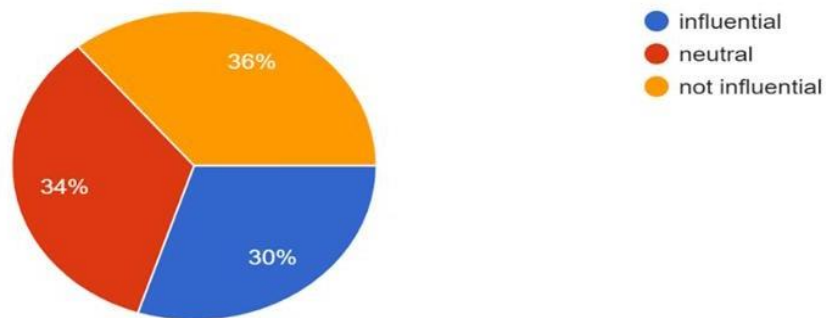


Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on how they would describe the overall image of Patanjali – 18.8% of them responded as trustworthy, 22.9% responded as untrustworthy, 14.6% responded as trendy, 31.3% responded as traditional and 12.5% of them responded as others.

12. HOW INFLUENTIAL ARE PATANJALI'S ADVERTISEMENTS IN YOUR DECISION TO PURCHASE THEIR PRODUCTS?

CRITERIA	FREQUENCY	PERCENTAGE
Influential	15	30%
Neutral	17	34%
Not influential	18	36%

How influential are Patanjali's advertisements in your decision to purchase their products?
50 responses



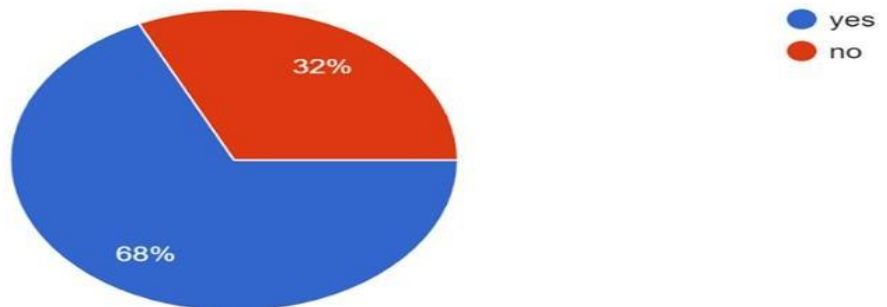
Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on how influential Patanjali's advertisements in your decision are to purchase their products— 30% of them

Responded as influential, 34% of them responded as neutral and 36% of them responded as not influential.

13. HAVE YOU FACED ANY ISSUES USING PATANJALI PRODUCTS?

CRITERIA	FREQUENCY	PERCENTAGE
Yes	34	68%
No	16	32%

Have you faced any issues using Patanjali Products?
50 responses

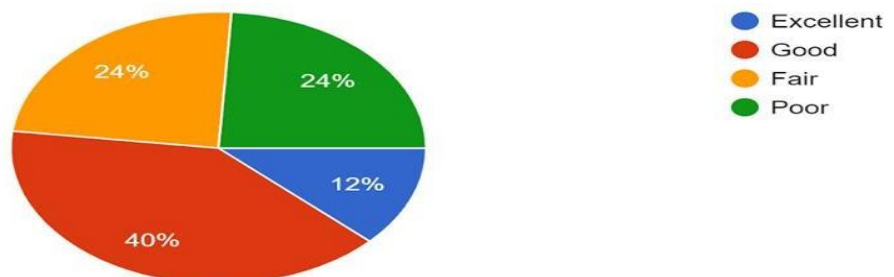


Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on if they had faced any issues using Patanjali products- 68% of them responded as yes and 32% of them responded as no.

14. WHAT IS YOUR OVERALL PERCEPTION OF PATANJALI PRODUCTS IN TERMS OF QUALITY?

CRITERIA	FREQUENCY	PERCENTAGE
Excellent	6	12%
Good	20	40%
Fair	12	24%
Poor	12	24%

What is your overall perception of Patanjali Products in terms of quality?
50 responses



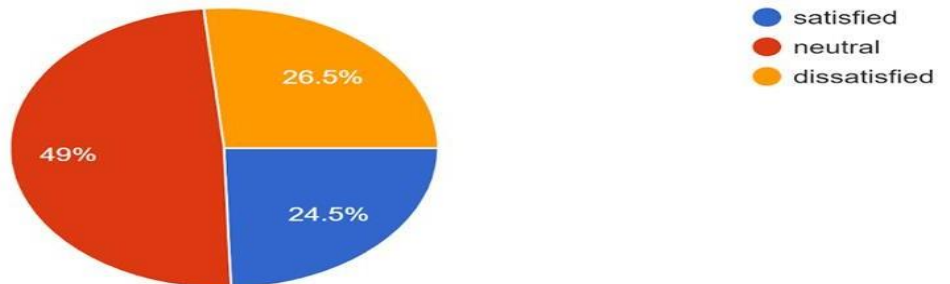
Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on what is their overall perception of Patanjali Products in terms of quality- 12% of them responded as excellent, 40% of them responded as good, 24% of them responded as fair and 24% of them responded as poor.

15. HOW SATISFIED ARE YOU BY USING PATANJALI PRODUCTS?

CRITERIA	FREQUENCY	PERCENTAGE
Satisfied	12	24.5%
Neutral	24	49%
Dissatisfied	13	26.5%

How satisfied are you by using Patanjali Products?

49 responses

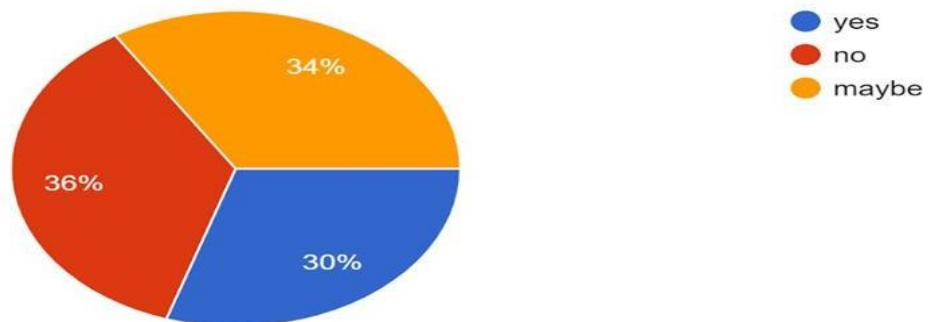


Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on how satisfied were they by using Patanjali products- 24.5% of them are satisfied, 49% of them are neutral and 26.5% are dissatisfied.

16. WILL YOU CONTINUE USING PATANJALI PRODUCTS?

CRITERIA	FREQUENCY	PERCENTAGE
Yes	15	30%
No	18	36%
Maybe	17	34%

Will you continue using Patanjali Products?
50 responses

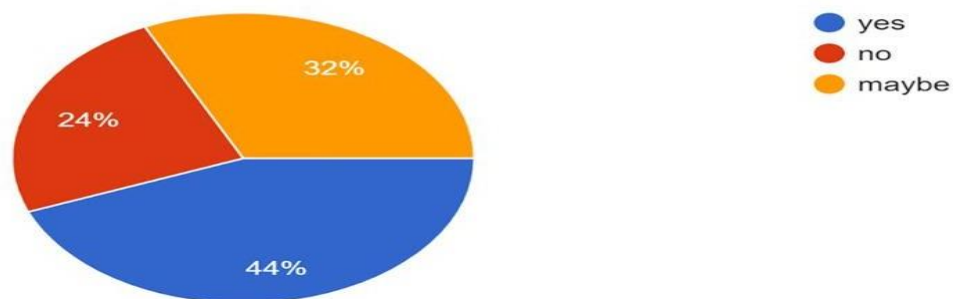


Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on will they continue using Patanjali products- 30% of them responded as yes, 36% of them responded as no and 34% of them responded as maybe.

17. DO YOU SUGGEST OTHERS TO USE PATANJALI PRODUCTS?

CRITERIA	FREQUENCY	PERCENTAGE
Yes	22	44%
No	12	24%
Maybe	16	32%

Do you suggest others to use Patanjali products?
50 responses



Interpretation: The above chart shows the percentage of the respondents who had given their responses through questionnaire on do they suggest others to use Patanjali products- 44% of them responded as yes, 24% of them responded as no and 32% of them responded as maybe.

FINDINGS:

- The majority (72%) of respondents were aged between 20 and 30 years, with only 8% aged between 30 and 40, and 20% above 40 years old.
- The survey reveals a significant gender disparity, with females comprising 70% of the respondents compared to males at 30%.
- Students represent the largest occupation group among respondents, accounting for 48% of the sample, followed by employed individuals at 34%, while the unemployed constitute 18%.
- Almost all respondents (98%) are aware of Patanjali products, indicating widespread recognition of the brand within the surveyed population.
- Only 44% of respondents use Patanjali products, while the majority (56%) do not utilize them, suggesting a significant portion of the surveyed population does not engage with the brand's products.
- The majority of respondents (60%) use Patanjali products rarely, while 28% never use them, and only 12% use them regularly, indicating infrequent usage among the surveyed population.
- 30% of respondents are influenced to purchase Patanjali products due to skin care benefits, while an equal proportion (30%) indicate that none of the listed factors influence their purchase decisions.

- A majority of respondents (53.2%) perceive the prices of Patanjali products as reasonable, while 36.2% consider them costly, and only 10.6% find them cheap.
- The majority of respondents (79.6%) trust the health benefit claims made by Patanjali regarding their products, while 20.4% do not.
- Most respondents (52.3%) usually purchase Patanjali products from retail stores, followed by 29.5% from Patanjali stores, and 18.2% online.
- The overall image of the Patanjali brand is perceived as traditional by 31.3% of respondents, followed by untrustworthy at 22.9%, while 18.8% find it trustworthy, and 14.6% consider it trendy.
- Patanjali's advertisements are perceived as neutral in influencing purchasing decisions by 34% of respondents, with 30% finding them influential and 36% considering them not influential.
- A significant portion of respondents (68%) reported facing issues while using Patanjali products, while 32% stated they have not encountered any problems.
- Respondents' overall perception of Patanjali products in terms of quality varies, with 40% rating them as good, 24% each rating them as poor, and 12% considering them excellent.

- A slight majority of respondents (49%) feel neutral about their satisfaction with Patanjali products, while 24.5% are satisfied, and 26.5% express dissatisfaction.
- A considerable portion of respondents (36%) indicate they will not continue using Patanjali products, while 34% are undecided (maybe), and 30% plan to continue using them.
- Nearly half of the respondents (44%) suggest others use Patanjali products, while 32% are uncertain (maybe), and 24% do not recommend them.

SUGGESTIONS:

1. Patanjali should focus on expanding its target market beyond younger demographics, as the majority of respondents fall within the 20-30 age range.
2. Since females represent a significant portion of Patanjali's consumer base, tailored marketing campaigns aimed at this demographic could be beneficial.
3. The brand should capitalize on its popularity among students by introducing student-specific discounts or promotions.
4. Given the widespread awareness of Patanjali products, the company should emphasize product efficacy and quality to maintain consumer trust.
5. To address the perception of high prices, Patanjali could introduce more budget-friendly options or price adjustments to attract price-sensitive consumers.
6. Since skin care is a significant factor influencing product purchases, Patanjali should continue to invest in this segment and highlight the benefits in its marketing efforts.
7. Patanjali should explore opportunities to increase availability through retail stores, as they are the primary purchasing channel for most consumers.
8. Traditional values associated with the Patanjali brand should be maintained and leveraged, as they resonate with a considerable portion of the population.
9. The brand should address concerns regarding trustworthiness by being transparent about product ingredients and manufacturing processes.
10. Patanjali should monitor, and address issues faced by consumers with their products to maintain customer satisfaction and loyalty.
11. Quality control measures should be reinforced to ensure consistency and improve perceptions of product quality among consumers.
12. Patanjali could enhance its online presence and e-commerce strategies to cater to the preferences of digitally savvy consumers.
13. The brand should consider diversifying its product range to cater to varying consumer preferences and needs.

CONCLUSION:

The findings of the survey provide valuable insights into the perceptions, preferences, and behaviors of consumers towards Patanjali products. Overall, the brand enjoys widespread awareness among the surveyed population, particularly among younger demographics and females. However, there are notable areas for improvement, including addressing concerns related to product quality, pricing, and trustworthiness. While a significant proportion of respondents perceive Patanjali products as good quality, there is room for improvement to meet consumer expectations consistently. Pricing strategies should be revisited to strike a balance between perceived value and affordability, considering that a sizable portion of consumers find the products costly.

Building and maintaining trust among consumers is crucial, especially with regards to health benefit claims and transparency in product information. Patanjali should continue to invest in research, development, and quality control measures to uphold its reputation and address issues faced by consumers promptly.

Furthermore, the brand can leverage its strengths in traditional values and widespread retail presence while exploring opportunities for digital expansion and product diversification.

Tailored marketing efforts, particularly towards students and female consumers, could further enhance brand loyalty and market penetration.

In conclusion, by implementing the suggested strategies and addressing consumer concerns, Patanjali can strengthen its market position, foster consumer trust, and sustain long-term growth in a competitive market landscape.

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