

IMPACT OF AYURVEDIC FAST MOVING PRODUCTS ON CONSUMER BEHAVIOUR-A STUDY OF PATANJALI PRODUCTS ON SELECTIVE CONSUMERS OF GHAZIABAD REGION

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Executive Summary

The project title “AN ANALYTICAL STUDY OF

CONSUMER PERCEPTION FOR PATANJALI PRODUCTS ” gives a complete analysis of the company's and its goods' market performance. The suggested study's goal is to discover the particular characteristics that influence consumer perceptions of Patanjali products. This study's methodological approach is descriptive, in that we attempt to identify and explain variables that exist in a given situation, as well as to describe the relationship that exists between these variables, in order to provide a picture of a particular phenomenon, rather than to determine cause-and-effect relationships. The basic data was gathered through the use of questionnaires. The secondary information was gathered through the internet. In India, a major portion of the population is low- and middle-income. The project examines consumer perceptions of

Patanjali products and how Patanjali achieved success in such a competitive market in such a short period of time.

The project includes the study's goal, or what the major motivation is for studying Patanjali products. You will learn how Patanjali became a successful FMCG in just five years through this initiative. Patanjali adheres to the largest SWADESH MOVEMENT. The following endeavour delves into Patanjali's vision and missions. You will also learn about Patanjali's SWOT Analysis. With the conclusion, the project is likewise completed.

suggestion. According to data from the Broadcast Audience Research Council (BARC), Patanjali adverts are the third most widely broadcast commercials on Indian television. The BARC is the Broadcast Audience Research Council.



COMPANY PROFILE

Patanjali yogpeeth

One of the largest Yoga institutes in India is Patanjali Yogpeeth in Haridwar, Uttarakhand. The Institute, named after the Ancient Yog Guru Patanjali, is Ramdev's flagship initiative and was established for the treatment, research, and advancement of Yoga and Ayurveda, as well as the manufacture of Ayurvedic medications.

It is a Yoga and Ayurveda facility in India named after Maharishi Patanjali, who created Yoga over 5000 years ago. Swami Ramdev Ji Maharaj, who has revitalised Yoga and spread it all over the world, is in charge of the ashram. Everyone is welcome at Patanjali Yogpeeth. Patanjali Yogpeeth, located near Roorkee on the Haridwar-Delhi route, offers treatment for all and has residential accommodation.

Baba Ramdev met philanthropist Acharya Balkrishan at Mahatma Dharamveer's Gurukul in Kisangarh Ghasera. Baba Ramdev founded Divya Yog Mandir in 1995 with the support of Balkrishan. One of the pillars of Divya Yog Mandir was Acharya Karamveer. Divya Yog Mandir and Baba Ramdev have inspired the globe to become devoted Yoga practitioners in less than three years. All of Baba Ramdev's activities, including Yoga, are spearheaded by him and his trust.

Camps, Ayurveda medication production, and patient therapy using Yoga and Pranayama. Baba Ramdev's TV shows and Yoga camps have become hugely famous. In comparison to Yoga, Swami Ramdev placed a strong emphasis on teaching Pranayama. "If an individual can be credited with revitalising Yoga in India, it is entirely Baba Ramdev," says Shri Shri Ravi Shankar, a world-renowned spiritual leader. Baba Ramdev's free Yoga camps attract millions of people from all over the world (shivir). Ramdev Baba has also held a Yoga camp at the President of India's residence, Rashtrapati Bhavan.

Yoga has the power to heal even fatal ailments, as Baba Ramdev has demonstrated numerous times. Ramdev Baba has popularised Yoga to such an extent that everyone would have to embrace it sooner or later. Baba Ramdev's ideal project is the Patanjali YogPeeth Trust. It was officially opened on August 6, 2006. Baba Ramdev's goal was to create the world's largest Ayurvedic, Yoga, and Pranayama centre. The Patanjali Yog Peeth offers disease treatment, research, and a teaching university for Yoga and Ayurveda. The trust is 13 kilometres from Haridwar. During the inauguration, the project's estimated cost was ten billion dollars. "Patanjali YogPeeth will soon be the ambassador of Yoga for the entire world," declared Uttarakhand Governor Sudarshan Agarwal.

The Patanjali YogPeeth project was separated into three phases, according to the linked news outlets. The first phase involved basic building. The second tier includes guesthouses, herbal gardens, a yajnasala, meditation caves, and a variety of other amenities. It will be the world's largest Yoga and Ayurvedic centre. The third stage is to establish a Yoga and Ayurveda University. Baba Ramdev wishes for a river of Yoga to flow through every location, whether rural or urban. The

People are compelled to at least try Baba Ramdev's Yoga because of his assurance. Baba Ramdev's Yoga and Pranayama are practised by millions of people.

Ramdev Baba's television broadcasts are broadcast in a number of countries, including the United States, Europe, Australia, Asia, and Africa. According to reports, there are 20 million regular watchers. Baba Ramdev's followers claim to have found healing from diabetes, high blood pressure, hepatitis, spondylitis, and obesity. He is a true hero who has dedicated his entire life to assisting others by imparting hitherto untapped knowledge of Yoga and Pranayama.

Swami Ramdev medications are made in branches that are well-equipped with contemporary equipment and are accredited to international standards such as GMP, GLP, and ISO 9001. Swami Ramdev's pharmacy produces high-quality, pure medicines. Medication manufacturers must pass quality control and assessment examinations. Patanjali Yogpeeth runs Patanjali Hospitals around India, where people can access life-saving Swami Ramdev medicines that are inexpensive to everyone, rich or poor.

Medicines from Patanjali Yogpeeth are also available for health, oral care, hair care, and skin care. Swami Ramdev's medicines can treat a variety of serious illnesses, including cancer, diabetes, and arthritis. These low-cost, highly effective drugs are accessible at Ramdev Chikitsalaya. MuktaVati for high blood pressure, Madhunashini Vati for diabetes, and MedoharVati for obesity are some of Ramdev's most effective treatments.

Swami Ramdev is working toward the goal of bringing ayurvedic products up to worldwide standards and making them more widely known. Swami Ramdev ji Maharaj is a historic personality, and one of Swami Ramdev's revolutionary concepts is to advocate the use of Ayurvedic medicine. In the fields of yoga, pranayama, and ayurvedic therapeutic procedures, he has created new history. In this regard, the work of the Patanjali Yogpeeth (Trust), Divya Mandir (Trust), Patanjali Yog Samitis, Divya Yog Pharmacy Trust and branches, which he founded, will be inscribed in golden letters on the pages of history.

These organisations hope to bring yoga and Ayurveda to the world's 700 million people, as well as Indian culture and sages' words. Swamiji manufactures top quality and proven medications in Divya Yog Pharmacy to encourage the use of Ayurvedic medicine. Swami Ramdev's medications are made in well-equipped branches with contemporary equipment, principally in Haridwar and other locations, and are approved by the international standards GMP, GLP, and ISO 9001.

Swami Ramdev also maintains a botanical garden at Patanjali YogPeeth where medicinal plants and herbs are planted. Rare herbs are researched here, and they are produced with great care. Under Swami Ramdev's direction, an industrial unit called Patanjali Ayurveda Limited is also founded, which produces pure and high-quality minerals and plant items using scientific procedures. Swami Ramdevji and Acharya Bal Krishna ji attempted to merge old wisdom with cutting-edge technology.

Some people were unable to accept Swami Ramdev's growing celebrity and began negative campaigns against him through the media. The efficacy of Swami Ramdev's medications was questioned.

When these drugs were evaluated in the lab, all of the allegations were shown to be false, and Swami Ramdev passed the acid test with flying colours. This resulted in an unexpected spike in demand for Swami Ramdev's medicine. Baba Ramdev's pharmacy makes every effort to ensure that the medicines are pure and of high quality.

All medicines are subjected to stringent quality control, and quality Indian farmers should cultivate medicinal herbs and plants alongside fruits and vegetables.

Patanjali Yogpeeth is a well-known name in the world of medical science, providing free Yoga and Ayurveda services to millions of people around the world.

Herbal products in patanjali yogpeeth

In 1995, Divya Yog Mandir (Trust) established "Brahamkalp Chikitsalaya" at Kripalu Bagh Ashram in Kankhal, where patients with various disorders were treated with Ayurvedic medications and Yoga techniques. The need to deliver high-quality Ayurvedic medications to patients was identified in order to achieve the best possible results, as Ayurvedic treatment outcomes are directly proportional to the quality of prepared medicines. As a result, a small-scale Ayurvedic medicine production factory was created on the grounds of Kripalu Bagh Ashram in Kankhal. This was the start of the Divya Aushadhi Nirmanshala (Divya Pharmacy), which used only traditional methods.

By exploring and selecting indigenous herbs, ancient Ayurvedic literatures, and subjecting the formulations to modern pharmacological, toxicological safety tests and clinical trials to create new drugs and therapies, Divya Pharmacy has had the exalted vision to bring Ayurveda to society in a contemporary form and to unravel the mystery behind this haloed and revered, Indian system of medicine.

Divya Pharmacy strives to make medications as affordable as possible to the general public. The pharmacy was modernised in the years 2002-03 and 2003. A new extended pharmacy unit has been created, which is fully equipped with current machines.

The PLC controlled herbal extraction plant installed in the pharmacy is used to extract from various sections of the medicinal plant, such as the leaves. The plant's most notable feature is the manufacturing of medication utilising the latest SCADA technology under temperature and pressure control. The extract concentration is accomplished through vacuum drying, which preserves the herbs' greatest value contents.

The pharmaceuticals produced are of the greatest quality. This machine is capable of extracting 10,000kg of raw herbs. In the manufacturing of pharmaceuticals, the necessary fluid component is added to this extract.

Divya Pharmacy has established an automatic high speed spray drier unit, a fluid bed processor for quick liquification, a tablet compressing device with a capacity of preparing one lac tablets per hour, a high speed auto-coater for coating the tablets, a high speed mixer-grinder, fluid bed driers, and cleaning, crossing, and pulverising units.

PLC controlled packing equipment with a capacity of 300 volts per minute has been installed in the modern packing area of Divya Pharmacy, along with automatic blister packing equipment. This industrial facility has a utility centre with two 500 KVA generators, softeners, and cooling towers, as well as boilers and air compressors capable of producing 300 tonnes of steam.

As a result, Divya Pharmacy has received ISO-9001 and WHO-GMP certifications, making it the first drug production unit in Uttarakhand. International standards such as Good Manufacturing Practices (GMP), Good Packaging Practices (GPP), Good Agricultural Practices (GAP), and Good Harvesting Practices (GHP) are closely adhered to in the pharmacy.

Patanjali Herbal Garden & Agro Research Department has been developed at the following several locations under the learned leadership of H. H. Yogrishi Swami Ramdevji, Vaidya raj Acharya Bal Krishna, and Swami Muktanand. – Patanjali

Site of Herbal Garden Gurukul Gaushala Farm, located near Patanjali Yogpeeth at Maharishi Dayanand Gram, Bahadrabad, on the Delhi-Hridwar route, is the site of the Patanjali Herbal Garden. More than 200 medicinal herbs, shrubs, trees, climbers, and ornamental plants can be found in these Herbal Gardens. Since 1997, a huge effort has been made with a high spirit to harvest the precious medicinal plant and ensure that it grows in a Divya Garden.

Vanaushadhi Vatika was previously created in Kankhal Ashram. Following that, the Patanjali Herbal Garden was developed to investigate the possibilities of a huge number of diverse collections through systematic exposition and research of medicinal, aromatic, and ornamental plants. For research and management, a team of scientists from Botany and Agriculture, as well as a number of swayam sevak, has been hired.

It's all about efficiently turning organic farm produce into everyday commodities such as Ayurvedic health supplements, foods, and cosmetics, and then distributing them mostly to metropolitan areas. The produce will be picked up directly from the farms, improving the producers' effective revenue. The health-related products will subsequently be made available to a huge population in metropolitan regions that is suffering from the effects of dirty food and artificial drinks, making them prone to a range of chronic ailments. All of this comes at an unbeatable price on the market.

The benefits that follow are equally important to humanity. It's all about reinventing our traditional knowledge of Yog and Ayurveda, revitalising the rural economy, arresting the flight of rural job seekers to the more demeaning urban slums, and strengthening the rural economy, thanks to a robust preaching and promotion on the popular Astha channel by the world renowned Yog Guru Swami Ramdevji and an international authority on Ayurveda and traditional herbs Acharya Balkrishan ji.

The nation's and the world's health grids are being repaired, as is the environmental imbalance... Finally, repelling the western cultural assault on the Indian landscape.

PATANJALI AYURVED Ltd. is a corporation that operates under the same restrictions as all other companies under the company law affairs, but is continuously working for country building rather than profit accumulation.

The challenge is no less tremendous at the micro level. Along with PRANAYAM, the knowledge of our ancient sages, the organic food products and herbal medicines produced by this section aim to combat the dreaded and incurable diseases CANCER and AIDS. The claim of having discovered a long-term solution for many other comparably more common but similarly agonising ailments such as Diabetes, Arthritis, and Thyroid is already established, with thousands of satisfied patients.

Superior product quality at a reasonable price is not our main concern. Again, getting rid of our patients' ailments is a too narrow objective for us to pursue. The goal of our existence is to take a holistic approach to improving the quality of life for all beings on the planet. Getting rid of the contaminants in our food, such as harmful pesticides and chemical fertilisers used by our farmers, is a goal that we seek to attain by supplying our people with eatables grown in organic and natural manures and pest repellents.

Amalika, commonly known as amala or Aavla, is an Indian gooseberry (*Emblica officinalis*). It is one of the most well-known Ayurvedic herbs, appearing in dozens of traditional Ayurvedic formulae as well as hundreds of patent Ayurvedic formulations. Amalaki is a herb that is used for various things, including delaying the ageing process, regenerating the body, restoring body systems, and, most importantly, increasing immunological levels. The Indian gooseberry's herbal fruit (amalaki) contains active tannins that aid to rejuvenate the body's cells and organs. Amalaki is high in Vitamin C – ascorbic acid – and is believed to have the highest concentration of it of any consumable on the globe.

Avipattikar Churna is indicated for a complete cure of acidity, indigestion, and burning stomach. This is a natural digestive tonic that aids in the regularisation of digestion and the treatment of acidity. A consistent course of this ayurvedic medicine produces positive outcomes, and no further medication is usually necessary. The acidity cure Avipattikar helps to reduce acid output from the stomach walls and facilitates food flow from the stomach to the intestines. The Avipattikar Churna is a traditional Indian remedy for removing excess Pitta (Fire) from the stomach and small intestine. Acidity, heartburn, and indigestion are all relieved with this ayurvedic therapy. Acidity or Hyper Acidity is a disorder caused by excessive Pitta (Fire). Avipattikar Churna is excellent for reducing High Pitta (Fire) in the belly. As a moderate laxative, it softens the stool, relieves mild constipation, and improves appetite for excessive acidity and abdominal discomfort.

The majority of individuals nowadays suffer from constipation. Constipation is the inability to eliminate excrement from the intestine. There are numerous causes for this sickness, including hindered digestion, toxins clearing from the system, energy levels, and vitamin absorption.

PRODUCT LINE AND PORTFOLIO OF PATANJALI YOGPEETH

Products of patanjali yogpeeth are as follows:

- Divya Amla Churna for Eyes, Digestion and General Health
- Divya Arogyavardhani Vati
- Divya Arshakalp Vati for Piles
- Divya Ashmarihar Ras for Kidney Stones
- Divya Ashwagandha Churna for Stress, Fatigue and General Health
- Divya Chandraprabha Vati for Urinary Disease
- Divya Churna for Constipation
- Divya Dant Manjan Tooth Powder
- Divya Gashar Churna for Removal of Gas
- Divya Giloy Sat for Swine flu, Bird flu, Pyrexia of unknown origin (fever)
- Divya Hridayamrita Vati for Heart Disease
- Divya Kanti Lep for Increasing Skin Splendour
- Divya Kayakalp Tail Oil for Skin Problems, Cracks and Burns
- Divya Kayakalp Vati for Skin Disease, Acne and Pimples
- Divya Madhu Nashini Vati for Diabetes

- Divya Madhukalp Vati for Diabetes
- Divya Medha Kwath for Headache and Memory Enhancement
- Divya Medha Vati for Memory Loss and Improving Intelligence
- Divya Medohar Vati for Weight Loss
- Divya Mukta Vati for High Blood Pressure
- Divya Peya Herbal Tea
- Divya Pidantak Ras for Joint Pain and Arthritis
- Divya Pidantak Tail Massage Oil for Joint Pain and Arthritis
- Divya Sanjivani Vati for Cold, Fever and Flu
- Divya Shilajeet Rasayan Vati for Impotency
- Divya Shilajeet Sat for Gout and Weak Immune System
- Divya Singhnaad Guggulu for Rheumatism
- Divya Stri Rasayan Vati for Menstruation
- Divya Swasari Ras for Lung Problems, Bronchitis and Asthma
- Divya Triphala Churna for Rejuvenation and Detoxification
- Divya Triphala Guggulu for Joint Pain, Piles and Weight Loss
- Divya Udaramrita Vati for Digestion and Stomache Problems
- Divya Udarkalp Churna for Indigestion and Constipation
- Divya Vatari Churna for Arthritis
- Divya Yauvanamrita Vati for Weak Bodies and Impotency

PRODUCT MIX OF PATANJALI YOGPEETH

Swami Ramdev's Divya Medicines are produced entirely of natural ingredients, including Himalayan ashtavarga healing plants. They have proven to be incredibly effective in the treatment of all types of illness and disease. In addition to these medications, Swamiji advises patients to practise Pranayama, which strengthens the immune system and speeds up the healing process.

- Abhrak Bhasm - Divya
- Ajamodadi Choorna - Divya
- Aloe vera Gel
- Aloe Vera Juice - Patanjali 1 Lt. or Aloe Vera 30 Capsules
- Amla Churna - Divya (for Eyes, Digestion and General Health)
- Amrit Rasayan - Divya (for Brain, Eyes, Strength and overall nourishment)
- AntiWrinkle Cream - Patanjali Tejus -
- Arjuna Kvath
- - Divya (for Coronary Artery Disease)
-
- Arshakalp Vati - Divya (for Piles) 40 grams
- Arshkalp Vati - Divya (for Piles) 20 Grams

- Ashmarihar Kvath - Divya / Vrikkdosh Har Kwath - Divya

- Ashmarihar Ras - Divya
- Ashvagandha Capsule - Patanjali
- Ashvagandha Churna - Divya (for Stress, Fatigue and General Health)
- Ashvashila Capsule - Patanjali-
- Awala Choorna - Divya
- Amla / Awala Juice 1 Liter - Patanjali (Juice of Emblica Officinalis)
/Divya Amalki
- Rasayana 100 gm
- Awala - Divya (Amla) Murabba - Divya (Dry Spicy) -
- Awala - Divya (Amla) Murabba - Divya (Dry Sweetened)
- Awala / Amla Murabba Wet - Divya
- Badam Pak - Divya
- Bade Rogan - Divya -
- Bael Candy - Divya -
- Bael Murabba - Divya
- Balm - Patanjali
- Bang Bhasma 5gm - Divya
- Bavaci Choorna - Divya(for Leucoderma)
- Beauty Cream 50 gm - Patanjali Tejus
- Bilwadi Churna - Divya -

Body Massage Oil 100ml - Patanjali

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Chatpata Choorna

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Chandraprabha Vati - Divya (for Urinary Disease & diabetes)

- Churna - Divya (for Constipation)
- Chyawanprash - Divya with Ashtavarga Healing Plants (1 Kilogram)
- Crack Heal Cream - Patanjali _
- Daliya : Patanjali Arogya Daliya
- Dant Manjan - Divya (Tooth Powder)
- Dant Kanti - Patanjali (Tooth Paste)
- Divya Dhara _
- Drishti Eye Drop - Patanjali
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- Gangadhar Choorna - Divya (for Diarrhoea , Sprue Syndrome, Ama)
- Gashar Churna - Divya (for Removal of Gas)
- Giloy Ghan Vati - Patanjali 40gm
- Godanti Bhasm - Divya (for Migraine, Chronic Headache, Depression & Hernia)
- Gokshuradi Guggulu - Divya (for Chronic Renal Failure)
- Gulab Jal - Divya _

- Honey - Divya (Pure Himalayan Honey)
- Hridayamrita Vati - Divya (for Heart Disease) 20 Grams Hridayamrita Vati - Divya (for Heart Disease) 40 Grams
- Kachanar Guggulu - Divya -
- Kaisara Guggulu - Divya (Psoriasis & Eczema)
- Kayakalp Tail - Divya (for Skin Problems, Cracks and Burns)
- Kayakalp Vati - Divya (for Skin Disease, Acne and Pimples) 20 Grams
- Kayakalp Vati - Divya (for Skin Disease, Acne and Pimples) 40 Grams
- Kesh Tail - Divya (Hair Oil for Hair Loss, Dandruff and Headache)
- Lavan Bhaskar Churna - Divya -
- Lauki Juice - Patanjali -
- Lauki - Amla Juice - Patanjali -
- Madhu Nashini Vati - Divya (for Diabetics)
- Madhukalp Vati - Divya (for Diabetes)
- MahaYograja Guggulu - Divya (for Osteoporosis)
- Medha Kwath - Divya(for Headache and Memory Enhancement)

- Medha Vati - Divya (for Memory Loss and Improving Intelligence)
- Medohar Vati - Divya (for Weight Loss)
- Mukta Pishti - Divya -
- Mukta Vati - Divya (for High Blood Pressure)
- Mukta-shukti Bhasm - Divya -
Ojas Multani Mitti - Patanjali
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- Peedantak Cream 50 gm - Patanjali
- Peya (Herbal Tea) - Divya 100 Grams
- Peya (Herbal Tea) - Divya 300 Grams
- Pidantak Kwath - Divya (for Joint Pain and Arthritis)
- Pidantak Ras - Divya (for for Joint Pain and Arthritis)
- Pidantak Tail - Divya (Massage Oil for Joint Pain and Arthritis)
- Praval (branch) Pisthi- Divya -
- Praval Panchamrit- Divya
-
- Punarnavadi Mandur - Divya (for Kidney Problems and Anemia)
- Sanjivani Vati - Divya (for Cold, Fever and Flu)
- Saptavimshati Guggulu - Divya -
- Sarvakalp Kwath - Divya (for Liver Problems and Jaundice)

- Shatavar Choorna - Patanjali
- Shilajit Capsule - Patanjali
-
- Shilajeet Rasayan Vati - Divya (for Impotency)
- Shilajeet Sat - Divya (for Gout and Weak Immune System)
- Shilajeet Sat - Divya (for Gout and Weak Immune System) 50 gm
- Singhnad Guggulu - Divya -
- Sitopaladi Choorna - Divya
- Soap Ojas Aquafresh - Body Cleanser - Patanjali
-
- Soap Ojas Aquafresh - Mogra Body Cleanser - Patanjali
-
- Soap Patanjali Somya Haldi Chandan Body Cleanser - Patanjali
- Stri Rasayan Vati - Divya
-
- Swasari Ras - Divya (for Lung Problems, Bronchitis and Asthma)
- Tejus Tailum For Women
- (Tooth Powder) Divya Dant Manjan -
- (Tooth Paste) Dant Kanti Patanjali
-
- Trayodashang Guggulu Divya
- Trikuta Choorna Divya -

- Triphala Churna Divya (for Rejuvenation and Detoxification) ● Triphala Guggulu Divya (for Joint Pain, Piles and Weight Loss) ● Tulsi Ghan Vati Patanjali 40 Gr.
- Udaramrita Vati Divya (for Digestion and Stomache Problems)
- Udarkalp Churna Divya (for Indigestion and Constipation)
- Vatari Churna Divya (for Arthritis)
Yograj Guggulu Divya (for Joint Pain) 20 Grams
- Chatpata Choorna
- For Gastric troubles and taste
- Divya Jeera Goli
- Divya Anardaana Goli
- Divya Chatpata Chuara
- Divya Nimbu Vati

Brand Baba appears to have spread from nowhere to everywhere. Yoga has been practised in India since time immemorial, and it has been associated with sadhus (saints) who, after leaving their ordinary world in search of God or Nirvana, used it to keep them healthy and strong, channel their energy, and manage their inner self toward a single purpose.

In marketing terms, we can think of it as a product that was restricted to a very tiny sector of society, had some exclusivity linked to it, required the expertise of a saint to perform, and was a luxury that could only be afforded by saint's disciples.

Nobody could have imagined commercialising it, let alone popularising it among the general public. Entrepreneurs are not just risk takers, organisers, and managers of businesses; they are also outstanding visionaries who not only foresee future needs but also keep an eye on current ones.

We're sure Baba toiled away away from the spotlight on his mission, finishing all of his assigned responsibilities, keeping tabs on the preparations, and finally deciding to go on the great stage and take the world by storm in what appears to be a painstakingly orchestrated launch of the "Brand Baba."

The term "He came, He saw, He conquered" is said to be a fitting description of Baba's arrival and contagious popularism among the masses. Everyone was suddenly observed rubbing their nails while walking along the roadside, waiting for a train at the platform, He was present in people's lives wherever they went, whether they were travelling, working in an office, or simply having leisure time. "Baba Ramdev Brand of Yoga" popularised yoga, which was previously regarded generic.

People were looking for an alternate form of treatment to help them cope with their stressed lives. He, like a real entrepreneur, foresaw this need before anybody else and sold his concept of total wellness to the masses.

He made himself available to the masses through his "Yoga Shivers," listened to their problems and attempted to solve them, connected with them personally, had a well-researched product, had variants of products in terms of different Yoga Aasans for different ailments, meant for different age groups of people based on their ability to perform a particular aasan, and had all the media of advertisement to support his Brand.

When huge corporate houses were trying to create and operate branded medical stores, he was back with his own brand of Ayurvedic Medicine Stores (Patanjali) all over India... Also included is a franchise model. Yoga and Ayurveda have become synonymous with his name. There could have been others before he arrived,

There were many in his era, but none had the same impact as him. His popularity was so contagious that individuals from all walks of life took advantage of it.... Film stars like Shilpa Shetty and Bipasha Basu came out with their own Yoga CDs, but they couldn't stand up to his leadership and ended up following him his steps... Herbal products have even found a large appeal in the corporate sector. Consumers desired things that were as close to nature as possible.

His USP is that he made himself approachable, and he positioned his product as a "Total Health Solution," as opposed to the frenzy created by movie stars to grow bulging biceps, curved bodies, and zero figures, which could be described as a trend set to pass away without notice.

His product promises a long-term remedy (durability), can be utilised anywhere at any moment (operational convenience), is offered through several channels (such as television, books, and shivers) and emphasises prevention rather than cure.a trait that distinguishes his product from the competition, and if any ailment requires treatment, he has natural therapies and his own brand of ayurvedic medicine to complement his main product.

His own followers have become brand ambassadors, vouching for his claims and encouraging everyone who come into contact with them to practise Yoga. He is unlike other gurus who only provide spiritual discourses in his own way. In contrast to the subjective nature of spiritual gurus' speeches, he stands out in terms of the pragmatism and objectivity of his goods.

He runs his trust like a large corporation, creating jobs and profits, and his project has not only given Ayurveda a new lease on life, but it has also indirectly helped individuals find work as yoga instructors in schools, colleges, and corporations.

He is everywhere; wherever you walk, you will see his hoardings proclaiming the date of his Shivers; he has not only invaded the inside of places, but he has also invaded the exteriors

There in the minds of individuals who are enjoying his own part, which is an indication of a large brand. People, organisations, and institutions involved in any kind of traditional thing in India can learn a thing or two from Baba about how marketing can help revive traditional forms of things while also making a handsome profit, and that you don't have to be an American or from the developed world to market and claim a product.

There have been many yoga gurus who have challenged him in the practise of yoga, and there are still some today, but there is only one Baba Ramdev the Yoga Guru who has also proven to be a great marketer.

Finally, take a look at what he's doing: he's taken on the task of bringing back the country's black money and eradicating corruption. He appears to desire to diversify his firm after obtaining leading status in his field.

Politics is a business. When you consider entering a whole different industry, there is always the risk of diluting your brand, and Baba has taken that chance. His brand appears to be in crisis these days, and diversification should be given serious consideration.

I believe he should have considered co-branding with Anna, as this would have made it easier for him to branch out into politics. It's not too late; he only needs to think strategically about his move and reconsider relaunching his movement with new enthusiasm and a new image.

MARKETING AND NETWORK OF PATANJALI

YOGPEETH

Ideas and beliefs control human behaviour. Today's consumers seek out experiences rather than goods and services. Mass Customization is the new paradigm that replaces the traditional concept of market segmentation, which is no longer considered appropriate for today's volatile markets, changing client wants, and expanding product diversity. In a world of continually changing markets, products, and services, mass customisation handles product variation in a proactive way. This research aims to investigate the factors that have contributed to Baba Ramdev's mass customization marketing strategy's extraordinary success, particularly in an era of high individual customisation. "Aham Brahamasmi" is the motto of Mass Customization, which means "I am omnipresent and omnipotent." Mass customisation is thought to work miracles in catering to the demands of everyone, regardless of gender, age, caste, creed, culture, religion, or nationality. Product leadership, operational excellence, and customer intimacy are the three key value disciplines that companies use to frame their value offers.

The Current Scenario

Patanjali, which was founded by yoga teacher Baba Ramdev in 1997 as a small pharmacy in Haridwar, now produces over a thousand distinct items in a variety of categories, including healthcare, medications, nutrition and supplements, food, personal care, home care, books, and media. According to a recent research released by Agency FAQs, Patanjali was named one of the seven most trusted Ayurvedic brands in India in the 2015 Brand Trust Report, a study done by brand intelligence and data insights firm Trust Research Advisory (Sharma, 2016). The same report contains quotations.

According to data from the Broadcast Audience Research Council (BARC), Patanjali adverts are the third most widely broadcast commercials on Indian television. According to data from the Broadcast Audience Research Council (BARC), Patanjali adverts are the third most widely broadcast commercials on Indian television.

REVENUES

Year	Revenues (In Crores)
2009-10	165
2010-11	100
2011-12	300
2012-13	841
2013-14	1184
2014-15	2006

2015-16	8000
2016-17	10562
2017-18	9500
2018-19	8330
2020-2021	9783

PRODUCTION

Patanjali Food and Herbal Park in Haridwar is Patanjali Ayurved's primary production site. The company currently has a production capacity of 350 billion (US\$5.4 billion) and is increasing to a capacity of 600 billion (US\$9.2 billion) through new production plants in Noida, Nagpur, and other locations.

Indore. The company intends to expand its operations in India and Nepal.

In 2016, 35 armed Central Industrial Security Force (CISF) commandos were assigned to the Patanjali Food and Herbal Park on a full-time basis. The park would be India's ninth private institute to be protected by paramilitary CISF personnel. Baba Ramdev is a central paramilitary force's "Z" type protection.

Patanjali Ayurveda – Current Market Insights

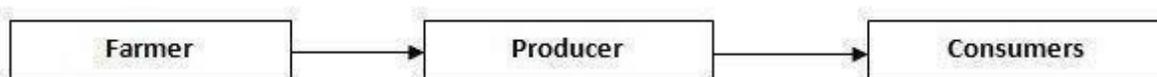
Patanjali presently has over 350 goods ranging from soap to toothpaste, oats to health drinks. Patanjali Ayurveda's income in 2014-2015 surpassed Rs. 2000 crore. "Patanjali Ayurveda Ltd has, in a short term of less than a decade, produced a turnover bigger than what other corporations have able to achieve over several decades," according to IIFL in January 2016. Patanjali is without a doubt a disruptive force in the FMCG market and a serious threat to incumbents." According to industry data, the brand has a market share of 4-5 percent.

Proactive moves in Innovation

Patanjali Ayurveda has ambitious plans to enter every consumer category. Patanjali Ghee's revenue for the financial year 2016 is estimated to be INR 12 billion, and if it obtains solid distribution competence, it might pose a severe challenge to its competitors. Patanjali has also released a smartphone app that assists consumers in locating retail stores and placing online orders for Patanjali products.

PATANJALI'S SUPPLY CHAIN MANAGEMENT

Product flow, information flow, and financial flow are the three phases of Patanjali's supply chain. Patanjali just signed a distribution agreement with the Future Group. They also sell their items through their own outlets opened in practically every district/city in India. Each shop must submit a demand to the Haridwar central office. Then, depending on need, various Patanjali goods are gathered from various units. Patanjali transport is used to convey the commodities to the stores.



Supply Chain - Patanjali

Sales and Distribution – Patanjali

- Patanjali provides sale of products online and can also be procured through post by sending the money through demand draft.
- Patanjali herbal products are available at Post Offices across the country.
- Patanjali also has “Patanjali Chikatsalayas” and “Patanjali Arogya Kendra” in almost all the cities of the country.
- To strengthen the distribution Patanjali is also implementing ERP which will help them in managing the inventory.

Patanjali Arogya Kendra

Arogya Kendra Patanjali Is a proprietorship business represented by T.Raju, the proprietor. We all know how well Baba Ramdev's Ayurvedic goods have been received! From the people, it had stood up to their scrutiny in terms of both quality and affordability. Patanjali ayurveda products, which were previously only available in Patanjali Ayurvedic stores in select cities, are now available in every town. Big Bar now sells Baba Ramdev Patanjali items as well. You can buy them from a variety of places, including Patanjali Ayurvedic (stores), average supermarkets, Big Bazar, and others. People can order Patanjali products* and medications online through nearly all major e-commerce websites, as well as the official Patanjali Ayurveda online store.

MISSION AND VISION OF PATANJALI



Fig: Baba Ramdev

VISION

-

We are committed to creating a better society and country, with nationalism, Ayurveda, and Yog as our cornerstones. We are prepared to help people by bringing the blessings of nature into their life, in order to raise the world's pride and glory. We are prepared to write a new success narrative for the world with our unwavering commitment, scientific methodology, shrewd preparation, and realism.

MISSION

Making India an ideal place for the growth and development of Ayurved and a prototype for the rest of the world.

BRAND IMAGE AND CONSUMER PERCEPTION

According to previous research, a strong brand image allows customers to identify their desired demand, which eventually benefits a company.

Hsieh et al., competitors (2004). Tarofder and Haque (2007), on the other hand, placed a premium on supplier selection based on brand image. In fact, Jiang et al. (2011) discovered that, in addition to brand image, price discounts and complementary items can increase consumer loyalty. moreover,

Linder & Linder

Brand image is one of the company's fundamental capabilities, according to Seidenstricker (2010). According to Mishra and Datt (2011), brand name has a significant impact on customer-based brand equity. Brand image, according to Kotler (2001), is a combination of beliefs, ideas, and impressions that a person has about an object. Keller (1993), on the other hand, defined brand image as a collection of consumer beliefs about a brand. Na et al. (1999) linked brand image to customer perception, stating that image cannot be determined solely by attribute measures, but must also incorporate measurements of consumers' perceptions of the brand's value and advantages. As a result, it asserts: H2. Consumer impression will not be positively influenced by brand image.



In Figure: Conceptual framework

CONSUMER PERCEPTION AND BRAND LOYALTY

Humans, unlike machines, are capable of perception. It is an emotion based on a conclusion reached using the available facts and the consumer's thinking in processing the information. Human perception allows them to make critical decisions or can reflect those decisions. It all leads to the most essential purchase choice.

Purchasing entails making an investment in a brand in order to improve it.

The underlying research will be focused on determining how much brand perception influences brand awareness and loyalty for these brands. If consumer perception plays a role and there is a link between consumer perception, brand awareness, and brand loyalty for these brands, several conclusions can be derived. The goal of the project is to meet the demand for marketing research, which is critical in today's

industry. The brand's total sales turnover is determined by consumer buying decisions. If customers have a favourable impression of a brand, it means they are more loyal and will continue to be potential customers as long as they are getting good value for their money.

Thus, it posits:

H3. Consumer perception will not be positively associated with Brand loyalty.

GENDER AND LOYALTY INTENTIONS

Both the corporate and academic worlds have been fascinated by the concept of customer loyalty (Oliver 1999; Reichheld 2001). Simultaneously, academic research has shown significant disparities in male and female consumers' cognitive processes and behaviour (Fisher and Dubé 2005; Meyers-Levy 1988, 1989; Meyers-Levy and Maheswaran 1991; Meyers-Levy and Sternthal 1991). The widespread usage of gender as a segmentation variable in marketing practise reflects these distinctions. Despite the importance of customer loyalty on one hand and gender differences on the other, little is known about the existence and nature of customer loyalty gender differences.

This is surprising because, if male and female loyalty varies, men and women may require different selling approaches, have different degrees of customer value, and may respond differently to loyalty programmes and other measures targeted at increasing customer loyalty. Males have lower degrees of loyalty than females, according to stereotypes (e.g., Blumstein and Schwartz 1983; Hansen 1987).

Thus, it posits:

H4. Gender will not be positively associated with loyalty intentions.

GENDER AND CONSUMER PERCEPTION

According to self-congruency theorists, customers buy items and brands that are compatible with their self-images (Rosenburg, 1979; Ross, 1971; Sirgy, 1982/1986). Gender identification is perhaps the most

essential and central aspect of one's selfimage (Kates, 2002; Palan, 2001), and this gender-self has considerable congruency impacts on brand perceptions and decisions (Sirgy, 1982/1986). In a wide range of marketing strategies, the gender-self is sought. Marketers not only utilise sex as a segmentation variable, but they also employ gender-related clues in a brand to build implicit connotations. Furthermore, customers' gender identity and sexual orientation have been utilised to target consumers in growing gender-market segmentations like "Metrosexual:" heterosexual males who are hip, concerned about their appearance, and in touch with their feminine side. However, studies that solely record biological sex and treat it as the sole determinant of gender-related behaviour abound in the marketing literature. Gender is frequently interchanged with sex because it is a convenient dichotomous variable for researchers to measure and analyse the consumerist implications of gender. This strategy ignores fundamental distinctions between sex and gender, resulting in skewed research and misleading depictions of complex gender-related marketing phenomena (Hirschman, 1993; Palan, 2001).

Since the 1960s, some academics have looked into how a consumer's gender identity (which comprises a combination of sex, psychological gender, and gender attitudes) influences their product and brand choices (Gould and Stern, 1989; Fischer and Arnold, 1990/1994; Palan, 2001). However, the findings of study have been varied. Individuals with a higher masculine-gender identification, for example, display individuals with a higher feminine-gender identity develop more positive attitudes toward and become more personally engaged with products and brands (Kempf, Palan, and Laczniak, 1997; Palan, 2001), while individuals with a higher masculine-gender identity develop more positive attitudes toward and become more personally engaged with products and (Gainer, 1993; Jaffe and Berger, 1988; Worth, Smith, and Mackie, 1992). As a result, a key question is whether gender identification can accurately predict any of the numerous aspects of consumer-based brand equity. Customer engagement has been identified as a possible link between gender and consumer perception (Fischer and Arnold, 1994; McCabe, 2001; Sirgy, 1982), hence this study looks at the research gap between gender identification and brand loyalty via the perspective of a consumer's level of product involvement.

Thus, it posits:

H5. Gender will not be positively associated with consumer perception.

GENDER AND BRAND IMAGE

Consumer perceptions of a brand include attitudes toward the brand (Monga & John, 2007; Shen & Chen, 2007); attitudes toward the brand's advertisement or communication (Shen & Chen, 2006; Lee & Labroo, 2004); perceived quality of the brand (Keller & Lehmann, 2006; Essoussi & Merunka, 2007); memorability (Volckner & Sattler, 2007); brand value or equity (Buchanan et al. (Shiv et. al., 1997). When a brand is discussed, the first word or image that springs to mind is its image. It is fragile, and fresh information or media pundits can change it (O'Shaughnessy, 2003). The brand image is the consumer's mental representation of the brand. In western societies, a brand image might resemble a person with distinct traits. It can be quality and the symbol of trust in a corporation in a collectivist culture like Malaysia. Consumers will assign brand qualities to the brand that match their mental maps, and from there, a brand image will emerge (De Mooij, 2005).

Thus, it posits:

H6. Gender will not be positively associated with brand image.

BRAND IMAGE, CONSUMER PERCEPTION AND

LOYALTY INTENTIONS

The ever-changing marketing landscape and global competitiveness have elevated the role of brand to new heights. At the same time, everyone is a customer of multiple brands. The quality benefits supplied by a brand have an impact on the consumer's decision and usage of that brand over time, especially when it comes to food and cosmetics brands. Consumer satisfaction is determined by comparing the product's actual performance to the performance he expected from its use. According to Philip Kotler (2008), satisfaction refers to a person's feelings of pressure or disappointment as a result of a product's perceived performance (outcome) in comparison to his or her expectations. If the perceived benefits turned out to be almost same as expected, customer is highly satisfied and that is how the company achieves loyalty of the customer towards the

products.

Thus, it posits:

H7. There will not be positive relationship between brand image, consumer perception and loyalty intentions.

CONSUMER PERCEPTION

Retailers hope to enhance sales by figuring out what motivates their customers to buy. Consumer perception theory tries to explain consumer behaviour by looking at why people buy or don't buy certain things. The concept of sensory perception is applied to marketing and advertising by consumer perception. Consumer perception, like sensory perception, is concerned with how people receive and process sensory stimuli through their five senses. Consumer perception theory is used by retailers to determine how and what their customers think of them. They also employ consumer perception theory in the development of marketing and advertising strategies aimed at retaining existing customers while attracting new ones. Three areas of consumer perception theory relate to consumer perception theory: self-perception, price perception and perception of a benefit to quality of life.

Self Perception

Self-perception theory tries to explain how people come to comprehend the motivations behind their own actions. Customers' self-perception is linked to the values and reasons that drive purchasing decisions, which is an important part of consumer perception theory. For example, researchers at the University of Massachusetts at Amherst investigated how consumers' self-perception influenced their purchasing decisions. The study looked into whether customers believed their purchasing habits had a real impact on the environment.

environmental impact, for example. The researchers came to the conclusion that a consumer's self-perception influenced whether or not they prioritised socially conscious purchasing and consumption patterns. When it came to purchasing decisions, customers who saw themselves as socially conscious tended to give more weight to matters like environmental effect than those who did not.

Price Perception

While mass merchandisers like Wal-Mart highlight low costs as an inherent virtue, premium retailers strive to attract to potential customers by emphasising quality and value for money. In determining whether online shoppers would make repeat purchases through the same website, researchers from LaSalle University's School of Business Administration and Drexel University's LeBow College of Business considered several factors, including price perception (whether consumers believed they were being charged fair prices). The researchers came to the conclusion that pricing perception had a significant impact on whether customers were satisfied with their purchases and whether they would buy again. The perceived quality of the goods or service in question, as well as pricing comparisons with merchants selling similar merchandise or services, influenced price

Benefit Perception

"It's excellent for you and it's good for the environment." This phrase is commonly connected with food advertising and is recognisable to many people. Customers were questioned by researchers from Marquette University, Louisiana State University, and the University of Arkansas to see how nutrition claims on food affected their assessment of the meal's nutritious content. Consumers, the researchers discovered, are sceptical of broad, unsupported claims of improved nutrition, particularly when it comes to items with high nutritional content but are generally seen as harmful. Consumers would also show a trend toward scrutinising nutrition claims and demanding more particular information about the goods they buy, according to the study.

Conceptual Analysis of Customer Perception

Vishal Kumar Laheri, University of Delhi, Delhi, India, Research Scholar FMS Anupam is a Research Scholar at the University of Delhi's FMS. Marketing as a discipline has developed over time, with the conventional concept stating that things are made to be sold to customers, and modern marketing stating that commodities are produced in response to customer wants and desire. The present marketing management focuses on meeting client needs while minimising environmental impact. The current study focused on organic food and cosmetic product categories to examine customer attitudes toward these items. To learn more about the organic industry in India, six manufacturers were interviewed, three from organic food and three from organic cosmetics. In the second phase, 45 respondents were interviewed to learn about their organic food and cosmetic purchase decisions. The findings show that customers are not well informed on organic products. The study found various facilitators and barriers to organic food purchase, providing marketers with guidance for better understanding consumer attitudes and preferences toward organic food and cosmetic items.

COMPETITORS:

-

1-Hindustan Unilever Limited(HUL)



Hindustan Unilever Limited (HUL) is India's largest FMCG firm, having a history stretching back over 80 years. On any given day, nine out of ten Indian homes use our products to feel better, look better, and get more out of life, providing us with a once-in-a-lifetime opportunity to shape a brighter future. Every day, HUL strives to make the world a better place by providing products and services that make people feel good, look good, and get more out of life. Soaps, detergents, shampoos, skin care, toothpastes, deodorants,

cosmetics, tea, coffee, packaged snacks, ice cream, and water purifiers are just a few of the 35 brands available. Across India, the Company is a part of millions of people's daily lives. Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sunsilk, Pepsodent, Closeup, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's, and Pureit are among the company's major household brands. The company employs approximately 18,000 people and generates revenue of INR 34619 crores (financial year 2017- 18). HUL is a subsidiary of Unilever, one of the world's largest food, home care, personal care, and refreshment companies, with sales in over 190 countries and a 2017 revenue of €53.7 billion.

Unilever has over 67% shareholding in HUL.

2-Dabur



Dabur (Dabur India Ltd.) is a leading Ayurvedic medicine and natural consumer products manufacturer in India. Dabur Pharma Ltd was formed in 2003 after the company's pharmaceutical division was demerged. In June 2008, Fresenius SE purchased a 73.27 percent equity investment in Dabur Pharma for Rs 76.50 per share. From the common cold to permanent paralysis, Dabur's Healthcare Division has over 260 items to address a variety of diseases and body disorders. Dabur International, a wholly owned subsidiary of Dabur India, previously possessed shares in Weikfield International, situated in the United Arab Emirates, which it sold in June 2012.

3- Baidyanath Ayurveda



Shree Baidyanath Ayurved Bhawan was created in 1917 by late Pt. Ram Dayal Joshi with the goal of supplying India's population with effective and widely available medications. The company's legacy is forever entrenched in its desire to attain excellence and create new standards. His whole purpose in life was to heal people. Baidyanath Ayurveda, the oldest and pioneer of Ayurvedic Medicine, has evolved with the times, meeting the current demands of today's patients and focusing on wide-spread availability of high-quality medications at reasonable costs throughout the country.

LITERATURE REVIEW

- 1- **(Lee, 2005)**: In the case of China, this study explains the five steps of the customer decision-making process. The researcher is particularly interested in demographic factors such as gender, education, income, and marital status, which influence customer decision-making when purchasing imported health food products. In order to achieve the research's goals, the author used the questionnaire approach. 18 The impact of family members on the consumer decision-making process of purchasing imported health food products was significant, according to an analysis of five stages of the consumer decision-making process.
- 2- **(Mueller, 1954)** : Only one-fourth of the buyers in her sample bought with any degree of deliberation, according to the study. The Marshallian model ignores the fundamental question of how consumer preferences for products and brands are established.
- 3- **(Blackwell, 2006)** : According to this study the Five Stages Model of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definitions of five stages, all of them have common views as they describe the stages in similar ways. One of the common models of consumer decision making process has been offered.
- 4- **(P. Guru Ragavendran, 2009)** : This report underlined the survey's contribution to understanding customer perceptions of brand awareness and product positioning in the market. Consumers' expectations for shampoos were found to be quality, benefits, and packaging. Based on the findings, integrated marketing is recommended.
- 5- **Communication** was suggested; as a result an improvement of 8% to 12.6% was observed in target population.
- 6- **(Isidora Samojlik 1, 2013)** : This study demonstrates how herbal medicines are used in modern society for health maintenance, the treatment or prevention of minor ailments, and the prevention of some chronic diseases, and how they are frequently used in conjunction with conventional medicine in the treatment of more serious and/or chronic conditions.

- 7- **(Ashok D.B. Vaidya, 2007)** : According to this analysis, the Indian herbal medication business is growing at around \$1 billion per year, with herbal crude extract exports at around \$80 million. These pharmaceuticals account for about half of the natural medicine market.
- 8- **(Majumdar, 2009)** : This journal focuses on consumer behaviour and decision-making, and provides many practical insights from the Indian market. It also helps to understand some of the basic questions about consumers (also known as buyers, shoppers, and so on) in India, such as: "How do people make choice decisions in the market place?" What elements might have an impact on the act of shopping or purchasing? Why do customers behave the way they do?" This journal article aims to provide some useful responses to such fundamental questions about consumer psychology.
- 9- **(Dr. Preeti Shukla, 2016)** : The Patanjali Ayurved Ltd., often known as PAL, is an Indian FMCG company that has experienced exceptional growth in the previous five years. This research examines the various elements that helped Patanjali Ayurveda succeed.
- in the fiercely competitive Indian FMCG market Baba Ramdev, an Indian ascetic and yoga instructor, is the driving force behind Patanjali Ayurved Ltd. The research details the development of Patanjali Ayurved Ltd and the crucial role played by Baba Ramdev in bringing it to this point. The case study's SWOT analysis examines PAL's strengths, weaknesses, opportunities, and threats, as well as different USP that contribute to the company's success.
- 10- **(O.Sangeetha, 2017)** : According to this report, India would be one of the primary markets from which future development is anticipated to emerge, according to global corporations. All Patanjali and organic stores carry Ayurvedic and herbal treatments. Customers choose Ayurvedic products because they are affordable and effective. Patanjali must fulfil the claims made by the company in order to retain more clients and please them before any other brand emerges and takes away the benefits of spiritual marketing. Patanjali has established a strong market position and a positive image in the eyes of buyers in a short period of time.
- 11- **(Khanna, 2015)** : her study on "*customer Perception towards Brand: A Study on Patanjali*" explained us the factor influencing the Patanjali brand. Consumer perception towards a brand depends on the satisfaction of after using the product by the customers. It

was found that majority of the users are satisfied from Patanjali products which will help them in customer retention.

- 12- **(B. Nagaraju, 2014)**: in their study “*Consumer perception analysis and Market awareness towards eco-friendly FMCG products*” analyzed the fact that the customers give more preference to eco- friendly FMCG products as they are very health and environment cautious. Patanjali has rightly marketed its products in the same category.
- 13- **(Kundu, 2013)** : this study shows that the “Consumer perception towards the FMCG in rural market” and tells about the rural customers are mainly influenced by media, print advertisement and word of mouth. It plays a significant role in the buying decision of the customer in the rural areas.
- 14- **(DR. D.T. SHINDE, 2017)** : According to this survey, Patanjali products have a considerable market presence and have attracted a large number of customers in a short period of time. Patanjali Ayurvedic Kendra Private Limited opened its doors in Pantnagar with 26 medicinal, food, and cosmetic goods. The most common complaint from customers was a lack of products on Patanjali Ayurvedic Kendra. Patanjali should provide detailed information regarding its products, according to customers. The delivery system, as well as product supply frequency, could be enhanced. In order to boost consumer acceptability, greater and clear advertising, as well as a promotional camp accompanied by medical counselling, was felt.
- 15- **(G. Ganesh, 2015)** : Satisfaction creates brand loyalty once customers use the product, according to their study "Consumers perception towards Brand loyalty of FMCG items." In the perspective of customers, product knowledge and awareness are critical in establishing brand image and loyalty.
- 16- **(MONA CHAUDHARY, 2014)** : in their study “Perception of Young consumer towards Cause Marketing of FMCG Brands” concluded that the contribution made by the company for development of the society plays an important role in the market. This initiative of the company create good brand image in the society and attracts the youths.
- 17- **(Sharma, 2015)** : "Consumer Perception of Online Grocery Stores," according to their research. Customers like to buy groceries online since it saves them time and money. The customer purchases things

online based on promotions, discounts, product availability, free home delivery, and cash on delivery options.

- 18- **(Ms. Sandhya Rani, 2012)** : Patanjali Ayurvedic Kendra is a type of medical store where all the medicines of Baba Ramdev are available any time and people can get easily these medicines in efficient price. Patanjali Ayurvedic products are pure and effective, scientifically developed Herbomineral medicines prepared by Swami Ramdevji and Acharya Balkrishnaj. On the bases of the study it can be concluded that Patanjali products have gained significant place in the market and captured quite a huge lot of consumers within a short period of time.
- 19- **(R. Shanthi, 2015)** : "The Consumer Perception of Online Shopping," according to their research. The majority of respondents are satisfied with online shopping and feel at ease because sellers provide them with more offers and an easy return policy. It also saves both time and money on transportation.

OBJECTIVES OF THE STUDY

- 1- To analyze the consumer buying behavior of Patanjali products in Ghaziabad region.
- 2- To investigate the brand perception of Patanjali Products from the point of view of its consumer base.
- 3- To study the satisfaction level of consumers regarding Patanjali products.

RESEARCH METHODOLOG

Research design

The set of methodologies and procedures utilised in collecting and assessing measures of the variables indicated in the research challenge is referred to as a research design. The study type (descriptive, correlation, semiexperimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study, research problem, Hypothesis independent and dependent variables, Design of experimental design, and, if applicable, data collection methods and a statistical analysis plan) are defined by the design of the study. The structure for finding answers to research questions is known as research design.

SOURCES OF DATA

After defining a research problem and developing a research plan, the work of data collection begins. When deciding on the technique of data collecting to be used for the study, the sources of data must be clearly identified.

There are basically two sources of data:-

1-Primary Data Source: The primary data are those that are obtained for the first time for the purpose of problem solving and hence have a unique character. It is available from individuals, families, and representatives.

2-Secondary Data Source:

Secondary data are ones that have already been acquired by someone else and must be decided which have already been statistically processed. Books or journals, reports, data services, and computer data banks are examples of external sources. Primary sources of data were employed by me for this project study in the context of the project research. The questionnaire is the primary data source.

SAMPLING PLAN

Sampling Unit:

The sample unit is the entity that we must adhere to throughout the research project. Individuals make up the majority of the sampling unit in this project study.

Sampling Size:

It is very significant in the research. The population is represented by the samples. This is the number of items to be chosen from the universe to make up a sample. With the foregoing constraints in mind, 100 respondents were chosen for the project research. It has been attempted to ensure that samples are drawn from various strata.

1- Sampling Methods:

There are other sampling methods, but for my research study, I choose the Non-probability Sampling Method. I've also taken Convenience Sampling under that. In order to obtain the data, I created a basic questionnaire.

2-Data Collection Method:

Data collection is done basically in three ways: Observation Method, Survey Method and Questionnaire. And in the context of my project study, I have selected questionnaire method for collecting the data.

3-Data Analysis & Interpretation:

The data acquired by the questionnaire is used to conduct the data analysis. Findings are derived from the data collected. The information is tallied, and a frequency distribution graph is created.

4-Data Analysis By Charts:

Charts make easy to understand. Therefore I have use pie chart to present the data.

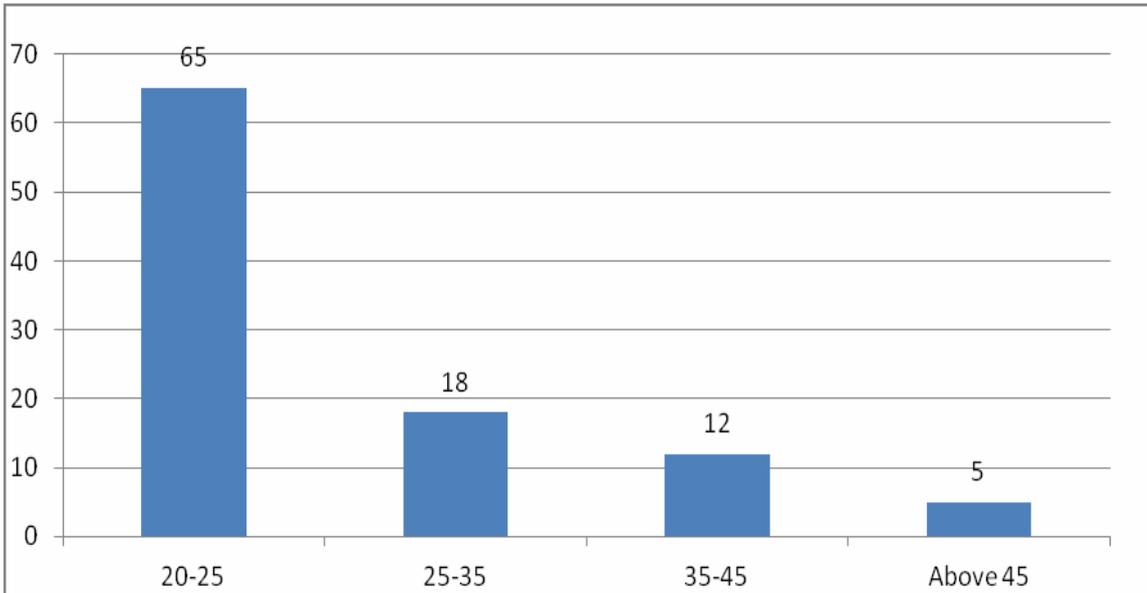
DATA ANALYSIS AND INTERPRETATION

I-Personal Information

Table -1 : Respondent's Age

S. NO	Age	No. of Respondent's	Valid percentage
1	20-25	65	65%
2	25-35	18	18%
3	35-45	12	12%
4	Above 45	5	5%
	Total	100	100%

Fig-1: Respondent Age



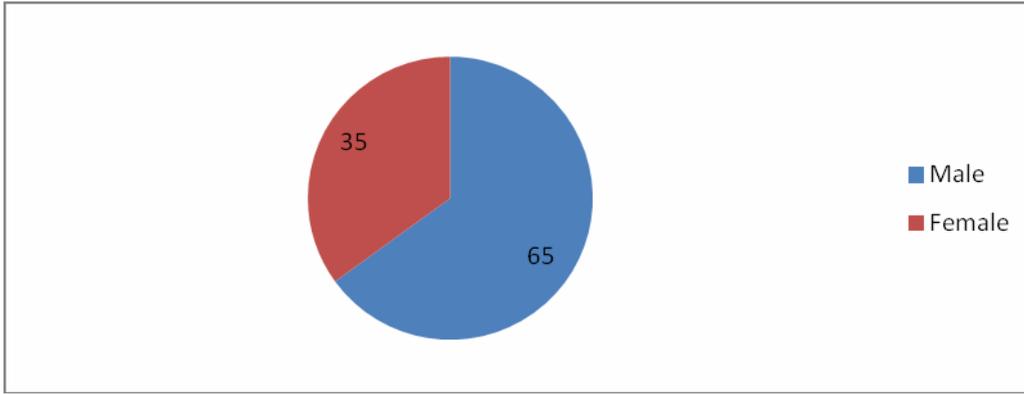
Interpretation: From the above graph we shows that the 65 percent respondent are above age of 20-25 years and the 18% of the respondent are in between the 25-35 years. In this graph there is small percentage of respondent which age Above 45. So majority of respondent are above 20-25 year.

Respondent’s Gender

Table-2: Respondent Gender

S.No	Gender	No. of Respondent’s	Valid Percentage
1	Male	65	65%
2	Female	35	35%
3	Total	100	100%

Fig-2: Respondent Gender

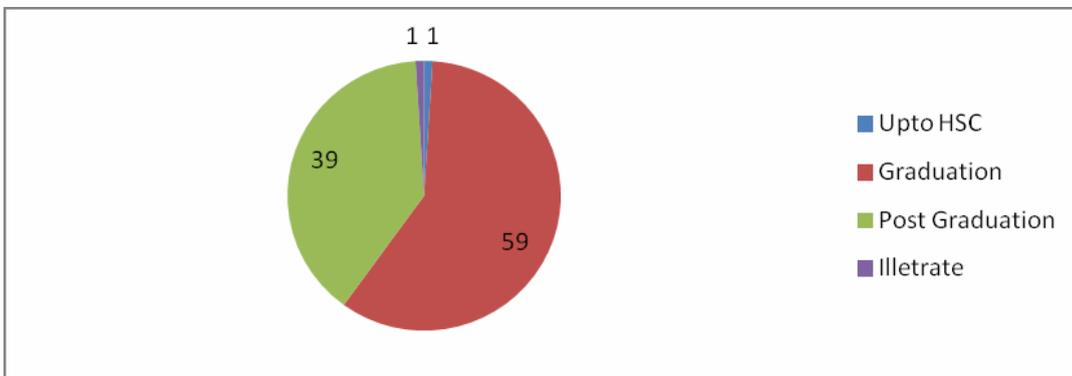


Interpretation: From the above, it is clear that 65% of the total respondents are male and 35% of the total respondents are female. Therefore, we can conclude that the majority of the respondents belong to the male category.

Table -3: Respondent Qualification

S. NO	Qualification	No. of Respondent's	Valid percentage
1	Up to HSC	1	1%
2	Graduation	59	59%
3	Post-Graduation	39	39%
4	Illiterate	1	1%
	Total	100	100%

Fig-3: Respondent qualification



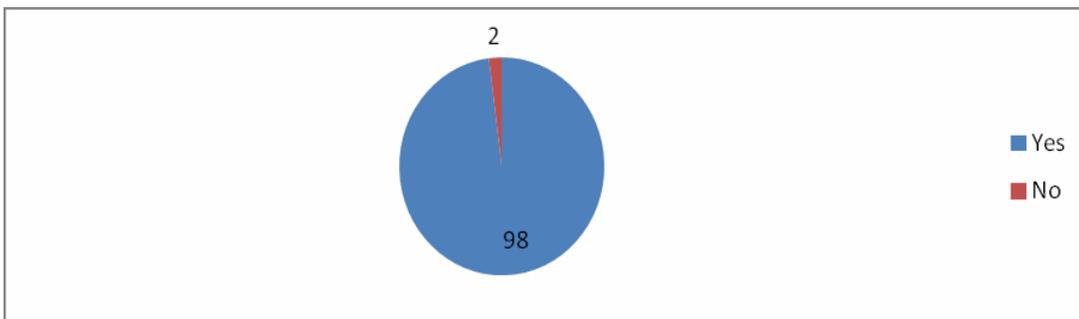
Interpretation : From the above graph, we shows that the 59% Respondent are Graduate and 39% of respondent are post graduate and 1% percent respondent are Illiterate and up to HSC. So majority of respondent are 59%.

Q-1 Are you aware of Patanjali products?

Table-4: Awareness Percentage of Patanjali

S. No	Particular	Frequency	Valid percent
1	Yes	98	98%
2	No	2	2%
3	Total	100	100%

Fig-4: Pictorial Representation of Percentage



Interpretation

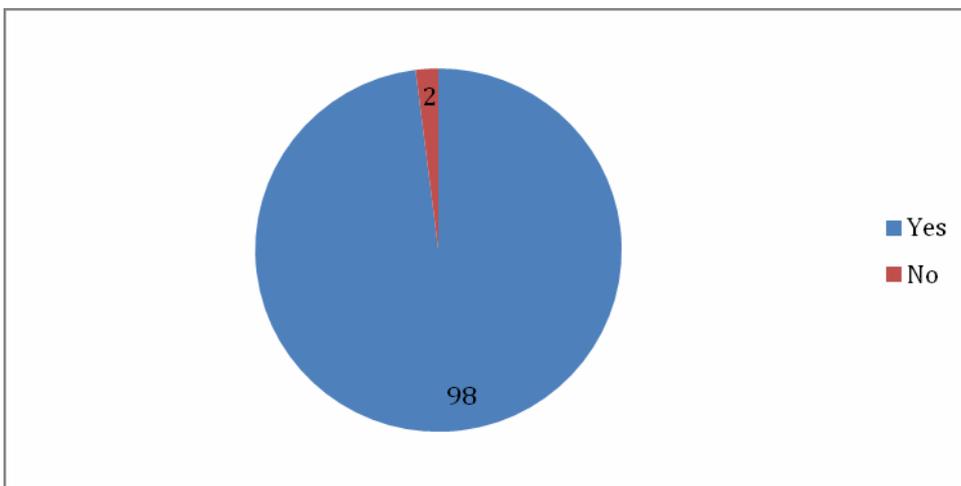
98% respondent are aware of Patanjali product and 2% respondent are not aware of Patanjali product. So majority of the respondent are aware of Patanjali products.

Q.2 Have you used any product of Patanjali brand?

Table-5: Usage Percentage of Patanjali Products

S. No	Particular	Frequency	Valid Percent
1	Yes	98	98%
2	No	2	2%
3	Total	100	100%

Fig -5: Pictorial Representation of Usage Percentage



Interpretation: 98% people have used a Patanjali product and

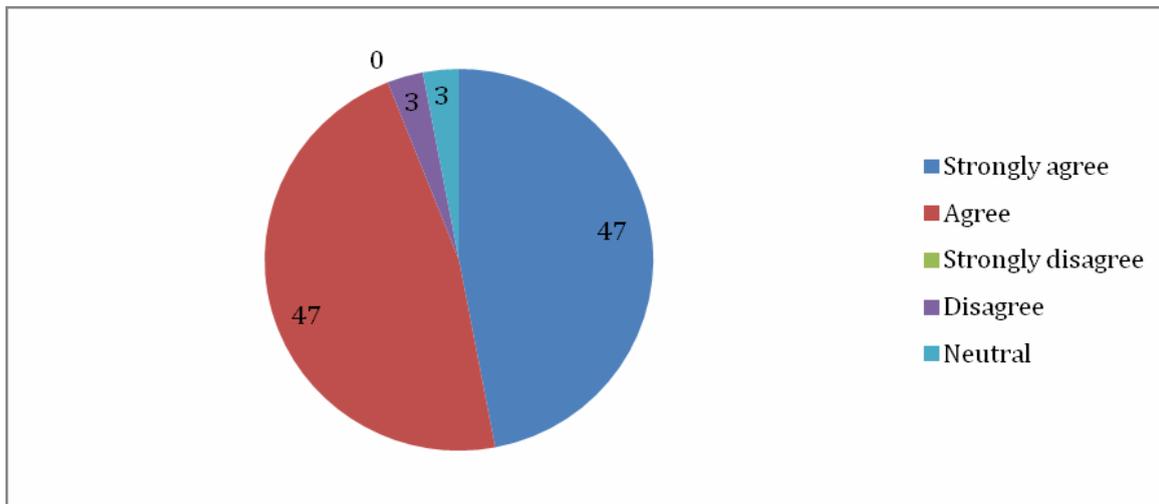
2% respondent are not use of Patanjali product.

Q3.Do you agree Patanjali offers a large variety of products?

Table -6: Percentage of People Agreeing to the Variety offered by Patanjali

S. No	Particular	Frequency	Percent
1	Strongly agree	47	47%
2	Agree	47	47%
3	Strongly disagree	0	0%
4	Disagree	3	3%
5	Neutral	3	3%
6	Total	100	100%

Fig-6: Pictorial Representation of the People Agreeing



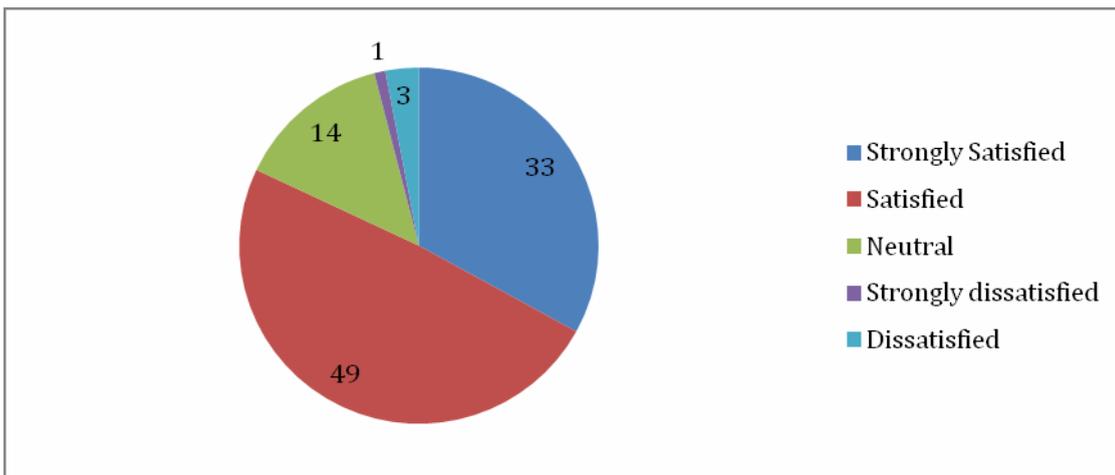
Interpretation: 94% people strongly agree that Patanjali offers large variety of product while 6% people think that Patanjali has not offers large variety of product.

Q.4 How satisfied are you with the products offered by Patanjali

products? Table-7: Percentage of Satisfaction of Consumers

S. No	Particular	Frequency	Percent
1	Strongly Satisfied	33	33%
2	Satisfied	49	49%
3	Neutral	14	14%
4	Strongly dissatisfied	1	1%
5	Dissatisfied	3	3%
6	Total	100	100%

Fig-7: Pictorial Representation of Satisfied/Dissatisfied Consume



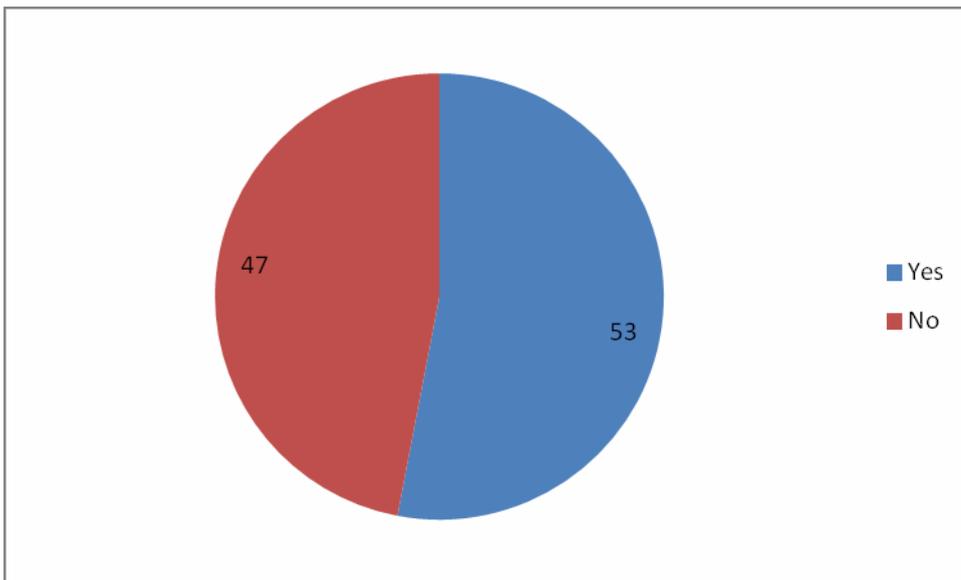
Interpretation: 82% customer thinks that the strongly satisfied of Patanjali products and 14% customer are neutral of the Patanjali products or 4% costumer are Dissatisfied of Patanjali.

Q.05-Have you faced any problems while using the products?

Table-8: Percentage of Consumer Feedback

S.No.	Particulars	Frequency	Percent
1	Yes	53	53 %
2	No	47	47 %
3	Total	100	100%

Fig-8: Pictorial Representation of Consumer Feedback



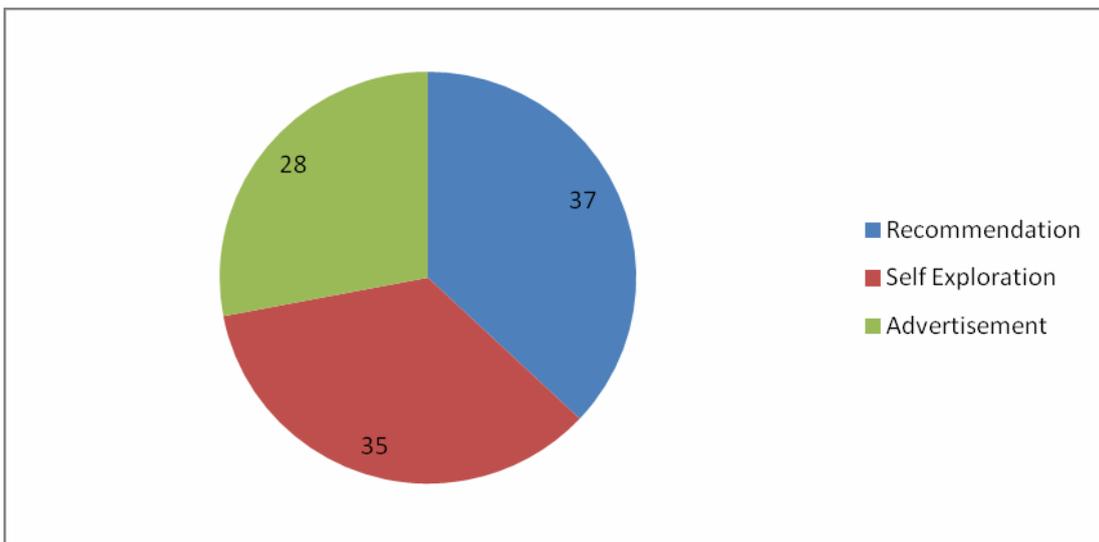
Interpretation: 53 % customer have not faced any problems of Patanjali products and 47 % customer are facing some problems..

Q.06- How Do You Come To Know About Patanjali

Products? Table-9: Reason for Choosing Patanjali Products

S. No.	Particulars	Frequency	Percent
1	Recommendation	37	37%
2	Self-Exploration	35	35%
3	Advertisement	28	28%
4	Total	100	100%

Fig-9: Pictorial Representation of Reason for Choosing Patanjali



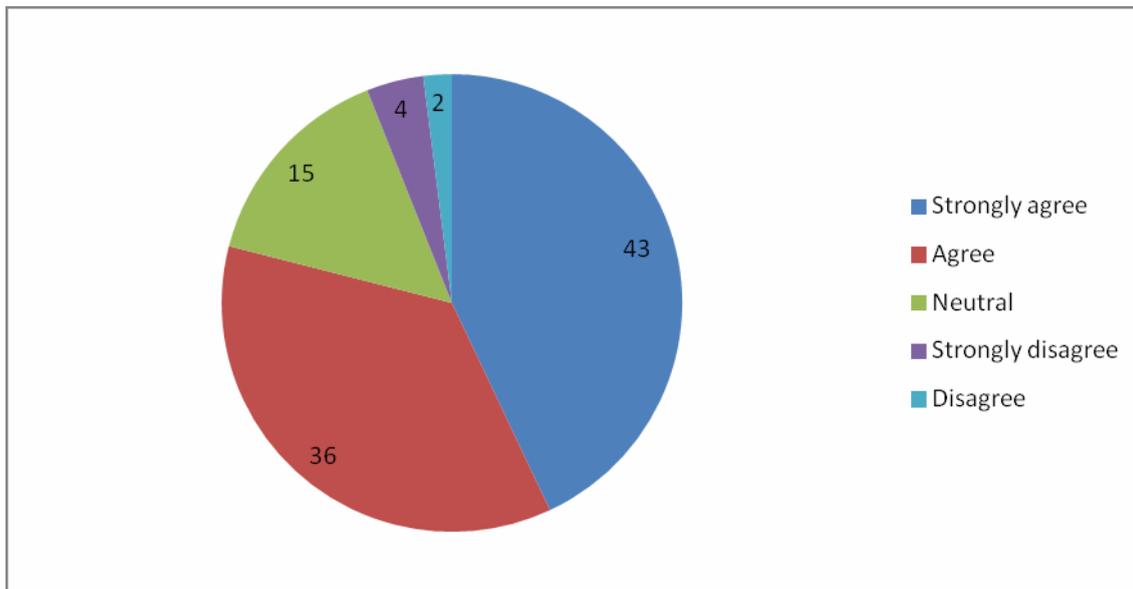
Interpretation: 37% customer Recommending for Patanjali products and 35% customer Self Exploration to Patanjali product And 28% Customers Advertisement to Patanjali Products.

Q. 7. Are the products of Patanjali value for money?

Table-10: Percentage of People Agreeing to the Brand Value

S. No	Particular	Frequency	Percent
1	Strongly agree	43	43%
2	Agree	36	36%
3	Neutral	15	15%
4	Strongly disagree	4	4%
5	Disagree	2	2%
6	Total	100	100%

Fig-10: Pictorial Representation of People Agreeing to the Brand Value



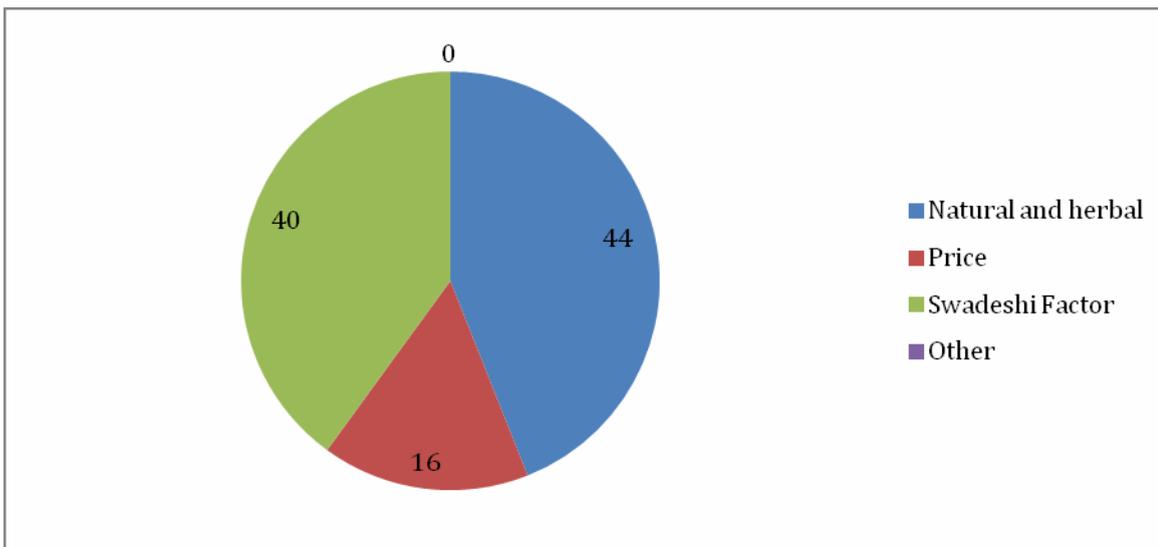
Interpretation: 79% customer thinks that the price of Patanjali products are fair but 21% customer thinks that the price of the product are not fair.

Q.8-Why is the reason you prefer Patanjali products over others?

Table-11: Reason For the Preference of Patanjali over others

S. No	Particular	Frequency	Percent
1	Natural and herbal	44	44%
2	Price	16	16%
3	Swadeshi Factor	40	40%
4	Other	0	0%
5	Total	100	100%

Fig-11: Pictorial Representation of Reason for Preference



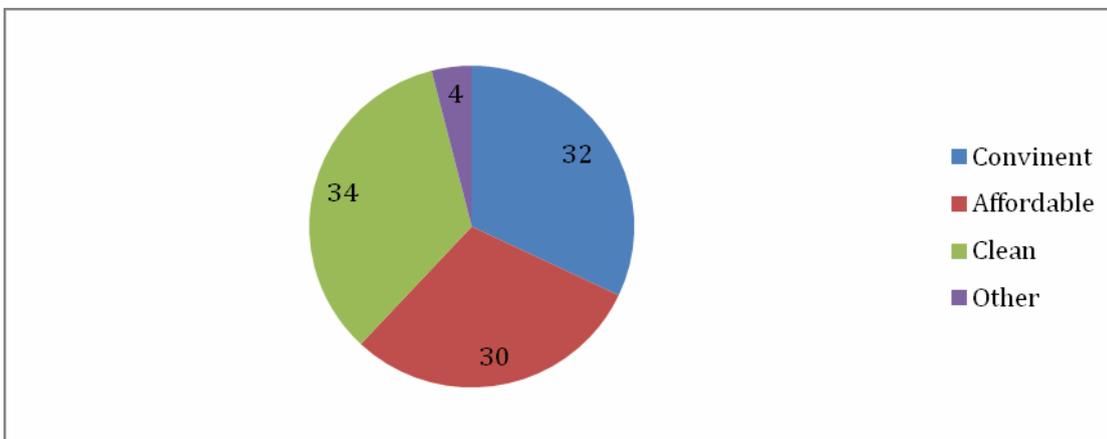
Interpretation: 44% customer thinks that the strongly satisfied of Patanjali products and 14% customer are neutral of the Patanjali products or 4% costumer are Dissatisfied

Q.9- Please indicate the reason why you prefer Patanjali

product? Table-12: Reason why you prefer Patanjali product

S. No	Particular	Frequency	Percent
1	Convenient	32	32%
2	Affordable	30	30%
3	Clean	34	34%
4	Other	4	4%
5	Total	100	100%

Fig-12: Pictorial Representation of Reason for why you prefer Patanjali product



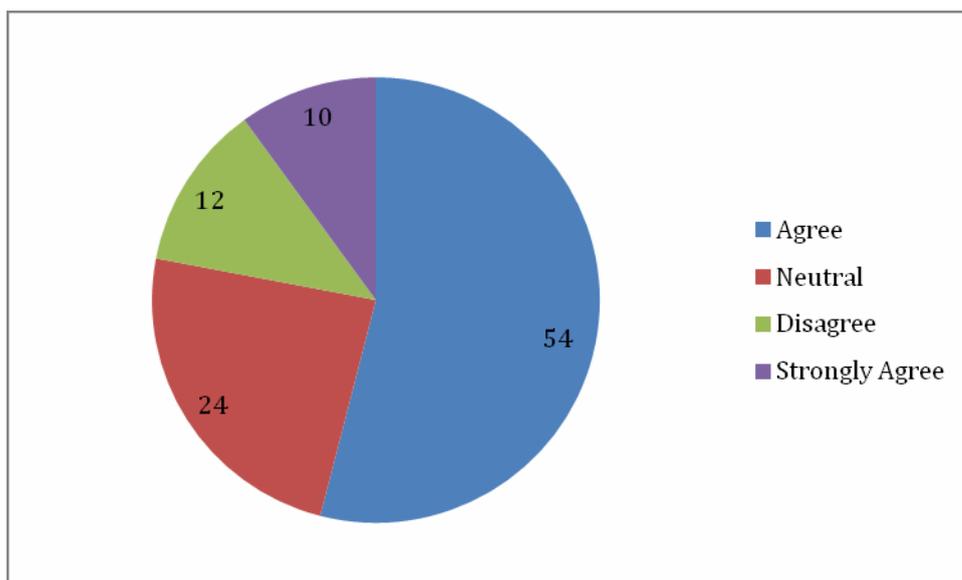
Interpretation: 34% People thinks that Patanjali Product are clean and 32% people thinks that Patanjali product are Convenient or 30% people thinks that Patanjali products are affordable.

Q.10- Do you agree that Patanjali products are organic?

Table-13: Percentage of People Agreeing to the Organic origin of Patanjali Products

S .No.	Particular	Frequency	Percent
1	Agree	54	54%
2	Neutral	24	24%
3	Disagree	12	12%
4	Strongly Agree	10	10% x
5	Total	100	100%

Fig-13: Pictorial Representation of People Agreeing to the Organic Origin of Products



Interpretation: 54% People agree to Patanjali Product and 24% people thinks that Patanjali product are Neutral and 12 people are disagree to Patanjali Products or 10% people strongly agree.

FINDINGS OF THE STUDY

The Data collected through 100 questionnaire is analyzed. Out of 100 users, dominant portion i.e. nearly 2/3rd of the users age between 15-23 years. Looking at the gender distribution, 70% of the users taken under study are female who can perceive to be more interested in buying herbal cosmetics. In Occupation frequency, nearly half of the username students who are pursuing studies followed by 35% of service class

users. Over 94% of the people have used Patanjali Products. 77% people strongly agree that Patanjali offers large variety of product while 17% people think that the Patanjali has not offers large variety of product. 71% customer believes that patanjali product is good packaging while 29% customers fully agreed that Patanjali have natural ingredients .67% customers are satisfy with Patanjali product while 33% customer are not satisfy with Patanjali product.50% of the people came to know about Patanjali through advertisements 30% on recommendations whereas 20% on self-exploration.

LIMITATIONS OF THE STUDY

Every attempt will be taken to obtain error free and meaning

full result but as nothing in this world is 100% perfect I believe that there will be still the chance for error on

account of following limitations:-

(A) Limited no. of Respondents. (B) Time limitation for completing the project. (C)The data obtained in some cases may be biased.

(D)Difficulty in communicating within the city while conducting the survey.

The Information obtained from the Consumer based on questionnaire was assumed to be factual. Since the survey is based on sampling method, It does not disclose the character of entire customer.

Product unavailability for the consumer in the market is one of the biggest limitation for a Patanjali product.

CONCLUSION

Patanjali has given a headache to many marketers with its unconventional ways of marketing. 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. A point to note is that many people are buying Patanjali products due to the hedonic value attached to the products. Hence, Patanjali (unlike its competitors) is attracting brand- loyal customers and not price- sensitive customers.

RECOMMENDATION

To make a successful product, Patanjali's marketing strategy should attract long term consumers. Most of the Patanjali consumer are facing problem like ; products are not available in the market regularly. They can increase their distribution channel. The company can find the competency of the products in various fields of marketing management. The customer can be better served by knowing the expectations. The management can understand the factors those have any relation with the customer satisfaction. Improvement of products will definitely create lead in the market. It will help the marketing communication agenda.

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APPENDIX

Questionnaire

Q-1 Are you aware of Patanjali Products?

- Yes No

Q.2 Have you used any product of Patanjali brand?

- Yes No

Q3.Do you agree Patanjali offers a large variety of products?

- Strongly agree
 Agree Neutral Disagree Strongly Disagree

Q. 4 How satisfied are you with the products offered by Patanjali products?

- Strongly Satisfied Satisfied Neutral Dissatisfied Strongly Dissatisfied

Q.05-Have you faced any problems while using the products?

- Yes No

Q.06- How do you come to know about Patanjali products?

- Particulars Recommendation Self-Exploration Advertisement

Q. 7. Are the products of Patanjali value for money?

- Strongly agree
 Agree Neutral Disagree Strongly Disagree

Q.8-What is the reason you prefer Patanjali products Over Others?

- Natural and Herbal Price Swadeshi Factor Other

Q.9- Please indicate the reason why you prefer Patanjali product?

- Convenient Affordable Clean Other

Q.10- Do you agree that Patanjali products are organic?

- Strongly agree

- Agree Neutral Disagree Strongly Disagree