

## Impact of Digital Marketing on Transformation of Patanjali Ayurvedic Products

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### Abstract:

India is a land of ancient rich cultural of ayurvedic medicines. There are abundance of herbs and shrubs which only founding India and have miraculous impacts some of major diseases and a great help to mankind. Patanjali Ayurvedic is one of the giant Ayurvedic product making in India, which has expanded its business in very less span of time. With the advancement in technology the marketing techniques of the firms has also been totally changed and from the traditional marketing techniques now a day almost all the companies have stepped into the world of digital marketing, Patanjali Ayurvedic ltd. Has also increased its presence on digital world and has tried hard to improve their marketing strategies to get new customers around the globe. This study tries to evaluate the impact of digital marketing on Patanjali products through conducting a survey in Delhi NCR and Uttar Pradesh with sample size of 65 people.

**Keywords:** Patanjali, Digital Marketing, Ayurvedic, E-Commerce.

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**Introduction:** The use of digital platforms, channels, and technologies for the purpose of promoting and advertising goods, services, or brands is known as digital marketing. It includes a broad spectrum of electronic device and internet-based online marketing operations. All marketing initiatives that make use of computers or the internet are included in the category of digital marketing. Search engine optimisation (SEO), social media marketing, content marketing, email marketing, influencer marketing, online advertising (like Google Ads or Facebook Ads), and more are just a few of the many strategies and platforms that are included. Patanjali Ayurvedic has been one the business who have captured the market share in very

less span of time. In the era of rapid technological advancement, digital marketing has emerged as a powerful tool for businesses to connect with their target audience and expand their reach. Patanjali Ayurvedic Products, a renowned brand in the field of natural and traditional wellness, can leverage digital marketing strategies to enhance its visibility, engage consumers, and drive sales. A profoundly requesting lifestyle is convincing purchasers from one side of the planet to the other to accept web-based purchasing as an option in contrast to conventional trade. Individuals are urged to buy merchandise and organizations throughout the web to set aside time and cash. Organizations are putting seriously in innovation to utilize the On-Line as the shopping channel. There is not really any item, administration, or ware which isn't being sold through the On-Line. On-Line shopping is consistently acknowledged and perceived as a savvy, beneficial, and open medium to shop. Along these lines, it becomes fundamental for online retailers to consider online industrialism and how it is coming to fruition in the present period of quick globalization.

In recent years, the landscape of marketing has undergone a significant transformation with the advent of digital technologies. Traditional marketing strategies are increasingly being complemented, and in some cases replaced, by digital marketing approaches. This shift is not only evident in the consumer goods industry but also in the realm of Ayurvedic products, with companies like Patanjali embracing digital marketing to promote their offerings.

Patanjali Ayurved Limited, founded by Baba Ramdev and Acharya Balkrishna, has made a name for itself in the market by offering a range of Ayurvedic products that emphasize natural ingredients and traditional wellness practices. To further expand its reach and engage with a digitally savvy audience, Patanjali has integrated various digital marketing strategies into its overall marketing mix.

One of the key advantages of digital marketing for Patanjali is the ability to connect with a wide and diverse audience across different digital platforms. Social media platforms such as Facebook, Instagram, and Twitter have become powerful tools for promoting Ayurvedic products. Patanjali can leverage these platforms to share information about the benefits of Ayurveda, showcase product testimonials, and engage with customers in real-time.

In recent years, digital marketing has emerged as a powerful tool for companies to reach their target audience effectively and efficiently. Patanjali Ayurved Limited, a leading Indian consumer goods company, renowned for its range of Ayurvedic products, can significantly benefit from leveraging digital marketing strategies to enhance its brand presence, engage with customers, and drive sales.

Recent growth of the On-Line, the online organization field has witnessed a significant shift in cycles and advancements. The Indian web business market is the world's second-biggest behind the United States, representing 4 to 5 percent of all out-retail deals. That, yet it is additionally developing at an ordinary pace of 10 to 15%.

### **Literature Review:**

Anderson (1973) suggests that consumers attempt to reduce cognitive dissonance by aligning their impressions of a particular experience with their initial expectations. The study on the correlation between customer happiness, service quality, and service loyalty in Molta's banks found that customer satisfaction acts as a mediator in the impact of service. Customers should be regarded as valuable assets since they exhibit variations in their demands, preferences, purchasing behaviour, and price sensitivity. The reference is from Kuther and Cripps' work published in 1997.

S Anupriya (2017): This study emphasizes that consumer happiness is contingent upon comparing the actual performance of a product with the predicted performance.

Ksubbulakshani1 Geethamani(2017): The researchers examined the variables that impact customers' decision to buy Patanjali cosmetic goods. The researchers determined the level of customer satisfaction and highlighted the issues encountered by customers using Patanjali decorative goods.

Dr Ravindra and Sunita Yadav in 2017: Their study aimed to ascertain the customer perception and factor D (CA). Seema Gosher (2017): The survey has shown that those aged 15-45 constitute the primary demographic of buyers for Patanjali items. An observation was made that individuals between 15 and 25 tend to favour cosmetics, whereas individuals in other age groups tend to choose things connected to food.

Sambhavi Shukla (2017)[3] conducted a study on the efficacy of pricing strategies in marketing to attract many people to purchase Ayurveda items effortlessly. The tagline "Prakriti ka Ashirwad" aids in promoting Patanjali Ayurveda within the marketing mix. The success of the Patanjali brand can be attributed solely to the efforts of the Ambassador, Baba Ramdev. Patanjali Ayurveda offers a unique sales proposition through Unique Selling Proposition (USP) tactics. These techniques involve training 35,000 individuals to give yoga sessions throughout various locations in the country, as well as expanding yoga ashrams to meet client demands and minimize dissatisfaction. The primary factors contributing to Patanjali's significant success are the competitive price of its goods, the strong brand identification with Baba Ramdev, the simple and

natural packaging, and effective media advertising. 60% of individuals utilize Patanjali items weekly, while 40% utilize them monthly. Hence, the Patanjali mobile app facilitates clients in placing online orders under their specific requirements and preferences.

Neha Gupta and Vishal Garg (2016)[5] conducted a study on the impact of Ramdev's Patanjali on HUL and aimed to investigate the factors contributing to the rise in sales, as well as customers' perception and shifting attitudes towards herbal and Ayurvedic goods. Their report presents a comprehensive comparison analysis of Patanjali goods and other competing brands in the market. The remarkable triumph of herbal goods and medications resulted from meticulous strategic planning and exceptional yoga camps, spiritual talks, and retreats. It had a profound influence on individuals, both within India and beyond. The analysis indicates that "Patanjali Ayurveda Ltd" is ranked third, with a market capitalization of 40000. HUL is ranked seventh with a Market Capital of 17372.2.

### Objectives of Study:

1. To study the effects of digital marketing factors on Patanjali Ayurvedic Products.
2. To identify the people's perspective on the virtual presence of Patanjali Ayurvedic Products.

**Research Design:** It is a Descriptive Kind of research. Descriptive research is a research method that describes the characteristics of a population or phenomenon. It answers the "what" question, rather than how, when, or why the characteristics occurred.

### Source of data:

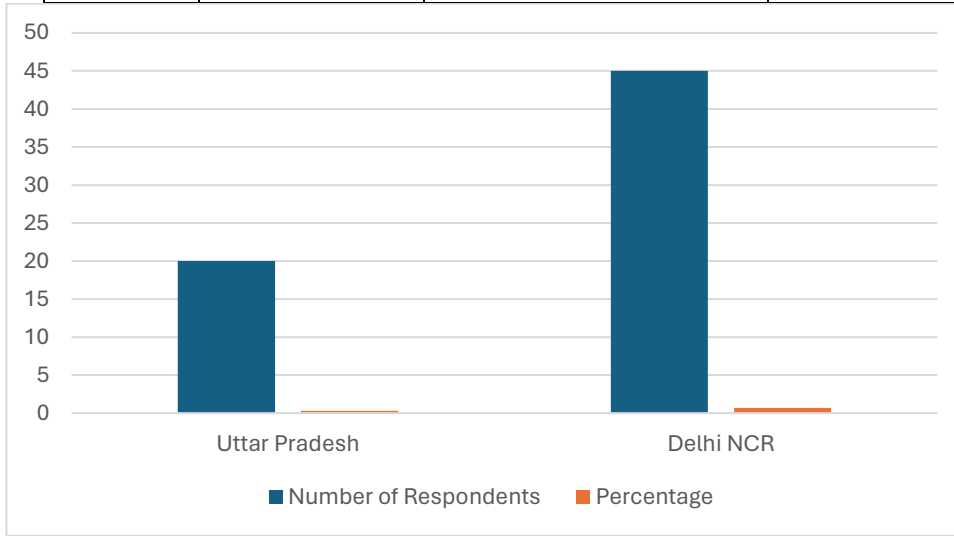
Both Primary Data and Secondary Data has been used for conduction of the research. Primary data is collected through the questionnaire which is been float to total number of 65 people and secondary data is collected through the various websites, journals and research articles.

### Data Collection and Interpretation

Research is based on qualitative nature. A questioner has been made where the data is gathered regarding the impact of digital marketing on Patanjali Ayurvedic Product and different websites and journals, Articles were preferred for the secondary data, The data collection of the questionnaire and Interpretation are as follows:

### Classification of Respondents according to Place:

| No. | Place         | Number of Respondents | Percentage |
|-----|---------------|-----------------------|------------|
| 1   | Uttar Pradesh | 20                    | 31%        |
| 2   | Delhi NCR     | 45                    | 69%        |
|     |               | 65                    | 100%       |

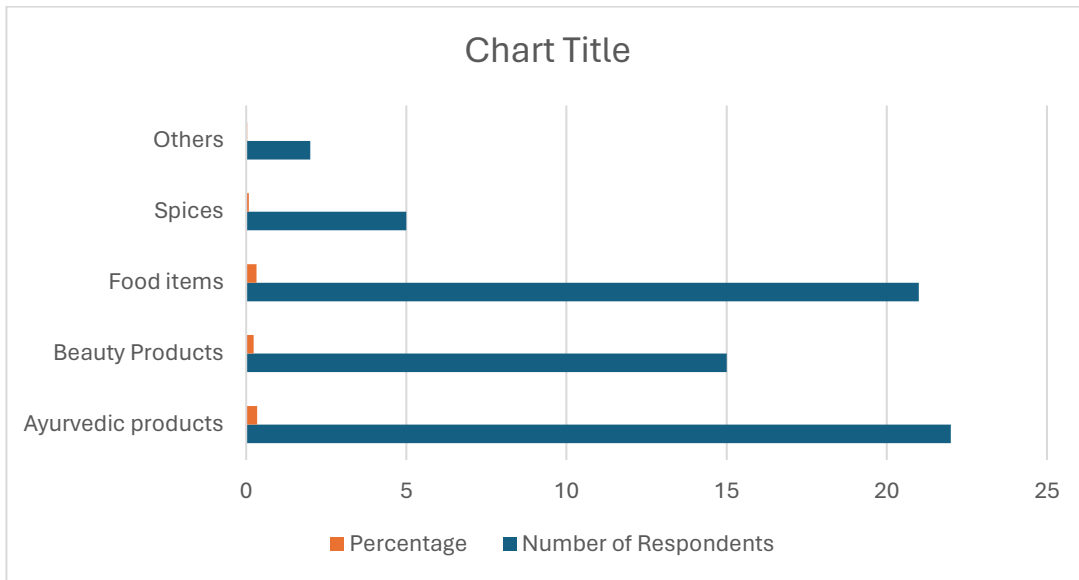


(Source: Primary Data)

The above tabular presentation and graphic presentation shows the Total number of respondents are 65, in which 20 prospects are from Uttar Pradesh and 45 are from Delhi region.

### Classification of Respondents according to Company Product Used:

| No. | Company Product Used | Number of Respondents | Percentage |
|-----|----------------------|-----------------------|------------|
| 1   | Ayurvedic products   | 22                    | 34%        |
| 2   | Beauty Products      | 15                    | 23%        |
| 3   | Food items           | 21                    | 32%        |
| 4   | Spices               | 5                     | 8%         |
| 5   | Others               | 2                     | 3%         |
|     |                      |                       | 100%       |



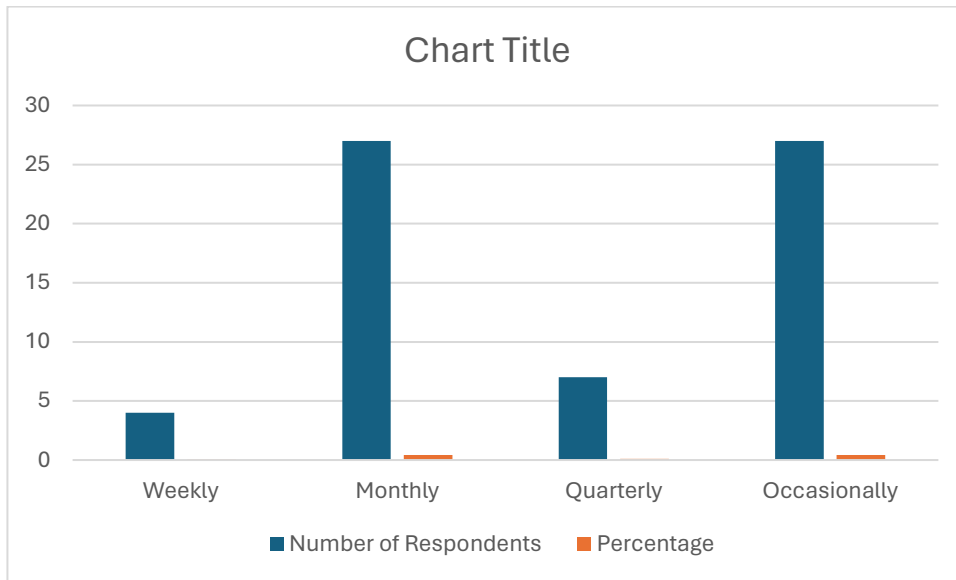
(Source: Primary Data)

The Above tabular presentation and graphical presentation shows the different products purchased from the people. In which Patanjali Ayurvedic Products have the higher popularity where 34% of the total respondents have purchased or invested their money in the Patanjali Ayurvedic Products.

#### Classification of Respondents according to Frequency of Product Purchase:

| No. | Frequency of Product Purchase | Number of Respondents | Percentage |
|-----|-------------------------------|-----------------------|------------|
| 1   | Weekly                        | 4                     | 5%         |
| 2   | Monthly                       | 27                    | 42%        |
| 3   | Quarterly                     | 7                     | 11%        |
| 4   | Occasionally                  | 27                    | 42%        |
|     |                               | 65                    | 100%       |

(Source: Primary Data)

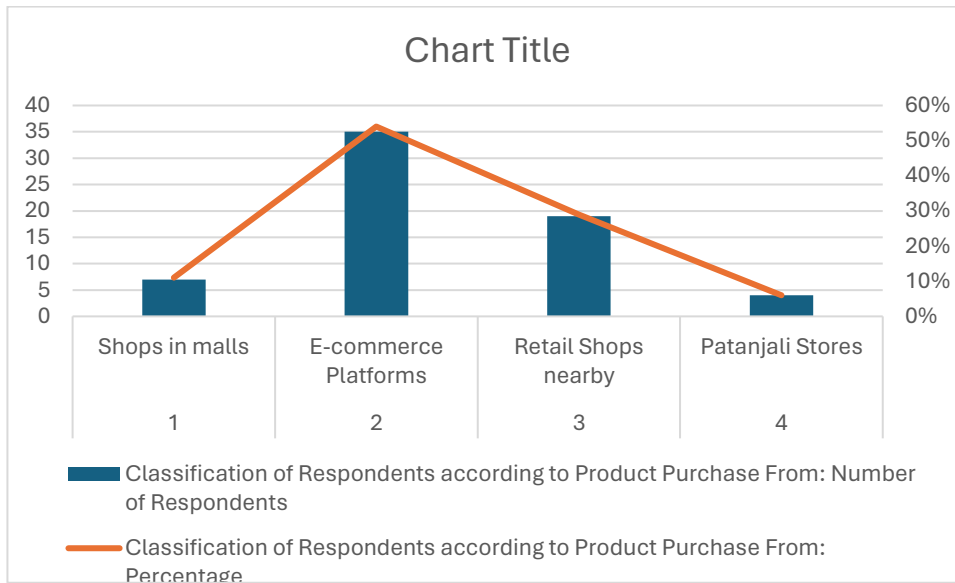


The above tabular presentation and graphical representation shows the frequency of the Patanjali Products Purchased by the Respondents where total 42% of the population purchases the Patanjali products monthly.

#### Classification of Respondents according to Product Purchase From:

| No. | Classification of Respondents according to Product Purchase From | Number of Respondents | Percentage |
|-----|--|-----------------------|------------|
| 1   | Shops in malls   | 7                     | 11%        |
| 2   | E-commerce Platforms   | 35                    | 54%        |
| 3   | Retail Shops nearby  | 19                    | 29%        |
| 4   | Patanjali Stores   | 4                     | 6%         |
|     |  | 65                    | 100%       |

(Source: Primary Data)



(Source: Primary Data)

The above tabular representation and graphical representation shows the total number of respondents who have purchased Patanjali Ayurvedic Products from the different platforms in which total 54% of population has used the digital mode or the e-commerce platforms to purchase the Patanjali Ayurvedic Products.

It has been observed that over time Patanjali has maintained its image in the National and International Market by increasing its virtual presence. A huge number of people have switched to the Patanjali ayurvedic products due to its swadeshi factor and especially after the covid-19 pandemic. Patanjali has increased its digital presence by making their presence in digital platforms and social media platforms. Patanjali also has taken the help of influential marketing techniques to enhance their sales in domestic and overseas market. Search Engine Optimization has also played a vital role in the digital transformation of the Patanjali ayurvedic product.

## Findings:

### Digital Presence:

Establishing a robust digital presence is the first step towards a successful digital marketing strategy. Patanjali has created an official website that not only showcases its wide range of Ayurvedic products but also provides valuable content on the benefits of natural wellness. Social media platforms like Facebook, Instagram, and Twitter have been utilized to connect with a diverse audience, share updates, and foster a



community around holistic living. Patanjali can utilize social media platforms such as Facebook, Instagram, Twitter, and YouTube to connect with its audience on a personal level. By creating engaging content that educates consumers about the benefits of Ayurveda and the unique features of Patanjali products, the company can build a loyal following. Social media also provides an avenue for customer feedback and interaction, allowing Patanjali to address any concerns promptly and maintain a positive brand image.

### **Content Marketing:**

Content is king in the digital realm, and Patanjali has harnessed the power of content marketing to educate and inform its audience. Regular blog posts, articles, and videos have delved into the principles of Ayurveda, highlight the unique features of Patanjali products, and offer wellness tips. This content not only positions Patanjali as an authority in the field but also engages consumers on a deeper level. Content marketing can play a vital role in establishing Patanjali as a thought leader in the Ayurvedic products industry. By creating high-quality blog posts, articles, and videos that provide valuable information about Ayurveda, health, and wellness, the company can position itself as an authority in the field. This not only helps in building trust with consumers but also enhances brand credibility and loyalty.

### **Search Engine Optimization (SEO):**

Optimizing online content for search engines is crucial for ensuring that Patanjali's products are easily discoverable by potential customers. By strategically incorporating relevant keywords, meta tags, and backlinks, Patanjali can improve its search engine rankings, driving organic traffic to its website and increasing visibility among individuals actively seeking Ayurvedic solutions. Search engine optimization (SEO) techniques can be employed to ensure that Patanjali Ayurvedic products rank high in search engine results pages (SERPs). By optimizing website content with relevant keywords and meta tags, Patanjali can increase its visibility online and attract organic traffic to its website. Additionally, investing in paid search advertising through platforms like Google Ads can further boost the company's online visibility and drive targeted traffic to specific product pages.

### **Email Marketing:**

Email marketing is another effective digital strategy that Patanjali can utilize to keep its customers informed about new product launches, promotions, and exclusive offers. Building and nurturing an email subscriber list allows for personalized communication with the audience, fostering a sense of connection and loyalty. Building and maintaining a database of loyal customers can be facilitated through email marketing campaigns. Patanjali can send out newsletters with exclusive offers, product updates, and wellness tips to

keep customers engaged. Personalized email campaigns can foster a sense of connection, encouraging repeat purchases and building brand loyalty.

### **Influencer Collaborations:**

Partnering with influencers in the wellness and Ayurveda niche can amplify Patanjali's digital presence. Influencers can create authentic content, sharing their experiences with Patanjali products and reaching a wider audience. This approach not only taps into the influencer's existing followers but also adds credibility and trust to the brand.

### **E-commerce Integration:**

With the growing trend of online shopping, integrating an e-commerce platform into the official website allows customers to conveniently purchase Patanjali products. This not only expands the brand's market reach but also caters to the evolving consumer preferences for hassle-free shopping experiences.

### **Limitation:**

- The study has a small sample size, limiting the generalizability of the findings to a larger population.
- The data obtained in some cases may be biased.
- Difficulty in communicating within the city while conducting the survey.
- The information obtained from the consumers 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.

## Conclusion:

Digital marketing is a dynamic and powerful tool that can propel Patanjali Ayurvedic Products into the forefront of the wellness industry. By embracing a comprehensive digital strategy encompassing a strong online presence, engaging content, SEO, email marketing, influencer collaborations, and e-commerce integration, Patanjali can connect with its audience on a deeper level, inspire brand loyalty, and contribute to the well-being of individuals globally. The digital dawn holds immense potential for Patanjali to thrive in the modern marketplace while staying true to its traditional roots. digital marketing offers a plethora of opportunities for Patanjali Ayurved Limited to promote its range of Ayurvedic products effectively. By leveraging social media, SEO, content marketing, email marketing, and influencer partnerships, the company can enhance its brand visibility, engage with consumers, and drive sales in the competitive consumer goods market. Embracing digital marketing strategies can propel Patanjali towards continued growth and success in the digital age.

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