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# Market research on decreasing sales of Patanjali in urban areas

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**Analyze the decline of market share of Patanjali especially in urban areas.**

The project title, "Analyzing the declining market share of Patanjali especially in urban areas" provides a comprehensive analysis regarding the performance of the company and its market share.

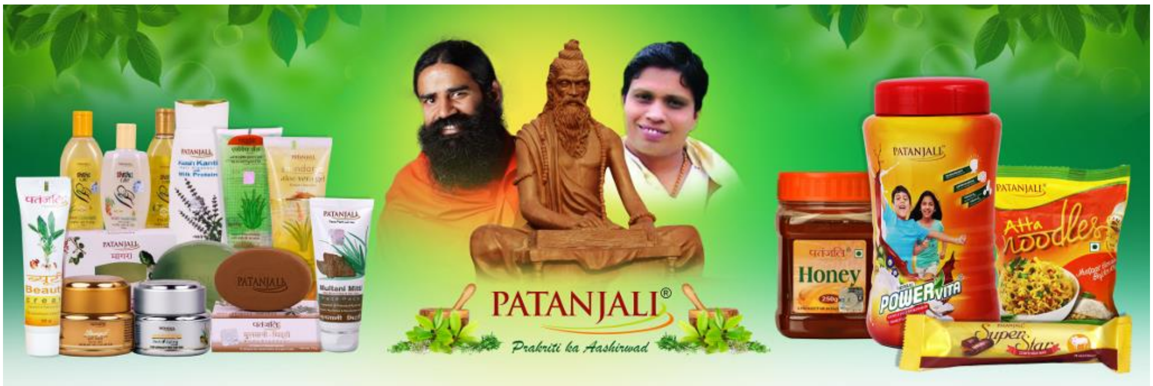
The objective of the proposed study is to identify the specific factors that affect the declining share of Patanjali. The methodological approach to this study is descriptive, because we attempt to identify and explain variables that exist in a given situation and to describe the relationship that exists between these variables in order to provide a picture of a particular phenomenon. The project is targeted towards the customer responses for the declining sale of Patanjali. It is for the company to analyse the responses and then take corrective measures to improve the identified problems.

## EXECUTIVE SUMMARY

In this research, we have put an effort to understand the reasons behind the declining market share of Patanjali.

- There is an overview of Patanjali.
- There is news report of economic times stating the decline of Patanjali share.
- There is an elaborative research objective.
- There is a description of research methodology i.e. sample unit, sample size, sampling region, sampling procedure.
- Primary data has been used and then analyzed and concluded.
- There is a conclusion of the data collected.
- SPSS has been used to collect the data and many techniques like Regression; Mean has been used to study the collected data.
- In the end, suggestions to solve the problem are stated.

The primary data was collected through questionnaire; Google forms. It includes the responses of the respondents regarding their views on Patanjali products. The secondary data is collected through internet. The project covers the objective of the study that what is the main motive behind the study of Patanjali products. Patanjali is following the biggest SWADESHI MOVEMENT.




**Company's profile:**

Patanjali Ayurvedic was formed in January, 2006 as a private limited company by yoga guru Ramdev and his partner Sri Acharya Balkrishna. In June, 2007, it was converted to a Public Ltd. Company. It is registered under the Companies Act, 1956 and has its registered office in Bijwasan, New Delhi and three other offices in Haridwar. The company was started with the vision of uplifting the life of Indian farmers by locally sourcing the raw materials from them and making their lives better while at the same time provide an opportunity to the Indian masses to move towards healthy lifestyle by promoting Ayurveda and herbal products. Baba Ramdev started off as a yoga trainer who featured in televised programs in Aastha and Sanskaar channels and made Indians realize that they have forgotten Indian tradition and art forms- one of them being yoga. He got wide acceptance and word of mouth publicity helped him reach to a wider audience. He projected Yoga as a panacea to all the health problems. In its first year of operations, 2008, Patanjali generated revenue of over 60 crores.1 Almost 10 years later; the home-grown venture has grown to be a 5000 crore company and is posing a threat to the well-established companies in the FMCG domain.

**Patanjali growth story:**

In terms of revenues and net profit, the company had nearly grown 10 times in a span of 5 years.

| Year | Revenue | Net profit |
|---|---|---|
| 2011-12 | 453.38 | 55.89 |
| 2012-13 | 848.56 | 91.33 |
| 2013-14 | 1191.14 | 185.67 |
| 2014-15 | 2028.03 | 316.60 |
| 2015-16 | 4819.61 | 450 |

**ECONOMIC TIMES REPORT ON DECLINE OF PATANJALI'S MARKET SHARE IN URBAN AREAS**

MUMBAI: Patanjali Ayurved's sales in volume terms have shrunk in cities, while growth reduced to a third in villages even as the overall market for natural products continues to grow, a new study has found.

The Baba Ramdev-led firm's urban volume sales declined 2.7% during the 12 months ended April 2019, while its rural sales grew 15.7%, according to Kantar Worldpanel (formerly IMRB), a global consumer research firm owned by communications and advertising giant WPP. The overall natural products market grew 3.5% in urban India, unchanged from a year-ago period, while the rural market expanded 5% against 4.4% earlier.

A year ago, the Haridwar-based company had grown 21.1% in urban areas and 45.2% in the hinterland during the same period.

“The natural segment is driven not just by core natural brands, but also ones introducing some natural ingredients in their products,” said K Ramakrishnan, managing director at Kantar Worldpanel. “It has helped incrementally build the parent brand, which may not be in the natural space at all.”

The slowdown of Patanjali, which had challenged multinationals’ dominance in the consumer segment, comes on the back of rivals rolling out herbal brands over the past two years after witnessing sharp consumer shift towards natural products. “Today, the naturals segment reaches almost all households in India and contributed a quarter of volume sales,” Ramakrishnan said. About 60% of all new launches in 2018 were in the natural space, a jump from 49% two years ago, the Kantar report said.

This directly impacted Patanjali's financials — the company’s sales fell 10% to ₹8,135 crore in the year to March 2018, while it registered sales of ₹4,701 crore in the first nine months of FY19, according to provisional data by CARE Ratings.

Patanjali didn’t respond to an email query as of press time on Sunday.

Market leader HULNSE -0.56 % has relaunched the Lever Ayush brand of ayurvedic personal care products, acquired Indulekha haircare brand, and launched Citra skincare brand to spruce up its presence in the naturals space. Similarly, L’Oréal launched a haircare range under the Garnier Ultra Blends, made with natural ingredients, while Colgate launched natural toothpaste brand Vedshakti.

## RESEARCH METHODOLOGY

It is an EXPLORATORY RESEARCH because conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final research design. Exploratory research helps determine the best research design, data-collection method and selection of subjects. We have in depth studied the problem and its affects.

Physical activities involved in the study are-

- Developing of questionnaire and then circulating the Google forms.
- Get forms filled by the available respondents
- Analysis of data collected using SPSS

In the research, questionnaire is framed in a manner which seems useful to the company in analysing the usage of its products and also knowing where the company is lacking which is leading to decline of its market share. It has closed questions and some open ended questions as well to know both of their responses accordingly.
The main statistical tools used for the collection and analysis of the data for this project are-

- Google forms
- Bar diagrams

- Pie charts
- SPSS- regression analysis- ANNOVA, MODAL SUMMARY AND COEFFECIENT
- Correlation

- The slowdown of Patanjali, which had challenged multinationals' dominance in the consumer segment, comes on the back of rivals rolling out herbal brands over the past two years after witnessing sharp consumer shift towards natural products. "Today, the naturals segment reaches almost all households in India and contributed a quarter of volume sales," Ramakrishna said. About 60% of all new launches in 2018 were in the natural space, a jump from 49% two years ago, the Kantar report said.
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## Research objectives

The main purposes and objectives of the project are:

- To know the use of Patanjali products
- To analyze the reasons for decline of market share of Patanjali products.
- To identify the reasons for the decrease in sale of Patanjali products.
- To find out if they are satisfied with the price
- To find out if they are satisfied with the quality
- To find out if they are satisfied with the packaging
- To find out if they are satisfied with the customer service
- To find out why people are not using Patanjali products
- To find out if the people are satisfied with the variety of the products.

## Limitations

The study is restricted to people of urban areas.
Since the duration of the project is less, so time duration in conducting the research is low.

Sample size is of less as compared to whole population.

## Research questions

- To know why people don't use Patanjali products.
- To analyze if they are satisfied with the price of the products.
- To analyze if they are satisfied with the quality of the products.
- To analyze if they are satisfied with the packaging of the products.
- To analyze if they are satisfied with the customer service of the products.
- To get the suggestions from people about Patanjali products.

**We have used primary data.**

In this research, we are using primary data to study the respondents better and know the problems directly. Also, to serve our customers better, we have to know them better, making the best strategies customer-centric. Conducting surveys and questionnaires will give our brand access to information needed to connect effectively with customers.
Gathering the right information will help us in analyzing the decline in sales of Patanjali products in urban areas, and creating more effective product design and shape more effective marketing campaigns.

**Variables** identified in the project are-

- Decline of sales of Patanjali
- Decline of market share of Patanjali
- Poor quality of Patanjali
- High price of the products.
- Availability of better substitutes

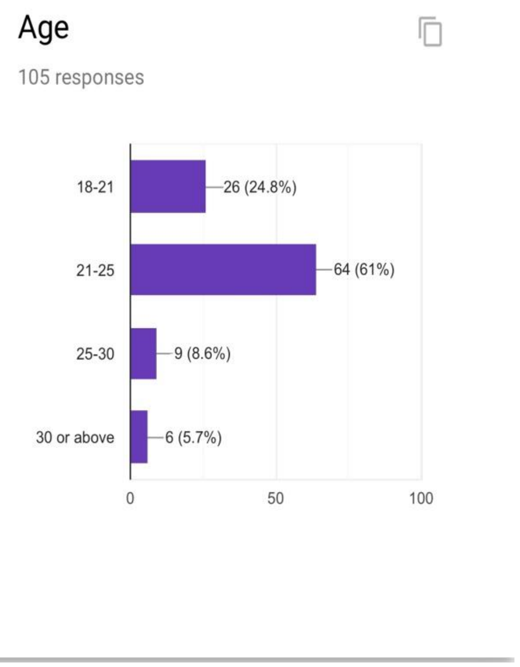
| S.NO | QUESTION | RESEARCH OBJECTIVE |
|---|---|---|
| 1 | Why people are not using Patanjali | h, b, c. |
| 2 | How much satisfied are they with the quality | e. |
| 3 | How much satisfied are they with the price | d. |
| 4 | How much satisfied are they with the packaging | f. |
| 5 | How much satisfied are they with the customer service | g. |
| 6 | How much do people use the product | a. |
| 7 | How much satisfied are they with the variety of products | i. |

## SAMPLING

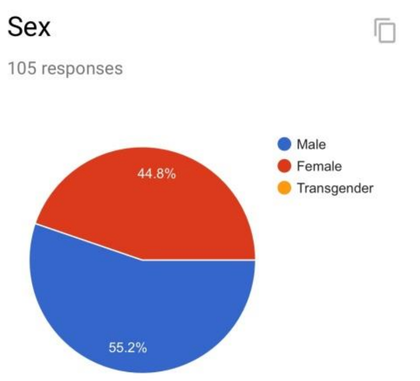
The objective of most marketing research projects is to obtain information about the characteristics or parameter of the population.

The sampling technique that has been used is CONVENIENCE SAMPLING. Being the interviewer, we took the decision to choose our respondents. Also, it was least expensive and easy to conduct. The sampling units were accessible, easy to measure and cooperative.
The sampling frame is of students and has been chosen by us, the conductors of the research. Sample size is of 106 respondents.

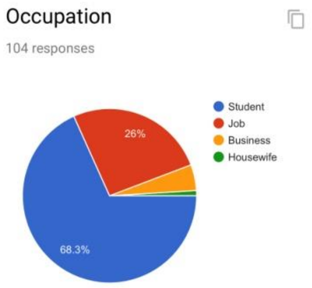
## ANALYSIS



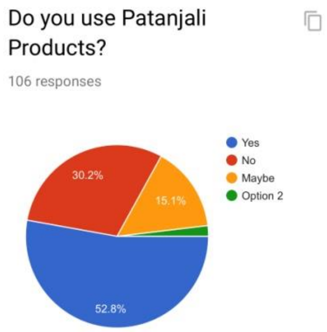

It is seen that mostly the responses are filled by the people of age group 21-25 and least by 30 or above.



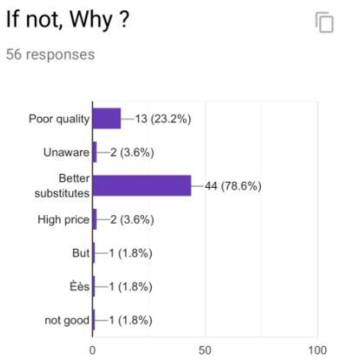

Male people filled the questionnaire more.



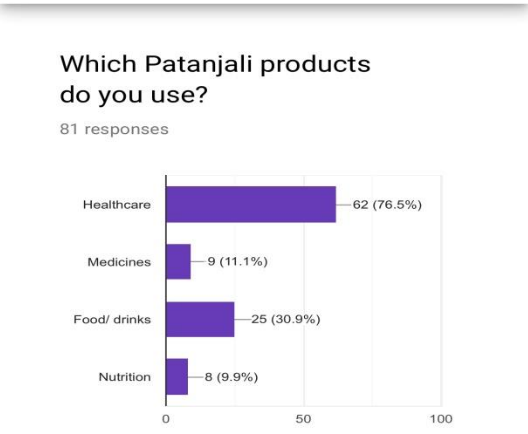

Students have been the respondents.



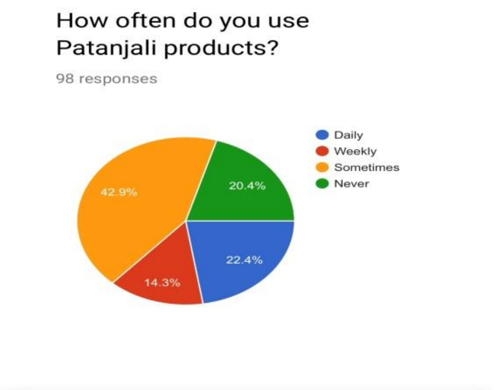

52.8% use Patanjali products while 30.2% don't use the product. 15.1% says they use the product maybe and least section of people use it sometimes.



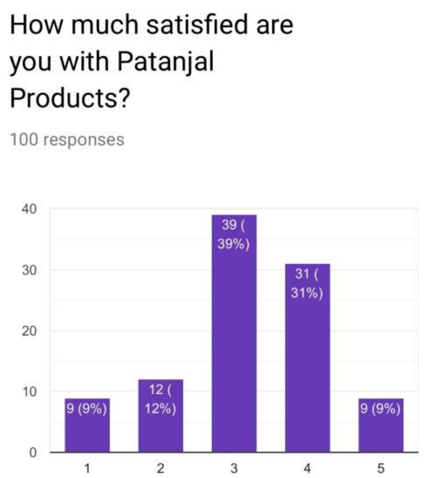

Major reason for people not using Patanjali is availability of better substitutes and next is poor quality.



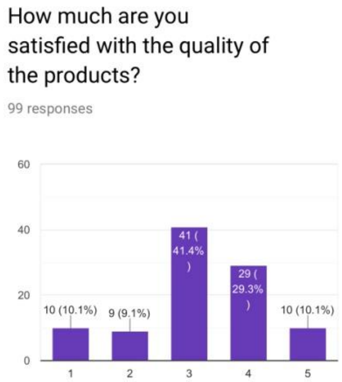

76.5% use healthcare products of Patanjali while 9.9% uses it for its nutritional products.



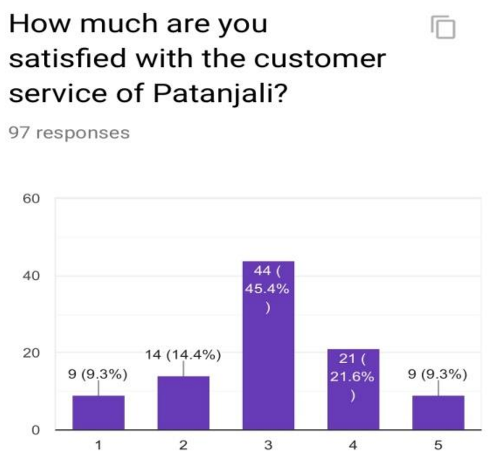

42.9% people use the product sometimes while 20.4% use it never. 14.3% use it weekly and 22.4% use it daily.



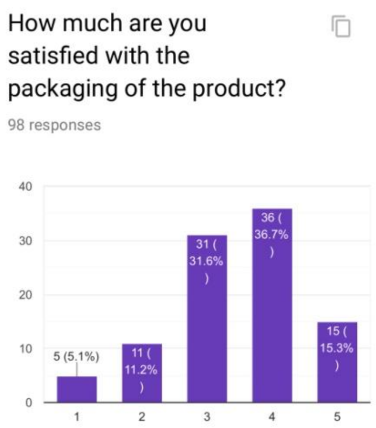

39% people are satisfied with the Patanjali products while 9% people aren't.




41.4% people are neutral with the quality, 29.3% are satisfied while 10.1% people are highly dissatisfied with the quality.

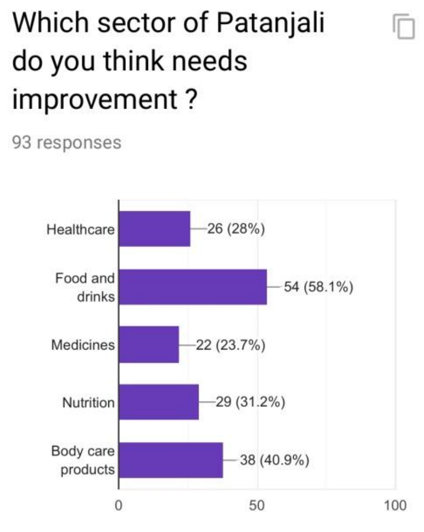



45.4% are neutral with the customer service of Patanjali while 9.1% people are both highly satisfied and highly dissatisfied with the same

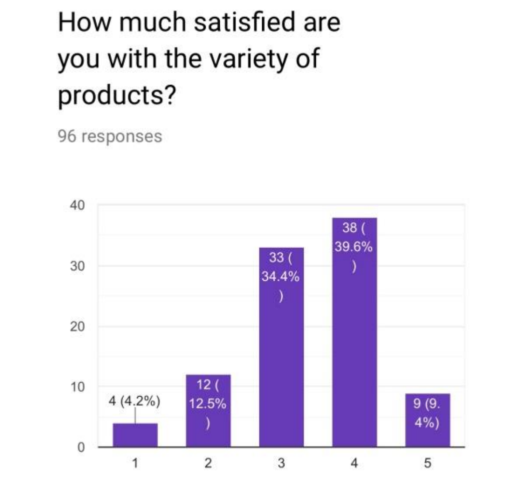



36.7% people are satisfied with the packaging of the Patanjali while 5.1% are highly dissatisfied with it.

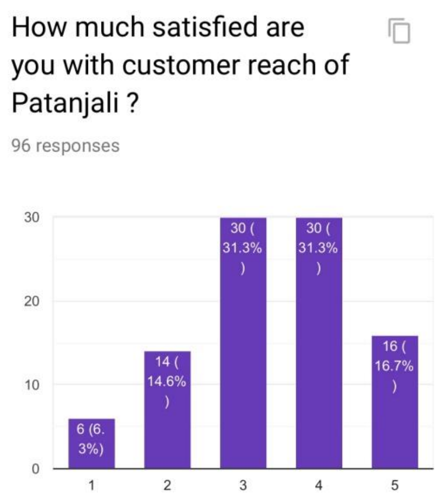

39.4% people are neutral with the prices, 6.1% are highly dissatisfied and 17.2% people are highly satisfied.



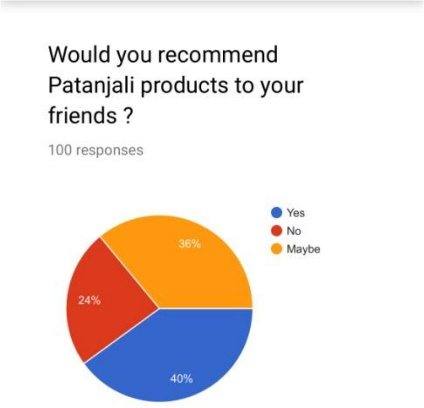

58.1% respondents believe that food and drinks sector of Patanjali need improvement, 40.9% believe body care products need improvement, 31.2% people find nutrition sector to improve, 28% people want healthcare sector to improve and lastly 23.7% people want medicinal sector to improve.



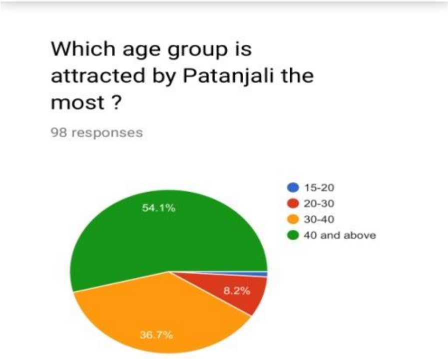

39.6% people are satisfied with the variety of the products of Patanjali while 4.2% people are highly dissatisfied.



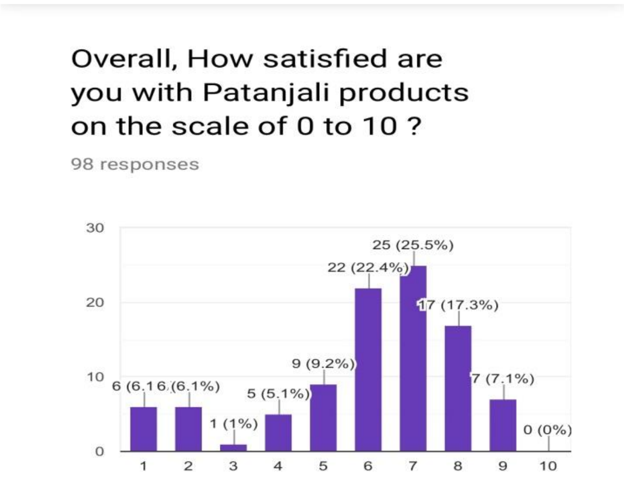

31.3% are both neutral and satisfied with the customer reach of Patanjali while 6.3% are highly dissatisfied and 16.7% are highly satisfied.




40% people would recommend Patanjali to friends, 24% won't recommend and 36% is not sure.




54.1% respondents find people of age group 40 and above is most attracted to Patanjali, 36.7% find people of age group 30-40 to be most attracted.




Nobody rate 10 out of 10 to Patanjali. 25% rate it at 7 and 22.4% rates it at 6. 1% rates it at 3.

## SPSS ANALYSIS

**Name**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Aakash T | 1 | .9 | .9 | .9 |
| | Aarjav J | 1 | .9 | .9 | 1.9 |
| | Aditi so | 1 | .9 | .9 | 2.8 |
| | Aditya | 1 | .9 | .9 | 3.8 |
| | Akanksha | 2 | 1.9 | 1.9 | 5.7 |
| | Akhilesh | 1 | .9 | .9 | 6.6 |
| | Aniket A | 1 | .9 | .9 | 7.5 |
| | Ankit | 1 | .9 | .9 | 8.5 |
| | Ankit Da | 1 | .9 | .9 | 9.4 |
| | Ankur An | 1 | .9 | .9 | 10.4 |
| | Anmol | 1 | .9 | .9 | 11.3 |
| | Anupriya | 1 | .9 | .9 | 12.3 |
| | Arjun | 1 | .9 | .9 | 13.2 |
| | Arjun ar | 1 | .9 | .9 | 14.2 |
| | Arpit | 1 | .9 | .9 | 15.1 |
| | Ayush | 1 | .9 | .9 | 16.0 |
| | Bandita | 1 | .9 | .9 | 17.0 |
| | beimaan | 2 | 1.9 | 1.9 | 18.9 |
| | Bharat | 1 | .9 | .9 | 19.8 |
| | Bhaskar | 1 | .9 | .9 | 20.8 |
| | Binson T | 1 | .9 | .9 | 21.7 |
| | Chandra | 1 | .9 | .9 | 22.6 |
| | Charu gu | 2 | 1.9 | 1.9 | 24.5 |
| | Chugh | 1 | .9 | .9 | 25.5 |
| | Darvesh | 1 | .9 | .9 | 26.4 |
| | Deepak | 1 | .9 | .9 | 27.4 |
| | Deepak g | 1 | .9 | .9 | 28.3 |
| | Deepika | 1 | .9 | .9 | 29.2 |
| | Deepti G | 1 | .9 | .9 | 30.2 |
| | Divya | 2 | 1.9 | 1.9 | 32.1 |
| | Drishti | 2 | 1.9 | 1.9 | 34.0 |
| | Drishty | 1 | .9 | .9 | 34.9 |
| | Gaurav M | 1 | .9 | .9 | 35.8 |

| | | | | |
|---|---|---|---|---|
| Gopal Ag | 1 | .9 | .9 | 36.8 |
| Himanshu | 1 | .9 | .9 | 37.7 |
| Inesha | 1 | .9 | .9 | 38.7 |
| Ishita k | 1 | .9 | .9 | 39.6 |
| Jalaj | 1 | .9 | .9 | 40.6 |
| Keshav S | 1 | .9 | .9 | 41.5 |
| Koko | 1 | .9 | .9 | 42.5 |
| KRITI SA | 1 | .9 | .9 | 43.4 |
| Labhya A | 1 | .9 | .9 | 44.3 |
| Lalit ku | 1 | .9 | .9 | 45.3 |
| Lovejeet | 1 | .9 | .9 | 46.2 |
| Mishika | 1 | .9 | .9 | 47.2 |
| Mohit | 2 | 1.9 | 1.9 | 49.1 |
| Mohit Ch | 1 | .9 | .9 | 50.0 |
| Mukesh K | 1 | .9 | .9 | 50.9 |
| Nisha | 1 | .9 | .9 | 51.9 |
| Nupur Ag | 1 | .9 | .9 | 52.8 |
| Pallavi | 1 | .9 | .9 | 53.8 |
| Pankaj | 2 | 1.9 | 1.9 | 55.7 |
| Parichit | 1 | .9 | .9 | 56.6 |
| Parth Wa | 2 | 1.9 | 1.9 | 58.5 |
| piyu | 1 | .9 | .9 | 59.4 |
| Piyush | 1 | .9 | .9 | 60.4 |
| Pooja sa | 1 | .9 | .9 | 61.3 |
| Prakarsh | 1 | .9 | .9 | 62.3 |
| Pranav | 1 | .9 | .9 | 63.2 |
| Pratek A | 1 | .9 | .9 | 64.2 |
| Prayas G | 1 | .9 | .9 | 65.1 |
| Priyanka | 1 | .9 | .9 | 66.0 |
| Raghav | 1 | .9 | .9 | 67.0 |
| Rahul | 1 | .9 | .9 | 67.9 |
| RAHUL | 1 | .9 | .9 | 68.9 |
| Rahul Ar | 1 | .9 | .9 | 69.8 |
| Rahul ve | 1 | .9 | .9 | 70.8 |
| Rajat Gu | 1 | .9 | .9 | 71.7 |
| Rohan An | 2 | 1.9 | 1.9 | 73.6 |
| Rohan Go | 2 | 1.9 | 1.9 | 75.5 |
| Rohit Re | 1 | .9 | .9 | 76.4 |

| | | | | | |
|---|---|---|---|---|---|
| | Roopika | 1 | .9 | .9 | 77.4 |
| | Rupam Ba | 1 | .9 | .9 | 78.3 |
| | Rushali | 1 | .9 | .9 | 79.2 |
| | Sahil | 1 | .9 | .9 | 80.2 |
| | shibu | 1 | .9 | .9 | 81.1 |
| | Shivali | 1 | .9 | .9 | 82.1 |
| | Shivangi | 1 | .9 | .9 | 83.0 |
| | Shreya | 1 | .9 | .9 | 84.0 |
| | Shreya s | 1 | .9 | .9 | 84.9 |
| | Shriya k | 1 | .9 | .9 | 85.8 |
| | Sona ban | 1 | .9 | .9 | 86.8 |
| | Srishti | 1 | .9 | .9 | 87.7 |
| | Sunny Bh | 1 | .9 | .9 | 88.7 |
| | Tanya An | 1 | .9 | .9 | 89.6 |
| | Tanya ma | 1 | .9 | .9 | 90.6 |
| | Tanya Mi | 1 | .9 | .9 | 91.5 |
| | Tanya Se | 1 | .9 | .9 | 92.5 |
| | Tirath | 1 | .9 | .9 | 93.4 |
| | Trishla | 1 | .9 | .9 | 94.3 |
| | Unknown | 1 | .9 | .9 | 95.3 |
| | Utkarsha | 1 | .9 | .9 | 96.2 |
| | Vaishali | 1 | .9 | .9 | 97.2 |
| | Vishnu | 1 | .9 | .9 | 98.1 |
| | Yash | 1 | .9 | .9 | 99.1 |
| | Yashika | 1 | .9 | .9 | 100.0 |
| | Total | 106 | 100.0 | 100.0 | |

**Product_Satisfaction**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 6 | 5.7 | 5.7 | 5.7 |
| | 1.00 | 9 | 8.5 | 8.5 | 14.2 |
| | 2.00 | 12 | 11.3 | 11.3 | 25.5 |
| | 3.00 | 39 | 36.8 | 36.8 | 62.3 |
| | 4.00 | 31 | 29.2 | 29.2 | 91.5 |
| | 5.00 | 9 | 8.5 | 8.5 | 100.0 |
| | Total | 106 | 100.0 | 100.0 | |

**Quality**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 7 | 6.6 | 6.6 | 6.6 |
| | 1.00 | 10 | 9.4 | 9.4 | 16.0 |
| | 2.00 | 9 | 8.5 | 8.5 | 24.5 |
| | 3.00 | 41 | 38.7 | 38.7 | 63.2 |
| | 4.00 | 29 | 27.4 | 27.4 | 90.6 |
| | 5.00 | 10 | 9.4 | 9.4 | 100.0 |
| | Total | 106 | 100.0 | 100.0 | |

**Customer_Service**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 9 | 8.5 | 8.5 | 8.5 |
| | 1.00 | 9 | 8.5 | 8.5 | 17.0 |
| | 2.00 | 14 | 13.2 | 13.2 | 30.2 |
| | 3.00 | 44 | 41.5 | 41.5 | 71.7 |
| | 4.00 | 21 | 19.8 | 19.8 | 91.5 |
| | 5.00 | 9 | 8.5 | 8.5 | 100.0 |
| | Total | 106 | 100.0 | 100.0 | |

**Packaging**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 8 | 7.5 | 7.5 | 7.5 |
| | 1.00 | 5 | 4.7 | 4.7 | 12.3 |
| | 2.00 | 11 | 10.4 | 10.4 | 22.6 |
| | 3.00 | 31 | 29.2 | 29.2 | 51.9 |
| | 4.00 | 36 | 34.0 | 34.0 | 85.8 |
| | 5.00 | 15 | 14.2 | 14.2 | 100.0 |
| | Total | 106 | 100.0 | 100.0 | |

**Price**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 7 | 6.6 | 6.6 | 6.6 |
| | 1.00 | 6 | 5.7 | 5.7 | 12.3 |
| | 2.00 | 10 | 9.4 | 9.4 | 21.7 |
| | 3.00 | 39 | 36.8 | 36.8 | 58.5 |
| | 4.00 | 27 | 25.5 | 25.5 | 84.0 |
| | 5.00 | 17 | 16.0 | 16.0 | 100.0 |
| | Total | 106 | 100.0 | 100.0 | |

**Variety**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 10 | 9.4 | 9.4 | 9.4 |
| | 1.00 | 4 | 3.8 | 3.8 | 13.2 |
| | 2.00 | 12 | 11.3 | 11.3 | 24.5 |
| | 3.00 | 33 | 31.1 | 31.1 | 55.7 |
| | 4.00 | 38 | 35.8 | 35.8 | 91.5 |
| | 5.00 | 9 | 8.5 | 8.5 | 100.0 |
| | Total | 106 | 100.0 | 100.0 | |

**Customer_Reach**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 10 | 9.4 | 9.4 | 9.4 |
| | 1.00 | 6 | 5.7 | 5.7 | 15.1 |
| | 2.00 | 14 | 13.2 | 13.2 | 28.3 |
| | 3.00 | 30 | 28.3 | 28.3 | 56.6 |
| | 4.00 | 30 | 28.3 | 28.3 | 84.9 |
| | 5.00 | 16 | 15.1 | 15.1 | 100.0 |
| | Total | 106 | 100.0 | 100.0 | |

**Overall_Satisfaction**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | .00 | 8 | 7.5 | 7.5 | 7.5 |
| | 1.00 | 6 | 5.7 | 5.7 | 13.2 |
| | 2.00 | 6 | 5.7 | 5.7 | 18.9 |
| | 3.00 | 1 | .9 | .9 | 19.8 |
| | 4.00 | 5 | 4.7 | 4.7 | 24.5 |
| | 5.00 | 9 | 8.5 | 8.5 | 33.0 |
| | 6.00 | 22 | 20.8 | 20.8 | 53.8 |
| | 7.00 | 25 | 23.6 | 23.6 | 77.4 |
| | 8.00 | 17 | 16.0 | 16.0 | 93.4 |
| | 9.00 | 7 | 6.6 | 6.6 | 100.0 |
| | Total | 106 | 100.0 | 100.0 | |

**Correlations**

| | | Product_Satisfaction | Quality | Customer_Service | Packaging | Price |
|---|---|---|---|---|---|---|
| Product_Satisfaction | Pearson Correlation | 1 | .778** | .670** | .721** | .587* |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .00 |
| | N | 106 | 106 | 106 | 106 | 10 |
| Quality | Pearson Correlation | .778** | 1 | .700** | .741** | .699* |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .00 |
| | N | 106 | 106 | 106 | 106 | 10 |
| Customer_Service | Pearson Correlation | .670** | .700** | 1 | .733** | .688* |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .00 |
| | N | 106 | 106 | 106 | 106 | 10 |
| Packaging | Pearson Correlation | .721** | .741** | .733** | 1 | .706* |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .00 |
| | N | 106 | 106 | 106 | 106 | 10 |
| Price | Pearson Correlation | .587** | .699** | .688** | .706** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 106 | 106 | 106 | 106 | 10 |
| Variety | Pearson Correlation | .511** | .639** | .559** | .558** | .662* |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .00 |
| | N | 106 | 106 | 106 | 106 | 10 |
| Customer_Reach | Pearson Correlation | .491** | .574** | .590** | .562** | .620* |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .00 |
| | N | 106 | 106 | 106 | 106 | 10 |
| Overall_Satisfaction | Pearson Correlation | .720** | .841** | .693** | .720** | .739* |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .00 |
| | N | 106 | 106 | 106 | 106 | 10 |

**. Correlation is significant at the 0.01 level (2-tailed).

**ANALYSIS**- There is no negative correlated factors, all are positively correlated. This means that high scores for both variables go together, and low scores for both variables go together. If the correlation statistic had a minus in front of it,that would mean that as the values of one variable goes up, the values of the other variable goes down

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .739[a] | .546 | .541 | .90867 |
| 2 | .780[b] | .608 | .601 | .84748 |
| 3 | .795[c] | .632 | .621 | .82548 |
| 4 | .806[d] | .650 | .636 | .80947 |

a. Predictors: (Constant), Overall_Satisfaction
b. Predictors: (Constant), Overall_Satisfaction, Packaging
c. Predictors: (Constant), Overall_Satisfaction, Packaging, Variety
d. Predictors: (Constant), Overall_Satisfaction, Packaging, Variety, Customer_Service

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 103.073 | 1 | 103.073 | 124.836 | .000[b] |
| | Residual | 85.870 | 104 | .826 | | |
| | Total | 188.943 | 105 | | | |
| 2 | Regression | 114.967 | 2 | 57.483 | 80.036 | .000[c] |
| | Residual | 73.977 | 103 | .718 | | |
| | Total | 188.943 | 105 | | | |
| 3 | Regression | 119.439 | 3 | 39.813 | 58.427 | .000[d] |
| | Residual | 69.504 | 102 | .681 | | |
| | Total | 188.943 | 105 | | | |
| 4 | Regression | 122.764 | 4 | 30.691 | 46.839 | .000[e] |
| | Residual | 66.180 | 101 | .655 | | |
| | Total | 188.943 | 105 | | | |

a. Dependent Variable: Price
b. Predictors: (Constant), Overall_Satisfaction
c. Predictors: (Constant), Overall_Satisfaction, Packaging
d. Predictors: (Constant), Overall_Satisfaction, Packaging, Variety

e. Predictors: (Constant), Overall_Satisfaction, Packaging, Variety, Customer_Service

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.041 | .210 | | 4.961 | .000 |
| | Overall_Satisfaction | .381 | .034 | .739 | 11.173 | .000 |
| 2 | (Constant) | .653 | .218 | | 2.997 | .003 |
| | Overall_Satisfaction | .247 | .046 | .478 | 5.385 | .000 |
| | Packaging | .356 | .087 | .361 | 4.069 | .000 |
| 3 | (Constant) | .459 | .225 | | 2.037 | .044 |
| | Overall_Satisfaction | .160 | .056 | .310 | 2.857 | .005 |
| | Packaging | .347 | .085 | .353 | 4.073 | .000 |
| | Variety | .231 | .090 | .233 | 2.562 | .012 |
| 4 | (Constant) | .403 | .222 | | 1.813 | .073 |
| | Overall_Satisfaction | .129 | .057 | .249 | 2.269 | .025 |
| | Packaging | .248 | .095 | .252 | 2.620 | .010 |
| | Variety | .216 | .089 | .218 | 2.440 | .016 |
| | Customer_Service | .212 | .094 | .209 | 2.252 | .026 |

a. Dependent Variable: Price

## CONCLUSION

The market share of Patanjali is declining because of many reasons-

- ✓ Poor quality
- ✓ Availability of better substitutes
- ✓ Insufficient satisfaction to customers

Patanjali needs to focus on its issues to increase its sales and market share.

## SUGGESTIONS

- Improve your marketing strategies
- Start doing marketing more often.
- Some Nutritious product stinks
- Quality should improve
- New brand ambassador
- focus on quality
- Don't copy packaging of competitors
- Odour should be good of the body care products
- Reduce the price
- quality improvement
- Try to build more public relation to have good relation with customers so that they become loyal towards the brand
- High Ghee rates
- Needs improvement in everything
- Better you taste in cases of food and nutrition products
- Improvement in quality is highly needed
- Improve quality
- They should start improving their food products. The taste is not upto the mark.
- Quality was better before. Due to mass production the quality has gone for a toss
- Should try to attract the age group of 20 to 40
- Costing of product
- Increase level of advertising.
- They should improve quality to take thier product abroad they already got rejected in usa,
- Try to provide the item lower than market price of other competitors and also with the best quality
- Improve your quality and taste in your food/drink product.
- Quality and Price
- Quality of products