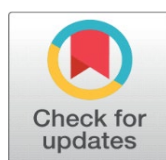


A STUDY ON CUSTOMERS PERCEPTION TOWARDS PATANJALI PRODUCT WITH SPECIAL REFERENCE TO HARIDWAR

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ABSTRACT

In the FMCG sector, there are several well-known and renowned FMCG brands. In India, the ultimate purpose of every business endeavour is customer satisfaction. Customers are the most significant economic group impacted by government and private sector economic actions. In the Indian herbal market, there are several well-known and renowned herbal brands. Patanjali is a significant FMCG product competitor in the market. The quality advantages provided by a brand affect the consumer's decision and usage of that brand over time, especially when it comes to eatable and cosmetic products. The primary purpose of this research is to better understand the consumers' personal characteristics, degree of education, and variables influencing their purchase of Patanjali Soap products.

Keywords: Customers, Preference, Perception, Patanjali, Product.

1. INTRODUCTION

The ultimate goal of every business endeavour is customer happiness. Customers are the most important economic group touched by economic measures taken by the government and private sector. Customer satisfaction is concerned with human behaviour traits. Marketing is linked to human behaviour since it involves purchase choices. To achieve his requirements, the commercial copywriter must undertake research on human behaviour psychology.

Customer satisfaction is a strategy in which we investigate consumer expectations and what they think about the services provided and in general (in terms of quality, cost, time, and services), and we develop better techniques to assess customer happiness and, as a result, enhance the services.

Human life is dependent on good health. Ayurveda promotes a healthy lifestyle. Ayurveda means "life science." Ayurvedic and natural goods are well-known in the Indian market. Ayurveda is the only kind of traditional medicine that has survived and is universally acknowledged. Patanjali Ayurved Ltd is a rapidly developing herbals and Ayurvedic enterprise, as well as one of India's fastest growing FMCG firms.

On January 13, 2006, Baba Ramdev and Acharya Balakrishna founded Patanjali Ayurveda Ltd with the goal of establishing Ayurvedic science in accordance with and coordination with cutting-edge technology and traditional wisdom. Acharya Balakrishna owns 92% of the company's shares, while Sarwan and Sunita Podder, a non-resident Indian couple domiciled in Scotland, own the other 8%. Patanjali sells a large range of Ayurvedic items, including medications, beauty care, dental, bread, and dairy products. Consumers can purchase products on its website, www.patanjaliayurved.net, where they can order products and receive free delivery if their order totals more than INR 499. Patanjali items are offered at a discount, attracting customers. There are no adverse effects associated with using this product because it is created from raw components sourced straight from natural plants. This is the primary reason for consumers to prefer Patanjali products.

Patanjali Ayurveda Limited -New product pipeline and brand image enhance corporate expansion investigates the firm and its FMCG product performance in India. The company manufactures around 900 different items, including 45 different types of cosmetics and 30 different types of food. Patanjali cosmetics are becoming increasingly stylish and popular. After using their products, we can see why they are so popular. Baba Ramdev's Patanjali products include skin care, hair care, and food. Patanjali soaps or body cleansers are available for a variety of reasons, including bathing soaps and those for dry skin, as previously mentioned.

2. REVIEW OF LITERATURE

Sinha and Singh (2015) **"Growing Herbal cosmetics Indian Market"** According to them, rivalry in the Indian cosmetic industry exists between national and international brands, as well as between herbal and chemical products. Natural goods are increasingly appealing to the younger population, particularly women.

Anupriya (2017) **"a study on consumer's preference and perception towards Patanjali product"** The millennium's consumers have become more concerned about their health and also inclined to protect their quality of life, as seen by their preferential consumption of those things that safeguard their health and provide maximum satisfaction. Consumer satisfaction is assessed by comparing the product's actual performance to the performance predicted from its use.

Subbulakshmi and Geethamani (2017) **"a Study on customers Perception towards cosmetic Items In Patanjali Products with Special reference to tirupur city"**. The millennium's consumers have become more concerned about their health and also inclined to protect their quality of life, as seen by their preferential consumption of those things that safeguard their health and provide maximum satisfaction. Consumer satisfaction is assessed by comparing the product's actual performance to the performance predicted from its use.

Jignesh Valand and Anand. Parikshit Kelkar (2018) **"an empirical Study on customers Perception regarding Patanjali tooth Paste in anand city"** They realised that the consumer (the person who uses a product or service) is the centre of the business. Patanjali now provides a broad variety of toothpaste alternatives. The purpose of the descriptive research was to learn about the customer's preference for the Patanjali brand, the positioning of Patanjali brands in the minds of individuals (who use a product or service), and the product features that impact the consumer in terms of toothpaste.

According to Md. Irshad Ali and Manmohan Yadav (2015) in their study **"A study of consumer perception of herbal products in Bhopal"** They found that as consumers are aware of side effects created by chemical products they are moving towards natural and ayurvedic products.

According to Preeti Pillai and Dr. S. O. Junare (2016) in their study **"A study on consumers perception towards Eco-friendly products in Ahmedabad"** analyzed the fact that consumers do not favor eco friendly products because eco friendly products are priced high they are not duly promoted, not labeled properly so consumers are unable to distinguish between the conventional one

3. NEED AND IMPORTANCE OF THE STUDY

Marketing is frequently seen as the most important or critical activity in today's society. Marketing now has a far higher importance than manufacturing. The study's purpose is to uncover key reasons that have led to the rising market popularity of Patanjali products, how different channels impact product sales, and how scarcity of the same best-selling products leads to a loss of opportunity costs for products distributed through different distribution channels.

This research will help us understand market dynamics and customer behaviour as they move from international brands to Patanjali's herbal-based products, as well as if Patanjali can enhance sales by raising opportunity costs and decreasing inventory costs by making more popular items.

STATEMENT OF THE PROBLEM

A buying decision is a difficult one. Price, quality and variety, durability, brand image/owner pride, and other factors all have an impact on purchase behaviour. In the decision-making process, price perception is critical. A brand loyal client is dedicated to a single brand and will purchase the same brand regardless of price, circumstance, or other factors. People are individuals who act for a number of reasons. In this case, Indian producers want to know how well their products meet the needs of different types of consumers living in both urban and rural locations.

The primary goal of this research is to investigate customer purchasing habits in relation to Patanjali soap (bath) products in the Karur area. Age, occupation, income, brand, name, price, quality, package, offer, flavour, and other factors all influence consumer purchasing decisions for Patanjali products. As a result, the purpose of this research is to examine customer preferences and perceptions of Patanjali Soap Products (Bath), with a focus on Haridwar.

4. OBJECTIVES OF THE STUDY

1. To investigate the personal aspects that influence customers' purchases of Patanjali goods.
2. Research the extent of client awareness and desire for Patanjali goods.
3. To investigate the elements that influence people to buy Patanjali products.
4. To provide findings recommendations and conclusions

5. RESEARCH METHODOLOGY

This research makes use of both primary and secondary data. The primary data was collected using a questionnaire. Secondary data on consumer behavior was collected from journals and magazines. The researcher employed convenience sampling methods to get 120 participants for the study. The original questionnaire responses were analyzed using simple percentage statistical methods.

6. ANALYSIS AND INTERPRETATION

Table-1 : Personal aspects

S. No	Variables	Character	Number of Respondents	Percentage
1	Gender	Male	55	46
		Female	65	54
		Total	120	100
2	Age	Below -20	10	8
		20-30	60	50
		30-40	25	21
		40-50	15	13
		50 Above	10	8
		Total	120	100
3	Marital Status	Married	44	37
		Unmarried	76	63
		Total	120	100
4	Educational Qualification	Illiterate	12	10
		Schooling	17	14
		Graduate	34	28
		Post Graduate	25	21
		Professional	17	14
		Diploma	15	13
		Total	120	100
		Student	24	20

5	Occupation	Govt. Employee	23	19
		Private Employee	40	34
		Business	18	15
		Others	15	12
		Total	120	100
6	Income of the Family	Below RS.20,000	32	27
		Rs. 20,001-40,000	40	33
		Rs. 40,001-60,000	28	23
		Above Rs.60,000	20	17
		Total	120	100
7	Nature Family	Joint Family	42	35
		Nuclear	78	65
		Total	120	100
8.	No. of Members in Family	Up to 3	32	27
		Between 4-6	58	48
		Above-6	28	23
		Total	120	100
9.	Earning Members	Up to 2	68	57
		Above 2	52	43
		Total	120	100

The data provided shows that 46% of the 120 respondents are men and 54% are women. 8% of those polled were under the age of 20, 50% were between the ages of 20 and 30, 21% were between the ages of 30 and 40, 13% were between the ages of 40 and 50, and 8% were over the age of 50. and 37% were married, 63% were single, and 10% were illiterate; 14% had a high school diploma, 28% a graduate degree, 21% a postgraduate degree, 14% a professional degree, and 13% a diploma.

According to the data, 20% are students, 19% are government employees, 34% are private employees, 15% are business owners, and 12% are others. According to the statistics, 27% of respondents earn less than Rs.20,000 per month, 33% earn Rs.20,001-40000 per month, 23% earn Rs.40001-60000 per month, and 17% earn more than Rs.60000 per month.

According to the given figures, 120 people responded. 35% of those polled had a blended family, while 65% had a nuclear family. 27% have up to three family members, 48% have four to six family members, 23% have more than six family members, 57% have relatives who earn up to two, and 43% have members who make more than two.

Table-2: Awareness of Patanjali Products

S. No	Awareness	No. of Respondents	Percentage (%)
1	Advertisement	70	58
2	Friends	20	17
3	Relatives	10	08
4	Neighbors	20	17
	TOTAL	120	100

According to the above statistics, 58% of respondents are aware of Patanjali bath soap product through advertisement, 17% are aware through friends, 8% are aware through relatives, and 17% are aware through neighbours.

Table-3: Place of Purchase of Patanjali Products

S.No	Purchase Place	No. Of Respondents	Percentage (%)
1	Patanjali shop	40	33
2	Super market	20	17
3	Online shopping	30	25
4	Departmental store	14	12
5	Medical shop	09	7
6	Retail shop	07	6

	Total	120	100
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This figure shows that 33% of the 120 respondents purchased from a Patanjali shop, 17% from a supermarket, 25% from internet shopping, 12% from a department store, 7% from a medical shop, and 6% from a retail shop.

Table-4: Patanjali Product Influencing Factors

S.No	Influencing Factor	Number of Respondents	Percentage (%)
1	Low price	19	16
2	Quality	22	18
3	Brand name	23	19
4	Natural product	49	41
5	Easy available in the market	07	6
	Total	120	100

According to the table, 16% of 120 respondents prefer Patanjali products for their low price, 18% prefer Patanjali products for their quality, 19% prefer Patanjali products for their brand name, 41% prefer Patanjali products for their natural product, and 6% prefer Patanjali products for their easy availability in the market.

7. FINDINGS

- 54% of those polled are female; 50% are between the ages of 20 and 30; and 63% are unmarried.
- The vast majority of respondents (28%), are college graduates.
- The majority of respondents (34%), are employed as private employees, and the majority (33%), have a monthly household income of Rs.20001-40000.
- The vast majority of respondents (65%) belong to a nuclear family.
- The vast majority of respondents (48%), had 4-6 family members.
- The majority of respondents (57%), earn up to \$25,000 per year.
- 58% of respondents are aware of the Patanjali bath soap product due to marketing. Patanjali shops are visited by 33% of respondents, and 41% switch to Patanjali products for the sake of natural products.

8. SUGGESTIONS

The research study includes information regarding Patanjali soap (bath) goods, which is why there are a few ideas below.

- Patanjali bath soap products are available in a variety of flavours right now. As a result, the goods distributors will provide clients with free samples of soap.
- To enhance supply chain management, because Patanjali soap products are freely accessible in all nearby retail shops and retailers.
- The corporation provides more advertising in terms of product variety and availability.
- Patanjali Ayurvedic product sales should increase, as should productivity and product availability in the market.
- Packing is a low-key salesman. As a result, in order to increase sales, the product's packaging should be more enticing.
- Offers and discounts should be announced often by the firm.
- Product manufacturers can conduct a survey to ascertain consumer demand.

9. CONCLUSION

The market and the economic universe are ultimately ruled by the customer. Customers' purchases enable a company to continue operating financially indefinitely. The majority of respondents are aware of herbal bath soaps, according to the poll results. Patanjali Ayurveda Ltd. began as a small pharmacy with exclusive stores in specific locations and has since expanded to offer a diverse range of consumer goods such as skin and hair care products, biscuits, edible oils, fruit juices, and groceries. Following the introduction of Patanjali, consumption of goods in this category has increased. In light of this, the current survey sought to assess client attitudes toward Patanjali products.

As a result, our hypothesis that there is a relationship between demography and Patanjali product perception is validated, as are the important aspects for Patanjali. Baba Ramdev should do more to promote Swadeshi to the younger generation, as it already affects the elderly. Patanjali should make an effort to explain the high quality of its products to the general public. Patanjali has doubled its marketing budget, according to our research, with advertising being the most important component for customers, followed by value communication.

CONFLICT OF INTERESTS

None.

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