

# CUSTOMER SATISFACTION FROM PATANJALI PRODUCTS: A REALITY OR PERCEPTION

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## ABSTRACT

Patanjali Group has performed really well in the Indian FMCG industry since its inception. All thanks to the great image of Indian Yoga Guru Baba Ramdev, the company is touching height of success at the present time. Patanjali started its business in the year 2006 and today it has become India's 3rd largest FMCG company in terms of revenue. This paper attempts to identify the actual satisfaction level of the users of Patanjali products in relation to the overall perceptions of people regarding its quality. This paper tries to find out the causes for less level of customer satisfaction and also to check the measures for the company to improve its brand image in near future. The data has been collected from people of different age, background, profession etc. to check the image of Patanjali products in the minds of people. Further, this paper will be helpful for the researchers and scholars to do further research on this brand in near future as the company is making history every year in terms of revenue, profits and overall success in Indian market. The overall satisfaction level of customers was found to be above average and the pricing element of the company is found to be the competitive strength for the company. Still some issues are faced by the people in the quality of some Patanjali products which should be handled in near future to provide best satisfaction level to the customers.

*Keywords: Patanjali, Revenue, Quality, Customer satisfaction etc.*

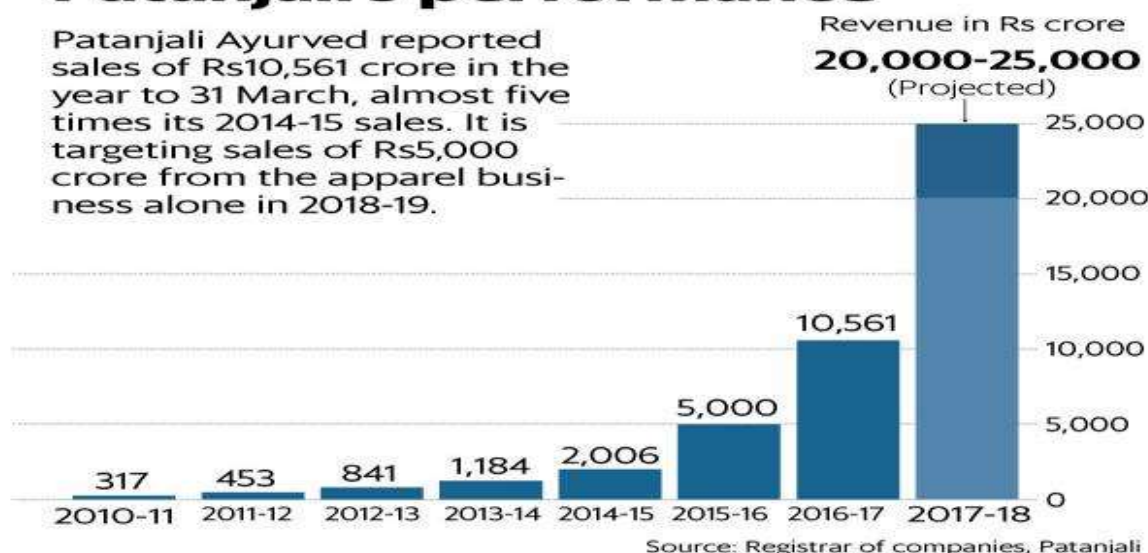
## INTRODUCTION

Patanjali Ayurved Limited was established in 2006 with a thought of rural and urban development. The company is not merely an organization but a thought of creating a healthy society through Yoga and Ayurveda. The company is breaking records in terms of its performance over the past few years. The company has become 3rd largest FMCG company in India in terms of Revenue.

The company deals in variety of segments like personal care, kitchen, soaps, food items and herbal medicines etc. The major strength of the company has been the clear image of Baba Ramdev from very long period and its pricing strategies. Apart from being Indian FMCG company, the company creates a positive image in the minds of people by advertising it to be a company providing higher revenue to the farmers by procuring raw materials from them and using the agricultural produce in the production of final products being sold by the company. The overall performance of the company till date is depicted in the following picture:

## Patanjali's performance

Patanjali Ayurved reported sales of Rs10,561 crore in the year to 31 March, almost five times its 2014-15 sales. It is targeting sales of Rs5,000 crore from the apparel business alone in 2018-19.



### OBJECTIVES OF THE STUDY

- To study the performance of Patanjali products and analyse its strategies.
- To check the level of customer satisfaction from Patanjali products in Indian society.
- To find out the reasons for less satisfaction among customers of Patanjali products.
- To find the relationship between income level and consumption of Patanjali products.

### RESEARCH METHODOLOGY

For the purpose of our study, both Primary and Secondary data have been used. Primary data was collected from 70 people working in different fields. Questionnaire method was adopted for the purpose of our study. Further, secondary data have been compiled from various online sources such as journals, articles, websites, news etc.

### LIMITATIONS OF THE STUDY

- Limited geographical reach.
- Limited time to conduct the study.
- Attitudinal barriers among respondents.

### REVIEW OF LITERATURE

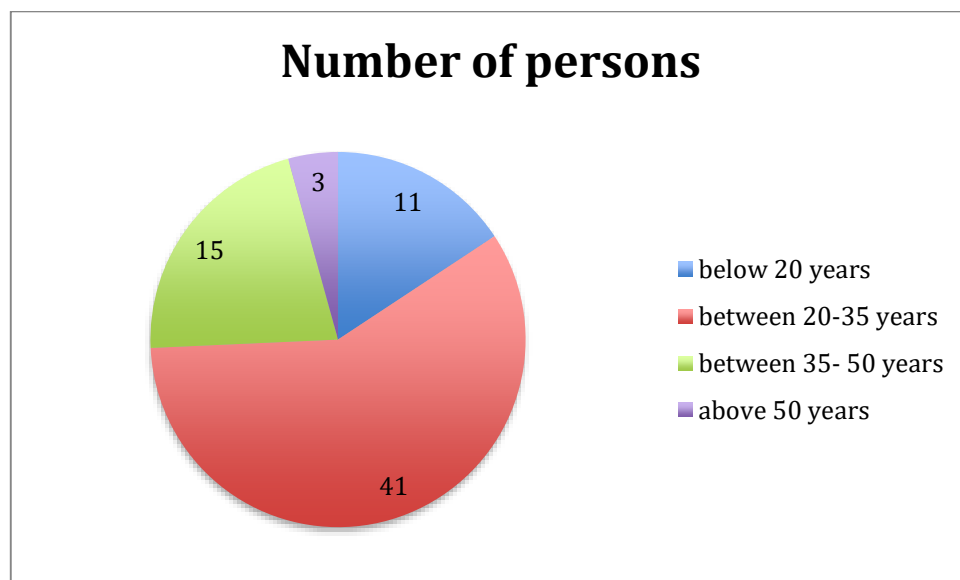
**Ravinder and Dr. Parveen Kumar** in their study on "Review on customer satisfaction towards Patanjali products" analysed the impact of income on the purchase decision of the customers and they concluded the role of customer satisfaction in the success of organisations in Indian market.

**Mrs. Rishi Raj Sharma** in her exploration paper on "Buyer Psychographics and surrogate promoting: An utilization of various discriminant examination" focuses on surrogate publicizing and says it is one of the creating moral issues in promoting in India.

**Miss Rupali Khanna** has tried to study the perception of customers towards patanjali products by checking the actual performance with the expectations kept by people from the company.

**DATA ANALYSIS****Q1- Please specify your age.**

Answer:

**Interpretation:**

Majority of the people buying Patanjali products belong to the age group of 20-35 years.

**Q2- What is your occupation?**

Answer:

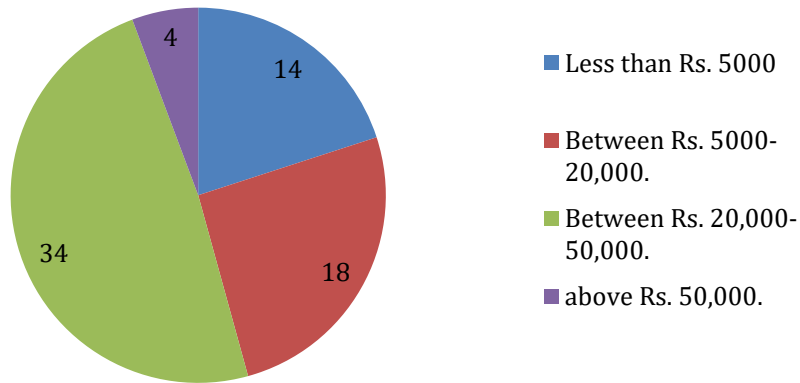
OCCUPATION	Number of persons
1. Student	19
2. Businessman	15
3. Employment	31
4. Profession	5

The data has been collected from people majority of which are employed somewhere.

**Q3- What is your monthly income?**

Answer:

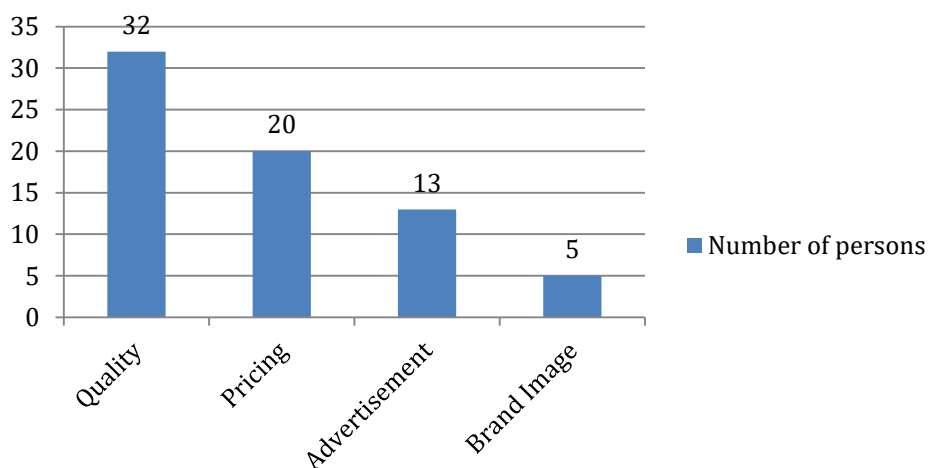
### Number of persons



#### Q4- Which factor convinces you to buy Patanjali products?

Answer:

### Number of persons



#### Q5- How frequently do you buy Patanjali Products?

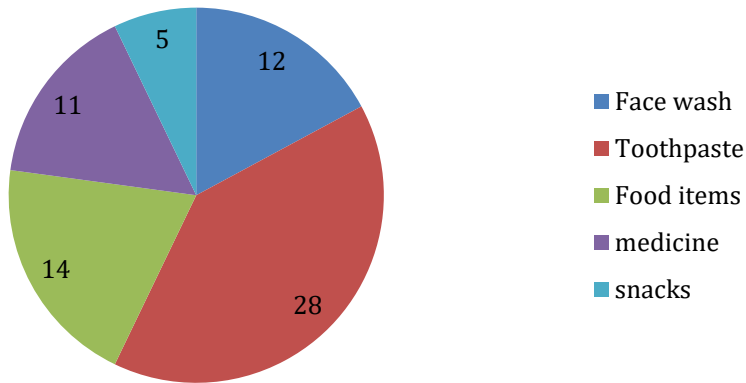
Answer:

Frequent buying	Number of persons
Less than 3 times a month	39
Between 3-10 times a month	27
More than 10 times a month	4

#### Q6- On which Patanjali product do you spend the most?

Answer

### number of persons

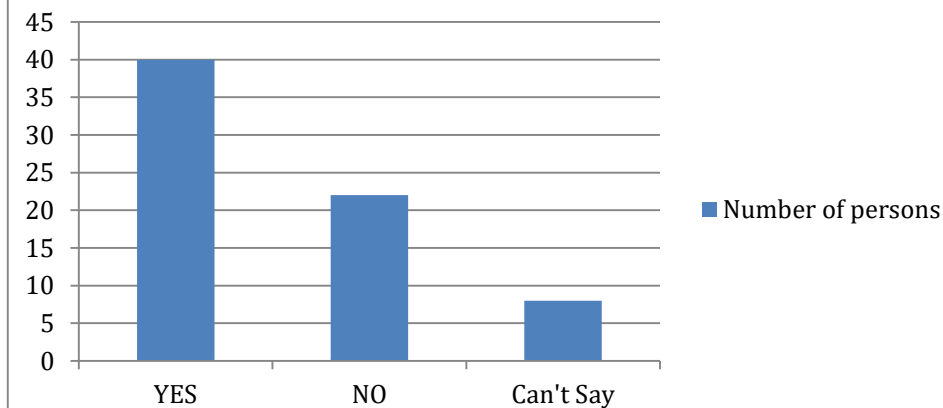


The above data shows that most of the spending by people is on Patanjali Toothpaste.

### Q7- Do you think Patanjali can make India a self-sufficient country?

Answer:

### Number of persons



The above data shows that majority of the people perceive the company to be an engine of self-sufficiency for Indian economy.

### Q8- Do you think Patanjali has contributed to the welfare of farmers?

Answer:

Opinion	Number of persons
YES	28
NO	40
Can't say	2

### Q9- How do you find the products of Patanjali group in terms of Customer Satisfaction?

Answer:



The above data shows that the company has performed above average in terms of customer satisfaction. As 36 persons rated their experience to be satisfactory and 23 persons rated their experience as very good from Patanjali products.

### OVERALL FINDINGS

The above analysis shows the positive image of the company in terms of customer satisfaction and providing cheaper and affordable products to the society. Still some people have found the quality issues in Patanjali products mainly of which were related with face wash and other personal care products.

At last, the study suffers from major limitation of small sample size of 70 people. Still, there is a lot more scope for further research for the researchers in near future.

### SUGGESTIONS

From the above study, an overview of customer satisfaction from Patanjali products has been done and keeping in view the opinion of people the following suggestions can be made at the end of this paper.

1. People are very much satisfied with the pricing of the products. Hence the company should continue with its penetration pricing policy in future as well.
2. Many people have found the quality of Patanjali products as not up to the mark. The company should do more efforts to improve the quality of its products and further research and development should be done in order to provide best to the customers at affordable prices.
3. Major success of Patanjali has remained in the field of toothpaste with the brand DANT KANTI. The company can enhance its market in foreign nations as well.
4. The company should invest more in the domestic production centres as the country is still very much dependent on foreign companies for many articles. The untouched areas can be explored by the company in near future.
5. People have found the products to be competitive enough with the other brands but the company should try more to keep its promises by enhancing the quality and customer orientation should be enhanced.
6. The company should work more for the betterment of backward areas of India.
7. Benchmarking practices should be followed by the company in order to have an upper hand in the FMCG industry.



## CONCLUSION

From the above study, it can be said that the company is still in a need to have some benchmarks in its quality aspect and it also requires to invest in the backward areas of India. Further, the performance of the company has found to be above satisfactory as per the opinions of people collected in this paper. At last, it can be said that the company has contributed to Indian economy in many of aspects but some untouched areas needs the investment from company to have more strong position in the economy. People are hopeful that the company will perform really well in near future and will definitely compete good enough with the foreign companies operating in India.

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