



Patanjali Ayurved Limited: “A Study on Consumer Perception and Satisfaction”

Madhuri Yadav

Research Scholar

Department of Commerce, C.M.P. Degree College, University of Allahabad, Prayagraj (India)

ABSTRACT

Patanjali's quick rise and widespread appeal in recent years has drawn considerable interest in the fast-moving consumer goods (FMCG) market. Patanjali was founded on Ayurvedic principles and promotes organic and indigenous products, has emerged as a serious market competitor. This research paper investigates consumer perceptions of Patanjali products with the goal of understanding the elements that influence their purchasing decisions. The study uses qualitative as well as quantitative techniques in a mixed-methods approach. Primary data were gathered from a varied sample of consumers across various age groups, genders, and geographies using organized questionnaires. The questionnaire was designed to gather information about awareness of the brand, perceived quality, dependability, affordability, satisfaction and emotional appeal of Patanjali products.

Keywords: Buying Behaviour, Consumer Awareness, Consumer Perception, Consumer Satisfaction, Patanjali Ayurved Limited.

1 INTRODUCTION

A well-known brand in the FMCG sector, Patanjali Ayurved Limited, has recently gone through an amazing rise and unheard-of expansion. The ancient holistic health philosophy of Ayurveda served as the foundation for Patanjali, which has grown from a modest endeavor into a market leader. Patanjali Ayurved Limited, founded by the well-known yoga master Baba Ramdev and the Ayurvedic scholar Acharya Balkrishna, has carved out a distinct niche for itself by providing a wide array of organic and herbal products. The company's history dates back to 2006, when both Baba Ramdev and Balkrishna, the founder, had the idea of making natural, pure Ayurvedic items accessible to the general public at reasonable costs. Patanjali attempted to transform the Indian

consumer goods market with a firm dedication to conventional principles of Ayurveda and encouraging the sale of homegrown goods.

At the present time customer is important for success of all organizations, businesses and firms. It is the need of hour to evaluate the consumer perception towards particular product/brand and to satisfy them. Consumer perception analysis is an essential tool for businesses to learn how their brands, products, and services are perceived by the market they are targeting. It enables businesses to take well-informed decisions, forge closer bonds with their clients, and ultimately fuel expansion and success.

Analysis of consumer perception is crucial for various reasons, including the fact that it gives useful insights that can have a substantial impact on a company's success. Here are some of the most significant explanations why understanding the opinions of customers is critical: Product development, marketing effectiveness, edge over the competition, brand advocacy, and brand loyalty, Pricing Techniques, Risk reduction, creative possibilities, and improved customer experiences, evaluation of Return on Investment (ROI), Adaptation to Changing Trends.

2 REVIEW OF LITERATURE

Frank (June 2018) The Patanjali company in Mangalore city is examined in this research in terms of consumer perception and satisfaction. The Patanjali Stores in Mangalore were used for this study's objective to collect feedback from about 490 customers.

Ali and Yadav (2015) conducted a study to learn how consumers view herbal products. The aforementioned study's goals were to understand the justifications for utilizing different herbal products. The researcher gathered information from 60 users of natural remedies in three Bhopal cities for the previously mentioned research. According to their research, individuals are switching to natural products because of the risks associated with chemical items. Additionally, they came to the conclusion that all customers had a favorable disposition regarding herbal products and had not experienced any negative side effects.

Singh (2015) According to his study "Consumer perception towards FMCG in rural market," rural clients are mostly impacted by media, print advertisements, and word of mouth. In rural locations, it has a considerable impact on client purchasing decisions.

Katole (2015) This paper will discuss Patanjali being a swadeshi brand, the quality of Patanjali products, having fewer customer complaints, and Baba Ramdev as the face of Patanjali are all factors impacting the popularity and effectiveness of Patanjali products. It was also discovered that respondents happily referred Patanjali items to relatives and friends, indicating that they are pleased.

3 CONSUMER PERCEPTION

Consumer perception is the way that people understand and evaluate information about goods, services, brands, and other market components. It is the method by which customers collect, arrange, and interpret sensory data from their surroundings to produce memorable experiences and comprehensions. As it directly affects attitudes, preferences, and purchase choices, perception is a fundamental component of consumer behaviour.

Businesses must be aware of the opinions of customers and seek to create a favorable and consistent perception of their goods or brands. Businesses can better target their advertising efforts, address any unfavorable opinions, and increase their overall attractiveness to the target demographic by understanding how consumers view their services. Surveys, market research, and analysis of feedback are typical techniques for assessing consumer opinion and making wise company decisions.

3.1 CONSUMER PERCEPTION CAN BE INFLUENCED BY A NUMBER OF FACTORS:

Perpetual sensation: Consumers perceive information via a variety of senses, including smell, hearing, touch, sight, and taste. Consumer perception of a product, its packaging, or its promotion can be strongly influenced by its sensory experience.

Cognitive Processes: How consumers read and comprehend knowledge regarding products or brands depends on their past experiences, opinions, views, and values. Additionally, cognitive distortions like anchoring and confirmation bias can affect how they perceive things.

Branding: Businesses utilize marketing tactics to favorably affect consumer perception through branding. Consumer perception of a product or brand can be influenced by branding, advertising, the packaging, and endorsements.

Word of mouth impact: When establishing ideas, consumers frequently draw on the views and experiences of others. Social media, internet reviews, and word-of-mouth all have a big impact on how consumers perceive products.

Socio-Cultural aspects: can affect how customers view products or companies. These factors include culture, societal conventions, and social context. Certain products may be interpreted or preferred differently by various cultures.

Product Performance and Quality: A product's real performance and quality can have a significant impact on how consumers view it. A favorable perception of a product can result from having an enjoyable encounter with it.

Pricing methods can affect how a product is viewed since consumers frequently equate greater prices with higher quality.

4 OBJECTIVES

1. To analyze consumer awareness and familiarity with Patanjali Products.
2. To examine consumer perceptions of Patanjali product, quality, and overall satisfaction.
3. To explore the elements that influence consumer buying behaviour for Patanjali products.

5 RESEARCH METHODOLOGY

5.1 SAMPLING PROCEDURE AND SAMPLE SIZE:

The research is empirical. Both primary and secondary sources were employed to acquire the data. The questionnaire was distributed to 130 people of all ages who responded to it. The respondents were chosen using a random sampling procedure. Through Web-based questionnaires, information was gathered from selected districts in Uttar Pradesh, including Prayagraj, Lucknow, Mau, and Ballia. Secondary data is gathered through a variety of research projects, articles, papers, and publications. The information acquired from these numerous sources was useful for drafting the conclusions and a summary of the literature review.

5.2 QUESTIONNAIRE DESIGN:

A questionnaire containing 11 questions was created and distributed to Patanjali customers. Finally, 100 valid replies were collected to assess the research's validity. Convenience sampling was used to collect data. The questions aimed to determine consumers perception towards Patanjali Ayurved Limited, awareness of Patanjali brand and elements that influence consumer purchasing decisions

5.3 DATA COLLECTION:

A structured, precisely created questionnaire was distributed to 130 consumers aged 15 to 55 and above. The questionnaires were given out in Prayagraj, Lucknow, Mau, and Ballia districts of Uttar Pradesh. Respondents were chosen at random. Because thirty questionnaires were spoiled, they were excluded from the study.

6 DATA ANALYSIS

SPSS software was used to analyze the data quantitatively using frequency distribution analysis.

6.1 DATA ANALYSIS AND FINDINGS:

Table 1

Age

AGES	RESPONDENTS	%AGE
15-25	30	30%
25-35	32	32%
35-45	23	23%
45-55	11	11%
55 and Above	4	4%
Total	100	100

Source: Field data

Data is collected based on age group, with 30 respondents in the 15-25 age range, 32 respondents in the 25-35 age range, 23 respondents in the 35-45 age range, 11 respondents in the 45-55 age range, and just four respondents in the 55+ age range. The table clearly shows that the majority of responders are between the ages of 25 and 35, indicating that Patanjali products are largely used by youngsters.

Table 2

Gender

GENDER	RESPONDENTS	%age
MALE	53	53%
FEMALE	47	47%
TOTAL	100	100

Source: Field data

Data is collected here based on gender, that is, male and female. There are 53 men and 47 women who have responded. According to the statistics gathered, male respondents are more likely to purchase Patanjali products.

Table 3

Occupation

OCCUPATION	RESPONDENTS	%AGE
STUDENT	26	26%
HOUSEWIFE	34	34%
SERVICE	22	22%
BUSINESS	18	18%
TOTAL	100	100

Source: Field data

Data is gathered based on a person's occupation, such as a student, homemaker, worker, business owner, etc. Out of the 100 people who responded, 26 were students, 34 were housewives, 22 were employed, and 18 were business owners. The majority of Patanjali product users are often housewives.

Table 4

Product Category

PRODUCT CATEGORY USAGE	RESPONDENTS	%AGE
SKIN CARE	12	12%
HAIR PRODUCTS	14	14%
FOOD ITEMS	16	16%
DENTAL CARE	27	27%
HEALTH CARE	12	12%
AYURVED MEDICINES	19	19%
TOTAL	100	100

Source: Field data



Figure. 1

The data in this section are broken down by how the product is used. Out of the 100 respondents, 12 use products for skin care, 14 use products for hair care, 16 use products for food, 27 use products for dental care, 12 use products for health care, and 19 use ayurvedic medication. The majority of dental items and ayurvedic medications are used by customers, according to analysis.

Table 5

Advertisement

SOURCES OF ADVERTISEMENT	RESPONDENTS	%AGE
TELEVISION	38	38%
NEWSPAPER	23	23%
SHOP DISPLAY	27	27%
WORD OF MOUTH	12	12%
TOTAL	100	100

Source: Field data

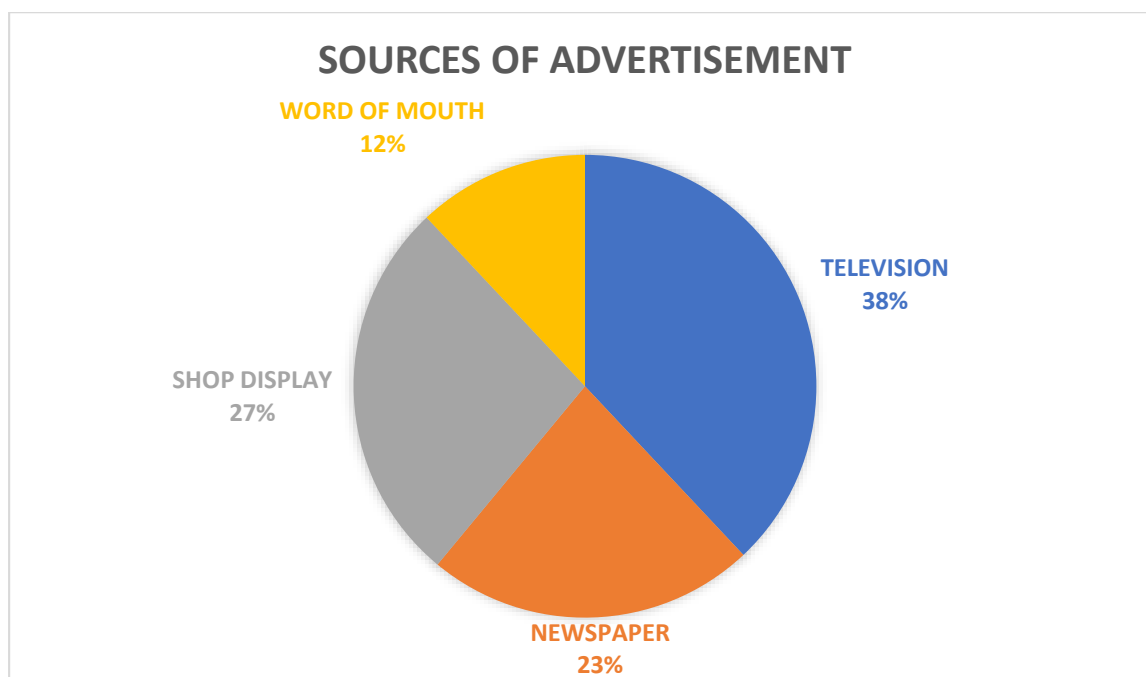


Figure. 2

Based on the sources of advertising, data are separated. Out of all respondents, 38 learned about the survey via advertisements, 23 via newspapers, 27 via store displays, and 12 via word of mouth. The majority of respondents first learned about Patanjali products from store displays and later from media.

Table 6

Customer's Opinion

CUSTOMERS OPINION	RESPONDENTS	%AGE
CHEAP	19	19%
AFFORDABLE	68	68%
COSTLY	13	13%
TOTAL	100	100

Source: Field data

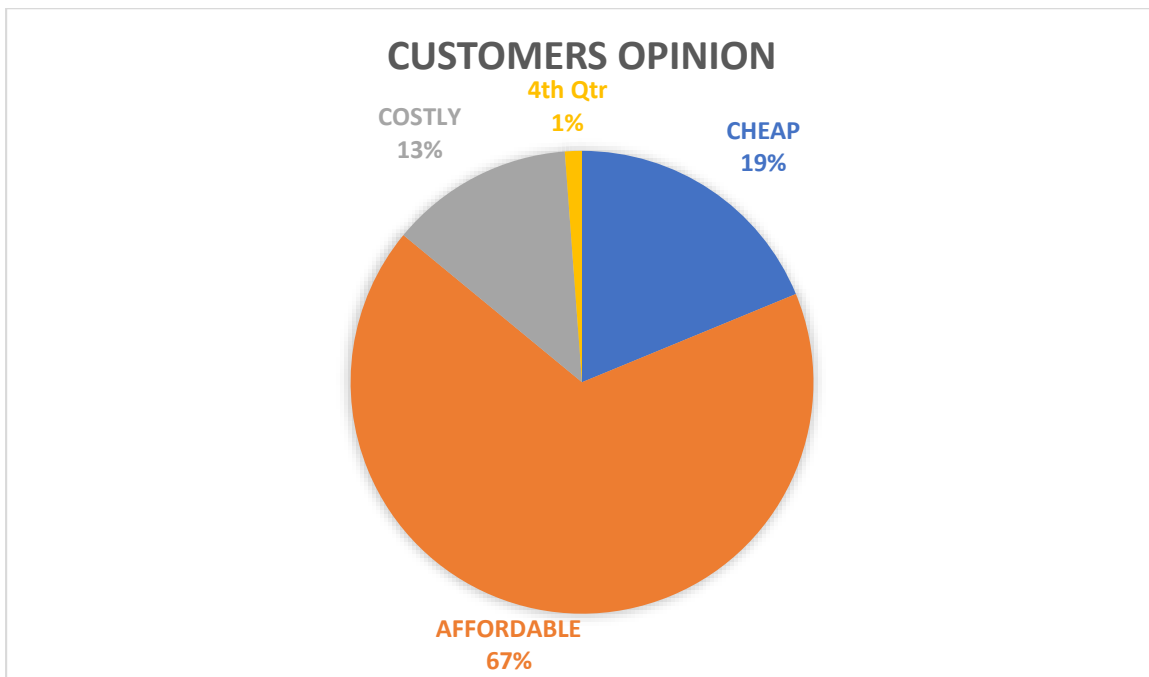


Figure. 3

From Table 6 and figure 3 we can see that, 19 respondents believe that things are inexpensive, 68 believe that they are within the reach of most people, and 13 believe that they are expensive. The majority of respondents said Patanjali items are reasonably priced.

Table 7

Products Benefit

BENEFITS	RESPONDENTS	%AGE
QUALITY WISE	23	23%
QUANTITY WISE	19	19%
HEALTH WISE	34	34%
PRICE WISE	24	24%
TOTAL	100	100

Source: Field data

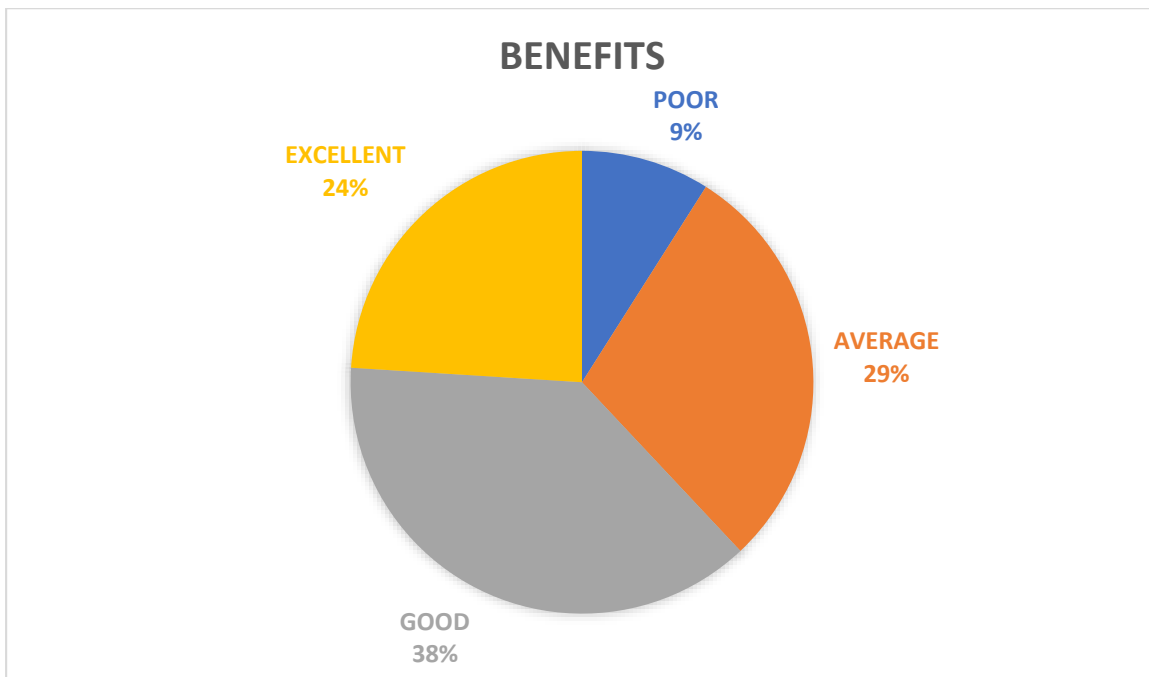


Figure. 4

The benefits of using Patanjali products are used to segment the respondents. Quality is the primary factor driving purchases for 23 respondents, quantity is the primary factor for 19, health benefits are the primary factor for 34, and price is the primary factor for 24. 34 out of 100 responders, or the maximum number, utilize Patanjali products due of their health advantages.

Table 8

Product Quality

QUALITY	RESPONDENTS	%AGE
POOR	9	9%
AVERAGE	29	29%
GOOD	38	38%
EXCELLENT	24	24%
TOTAL	100	100

Source: Field data



Figure. 5

Customers purchase things due to their high quality. According to Table 8 and figure 5, products are of bad quality according to 9 respondents, average in quality for 29 respondents, acceptable quality for 38 respondents, and outstanding quality for 24 respondents. Patanjali products are of good quality in the eyes of the majority of responders.

Table 9

Factors Responsible for Purchase of Patanjali Products

FACTORS	RESONDENTS	%AGE
HEALTH CONSCIOUS	18	18%
ADVERTISEMENT	16	16%
BRAND AMBASSADOR	20	20%
HERBAL PRODUCTS	32	32%
PRICE	14	14%
TOTAL	100	100

Source: Field data

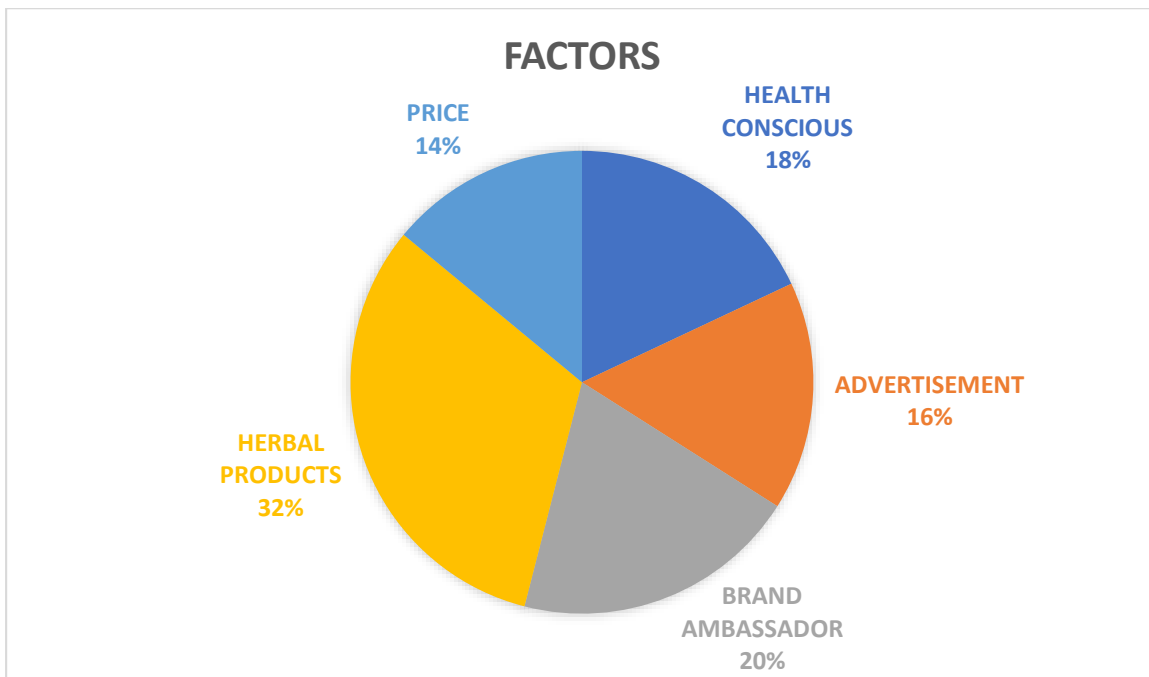


Figure. 6

Referring to Table 9 we can say that out of a total of 100 respondents, 18 said they bought items because they were health concerned, 16 said they bought them because of advertisements, 20 said they bought them because of brand ambassadors, 32 said they bought them because they were herbal products, and 14 said they bought them because of the price. Due to the fact that Patanjali products are herbal, the majority of customers (32) buy them.

Table 10

Factors Responsible for Preference of Patanjali Products Over Other Products

PREFRENCE	RESPONDENT	%AGE
QUALITY	27	27%
TRUSTWORTHY	39	39%
BRAND LOYALTY	21	21%
ECONOMICAL	13	13%
TOTAL	100	100

Source: Field data

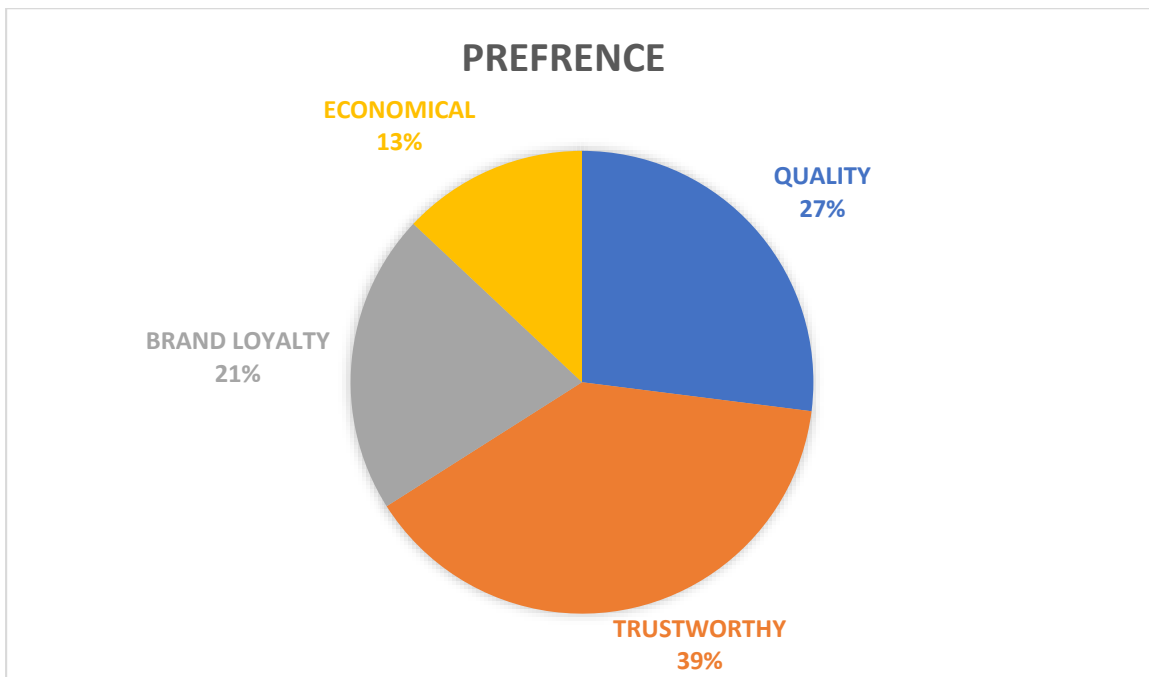


Figure. 7

Customers preferred Patanjali goods over other brands for a variety of reasons. 27 consumers choose Patanjali products due to product quality; 39 consumers prefer Patanjali products due to product trust; 21 consumers prefer Patanjali products due to brand loyalty, and 13 customers choose Patanjali products due to price. As a result, it can be stated that the majority of consumers prefer Patanjali Products due to their trust, product quality, and brand loyalty.

Table 11

Satisfaction Level of Customer's towards Patanjali Products

LEVEL OF SATISFACTION	RESPONDENTS	%AGE
VERY POOR	0	0%
POOR	2	2%
AVERAGE	21	21%
GOOD	47	47%
EXCELLENT	30	30%
TOTAL	100	100

Source: Field data

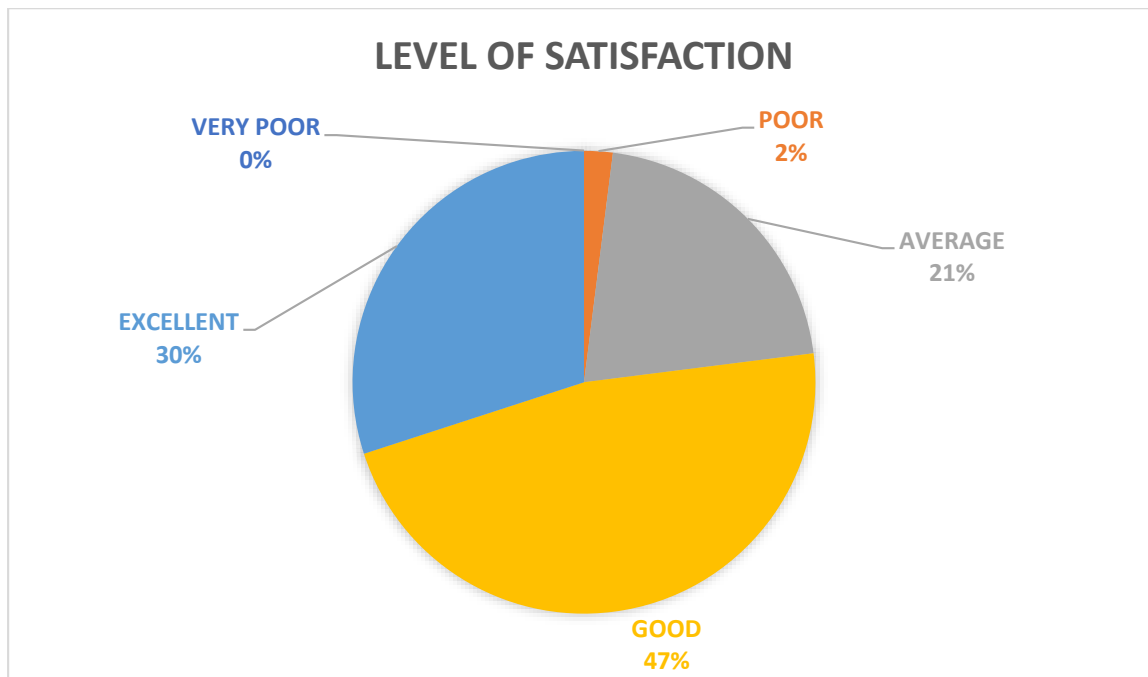


Figure. 8

Consumers' levels of post-purchase satisfaction are collected here. According to the figure 8 obtained, 0 respondents' satisfaction level is extremely low, 2 respondents' satisfaction level is low, 21 respondents' satisfaction degree is average, 47 respondents' satisfaction level is good, and 30 respondents' satisfaction level is great. As a result, we may conclude from the information that the product has satisfied the greatest number of clients.

7 CONCLUSION

The results show that consumers have a generally favorable opinion of Patanjali products. A sizable percentage of respondents expressed strong brand awareness and associated the brand with healthy and natural alternatives. Additionally, customers believe the brand offers products that are both affordably priced and of acceptable quality. However, issues with product availability and uniformity in some areas were also brought up.

The study's findings indicate that customers who recently bought a Patanjali product will do so again, which indicates how those customers feel about those products. The usage of herbal components in the manufacture of the product, quality of the Patanjali goods, the price of the product, getting lesser customer complaints, and Baba Ramdev as the Patanjali brand ambassador are the factors impacting the achievement, success, and popularity of Patanjali products. Additionally, Baba Ramdev is recognized as a brand icon.

Two components the consumer's perception and satisfaction of the product are influenced by ayurveda and home production. The degree of happiness a customer experiences after using a product is a major factor in how they perceive it. According to the study's findings, a substantial majority of consumers are satisfied with Patanjali products due to its low price, natural, herbal, and organic ingredients. It can be because the product can treat

their health issue. Thus, it can be said that there is positive perception of consumers towards Patanjali products and consumers are satisfied with its consumption.

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