

Consumers Satisfaction on Patanjali and Dabur Products with Special Reference to FMCG Products in Coimbatore City

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Abstract: In India, the FMCG sector has been participating in the economic development of the nation. In particular, the Patanjali and Dabur companies have been manufacturing the herbal FMCG products. They have more competition in selling their products in Indian market. These are the companies providing more preferred FMCG products to the consumers. The natural products have recommended by the World-Health-Organization-(WHO) and the doctors. It attracts the consumers to utilize the herbal products for their health and preventing the people from diverse diseases. The consumers have different purchasing habits based on their preferring companies in India. The Patanjali and Dabur companies have targeted and attracted more consumers by their attractive herbal products. The consumers have faced more issues on the post purchase in Coimbatore City. So, the analyst has investigated the satisfaction level on the Patanjali and Dabur products in Coimbatore City. The research has utilized the descriptive and exploratory concept and conveniently selected 1000 sample buyers of Patanjali and Dabur company products through convenient sampling technique in Coimbatore. The primary data collected through pre-determined questionnaire and utilized some analytical tools like percentage analysis and ANOVA in the study.

Index Terms - ANOVA, Percentage Analysis, FMCG Sector, Herbal Products.

I. INTRODUCTION

In India, the FMCG sector has been participating in the economic development of the nation. In particular, the Patanjali and Dabur companies have been manufacturing the herbal FMCG products. They have more competition in selling their products in Indian market. These are the companies providing more preferred FMCG products to the consumers. The natural products have recommended by the World-Health-Organization-(WHO) and the doctors. It attracts the consumers to utilize the herbal products for their health and preventing the people from diverse diseases. These companies are provided India based herbal products mostly to the people. The current research work has examined the satisfaction on the Patanjali and Dabur companies FMCG products in Coimbatore City.

II. LITERATURE REVIEW

The researcher has taken earlier studies related to the patanjali and other herbal product manufacturing companies in the research work. Chandira and Lakshmi (2016) found that Patanjali manufactured goods provided more satisfaction on different varieties of herbal products. Brijesh & Gopal (2016) indicated that the herbal products are mostly bought by the consumers in reasonable prices and the Patanjali Company has attained more growth in the nation. Satheesh & Rahul (2016) showed that the buying behavior of consumers on Patanjali manufactured goods in India. Anu (2017) observed that the customers have preferred and satisfied with the Patanjali items with the nature and quality of the products.

III. STATEMENT OF THE PROBLEM

The consumers have different purchasing habits based on their preferring companies in India. The Patanjali and Dabur companies have targeted and attracted more consumers by their attractive herbal products. The consumers have faced more issues on the post purchase in Coimbatore City. So, the analyst has investigated the satisfaction level on the Patanjali and Dabur products in Coimbatore City.

IV. OBJECTIVES

The objectives of the research work are,

1. To know the consumers satisfaction on the FMCG products of Patanjali and Dabur in India.
2. To check the changes of consumers satisfaction through the demographic variables of the respondents in the study.

V. SCOPE OF THE STUDY

The present study has focused the consumer's satisfaction on the FMCG products of the Patanjali and Dabur companies in India. This research study helps to know the product quality and post purchase satisfaction of the consumers in Coimbatore.

VI. METHODOLOGY

The research has utilized the descriptive and exploratory concept and conveniently selected 1000 sample buyers of Patanjali and Dabur company products through convenient sampling technique in Coimbatore. The primary data collected through pre-determined questionnaire and utilized some analytical tools like percentage analysis and ANOVA in the study.

VII. FINDINGS

The research study has taken the socio-economic variables of the respondents to analyze the satisfaction on the FMCG products in Coimbatore City.

Table 7.1: Socio-Economic Variables of the Respondents

Variables	Particular	No. of Respondents	Percentage
Age	Below 30 years	400	40.00
	31-60 years	250	25.00
	Above 60 years	350	35.00
Gender	Male	550	55.00
	Female	450	45.00
Education Qualification	Schooling	150	15.00
	UG/ PG	350	35.00
	Professional	200	20.00
	Others	300	30.00
Occupation	Agriculture	230	23.00
	Business	170	17.00
	Employee	350	35.00
	Others	250	25.00
Monthly Income	Upto 25,000	500	50.00
	25,000-50,000	200	20.00
	Above 50,000	300	30.00
Residential Area	Urban	150	15.00
	Semi-Urban	450	45.00
	Rural	400	40.00
	Total	1000	100.00

Source: Primary Data

Table 7.1 offered the socio-economic variables of the samples in the study. The research work contains majority of below 30 years age (40 percent) and they were male respondents (55 percent). They have mostly studied the UG/PG degree (35 percent) and most of them employee category (35 percent) with the monthly income of below Rs.25,000. The consumers have mostly taken from the semi-urban area in the research work.

7.1 Level of Consumer's Satisfaction

The consumer's satisfactions have checked with the help of questionnaire and it contains more factors with some variables as follows:

Table 7.2: Satisfaction Level of Consumers on Patanjali and Dabur Products

Satisfaction	Patanjali (%)	Dabur (%)
Low	38.20	34.00
Medium	12.80	20.00
High	49.00	46.00
Total	100.00	100.00

Source: Computed Value

Table 7.2 revealed that the consumers of FMCG products have highest satisfaction level on the usage of the Patanjali and Dabur products in Coimbatore City. The Patanjali products users have highest satisfaction level compared to Dabur company products in the study.

7.2 Analysis of Variance (ANOVA)

The ANOVA test has utilized to check the changes of consumers satisfaction through the socio-economic variables in this research:

Table 7.3: ANOVA

Variables	Sources of Variation	Sum of Squares	D.F	Mean score	'F' Value	P Value	Significance
Patanjali	BG	1978.003	2	1978.003	28.451	.000	Significant
	WG	34622.845	998	69.524			
	Total	36600.848	1000				
Dabur	BG	1192.987	2	397.662	5.571	.001	Significant
	WG	35407.861	998	71.387			
	Total	36600.848	1000				

Source: Computed Value

Table-7.3 evaluated the changes of consumer's satisfaction on the FMCG products through socio-economic variables of respondents in Coimbatore city. There are significant changes in the consumer's satisfactions by the demographic details of respondents at 5 percent level in the research work.

VIII. CONCLUSION AND SUGGESTION

The herbal FMCG products have mostly purchased by the different categories of people. Their buying perspectives have changed through the companies promotional activities in India. The analytical result found that the consumers mostly satisfied with the Patanjali and Dabur products in Coimbatore City. They have periodically purchased the FMCG products of these companies for the quality and pricing aspects. The researcher suggested that the companies should try to provide quality products with lowest price compared to other branded company products in Coimbatore City

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