

A Study Effect of various Demographic Factors on Consumer Satisfaction for Ayurvedic Products

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ABSTRACT

The Objective of this research paper is to study the consumer buying behaviour towards Patanjali products. This study is conducted in Gurugram city. Questionnaire method was used to collect the data from 100 respondents including 50 males and 50 females' respondents. Data has been analyzed with the help of SPSS software using descriptive statistics and chi-square test. The study revealed that Patanjali is the most popular brand among the customers. Furthermore it was again revealed that there are various factors like demographic factors, economic factors, geographic factors, psychological factors, sociological factors, cultural factors etc that are affecting consumer behaviour while purchasing Patanjali products.

Keywords: customer, cosmetics, Ayurvedic, customer loyalty, perception.

INTRODUCTION

For the success of any business organisation it is very vital to know and understand about the consumer behaviour. Consumer behaviour is related to know about how, when, what and why a consumer purchase a product. In today's scenario people are more conscious about their health but with safety, so they prefer to such kind of the products that are having natural ingredients which are not harmful for their body. Consumer behaviour can be understood as: "The decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services." (Loudon and Della Bitta, 1980).

Indian industry is growing in term of product development and marketing. Now people are more awaring so that they are shifting from functional product to more advanced and specialized cosmetic items. The main reasons for behind this are financially independent women, introduction of new items, awareness and consciousness regarding health especially among the young generation. There are so many factors that influence the purchase decision of consumers regarding Patanjali products that are cultural, social, demographical, economical factors, psychological factors etc. There are three types of customers: stayers (those

who had never switched from the previous brand), satisfied switchers (those who switched for reason other than dissatisfaction) and dissatisfied switchers (those who switched because they were dissatisfied with their previous brand) (Ganesh et. al., 2000). Understanding of these three kinds of customers plays a vital role in deciding the marketing strategies. Now a day Patanjali has captured most of the share of market due to quality assurance of its product and Customers are satisfied with its natural ingredients and better services provided.

LITERATURE REVIEWS

Kumar, H. & John, S. et.al. (2014) examined the study on factors influencing consumer buying behaviour in cosmetic products. The attention was to study the influence of income level of the respondents on consumer buying behaviour dimension. The data collected was analyzed by using one way analysis of variance (ANOVA). The study revealed that small difference in income level of consumer effect the buying decision of cosmetic products.

Khanna, R. (2015) studied about the consumer perception towards the Patanjali products. Aim of the was to know the perception and satisfaction level of consumer after using the Patanjali products with the help of SPSS by applying correlation, regression and non parametric chi- square test . Study concluded that large portion of the users is satisfied by using Patanjali product because of the ability to cure the problem.

Rekha, M. & Gokila, K. (2015) pursued a study on consumer awareness, attitude and preference towards herbal cosmetic products. The population was selected from Coimbatore city and period for study was six months. Convenient sampling was used to collect the data. This study concluded that there is positive relation between family income per month and income spend on herbal products.

Rawal, R. & Desai, S. G. et. al. (2017) examined the study change in the consumer behaviour and its sustainability in the market regarding organic products. Aim of the study was to find out the reasons for consumer changing perception towards organic products. Non probability convenience sampling method was used to collect the data. This study revealed that distributors had changed their business due to customer changing behaviour regarding organic product.

OBJECTIVES OF THE STUDY

To find out the association between the demographic factors and consumer satisfaction level.

RESEARCH METHODOLOGY

Sample

In this study the target sample size was 100 respondents from Gurugram city. Convenience sampling method was adopted in the study.

Data Collection Method

The questionnaire for the present study was designed based on the objective of the study. Five point likert scales is used for this study. Questionnaire was divided in to two parts. Part- A consist of questions related to find the awareness level of the respondents regarding Patanjali cosmetics products and Part –B consisting questions related to find the satisfaction level of the respondents regarding Patanjali cosmetics products.

Analysis of Data

The techniques used for the analysis were mean, std. Deviation, percentage in descriptive statistics.

Table1.1 To shows the association between gender and level of satisfaction

Gender	Satisfaction level			Total
	highly satisfied	Moderate satisfied	low satisfied	
Male	10 (52.63)	31 (50)	9 (47.36)	50 (50)
Female	9 (47.36)	31 (50)	10 (52.63)	50 (50)
Total	19	62	19	100

Note: *Researcher's calculations **Figure shown in bracket is in percentage

Above table shows that there is no more difference in the satisfaction level of male and female group respondents.52.63% male are highly satisfied while 47.36% female are highly satisfied.

Table1.2. To shows the association between age and level of satisfaction

Age group		Satisfaction level			Total
		Highly satisfied	moderate satisfied	Low satisfied	
	18-25	2 (10.52)	15 (24.19)	3 (15.78)	20 (20)
	26-35	8 (42.10)	23 (37.09)	8 (42.10)	39 (39)
	36-45	7 (36.84)	21 (33.87)	4 (21.05)	32 (32)
	older than 45	2 (10.52)	3 (4.83)	4 (21.05)	9 (9)
Total		19	62	19	100

Note: *Researcher's calculations **Figure shown in bracket is in percentage
Above table shows that between the age group 18-25 (24.19%) respondents are moderately satisfied. (42.10%) respondents between the age group 26-35 are highly satisfied.

Table 1.3 To shows the association between education and satisfaction level

Education level	Satisfaction level			Total
	Highly Satisfied	moderate satisfied	Low satisfied	
Intermediate	4 (21.05)	7 (11.29)	6 (31.57)	17 (17)
Graduate	8 (42.10)	22 (35.48)	5 (36.31)	35 (35)
post graduate	6 (31.57)	22 (35.48)	7 (36.84)	35 (35)
any other	1 (5.26)	11 (17.74)	1 (5.26)	13 (13)
Total	19	62	19	100

Note: *Researcher's calculations **Figure shown in bracket is in percentage

Above table shows that 42.10% graduate are highly satisfied and 17.74% are other moderately satisfied. So here we can say that graduates are highest satisfied among all the other categories.

Table 1.4 To shows the association between occupation and satisfaction level

Occupation	Satisfaction level			Total
	Highly satisfied	moderate satisfied	low satisfied	
Student	2 (10.52)	10 (16.12)	2 (10.52)	14 (14)
self employed	5 (26.31)	22 (35.48)	7 (36.84)	34 (34)
Service	8 (42.10)	24 (38.70)	7 (36.84)	39 (39)
any other	4 (21.05)	6 (9.67)	3 (15.78)	13 (13)
Total	19	62	19	100

Note: *Researcher's calculations **Figure shown in bracket is in percentage

Above table shows that out of total service person 42.10% respondent are highly satisfied,

LIMITATION OF THE STUDY

1. The area is limited only to Gurugram city.
2. The study is limited only to the sample size of 100 respondents only.
3. Data collected by convenience sampling so there is possibility of deviations.

FINDINGS AND SUGGESTIONS

1. It was found from the present study that Patanjali is a popular brand among the respondents.
2. It has been found that satisfaction of Patanjali brand users is high. All other brands are not satisfying the qualities like natural recourses used and no side effect etc.
3. As per suggestion Price of the Patanjali products should be reduced which would attract more customers.
4. Patanjali cosmetics marketers are suggested to point out the Ayurvedic ingredients in their cosmetics at the time advertising their brand.
5. There must be more Patanjali stores and mega stores to increase the supply of the Patanjali cosmetics products.

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