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## CUSTOMERS' SATISFACTION TOWARDS PATANJALI PRODUCTS – A STUDY WITH REFERENCE TO SRIVILLIPUTHUR, VIRUDHUNAGAR DISTRICT

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### INTRODUCTION

Customer satisfaction is a term frequently used in marketing. Customer satisfaction, a business term, is a measure of how products and services supplied by a company to meet out the consumer expectations. In Business World brands of product are produced and marketed by a single manufacturer. The decision whether to buy or not depend only on the basis of consumer motives. Modern market is consumer oriented and now consumer is the decisive force. The researcher wants to know the expectation of customer towards the buying decision of ayurvedic products. The researcher has taken the Patanjali product to study the satisfaction level customer towards the ayurvedic products.

### STATEMENT OF THE PROBLEM

Indian market today is loaded with variety of products many FMCG brands are available in the retail shops. In order to attract the customer's attractive advertisement, product display and offers are provided by the FMCG companies. But in the case of ayurvedic products like Patanjali which does not have attractive advertisement (or) display, customers are attracted through word of mouth. Even though it has a successful direct market in India. Thus, the researcher would like to study which factor induce the people to buy Patanjali products and also the level of satisfaction of the customer towards the products.

### OBJECTIVES OF THE STUDY

The researcher has framed the following objectives:

- To identify the motivational factors which induce the customers to buy the Patanjali products.
- To find the satisfaction level of customer towards the Patanjali products.
- To understand the problems faced by the customer while using the Patanjali products.
- To offer suitable suggestions based on the findings of the study.

### HYPOTHESIS

On the basis of the research objectives, the following hypotheses were developed for the purpose of the present study.

- There is no association between male and female towards the factors that motives them to purchase the patanjali products.

## METHODOLOGY

The study designed is descriptive and analytical one. Considerable data are available both from primary and secondary sources. The study has been carried out with the help of sample survey. Hypotheses are formulated and tested on the basis of the research objectives. The suggestions of the study have emerged from the inference drawn from the sample survey as well as from the secondary data.

## SOURCES OF DATA

The data required for the study are collected through primary and secondary sources.

### PRIMARY DATA

The primary data are collected by preparing an Interview schedule. The data are collected directly from the users of Patanjali products in Srivilliputtur.

### SECONDARY DATA

The secondary data needed for the study have been collected from various books, Journals and Magazines, related research report and research engine.

### SAMPLING DESIGN

The researcher has concerned with the study on the customer satisfaction towards Patanjali products. It covers the customers of the Srivilliputtur only. Since the customers are infinite in numbers and primary data are collected from various categories of customers. It is very difficult to adopt census method to collect data. Hence the researcher has selected convenient sampling method in a systematic way to collect and from 200 respondents. Chi-Square test were used to analyse the data statistically.

### LIMITATIONS OF THE STUDY

The study is subject to the following limitations:

1. The study area is confined only to Srivilliputhur.
2. The sample size is restricted to only 200 due to time and cost factors.

### Demographic Profile of the Respondents

	No. of Respondents	Percentage (%)
<b>Gender wise classification</b>		
Male	72	36%
Female	128	64%
<b>Age wise Classification</b>		
Below 20	34	17%
21 – 35 years	84	42%
36 – 50 years	62	31%
Above 51 years	20	10%
<b>Education Wise</b>		
Upto SSLC	24	12%
HSC	44	22%
Degree	98	49%
Professional Course	38	19%
<b>Occupation wise</b>		
Students	42	21%
Govt. employee	32	16%
Private	64	32%
Professional	62	31%
<b>Income wise</b>		
Below 15,000	58	29%
15,000 to 30,000	52	26%
30,000 to 45,000	48	24%
Above 45,000	42	21%
Total	200	100%

**Source:** Primary Data

From the table depicts the demographic and socio-economic status of the respondents. It clearly shows that, out of 200 samples majority of the respondents are belonged to female (128) and the rest were male (72). By the table shows, out of 200 samples, 42% of the respondents belonged to the age group of 21 to 35 years, followed by 31% of the respondents belonged to the age group of 36 – 51 years and only 10% of the respondents belonged to above 50 years of age. 49% of the respondents are degree qualified and only 12% of the samples educational status is up to SSLC level. Out of 200 samples,

majority of the respondents were employed in private sector (32%), followed by 11% of the respondents were belonged to the category of professional and 21% of the respondents are belonged to student category. It can be inferred that 58 respondents got income below 15,000, followed by 52 respondents belonged to the category of Rs.15,000 to 30,000 and 42 respondents are belonged to the category of more than 45,000.

### TESTING OF HYPOTHESIS

Observed:

	Level of Satisfaction					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Male	08	18	06	12	28	72
Female	16	24	22	46	20	128
<b>Total</b>	<b>24</b>	<b>42</b>	<b>28</b>	<b>58</b>	<b>48</b>	<b>200</b>

Expected:

	Level of Satisfaction					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Male	8.64	15.12	10.08	20.88	17.28	72
Female	15.36	26.88	17.92	37.12	30.72	128
<b>Total</b>	<b>24</b>	<b>42</b>	<b>28</b>	<b>58</b>	<b>48</b>	<b>200</b>

### 3. Calculation of Chi-Square Test

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
08	8.64	0.64	0.4096	0.0474
16	15.36	0.64	0.4096	0.0267
18	15.12	2.88	8.2944	0.5486
24	26.88	2.88	8.2944	0.3086
06	10.08	4.08	16.6464	1.6514
22	17.92	4.08	16.6464	0.9289
12	20.88	8.88	78.8544	3.7766
46	37.12	8.88	78.8544	2.1243
28	17.28	10.72	114.9184	6.6504
20	30.72	10.72	114.9184	3.7408
				$\Sigma (O-E)^2/E$ = 19.8037

Degrees of freedom = (r-1) (c-1)

$$(2-1) (5-1)$$

$$1 \times 4 = 4$$

$$\chi^2 = 19.8037 \text{ (4 degrees of freedom @5\% level)}$$

The table of  $\chi^2$  at 5% level of significance for 4 degrees of freedom is 9.488. The calculated value of  $\chi^2$  is 19.8037 which are more than the table value. The null hypothesis is rejected. Hence, there is significant difference between the gender wise classification and the level of satisfaction about the Patanjali products in the study area.

### SUGGESTIONS

- ✓ TV advertisement plays an important role in developing more. TV advertisement are needed for Patanjali products.
- ✓ A satisfied customer act as an unpaid advertisement for a product. Therefore, the company should come forward to satisfy the existing customers by supplying quality products with reasonable price.
- ✓ Retailers should stock a greater number of products.

- ✓ Products and retailer are expected to come out with periodical offers to induce the customer. Street shows may be organized by the producers and retailers to establish their products.
- ✓ Producers may also give consideration for their production of 50ml and 100ml packs to widen the market.
- ✓ Producers may take all possible efforts to deliver the goods to the retailers without undue delay.
- ✓ Moreover, some customers have faced the problems of product quality. Hence more efforts are needed to avoid the damaged products.

## CONCLUSION

Successful business today depends upon a company's ability to quickly adapt to change in the market place. But customers are expecting changes in Patanjali products like colours, ingredients, quality, packaging and price of the products. So, the producers should retain their customers by way of offering different varieties of products to different categories of people like children, adults and age people. Further the suggestions offered by the researcher should be effectively implemented to spread their products to all people.

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