

AN EMPIRICAL STUDY OF CONSUMER BEHAVIOUR WHILE PURCHASING PATANJALI COSMETICS PRODUCTS

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ABSTRACT

The Objective of this research paper is to study the consumer buying behaviour towards Patanjali cosmetics 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 in the field of cosmetics. 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 cosmetics 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 beauty 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 cosmetics industry is growing in term of product development and marketing. Now people are more aware 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 cosmetic items, awareness and consciousness regarding beauty 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

1. To elicit the awareness of male and female pertaining to the purchase of Patanjali cosmetics products.
2. To measure the overall level of satisfaction of consumer regarding Patanjali cosmetics products.

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 liker scale 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. Showing respondents product usage time

Gender	Time	Frequency	Percentage	Gender	Time	Frequency	Percentage
Male	Less than 1 year	8	16	Female	Less than 1 year	11	22
	1-3 years	25	50		1-3 years	23	46
	Above 3 years	17	34		Above 3 years	16	32
	Total	50	100		Total	50	100

Above table shows that 50% male and 46% females are using Patanjali cosmetic products since 1-3 years.

Table2. Showing respondents' monthly income spends on Patanjali cosmetics products.

Gender	Monthly Income spend	Frequency	Percentage	Gender	Monthly Income Spend	Frequency	Percentage
Male				Female			
	Below 500	21	42		Below 500	20	40
	501-1000	21	42		501-1000	18	36
	Above 1000	8	16		Above 1000	12	24
	Total	50	100		Total	50	100

Above table shows that 42% male respondents are spending more up 1000 rs of their monthly income and 40% female respondents spending up to 500 rs of their monthly income for Patanjali cosmetic products.

Table 3 showing respondents satisfaction regarding brand loyalty of Patanjali cosmetic products.

Total Satisfaction	Mean	Std. Deviation
Highly Satisfied	4.842	.374
Moderate satisfied	4.629	.706
Low satisfied	3.842	1.104
Total	4.520	.797

Above table shows that 4.842 is the mean value of respondents which are highly satisfied and 4.629 mean value of respondents which are moderate satisfied. This shows that most of the respondents are satisfied with the Patanjali brand.

Table 4 showing respondent's satisfaction regarding natural resources used for Patanjali cosmetics products.

Total Satisfaction	Mean	Std. Deviation
Highly Satisfied	5.000	.000
Moderate satisfied	4.725	.484
Low satisfied	4.421	.606
Total	4.720	.494

Above table shows that 5.000 is the mean value of respondents which are highly satisfied and 4.725 mean value of respondents which are moderate satisfied. This shows that most of the respondents are satisfied with that Patanjali used natural resources in cosmetics products.

Table5. Showing respondent's satisfaction regarding no side effect of Patanjali cosmetics products.

Total Satisfaction	Mean	Std. Deviation
Highly Satisfied	4.894	.315
Moderate satisfied	4.741	.651
Low satisfied	4.052	1.177
Total	4.640	.785

Above table shows that mean value 4.894 of respondents are highly satisfied and 4.741 are moderate satisfied. This shows that respondents believe that there is no side effect of Patanjali cosmetics products.

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 in the field of cosmetics 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 cosmetics 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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