

CUSTOMER BUYING BEHAVIOR TOWARDS PATANJALI PRODUCTS

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ABSTRACT

Potential customers in this generation are becoming more concerned about their health and determined to enhance their standard of living, as shown by their preference for products that protect their health while offering complete satisfaction. A Customer will go through a purchasing behaviour process in order to purchase a product.

The research paper aims at finding the factors influencing the Customer buying behaviour towards Patanjali products. For this, the researcher has used both primary and secondary data gathered via survey using Google form. The primary data was collected from 160 customers using convenient sampling technique. Multiple regression analysis is done to find the relation between dependent and independent factors. The analysis of the data shows that factors Quality, Freshness, Flavour, Colour, Brand Image and Packing have more impact on the customer buying behaviour towards Patanjali products.

Keywords: Brand loyalty, Brand, Quality, Buying Behaviour, Preference, Perception, Satisfaction, Patanjali.

INTRODUCTION

Patanjali Ayurveda Limited, with its registered office in New Delhi, was established in 2006 under the Company Act of 1956. “Swami Ramdev Ji” and “Acharya Balakrishna” established Patanjali Ayurveda Ltd. in 2006 with vision and mission as “Keeping nationalism, Ayurveda and Yog as our pillars, we are committed to create a healthier society and country. To raise the pride and glory of the world, we are geared up to serve people by bringing the blessings of nature into their lives.”

The aim and vision were to combine science and ancient Ayurvedic knowledge to create Ayurvedic products that were scientifically accepted. This approach starts with an analysis of ancient Indian scientific texts, then moves on to the collection and discovery of effective and authentic herbs, and finally to safety testing to produce a new product that is effective.

The business concentrates on cultivating a variety of endangered herbs on its own. The Divya Yog Mandir Trust and Patanjali Yog Peeth, which ensures and monitors the quality of the herbs used in the production

of the goods, carry out the mission. The principles of Good Industrial Practices (GMP) are strictly practised in the manufacturing plant. The company prides itself on being environmentally friendly.

It also has a website called “**Patanjaliayurved.net**”, which is the official Patanjali Products online store. Customers are just a click away from the company's commitment to delivering high-quality goods. Along with delivering high-quality goods, the organisation is committed to providing excellent service and real-time assistance. Patanjali offers a wide range of products, including food, cosmetics, medicine, CDs and DVDs, books, and audio cassettes, all at reasonable prices.

Patanjali Ayurved Limited has unique project teams working on Total Quality Management (TQM) projects, with the aim of making quality a way of life. This ensures consistent batch-to-batch continuity and ensures that their customers receive the same high-quality products regardless of where they buy them.

Customer satisfaction is the aim of all economic activity. It deals with the characteristics of human behaviour and affects the buying behaviour of customers. It is a method, which helps to study the needs of customers. It helps in knowing about the way customer think and perceive about the brand and its products.

Patanjali Ayurved Limited manufactures over 900 items, including 45 types of cosmetics and 30 types of food, with the needs and satisfaction of its customers as a top priority. Patanjali's product line caters to almost every Customer group.

Patanjali's strategy, according to various media reports, is to concentrate on the consistency, affordability, and purity of the goods, which has proven to be effective. The main Customer base for Patanjali is Baba Ramdev's followers, but the interesting part is the popularity of Patanjali products among non-followers. The increasing health problems that are lifestyle related and the controversies of the top brand like Nestle for its product Maggi, Cadbury, Coco – Cola etc. really helped in strengthening the brand hold on its customer base and attracting the new customers. Patanjali is also expanding its customer base in metropolitan cities. After building a strong customer base in Tier – 2 and Tier – 3 cities, the aim is to move to Tier – 1. The strong customer base in small cities results in word of mouth, which will increase awareness of brand's quality, purity and authenticity.

LITERATURE REVIEW

- 1.1 “**Pooja Agarwal, C. K. Tiwari (2019)**”, with a 5% degree of significance, their analysis on “Customer Purchase Behaviour for Patanjali Brand found that there is no substantial difference between the age groups primarily below 20, 21 – 30, 31 – 40, and 40 – 50, embracing the null hypothesis” (Pooja Agarwal, C. K. Tiwari). In the case of gender and purchasing behaviour, they support the null hypothesis, claiming that there is no substantial difference in the purchasing behaviour of male and female customers. [1]
- 1.2 “**J. Malarvizhi, T. Chitra Devi (2018)**”, the investigator attempted to discover the marketing methods used by the Ayurvedic to sell their Patanjali products in the report on consumer satisfaction with Patanjali products. The majority of respondents cited “the lack of a marketplace/shop for selling Patanjali products” as their primary concern. [2]

- 1.3 “Ruchi Jaggi, Munmun Ghosh (2017)”**, there were 112 respondents in the survey on Customer perceptions of Patanjali Products - an Analytical Study, 60 of whom were females and 52 of whom were males. Patanjali's successful marketing strategy has had a significant impact on the perception of its goods and has helped to build a positive picture of the company. As a result, Patanjali's commercials are the third most widely broadcast on Indian television. [3]
- 1.4 “S Anupriya (2017)”**, “Customers of this millennium have become more concerned about their wellbeing and inclined toward preserving the quality of life, which is reflected in the preferential consumption of these goods, according to a report on Customer preference and perception towards Patanjali products.” It protects the good state of health and also provide maximum satisfaction. The Customer satisfaction can be derived when they compare the actual performance of product with the performance expected by them after usage. [5]
- 1.5 “Subbulakshmi and Geethamani (2017)”**, in the study on customer’s perception for cosmetic in Patanjali Products With Reference To Tirupur City” shows that the FMCG are the products sold at a faster rate and relatively low price. Patanjali has emerged as one of the top competitors of FMCG products in the market. The quality benefits that a brand offers influence the customer's choice and consumption of a product for that brand, especially in the case of eatables and cosmetics. Customer satisfaction can be determined by comparing the product's actual performance to the performance they predicted after use. [6]
- 1.6 “Jignesh Valand and Anand. Parikshit Kelkar (2018)”**, “An Empirical Study on Customers Perception Regarding Patanjali Tooth Paste in Anand City” the study revealed that Customer (who uses a product or service) is the centre point in the market. Now days Patanjali provides wide varieties of choice in terms of toothpaste. The study mainly focus on knowing the customer's preference towards Patanjali as a brand. It also focus on knowing the minds of people (who use the product or service) and the products quality influencing the customers especially in terms of toothpaste. [7]
- 1.7 “A report in Business Standard (Rakshit, 2016)”**, “according to the study, Patanjali has continuously advertised its goods, concentrating on the consistency and purity of the product in order to dispel customer concerns about its products. Furthermore, it has managed to keep the costs down. Above all, it has consistently conveyed the unique characteristics of its goods as well as their reasonable price. For a pack of 250g, Patanjali honey is advertised as being 43 percent cheaper than the competitor's product (Dabur honey). Dabur's 500 g honey pack costs 199 rupees, while Patanjali's honey 500 g pack costs 135, which is 32 percent less.” [9]
- 1.8 “According to Khanna Rupali (2015)”**, “in her study customer Perception towards Brand: A Study on Patanjali explained to us the factor influencing the Patanjali brand. The Customer perception towards a brand depends on the satisfaction of the customer after using the product. In the study it was found that majority of the users are satisfied with Patanjali products, which in turn help the company in customer retention.” [10]
- 1.9 “According to Nagaraju and Thejaswini (2014)”**, “their study Customer perception analysis and Market awareness towards environment friendly FMCG products analyses the fact that the customers

give more preference and importance to environment friendly FMCG products, as they are very healthy and environment cautious. Patanjali understood the customer preference and rightly marketed its products in the same category.” [11]

- 1.10 “According to Ganesh and Rosario John (2015)”**, the study, “Customers perception towards Brand loyalty of FMCG products” in which he explain that the satisfaction creates brand loyalty after using the product by the customers. The product knowledge and awareness play an important role in creating the brand image and loyalty in the minds of customers. [12]
- 1.11 “According to Chaudhary Mona and Ghai Sneha (2015)”**, the study “Perception of Young Customer towards Cause Marketing of FMCG Brands” concludes that the contributions made by the company for the development of a society plays an important role in the market. This initiative by the company creates a good brand image in society and attracts the youths, creating larger customer base for the company. [13]
- 1.12 “Raghavendran V and Frank Reema (2015)”**, according to their research, customers are becoming more conscious of the importance of living a healthier lifestyle, with a focus on medical tourism for Ayurveda and Yogic treatments. That gave a significant boost to the Patanjali products, as it constitutes both the Ayurvedic, herbal products and Baba Ramdev as Yoga Guru promoting healthy concepts and habits. [14]
- 1.13 “According to Shanthi and Kannaiah Desti (2015)”**, “the study on the Customer perception of online shopping found that the majority of respondents are satisfied with online shopping and they feel comfortable as they get facilities like more offers and easy return from the sellers. It also result in saving time and transportation cost.” [15]
- 1.14 “Mercer (2006)”**, in his research, he discussed how spirituality is used to market to children in the United States. He not only addressed the parents' concerns regarding spiritualism in their children in this report, but he also noticed that different companies are offering their products for spiritual growth of children through both offline and online retail channels. This study consider the products based on spirituality but do not consider the desired perspective of selling products through yoga and spirituality. [16]
- 1.15 “Kale (2006)”**, in his philosophical analysis, who endorsed Mercer's viewpoint and recorded spirituality as big business. The Customers get attracted to spirituality and this spiritual behaviour affects the buying behaviour of the Customers. Therefore, there is a need to study the impact of spiritual beliefs that causes change in consumption patterns of Customers. [17]
- 1.16 “M. Banu Rekha and K. Gokila (2015)”**, in their study examined about the customer perception and satisfaction of women for cosmetics related to Herbal Products. The objective of this study is to understand the customer perception and satisfaction by studying the awareness of the products between the customer and the number of customers who use the Herbal Cosmetics. [18]
- 1.17** In Indian scene, “**Nagarajan and Sheriff (2013)**”, their research focuses on a few key topics surrounding the difficulties and opportunities of selling FMCG goods. The observations of the study is that the coming trends in sales and customer attraction will make the development of new product

better in FMCG sector. The study also suggests that the firms in FMCG sector should make their strategies compatible with the Customer interests and choices. [20]

- 1.18 “Singaravelu and Durai (2013)”**, Customer satisfaction is basically the result of a sequence of customer encounters in the FMCG industry. When the difference between customer preferences and subsequent perceptions has been bridged, marketers using divergent marketing tactics must convince customers to purchase branded goods. [21]
- 1.19 “Rafeeqe (2015)”**, “investigates the factors that determine the buying decisions of cosmetic products. The study finds that Customers of cosmetic products in India are found to be more quality conscious and prefer to purchase Ayurvedic products.” [22]
- 1.20 “Ali and Yadav (2015)”**, “Determine the reason why people use herbal products using an exploratory framework.” Their research finds that customers seek value for money and are more conscious of product quality while purchasing herbal products. The customers prefer to use herbal products since they do not have any side effects and are fit for health. [23]
- 1.21 “Rani and Shukla (2012)”**, “The research describes the rise in Patanjali products as both horizontal and vertical, and it examines the growth patterns on Patanjali in the Indian product industry.” Patanjali Ayurvedic Kendra was a humble beginning with twenty- six products and is grown into over 300 products in 2015. [24]
- 1.22 “Umesh Maiya ,Chaithra Nayak,Preethi Prabhu (2020)”**, concluded that Patanjali has given a headache to many marketers with its unconventional ways of marketing. It has interrupted the FMCG sector and bought a revolution in the industry in a very short duration of time. The findings in the paper show that there are many significant factors that together make up the purchasing decision of the product. According to the results of the survey, a large percentage of Customers are happy with Patanjali products, which may be attributed to the products' ability to meet customer needs. Customer retention is aided by customer loyalty. [27]
- 1.23 “Noopur Saxena, Shreya Gupta and Aastha Gautam(2020)”**, megastores would be able to attract a large number of customers if they can resolve limiting factors such as new arrivals, operation, all in one location, ambience, adequacy of room, cleanliness, speed and accuracy of billing, and various modes of payment. [28]

NEED FOR THE STUDY

Customers are the shareholders of the marketplace, and their desire to enforce satisfaction has a significant impact on economic market transition. The accuracy in determining what customers are aware of and their purchasing desires, as well as delivering goods that meet these needs would help the industry enrich and accelerate market growth.

Given that the customer is the king of every company, it is vital to comprehend customer demands, product preferences, and needs and desires. No company will prosper without a comprehensive understanding of customer behaviour. The main goal of this project is to learn more about how people feel about Patanjali products. This research is primarily concerned with the various factors that influence a Customer's

purchasing decision. Social, psychological, and personal factors all play a role. This research aids in determining the customer buying behaviour and the satisfaction of customers are with the brand. Understanding customer attitudes and purchasing motivations through company brand image is also relevant in understanding their buying behaviour.

OBJECTIVES OF THE STUDY

- To assess customer perception towards the “Patanjali” brand using online survey via questionnaires.
- To learn about the factors that customer consider when purchasing “Patanjali” products.

RESEARCH METHODOLOGY

The study is fundamental in nature and concentrates on the Patanjali brand. The data for the research was both primary and secondary, and the analysis approach was quantitative. To begin, the primary data is gathered via a questionnaire. Closed ended, ranking, Likert scale, and multiple-choice questions are among the types of questions used. The data is collected using convenient sampling.

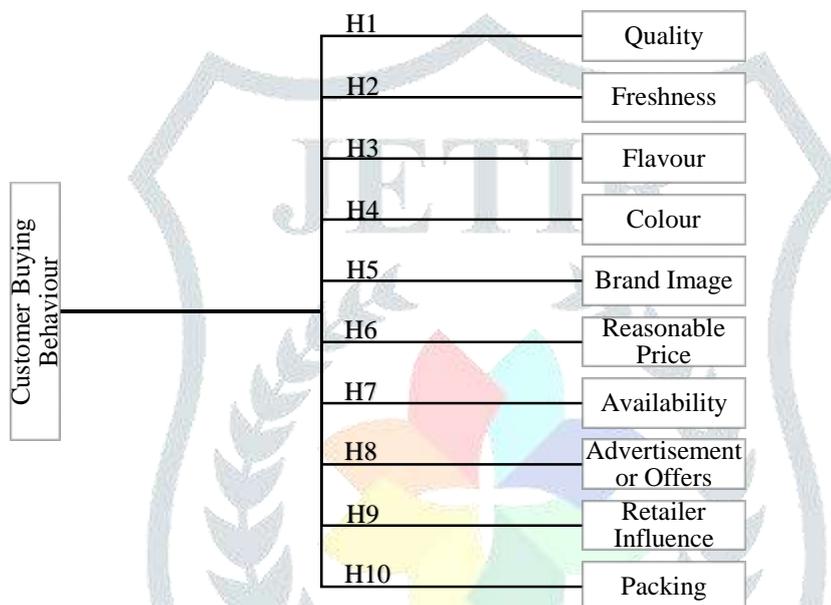
Our survey data will consist primarily of people between the ages of 18 and 40, with varying levels of income and educational qualifications. The data will be collected using questions that cover factors such as price, brand, quality, availability, and other factors that influence Customer psychological behaviour and will help us understand Customer attitudes and purchasing behaviour toward Patanjali products.

Secondary information is gathered from a variety of magazines and brochures. To gain an understanding of past approaches, articles and academic papers are reviewed.

RESEARCH HYPOTHESIS

- H0** = There is no relationship between **quality, freshness, flavour, colour, brand image, reasonable price, availability, advertisement or offers, retailers influence, packing** and Customer buying habits when it comes to “Patanjali” products.
- H1** = There is relationship between **quality** and Customer buying habits when it comes to “Patanjali” products.
- H2** = There is relationship between **freshness** and Customer buying habits when it comes to “Patanjali” products.
- H3** = There is relationship between **flavour** and Customer buying habits when it comes to “Patanjali” products.
- H4** = There is relationship between **colour** and Customer buying habits when it comes to “Patanjali” products.
- H5** = There is relationship between **brand image** and Customer buying habits when it comes to “Patanjali” products

- H6** = There is relationship between **reasonable price** and Customer buying habits when it comes to “Patanjali” products.
- H7** = There is relationship between **availability** and Customer buying habits when it comes to “Patanjali” products.
- H8** = There is relationship between **advertisement or offers** and Customer buying habits when it comes to “Patanjali” products.
- H9** = There is relationship between **retailers influence** and Customer buying habits when it comes to “Patanjali” products.
- H10** = There is relationship between **packing** and Customer buying habits when it comes to “Patanjali” products.



RESULT AND ANALYSIS

Analysis of data

Table - 1

Gender	Percentage	No. of respondents
Male	48.30%	77
Female	51.70%	83

Table - 2

Age	Percentage	No. of respondents
<18	8.30%	13
18 to 25	46.70%	75
26 to 36	31.70%	51
37 to 40	3.30%	5
Above 40	10.00%	16

Table - 3

Income Level	Percentage	No. of respondents
Below 100000	11.70%	18
100000 - 150000	16.70%	27

150000 - 300000	10.00%	16
300000 - 600000	36.70%	59
600000 and above	25.00%	40

Table - 4

Educational Qualification	Percentage	No. of respondents
Under Graduate	10.00%	16
Graduate	41.70%	67
Post Graduate	48.30%	77

Table - 5

Monthly Spend on Patanjali Products	Percentage	No. of respondents
Less than 1000	68.30%	109
1000 - 2000	23.30%	37
2000 or more	5.10%	8
Not a single penny	3.30%	6

Table - 6

Intend to use Patanjali products	Percentage	No. of respondents
Yes	71.70%	115
No	28.30%	45

Table - 7

Use any other Ayurvedic product	Percentage	No. of respondents
Yes	86.70%	139
No	13.30%	21

Table - 8

Ayurvedic product you use	Percentage	No. of respondents
Vicco	1.70%	3
Dabur	10.00%	15
Patanjali	41.70%	67
Himalaya	38.30%	60
Vaidyanath	1.70%	3
Kama Ayurveda	1.70%	3
Boutique	1.70%	3
Khadi, Biotique	1.70%	3
Shudh direct from tree	1.70%	3

Table - 9

How often you use Patanjali products	Percentage	No. of respondents
Daily	30.50%	49
Once in a week or more	28.80%	46
2 to 3 times a month	13.60%	22
Every 2 - 3 month	20.30%	32
Do not use it	6.80%	11

Table - 10

Do you like to use Patanjali product	Percentage	No. of respondents
Do not want a product like this	6.70%	11
Satisfying with competing products currently available	41.70%	67
Cannot pay for a product like this	6.70%	11
Not willing to pay for a product like this	16.70%	27
Other products are tasty	20.00%	32
If its not available near by	1.70%	3
Not very useful, or may be they require a long time consumption in order to see result.	1.70%	3
Some products are good some are not upto the mark	1.70%	3
Does not do any good, plus seems fake and useless	1.70%	3

Table - 11

Purchasing Patanjali products	Percentage	No. of respondents
In bulk	8.40%	14
Single pieces	23.30%	37
Just when I need them	53.30%	85
Rarely	15.00%	24

Table - 12

Most used Patanjali Product	Percentage	No. of respondents
Grocery	21.70%	35
Ready food	1.70%	3
Personal care	36.70%	59
Health care	26.70%	43
Households	3.30%	5
Beverages	3.30%	5
None of the above	6.70%	10

Table - 13

Trustworthiness of Cosmetic (Patanjali)	Percentage	No. of respondents
Product origin	37.30%	60
Award received	1.70%	3
Laboratory recommendation	27.10%	43
Editorial recommendation	5.10%	8
Celebrity endorsement	5.10%	8
Influence of Baba Ramdev	22.00%	35
Do not trust	1.70%	3

Table - 14

Questions	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
Likely to use Patanjali product again	10.00%	16	10.00%	16	40.00%	64	28.30%	45	11.70%	19
Naturalness of Patanjali Products because of Ramdev Baba	16.70%	27	15.00%	24	38.30%	61	26.70%	43	3.30%	5
Do not prefer because it is not good in taste	15.00%	24	35.00%	56	33.33%	53	11.70%	19	5.00%	8
Have to go far for buying Patanjali products	15.00%	24	31.70%	51	33.33%	53	15.00%	24	5.00%	8
Some of the Patanjali products are costly	3.30%	5	30.00%	48	31.70%	51	33.30%	53	1.70%	3
Patanjali products are beneficial to health	6.60%	11	15.00%	24	31.70%	50	36.70%	59	10.00%	16
Patanjali products are bad in taste	8.30%	13	30.00%	48	41.70%	67	18.30%	29	1.70%	3
Patanjali products are not easily available	18.30%	29	48.30%	77	20.00%	32	10.00%	16	3.40%	6
Advertisement helps in buying Patanjali products	5.00%	8	15.00%	24	36.70%	59	35.00%	56	8.30%	13
Patanjali products have to improve on quality	3.40%	6	18.30%	29	33.30%	53	33.30%	53	11.70%	19

Based on the data in Table-14 we can say that, most of the respondents are neutral (40.0%) towards using the Patanjali product again followed by the ones who are likely to use the products again (28.30%). Very few think that the products taste bad (5%) and many people disagree that Patanjali products are not easily available (48.30%). The respondents believe that the naturalness of Patanjali products is because of Baba Ramdev. In order to increase its sales, Patanjali should focus on Advertisements and quality of its products, as most of the respondents believe that Advertisement helps in buying Patanjali products (35.00%) and Patanjali products have to improve on quality (33.30%).

Table - 15

Factors	Rating									
	1		2		3		4		5	
Quality	3.30%	5	5.00%	8	33.30%	53	40.00%	64	18.30%	30
Freshness	3.30%	5	8.30%	13	21.70%	35	55.00%	88	11.70%	19
Flavour	3.30%	5	23.30%	37	36.70%	59	30.00%	48	6.70%	11
Colour	5.00%	8	6.70%	11	48.30%	77	35.00%	56	5.00%	8
Brand Image	3.30%	5	8.30%	13	28.30%	46	35.00%	56	25.00%	40
Reasonable Price	3.30%	5	8.30%	13	31.70%	51	38.30%	61	18.30%	30
Availability	6.70%	11	5.00%	8	20.00%	32	45.00%	72	23.30%	37
Advertisement or offers	3.30%	5	20.00%	32	36.70%	59	35.00%	56	5.00%	8
Retailers Influence	6.70%	11	31.70%	51	36.70%	59	16.70%	26	8.30%	13
Hygienic and Attractive packing	5.00%	8	8.30%	13	46.70%	75	25.00%	40	15.00%	24

We can deduce from the results of the Google type survey that the majority of the respondents are female (51.70 percent, Table-1) as compared to males (48.30 percent, Table-1). The bulk of people are among the age group 18 to 36 which is further divided into the age group of 18 to 25 (46.70 percent, Table-2), followed by 26 to 36 (31.70 percent, Table-2). This is similar to “G Satheesh Raju and R Rahul (2016)” [4] study in which the majority of Patanjali product consumers are between ages of 15 to 40 years. The majority of these respondents have a post-graduate education (48.30 percent, Table-4) and a household income of 300,000 to 600,000 rupees (36.70 percent, Table-3), and are willing to spend less than 1000 rupees on Patanjali goods (68.30 percent, Table-5).

The vast majority of respondents (86.70 percent, Table-7) use Ayurvedic products, and the vast majority (71.70 percent, Table-6) plan to use Patanjali products. Patanjali goods are often purchased on a regular basis (30.50 percent, Table 9) by those who use them (41.70 percent, Table 8) and only when they are required (53.30 percent, Table-11). According to Table-12, the majority of respondents (36.70 percent) use Patanjali personal care items, and the trustworthiness of cosmetic products is determined by product origin (37.30 percent, Table-13), laboratory recommendations (27.10 percent, Table-13), and Baba Ramdev's impact (22.00 percent, Table-13).

To determine the most influencing factor, a five-point Likert scaling technique was used, with points assigned as follows:

- 5 points for excellent
- 4 points for high
- 3 points for medium
- 2 points for a low score
- 1 point for extremely poor

Therefore, based on the data collected and shown in Table-15, we can say that the quality (58.30%), freshness (66.70%), brand image (60.00%), reasonable price (56.60%) and availability (68.30%) have highest rating as per the respondents (having ratings 4 and more).

The regression analysis is done taking these factors mentioned in Table-15, as independent variable and customer buying behaviour as dependent variable. The output for the analysis is shown in the table above.

Table - 16

		Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	Hypothesis	t	Sig.
		B	Std. Error	Beta			
1	(Constant)	-.526	.519			-1.012	.313
	Quality	.211	.057	.192	H1	3.683	.000
	Freshness	-.206	.054	-.204	H2	-3.839	.000

Flavour	.252	.079	.156	H3	3.194	.002
Colour	.173	.063	.147	H4	2.733	.007
Brand Image	.135	.057	.117	H5	2.361	.020
Reasonable Price	-.057	.061	-.049	H6	-.930	.354
Availability	.111	.064	.085	H7	1.742	.084
Advertisement or Offers	.326	.069	.318	H8	4.723	.000
Retailer Influence	.088	.055	.085	H9	1.613	.109
Packing	.129	.063	.110	H10	1.994	.043
a. Dependent Variable: Customer buying behaviour						

- H1 : There is a significant influence of quality with $\beta = 0.192$, t-statistics = 3.683, $\rho = <0.05$ on customer buying behaviour towards Patanjali products.
- H2 : There is a significant influence of freshness with $\beta = -0.204$, t-statistics = -3.839, $\rho = <0.05$ on customer buying behaviour towards Patanjali products.
- H3 : There is a significant influence of flavour with $\beta = 0.156$, t-statistics = 3.194, $\rho = <0.05$ on customer buying behaviour towards Patanjali products.
- H4 : There is a significant influence/relationship/impact of colour with $\beta = 0.147$, t-statistics = 2.733, $\rho = < 0.05$ on customer buying behaviour towards Patanjali products.
- H5 : There is a significant influence/relationship/impact of brand image with $\beta = 0.117$, t-statistics = 2.361, $\rho = < 0.05$ on customer buying behaviour towards Patanjali products.
- H6 : There is no significant influence of reasonable price with $\beta = -0.049$, t-statistics = -0.930, $\rho = > 0.05$ on customer buying behaviour towards Patanjali products.
- H7 : There is no significant influence of availability with $\beta = 0.085$, t-statistics = 1.742, $\rho = >0.05$ on customer buying behaviour towards Patanjali products.
- H8 : There is a significant influence of advertisement or offers with $\beta = 0.318$, t-statistics = 4.723, $\rho = < 0.05$ on customer buying behaviour towards Patanjali products.
- H9 : There is no significant influence of retailer influence with $\beta = 0.085$, t-statistics = 1.613, $\rho = > 0.05$ on customer buying behaviour towards Patanjali products.
- H10 : There is a significant influence of packing with $\beta = 0.110$, t-statistics = 1.994, $\rho = <0.05$ on customer buying behaviour towards Patanjali products

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 ^a	.771	.736	.67754
a. Predictors: (Constant), GENDER=Male, AGE=Below 18, INC=Below 100000, QUAL=Post graduate, Quality, Freshness, Flavour, Colour, Brand Image, Reasonable Price, Availability, Advertisement or Offers, Retailer Influence, Packing				

The model summary shows the R-square (Coefficient of determination) value = 0.771 which indicates that the model is having medium effect on dependent variable. As per Hair et al (2012) the R-square value ranging from 0.25-0.49 is considered as weak, 0.50-0.74 is considered as medium and > 0.75 is considered as strong effect on dependent variable.

Hence, the factors having impact on the customer buying behaviour is like quality, freshness, flavour, colour, brand image, advertisement or offers and packing. While, reasonable price, availability and retailer influence have no significant influence on the customer buying behaviour. The findings from this study is similar to the one in “**Kapoor and Chaudhary (2016)**” [25], which states that the product quality and brand image are identified as the primary determinants of customer preference for Patanjali products. However, it differs from the study of “**Dr. K. Jothi Lekshmi (2020)**” [26] in which the majority of customers are satisfied with the fair pricing of Patanjali products.

FINDINGS

The findings of the study indicate that a number of significant factors influences a customer’s purchasing decision.

- Quality, freshness, flavour, colour, brand image, advertisement or offers and packing emerged as the key factors that has influenced the buying behaviour of customers towards Patanjali products. The product origin (37.30%), Lab recommendations (27.10%) and Baba Ramdev (22.00%) influence the trustworthiness of the product among the respondents.
- The study also reveals that the most used Patanjali products are personal care (36.70%) followed by Health care (26.70%) and Grocery (21.70%) mostly on daily purpose (30.50%) followed by once in a week (28.80). The findings of personal care product is similar to the study of “**Gurmeet Kaur (2016)**” [19].

People accept Patanjali's products because of their herbal nature, good quality, and fair price when compared to other MNCs, according to the findings of the study.

CONCLUSION

Based on the research we can conclude that most of the major consumer of Patanjali products are in the age group of 18-25 and the majority of them are postgraduates. We can also conclude that Quality, freshness, flavour, colour, brand image, advertisement or offers and packing are the key factors that influence the buying behaviour of customers towards Patanjali products and the company should focus on these factors. The conclusion is similar to “**DR. C. MANIVEL (2019)**” [8], which focus on conveying quality of product to people. Personal care is the most used Patanjali product and beverages and household were the least used. However, because Patanjali is expanding its business, it is recommended that it concentrate on personal care, healthcare, and grocery items.

RECOMMENDATIONS

- Based on the study, flavour and colour of the product have impact on the customer buying behaviour, but the ratings for these factors are average. Hence, the company should focus on improving these factors.
- Advertisements and offers drives most of the sales for Patanjali products as it influence the customer buying behaviour, but the ratings for this factor is also average. Hence, the company should frequently announce offers and discounts.
- The company should focus more on developing the personal care, healthcare and grocery products, which is considered the most used products as per the study.

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