CONSUMERS' SATISFCTION TOWARDS PERSONAL CARE PRODUCTS OF PATANJALI AYURVED LIMITED TIRUPPUR CITY.

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The concept of beauty and cosmetics is as ancient as mankind. Traditional women prepared personnel care products by using herbs which improved their charming look and beauty. So they use various beauty products that have herbs. Indian herbs and its significance are popular worldwide. Herbal cosmetics have growing demand in the nature. There are a wide range of women around the world. The Indian cosmetics market is defined as skin care, hair care, color cosmetics, fragrances and oral care segments. It's worth US $19.3 billion in 2016 and is expected to grow at 15-20% according to the analysis of this sector. Today awareness of beauty products, treatment, fashion and grooming are very high.

According to reports of ASSOCHAM, the market size of India's beauty, cosmetic and grooming market will touch 20 billion dollars by 2025 from the current level of 6.5 billion dollars on the back of rise in disposable income of middle class and more and more people aspiring to live good life and look good. The industry has mainly been driven by improved purchasing power and rising aspiration among the lower strata of the society. Industry players came forward to price the products to suit consumes across difference levels of purchasing power.

The rural population too is joining the mainstream with improvement in linkages with the cities by roads, telecommunication and the firms reaching out to the people in villages and small towns. It is highly reflected on the purchase of personal care products.

The consumption pattern of cosmetics among teenagers went up substantially between 2005 and 2015 because of increasing awareness and desire to look good. In fact, they are among the fastest growing segment for the manufacturers of a range of products including body sprays, Over 68% of young adults feel that using grooming products boost their confidence.

Patanjali Natural Health Care

Patanjali started its operations with Patanjali yogpeeth in Hardiwar, Uttarakhand. Patanjali yogpeeth is one of the largest yoga institutes in the country. Swami Ramdevji Maharaj and Acharya Balkrishanaji Maharaj set up Patanjali Ayurveda Pvt Ltd for treatment, research and development and for the manufacturing of ayurvedic medicines in Yoga and Ayurveda.

Patanjali Yogpeeth offers treatment and scientific research and has brought a revolution when it comes healthcare in the country with the combined approach of Yoga and Ayurveda.

The infrastructural facilities at Patanjali Yogpeeth includes an OPD for free medical consultation, IPD of thousand beds, laboratory for test investigation of radiology, cardiology and pathology, a yoga research department, free yoga classes, high quality ayurvedic medicines manufactured by Divya pharmacy, facilities of library and reading room along with a cyber café, a huge auditorium, apartments for senior citizens, a grand museum and a sale outlet of 11,000 square feet for literature related to yoga and Ayurveda.

Review of Literatures

Many studies have been conducted in the area of consumers' satisfaction of herbal personal care products. A few studies have also been made on herbal personal care products mainly Patanjali products and this has received less research attention to date. Some of the important studies are presented hereunder:

Suleiman (2014) found that herbal medicine is used commonly by people, but they lack information on its proper usage. All herbal remedies and health supplement are not free from adverse effect and must use with caution especially by children, women during pregnancy, the elderly, patient suffering from critical diseases and in chronic conditions.**Rupali Khanna (2015)** has studied the factors affect buying decision of the buyers for brand PATANJALI. The study found that there are many significant factors that together make up the buying decision of the product. Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. Patanjali is enjoying the advantageous position in market through spirituality element involved in its products. However, it should not ignore the competitors like Naturals, pure roots, Vindhya herbals.

Sinha, A., & Singh, N. (2015) has undergone a paradigm shift due to people's inclination to Herbal therapy in order to get rid of the various adverse post treatment effects. This marketing aspect mainly includes Product –quality, Price & its fluctuating trend, Promotional campaigning, Easy availability i.e. distribution.**Rekha and Gokila, (2015)** found that consumers are well aware with various herbal cosmetics and now no longer considered as luxury items. The perception of side effect and the use of chemical are the reason to switch over to herbal based cosmetics among all age group, gender and educational qualification

Sen and Chakraborty (2015) stated that Ayurveda and other traditional herbal medicines are capable of addressing some modern unmet medical needs, and can provide the basis for developing potential. Processing of herbal products is a complex process. Quality control, prevention of adulteration and other harmful chemicals is a challenge. It should be in minds that all that glitters are not gold similarly all herbal products are not safe. Proper information required before using any herbal medicines and product. **Sinha and Singh reported (2015)** cut-throat competition in the cosmetic market in India between national and international brand, and between herbal and chemical products. The increasing tendency and attraction of younger generation especially female towards the natural product because the main reason for the popularity of herbal cosmetics.

Md. Irshad Ali and Manmohan Yadav (2015), studied the benefits/attributes consumer acquaintances with herbal products, awareness, preferential, source of knowledge, usage and attitude related to herbal products. The results of the study revealed that most of the respondents mentioned that herbal products are prepared from the natural ingredient. Purchase of herbal products primarily takes place on a monthly basis and use on a daily basis. Doctors, family members and mass media were reliable sources and the respondents trust on their recommendations for buying fresh herbal products. Desirability for further information was high among consumers related to herbal products.

Sajitha S Kumar (2016) has focused Patanjali's proactive moves in innovation have been crucial for its growth; the report says and cautions that the other consumer companies will need to speed up innovations, particularly in the Herbal space to counter competition. Currently, Patanjali is present in almost all categories of personal care and food products ranging from soaps, shampoos, dental care, balms, skin creams, biscuits, ghee, juices, honey, mustard oil, sugar and much more. **Chandiraleka E and Hamsalakshmi R (2016**) analysed the customer awareness, factor influencing the customers to use the selected products, and the buying preferences towards selected Ayurvedic and herbal products. The study concluded that all the customers are aware of the product, and most of the customers are satisfied with the quality & price of the product.

Satheesh Raju G and Rahul R (2016) studied to know why customers are preferring patanjali products and also identified the customers' perception towards present and expected products from patanjali. The study has reveled that the people between the age group of 15-45 are the major consumers of patanjali products. It was observed that between age group of 15-25 years are preferring cosmetics. The rest of the age groups prefer food related products.

The researcher has thoroughly undertaken a review of earlier studies relevant to the present study conducted so far at the national and international level. Through this exercise, the researcher reviewed the various perspectives of personal care products. But, there was no comprehensive study conducted so far to analyse the satisfaction level of Patanjali's products among the Indian consumers, especially in personal care products. Hence, the present study brings into limelight the Customers' satisfaction towards Patanjali's personal care products.

Statement of the Problem

In India, the demand for personal care products is growing at a rapid speed, with the growth rate of 13 percent per annum. This segment is witnessing the entry of more players day by day. This segment is likely to grow at an estimated rate of 25 percent per annum in the next five years. The reason attributed to this changing demographics and lifestyles, increase in the income level of people, media exposure, wide range of product choices and greater desire for grooming, especially among rural people. In this scenario, Patanjali products have introduced the various types of personal products with tag of herbal. It has drastically changed the market conditions and behaviour of consumers too. Hence, this research aims to explore the consumers' satisfaction towards Patanjali's personal care products.

Objectives of the Study

The study aimed to analysis the level of satisfaction of consumers towards personal care products of Patanjali in Tiruppur City.

Research Methodology

Survey method has been followed for the study. Both primary and secondary sources of data have been used. A well-structured questionnaire is designed to elicit the necessary data from the consumers of Patanjali's personal care products. The secondary data has been collected from the books, journals, magazines, web portals, etc. Convenient sampling method has been used to collect the necessary data from the consumers of Patanjali's personal care products in Tiruppur City. The sample size constituted 120 respondents.

CONSUMERS'PREFERENCE TOWARDS PERSONAL CARE PRODUCTS OF PATANJALI

In this section, consumers' attitude towards Patanjali's personal care products is analysed with respect to type of personal care products purchased, quantity of purchase, amount spent, frequency of purchase, frequency of using, place of purchase and reasons for preferring Patanjali's personal care products

Table 1

Category of Patanjali's Personal Care Products Purchased

Category	Products	Yes	No	Total
Face care	Face cream	67 (55.8)	53 (44.2)	120 (100)
	Lip care	25 (20.8)	95 (79.2)	120 (100)
	Face wash	87 (72.5)	33 (27.5)	120 (100)
	Kajal	78 (65.0)	42 (35.0)	120 (100)
Body care	Soap	39 (32.5)	81 (67.5)	120 (100)
	Foot care	24 (20.0)	96 (80.0)	120 (100)
	Lotions	49 (40.8)	71 (59.2)	120 (100)
Hair care	Shampoo	73 (60.8)	47 (39.2)	120 (100)
	Conditioner	33 (27.5)	87 (72.5)	120 (100)
	Hair oil	55 (45.8)	65 (54.2)	120 (100)
	Hair color	21 (17.5)	99 (82.5)	120 (100)

Category	Products	Yes	No	Total
Oral care	Tooth brush	38 (31.7)	82 (68.3)	120 (100)
	Paste	65 (54.2)	55 (45.8)	120 (100)

In Face care category, 72.5 percent of the consumers have purchased Face wash followed by Kajal, Face cream and Lip care. In Body care category, 40.8 percent of consumers have purchased lotions followed by soap and foot care.Under the Hair care category, 60.8 percent of consumers have purchased Shampoo followed by hair oil, conditioner and hair color. Under the Oral care category, 54.2 percent of consumers have purchased paste and 31.7 percent of the consumers have purchased Tooth brush.

Table 2

Quantity of Purchase

Quantity	Frequency	Percent
50gm	10	8.3
100gm	44	36.7
120gm	34	28.3
200gm	32	26.7
Total	**120**	**100.0**

Source: Primary data collected from the respondents

The quantity of purchase of personal care products shows that 8.3 percent of the consumers have preferred to buy 50gm, 36.7 percent to buy 100gm, 28.3 percent to buy 120gm and 26.7 percent to buy 200gm. It clearly reveals that 100gm of personal care products is the most preferred quantity among the consumers.

Table 3

Amount Spent for Purchasing Patanjali's Personal Care Products

Amount Spent	Frequency	Percent
Below ₹300	47	39.2
₹301-500	24	20.0
₹501-700	29	24.2
Above ₹700	20	16.6
Total	**120**	**100.0**

Source: Primary data collected from the respondents

The amount spent for the purchase of the Patanjali's personal care products divulges that 39.2 percent of the consumers spent below below ₹300 per month for purchasing Patanjali's personal care products, followed by 24.2 percent of the consumers spending ₹501-700 per month, 20.0 percent of the consumers spending ₹301-500 per month and 16.6 percent of the consumers are spending above ₹700 per month.

Table 4

Longevity of Using Patanjali's Personal Care Products

Longevity of Using	Frequency	Percent
Less than one month	19	15.8
1-2 months	36	30.0
2-3 months	43	35.8
More than 3 months	22	18.3
Total	**120**	**100.0**

Source: Primary data collected from the respondents

The longevity of using the Patanjali's Personal Care Products reveals that 15.8 percent of the consumers are using the Patanjali's Personal Care Products for less than one month, 30 percent of the consumers for 1-2 months, 35.8 percent of the consumers for 2-3 months and 18.3 percent of the consumers are using the Patanjali's Personal Care Products for more than 3 months. It is clearly explored that there is a strong bonding between the consumers and the Patanjali's Personal Care Products.

Table 5

Frequency of Using Patanjali's Personal Care Products

Frequency of Using	Frequency	Percent
Once a Day	52	43.3
Twice a Day	50	41.7
More than 2 times	18	15.0
Total	120	100.0

Source: Primary data collected from the respondents

The frequency of using Patanjali's Personal Care Products shows that 43.3 percent of the consumers are using once in a day, 41.7 percent of the consumers twice in a day and 15 percent of the consumers are using more than 2 times in a day.

Table 6

Place of Purchase

Place of Purchase	Frequency	Percent
Exclusive Stores	86	71.7
Departmental Stores	13	10.8
Super Markets	11	9.2
Medical Shops	10	8.3
Total	120	100.0

Source: Primary data collected from the respondents

The place for the purchase of the Patanjali's personal care products indicates that 71.7 percent of the consumers prefer to purchase Patanjali's personal care products from the Exclusive Stores, 10.8 percent of the consumers from the departmental stores, 9.2 percent from the super markets and 8.3 percent of the consumers have purchased from the medical shops.

Table 7

Sources of Information

Source of Information	Frequency	Percent
Family members	34	28.3
Friends / Relatives	12	10.0
Self -reliance	6	5.0
Retail shop display	3	2.5
Advertisements	65	54.2
Total	120	100.0

Source: Primary data collected from the respondents

The sources of information reveal that 54.2 percent of the consumers get information from advertisements, followed by 28.3 percent from family members, 10 percent from Friends/ Relatives, 5 percent from self-reliance and 2.5 percent from retail shop displays.

Table 8

Reasons for Preferring Patanjali's Personal Care Products

Factors	Mean	Std. Deviation	Mean Rank	Chi-square	Sig.
Free from pesticides/ chemicals	3.84	1.650	3.48	86.147 (d.f 5)	.000
No adulteration	2.92	1.394	2.56		
No side affects	3.79	1.577	3.45		
More nutritious	3.62	1.557	3.06		
Competitive price	4.63	1.093	4.35		
Herbal based	4.57	1.288	4.10		

Source: Primary data collected from the respondents

The result of Friedman's Chi-square test shows that there is significant difference found in the reasons for preferring Patanjali's personal care products ($P<0.05$). The mean ranks revealed the fact that the competitive price, herbal based and free from pesticides/ chemicals are the major reasons for preferring Patanjali's personal care products. Hence, no side effects, more nutritious, no adulteration, are other reasons for preferring Patanjali's personal care products.

Table 9

Satisfaction with Patanjali's Personal Care Products

Variables	Highly Satisfied		Satisfied		Neutral		Dissatisfied	
	F	%	F	%	F	%	F	%
Price	60	50.0	32	26.7	28	23.3	-	-
Quality	35	29.2	41	34.2	44	36.7	-	-
Brand Image	35	29.2	36	30.0	33	27.5	16	13.3
Ingredients used	41	34.2	28	23.3	31	25.8	20	16.7
Quantity	45	37.5	40	33.3	35	29.2	-	-

Source: Primary data collected from the respondents

50 percent of the consumers are highly satisfied with the price of the Pathajali's personal care products, followed by 26.7 percent of the consumers are satisfied and 23.3 percentage of the consumers are partially satisfied.

29.2 percent of the consumers are highly satisfied with the quality of Pathajali's personal care products, followed by 34.2 percent of the consumers are satisfied and 36.7 percent of the consumers are partially satisfied.

29.2 percent of the consumers are highly satisfied with the brand image of the Pathajali's personal care products, followed by 30 percent of the consumers are satisfied, 27.5 percent of the consumers are partially satisfied and 13.3 percentage of the consumers dissatisfied.

34.2 percent of the consumers are highly satisfied with the ingredients used in the Pathajali's personal care products, followed by 23.3 percent of the consumers are satisfied, 25.8 percent of the consumers are partially satisfied and 16.7 percent of the consumers are dissatisfied.

37.5 percent of the consumers are highly satisfied with the quantity of the Pathajali's personal care products, followed by 33.3 percent of the consumers are satisfied and 29.2 percent of the consumers are partially satisfied.

Table 10

Mean Ranking for Satisfaction with Patanjali's Personal Care Products

Variables	Mean	Rank
Price	4.27	I
Quality	3.98	III
Brand Image	3.75	IV
Ingredients used	4.08	II
Quantity	3.65	V

Source: Primary data collected from the respondents

The mean ranking for satisfaction with Patanjali's personal care products reveals that consumers are satisfied with price followed by ingredients used, quality, brand image and quantity.

CONCLUSION

The researcher has finally concluded that the Indian consumers are growing more and more brand conscious when it comes to purchasing cosmetics as well as personal care products. The companies need to focus on the form of advertising which plays the biggest role. Word of mouth promotions is a key factor in a price sensitive economy like India. Some strategies like visual merchandising is important only at the stage of buying decision while searching and evaluating alternatives. The brand loyalty and consumer satisfaction are highly influenced by the consumer attitudes, beliefs and perceptions play a key role purchase decision making. This has been proved in this piece of research in a limited area. However, the areas where marketers need to work upon to generate sales of their product, as personal care items involve extensive buying decisions.

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