



## A STUDY CONSUMER BEHAVIOUR AND PREFERENCES TOWARDS PATANJALI AYURVEDA

**O.Sangeetha**  
**M.A. Economics**  
**S.V. College**

### **Abstract:**

*In India Ayurveda or Ayurvedic products are the traditional holistic medical system. After centuries of experiments, studies, and meditations natural scientists and early psychic developed this system. Fast-moving consumer goods (FMCG) are products that are sold quickly and at relatively low cost. A marketing concept that encompasses a customer's impression, awareness and consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. Patanjali is one of the great competitors of FMCG products in the market.*

### **Introduction**

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.

**Foundation of patanjali brand and ayurved patanjali:** Firstly Baba Ramdev started 1divya Yog Mandir in 1995 under the guidance of Swami Shankardev ji with the help of Acharya Balkrishna and Acharya Karamveer. The main focus of this mission was to keep Yoga and Ayurved prior in world wide. To make it more popularize small camps and shivirs were started to teach a huge number of people about yoga. Now it has become a multinational enterprise with its many branches located in many countries like US, UK Nepal etc. By providing many resources like raw material, human resources and technical knowhow, these institutions have also provided a lot of success to this enterprise.

### **Consumer behaviour strategies of Patanjali Ayurveda.**

All Indians are health conscious and good health was made the main factor behind the all publicities and campaigns of the Patanjali products. Another very important factor in consumer market is availability and packaging quantity of the products. In the previous writes, distribution was more elaborated but this time my focus will be more on package quantity strategies of PAL. An individual, a traveler, a small family and a joint family, all prefer to buy a product for a periodic



consumption to minimize the wastes and cost. There is a big consumer segment which prefers to have a trial of the products by consuming small packing. PAL availed small sachets and packing of dental cream, shampoos, cosmetics and other products range to give trial to maximum number of consumers.

Move to any Patanjali Swadeshi Kendra (an exclusive selling point of PAL products) or and retail mart where Patanjali's products are sold, a complete range will be displayed with all packing sizes. Consumer will not be able to stop himself to add some trial packs in the shopping carts. Once consumers start consuming the products, it becomes their tendency to repeated buying of the products.

Market experts have observed all consumers segments using Patanjali's different products and see ayurvedic benefits of the products. PAL's competitors are not able to anticipate the future moves of the company but it's sure that there must be long closed door meetings of the officials to execute strategies to retain their market position. It's hard to predict whether the unstoppable Baba's pace will be slowed or not but as long as consumers will be getting diversity and innovations in products, Patanjali will be moving with same or more pace.

### CONSUMER PREFERENCE TOWARDS PATANJALI PRODUCTS

Fast-moving consumer goods (FMCG) are products that are sold quickly and at relatively low cost. A marketing concept that encompasses a customer's impression, awareness and consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. Patanjali is one of the great competitors of FMCG products in the market. So this study is carried out to know why customers are interested to purchase the Patanjali products. *An Indian FMCG started in 2008 by Baba Ramdev and Acharya Balkrishna. This company has claimed a revenue of Rs 5000crore, the company is expected to clock revenues of Rs.20,000crore by fiscal year 2020(IIFL Institutional Equities report).* This study also aims at identifying customer's preference towards Patanjali products with special reference to Erode District people.

### Factors impacting consumer towards purchase of patanjali ayurveda

The below table refers the preferences of respondents towards patanjali product where 8 factors were taken and based on the frequency the ranking was allotted. Five likert scale was used to measure the consumer response. 53.3% of the respondents says price is the factor which impact more over swadeshi is the factor which is impacting on consumer 63.3%. The following ranks are based on the frequency of the factor having impact on consumer.

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree	Total	Ranking
Reasonable price	17(28.3%)	32 (53.3%)	5(8.3%)	3(5%)	3(5%)	60(100%)	3
Good quality	23(38.3)	33(55%)	3(5%)	1(1.6%)	0((0%)	60(100%)	2
Healthy	23(38.3)	25(41.66%)	10(16.6%)	1(1.6%)	1(1.6%)	60(100%)	6
Brand	23(38.3)	20(33.3%)	15(25%)	1(1.6%)	1(1.6%)	60(100%)	8
Baba Ramdev	23(38.3)	25(41.66%)	7(11.6)	3(5%)	2(3.3%)	60(100%)	7
Swadeshi	38(63.3%)	13(21.6%)	1(1.6%)	4(6.6%)	4(6.6%)	60(100%)	1
Advertisement	10(16.6%)	28(46.66%)	16(26.6)	3(5%)	3(5%)	60(100%)	4
Availability	26(43.3%)	26(43.3%)	2(3.3%)	3(5%)(5%)	3(5%)	60(100%)	5

### Literature Review



**AJEET KUMAR** The segment of Indian consumer can be isolated broadly into urban and rural markets. And also the consumer of Indian markets can tempted many marketers from across the world. As per the view of global corporations India will one of the key markets from where future development is likely to appear. Increasing population and disposable income will be main reasons of development of consumer's market. The aim of the present study is to know the factors affecting consumer behavior and also to know about the satisfaction level of consumers regarding patanjali products. Many products like food, consumer packaged goods and healthcare are patanjali ayurveda home grown. But limitation of patanjali product is of its availability because they are not easily available in the market. Due to this people have to suffer a lot of problems. **Rani, S., and Shukla, C.**(2012) Conducted a study to know the trends of patanjali products. For the purpose of above study they collected a sample of 90 consumers in pantnagar. On the basis of above study they concluded that within a very short period of time patanjali products captured a number of consumers. Also they found that from 2008 to 2012 there is a huge increment in number of products which is from 26 to 120. They also suggested about limitation of patanjali products that delivery system should be improved by Patanjali Company. Ali, M.I., and Yadav, M.(2015) carried a study to know about consumer perception towards herbal products. The objectives of the above study were to know the reasons of using various herbal products. For the purpose of above study researcher collected data from 60 consumers using herbal products in three cities of Bhopal. On the basis of their study they found that due to hazards created by chemical products people shift it to natural products. Also they concluded that all consumers had a positive attitude towards herbal products and there was no side effect faced by these people. Khanna, R.(2015) carried a study on consumer perception regarding Patanjali products. The objectives of the above study were to know about the perception, satisfaction level and attributes of consumer with regard to patanjali products. The data was collected by the researcher from 100 respondents in Punjab. They found that consumer were highly satisfied with patanjali products due to reasonable prices and due to curing ability. Shinde, D.T., and Gharat, S.J.(2017) examined a study on product positioning of patanjali products. The purpose of above study was to find the various prospects of patanjali products and also factors influencing these products. They concluded that patanjali has captured a huge market share within a very short time period but shortage of these products is the major problem faced by consumers these days.

### **Conclusion**

As per the view of global corporations India will one of the key markets from where future development is likely to appear. Ayurvedic and Herbal remedies are available in all Patanjali and organic stores. Ayurvedic products are reasonably cost effective and well accepted by customers. Patanjali in order to retain more customers and satisfy them, must fulfill the claims made by the company before any other brand may mushroom up and take away the benefits of marketing through spirituality. With in a short period of time patanjali has take a good position in t he market and created a positive mark in the buyers perspective.



### **References:**

1. Rani, S., & Shukla, C. (2012). *Trend Of Patanjali Products: An Ayurvedic Magic Wand For Healthy Living*. *Paripex - Indian Journal Of Research*, 1(9), 93-94.
2. Ajeet Kumar & Anshu Ahuja, *Kaav International Journal Of Economics, Commerce & Business Management consumer Behavior Towards Patanjali Products: A Study On Consumers With Reference To Rohtak District Of Haryana, Kijecbm/Apr-Jun (2017)/Vol-4/Iss-2/A55 Page No.404-410 Issn: 2348-4969*
3. Kumar, M. R., & Janagam, D. (2011, March). *Export And Import Pattern Of Medicinal Plants In India*. *Indian Journal Of Science And Technology*, Iv(3),245-248.
4. Acharya, N. (2011, June 9). *Meet Ramdev The Marketing Guru*. *The Business Standard*.
5. <https://www.patanjaliayurved.net/>
6. <http://Stellarix.Com/Fusce/A-Report-On-Patanjali-Ayurveda/>