

## **PATANJALI PRODUCTS AND MARKET EFFICIENCY**

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### **Abstract**

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Indian consumer segment is broadly segregated into urban and rural markets, and is attracting marketers from across the world. Global corporations view India as one of the key markets from where future growth is likely to emerge. The growth in India's consumer market would be primarily driven by a favorable population composition and increasing disposable incomes. To purchase a product the customer will go through a process of buying behavior. Patanjali Ayurveda home-grown firm in businesses such as food, consumer packaged goods and healthcare. According to IIFL Institutional Equities report patanjali is expected to create revenues of Rs.20,000crore by fiscal year 2020. So the present study is conducted in the Ernakulam district of Kerala.this study also aims at identifying customer's perception towards products from Patanjali.

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### ***Keywords:***

Segmants

Consumer Behaviour

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## **1. Introduction**

A well-known yoga guru Baba Ramdev started an association PatanjaliAyurved in 2007. The main aim of the company is to bring awareness among Indian people towards swadeshi products. Also the profits earn by the company will be either plough back or profits will be used for social welfare. The firm, to increase its sales, also provides its products at discount. Patanjali is also said that it will be very beneficial for consumer to shift in their preferences towards herbal and ayurvedic products which are deemed to be healthy and also closure to nature. It has also placed itself as a swadeshi brand, which has a request among a class of consumers. The idea is to be present in as many categories as possible in order to give consumers more choices, and profits are to be reinvested in innovation and capacity expansion so pricing can be made more competitive. The firm, in fact, has priced its product at a significant discount to others in a number of categories, which is helping drive sales. Patanjali is also said to be benefiting from a shift in consumer preferences towards herbal and ayurvedic products which are considered to be closer to nature. It has also positioned itself as a swadeshi brand, which has an appeal among a category of consumers.

## **2. Objectives of the study**

- To know why consumer prefer Patanjali products.
- To examine purchasing behavior of the consumer gender wise and age wise.
- To know why customers are attached with Patanjali products.
- To know the source of consumer preference.

## **3. Research Method**

This paper is based on primary data collected through questionnaires from 50users of Patanjali Products within Ernakulam District. The questionnaire design is built up to know the type of products people use, the reason for their buying such product and their post buying satisfaction level from that product. Secondary sources have been used to collect information about Patanjali“ brands. Journals, articles, research reports and government documents were reviewed to get the insight of the previous interventions that the stakeholders and policy makers have already in place. A Study on Patanjali“ has ever changing marketing scenario over the globe has amplified the role of brand at unparalleled level. Every person is a consumer of different brands

at the same time. For analyzing the data and providing the relative of the research outcome suitable statistical techniques were applied.

#### 4. Data Analysis

Table 1. Age wise classification of respondents

Age in intervals	No of respondents
15-25	4(8%)
26-35	10(20%)
36-45	24(48%)
46-55	08(16%)
56-65	04(8%)
Total respondents	50(100%)

(Source: Primary data)

Refers to age where Patanjali products are being preferred by the age group of 36-45 followed by the age group 26-35. Youngsters are not that much interested in Patanjali products.

Table 2. Gender wise classification of respondents

Gender	No of respondents
Male	20(40%)
Female	30(60%)
Total respondents	50(100%)

(Source: Primary data)

The table indicates gender wise classification of the respondent. Among the respondents Female respondents were more than male respondents.

Table 3. Occupation wise classification of respondents

Occupation	No of respondents
Employees	18(36%)
Business	10(20%)
Agriculture	3(6%)
Students	12(24%)

House wives	7(14%)
Total respondents	50(100%)

(Source: Primary data)

Table 3 refers to the classification of respondents on the basis of occupation .which shows that 36% of the respondents are employees followed by students who consist of 24%.

Table 4. Occupation wise classification of respondents

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Ranking
Reasonable price	28(56%)	25(50%)	5(10%)	3(6%)	3(6%)	50(100%)	2
Good quality	13(26%)	30(60%)	5(10%)	1(2%)	1(2%)	50(100%)	1
Healthy	12(24%)	25(50%)	10(20%)	2(4%)	1(2%)	50(100%)	5
Brand	26(32%)	12(24%)	8(16%)	2(4%)	2(4%)	50(100%)	6
Swadeshi	20(40%)	16(32%)	6(12%)	4(8%)	4(8%)	50(100%)	3
Advertisement	7(14%)	30(60%)	8(16%)	2(4%)	3(6%)	50(100%)	7
Availability	11(22%)	25(50%)	10(20%)	2(4%)	4(8%)	50(100%)	4

(Source: Primary data)

Table 4 refers the preferences of respondents towards Patanjali product where 7 factors were taken and based on the Frequency the ranking was allotted. Five Likert scale was used to measure the consumer response

.60% of the respondents say quality is the factor which has more impact on respondents as compared to price, availability and other factors The ranks are based on the frequency of the factor having impact on consumer

Table 5. Types of products consumer purchases

Products	No of respondents
Ayurvedic	5(10%)
Cosmetics	15(30%)
Food	20(40%)
Detergents	10(20%)
Total respondents	50(100%)

(Source: Primary data)

Most of the respondent frequently purchase ayurvedic product followed by cosmetic items.

Table 6. Refer product to others

Refer product to others	No of respondents
Yes	40(80%)
No	10(20%)
Total respondents	50(100%)

(Source: Primary data)

Table 7. Reason for Reference.

Factors	No of Respondents
Trust	10(20%)
Quality	20(40%)
Health	8 (16.3%)
Swadeshi	2(4%)
price	10(20%)
Total respondents	50(100%)

(Source: Primary data)

Table 7 refers to Resons for referring products from patanjali. Majority of the respondents 40% opines that the quality is of the product is the reason for referring the products to others followed by trust and health

## 5. Conclusion

The study has revealed that the people between the age group of 26-45 are the major consumers of Patanjali products. It was observed that between age group Of 26-35 years are preferring cosmetics. The rest of the age groups prefer food related products. Hence the mileage can be taken to drive the market as people are becoming more health conscious by introducing healthy food products. Resons for referring products from patanjali Majority of the respondents 40% opines that the quality is of the product is the reason for referring the products to others followed by trust and health. It was observed in the study 60% of the respondents say quality is the factor

which has more impact on respondents as compared to price, availability and other factors. However Patanjali is entering into much business it is suggested that it focus on more cosmetic, health and food related products.

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