

## **Perception Of Customer Regarding Patanjali Products In**

### **Bhiwani**

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### **Introduction**

patanjali Ayurved limited is an Indian FMCG co. Headquarters are located in the industrial area of Haridwar. The company manufactures Herbal products. Acharya Balkrishna established Patnjali ayurved Ltd. in 2006 along with Baba Ramdev with the objective of establish science of ayurved in accordance and cordinating with latest technology and ancient wisdom.

### **Research Methodology**

This study is based on primary and secondary data. The data was collected from the customer of Bhiwani. There are 30 respondent who fill the questionnaire.

### **Objectives**

- 1) To know why consumer prefer patanjali products.
- 2) To study the brand perception of patanjali in consumers mind .
- 3) To study the satisfaction level of consumer after using patanjali products.

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\* D/O Ramprasad, Mcom, Qn67 police colony, sadar thana ,Bhiwani

**Classification of respondent based on gender**

S.no	Gender	No of respondents	%
1	Male	7	23%
2	Female	23	77%
3	total	30	100%

The table reveals that 23% of the respondents were male, and remaining 77% of the respondents were female.

s.no	Age	No. of respondents	percentage
1	15-20	5	16%
2	20-25	20	67%
3	25-30	2	7%
4	30 & above	3	10%

**The classification of respondents on their age**

Table shows that 16% of the respondents are in age between 15-20 years old , 67% of the respondents are in age between 20-25,7% of the respondent are in age between 25-30 and 10% of the respondent are in age between 30 and above. So more respondents are in age between 20-25.

**Use of Patanjali products among respondents**

s.no	Preference	No. of respondents	percentage
1	Yes	22	73%
2	No	8	27%
3	total	30	100%

Table shows that 73% of the respondent use patanjali product and remaining 27% of the respondent not using the patanjali products. So more respondent using the patanjali products in bhiwani.

**Reason for purchasing of the patanjali products**

s.no	Reasons	No. of respondents	percentage
1	Reasonable price	3	14%
2	Quality of food	11	50%
3	Swadeshi	8	36%
4	total	22	100%

The table shows that 14% of the respondent purchasing the patanjali product because of reasonable price ,50% of the respondent purchasing the patanjali products because of quality of food and 36% of the respondent purchasing the patanjali product because of swadeshi. So more respondent purchasing patanjali products because of quality of food.

**Respondents opinion towards price of patanjali products**

s.no	Price of patanjali products	No. of respondents	percentage
1	Expensive	2	9%
2	Too Low	0	0%
3	Moderate	20	91%
4	total	22	100%

The table shows that 9% of the respondent think that patanjali products are expensive and 91% of the respondent think that patanjali products price is moderate. So more respondent think that patanjali products are moderate prices.

**Purchase different kinds of patanjali products**

S. No	Patanjali products	No of the respondents	Percentage
1	Medicine	5	23%
2	Food product	3	14%
3	Grocery	1	4%
4	Health care	6	27%
5	Personal care	7	32%
6	total	22	100%

The table shows that 23% of the respondent purchasing medicine ,14% of the respondent purchasing food product ,4 % of the respondent purchasing grocery , 27% of the respondent purchasing health care products and 32% of the respondent purchasing personal care product. so more percentage of the respondent purchasing personal care product.

**How satisfied are customers with patanjali products**

s.no	satisfaction	No. of respondents	percentage
1	Satisfied	19	86%
2	Unsatisfied	1	5%
3	Extremely satisfied	2	9%
4	total	22	100%

The table shows that 86% of the respondent are satisfied with patanjali products , 5% of the respondent unsatisfied with patanjali products and 9% of the respondent are extremely satisfied with patanjali products . So more respondent are satisfied with patanjali products.

**Conclusion**

Quality of product is the factor that influence the decision of customer regarding purchasing patanjali products. This study show that customer who buying the patanjali products has positive attitude toward patanjali products. The perception in the customers mind regarding patanjali products is that they feel that they use swadeshi products.

## References

[https://en.m.wikipedia.org/wiki/Patanjali\\_Ayurved](https://en.m.wikipedia.org/wiki/Patanjali_Ayurved)

<http://patanjaliayurved.org>