

Impact of Marketing Strategies on Consumer Behaviour With Reference To Patanjali.

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ABSTRACT

Marketing is a method utilized by agencies to talk with the consumer and make him knowledgeable about the diverse functions of their products and services. It's far an essential part of attracting the goal customers to a selected product, and corporations use numerous revolutionary or tried-and-tested techniques to stay beforehand of their competition and make their location in the market. The process usually starts immaturely with a test of the commercial enterprise environment, both internal and outside, which includes expertise and strategic constraints, such as technological, monetary, cultural, political, and legal components. Goals are chosen then an advertising approach or marketing plan is an explanation of what precise actions might be taken through the years to attain the targets. Plans may be extended to cover a few years, with sub-plans for every year, even though as the velocity of change within the merchandising surroundings accelerates, time horizons are getting shorter. Preferably, techniques are each dynamic and interactive, in part deliberate and in part unplanned, to enable a firm to react to unexpected developments even as looking to hold targeted on a particular pathway; generally, a longer time body is favored. An advertising and marketing strategy need to not be stressed with a marketing objective or undertaking. For instance, a purpose may be to become the market leader, possibly in a selected area of interest; an assignment perhaps something along the lines of "to serve clients with honor and dignity" in assessment, a marketing method describes how a firm will acquire the stated intention in a manner which is regular with the task, possibly with the aid of particular plans for a way it might construct a referral network, for instance. Strategy varies by using kind of market. A well-set up company in a herbal market will likely have an extraordinary strategy than a begin-up. Plans generally contain monitoring, assessing

development, and getting ready for contingencies if issues rise up.

The subsequent paper depicts to understand the one-of-a-kind advertising strategies of Patanjali Ayurveda Limited (PAL) and their impact on modern-day marketplace conditions. With a population of around 1.35 billion in our Country, the lifestyle of people is changing, and are getting more health-oriented so due to this their preference circumstance toward herbal and Ayurvedic products is quite growing. The Baba Ramdev's exceptional advertising strategies, promotions, and branding of Patanjali Ayurveda products have attracted many buyers for opting of Patanjali products effectively. This research paper aims at finding the factors influencing Customer buying behaviour towards Patanjali products.

I. INTRODUCTION

Patanjali Ayurveda Limited, with its registered office in New Delhi, changed hooked up in 2006 beneath the employer Act of 1956. "Swami Ramdev Ji" and "Acharya Balakrishna" mounted Patanjali Ayurveda Ltd. in 2006 with the vision and mission of "retaining nationalism, Ayurveda and Yog as our pillars, we are devoted to creating a more healthy society and . to elevate the pride and glory of the arena, we are geared up to serve people with the aid of bringing the advantages of nature into their lives." The intention and vision have been to combine technology and historic Ayurvedic know-how to create Ayurvedic products that had been scientifically widely widespread. This technique evolved with an evaluation of historic Indian medical texts then moves on to the collection and discovery of effective and proper herbs, and in the end to safety trying out to provide a brand new product that is effective.

The middle-class people were pretty benefited with using Patanjali products as the product reasonably-priced pricing as evaluate to

different brand products the great and quantity of the Patanjali merchandise changed into quiet maintained with the series of FMCG merchandise which includes ghee, juices, soap, Dantkanti paste, oils and so on. With the right windfall, those products satisfied the needs and demands of the people to the fullest. The marketing approach developed by using friend products is pretty exceptional from different MNCs because it basically focuses more on content material advertising and marketing. consequently, Baba Ramdev's concept of teaching the people regarding using herbal and natural merchandise its advantages and effect especially involved people buying they're with ease and people started out demanding natural merchandise.

II. LITERATURE REVIEW

This chapter provides the assessment of literature to pick out and apprehend the results of extraordinary issues associated with the influences of advertising strategy on clients in India. A complete evaluation of associated beyond research enables the researcher to undertake, modify and enhance the conceptualization of the framework and provide a link with past procedures. The findings and recommendations of the past literature relating to advertising strategies closer to purchasers. handiest few complete studies are solely closer to advertising and marketing strategies carried out in India. based on the overview of the literature the researcher has enabled them to pick out their source for the present examination. The to be studied are amassed from studies articles, committee reports, projects and surveys carried out.

I. Mazzarol (2015), discovered on the graduation of the new millennium, small organizations are being heralded as the engine of financial boom, the incubator of innovation, and the solution to a long time of continual unemployment the fulfillment of the huge capacity of the sector has been a steady theme since the graduation of business revolution In both growing and evolved international locations, selling small and medium-sized companies (SMEs) is one of the most viable techniques for reaching countrywide improvement goals which includes financial development, strengthening the commercial base and local manufacturing structure (corridor berg, 2000). maximum of the instructional literature and empirical research referring to organizational behaviour in SMEs are primarily based upon facts amassed in developed international locations. previous study's consequences must be move-

established and put into any other attitude whilst reading SMEs in developing united states (Liargovas, 1998). There appears to be no doubt that small businesses do make a massive net contribution to the creation of the latest jobs compared with big agencies.

II. Soman, Dilip, and Gourville, T. John (2015), investigated how and why price bundling has an effect on the consumption of a provider-based product inclusive of a sporting event or a theatre overall performance. The consequences of the look showed that fee bundling results in a decoupling of the sunk coRugman and D'Cruz86 advanced a circulation of studies that potentially links worldwide commercial enterprise to globalization theories, pointing to the essential, regional " as opposed to, international stage of activity inside the early 21st century. This theoretical course again has problems whilst implemented in retailing due to the exclusive nature of the international employer of investment in retailing and the significance of the nearby marketplace, and adoptions to it, for

III. C. Prabha, and S. Revathi (2018), studied how exceptional advertising techniques help the purchasers to get attracted in the direction of Patanjali Ayurveda merchandise quite simply. via building a robust fan base and followers agree with Baba Ramdev Patanjali had skimmed the opportunity and happily grasp the current market situation. Yoga Guru followed the "Telling is the new selling" idea, instead of selling the goods which attracted extra people to get into it. in keeping with the 2015 file analysis, Patanjali Ayurveda sells almost 4000 retail outlets. The Patanjali Ayurveda is tied up with "Pittie organization and Kishor Biyanis future organization" wherein all the goods of Patanjali might be available for direct sale in destiny institution outlets, it additionally offers the flexibility to the purchasers of purchasing the products online. thus, the product's clever pricing and providence of a sort of nice amount of product stimulated many people to get attracted toward it.

IV. Vinod Kumar, Ankit Jain, Zillur Rahman, and Akhil Jain(2014), Their observation found that yoga and pranayama are very powerful equipment in advertising and marketing through spirituality (Patanjali Yogpeeth) and have an impact on the intake conduct of the masses. The Patanjali Yogpeeth is a group for clinical studies and offers remedies to every person at reasonable fees. Patanjali Yogpeeth has offered a fitness revolution with the included method of Yoga and Ayurveda. Swami Ramdevji has such a fantastic

impact on Pranayam and Yoga dimensions of spirituality to target the mass populace international. thus, making use of a non-secular aggressive approach enables to promote its personal product inside the marketplace with a lot of ease. hence it can be concluded that Patanjali Yogpeeth has succeeded in developing an effective photo through spirituality and using it to promote the products within the marketplace.

V. Sambhavi Shukla (2017), studied the powerful pricing approach within the advertising technique to seize some of the consumers to shop for Ayurveda merchandise effortlessly. Patanjali Ayurveda with the slogan “Prakriti ka Ashirwad” enables promotions within the advertising blend of Patanjali Ayurveda. The Ambassador of Patanjali “Baba Ramdev” is completely liable for the success of the Patanjali logo. His specific promoting Proposition(USP) strategies by educating 35,000 individuals who can behavior yoga training at unique elements of united states of America and growth of yoga ashrams where customers requirement may be happy without frustration is unique sales provide from Patanjali Ayurveda. The low pricing of products, Baba Ramdev’s strong emblem association, products’ simple natural packaging, and media merchandising are basically the primary and vital keys to Patanjali’s huge achievement. As 60% of people use Patanjali merchandise weekly and forty% of them use it monthly. hence, the providence of the Patanjali cellular app also assists customers to order products online in line with their wishes and needs to the fullest.

VI. Pranshoe Pandey, and Rahul Shah(2016), studied how the growth of Swadeshi offers an effect on the position of Patanjali Ayurveda with a special focus on product range, marketplace share, revenue traits, advertising strategies, and further evaluation of how the employer desires to work on to sustain its increase and develop into a primary force in the Indian FMCG area. The Patanjali Ayurveda amidst this competition on innovation, exchanges advertising, and marketing techniques and cheap right pleasant merchandise and its impact affecting the Indian FMCG area with ease.

VII. Jagmeet Singh, and Hiritik Mehta(2018), look at exhibits to discover what customers understand about Patanjali products and to know the motives behind the repeated buying of these products on a massive scale using consumers. in keeping with their evaluation maximum customers are of age organization from 18 to 35 years. The reasons behind buying the Patanjali merchandise are satisfaction, quantity, and availability of merchandise. besides, promotion campaigns

thoroughly carryover by using specializing in Ayurveda, Yoga, and the label “MADE IN BHARAT” impacted extremely at the buying behavior of the customers.

VIII. J. Malarvizhi, T. Chitra Devi (2018), the investigator attempted to discover the marketing and advertising methods utilized by the Ayurvedic to sell their Patanjali merchandise in the report on client pleasure with Patanjali products. most people of respondents noted “the lack of a marketplace/store for promoting Patanjali merchandise” as their number one situation.

RESEARCH OBJECTIVES

The major purpose of our research study is to understand the different implied marketing strategies of Patanjali Ayurveda Limited (PAL) and their effect on consumer behaviour. The objectives of the study are as follows:

1. To study the consumer behaviour of Patanjali Ayurveda Products.
2. To study distinctive market strategies that attracted many buyers to opt for Patanjali Ayurveda Products.

RESEARCH METHODOLOGY

Methodology implies greater than without a doubt the strategies you intend to use to collect, it is regularly important to include the attention of the ideas and theories which underline the methods. there are numerous one-of-a-kind approaches to approach the research that fulfill the necessities of a dissertation.

The prevailing research paper depicts a Descriptive study primarily based take a look at which essentially focuses on the distinct advertising strategies of Patanjali. Ayurveda confined (friend) and its impact on the modern market situation. The important focus of these studies is executed on the secondary supply of data collected via analyzing a set of various evaluation papers and series of facts via one-of-a-kind websites, articles and brochures, and so forth. The statistics so collected are properly studied and analyzed so the following studies are expressive in nature.

RESEARCH DESIGN

A research design is indispensable for a research project. A research design represents a compromise dictated by many practical considerations. The research design followed by this research study is a descriptive research design where we find a fact solution to an existing one.

DATA COLLECTION

With the help of primary as well as secondary data, information is collected.

1. Primary Data- is collected through the Questionnaire method, observation, and interviews.
2. Secondary Data- is collected through the published literature like Educational Institute's journals, Newspapers, Magazines and Journals, Various reference books, and Websites.

SAMPLING DESIGN

The researcher has used simple random sampling methods.

SAMPLING SIZE

Sample size for the study is 75 which are selected from the vast universe.

SCOPE OF THE STUDY

- ❖ It helps to understand product plays an important role in the market
- ❖ It helps to understand the satisfaction level of a consumer regarding the Patanjali product
- ❖ It analyzes the knowledge of consumers regarding the Patanjali product.

RESEARCH GAP

- ❖ The study is primarily based on statistics collected from fewer respondents.
- ❖ This examination turned into a scarcity of time and resources for the functioning of the operation.
- ❖ The examination is maximum taken from the primary sources.
- ❖ So these facts aren't always fully accurate.

Distinctive Marketing Strategies attracted buyers to opting for Patanjali Ayurveda Products:

Baba Ramdev has grabbed the cutting-edge market state of affairs with the aid of growing and building a strong fan base and followers which helped the purchasers to get attracted towards Patanjali Ayurveda comfortably. there are numerous advertising techniques advanced that are being given as follows:

I. Marketing through Spirituality: the two terms "Yoga and Pranayama" are very powerful gear in advertising via spirituality and had influenced large masses.

The Patanjali Yogpeeth is an organization for clinical studies and offers remedies to people at reasonable charges. It has basically offered a health revolution with the incorporated technique of Yoga and Ayurveda. those making use of aggressive techniques facilitate the selling of its product in the marketplace with tons of ease. So, it may be observed that Patanjali Yogpeeth has succeeded in

creating an advantageous photo thru spirituality and the use of it to promote the products inside the marketplace.

II. Effective pricing strategy: The Patanjali merchandise's reasonably-priced costs and providing of attractive reductions on the products had fascinated many center-elegance people to buy their merchandise ultimately. The enterprise basically earned earnings percentage by means of handing over the products immediately from the farmers and as a result, the intermediaries are being reduced so because of which purchase cost of the uncooked materials is decreased and the product is produced at a lot of decrease expenses.

III. Baba Ramdev's strong brand association: The boom of Patanjali's marketplace percentage and development of its strong emblem in particular thru the association of Baba Ramdev and the in addition analysis sold to the factor that conversation method, product pleasant, and amount implementation attract more people and also the "MADE IN BHARAT" label on the goods provides a powerful method in selling a product or logo to a customer and helped them to shop for extra frequently fairly.

IV. Maintaining product's naturality and packaging level: The providence of simple packaging of Patanjali merchandise and selling "Ayurveda" and "fitness" are the 2 very powerful pieces of equipment to put it on the market within the market state of affairs. but the product's natural look and its simple packaging degree experience consumers attracted to shop for merchandise subsequently.

V. Unique Selling Techniques(UST): The emergence of Patanjali does not spend greater on marketing and Promotions as whilst a brand new company enters the brand new marketplace situation it needs to spend a big amount however Patanjali's emergence in the market changed into out of the box. Yoga guru "Baba Ramdev" followed the "Telling is now selling" method which comprised instead of promoting the products attracting extra people to get into it and correspondingly grabbing the market of Patanjali Ayurveda merchandise.

Other Strategies Used

I. Partnering with Future Group (Big Bazaar) and other multi retail malls: In October 2015, Patanjali partnered with the Future Group, to offer the whole range of products through Big Bazaar outlets across the country. Thus Patanjali used multiple distribution channels, from company-owned stores that exclusively sell the brand, to normal stores, to modern retail outlets like Big Bazaar, Reliance Retail, HyperCity, etc.

II. Patanjali Online Shopping Website

“(http://patanjaliayurved.net/)” Patanjali sells its products through its website Patanjali.net and offers products ranging from groceries, health and nutrition supplements, toiletries, etc. It provides free shipping facilities with an easy payment mode with a credit card, debit card, net banking, and cash on delivery options. Such a distribution facility makes it easy for consumers to purchase products. Patanjali’s products are also available on other online shopping sites like; (bigbasket.com, askmegrocery.com, amazon.in, shopclues.com, flipkart.com, snapdeal.com, swamibabaramdevmedicines.com, ebay.com, etc.)

III. Patanjali Mobile App

Patanjali has also launched a mobile application that allows customers to locate nearby outlets that are selling Patanjali products and also facilitates the online ordering of Patanjali’s Ayurveda and fast-moving consumer goods. Being seized of the fact that there is high demand for its products, Patanjali is now offering separate distributorship for food and cosmetics compared to the earlier system when one distributor managed both. Also, the company is giving distributorship at the district, tehsil, and mandi levels, which shows its confidence in its growth trajectory and demand for its products.

IV. Export to Foreign Countries

A New York Times article called him “An Indian, who built Yoga Empire, a product and symbol of the New India.” Baba Ramdev is not only bringing the age-old Indian art of meditation and exercise but also a wide range of Patanjali’s Products in the U.S, Canada, the U.K, and other international markets.

Patanjali’s Market Disruption with Competitors

I. Patanjali and HUL (Ayurved and Toiletries):

According to an article in the Economic Times dated 22nd November 2015,

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HUL is hitting back at the fastest growing FMCG upstart in India, Patanjali Ayurved with the launch or rather re-launch of Ayush a set of eight ayurvedic products. Patanjali is also a threat to HUL in toiletries and personal care products.

II. Patanjali and Nestle (Maggi Noodles):

According to an article in the economic times dated Jan 19, 2016, while nestle was under the scanner for product quality Patanjali took advantage to launch their own noodles thus giving tough competition to Maggi. They also adopted a low pricing strategy compared to Nestles Atta noodles.

III. Patanjali and Sri Sri Ayurveda (Ayurveda Brand):

According to an article in livemint on 20th Feb 2016

Patanjali is also posing to be strong competition to the Art of Living pioneer Sri Sri Ravishankar’s FMCG Company Sri Sri Ayurveda. Both are in a constant battle to develop and innovate new products.

IV. Patanjali and Colgate (Toothpaste):

IIFL states that Patanjali’s highest impact will be on Colgate since it has gained substantial traction in oral care. Patanjali’s” dant Kanti” is taking up Colgate’s market share. Baba Ramdev has garnered a 4.5% market share in the toothpaste segment, a report by Kotak Institutional Equities.

V. Patanjali with Mondelez and Glaxo Smith (Bournvita and Horlicks):

According to the Hindu 16th Jan, 2016 Patanjali’s Power Vita is a great concern for Cadbury Bournvita and Glaxo Smith’s Horlicks as the market of Patanjali is growing at a rapid pace in the health and nutritional drinks segment.

VI. Patanjali and Dabur (Honey, Chywanprash):

Patanjali will have high market shares in categories such as honey (35%), and ayurvedic medicine (35%) posing a severe threat to Dabur as per an article in “The Hindu” dated 17th Jan 2016,

VII. Patanjali and ITC (Yippee Noodles):

Patanjali is also taking up the market share of ITC’s Yippee Noodles after posing a threat to maggi noodles. ITC is on a constant lookout to keep its product in the minds of the consumers as per The Economic Times dated 14th June 2015.

VIII. Patanjali Britannia and Parle (Biscuits):

Patanjali is also a major threat to Britannia and Parle in the Biscuits segments. Patanjali’s nutty biscuits and Marie biscuits segment is a great threat to Britannia. and Parle, thus taking up major space in the Britannia and Parle FMCG segment as per The Economic Times dated 28th December 2015.

III. DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of positive measures in conjunction with attempting to find styles of courting that exist among record businesses. The information after collection has to be processed and analyzed in accordance with the definition laid down in the research plan or studies design. that is essential for scientific observation and for making sure that we have all applicable statistics for making comparisons and evaluations. Technically processing of data implies enhancing, coding, class, and tabulation of accumulated information so that they’re available for analysis

Table 1
Respondents Awareness towards Brand Patanjali

Sr. No.	Options	Percentage
1	Advertisement (Newspaper, T.V)	24
2	Word of mouth	23
3	Follower/Devotee of Baba Ramdev and Acharya Bal Krishna	15
4	Saw it in the store/supermarket	11
5	Social Media Sites	27
	Total	100

Source: Primary Data

Table 1 shows that 27 percent of the respondents came to know about brand Patanjali through social websites while 24 percent reported that they had seen the advertisement in various newspapers.

Table 2
Product Category Purchased by the Respondents

Sr. No	Particulars	Number of Respondents	Percentage
1	FMCG Category	40	40
2	Ayurveda Category	34	34
3	Both Categories	26	26
	Total	100	100

Source: Primary Data

The Table 2 reveals that 40 percent of the respondents have purchased products from FMCG category while 34 percent of the respondents have purchased ayurvedic products.

Table 3
Respondents Preference towards Patanjali Products

Sr. No.	FMCG Product Category	Percentage
1	Patanjali Atta Noodles	19
2	Patanjali Desi Cow Ghee	12
3	Patanjali Pure Honey	9
4	Patanjali Mixed Fruit Jam	8
5	Patanjali Special Chyawanprash	7
6	Patanjali Marie biscuits	5
7	Aloe vera Juice	4

Source: Primary Data

Table 3 shows that 19 percent of the respondents prefer 'Patanjali Atta Noodles' while 12 percent of them prefer 'Patanjali Desi Cow Ghee'. 9 percent of the respondents prefer to purchase 'Patanjali Honey'

Table 4
Respondents Preference towards Ayurveda Products

Sr. No.	Ayurveda Product Category	Percentage
1.	Dant Kanti	12
2.	Aloe Vera Gel	9
3.	Neem Tulsi Face Wash	6
4.	Divya Dant Manjan	5
5.	Multani Mitti Body Cleanser	4
	Total	100

Source: Primary Data

Table 4 indicates that 12 percent of the respondents prefer to use Dant Kanti while 9 percent of them prefer to

use Aloe Vera Gel.

Table 5
Reasons for Purchase of Patanjali Products

Sr. No.	Reasons	Percentage
1	Follower of Baba Ramdev and Acharya Balkrishna	15
2	Quality	18
3	Quantity	8
4	Price as a factor	20
5	Belief in Swadeshi Goods	3
6	Curiosity to try the product	10
7	Recommendation by Others	14
8	Advertisements	12
	Total	100

Source: Primary Data

Table 5 suggests that 20 percent of the respondents purchased Patanjali products on account of reasonable price while 18 percent of them purchased on account of good quality. It is interesting to note that 15 percent reported that they were the followers of Baba Ramdev and hence purchased the products.

Table 6
Purchase Pattern of the Respondents

Sr. No.	Options	Percentage
1	Less than 3 months	25
2	6 months-1 year	42
3	More than a year	33

Source: Primary Data

Table 6 shows that 42 percent of the respondents have been buying the products for more than six months while 33 percent of the respondents have been buying for more than a year.

Table 7
Satisfaction Level of the Respondents

Sr. No.	Particulars	Percentage
1	Satisfied	65
2	Neutral	24
3	Dissatisfied	11

Source: Primary Data

Table 7 specifies that 65 percent of the respondents were satisfied while only 11 percent of the respondents were not satisfied with the products.

Table 8
Respondents Preference to Continue Using the Product

Sr. No.	Particulars	Percent
1	Definitely Use	89
2	Definitely not Use	11

Source: Primary Data

The above Table reveals that 89 percent of the respondents were keen on continuing to use the products whereas 11 percent reported that they were not satisfied with the products and hence they wish to discontinue to use the products.

Table 9
Respondent's Reaction towards Recommendation of Patanjali Products to Friends

Sr. No.	Particulars	Percent
1	Definitely Recommend	80
2	Probably Recommend	9
3	Definitely Not Recommend	11

Source: Primary Data

Table 9 shows that 80 percent of the respondents would definitely recommend Patanjali products to their friends and other family members while 11 percent of the respondents reported that they would definitely not recommend the products to their friends.

Table 10
Respondents' Viewpoints towards Patanjali Products

Sr. No.	Statement	Percentage of Respondents		
		Agree	Disagree	Neutral Opinion
1	Patanjali stands by its word of providing pure and safe products	89	0	11
2	Patanjali provides quality goods at low prices	92	0	8
3	Products of Patanjali are easily accessible and available	51	42	7
4	Do you see Patanjali as a market leader in the Ayurveda and FMCG Sectors in the future, attracting the world's attention.	97	0	3

Source: Primary Data

Analysis of table 10 indicates that 89 percent of the respondents agreed that Patanjali stands by its word of providing pure and safe products, while 92 percent reported that the company provides quality goods at low prices.

About 51 percent agreed products of Patanjali are easily available while 97 percent of the respondents agreed that in the future Patanjali can be seen as a market leader in the Ayurveda and FMCG sectors.

TABLE -11
Distribution of Respondents according to the age of the Respondents

S.NO	AGE OF THE RESPONDENTS	NO.OF RESPONDENTS	PERCENTAGE
1	20-30	27	36
2	30-40	24	32
3	40-50	20	27
4	ABOVE 50	4	5
	TOTAL	75	100

SOURCE: Primary Data

INTERPRETATION: The table shows that majority of 36% of the respondents belong to the age group between 20-30years, 32% of the respondents in the age group between 30-40 years,

27% of the respondents in the age group between 40-50 years, 5% of the respondents in the age group above 50 years.

Figure 1
Distribution of Respondents according to the age of the Respondents

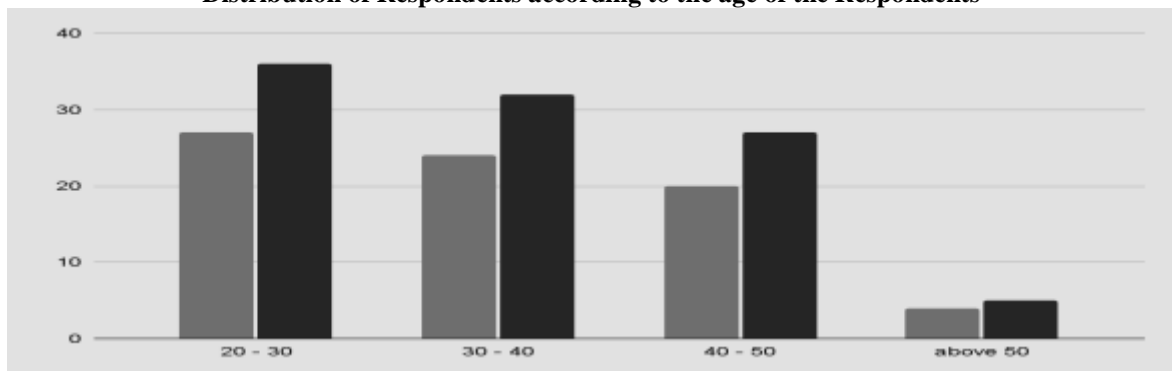


TABLE – 12

Distribution of Respondents according to the gender

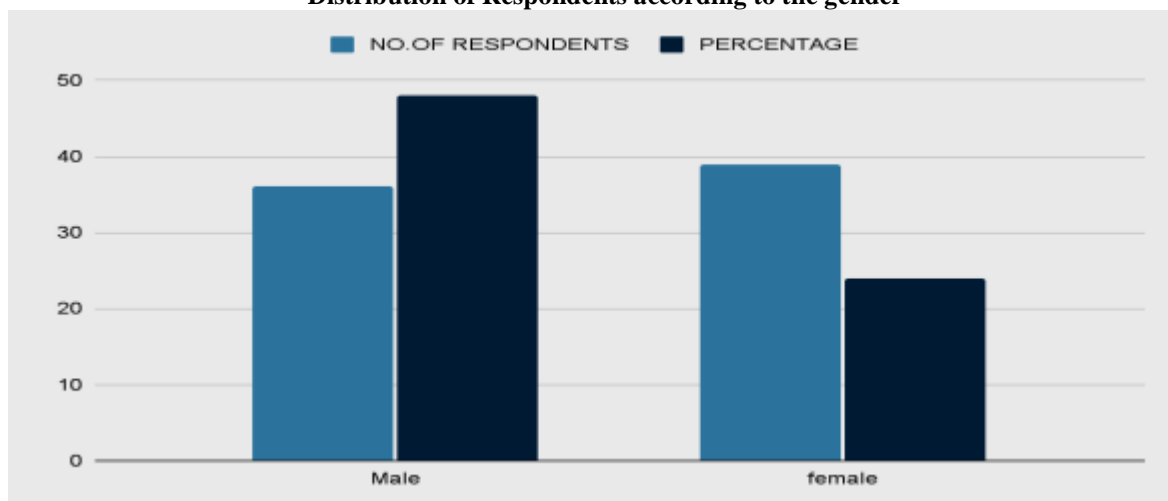
S.NO	GENDE R	NO.OF RESPONDENTS	PERCENTAGE
1	Male	36	48
2	Female	39	52
	Total	75	100

SOURCE: Primary Data

INTERPRETATION:

Table 12 shows that majority of 52% of the respondents are female and 48% of the respondents are Male.

Figure 2
Distribution of Respondents according to the gender



DATA INTERPRETATION

**TABLE – 13
 CHI SQUARE TEST
 TEST- 1**

Association between the group of Patanjali products and level of satisfaction

RATE OF SATISFACTION LEVEL	CATEGORY				TOTAL
	Medicine	Food product	Ayurvedic	Super foods	
Good	5	17	4	-	26
Very good	8	36	4	-	48
Poor	-	1	-	-	1
Very poor	-	-	-	-	-
Total	13	54	8	-	75

Null hypothesis (Ho)

There is no significant difference between the respondent's category of Patanjali and rate of satisfaction level.

Alternative hypothesis (H1)

There is no significance difference between the respondent's group of Patanjali and level of satisfaction

Chi-square Test:

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

where,

O_i = observed expectancy

E_i = Expected frequency

E_i = RT X CT

GT

Where,

RT = Row Total

CT = Column Total

GT = Grand Total

Expected frequency (E_i)

4.50	18.72	2.77	-	26
8.32	34.56	5.12	-	48
0.17	0.72	0.10	-	1
-	-	-	-	-
13	54	8	-	75

Degree of freedom $= (r-1)(c-1) = (4-1)(4-1) = 3 \times 3 = 9$

Calculated value χ^2

The tabulated value χ^2 0.05 degree of freedom at 4 at 5% level of significance is 16.9

Conclusion:

Since, calculated value of χ^2 is lower than the tabulated value. Hence, the Null hypothesis is accepted. So, it concludes that there is no significant association between the there is no the group of Patanjali and the level of satisfaction.

IV. CONCLUSION

It can be found that consumers have mostly selected the brand Patanjali because of its offering of quality along with low prices. It can also be inferred that Patanjali's increased advertising is bringing in new consumers to taste and try the products just out of mere curiosity. Word of mouth strategy has also worked out excellently for the brand to become a huge success in both segments. Patanjali's product awareness is also increasing day by day, as consumers are getting aware and trying different products there is a steady shift seen in brand loyalty of competing brands. The majority of people would recommend and continue using this brand in the future. Consumers are also getting the products now through online means apart from direct distribution. Patanjali's vision of being a Top FMCG and Ayurveda company is forecasted as a dream come true as consumers believe in the potential and positives of the brand, however, the restart of the swadeshi movement is not well accepted by the consumers. Patanjali has been successful in cracking maximum market share as it can be seen that consumers are steadily moving towards Patanjali. Thus Patanjali is seen fulfilling the consumer's needs and wants along with the strong implementation of the brand's effective marketing mix strategies, attracting and inducing positive consumer behaviour towards Patanjali's products in both the FMCG and Ayurveda segments.

V. RECOMMENDATIONS AND SUGGESTIONS

Patanjali has managed to stir a positive wave across both FMCG and Ayurveda segments however the brand has some deficits in certain areas. The brand should focus a little less on the swadeshi tag it has attached to its products as most consumers do not consider it very favorable and believe that it would not make a major difference to them. They would also like Patanjali to compete with international standards according to

livemint.com.

Patanjali should try to produce better packaging for its products as the packaging done for its products is of low-quality material thus giving the product a very cheap and low-quality feel which consumers dislike by all means and have complained to a consumer complaint website.

Some of Patanjali's products were found with worms and insects and were brought under the scanner by a consumer in Haryana according to Indiatimes.com on December 6th, 2015 claiming that Patanjali's storage and packing facility needs to be changed and improved.

Patanjali's owners should be less involved and protect themselves from controversies and any kind of political turmoil and should try to maintain a positive image of themselves as by the end of the day the brand ambassador is linked with the brand's success.

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