

# An Analytical Study of Consumer Perception of Patanjali Products

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## ABSTRACT

In order to determine the factors that influence consumer perceptions, the project "An Analytical Study of Consumer Perception for Patanjali Products" examines the market performance of Patanjali and its products. The study employs a descriptive methodology and collects data online and through questionnaires. Examined is Patanjali's rapid rise to success in a cutthroat industry while taking into account India's low- and middle-income population. The project discusses Patanjali's vision, goals, and SWOT analysis before offering insights into the business's advertising reach on Indian television, where it ranks third, per the Broadcast Audience Research Council.

**Keywords** - Patanjali, consumer behavior Analytical study

## I. INTRODUCTION

In Haridwar, Uttarakhand, India, there is a yoga and ayurvedic center called Patanjali Yogpeeth. It bears the name of Maharishi Patanjali, the man who developed yoga more than 5000 years ago. The ashram is run by Swami Ramdev Ji Maharaj. The goal of Patanjali Yogpeeth is to promote yoga and ayurveda through study, therapy, advancement, and the production of ayurvedic drugs. Its goal is to build the biggest Ayurvedic, Yoga, and Pranayama center in the world, complete with a yoga and Ayurvedic teaching university. Additionally, the trust offers low-cost, highly effective Ayurvedic treatments for conditions like cancer, diabetes, and arthritis. The Patanjali Yogpeeth project was broken up into three phases, the first of which involved basic construction, the second of which included guesthouses, herbal gardens, a yajna shala, and meditation caves, and the third of which involved other amenities, with the creation of a university for yoga and ayurveda as the third step. Millions of people worldwide practice the yoga and pranayama exercises Baba Ramdev taught at Patanjali Yogpeeth.

## II. RESEARCH METHODOLOGY

### Research design

The strategies and processes used to gather and evaluate measures of the variables in a research challenges are referred to as research design. It comprises the research type and sub-type, such as the data collection techniques and statistical analysis strategy, as well as the descriptive or experimental design. The framework for addressing research issues is provided by the study design.

### Sources of data

Following the formulation of a research plan and the definition of the issue at hand, sources of data for the study must be located. Data comes from primary and secondary sources. For the first time, "primary information" is gathered from individuals, families, and representatives in order to solve problems. The term "secondary data" refers to information that has already been gathered by another party and can include databases, data services, reports, books, journals, and periodicals. For this project study, primary data sources including surveys were used.

### SAMPLING PLAN

Individuals serve as the primary sampling unit for this investigation.

**Sample Size:** To represent the population and ensure that samples are taken from different strata, 100 respondents were chosen for the project research.

**Method of Sampling:** Non-Probability A simple questionnaire was made and data were gathered using convenience sampling, a type of sampling method.

1. Questionnaires: were employed as the primary tool for data collection.
2. Data collection from the questionnaire was totaled, and a frequency distribution graph was made to represent the results.
3. Data analysis through graphs: To make the data easier to understand, a pie chart was utilized to illustrate it..

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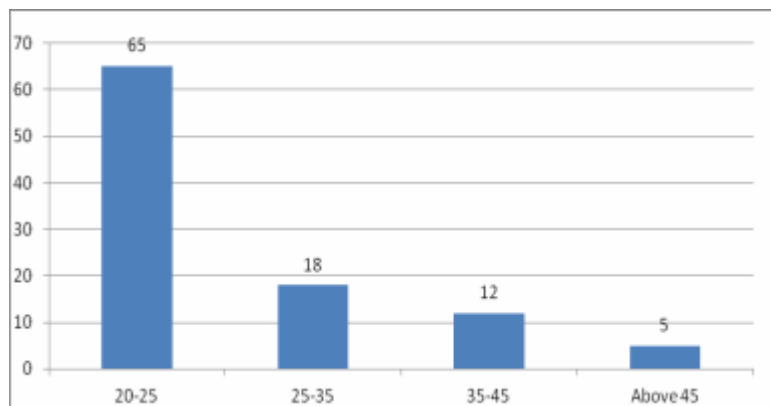
### III. DATA ANALYSIS AND INTERPRETATION

#### I-Personal Information

**Table -1 : Respondent's Age**

S. NO	Age	No. of Respondent's	Valid percentage
1	20-25	65	65%
2	25-35	18	18%
3	35-45	12	12%
4	Above 45	5	5%
	Total	100	100%

**Fig-1: Respondent Age**



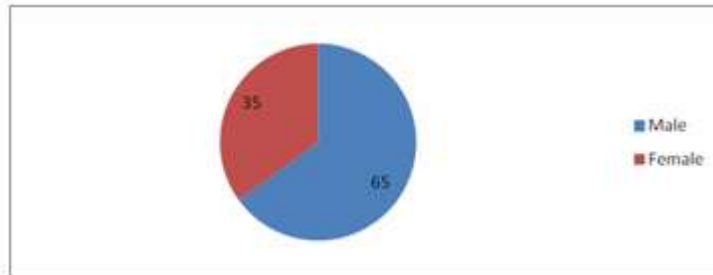
**Interpretation:** According to the graph above, 65% of respondents are between the age of 20 to 25, and 18% are between the ages of 25 and 35. A

small percentage of respondents in this graph are over 45. Therefore, the majority of respondents are older than 20 to 25.

#### Respondent's Gender

S.No	Gender	No. of Respondent's	Valid Percentage
1	Male	65	65%
2	Female	35	35%
3	Total	100	100%

**Fig-2: Respondent Gender**

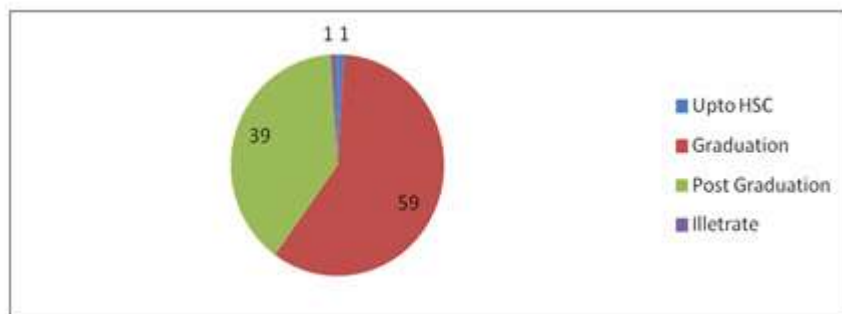


**Interpretation:** It is clear from the data above that 35% of respondents are women and 65% of respondents are men. As a result, we may say that the majority of respondents were male.

**Table -3: Respondent Qualification**

S. NO	Qualification	No. of Respondent's	Valid percentage
1	Up to HSC	1	1%
2	Graduation	59	59%
3	Post-Graduation	39	39%
4	Illiterate	1	1%
	Total	100	100%

**Fig-3: Respondent qualification**



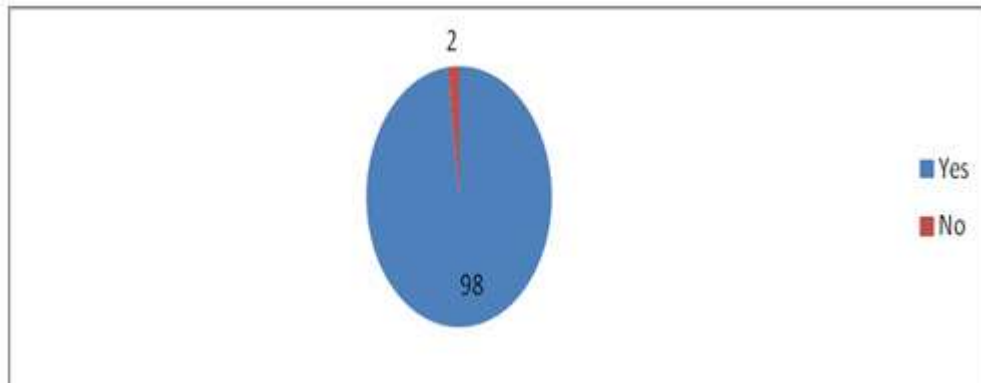
**Interpretation:** According to the graph above, 59% of respondents are graduates, 39% are postgraduates, and 1% are illiterate and only have a high school diploma. 59% of respondents make up the majority.

**Q-1 Are you aware of Patanjali products?**

**Table-4: Awareness Percentage of Patanjali**

S. No	Particular	Frequency	Valid percent
1	Yes	98	98%
2	No	2	2%
3	Total	100	100%

**Fig-4:** Pictorial Representation of Percentage



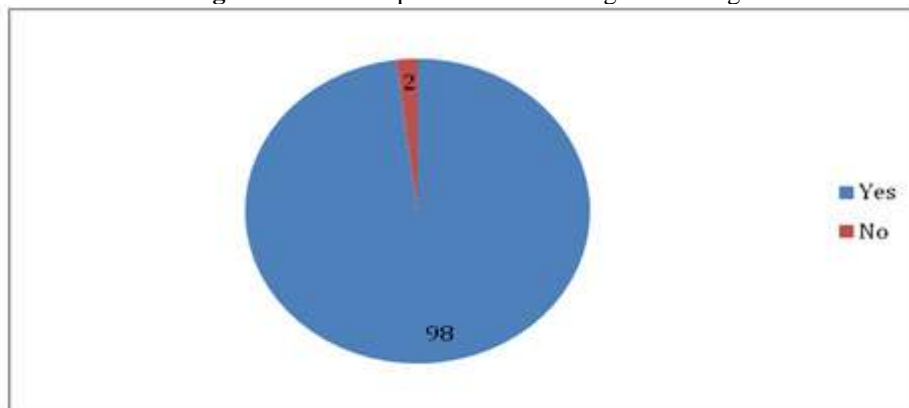
**Interpretation:** Only 2% of respondents did not know about Patanjali products, compared to 98% who did. The bulk of respondents are therefore familiar with Patanjali products..

**Q.2 Have you used any product of the Patanjali brand?**

**Table-5:** Usage Percentage of Patanjali Products

S. No	Particular	Frequency	Valid Percent
1	Yes	98	98%
2	No	2	2%
3	Total	100	100%

**Fig -5:** Pictorial Representation of Usage Percentage



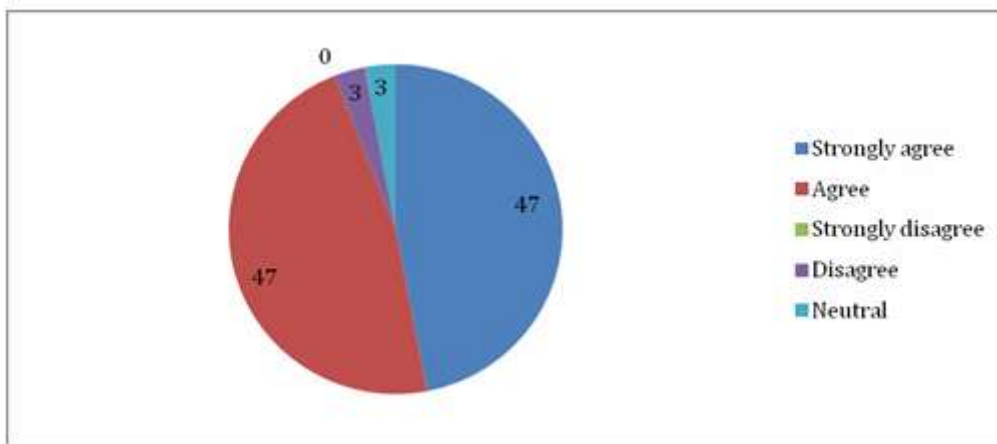
**Interpretation:** 98% of respondents have used a Patanjali product, whereas 2% of respondents have never tried one.

**3. Do you agree Patanjali offers a large variety of products?**

**Table -6:** Percentage of People Agreeing to the Variety Offered by Patanjali

S. No	Particular	Frequency	Percent
1	Strongly agree	47	47%
2	Agree	47	47%
3	Strongly disagree	0	0%
4	Disagree	3	3%
5	Neutral	3	3%
6	Total	100	100%

**Fig-6:** Pictorial Representation of the People Agreeing



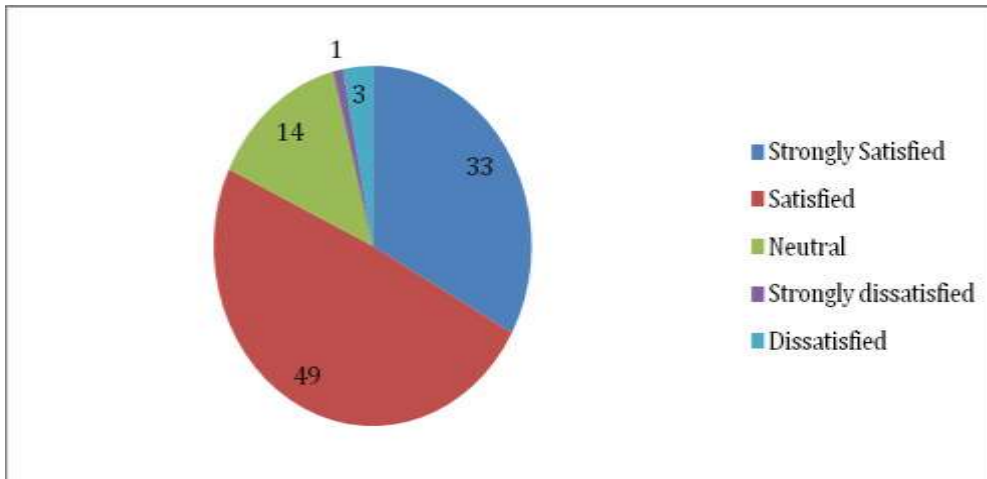
**Interpretation:** 94% A huge majority of respondents (80%) strongly believe that Patanjali offers a wide choice of products, while only 6% disagree.

**Q.4 How satisfied are you with the products offered by Patanjali Products?**

**Table-7:** Percentage of Satisfaction of Consumers

S. No	Particular	Frequency	Percent
1	Strongly Satisfied	33	33%
2	Satisfied	49	49%
3	Neutral	14	14%
4	Strongly dissatisfied	1	1%
5	Dissatisfied	3	3%
6	Total	100	100%

**Fig-7:** Pictorial Representation of Satisfied/Dissatisfied Consume



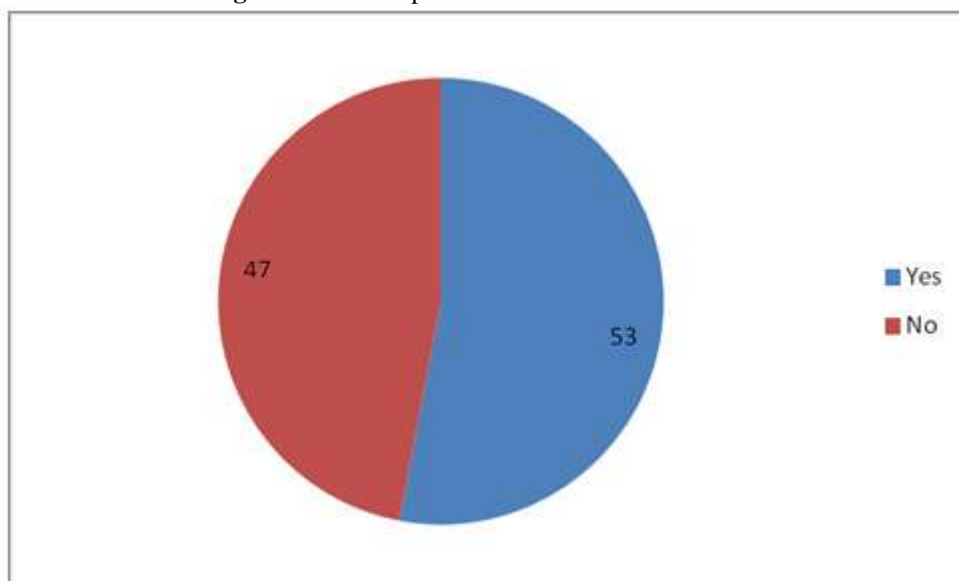
**Interpretation:** Customers are overwhelmingly satisfied with Patanjali's products, according to 82% of them, while 14% are neutral about them and 4% are dissatisfied.

**Q.05-Have you faced any problems while using the products?**

**Table-8:** Percentage of Consumer Feedback

S.No.	Particulars	Frequency	Percent
1	Yes	53	53 %
2	No	47	47 %
3	Total	100	100%

**Fig-8:** Pictorial Representation of Consumer Feedback



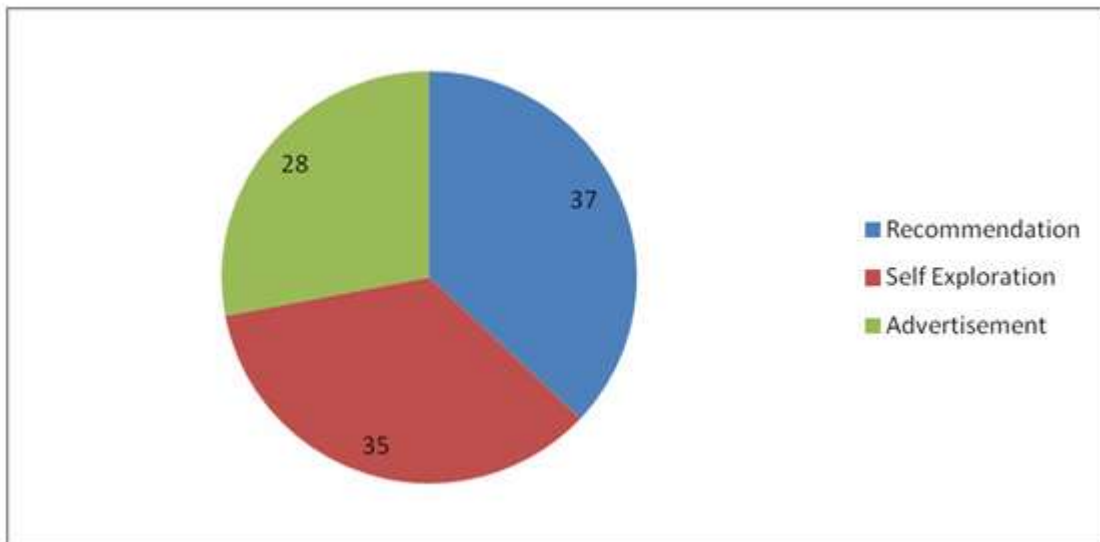
**Interpretation:** Customers who purchased Patanjali items in the ratio of 53% to 47% had experienced no problems and some issues, respectively.

**Q.06- How Do You Come To Know About Patanjali Products?**

**Table-9: Reason for Choosing Patanjali Products**

S. No.	Particulars	Frequency	Percent
1	Recommendation	37	37%
2	Self-Exploration	35	35%
3	Advertisement	28	28%
4	Total	100	100%

**Fig-9: Pictorial Representation of Reason for Choosing Patanjali**



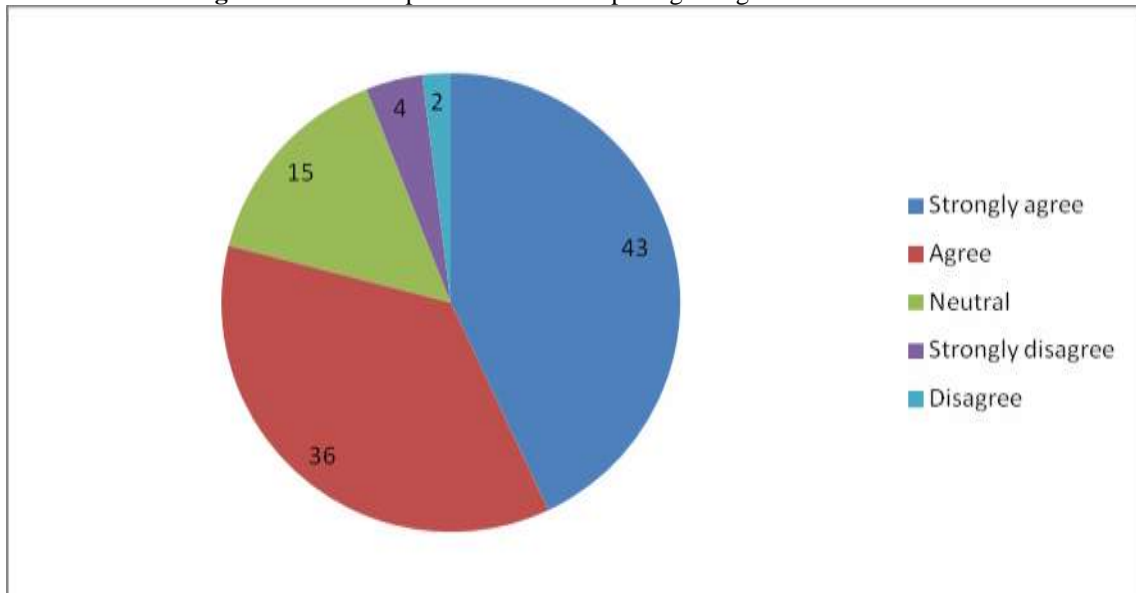
**Interpretation:** Customers recommend Patanjali items in 37% of cases, whereas 35% of customers self-examine them, and 28% of customers advertise them.

**Q. 7. Are the products of Patanjali value for money?**

**Table-10: Percentage of People Agreeing to the Brand Value**

S. No	Particular	Frequency	Percent
1	Strongly agree	43	43%
2	Agree	36	36%
3	Neutral	15	15%
4	Strongly disagree	4	4%
5	Disagree	2	2%
6	Total	100	100%

**Fig-10:** Pictorial Representation of People Agreeing to the Brand Value



**Interpretation:** Although 21% of customers believe that Patanjali's prices are not fair, 79% of customers believe that they are..

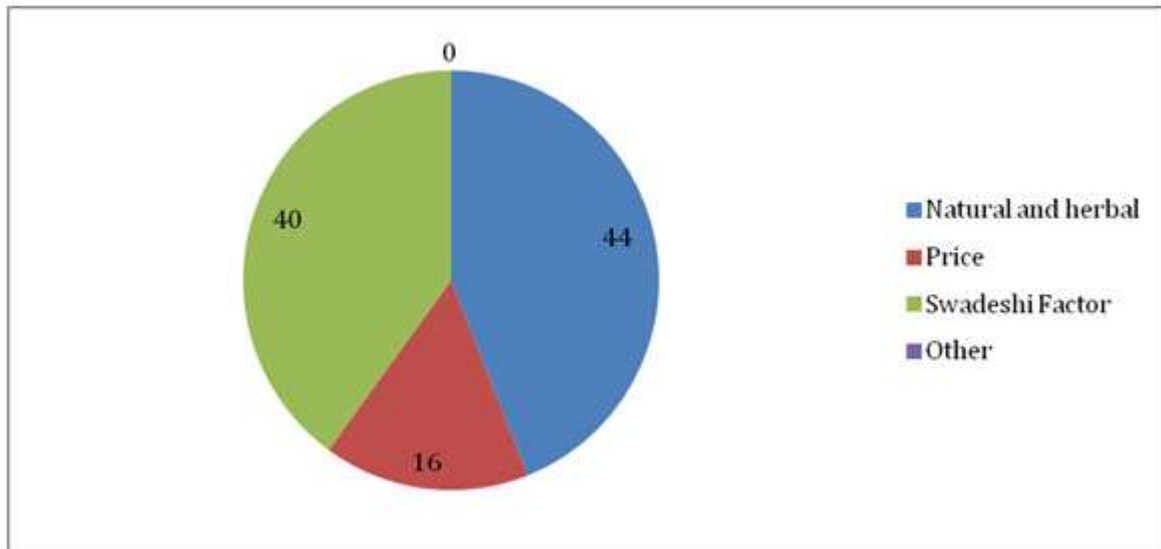
**Q.8-Why is the reason you prefer Patanjali products over others?**

**Table-11:** Reason For the Preference of Patanjali over Others

S. No	Particular	Frequency	Percent
1	Natural and herbal	44	44%
2	Price	16	16%
3	Swadeshi Factor	40	40%
4	Other	0	0%
5	Total	100	100%



**Fig-11:** Pictorial Representation of Reason for Preference



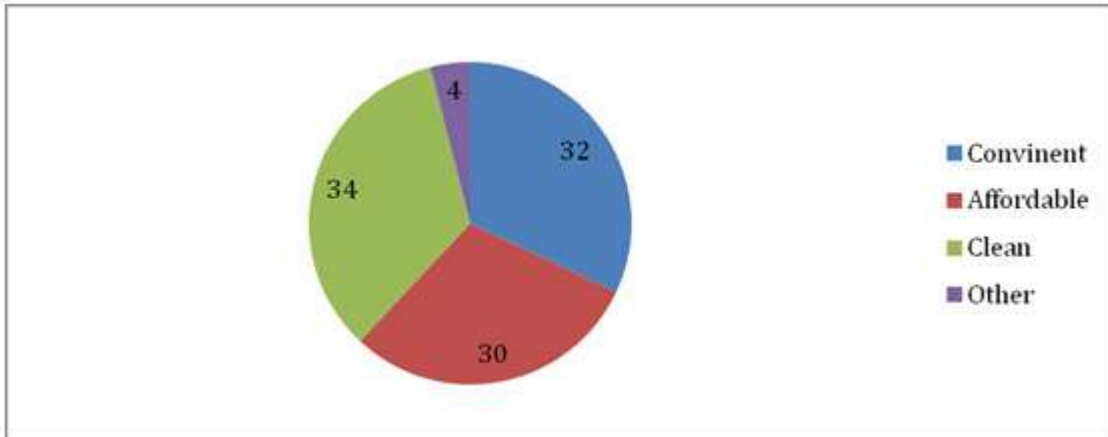
**Interpretation:** Among customers, 44% believe they are very satisfied with Patanjali's products, 14% believe they are neutral towards them, and 4% believe they are not at all satisfied.

**Q.9- Please indicate the reason why you prefer Patanjali product?**

**Table-12: Reason why you prefer Patanjali product**

S. No	Particular	Frequency	Percent
1	Convenient	32	32%
2	Affordable	30	30%
3	Clean	34	34%
4	Other	4	4%
5	Total	100	100%

**Fig-12:** Pictorial Representation of Reason for why you prefer Patanjali Product



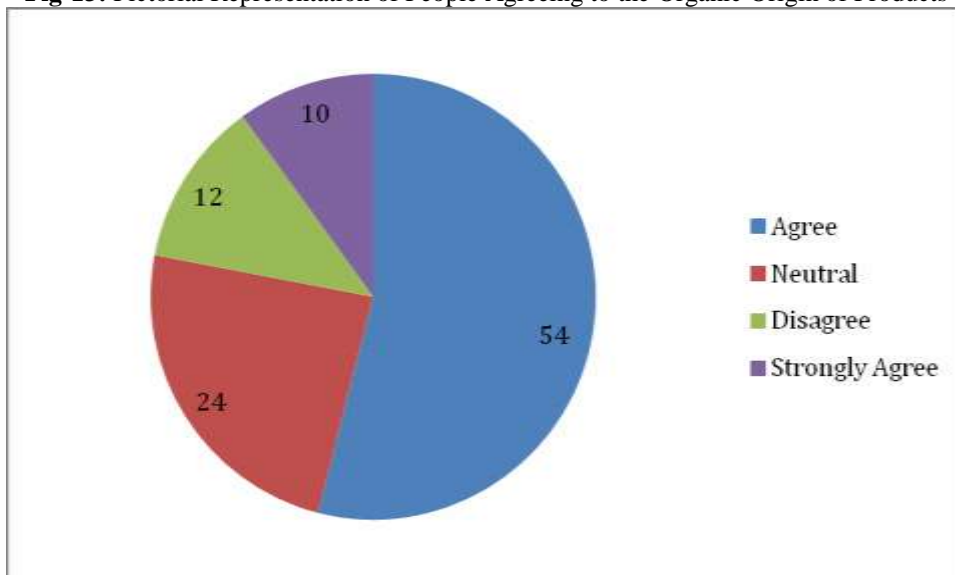
**Interpretation:** 34% of individuals believe that Patanjali products are clean, 32% believe that they are convenient, and 30% believe that they are reasonably priced..

**Q.10- Do you agree that Patanjali products are organic?**

**Table-13:** Percentage of People Agreeing to the Organic Origin of Patanjali Products

S . No.	Particular	Frequency	Percent
1	Agree	54	54%
2	Neutral	24	24%
3	Disagree	12	12%
4	Strongly Agree	10	10% x
5	Total	100	100%

**Fig-13:** Pictorial Representation of People Agreeing to the Organic Origin of Products



**Interpretation:** 54% of people agree with Patanjali's products, compared to 24% who believe they are neutral, 12 who strongly disagree, and 10% who strongly agree

#### IV. CONCLUSION

Many marketers have been troubled by Patanjali's unconventional marketing strategies. The study's findings demonstrate that a number of important elements contribute to the choice to purchase a product. Customers' opinions of a brand are mostly based on the benefits they seek and the good value they feel they received in exchange for their money. In the study mentioned above, many of the users expressed satisfaction with Patanjali products. It might be as a result of the product's affordable price. It might be because the product can solve the issue. Customer retention is influenced by satisfaction. Due to the spirituality component present in its products, Patanjali has a competitive advantage in the market. It should not, however, disregard rival companies like Naturals, Pure Roots, and Vindhya Herbals. Before another brand emerges and usurps the advantages of spiritual marketing, Patanjali must live up to its promises in order to keep more customers and satisfy them. It's important to note that a lot of people are purchasing Patanjali goods because of their high hedonistic value. As a result, Patanjali (unlike its rivals) is drawing clients who are brand loyal and not price-conscious.

#### V. RECOMMENDATION

In order to create a successful product, Patanjali's marketing plan needs to draw in devoted customers. The majority of Patanjali customers are having trouble finding their items on a regular basis in stores. They could widen their distribution network. The business can identify the product's expertise in a number of marketing management areas. By being aware of the customer's expectations, the service can be improved. The management is aware of the elements that may be related to customer satisfaction. Products that are improved will undoubtedly take the lead in the market. The marketing communication agenda will benefit from it.

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