



Enhancing analysis in assortment of patanjali ayurvedic products in Coimbatore

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Abstract

As people are health conscious & are using many Ayurveda products for their daily life, Herbal and ayurvedic products are flattering to a popular range. Patanjali Ayurveda Limited established in 2007 with a sole main objective of making India an idealistic place for growth & development of Ayurveda, by offering many ayurvedic products which includes the range of health care items, personal care items, medicines, etc. As popularity has been roosted up to Patanjali products by becoming popular in Indian as well as foreign market - by the reports of Broadcast Audience Research Council (BARC 2016), Patanjali Ayurvedic products are India's biggest Fast Moving Consumer Goods (FMCG) advertiser. This main sole aim of this is actually an attempt which has been made to identify the factors being determinative for consumers in selection of patanjali ayurvedic products & helping them to reveal its brand identity. An empirical study is done with the help of 100 samples taken for the study from different areas of Coimbatore city.

Keywords: Ayurveda, Patanjali, FMCG, BARC, health conscious

1. Introduction

Ayurveda is a traditional, ancient Indian system of health science. Ayurveda is a Sanskrit term, made up of the words "ayus" and "veda." "Ayus" means life, and "Veda" means knowledge or science. The term "ayurveda" thus means "the knowledge of life" or "the science of life. Ayurvedic knowledge originated in India more than 5,000 years ago and is often called the "Mother of All Healing." The main aim of this system is to prevent illness, heal the sick & preserve life. It can actually be summed up in following cases:

- To protect health and prolong life ("*Swasthyas swasthya rakshanam*")
- To eliminate diseases and dysfunctions of the body ("*Aturasya vikar prashamanamcha*")

"The Ayurvedic method of holistic healthcare emphasizes balancing the body, mind, & spirit to treat and prevent disease. A 5,000 year old practice gives a main focus on balancing & harmonizing the body with nature all the way through diet, herbal remedies, yoga & meditation, exercise, lifestyle, and body cleansing.

2. Patanjali Ayurveda

Patanjali Ayurved Limited established by Baba Ramdev along with Acharya Balakrishna in 2006 with a actual thought of rural & urban development. The company is actually not merely an organization but a simple thinking of generating a vigorous & healthy society with Yoga and Ayurved. It's a value for consumers & a belief that by providing quality products, a eminence life for them can actually be created. A prime apprehension & thus, trying best to take every measure

to guarantee quality like the Unique ID system to stop fake products.

By recognizing farmers as main assets & providing herbal and organic products on contract farming, the company takes various initiatives to raise their income & provide surety towards sale of their produce. Farmers are provided with all sorts of technical - aid and necessary information about proficient farming. The manufacturing units process consumables like food items, medicines etc., are made available to consumers through a wide network of Authorized Patanjali Stores and retails shops.

The efforts in the sectors of social welfare, health, philosophy and spirituality are guided by values and a belief in optimum utilization of capabilities for the betterment of the society. The functionality and concepts make us a distinguished organization, and increasing processing units, retail outlets across the nation with flourishing sale-profit figures illustrate our glorious journey so far. The consistency in growth & expansion is due to the ever-increasing trust, and with this aim there is a need to grow and expand to enhance concept of wellness of individuals and the society.

3. Products

Patanjali ayurvedic products can broadly categorized into five main ranges, i.e,

- Natural Health care
- Natural Food products
- Ayurvedic medicine
- Herbal home care
- Natural personal care

4. Statement of the Problem

As people’s mindset is in health conscious stage, so it’s a clear cut case of Patanjali being considered as one of the India’s biggest Fast Moving Consumer Goods (FMCG). Consumer representing the king of the market & their attitude can also affect the purchasing decision, which requires for any marketer to access the consumer’s requirements. This study is an attempt for identifying the factors influencing the consumers in selection of patanjali ayurvedic products by helping to reveal its brand identity.

5. Objectives of the study

- To study the source of awareness of consumers about patanjali ayurvedic products.
- To analyze the factors persuading customers to prefer patanjali ayurvedic products.
- To be acquainted with the satisfaction level of consumers after the usage of patanjali ayurvedic products.

6. Research Methodology

The research paper is based on both primary & secondary data which was collected by researcher through questionnaires from 50 respondents and the rest of the details were collected from internet and articles. The questionnaire was design in such a way that will help to know the various factors influencing the consumer and the types of products people use and also to know the satisfaction level of those particular products.

Period of the study: The study was conducted for a period of 2 months.

Study area: The study is undertaken in Coimbatore

Sampling Technique: The sampling technique used for the study is convenience sampling.

Hypothesis & Tools: The suitable hypothesis has been framed and tested in relevant places.

- Simple percentage analysis
- Chi-square
- Linkert Scaling Technique

7. Limitations of the study

- Extensive study was not possible mainly due to time constrain.
- The study is confined to Coimbatore city only.
- The Sample Size taken for the study is limited to 50 Respondents.
- The respondent’s views and opinions may hold good for the time being and may vary in the future.

8. Results & Analysis

Percentage analysis is used in making comparison between two or more series of data.

Table 1: Simple Percentage Awareness about Patanjali Ayurvedic Products

Awareness	No. of the respondents	Percentage
Newspaper	03	6
Television	28	56
Magazine	02	4
Radio	11	22
Friends and Relatives	06	12
Total	50	100

Inference

From the above table it is clear that out of 50 respondents, 6 % of the respondents got the awareness through newspaper, 56% of the respondents got the awareness through Television, 4% of the respondents got the awareness through magazine, & 22% of the respondents got the awareness through Radio and 12% of the respondents got the awareness through Friends and Relatives.

Majority (56%) of the respondents got the awareness through television.

Table 2: Chi-square Relationship between age difference and factors influenced to purchase Patanjali Ayurvedic products

Age	Purely ayurvedic	Quality	Price	No side effects	Brand name	Total
Upto 25 years	3	8	0	2	2	15
25-40 years	6	11	2	3	3	25
41&above	2	3	3	0	2	10
Total	11	22	5	5	7	50

Calculation of Chi-Square test

O	E	(O-E)	(O-E) ²	(O-E) ² /E
3	3.3	-0.3	0.09	0.027
6	5.5	0.5	0.25	0.045
2	2.2	-0.2	0.04	0.018
8	6.6	1.4	1.96	0.296
11	11	0	0	0
3	4.4	-1.4	1.96	0.445
0	1.5	-1.5	2.25	1.5
2	2.5	-0.5	0.25	0.1
3	1	2	4	4
2	1.5	0.5	0.25	0.166
3	2.5	0.5	0.25	0.1
0	1	-1	1	1
2	2.1	-0.1	0.01	0.004
3	3.5	-0.5	0.25	0.071
2	1.4	0.6	0.36	0.257
			Total	7.96

Table value = . 857 Calculated value = 7.96 Level of significance = 5%

Inference

Since calculated value is greater than table value, hence the null hypothesis is rejected. So there is significant relationship between age group and the factors influenced to purchase patanjali ayurvedic products.

Table 3: Linkert Scaling Technique Consumer satisfaction towards Patanjali ayurvedic products

Opinion	No. of respondents	Simple percentage	Level of measurement	Total
Highly satisfied	26	52	5	260
Satisfied	12	24	4	96
Neutral	6	12	3	36
Dissatisfied	6	12	2	24
Highly dissatisfied	0	0	1	0
Total	50	100		416

Inference

The mean value obtain 4.16 which is greater than 3. So it reveals that the respondents are favorable and they are satisfied with patanjali ayurvedic products.

9. Findings

- Majority (56%) of the respondents got the awareness through television.
- There is significant relationship between age group and the factors influenced to purchase patanjali ayurvedic products.
- Most of the respondents are favorable and they are satisfied with patanjali ayurvedic products.

10. Suggestions

- Most of the consumers are influenced by its quality. So the company should strictly maintain the quality in order to set more market share.
- The price of Patanjali Ayurvedic products may be reduced to create more demand.
- Among the rural consumer most of them are not using this product. So the company should take proper steps and create awareness about the products.

11. Conclusions

A proper analysis of above study, has made the concluding points as customers are converting into 'Ayurvedic' products with the intention of better health conscious, Patanjali is a leading company to introduce many varieties of ayurvedic products for their customers in best way. The company has got good name and same for its quality and innovative products to satisfy the current demand. As per the customers experience, Patanjali Ayurvedic products are going to occupy major share and becoming a leader in FMCG industry. If the Patanjali ayurvedic manufacturer and its marketers have executed the suggestions given by its customers, a desired result can be achieved in future.

12. References

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