



A study on customer's perception towards patanjali products with special reference to Coimbatore city

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Abstract

The study is based on the customer perception on patanjali product. The study was conducted with the sample of 30 in Coimbatore city. Findings reveals the positive and significant relation exist between the expectation and brand image of the product. This analysis carried out to test the prompting aspect of customer to purchase patanjali products.

Keywords: products, price, ayurveda, customer perception

Introduction

Patanjali Ayurved Limited is an Indian product which is established by Baba Ramdev in 2006 with Acharya Balkrishna. He takes inspiration from Baba Ramdev. The main objective of the patanjali product is to establish science of Ayurveda. This Ayurveda was first started with the manufacturing of medicinal products. Later they prolonged their range from medicine product to food item and also the cosmetic items. This Patanjali Ayurveda limited is located in the industrial area of Haridwar while the register office is located in Delhi. This is one of the leading company in manufacturing of Ayurveda and Herbal products. This product are available in retail stores and can be purchased on online also. Patanjali Ayurved Ltd has more than 100 products in their catalogue. Almost many of the products are available in the patanjali stores with natural ingredients are used in the products. They sell beauty care products, food snacks, sharabats, drinks, spices, ayurvedic herbs, home utilities, toiletries, medicine etc. Nowadays this patanjali product is also became one of the fast moving product in India. According to the report from the Economic Times the patanjali ayurved products is clocked to Rs.1, 200 Cr in revenue during 2013-2014 and has crossed around to Rs.2, 000 Cr in 2014-2015 and in 2017-2018 has crossed of Rs.20, 000 Cr. This patanjali has positioned itself as a swadeshi brand, which has been appeal by some category of consumers. Baba Ramdev have chosen the path of 'Swadeshi' and SAMAJ Sewa'. He presented an indigenous option to the buyers and have given the strong competition to FMCG companies.

Objectives of the study

- To study the satisfaction level of consumer.
- To know the attributes that a customer keeps in mind while buying Patanjali products.
- To study the brand perception of Patanjali in the minds of consumer.
- To know the source of consumer preference.

Review of literature

Ali, M.I., and Yadav, M. (2015) ^[1] carried a study to know about consumer perception towards herbal products. The objectives of the above study were to know the purposes of using various herbal products. For the purpose of above study researcher collected data from 60 consumers using herbal products in three cities of Bhopal. On the basis of their study they found that due to hazards created by chemical products people shift it to natural products. Also they determined that all consumers had a positive attitude towards herbal products and there was no side effect faced by these people.

Accorsing to Shanthi and Kannaiah Deshi. (2015) ^[2] in their study on "the consumer perception on online shopping".it is found that majority of respondents are satisfied with online shopping and they feel comfortable as they get more offers and easy return ability from the vendors. It also saves time and conveyance cost.

Shinde, D.T., and Gharat, S.J. (2017) ^[3] examined a study on product positioning of patanjali products. The purpose of above study was to find the various prospects of patanjali products and also factors influencing these products. They concluded that patanjali has captured a huge market share within a very short time period but lack of these products is the major difficult faced by consumers these days.

Statement of the problem

Customers is the owners of their market and they have an enormous impact on the economic market change because they possess the skill to implement satisfaction and accurate aim in finding out what customers are aware and their buying preferences plus their offering products affording to this needs will help the industry to enrich & increase speed growth of market

Research methodology

In this research both Primary and Secondary data are collected for research survey. The questionnaire is framed to know the nature of product consumer does use, the reason they favor to

buy such product and their level to the product.

Primary data

The primary data is collected through 30 respondents using patanjali product within the Coimbatore city.

Secondary data

The secondary data is collected from journals, websites and articles.

Sampling design

Sample size

The study of sample is taken from the 30 respondents.

Sampling method

Among different types of sampling methods, Simple Percentage Method and Chi Square has been used for this study.

Simple percentage analysis

Table 1

Demographic factors	Factors	No of respondent	Percentage
Age	20-30	17	57
	31-40	5	16
	41-50	6	20
	Above 50	2	7
Occupation	Self employed	10	34
	Student	12	40
	Service	2	6
	Any other	6	20
Gender	Male	12	40
	Female	18	60
Marital status	Married	16	54
	Unmarried	14	46
Education Qualification	School level	11	36
	UG	13	44
	PG	3	10
	Others	3	10
Monthly Income	5000-10000	15	50
	11000-15000	13	43
	16000-20000	1	3
	Above 20000	1	4

Interpretation

- The majority of the respondents between Age group of 20-30 was 57%.
- The majority of the respondents from Occupation of Student was 40%.
- The majority of the respondents from Gender of Female was 60%.
- The majority of the respondents from marital status of Married was 54%.

- The majority of the respondents from Education Qualification of UG was 44%.
- The majority of the respondents from Income of 5000-10000 was 50%.

Table 2

Education Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School Level	11	30.6	36.7	36.7
	UG	13	36.1	43.3	80.0
	PG	3	8.3	10.0	90.0
	Others	3	8.3	10.0	100.0
	Total	30	83.3	100.0	
Missing	System	6	16.7		
Total		36	100.0		

Interpretation

From the above table 2 it is clear that out of 30 sample respondents of Educational Qualification are 36.1% of the respondents are UG, 30.6% are school level, and 8.3% of the respondents are PG and Others.

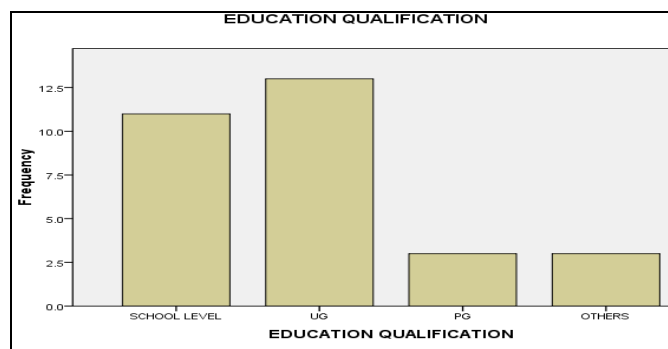


Fig 1

Table 3

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5000 TO 10000	15	41.7	50.0	50.0
	11000 TO 15000	13	36.1	43.3	93.3
	16000 TO 20000	1	2.8	3.3	96.7
	ABOVE 20000	1	2.8	3.3	100.0
	Total	30	83.3	100.0	
Missing	System	6	16.7		
Total		36	100.0		

Interpretation

From the above table 3 it is clear that out of 30 sample Respondents of Income are 41.7% of the respondents income is from 5000 to 10000, 36.1% of the respondents income is from 11000 to 15000, and 1% of the Respondents income is from 16000 to 20000 and Above 20000.

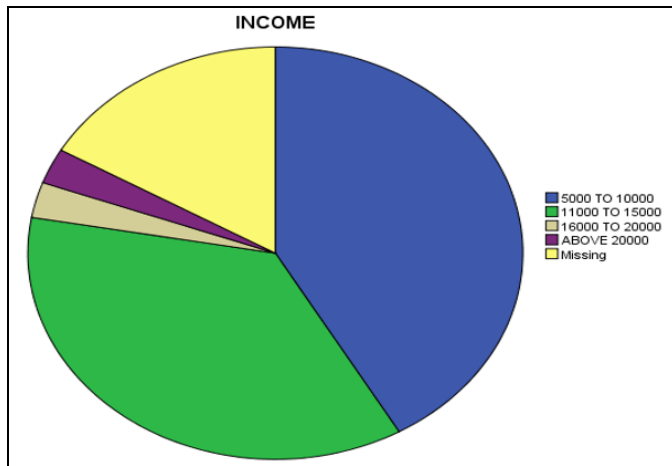


Fig 2

CHI Square

Chi square is one of the important nonparametric tests that is used to relate more than two variables for a randomly selected data. The likely frequencies are calculated based on the conditions of null hypothesis. The rejection of null hypothesis is based on the variance of actual value and expected value.

Null hypothesis: H0: There is no significant difference between income of the customers and price of the product.

Alternative hypothesis: H1: There is a significant difference between the income of the customer and price of the product.

Table 4

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.940 ^a	3	.816
Likelihood Ratio	1.508	3	.680
Linear-by-Linear Association	.594	1	.441
N of Valid Cases	30		

A. 6 cells (75.0%) have expected count less than 5. The minimum expected count is. 30

Interpretation

Since it is greater than 0.05 we accept the null hypothesis so there is no significant difference between the income of the customers and price of the product.

Suggestion

- Market should include the attitude and personal aspect in their advertising communication as the consumers buy ayurvedic products on their own.
- The comfort and safety level of patnajlai ayurvedic products should be improved, quality should further be improved more so that maintenance remains low.
- Customer’s behavior always looks some extra benefits with purchasing. They demand for affordable price for product and gifts with purchasing. Create awareness has online shopping.

Conclusion

The study has found that the respondent belong to the age group of 20-30 was 57% using Patanjali products belong to students group. They were aware of the product through

advertisement and recommendation and they trust the product. The price is less when compared to other herbal products in the market. They are satisfied with the bakery and food items which are healthy and don’t have any adulterated in their food. They are accessible easily in the market and have no side effects. The findings in the paper display that there are many major factors that together face the buying decision of the product. Customer’s perception towards a product is built largely on the reasonable value the user obtains after paying for the product and the benefits the user appearances for. Patanjali is enjoying beneficial position in the market.

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