



A Study Of Patanjali Products: An Emerging Industry Of Uttarakhand

CA Priti Sharma Assistant Professor, Department of Commerce, Graphic Era Deemed to be University.

Dr. Rupa Khanna Malhotra Professor, Department of Commerce, Graphic Era Deemed to be University.

Mr. Omdeep Gupta Assistant Professor, School of Management, Graphic Era Hill University, Dehradun.

*Corresponding author: priti_rke@rediffmail.com

Abstract

Indian customers mostly rely on perception and preferences of their dear ones, so building a perception is important in Indian markets. The preferences of people can be easily misrepresented since its rational in nature. The confusion to buy or not to buy continues to revolve around the mind of the consumer until his decision is not supported by others. India is an attractive place for brands because of its favorable business environment and Uttarakhand because of its rich flora and fauna is a leading state in this. Patanjali Industry reaches to great height in recent years and current study is related to detailed analysis of Patanjali Industry.

Keywords: Herbal products, Patanjali Ayurveda, Consumer Goods, Satisfaction, FMCG.

1. INTRODUCTION

Patanjali Ayurved Limited, founded in 2006, is India's largest Ayurvedic company. Patanjali Ayurveda Limited produces a number of range of Herbal products, such as personal care, groceries, health care, medication, and vitamins supplements. The organization has evolved quickly to become a prominent Ayurveda enterprise, and it plans to expand by investing Rs. 2,000 crore. In Uttarakhand, the enterprise has a manufacturing plant that manufactures high-quality Ayurvedic items. Some of the company's products include Chyawanprash, Honey, Detergents, Atta Noodles, Amla, and Mustard Oil. The firm's most of the products are of exceptional quality and are reasonably priced. Patanjali is a name given to a group of people who live in India.

The company's products are of excellent quality and are reasonably priced. Patanjali is an Ayurvedic, herbal, and health brand from India. Patanjali was already competing with The Himalaya Drug Company. Himalaya, on the other hand, is a far older company than Patanjali, having been formed in 1937. It has also moved beyond medicine to wellness and home care, opened storefronts, and sells online — a story that is strikingly comparable. Patanjali's progress is impressive in this light.

Yoga, Ayurveda, and Baba Ramdev devotees were among the most enthusiastic early users, spreading the word about the items' efficacy. There's also the assumption that something from this lineage is likely to be pure, and Patanjali has let analysts and journalists into its headquarters to support this belief. They have a research lab, the Patanjali Research Foundation, which, according to their website, is working on a framework to establish that yoga works. Patanjali Herbal based Products are a line of Ayurvedic and herbal products developed by Patanjali. Patanjali Ayurveda Limited is a fast-moving consumer goods (FMCG) firm headquartered in India. The company produces mineral and herbal goods and is located in Haridwar's industrial sector. Patanjali Ayurveda has a modest advertising budget, which allows it to pass the savings on to customers in the form of lower costs.

2. LITERATURE REVIEW

A Scenario of Patanjali Yogpeeth, Yadav, 2015^[1] Marketing via Spirituality in marketing has become a hot topic of debate since it has an impact on people's purchasing habits. As a result, in order to seize the market, spiritual organizations are producing and selling their own products. In this study, yoga and pranayama both treated as spiritual elements, and it was discovered that individuals rely on the spiritual leader to perform yoga and Pranayama. Baba Ramdevji is India's biggest yoga and pranayam guru, and through his Patanjali Yogpeeth, he has developed a variety of ayurvedic and FMCG items. As a result, this article uses the clear example and unique experience of Patanjali Yogpeeth to discuss marketing through spirituality.

An Empirical Study of FMCG Purchased by Rural Customers in South India ,Ali,2012)^[2] , Rural India has grown into a major consumer goods market, with over 600,000 villages as well as more than 70 percent of the population. Rural consumption has shifted to fast-moving consumer goods (FMCG). Companies that sell FMCG to regional consumers can't just apply their regular marketing methods to these markets. Rather, they must develop solutions tailored to the needs of rural areas. They must comprehend critical issues connected to rural customer behaviour, as well as issues peculiar to distinct geographic regions of the country, during this procedure. The purpose of this article is to better understand the factors that influence rural FMCG purchases in South India. To determine the important contributing variables, an empirical study was done in eight districts across South India. 24 essential variables were divided into five groups using factor analysis (influencing factors). The most important variable within that trust factor is the influence of retailer

recommendations. According to the report, purchasers in South India believe that using FMCG improves their quality of life.

Khanna ^[3] addressed the factors impacting the Patanjali brand in her study Customer Satisfaction and customer loyalty towards Brand: An Investigate on Patanjali. The pleasure of customers after utilising a product determines how they perceive a brand. The majority of people are happy with Patanjali's products, that will help them keep their customers.

In their study "Buyer behaviour evaluation and brand recognition towards eco-friendly FMCG products," Nagaraju and Thejaswini ^[4] analyzed the fact that customers prefer eco-friendly FMCG products because they are health-conscious and environmentally conscious. Patanjali has done an excellent job of categorizing its products.

After customers use a product, contentment creates brand loyalty, according to Lee ^[5] in his study "Consumers attitude about Brand recognition of FMCG products." Customers' perceptions of a brand's image and loyalty are influenced by product knowledge and awareness.

In their study "Perception of Young Consumers Toward Promotional Campaigns of FMCG Brands," Kapoor and Ghai ^[6] concluded that the company's contribution to societal development plays a significant part in the market. This firm initiative enhances the organization's brand image and attracts young people. According to a study, youths seem to be more interested in buying branded clothing and prefer to do so. Because branded clothing is more cost effective, more appealing, and more likely to impress others. People have become less devoted to branded clothing when it comes to price, promotions, and designs. In their study, Raghavendran ^[7] discuss how consumers are more aware of the need of living a healthy lifestyle in the city of Bangalore and how people are more interested into organic food bit still people are not very much aware about the organic food so need to spread the awareness about it.

Sharma ^[8] found this in their study "Consumer Perception of Online Grocery Stores." Customers buy groceries online because it saves them time and money, according to research. Customers purchase things online based on promotions, discounts, availability of the product, free home delivery, and cash-on-delivery options. According to Shanthi and Kannaiah research on Consumer Perceptions of Online Shopping ^[9] The proportion of participants are comfortable with online buying and feel at ease because they have more options and a simple return policy from the merchants. It also saves both time and money on transportation. Purity, design, and offers are all essential variables that influence a customer's purchase decision.

3. Objectives of the Study:

The goal of the research is to determine what factors have contributed to the growing popularity of Patanjali products available in the market, how product is competing with the other brand and to gain a better understanding of demand trends for FMCG products across

a variety of categories, including food and beverage, healthcare, and housekeeping. The study will also help to learn about consumers' brand preferences when it comes to FMCG products and to understand Patanjali's brand image among consumers. The study would also help to find out how satisfied Patanjali's customers are with their purchases.

4. Research Methodology:

The size of the sample was roughly 100 consumers who utilize Patanjali's products in the categories of foodservice, homecare, and household care, or all three. The research is collected through various primary data and secondary data. The primary data was collected using a questionnaire. The questionnaire was created to learn about the types of items people use, why they use them, and how satisfied they are with them. The Patanjali Outlet Shop in Dehradun was used to gather the primary data. Customers who visited retail shops were contacted through surveys, and interview questions were done to learn more about Patanjali brand as a whole.

5. Sampling design:

All general folks were taken in to account when picking the sample. make up the total population Upper education, undergrads, and graduates made up the sample. as well as post-graduates To get responses from 100 persons, convenience sampling is used. those who use FMCG products. For the survey, a questionnaire was created. Young people were given a questionnaire with a series of questions to respond to.

6. Data Analysis and Interpretation

Frequency distribution methods were used to analyze data received from 100 Patanjali product users. The process of analyzing, cleansing, and converting complex data with the goal of summarizing important information, drawing conclusions, and supporting decision-making is known as data analysis. The descriptive data analysis, or frequency distribution of several parameters, is depicted in the Tables below. As previously said, the FMCG business is divided into three categories: food and beverage, personal care, and household care, with other items being compared. Users of Patanjali's products were polled on their thoughts and preferences in these categories, among other things. The analysis is carried out with the help of a questionnaire. The below table shows the frequency distribution of the data

Item	Options	Frequency (in %)
Age	Below 20	18%
	21-30	58%
	30-40	18%
	Above 40	6%

Gender	Male	56%
	Female	44%
Marital Status	Married	70%
	Unmarried	30%
Occupation	House wife	70%
	Student	4%
	Employed	18%
	Business	8%

1. Monthly Income of the respondent

Response	Data	Percentage
Less than 5000	24	24%
5000-10000	10	10%
10000-20000	22	22%
Above 20000	44	44%
Total	100	100%

It may be deduced that 44% of persons have a monthly income of more than Rs. 20,000, whereas 24% have a monthly income of less than Rs. 5,000, 22% have a monthly income of 10,000-20,000, and 10% have a monthly income of 5,000-10,000.

2. Are you preferring Ayurvedic or Herbal Product over other products in market.

It can be seen from the following consumer data that 65 percent of consumers say yes to using herbal goods and said that they prefer to use herbal product over cosmetic products and 35 percent says that there is no preference of herbal products for them.

Response	Data	Percentage
Yes	65	65%
No	35	35%

3. Do you use Patanjali Products

Response	Data	Percentage
Yes	64	64%
No	36	36%

According to the following consumer data, 64 percent of consumers utilize Patanjali products, while the remaining 36 percent do not.

4. Which brand do you prefer in Food & Beverage Products

Response	data	percentage
Amul	35	35%
Dabur	15	15%
Nestle	20	20%
Patanjali	30	30%

From the following data, it can be seen that in terms of food and beverage goods, 35 percent of consumers prefer Amul, 15 percent prefer Dabur, 20 percent prefer Nestle, and 30 percent favour Patanjali which means that there are significant number of consumers who preferred to buy Patanjali products as compare to other.

5. Which company products would you prefer among following option?

Response	Data	Percentage
Ayurvedic Medicine	12	12%
Himalayan	45	25%
Dabur	15	15%
Patanjali	28	48%

It can be shown from the following consumer data that consumers have a preference for personal care. Ayurvedic medicine is used by 12% of customers, while Himalayan medicine is used by 25 percent, Dabur by 15%, and Patanjali by 48%. Again, people are buying Patanjali products but as Himalayan is also one of the popular brand along with Patanjali.

6. Which company you would prefer in Home-care products?

Response	Data	percentage
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Dabur	40	40%
Nirma	10	10%
Patanjali	35	35%
Any Brand	15	15%

Home care items of Dabur are utilised by 40% of consumers, 10% of consumers used Nirma, 35% of the consumers uses Patanjali, and 15% of the consumer uses any of the brand irrespective of their preference. Here, in home care products Patanjali has captured wide market and still trying to capture more market by providing a wide range of products.

7. Are you satisfied with the products of Patanjali Ayurved?

Response	Percentage
Yes	72%
No	20%
Neutral	8%

This data demonstrates customer satisfaction with Patanjali Ayurved, with 72 percent saying they are always satisfied, 20 percent saying they are sometimes satisfied, and 8 percent saying they are never satisfied. This shows that people are satisfied with the Patanjali products and this will influence buyers to repeat their purchase pattern.

8. Who influenced your preference for Patanjali ayurveda products?

Response	Data	Percentage
Family	10	10%
Friends	15	15%
Advertisement	62	62%
self	13	13%

The age of the consumer can be established using the following data; it can be shown that Importance Preferred option for Patanjali Ayurved items is 10% for family, 15% for friends, 62 percent for advertisements, and 13% for self. This shows that customers are influenced more from advertisement as compare to any other source.

7. Conclusion: -

The findings of the study reveal that a customer's purchasing decision is influenced by a number of critical elements. The satisfaction a customer gets from using a commodity as well as the value he paid for it go a long way toward forming his opinion of a brand. Apart from a few complaints about poor packing quality, of the kind that Patanjali should take seriously,

the largely good feedback was received from users of Patanjali's products in this study. Its distribution strategy, as noted, is incredibly effective and unique in that it has used all feasible avenues to reach customers, including franchisees, organized retail giants, disorganized stores, its own website, and internet shopping. To combat the controversial topics spread by opposing forces, Patanjali's advertising is shown on practically every big news channel with such a high frequency, presenting the concept of Ayurvedic system of medicine and the perception of Baba Ramdev, plus various discussions with Baba Ramdev. Patanjali has also succeeded in conveying the notion that if quality and affordability can be combined, no celebrity endorsement is required to sell the product. The fact that Patanjali is a swadeshi brand, the quality of Patanjali products, the fact that there are fewer customer issues, and the fact that Baba Ramdev is Patanjali's face all seem to be elements that have influenced Patanjali's success and popularity. Respondents are likewise eager to refer Patanjali products to their family and friends. According to the study, customer care solutions must be offered using IVRS (Interactive Voice Recorded System) as well as a toll-free number to address consumer issues. Introduce e-commerce platform and mobile applications is for Patanjali brand to bridge the gap between both the consumer and the product. The experience a consumer has with a price and the product he paid for it shape the customer's brand perception. Its distribution model is immensely effective and unique in that it reaches clients through all possible channels, includes franchises, organized retail giants, unorganized storefronts, its own digital computer, and internet purchasing sites. Patanjali's plan for entering every product area but also every part of the country is amazing and unique. This is possibly the first time in history that a domestic enterprise has defeated a significant number of global giants in such a short period of time. Domestic enterprises such as Dabur and Himalaya, as well as multinational players such as Johnson and Johnson and Hindustan Uni-lever, are also fearful of Patanjali in the FMCG sector. Success, however, does not happen overnight. Baba Ramdev has spent years educating Indians about the benefits of yoga and herbal goods. Make Patanjali's products more appealing by improving their packaging. Also mention Baba's Performance of stock as a Brand Ambassador. To entice potential customers, Patanjali consumers invest in dealer training, franchising, and marketing. customer relationship management, sales executives communication between people, etc. Create a conversion strategy. From potential consumer to actual customer to loyal customer. People accept Patanjali's commodities along with its herbal origin, good quality, and fair pricing when compared to other MNCs, according to the findings of the study. Patanjali's approach of entering all segments of the FMCG sector is also unique in India, if not the globe, in that it involves a single infant indigenous firm taking on a slew of global behemoth MNCs. The emergence of Patanjali Ayurved Ltd, a comprehensive Indian FMCG company, has scared both domestic and foreign major companies. However, success does not come overnight. Baba Ramdev worked tirelessly for years to educate Indians more about amazing benefits and the use of herbal items. Finally, Patanjali needs to recognize and address its flaws if it wants to stay inside the market for a long time.

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