

Customer preferences towards Patanjali products: A study on consumers with reference to Mumbai Suburban district

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ABSTRACT

Indian consumer segment is broadly segregated into urban and rural markets, and is attracting marketers from across the world. Global corporations view India as one of the key markets from where future growth is likely to emerge. The growth in India's consumer market would be primarily driven by a favorable population composition and increasing disposable incomes. To purchase a product the customer will go through a process of buying behavior. This study is carried out to know why consumers prefer Patanjali products. Patanjali Ayurveda home-grown firm in businesses such as food, consumer packaged goods and healthcare. The company is expected to clock revenues of Rs.20,000 crore by fiscal year 2020(IIFL Institutional Equities report).this study also aims at identifying customers perception towards present and expected products from Patanjali.

Keyword: - consumer, prefer, factors, price, ayurvedic, herbal

1. Introduction: Patanjali Ayurveda started in 2007 and has benefited from close association with well-known yoga guru Baba Ramdev. The company is different from a typical business and the stated philosophy is to plough back profits into the company or to be used for social causes. The idea is to be present in as many categories as possible in order to give consumers more choices, and profits are to be reinvested in innovation and capacity expansion so pricing can be made more competitive. The firm, in fact, has priced its product at a significant discount to others in a number of categories, which is helping drive sales. Patanjali is also said to be benefiting from a shift in consumer preferences towards herbal and ayurvedic products which are considered to be closer to nature. It has also positioned itself as a swadeshi brand, which has an appeal among a category of consumers.

2. Objectives of the study

- To know why consumer prefer Patanjali products
- To examine purchasing behavior of the consumer gender wise and age wise
- To know why customers are attached with Patanjali products
- To know the source of consumer preference
- To know the products customers are expecting from Patanjali
- To understand why products are not repeatedly purchased by consumer.

3. Research methodology

Both primary and secondary data were collected for research survey and the primary instrument for data collection used in this study was a questionnaire. Primary data was collected from 60 respondents from the city of Mumbai suburban. The sampling method used in the study was random sampling. Data thus collected

was processed, analyzed and interpreted to draw the valid inferences. For analyzing the data and providing the realities of the research outcomes suitable statistical techniques were employed.

4. Data Analysis

The collected data was analyzed by using simple statistical techniques the table 1 refers to age where Patanjali products are being preferred by the age group of 36-45 followed by the age group 15-25.

Table 1:Age

Age in intervals	No of respondents
15-25	17
26-35	13
36-45	18
46-55	08
56-65	04
	60 total respondents

(Source questionnaire)

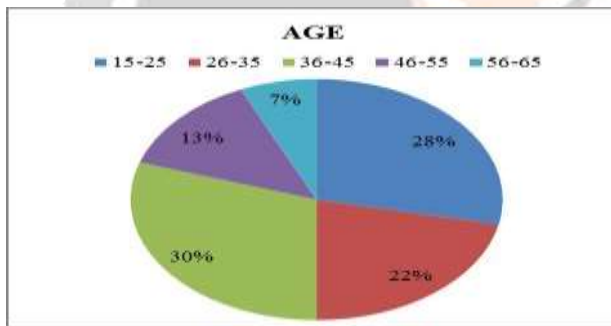


Fig:1-Age

The Following table indicate gender of the respondent. Among the respondents gender wise Male respondents were 38 and female were 22 (Table 2)

Table 2:Gender

Gender	No of respondents
Male	38
Female	22

Total	60

Table 3 refers to the classification of occupation of the respondents among which 37% of the respondents are employees followed by students who consist of 25% and 23% of the respondents were self employed

Table 3:Occupation

Occupation	No of respondents
Employees	21
Business	13
Agriculture	03
students	14
House wives	09
	60 Total

Table 4 refers the preferences of respondents towards Patanjali product where 8 factors were taken and based on the frequency the ranking was allotted. Five Likert scale was used to measure the consumer response.53.3% of the respondents says price is the factor which impact more over swadeshi is the factor which is impacting on consumer 63.3%. The following ranks are based on the frequency of the factor having impact on consumer.

Table 4: Factors impacting on consumer towards purchasing patanjali products

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree	Total	Ranking
Reasonable price	17(28.3%)	32 (53.3%)	5(8.3%)	3(5%)	3(5%)	60 (100%)	3
Good quality	23(38.3)	33(55%)	3(5%)	1(1.6%)	0((0%)	60(100%)	2
Healthy	23(38.3)	25(41.66%)	10(16.6%)	1(1.6%)	1(1.6%)	60(100%)	6
Brand	23(38.3)	20(33.3%)	15(25%)	1(1.6%)	1(1.6%)	60(100%)	8
Baba Ramdev	23(38.3)	25(41.66%)	7(11.6)	3(5%)	2(3.3%)	60(100%)	7
Swadeshi	38(63.3%)	13(21.6%)	1(1.6%)	4(6.6%)	4(6.6%)	60(100%)	1
Advertisement	10(16.6%)	28(46.66%)	16(26.6)	3(5%)	3(5%)	60(100%)	4

Availability	26(43.3%)	26(43.3%)	2(3.3%)	3(5%)(5%)	3(5%)	60(100%)	5
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Table 5 refers product preferences by the consumer, out of 60 respondents 65% of them prefer food, 61.6% prefer cosmetics, 41.6% prefer ayurvedic products and 26.6% prefer detergents. Respondents are showing interest towards beauty related and food related products from patanjali.

Table 5: types of products consumer purchases

Products	No of respondents
Ayurvedic	25 (41.6%)
Cosmetics	37 (61.6%)
Food	39 (65%)
Detergents	16 (26.6%)

Table 6 refers to the expectation of products by the consumers in coming days from Patanjali. Respondents are very much interested in cooking oil from patanjali 45% of them are looking, 40% of the respondents want rice and clothes from Patanjali, 35% of respondents were preferring dry fruits from patanjali and 20% of them prefer perfumes. Here also respondents are showing trust towards the quality of patanjali and are expecting rice and oil which are the major components of Indian kitchens.

Table 6: Products expected by consumer in future from Patanjali

Products	No of Consumers Preferred
Clothes	24 (40%)
Cooking oil	27 (45%)
Rice	24 (40%)
Dry fruits	21 (35%)
perfumes	12 (20%)

Table 7 refers to why you are expecting these products from patanjali. Majority of the respondents 65% opines that the prices are less with Patanjali when compared to other similar products, 63.3% of the respondents perceive that Patanjali products are healthy, 56.6% say they believe in the quality, 20% prefer as they are swadeshi and 20% have trust in patanjali.

Table7: Reason for consumer expecting

Factors	No of Respondents
Trust	12 (20%)
Quality	34 (56.6%)

Health	38 (63.3%)
Swadeshi	12 (20%)
price	39 (65%)

5. CONCLUSIONS

The study has revealed that the people between the age group of 15-45 are the major consumers of Patanjali products. It was observed that between age group of 15-25 years are preferring cosmetics. The rest of the age groups prefer food related products. Hence the mileage can be taken to drive the market as people are becoming more health conscious by introducing healthy food products. It was observed in the study that noodles were not repeatedly purchased from Patanjali. Respondents were showing less interest towards detergents but were interested towards tooth paste. Price has become a significant factor along with ayurvedic and herbal. However Patanjali is entering into much business it is suggested that it focus on more cosmetic, health and food related products.

6. REFERENCES

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