

Consumer Satisfaction towards Patanjali Products - with Special Reference to Tiruvarur

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Abstract: *Now-a-days Consumers are aware about health. They want to lead a healthy life. In present situation consumer need a product which fulfils their healthy life. In market so may products are available to consumers but consumers are attracted towards ayurvedic products because it is chemical free. Consumer satisfaction is also plays a major role in purchasing a product. If consumer is satisfied towards a product they buy it frequently. The objective of the study is to find out consumer satisfaction towards patanjali products.*

Keywords: Patanjali, consumer, ayurvedic

1. Introduction

Today people are living in a busy environment. Impact of Covid 19 makes consumer's life more stress. As a result consumers are in a situation to improve their health, safety and economic situation. So consumers prefer the product which would satisfy their health as well as safety and economic requirements. Consumers are the king of the market. A product which satisfies the needs and wants of consumers will only sustain in the market. Patanjali Ayurved limited, the faster growing FMCG Company in the country is a mineral and herbal products company established in 2006. It was founded by Ramdev and Balkrishna. The products offered by the company are in the personal care and food segments including baby care and beauty products. The feature of Patanjali products is it is made from natural components and Ayurveda. The reason for the success of the company are two folds one is the shift in the lifestyle of the Indian consumers towards using more natural and ayurvedic products, the second reason is that the Patanjali products are significantly less expensive than other personal care and products in the market. This has made a significant proportion of Indian middle class to move towards Patanjali.

2. Objectives

- To study the brand perception of patanjali in the minds of consumers
- To know the attributes that a consumer keeps in mind while buying patanjali products
- To study the satisfaction level of consumers after using patanjali products

3. Limitations

- The study is limited only to certain area in Tiruvarur
- The study was taken only from the consumer point of view
- The findings were drawn only on the basis of information supplied by the respondents.

4. Research Methodology

The data utilized for the study is Primary and secondary in nature. Primary data have been collected from the sample of 50 respondents in Tiruvarur. Random Sampling method was used in the study. Data thus collected was processed, analyzed and interpreted to draw the valid inferences. Suitable statistical techniques were employed for analyzing the data and providing the realities of the research outcomes.

5. Review of Literature

Ajeet kumar and Anshu ahuja (2017) "Consumer behaviour towards Patanjali products" In India Ayurveda or Ayurvedic products are the traditional holistic medical system. After centuries of experiments, studies and meditations natural scientists and early psychi developed this system. Basically word Ayurveda has been formed by "Ayus" means life and "veda" means knowledge".

S.Anupriya (2017) in her study titled "Study on Consumer's preference and perception towards Patanjali products found that a large number of consumers buy patanjali products because it does not have any side effects due to its herbal and medicinal value. The study further stated that advertisement plays an important role in the buying decision of the product.

K.S Aubbulakshmi and P.Geethamani (2017) in their study "A Study on Customers perception towards cosmetic items in Patanjali products with special reference to Tirupur City" found that customers started moving towards herbal products in the case of cosmetic to avoid more chemical combinations which cause side effects. This becomes the advantage for Patanjali to easily reach the customers with its quality and reasonable price.

Data Analysis

The collected data was analyzed by using simple statistical techniques the table 1 showing gender wise distribution

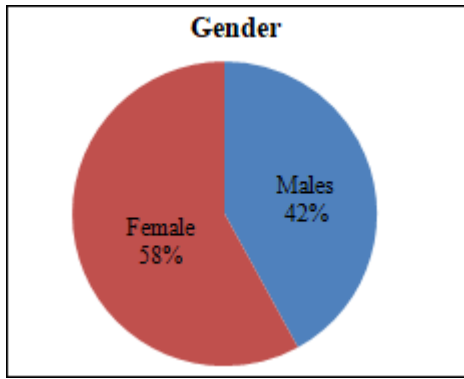
Gender	No.of respondents	percentage
Male	21	42
Female	29	58

Source: Primary data

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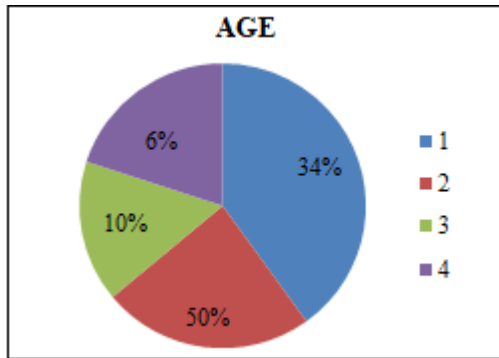


The above table shows that 58% of the respondents are female and the remaining is male.

Table 2 showing age wise distribution of respondents

Age	No. of respondents	percentage
Below 20	17	34
21-30	25	50
31-40	5	10
41-50	3	6

Source: Primary data



The above table shows 50% of respondents are between 21-30 years.

Table 3 Showing the marital status of the respondents

Marital status	No. of respondents	Percentage
Married	30	60
Unmarried	20	40

Source: Primary data

The table shows that 60% are married and the remaining 20% are single

Table 4 showing the level of education of respondents

Educational qualification	No. of respondents	Percentage
SSLC	9	18
HSC	13	26
UG	15	30
PG	13	26

Source: Primary data

The table shows that majority of respondents are undergraduates.

Table 5 showing the occupation of respondents

Occupation	No. of respondents	Percentage
Employed	20	40
Housewife	12	24
Business	8	16
Student	10	20

Source: Primary data

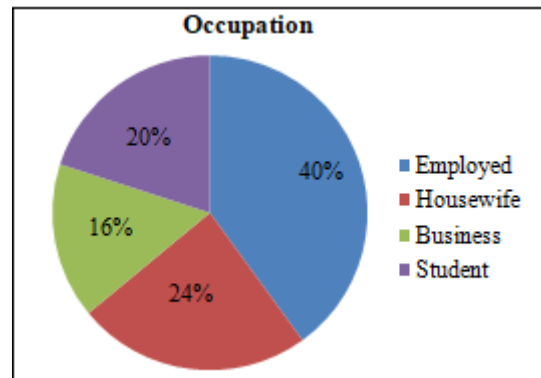


Table shows that Majority of respondents are Employed.

Table 6 showing number of family members of respondents

No. of family members	No. of respondents	Percentage
Below 4	10	20
4-6	23	46
Above 6	17	34

Source: Primary data

Most of the respondents' family members lie in the limit of 4-6 which leads the table with 46%

Table 7 showing Monthly income of respondents

Monthly Income	No. of respondents	Percentage
Below 10000	14	28
10001 – 15000	20	40
Above 15000	16	32

Source: Primary data

40% of the respondents earn 10000-15000 and remaining 32% of respondents earn above 15000.

Table 8 Factors impacting on consumer towards purchasing patanjali products

Factors	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Rank
Reasonable price	16(32%)	29(58%)	2(4%)	2(4%)	1(2%)	50 (100%)	2
Good quality	19(38%)	28(56%)	2(4%)	1(2%)	0(0%)	50 (100%)	3
Healthy	18(36%)	26(52%)	4(8%)	1(2%)	1(2%)	50 (100%)	5
Brand	20(40%)	25(50%)	3(6%)	1(2%)	1(2%)	50 (100%)	6
Baba Ramdev	20(40%)	22(44%)	5(10%)	2(4%)	1(2%)	50 (100%)	8
Swadeshi	30(60%)	11(22%)	1(2%)	4(8%)	4(8%)	50 (100%)	1
Advertisement	15(30%)	27(54%)	4(8%)	2(4%)	2(4%)	50 (100%)	4
Availability	19(38%)	24(48%)	5(10%)	1(2%)	1(2%)	50 (100%)	7

Table 8 refers the preferences of respondents towards Patanjali products

Where 8 factors were taken and based on the frequency the ranking was allotted. Five Likert scale was used to measure the consumer response. 58% of the respondents say price is the factor which impact more over Swadeshi is the factor which is impacting on consumer 60%. The following ranks are based on the frequency of the factor having impact on consumer.

Table 9 showing the reason for using Patanjali products

Reason for using	No. of respondents	Percentage
Brand image	14	28
Quality	23	46
Price	13	26

Source: Primary data

Majority of respondents using Patanjali products for its quality.

Table 10 shows the price level of Patanjali products

Price level	No. of respondents	Percentage
High	12	24
Medium	20	40
Low	18	36

Source: Primary data

Majority of respondents (40%) feels that price level of patanjali products are Moderate.

Table 11 shows consumer opinion about quality of patanjali products

Opinion about quality	No of respondents	Percentage
Good	32	64
Fair	12	24
Poor	6	12

Source: Primary data

The above table shows that 64% of respondents feels quality level of Patanjali product is good.

Table 12 Shows satisfaction level of respondents

Satisfaction level	No of respondents	Percentage
Satisfied	40	80
Not satisfied	10	20

Majority of respondents 80% are satisfied towards Patanjali products.

6. Findings

- 1) Majority of the respondents (58.00%) are female.
- 2) Majority of the respondents (50.00%) are belonging to the age group of 21-30 years.
- 3) Majority of the respondents (60.00%) are married.
- 4) Most of the respondents (30.00%) are under graduates.
- 5) Majority of the respondents are (40.00%) employed.
- 6) Majority of the respondents (46.00%) are in joint family.
- 7) Majority of the respondents (40.00%) monthly income between 10001-15000.
- 8) Majority of the respondents (46.00%) state that quality is the reason behind their purchase.

- 9) Majority of the respondents (64.00%) feels that quality of Patanjali product is good.
- 10) Majority of the respondents (80.00%) are satisfied towards Patanjali products.

7. Suggestions

- 1) In order to capture more customers Offers and discounts to be announced.
- 2) Feedback is to be obtained at regular intervals
- 3) Efforts to be taken to make the product available at all outlets.
- 4) Patanjali products are attracted towards females when compared to males. So steps to be taken to capture male customers also.
- 5) Steps to be taken to promote Patanjali products in rural areas.

8. Conclusion

This study provides insight about the various dimensions and also explains how these dimensions associate with customer satisfaction. Consumers prefer patanjali because of quality and with the message is to promote "Ayurveda" and "health and safety", it can be very effective way of promotion and this lead to attract huge customers and capture a market. On the basis of findings of the study, it can be concluded that Patanjali products have gained customer satisfaction due to its quality, price, and variety.

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