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 many 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

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

3. Limitations

a) The study is limited only to certain area in Tiruvarur
b) The study was taken only from the consumer point of view
c) 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 holisti medical system. After centuries of experiments, studies and meditations natural scientists adn 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

<table>
<thead>
<tr>
<th>Gender</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>21</td>
<td>42</td>
</tr>
<tr>
<td>Female</td>
<td>29</td>
<td>58</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Age</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 20</td>
<td>17</td>
<td>34</td>
</tr>
<tr>
<td>21-30</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>31-40</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>41-50</td>
<td>3</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Primary data

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

**Table 3** showing the marital status of the respondents

<table>
<thead>
<tr>
<th>Marital status</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>30</td>
<td>60</td>
</tr>
<tr>
<td>Unmarried</td>
<td>20</td>
<td>40</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Educational qualification</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSLC</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>HSC</td>
<td>13</td>
<td>26</td>
</tr>
<tr>
<td>UG</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td>PG</td>
<td>13</td>
<td>26</td>
</tr>
</tbody>
</table>

Source: Primary data

The table shows that majority of respondents are undergraduates.

**Table 5** showing the occupation of respondents

<table>
<thead>
<tr>
<th>Occupation</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Housewife</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>Business</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Student</td>
<td>10</td>
<td>20</td>
</tr>
</tbody>
</table>

Source: Primary data

Table shows that Majority of respondents are Employed.

**Table 6** showing number of family members of respondents

<table>
<thead>
<tr>
<th>No. of family members</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 4</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>4-6</td>
<td>23</td>
<td>46</td>
</tr>
<tr>
<td>Above 6</td>
<td>17</td>
<td>34</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Monthly Income</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 10000</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>10001-15000</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Above 15000</td>
<td>16</td>
<td>32</td>
</tr>
</tbody>
</table>

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**

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

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

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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>
<thead>
<tr>
<th>Reason for using</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand image</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>Quality</td>
<td>23</td>
<td>46</td>
</tr>
<tr>
<td>Price</td>
<td>13</td>
<td>26</td>
</tr>
</tbody>
</table>

Source: Primary data

Majority of respondents using Patanjali products for its quality.

Table 9 showing the reason for using Patanjali products

<table>
<thead>
<tr>
<th>Price level</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>Medium</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Low</td>
<td>18</td>
<td>36</td>
</tr>
</tbody>
</table>

Source: Primary data

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

Table 10 shows the price level of Patanjali products

<table>
<thead>
<tr>
<th>Opinion about quality</th>
<th>No of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>32</td>
<td>64</td>
</tr>
<tr>
<td>Fair</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>Poor</td>
<td>6</td>
<td>12</td>
</tr>
</tbody>
</table>

Source: Primary data

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

Table 11 shows consumer opinion about quality of patanjali products

<table>
<thead>
<tr>
<th>Satisfaction level</th>
<th>No of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied</td>
<td>40</td>
<td>80</td>
</tr>
<tr>
<td>Not satisfied</td>
<td>10</td>
<td>20</td>
</tr>
</tbody>
</table>

Source: Primary data

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.

References