

## THE IMPACT OF PATANJALI AYURVEDA LIMITED'S MARKETING STRATEGY ON CONSUMER BEHAVIOR IN RELATION TO FAST MOVING CONSUMER GOODS

---

Vinay Kumar Yadav\*  
Dr. Ashutosh Kumar Singh\*\*

### ABSTRACT

*The Indian herbal market is full of many well-known and recognized herbal brands. Patanjali Ayurveda Limited is one of them. With a population of approximately 1.36 billion people in our country, people's lifestyles are changing and becoming more health-oriented, as a result of which their preference for natural and Ayurvedic products is steadily increasing. Patanjali Ayurveda Limited has various marketing strategies like promotions and branding that have enticed many buyers to choose Patanjali herbal products. The present study is to perceive the different marketing strategies of Patanjali Ayurveda Limited and its impact on the consumer behavior and to know the customers point of view towards Patanjali products. This research focuses on primary and secondary sources of information. Intending to acquire the primary data, a structured questionnaire was distributed to possible respondents in online mode and for secondary sources of information gathered through the examination of a variety of review papers and data collecting through Patanjali Ayurveda Limited and other websites, publications, and brochures. The data is correctly reviewed and evaluated and the research that follows is expressive and empirical in nature.*

**Keywords:** Patanjali Ayurveda, Baba Ramdev, Natural Products, Buyers, Marketing Strategies.

---

### Introduction

Patanjali Ayurveda Limited (PAL) an Indian Fast moving consumer company was established in 2006 by Acharya Balkrishna and Baba Ramdev. The Patanjali Ayurveda manufacturing units and base camp is being situated in Haridwar, Uttarakhand. The organization fundamentally makes both Ayurvedic and herbal products eventually.

The Patanjali Ayurveda manufactures the products in the personal care, food & beverages, cosmetics, clothes, Ayurvedic medicines etc by using natural ingredients. The Manufacturing unit of Patanjali Ayurveda has more than 300 drugs for treating individuals' health issues with an intention of giving unadulterated and better-quality products to customers. The Baba Ramdev's enormous effect on "Yoga and Pranayama" has essentially designated the gigantic masses Worldwide. Hence, Usage of Spiritual competitive method basically helped to sell products with zero investment being done in advertising media.

The Middle-class customers were very profited with the utilization of Patanjali Products as the product modest valuing as contrast with other brand items the quality and amount of Patanjali items hushed up kept up with the series of FMCG Products which incorporates ghee, juices, cleanser, Dant-kanti tooth paste, oils and so forth with an appropriate provision of these items fulfilled the requirements and request of customers without limit.

---

\* Research Scholar, Department of Business Economics, V B S Purvanchal University, Jaunpur, U.P., India.  
\*\* Assistant Professor, Department of Business Economics, V B S Purvanchal University, Jaunpur, U.P., India.

The Marketing Strategy created by PAL items is very not quite the same as other MNC's, for example; it essentially centers more on content showcasing. Accordingly, Baba Ramdev's idea of instructing customers in regards to the use of Herbal and regular items its benefits and impact hugely interested to purchase they're effortlessly and customers began requesting herbal products.

### Literature Review

**Agarwal Samriddhi, Thomas Princy 2020** concluded from their study that PAL adopted a range of cost-cutting strategies in order to break into a highly saturated business with intense competition. The operational costs were kept low, low staffing costs, subsidized food park, land, and tax, as well as a lack of celebrity endorsement and sourcing from local farmers. Due to the company's growth and product portfolio, however, large manufacturing and supply chain investments would be necessary to meet demand. Due to tremendous demand, several PAL herbal goods are out of stock sometimes. The PAL pricing system constituted a turning point for the business. The belief in herbal goods and their affordability produced a fresh market disruption that impacted the growth of established FMCG firms. Consumers were suffering crises of adulteration, low quality, excessive price, and non-organic ingredients. PAL's price communication was targeted at instilling its ideology in the minds of consumers, multinational corporations fraudulently raised prices in order to make huge profits.

**Rewatkar, Kumar, Pendse (2019)** According to their findings, Baba Ramdev is the driving force behind increasing Patanjali's Ayurveda limited output through a variety of strategical tactics aimed at changing consumer perceptions and attitudes around the use of herbal and ayurvedic products.

Patanjali should place a greater emphasis on innovation and boost the frequency of its advertisements in order to maintain its market share. The advertising efforts emphasized a traditional way of life while incorporating current marketing approaches, emphasizing content that engages the audience through e-commerce and offline channels, further extending their penetration, which would have been a costly endeavour otherwise.

**Prasad Neena (2018)** concluded from her studied that Baba Ramdev recognized the Indian consumer's price sensitivity as well as their preference for culturally oriented products. To meet this need, he created a model for PAL that incorporated special branding and low price features that formed the company's end-to-end business strategy. The use of natural goods and a low pricing plan is another feature that contributes to the brand's market competitiveness and is a true reason for its extensive reach throughout every nook and cranny of India. Their excellent communication technique emphasizes natural appearance with a message to encourage wellbeing through ayurveda. Customers have been encouraged to buy the goods on a regular basis, resulting in the company's growth.

**Prabha, Revathi (2018)**, studied how the special advertising techniques assist the customers to get attracted toward Patanjali Ayurveda merchandise with ease. By constructing a powerful fan base and fans believe via way of means of Baba Ramdev Patanjali had skimmed the possibility and luckily seize the present day marketplace scenario. Baba Ramdev endorsed "Telling is the selling" concept, in place of promoting the goods which attracted greater humans to get into it. According to 2015 document evaluation Patanjali Ayurveda sells almost 4000 retail outlets. The Patanjali Ayurveda collaborated with "Pittie organization and Kishor Biyanis future group" wherein all the goods of Patanjali could be to be had for direct sale in Future Group outlets; it additionally gives the power to the customers of purchasing the goods online.

**Jagmeet Singh, Hiritik Mehta(2018)**, Their study reveals to find what customers understand about Patanjali Products and to understand the motives of the customers of the repeated shopping of the product on a large scale. According to their study most of the consumers are of age between 18 to 35 years. The motives at the back of shopping for Patanjali Products is Quality, Quantity, Availability of Products. Besides, Promotion campaigns thoroughly carryover with the aid of using specializing in Ayurveda and a marker of "MADE IN BHARAT" impacted extremely to consumers for shopping the products.

**Sahu Mukesh (2017)** studied the success of the Patanjali brand was due to its opportunistic strategy (hitting the iron with a hammer when it was red hot). Patanjali had grabbed the chance and debuted its new product Atta Noodles while the brand's main competition, Maggi, was not in the game. Prior to the arrival of Patanjali and the beginning of a full-fledged marketing effort, a great number of people believed in Baba Ramdev and the belief that yoga is the solution to many issues.

**Sambhavi Shukla (2017)** studied the powerful pricing approach in the marketing activity grab of the purchasers to shop for Ayurveda product with ease. Patanjali Ayurveda with slogan "Prakriti ka Ashirwad" facilitates promotions of Patanjali Ayurveda. The Ambassador of Patanjali "Baba Ramdev" is solely liable for the achievement of Patanjali emblem. His Unique Selling Proposition (USP) strategies with the aid of using education 35,000 people who can conduct yoga classes at one of a kind elements of growth of yoga ashrams wherein the customer's requirement may be fulfilled without frustration is USP from Patanjali Ayurveda. The low pricing of products, Baba Ramdev's association, products simple herbal packaging, media promotions are essentially the primary and critical keys for Patanjali's massive achievement. As 60% human beings use Patanjali merchandise weekly and 40% of them use monthly. Thus, the windfall of Patanjali cellular app additionally assists clients to reserve merchandise on line consistent with their wishes and needs to the fullest.

**Pranshoe Pandey, Rahul Shah (2016)**, studied how the rose of Swadeshi gave an effect on the position of Patanjali Ayurveda with unique awareness on the products range, market share, sales trends, advertising techniques and similarly evaluation on how the organization wishes to draw directly to maintain its boom and turn into a major force in the Indian FMCG market.

**Neha Gupta, Vishal Garg (2016)**, explored how Ramdev's Patanjali is setting trends for HUL and the causes for growing sales, their image, and changing customer attitudes about herbal and Ayurvedic items Their research compares Patanjali products to those of other market competitors. The remarkable success of herbal products and pharmaceuticals had its own strategic planning with extraordinary yoga camps and spiritual speeches that had a tremendous impact on people not only in India but even beyond.

**Vinod Kumar, Ankit Jain, Zillur Rahman, Akhil Jain (2014)**, their study reveals that yoga and pranayama are very powerful equipment in advertising through spirituality (Patanjali Yogpeeth) and have an impact on the consumption pattern of the masses. The Patanjali Yogpeeth is a group for medical studies and gives remedies to anybody with affordable rates. Patanjali Yogpeeth has offered a fitness revolution with the incorporated technique of Yoga and Ayurveda. Swami Ramdevji has such outstanding effect on Pranayam and Yoga dimensions of spirituality to goal the mass populace worldwide. Thus, utilizing a non-religious aggressive strategy allows a company to easily promote its own goods in the market. As a result, it is possible to infer that Patanjali Yogpeeth has succeeded in building a successful image through spirituality and using it to promote commodities in the marketplace.

**Vineet Kumar**, Studied numerous demanding situations confronted with the aid of using Patanjali Ayurveda to compete with Multinational Companies. However, thanks to the perseverance of 'Ayurvedic Expertise' and 'Baba Ramdev,' their products are growing at a rate of 50-100 percent year on year. This proved to be a truly eye-opening situation for Indians who are extremely attracted to foreign manufacturing. According to Baba Ramdev, more than 20 crore people practise yoga, implying a significant customer base for PAL products and services. The policy they chose to "offer something you are accurate at" has greatly expedited the Market's dreams.

### **Theoretical Foundation of the Research**

The present study is descriptive and empirical in the nature focusing on Patanjali Ayurveda Limited (PAL)'s various marketing strategies and its impact on consumer behavior and to know the customer's point of view towards pantajali products. The population of the Study is customers of Patanjali Ayurveda Limited.

### **Objectives of the Study**

The main objective of the present research is to know the various implicit marketing strategies used by Patanjali Ayurveda Limited (PAL) and its impact on consumer behavior to know the brand perception, attributes and satisfaction level towards patanjali products. The research objectives are as follows:

- To know the current market situation of Patanjali Ayurveda Limited products.
- To discover the unique marketing strategy that attracts many buyers to Patanjali.
- To investigate how customers perceive Patanjali as a brand.
- To know about the qualities that a buyer considers while purchasing PAL products.
- To know the satisfaction level of consumers after using PAL products.

### Data Source

The focus of this research is on Primary data and Secondary information sources. The primary research was carried out in the Lucknow city, Uttar Pradesh. For the sake of essential information, a well structured questionnaire was distributed to possible respondents in online mode to a sample of 150 youth who were chosen at random. The survey inquired about marketing strategies of PAL and several aspects of customer perception. The information gathered was then examined using advanced statistical tools and procedures and for the secondary data it was more meaningful to conduct follow-up research by studying various review articles and collecting data through various websites, articles, manuals, etc.

### Samples

- A convenient sampling technique has been used.
- For the purpose of study, 150 samples were collected from the city of Lucknow.

**Statistical Tools Used:** Percentage, Chi-square analysis, Likert Scale for rating

### Limitations of the Study

- The research observed in the city of Lucknow.
- The comparative study is also missing in the present study.

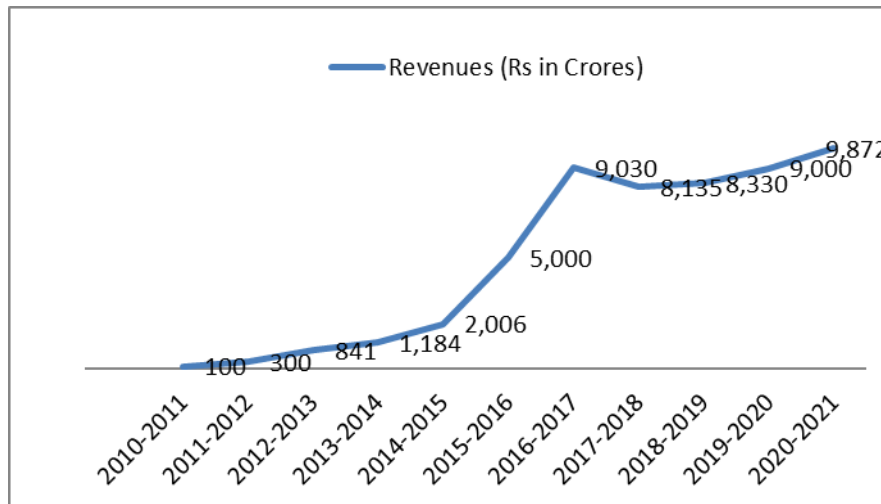
### Discussion

Current Market Scenario of Patanjali Ayurveda Products Economic Times (2019-20), Balkrishna the Chairman, essentially possesses 98.6% of Patanjali Ayurveda and as of March 2018, had been given net worth of 43,932 crores. In the Past 4 years Patanjali Ayurveda disrupted the fast-transferring patron products upbringing with herbal products which challenged numerous different companies to introduce comparable sort of products and regain their marketplace ranking. The speedy boom of those Patanjali Ayurveda posed a chance to different FMCG Companies to take the initiative for renewing of the ayurvedic products and as a consequence expanded their marketplace share. But because of the superb boom of Patanjali Ayurveda Products, HUL's private care products confronted problems, redeveloping their Ayush Brand and acquiring ayurvedic hair oil brand, Indulekha, and introducing new products, which include Citra, to the marketplace. Similarly, Colgate-Palmolive released its very own natural toothpaste. Patanjali's Dant-kanti toothpaste grew in popularity as customers were more interested in it during the fiscal year ended March 2018, owing to increased competition among rivals. Baba Ramdev led organizations sales fell from 9,030 crores to 8,135 crores in 2017-2018. The depreciating price confronted through Patanjali Ayurveda became generally because of organisation's insufficiency in adapting of GST and failed in the right improvement of infrastructure and deliver chain management. According to "Kantar World panel" The massive depreciation price is being observed in the Urban Sales declined 2.7% even as rural income grew 15.7% for April ended 2019, because of unchecked distribution enlargement and inconsistent quality of the product. Currently, Patanjali is now not in its pinnacle ten listing of advertisers. It suddenly fell off in 2018 being in the top 10 consistently for two years satisfying the needs and wants of the people.

**Table 1: Patanjali Ayurvedic Limited Sales (IN CRORES)**

Year	Revenues (Rs in Crores)
2010-2011	100
2011-2012	300
2012-2013	841
2013-2014	1,184
2014-2015	2,006
2015-2016	5,000
2016-2017	9,030
2017-2018	8,135
2018-2019	8,330
2019-2020	9,000
2020-2021	9,872

Source: Computed from <https://unlistedzone.com/analysis-of-patanjali-an-indian-fmcg-giant-of-baba-ramdev/> and <https://www.moneycontrol.com/news/business/companies/patanjali-ayurved-clocked-14-jump-in-profit-in-fy21-tofler-data-7602111.html>

**Figure 1: Revenue of Patanjali Ayurveda Across India from FY2010-FY2021 (Rs in Crores)**

Patanjali sudden deployment helped its rivals to come up with advance herbal products and creating the option for customers to give them a good hard look. Patanjali had been in the news for launching the Patanjali “Paridhaan” and acquiring the Ruchi Soya, an edible oil manufacturer, was purchased for Rs 4,350 crores.

Distinctive Marketing Strategies attracted customers for opting of Patanjali Ayurveda Products. Baba Ramdev had grabbed the current market scenario through developing and building a strong fan base which helped customers to get attracted in the direction of Patanjali Ayurveda with ease. There are numerous advertising techniques developed that's being given as follows:

- Marketing via Spirituality:** The term "Yoga and Pranayama" are incredibly strong tools in advertising and have influenced a large number of people. The Patanjali Yogpeeth is an organization for medical studies and gives remedy to human beings with affordable rates. It has essentially offered a fitness revolution with the included technique of Yoga and Ayurveda. These making uses of aggressive strategies enable to promote its product with inside the marketplace with lots ease. As a result, it is possible to conclude that Patanjali Yogpeeth has succeeded in cultivating a positive image through spirituality and using it to market its products.
- Effective Pricing Approach:** The Patanjali Products reasonably-priced costing and offering of attractive reductions on the goods had interested many middle-class people beings to shop for their merchandise eventually. The company basically earned profit share by delivering of products directly from the farmers and thus intermediaries are being reduced so due to which purchase cost of the raw materials is reduced and the product is produced at much lower prices.
- Baba Ramdev's Strong Brand Affiliation:** The increase of Patanjali's market share and developing its strong brand specifically through the affiliation of Baba Ramdev and the further analysis bought to the point that communication strategy, product quality and quantity entice more customers and additionally the “MADE IN BHARAT” label on goods offers powerful approach for promoting a product or brand to purchaser and helped them to shop for extra regularly tremendously.
- Maintaining Product's Naturality and Packaging:** The windfall of easy packaging of Patanjali Products and promoting “Ayurveda” and “Health” are two very powerful tools to advertise in the market place. But the product's herbal look and easy packaging experience customers attracted to shop for the product eventually.
- Unique Selling Techniques:** The emergence of Patanjali did not spend more on advertising and promotions, as when a new company enters into the new market scenario, it needs to spend a large amount, but Patanjali's emergence in the market was out of the box. Baba Ramdev takeup “Telling is New Selling” technique, which consisted of instead of selling the products, attracting more people to get into them and correspondingly grabbing the market for Patanjali Ayurveda Products.

## Data Interpretation & Analysis

### Classification by Gender

Gender	No. of Response	Percentage
Male	80	53
Female	70	47
<b>Total</b>	150	100

According to the table above, 53 percent of the sample clients are male and 47 percent are female. Male customers account for roughly 53% of all customers. It's safe to infer that the majority of the customers are males.

### Classification by Qualification

Qualification Level	No. of Response	Percentage
Intermediate	15	10
Graduation	45	30
Post-Graduation	90	60
Illiterate	00	00
<b>Total</b>	150	100

According to the above data, 30 percent of the sample respondents are educated to graduate level, 60 percent are educated to postgraduate level, 10 percent are up to intermediate level, and zero are illiterate.

### Classification by Age

Age Classification	No. of Response	Percentage
15-20	16	11
20-25	45	30
25-30	55	36
Above 30	34	23
<b>Total</b>	150	100

According to the above table, 23 percent of clients are over the age of 30, and 36 percent of clients are between the ages of 25 and 30, while 30 percent are between the ages of 20 and 25, and 11 percent of the clients are between the ages of 15 and 20.

### Relationship Status

Relationship Status	No. of Response	Percentage
Married	55	37
Single	95	63
<b>Total</b>	150	100

According to the above table, 63 percent of the sample customers are single, while 37 percent are married. It could be inferred that the majority of the customers are single.

### Classification by Profession

Profession	No. of Response	Percentage
Student	55	37
House Maker	25	17
Business Man	35	23
Job	35	23
<b>Total</b>	150	100

According to the above table, 37 percent of customers are students, 23 percent are businessmen and 17 percent are housemakers. It might be assumed that the bulk of students are familiar with Patanjali's products.

### Patanjali Product Awareness

Awareness	No. of Response	Percentage
Yes	120	80
No	30	20
<b>Total</b>	150	100

According to the above table, 80 percent of customers are aware of Patanjali products, while 30 percent are not.

**Usage of Patanjali Products**

Usage	No. of Response	Percentage
Yes	100	67
No	50	33
<b>Total</b>	<b>150</b>	<b>100</b>

The above table signifies that 67 percent of the customers are using Patanjali products and 33 percent of the customers aren't using Patanjali products. It could be inferred that the majority of the customers are using Patanjali products.

**Information about Patanjali Products Sources**

Source of Information	No. of Response	Percentage
Friends	35	23
Relatives	20	13
Advertisements	75	50
Colleagues	20	14
<b>Total</b>	<b>150</b>	<b>100</b>

According to the figure above, 50 percent of respondents were informed through advertisements, while 23 percent were informed through friends. Colleagues and relatives are less in percentage in information sharing. Advertising, it's reasonable to assume that plays a great role to make the product successful.

**Products Purchased Most**

Products Purchased Most	No. of Response	Percentage
Food & Beverages	70	47
Personal care & Beauty	45	30
Medicines	30	20
Clothes	05	03
<b>Total</b>	<b>150</b>	<b>100</b>

According to the table above, 47 percent of clients bought food and beverages, and 30 percent bought personal care and beauty products. It is possible to deduce that the bulk of customers buy food and beverages. Only 20% of customers purchased medication.

**Place to Buy Patanjali Products**

Place	No. of Response	Percentage
General Retail Store	40	27
Patanjali retail store	25	17
Online store	30	20
Super Market	30	20
Departmental stores	25	16
<b>Total</b>	<b>150</b>	<b>100</b>

According to the table above, 27% of customers buy Patanjali products in a General retail store, while 20% buy them online or at a supermarket. It's safe to assume that the great majority of customers purchase at general retail stores.

**Patanjali Product Quality in its Class**

Quality	No. of Response	Percentage
Excellent	40	27
Very Good	50	33
Good	30	20
Fair	20	13
Poor	10	7
<b>Total</b>	<b>150</b>	<b>100</b>

According to the above table, 33% of customers said it was of very good quality, while 27% said it was excellent in class. It is reasonable to conclude that the majority of customers are satisfied with the quality.

**Reasons (Factors) for Buying Patanjali Products**

Reasons	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Price	63	48	18	11	10
Quality	50	42	30	12	16
Availability	33	35	32	20	30
Natural Product	68	48	25	9	-
No Side Effects	55	50	20	16	9
Variety	40	55	26	15	14

**Reasons for Buying Patanjali Products (Weighted Average)**

Reasons	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Rank
Natural Product	340	192	75	18	-	625	I
Price	315	192	54	22	10	593	II
No Side Effects	275	200	60	32	9	576	III
Quality	250	168	90	24	16	548	IV
Variety	200	220	78	30	14	542	V
Availability	165	140	96	40	30	471	VI

Natural Products, Low Cost, No Side Effects, Quality, Variety, and Availability are some of the reasons why people favour Patanjali products, which are listed in chronological order.

**Chi Square Analysis**

**Null Hypothesis H<sub>0</sub>:** There is no proof of a significant association between gender and the level of satisfaction

**Observed Frequencies**

Response	Male	Female	Total
Satisfied	50	45	95
Not Satisfied	30	25	55
<b>Total</b>	80	70	150

The calculated Chi square statistic is 0.0513.

At a 5% level of significance, the table value is 3.94.

Because the calculated number is less than the table value, the null hypothesis is accepted. As a result, there is no evidence of a relationship between gender and level of satisfaction.

**Frequencies Observed**

Response	Using	Not Using	Total
Price Satisfied	34	47	81
Price Not Satisfied	45	24	69
<b>Total</b>	79	71	150

The calculated Chi square statistic is 8.074.

At a 5% level of significance, the table value is 3.94.

Because the calculated number is greater than the table value, the null hypothesis is rejected. As a result, there is evidence of a strong relationship between Patanjali product use and pricing satisfaction.

**Conclusion and Policy Implications**

The proper applicability and availability of the resource needs to be properly managed and controlled where it has to be focused. Regular research and improvement are to be done to enhance the growth of herbal products. Natural products must be approved by medical authorities before they can be used. Before using a Patanjali herbal product, the consumer must check with a doctor.

During the study, it's been noticed that the unexpected decrease in the income of Patanjali Ayurveda is because of the incomprehension of the competition, lack of innovation, and fewer promotional activities, which are the critical elements that want to be focused on to preserve the consistency and continuity for the boom of business. In today's corporate environment, a customer dispute resolution forum is critical. However, it has been discovered that no such forum has been established in the Patanjali organisation.



We can infer from the present study that Baba Ramdev is the motive power for the upliftment of Patanjali's products through his special strategies of converting the notions and mind-sets of customers in the direction of the utilisation of herbal and ayurvedic products with wonderful ease. Thus, Patanjali Ayurveda Limited has essentially created an effective image with the providence of superior quality and quantity of products worldwide.

#### References

1. Samridhi Agarwal1, Dr. Princy Thomas 2020 Study of Relationship between Consumers' buying Behaviour and Marketing Mix of Ayurveda Products.
2. Rewatkar, Kumar, Pendse 2019 Different Marketing Strategies of Patanjali Ayurveda Limited & its effect on the current market scenario.
3. Prabha and Revathi 2018 Marketing Strategies of Patanjali Ayurveda (FMCG) in Present Market Scenario.
4. Prasad Neena, 2018 The Rise of Patanjali.
5. Vinod Kumar, Ankit Jain, Zillur Rahman, Akhil Jain 2014 Marketing through Spirituality: A case of Patanjali Yogpeeth.
6. Sambhavi Shukla 2017 The Marketing Mix Strategies of Patanjali Ayurveda.
7. Neha Gupta and Vishal Garg 2016 Desi Bustle v/s MNC Muscle: How Ramdev's Patanjali setting trend for HUL.
8. Mukesh Sahu 2017 Marketing Strategies of Patanjali Ayurved (FMCG) in present Market scenario.
9. Patanjali Current Market Condition <https://m.economictimes.com/industry/cons-products/fmcg/patanjali-sales-dip-as-rivals-advance-into-natural-space/articleshow/67265144.cm>.
10. <https://www.livemint.com/Companies/ZLN3sCZjnx49GSo1jAma9H/Patanjali-sales-growth-grinds-to-a-halt-in-FY18.html> [8] <https://unlistedzone.com/analysis-of-patanjali-an-indian-fmkg-giant-of-baba-ramdev/>.
11. <https://www.moneycontrol.com/news/business/companies/patanjali-ayurved-clocked-14-jump-in-profit-in-fy21-tofler-data-7602111.html>.
12. Patanjali Ayurveda History [www.patanjaliayurved.org](http://www.patanjaliayurved.org).
13. <https://unlistedzone.com/analysis-of-patanjali-an-indian-fmkg-giant-of-baba-ramdev/>.

