

A STUDY ON BRAND ADVANCEMENT OF PATANJALI'S HERBAL AND AYURVEDIC PRODUCTS

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ABSTRACT

The study is based on the buyer's perception towards the product of Patanjali Ayurved Limited with special reference to brand image. This research paper mainly focus on the brand advancement of Patanjali's Herbal and Ayurvedic products. The study was conducted with the sample size of 400 in Gujarat. The main objective is to study the brand preference of 'Patanjali Ayurved Limited' from consumer's view, to study the brand perceptions of 'Patanjali Ayurved Limited' in the minds of consumer and to study the satisfaction level of consumer after using 'Patanjali Ayurved Limited' products.

Keywords: Patanjali Product, Consumer's Preference, Consumers Satisfaction, Brand Image.

Introduction

India is attractive country for set up the brand for selling the goods and services because in India various types of people are living and they need different products from the market. India has known for the ayurveda and herbal brand and India ayurvedic and herbal products are related to religion and also related to spirituality of the people.

From the WHO survey it is found that around 80% of the world population mostly depends on the herbal, natural and ayurvedic products than the modern types of products because now people know about side effects and toxic chemicals which are included in the ingredients of the product. In the recent times people prefer to purchase ayurvedic and natural and herbal products and medicines too. From this paper it is found that factors affecting of the buyers decision for brand.

PATANJALI AYURVEDA LTD – A brand found by Acharya Balkrishna and promoted by Acharya Ramkrishna Ramdevji and an international authority on ayurveda and traditional herbs in 2006 located in Haridwar, Uttarakhand while the registration office is located in Delhi. The Patanjali ayurved Limited set up with an objective to give high quality product with the affordable price to the customers and to get rid off the chronic disease by offering the products which are herbal and natural. Now people are interested to buy herbal and natural products and want to keep themselves near to the nature because of their commercialized routine. The company manufactures mineral and herbal products in the market. As per CLSA and HSBC Patanjali Ayurved Limited is the fastest growing FMCG company in India and it was also listed 13th in the most trusted brand in India in 2018 and securing first position in FMCG category.

Patanjali Ayurved Limited offer varieties of products to the customers as which are free from toxic chemicals, natural and herbal. With the theme of Ayurvedic and herbal Patanjali has wide range of products like ayurvedic formulations, food supplements, medicines in the form of tablets, groceries, Natural and personal care, home care, dental care, skin care, Patanjali publication books, oils, syrups and pastes.

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Problem Identification

- Consumers are the owner of their money and they have they have right to choose of spending and saving in the purchase decision. Consumers are affected by their attitude towards the product and so marketers are implementing their scheme, plan and strategies to achieve more and more consumers.
- So, it is very much required for any marketer to access the consumer's requirements so the present study will contribute in this regard and focuses to know the consumer behavior, awareness and satisfaction level regarding the Patanjali products.
- The title of the study is "Brand Image and its Effect on Market Share in Respect to Sales: A Study on buyer's perception towards products of Patanjali Ayurved Limited – with special reference to brand image".

Literature Review

P. Guru Ragavendran et al (2017) emphasized in their research that the survey helped them in understanding the consumer perception on brand awareness and position of product in the market. It was observed that consumer's expectations were quality, benefits offered and packaging of shampoos. Based on the result obtained, integrated marketing communication was suggested; as a result, an improvement of 8% to 12.6% was observed in target population.

Shinde, D.T. and Gharet (2017) examined a study on product positioning on Patanjali products. The purpose of above study was to find the various prospects of patanjali products and also factors influencing these products. They concluded that patanjali has captured a huge market share within a very short time period but lck of these products is the major difficult faced by consumers these days.

Objective of the Study

The main objectives of the study are as follow:

- To study the shopping experience in demographic view.
- To analyze customers satisfaction in demographic view.
- To study price and quality of Patanjali's products from customer's view.
- To study on natural ingredients, swadeshi feeling, health benefits and Baba Ramdev as a face of brand in customer's view.

Formulation of Hypothesis

H₀₁: There is no significant difference between gender and shopping experience.

H₀₂: There is no significant difference between Age and customer satisfaction.

H₀₃: There is a no significant different between price and quality of the Patanjali products.

H₀₄: Purchasing of Patanjali products doesn't depend on the natural ingredients, swadeshi feeling, health benefits, Baba Ramdev as a face of brand.

Sources of Data

For this study survey approach was used and questionnaires are prepared to get their perception and preference towards Patanjali Ayurved Limited products.

Data Analysis and Interpretation

Table 1: Classification from the View Point of Age (in Years)

Particulars	Frequency	%
15-20	41	10.3
20-25	126	31.5
25-35	129	32.3
35 and above	104	26
Total	400	100

The most of the respondents were from the age group between 20-25and 30% from 15-20, 15% from 25-35 and remaining 10% from 35 and above.

Table 2: Classification from the View Point of Income

Particulars	Frequency	%
0-20000	140	35
20000-40000	192	48
40000 and above	68	17
Total	400	100

From the above table no. 2, it is clear that 140 respondents have the income range between 0-20000, above 192 respondents have income range between 20000-40000 and 68 respondents have income range between 40000 and above.

Table 3: Classification from the View Point of Awareness about the Products of Patanjali Ayurved Limited

Particulars	Frequency	%
Advertisement	132	33
Recommended by family and friends	72	18
Self-exploration	46	11.5
Social Media	150	37.5
Total	400	100

- From the above table no. 3, we can say that 33% of the respondents came to know about the products of Patanjali Ayurved Limited via Advertisement (through news paper, Radio, posters and magazines)
- 18% through the recommendation (Neighbors, Family, Friends)
- 11.5% by the self exploration
- 37.5% through social media.

Table 4: Classification based on is Ayurved Influence to Buy Patanjali

Particulars	Frequency	%
Yes	254	63.5
No	146	36.5
Total	400	100

- Ayurved influences 63.5% of the respondents to buy Patanjali products.
- Whereas Ayurved does not influences 36.5% of the respondents to buy Patanjali products.

Table 5 Classification based on Patanjali Offers Products at Affordable Price

Particulars	Frequency	%
Yes	303	75.8
No	97	24.3
Total	400	100

- Most of the respondents believe that Patanjali offers products at affordable price.
- 24.3% respondents are believed that Patanjali do not offer products at affordable price.

Table 6: Classification based on Comparison of Price of Patanjali with Other Brands

Particulars	Frequency	%
Very Low	66	16.5
Low	152	38
Same	166	41.5
High	16	4
Total	400	100

- 16.5% respondents believe that price of Patanjali product is very low,
- 38% believes low
- 41.5% believes as same
- And remaining 4% respondents were believes that the price of patanjali product is higher than other brand products.

Table 7: Classification based on Information about Patanjali Provide Better Products than Non-Herbal Brand

Particulars	Frequency	%
Yes	240	60
No	160	40
Total	400	100

- From the above table no. 7, it is clear that 60% of respondents were think that the products of Patanjali are better than non-herbal brand
- And remaining 40% respondents were believe that products of Patanjali are not better than non herbal brand.

Table 8: Classification based on Information about Patanjali Provides Good Quality Products to their Customers

Particulars	Frequency	%
Yes	315	78.8
No	85	21.3
Total	400	100

- 78.8% respondents think that the Patanjali provides good quality products.
- 21.3% respondents believe that the Patanjali do not provides good quality products.

Table 9: Classification based on Benefits that Observed after Using Patanjali

Particulars	Frequency	%
Boost immunity system	72	18
Better life functioning	200	50
Boost energy	112	28
Stabilize blood sugar and dullness	16	4
Total	400	100

- 18% respondents believed that Patanjali boost immunity system.
- 50% of respondents were think that Patanjali products used for better life functioning.
- 28% think that it boosts energy.
- 4% of respondents think it stabilize blood sugar and dullness.

Conclusion

Natural, herbal and ayurvedic remedies are included in all type of Patanjali's stores. Mostly customers from the age between 25 to 35 by the products of Patanjali Ayurved Ltd with the income between 20,000 – 40,000. Maximum customers are aware about the products of Patanjali Ayurved Limited and they are aware about the products of Patanjali from the social media. Customers are buying the Patanjali's products because they are providing ayurvedic product at affordable price. As compared to other companies' product the price of Patanjali is same as other herbal company's product. Patanjali provides good quality products to their customers. Most of the customers are observed benefits after using the products of Patanjali Ayurved Limited.

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