

FMCG MARKET: THE PATANJALI AND OTHER GIANTS

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ABSTRACT

In India Ayurveda products are the standard holistic medical system. After centuries of experiments, studies and meditations natural scientists and early psychic developed this method. Basically word Ayurveda has been formed by "ayus" means life and "Veda" mean knowledge. So we are able to say that Ayurveda is near to know more about life. History of Ayurveda will be discovered way back to the expansion of civilization. The segment of Indian consumer will be isolated broadly into urban and rural markets. And also the buyer of Indian markets can tempted many marketers from across the globe. In Indian scenario, perceptions a few particular brand are important because Indian consumers depend upon the perception of their near and dear ones before actually buying or using the products. This Research paper explains out that how Patanjali the king of the FMCG Market in the short span of time and what was factors that make it popular and which is making the consumer attracting towards it and to shop for the Patanjali products. Likewise, Satisfaction may be a person's feeling or disappointment, resulting from comparison of a product that's perceived and actual performance in relevancy his or her expectations. During this paper, i've got tried to review Customer Perception in respect to products of Patanjali Ayurved Ltd, one amongst the fastest emerging brand in India and world over. The study also intends to look at product range, the customer's spending patterns, buying behaviour, factors affecting their purchase, post purchase behaviour of the customer in regard to Patanjali products and ultimately to analyse the satisfaction level of Patanjali Customers. As per the IIFL Institutional Equities report Patanjali is anticipated to make revenues of Rs.20,000 crore by twelve month 2020. Therefore the present study also deals how did Patanjali faced their competitors within the early stages and captured the market share.

Keywords: FMCG, Patanjali, Market Share, Satisfaction Level, Customer Behaviour, Choices.

Introduction

As per the view of world corporations India will one among the key markets from where future development is probably going to look. Increasing population and income are main reasons of development of consumer's market. The aim of the current study is to grasp how Patanjali became the sport changer in FMCG sector and therefore the Strategies utilized by Patanjali, and also about the brand perception of Patanjali within the minds of consumers. The fast paced trade goods (FMCG) sector is that the fourth largest sector in Indian economy. Food is that the leading segment accounting over 53% during this sector. Tending 20% and fabric care 10% come next in term of market share. Availability of key material, cheap labour and presence across the complete value chain gives India a competitive advantage. Customers are value maximizes. Perception could be a person's understanding or a viewpoint about things around him, which ultimately leads to positive or negative satisfaction. It's seen that Patanjali is ready to capture over 70% of the market generally. With an increased rate of around 150 percent Patanjali has reached to every kind of the market with the capturing of not only local and national but also the international market and has beaten badly the giants of FMCG sector. However the one major factor which has gone along with it there ethical conducts which is seriously appreciable. Their make of Ayurveda and technology with latest market Strategies has make it enabled to secure the trust of the public and loyalty form the customers. An oversized portion of the user is satisfied from Patanjali products. It should be thanks to reasonable price of the merchandise. It's going

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to ensue to ability of the merchandise to cure their pathological state. The satisfaction brings within the retention of customer. In the same way the Patanjali has also did a great work in making their consumers aware hence transparency has been maintained. This result in reaching the wide range of the market. The buying of Products of patanjali at wide level is undoubtedly their good quality and their creditability as well as reliability. The involvement of Spirituality in Patanjali Products has also played a very wide element in making them the great success.

Objective of Study

- To understand the brand preference on consumption of FMCG products.
- To understand the image of Patanjali's as a brand to consumers
- To understand the assorted kinds of Patanjali products preferred by select customers.
- To grasp the post purchase behaviour of users of Patanjali's products.
- To search out out the post purchase behaviour of the customer in regard to Patanjali product range.
- To analyse the satisfaction level of Patanjali Customers.
- To grasp the demand pattern of FMCG products in numerous categories; food & beverage, aid, household etc.
- To understand the satisfaction level of consumers of Patanjali's products.

Review of Literature

Shinde, D.T., and Gharat, S.J.(2017) examined a study on product positioning of patanjali products. The aim of above study was to seek out the varied prospects of patanjali products and also factors influencing these products. They concluded that patanjali has captured an enormous market share within a really short fundamental quantity but shortage of those products is that the major problem faced by consumers nowadays.

Ali, M.I., and Yadav, M.(2015) carried a study to grasp about consumer perception towards herbal products. The objectives of the above study were to grasp the explanations of using various herbal products. For the aim of above study researcher collected data from 60 consumers using herbal products in three cities of Bhopal. On the idea of their study they found that thanks to hazards created by chemical products people shift it to natural products. Also they concluded that each one consumers had a positive attitude towards herbal products and there was no side effect faced by these people.

RANI, S and Shukla, C.(2012) conducted a study to grasp the trends of patanjali products. For the aim of the above study they collected a sample of 90 consumers in pantnagar. On the premise of above study they concluded that within a brief period of your time patanjali products captured variety of consumers. Also they found that from 2008 to 2012 there's an enormous increment in number of products which is from 26 to 120.

Hawkins, Best, Coney and Moorkerjee (2007) in step with the study, it states that scientific discipline model have four major steps. It starts with exposure followed by attention, interpretation and retention. The primary three of those establish perception. They also states that everyone this takes place inside the mind or recording equipment of the consumers simultaneously, and it changes from person to person. Perception is extremely subjective and thus easily disorted. Moreover, perception is that the meaning that a private attributes to the incoming stimuli that gathered through the five senses that are taste, smell, touch, hearing and sight.

In their study **T.P. Hashim , M .Madhu and V.D.T(2009)** states that internal control ,prevention of adulteration and other harmful chemicals could be a challenge. It should be in minds that every one glitters don't seem to be gold similarly all herbal products don't seem to be safe.

Rational of Study

The government of India has also been supporting the agricultural population with higher minimum support prices (MSPs), loan waivers, and disbursements through the National Rural Employment Guarantee Act program. These measures have helped in reducing poverty in rural India and given a lift to rural purchasing power. Hence rural demand is about to rise with rising incomes and greater awareness of brands. The expansion of the market in the rural area for FMCG companies is quite very welcoming and perhaps that could expand near to fifty percent of the total FMCG Market. Although number of study for analysing the FMCG Sector with the reference of Patanjali has already been conducted within the past but this study enlightens more the Patanjali Branding, its impact and marketisation on the complete FMCG Market and its cauterization.

Research Methodology

The methodology is mostly a suggestion system for solving an issue, with specific components like phases, tasks, methods, techniques and tools. Research methodology is that the thanks to systematically solve the research problems. In simple word it describes the way the research has been administered. It includes overall research design, setting objectives, the format for data collection, the info collection method, the sample design, the assorted tools and techniques won't to present the information and last but not the smallest amount the analysis procedure.

Source of Data

The study is especially supported primary data. The Source of primary data is collected using questionnaire from various users of FMCG Products through interview schedules and Collection of information using questionnaire in variety of opinions. Questionnaires are widely used for data collection, especially in scientific discipline research. Questionnaire may be a pre-formulated written set of questions designed by the researcher to which participants' record their answers, and mentioned it as "an efficient data collection mechanism since it's known to researcher that what's required and the way to that will be measured".

Sampling Technique

While selecting the sample all general people were taken into consideration so as to constitute the entire population. The sample comprised of upper education, under-graduates, graduates and post graduates. A convenience sampling is employed to assemble response from 150 people that use who use the FMCG products.

Sampling Design

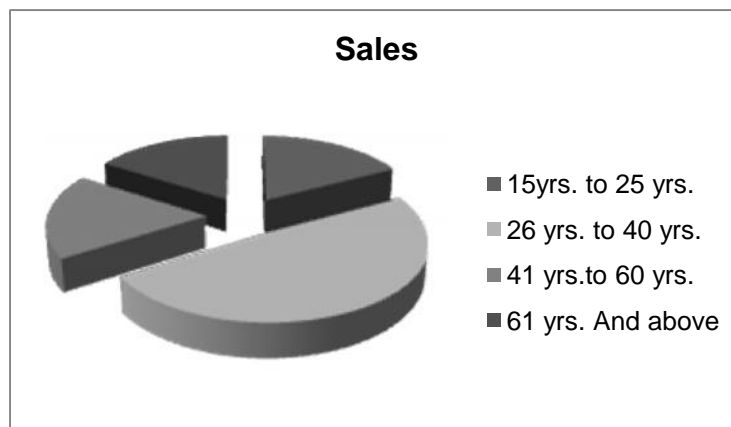
As discussed above the sampling method that was found appropriate for the present research is convenient sampling. For the opinion 150 respondents are chosen.

Results and Analysis

Customer's perception about any organization means what customer thinks about and expects from the organization and this perception of consumer both existing as well as potential impacts the add on of the new customers in the organization. This also helps in maintaining the good relations with existing customers. The customers perception and choice has been reflected through the below tables.

**Table 1: Showing Category of Respondents using FMCG Products
(Classification of Respondents)**

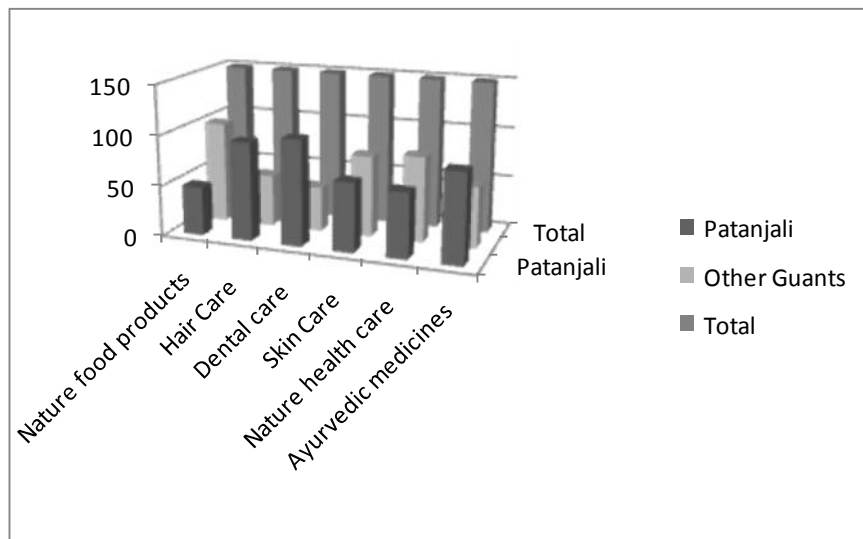
Age Groups	No of Respondents
15yrs. to 25 yrs.	26
26 yrs. to 40 yrs.	73
41 yrs.to 60 yrs.	27
61 yrs. And above	24
Total	150



As we can see in the table1 that for the purpose of our research we have included almost all age group persons in the sample so the result could be analysed in well mannered form.

Table 2: Preference of Consumer for use of FMCG Products of Patanjali and other Companies including Giants

Products Categories	No. of Respondents					
	Patanjali		Others Companies		Total	
Nature food products	49	33%	101	67%	150	100%
Hair Care	98	65%	52	35%	150	100%
Dental care	105	70%	45	30%	150	100%
Skin Care	69	46%	81	54%	150	100%
Nature health care	65	43%	85	57%	150	100%
Ayurvedic medicines	89	59%	61	41%	150	100%



As we can see in table two that almost in all category of the FMCG Products the percentage of Consumer for Favour of Patanjali Products is high except in case of Natural Food Products for which people still give preference to Other FMCG companies Like Dabur. In Skin Care and Natural Health Care the percentage of consumers are same almost and hence comparison is almost not exist. But if we look into Hair care and Dental Care, undoubtedly people has no choice to give preference to other and that perhaps the main reasons for making Patanjali the Number one brand.

Conclusion

Customer's perception a few brand is basically build up by the satisfaction he derives out of the utilization of the merchandise and also the price he procured it. During this research the researcher mostly got a positive opinion from the users of Patanjali's products, but few complaints of inferiority of packaging which Patanjali should take seriously. The distribution strategy it's adopted as discussed is incredibly successful and unique within the sense that it's adopted all possible channels to succeed in the customer viz. through its franchises, through different organized retail giants, through unorganized retailers, through it's own electronic computer, through online shopping sites. The Factors influencing the success and recognition of Patanjali products are Patanjali as swadeshi brand, quality of Patanjali product, having fewer complaints of customer and Baba Ramdev as face of patanjali. The strategy followed by Patanjali for entering into every segment of product as well entering into every corner of the country is quite impressive as well very unique. This is perhaps the first case of the world where a domestic company with such a short span of its establishment has beaten the large number of giants that's too very badly. From Patanjali not only Domestic companies like Dabur and Himalaya but also the international players like Johnson and Johnson, Hindustan uni-lever are also afraid in FMCG Sector. But the success isn't achieved during a day. it had been the years long effort of Baba Ramdev to create Indian people privy to the advantages of Yoga and consumption of herbal products. Finally Patanjali should recognize its weaknesses and work thereon seriously to remain within the marketplace for long.

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