

Peer Reviewed Referred and UGC Listed Journal
(Journal No. 40776)



ISSN 2277 - 5730 AN INTERNATIONAL
MULTIDISCIPLINARY QUARTERLY RESEARCH
JOURNAL

AJANTA



Volume-VIII, Issue-I
January - March - 2019
Part - II

IMPACT FACTOR / INDEXING
2018 - 5.5
www.sjifactor.com

Ajanta Prakashan

❧ CONTENTS OF PART - II ❧

S. No.	Title & Author	Page No.
1	Customers' Perception towards Patanjali Products: a Study With Reference to Ponda Taluka Mr. Darshan S. Gaonkar Ms. Kalpita Ramnath Naik	1-10
2	A Study of Consumer Buying Behaviour towards Home Appliances Ms. Lily Fathima Endro	11-19
3	A Study on Consumer Behaviour towards Cosmetic Products in Goa Mrs. Kshama Desai	20-26
4	A Study on Impact of Organizational Capabilities in the Successful Implementation of E-Commerce (An Empirical Study) Vittal Bhat Anushri Bhandari	27-33
5	Influences of Television Advertising on Children: A behavioural study Ms. Cajeta Luella Fernandes Ms. Riva Ritinha Paes	34-41
6	The Impact of Television Advertisement on Children's Food Habits and Behaviour: a Study of Quepem Taluka Mrs. Dhanashree R. Gauns Dessai Dr. Suraj M. Popker	42-51
7	Influence of Satisfaction with Branch Banking on the Intention to Adopt and Use Internet Banking Dr. Prisca I. Braganza	52-58
8	Effect of Television Advertisements on School Children Dr. Jojen Mathew	59-62
9	Satisfaction Level of Farmers towards Krishi Card: An Emirical Study in South Goa Ms. Sonali Sambhaji Bhosle Ms. Ashwini Velip	63-69
10	Consumer Protection Act and Medical Profession Ms. Shirley Sousa	70-76

1. Customers' Perception towards Patanjali Products: a Study With Reference to Ponda – Taluka

Mr. Darshan S. Gaonkar

Assistant Professor, Department of Commerce, Vidya Prabodhini College of Commerce, Education, Computer and Management, Parvari- Goa.

Ms. Kalpita Ramnath Naik

Assistant Professor, Department of Commerce, SSPES, Goa Multi-Faculty College, Dayanandnagar, Dharbandora-Goa.

Abstract

An Indian herbal market is flooded with numerous well-known and recognised herbal brands. In pursuit of healthy lifestyle consumer have more persuaded towards ayurvedic products, traditional life style, yoga, ayurvedic and natural therapies. The choice & use of particular brand by consumer over a period has affected by benefits offered by the brands. The Yoga guru Baba Ramdev and his naturally positioned Patanjali products have gained an immense importance in the market. There are different types of products offered by the Patanjali. The products focuses more about ayurvedic due to which it has gained more attention of the people. Consumer satisfaction derived when the consumer compares the actual performance of the product with the performance he or she has expected out of the usage of product.

The current research paper throws light on the customers' perceptions towards Patanjali products in Ponda Taluka, and the factors that influences customers to buy the Patanjali products. The respondents for the study were selected on random basis. The data collected has been analysed and interpreted by using mean and standard deviation. The study concludes that majority of respondents are purchasing the product due to its quality and its natural ingredients.

Keywords: Perception, Patanjali, Herbal

Introduction

The introduction of ayurvedic products has changed the customers' perception towards those products. Now-a-days people are more conscious about their health. This has led to increase in the number of ayurvedic products. Introduction of Patanjali has gain lot of attention of the consumers. The products are promoted widely throughout the country as Swadeshi products. The growth rate of Patanjali products shows an increasing trend in terms of sales and profitability. In short, span of time they have introduced many products in the market. They have introduced

various products such as health care, food, detergent, clothing etc. Perception of people around us has an impact on buying decision. In India, the perception about the products has a lot of influence on the buying decision of others. The company needs to position their products in the minds of people in order to increase the market share. There are various factors influencing the customer perception towards the product. These factors have helped the companies to increase their sales. Patanjali Company has grown over a period.

Concept of Perception

Perception is the process by which an individual interprets various stimuli received and forms a picture of the world.

Literature Review

In the study of "*Customer Perception towards Brand: A Study on Patanjali*" by Khanna Rupali (2015), she highlighted that consumers' perception towards a brand depends on the satisfaction of products after using the product by the customers. It was found that majority of the users are satisfied from Patanjali products which will help them in customer retention.

In the study of "*Consumer perception analysis and Market awareness towards eco-friendly FMCG products*" by Nagaraju and Thejaswini (2015), he analyses the fact that the customers give more preference to eco-friendly FMCG products as they are very health and environment cautious. Patanjali has rightly marketed its products in the same category.

According to S Anupriya in his study "*A study on consumer's preference and perception towards Patanjali product*" states that the customers are aware about all the products from the advertisements and they are satisfied with quality and price of the products. The findings show that there are various factors influencing the buying preferences of the consumers.

According to Munmun Ghosh and Ruchi Jaggi in their study titled "*Consumer Perception of Patanjali Products: An Analytical Study*" concludes that effective communication strategy, affordability, better quality has emerged as the key factor that has influenced the perception of Patanjali products and created a positive brand image for the same.

Raghavendran V and Frank Reema (2015) in their study made a great awareness amongst the consumers on healthy life which emphasises medical tourism for the purpose of ayurvedic and yogic treatments. This gives a significance boost to the Patanjali products.

According to Singh Surinder (2015) in his study "*Consumer perception towards the FMCG in rural market*" tells about the rural customers are mainly influenced by media, print advertisement and word of mouth. It plays a significant role in the buying decision of the customer in the rural areas.

According to *Sharma Chaitra* (2015) in his study "*Consumer Perception towards online Grocery stores*". It is analysed that customer buy grocery through online as it saves the time and money. The customer buys goods in online based on offer, discounts, product availability, free home delivery and cash on delivery facility.

Objectives of the Study

1. To study customers perception towards Patanjali products
2. To ascertain the various factors that influences customers to buy the Patanjali products.

Significance of the Study

Perceptions are being formed by the individual all the time and being stored for future references. Perceptions about a particular brand are important because customers rely on the perception of their near and dear ones before actually buying or using the product. Perceptions so formed will come into play when the individual has to take any consumption decisions. Therefore, perceptions about a product or service that are formed in the mind of the consumer are vital factors for the success of the product or services in the market and also affects our decision to buy or not to buy the product

Research Methodology

This study is based upon primary and secondary source of data.

Primary source: Here the data is collected through questionnaires. A sample size of 50 users of Patanjali Products within Ponda – Taluka, were determined on a random basis, in Ponda Taluka. The questionnaire designed to build up to know the use of Patanjali products, the reason for their buying such products and their post buying satisfaction level from that product.

Secondary sources: The required information about 'Patanjali' brands has also been collected through web source, Journals, articles, research reports.

The collected data was analyzed by using SPSS software. Mean and standard deviation were calculated by using the data. The collected data was given numerical coding in order to make analyses its interpretations.

Limitations of the Study

- This study is entirely based upon the research conducted in Ponda Taluka. Hence it may not be applicable to other parts of Goa.
- Due to time constraint, the study was conducted only to one Taluka of Goa with a limited 50 respondents.

About Patanjali Ayurved Limited

Patanjali Ayurved Limited was established in 2006 by yoga guru Ramdev and his partner Sri Acharya Balkrishnaji with a thought of rural and urban development. The company is not merely an organization but a thought of creating a healthy society through Yog and Ayurveda. In June 2007, it was converted into a Public Ltd. Company. It is registered under the Companies Act, 1956 and has its registered office in Bijwasan, New Delhi and 3 other offices in Haridwar. The company was started with the vision of uplifting the life of Indian farmers by locally sourcing the raw materials from them and making their lives better while at the same time provide an opportunity to the Indian masses to move towards healthy lifestyle by promoting Ayurveda and herbal products.

Baba Ramdev started off as a yoga trainer who featured in televised programs in Aastha and Sanskaar channels and made Indians realize that they have forgotten Indian tradition and art forms- one of them being yoga. He got wide acceptance and word of mouth publicity helped him reach to a wider audience. He projected Yoga as a panacea to all the health problems. In its first year of operations, 2008, Patanjali generated a revenue of over 60 crores. Almost 10 years later, the home-grown venture has grown to be a 5000 crores company and is posing a threat to the well established companies in the FMCG domain.

Patanjali value their consumers and they believe by providing quality products, quality life can be created. Thus, it try to take every measure to ensure quality like the Unique ID system to stop fake products. Patanjali recognize farmers as their main assets. They provide herbal and organic products on contract farming. The company takes various initiatives for farmers to raise their income and provide surety towards sale of their produce. Farmers are provided with all sorts of technical-aid and necessary information about efficient farming. In the manufacturing units process consumables like food items, medicines etc. These are made available to consumers through a wide network of Authorized Patanjali Stores and retails shops. The efforts in the sectors of social welfare, health, philosophy and spirituality are considered as values of company. It consider 'guru satta' and 'bhagwatsatta' above everything else. It is also believed that optimum utilization of capabilities for the betterment of the society. Its functionality, values and concepts make us a distinguished organization.

The increasing processing units, retail outlets across the nation and the flourishing sale-profit figures illustrate the glorious journey so far. The consistency in growth and expansion is due to the ever-increasing trust. Patanjali is a leading name in the sector, which aims to grow and expand to enhance the concept of wellness of individuals and the society

The Patanjali Ayurveda Limited produces about 700 different types of products. It has products categories namely, Natural Health Care, Natural Food Products, Ayurvedic Medicine, Herbal Home Care, Natural Personal Care etc.It is sold in the tagline ‘ Prakritikaaashirwaad’ . Some of the Popular Patanjali products are Patanjali Dant Kanti, Patanjali Kesh Kanti, Patanjali Chyawanprash, Patanjali Honey, Patanjali Ghee etc.

The Patanjali competitors are Dabur India, Procter and Gamble, HUL (Hindustan Unilever Limited) Himalaya Herbal Healthcare etc.Patanjali Ayurved Ltd has achieved a tremendous presence around the globe and throughout India in a very minor since its inception in 2006. With a growth rate of 130%, the Patanjali Group is planning to make a foray into major global markets. As the group is already present in markets like the US, Canada, the UK, Russia, Dubai and some European countries, it is willing to spread its wings wider and farther. It has more than 47000 Retail Counters, 3500 Distributors, 18 Multiple Warehouses, 6 Proposed Factories Baba Ramdev established the Patanjali Ayurved Limited in 2006 with the objective of establishing science of Ayurveda in accordance and coordination with the latest technology and ancient wisdom.

Vision of Patanjali Ayurved Private Limited: Keeping Nationalism, Ayurved and yog as our pillars, we are committed to create a healthier society and country. To raise the pride and glory of the world, we are geared up to serve people by bringing the blessings of nature into their lives. With sheer dedication, scientific approach, astute planning and realism, we are poised to write a new success story for the world.

Mission of Ayurved Private Limited: Making India an ideal place for the growth and development of Ayurveda and a prototype for the rest of the world.

Data Analysis and Intrepretations

Demographic Profile

Age		Educational Qualification		Occupation		Marital Status	
Below 20 years	8	S.S.C.	2	Student	15	Married	16
21-30 Years	24	H.S.S.C.	8	Service	17	Unmarried	34
31-40 Years	12	Graduate	13	Self-Employed	11		
40 Years and above	6	Post-Graduate	24	Unemployed	6		
		Others	3	Others	1		
Total	50	Total	50	Total	50	Total	50

		Age	Education Qualification	Occupation	Marital Status
N	Valid	50	50	50	50
	Missing	0	0	0	0
Mean		2.32	4.14	2.34	1.68

The demographic profile of the respondents' states that majority of the respondents are in the age category of 21 years to 30 years. The score for educational qualification shows 4.14 i.e. most of them have completed Post-Graduation. The respondents interviewed are from working category.

Source of information about Patanjali products

Response	Frequency
Advertisement	35
Family	6
Friend	8
Other	1
Total	50

N	Valid	50
	Missing	0
Mean		1.50

The mean score of 1.50 shows that most of the respondents have come to know about the product from the advertisements. Some of them have come to know about the products from family, friends and relative.

Reasons for purchasing of Patanjali products

Response	Frequency
Quality	36
Affordability	2
Brand Name	5
Natural	2
Other	5
Total	50

N	Valid	50
	Missing	0
Mean		1.76

Based on the score, quality of Patanjali products is one of the reason for purchasing it. Other reasons for purchasing the products is affordability, brand name and Swadeshi products.

Frequency of purchasing the Patanjali Products

Response	Frequency
Daily	5
Weekly	12
Monthly	29
Yearly	4
Total	50

N	Valid	50
	Missing	0
Mean		2.64

The mean score of 2.64 reveals that majority of respondents are purchasing the products on monthly basis. This shows that most of the respondents are purchasing the products on regular basis.

Type of products Purchased

Response	Frequency
Health Care Products	35
Skin Care Products	7
Detergent	7
Other	1
Total	50

N	Valid	50
	Missing	0
Mean		1.48

The above analysis highlights that the health care products are purchased by most of people. Along with it, they are also purchasing the products of the Patanjali. It can be said that there is also more demand for their health care as well as food products.

Place of Purchase

Response	Frequency
Online Shopping	5
Patanjali shop	26
Super Market	18
Grocery store	1

Total	50
-------	----

	Valid	50
	Missing	0
Mean		2.30

Patanjali distribution shop is one of the major place from where the products are purchased by the respondents. It is also observed that the Patanjali products are available at Super markets and grocery store also. This shows that there is more demand for the products.

Patanjali products are of good quality

Response	Frequency
Strongly Agree	15
Agree	19
Neutral	14
Disagree	1
Strongly Disagree	1
Total	50

N	Valid	50
	Missing	0
Mean		2.04
Std. Deviation		.832

The score of 2.04 highlights that most of respondents agrees that the products offered by Patanjali products are of good quality. The standard deviation of 0.8 reveals that very few of them said that the Patanjali products are of not a good quality.

The price of the Patanjali products are reasonable

Response	Frequency
Strongly Agree	12
Agree	23
Neutral	13
Disagree	1
Strongly Disagree	1
Total	50

N	Valid	50
	Missing	0

Mean	2.10
Std. Deviation	.814

The mean value depicts that the respondents agree to the statement that price charged by the Patanjali on its products are reasonable.

Patanjali products has natural ingredients

Response	Frequency
Strongly Agree	9
Agree	22
Neutral	17
Disagree	1
Strongly Disagree	1
Total	50

N	Valid	50
	Missing	0
Mean		2.24
Std. Deviation		.797

The value of standard deviation (0.797) show that most of the respondents have agreed that Patanjali products has natural ingredients. This is one of the reasons for increase in demand for the Patanjali products.

Patanjali products have given tough competition to other companies

Response	Frequency
Strongly Agree	18
Agree	23
Neutral	8
Disagree	1
Strongly Disagree	NIL
Total	50

N	Valid	50
	Missing	0
Mean		1.84
Std. Deviation		.766

It is evident from the above analysis that Patanjali has given a tough competition to other companies manufacturing similar products.

Observations

From the present study the researchers has observed that, the attributes such as better quality of products, affordable price, natural ingredients, easy availability, wide range of Patanjali products, brand image on the creditability of Baba Ramdev, Consumer awareness of Patanjali Products, Swadeshi concept has played a very vital role in the success of Patanjali Ayurved Limited.

Conclusion

Patanjali is fastest growing FMCG Company in India. It was established with the objective of establishing the science of Ayurveda in accordance and coordination with the latest technology and ancient wisdom. The study reveals that majority of the respondents are in the age category of 21 years to 30 years. It shows that most of them purchase the products from the Patanjali shop and super markets. They are purchasing the product because of the quality of the products and its brand name. The study indicates that the price charged by the Patanjali on its products is reasonable. They agreed that Patanjali has natural ingredients in its products. The study reveals that the Patanjali products have given tough competition to the companies manufacturing similar kind of products.

References

1. www.patanjaliayurved.org,
2. www.patanjaliayurved.net
3. "Patanjali CEO Acharya Balkrishna number -8084993236 Among India's Richest: ChaMagazine". NDTV. NDTV. 18 September 2016. Retrieved 10 January 2017.
4. https://www.business-standard.com/article/economypolicy/government-plans-uplift-for-herbal-medicines114090100023_1.html
5. Anupriya, S. (2017). A study on consumer's preference and perception towards Patanjali product. *International Journal of Multidisciplinary Research and Development* , 204-209.
6. Frank, R. (2018). CONSUMER PURCHASE BEHAVIOR TOWARDS PATANJALI BRAND IN MANGALORE. *Sayhadri Journal of Management* .
7. RUCHI JAGGI, M. G. (2017). Customer preferences towards Patanjali products: A study on consumers with reference to Mumbai Suburban district. *IJARIE*