

A Study on The Consumer's Perception Towards the Brand 'Patanjali', With Special Reference to Pandalam

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ABSTRACT : The ever changing marketing scenario and heightened competition over the world amplified the role of brand at unparalleled level. Every person is a consumer of different brands at the same time. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand especially when it comes to brand of eatables and cosmetics. Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage. Philip Kotler(2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance(outcome) in relation to his or her expectations. If the perceived benefits turned out to be almost same as expected, customer is highly satisfied and that is how the company achieves loyalty of the customer towards the products. This study is aimed to find the consumers perception on the brand Patanjali.

Keywords: patanjali product, consumer's preference, brand image, perception

I. INTRODUCTION

Indian market is known for ayurvedic and herbal products. Some of the companies offering such products like Vicco, Himalaya, Patanjali, Dabur, etc. The product line of Patanjali offers many ayurvedic and herbal items which is used by large number of people around the world. Patanjali, found by yoga guru Baba Ramdev, began as a small pharmacy in Haridwar in 1997 and currently manufacturers over thousand different products in many categories that include healthcare, medicines, nutrition, supplements, groceries, personal care, home care, books and media. Patanjali started to produce many ayurvedic products in large quantities which enabled them to enter into FMCG market. The head office of Patanjali is located in Haridwar. They have opened their own outlets in different parts of the country to sell their products. They have made a tie up with 'Future Group' to sell their products. They are also using postal and online sales strategies to market their products. The growth of Patanjali business is somewhat same as the new generation business groups. . In Indian scenario, perceptions and preferences about a particular brand are important because Indian customers rely on the perception and preferences of their near and dear ones before buying a product from market.

This study is to find out the consumer's perception towards the brand 'PATANJALI, with special reference to Pandalam. In Indian scenario, perceptions and preferences about a particular brand are important because Indian customers rely on the perception and preferences of their near and dear ones before buying a product from market. Consumer perception is what your consumers and potential customers think of your organization. This perception directly impacts the attraction of new customers and the capacity to maintain good relationships with current

customers. Some factors that influence individual's perceptions include:

- **Advertising** – The campaigns your company runs offer implied perceptions about your products. What you say about your brand/company and the messages you deliver help others form opinions.
- **Influencers** – The people that surround an individual have a massive impact on their decisions. Whether they be in person or via social media, human nature is such that individuals listen to the opinions and thoughts of those around them.
- **Personal experience** – This is the biggest of all factors that weigh in to customer perception. If someone has experienced firsthand the quality of a product or service or the responsiveness and usefulness of a customer service channel, it will positively or negatively impact their perception.

It is very important for a company or brand to maintain a positive consumer perception. This study is relevant as it is aimed at knowing the consumers perception towards the brand 'Patanjali' which is gaining a lot of attention in the market.

II. STATEMENT OF THE PROBLEM

Consumers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Consumers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more consumers. Satisfaction of consumers and finding out what consumers actually want and prefer is one

of the prime activities of all successful companies. That will enhance their customer experience and accelerate growth of the market. Patanjali is a company that is successful in market since past few years. It has been gaining its market share than before. Hence this research aims to explore the consumer's perception towards selected Patanjali with special reference to Pandalam.

III. RESEARCH METHODOLOGY

The following methodologies are used in the study:

Study Area : The study on consumer's perception towards Patanjali products is conducted in the area of Pandalam.

Sampling Technique : The researchers have used a convenience sampling method for the present study.

Sample Size : The sample size of the study is 60.

Source of Data : The data for the study was drawn from primary and secondary sources. The study was mainly based on primary data. A structured questionnaire and interview schedule was used for data collection. The secondary data sources include journals, websites, etc.

Tools for Analysis : Analysis has been done using percentage analysis, charts and tables.

Scope of the study

Baba Ramdev was known as a yoga guru and introduced ayurvedic products in the market with a brand name called Patanjali. Within a short period, Patanjali introduced FMCG in the market to attain huge profits. Previously, Patanjali products were popular only in North India but at present it had captured the markets of all parts of India. It is highly difficult for a company to survive this long and enjoy such a market position. Unless consumers are provided with the best product, they wouldn't keep a brand enjoy such a position in the market. Hence, this study has made an attempt to identify the consumer's perception towards Patanjali products.

Objectives of the study

To know the consumer's awareness regarding the products offered by Patanjali.

To know the brand loyalty among Patanjali consumers.

To know the factors that affect the consumers of Patanjali.

To know the satisfaction level of consumers.

Limitations of the study

The time period of the study was limited.

The coverage of this study is limited to Pandalam.

Busy schedule of respondents makes the collection of information a difficult one.

Since the data is collected by convenience sampling method, it does not disclose the character of entire customers.

IV. LITERATURE REVIEW

Keller came up with the concept "customer-based brand equity (CBBE)" in 1993, which refers to the various reactions to the branding campaign from consumers who have knowledge of the brand in varying degrees. In other words, brand image and brand awareness are the basis and sources of brand equity. According to Keller (1993), positive brand image could be established by connecting the unique and strong brand association with consumers.

According to Kahle and Kim in the present day's growing competitive market place, consumers have to make their choice between a variety of product or brands in the market that differ very small in its price or function. They argue that in such situations, their final decision depends on the image they relate with dissimilar brands. Additionally the authors express that the brand image has increased reputation as the feelings and images associated with brand and a wellknown and accepted brand image is one of the most important assets a firm possesses (Kahle and Kim, 2006).

According to Gabbott and Hogg(1998) brand attitudes are defined as "consumers' overall evaluations of a brand" also they incorporate summary evaluations of information which represent how consumers feel in a long run, lying in a continuum from positive to negative. Keller (1993) also indicates that brand images are closely related to how favorably the brand is evaluated. According to Keller the higher the brand approach, the higher the brand image is and he points out that a positive overall brand attitude can be arranged if consumers believe that the brand has attributes that can satisfy their wants and as well as their needs.

According to Aaker, brand awareness is one of major determinants of brand equity and he stated that it can be referred to as the degree of consumer's familiarity with a brand. According to Keller conceptualized Brand awareness as comprising of brand recall and brand awareness. Keller also stated that the Brand awareness relates to consumers' capacity to verify previous exposure to the brand when given the brand as a cue. In addition he indicates that the recall relates to consumers' capability to recover brand when given the product category and the needs fulfilled by the category, or some other type of search as a indication (Aaker, 2000 and Keller, 2008).

V. ANALYSIS AND INTERPRETATION

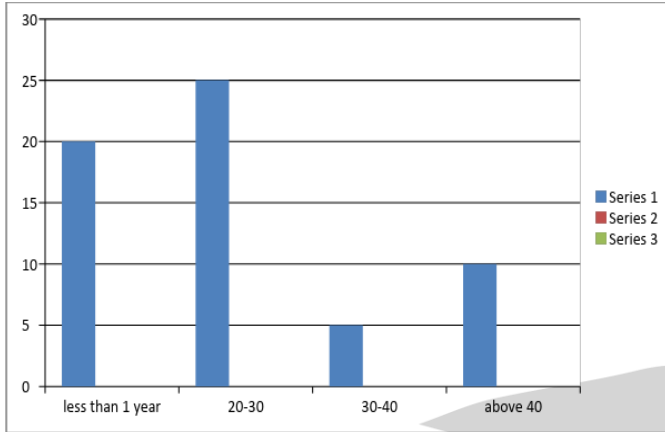
Table3.1 Table showing age-wise classification

AGE	NO.RESPONDENTS	PERCENTAGE
Less than 20	20	33.3%
20-30	25	41.67%
30-40	5	8.33%
Above 40	10	16.67%
Total	60	100

INFERENCE:

33.33% respondents were less than the age 20 years. 41.66% respondents were of the age group 20-30. 8.33% responded that their age is between 30 and 40 years. 16.66% respondents were above 40 years of age.

Figure 3.1 Figure showing age of respondents.



Source: Primary data

Table 3.2 Table showing income group of the respondents

INCOME RANGE	NO.RESPONDENTS	PERCENTAGE
5000-10000	42	70%
10000-15000	18	30%
Total	60	100

INFERENCE:

70% respondents have income between 5000 and 10000 rupees and 30% of respondents are between 10000-15000. Most of the respondents say that they have income between 5000 and 10000 rupees.

Figure 3.2 Figure showing income of respondents

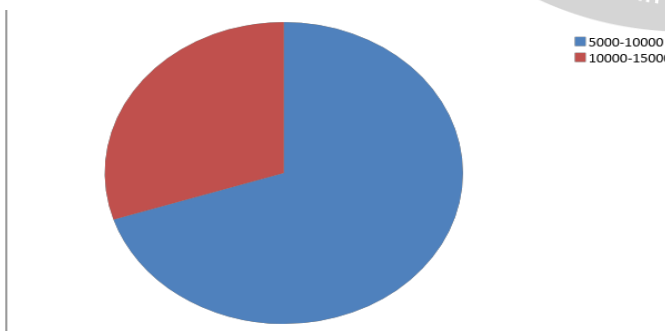


Table 3.3 Table showing consumption period from customers

PERIOD	NO.RESPONDENTS	PERCENTAGE
Less than 1 year	32	53.33%
1-3 years	24	40%
More than 3 years	4	6.67%
Total	60	100

INFERENCE: 53.33% of respondents are using the pathanjali products for less than one year. 40% respondents are using pathanjali products between 1-3 years. 6.66% respondents are using pathanjali products for more than 3 year. Most of the respondents are using pathanjali products for less than 1 year and the least from more than 3 years.

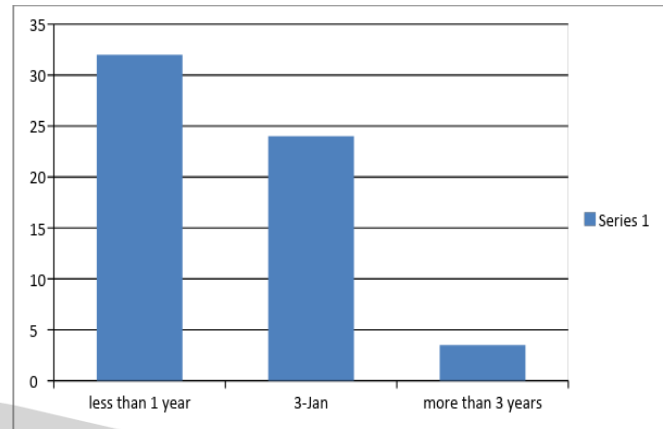


Figure 3.3 Figure showing consumption period from the customers

Table 3.4 Table showing awareness of different categories of Pathanjali products

ITEMS	NO OF RESPONDENTS WHO ARE AWARE	PERCENTAGE
Food products	55	92%
Health drinks	43	71.67%
Personal care	33	55%
Medicines	11	18.33%
Home care	23	38%
Publications	0	0%

INFERENCE:

92% respondents said that they are aware of pathanjali's food products. 72% respondents know healthy drinks. 55% respondents said that they know personal care. 18.33% respondents said that they know medicines. 38% respondents said they know homecare and no one knows about publications. Most respondents are aware about food products. Least respondents are aware about publications.

Figure 3.4 Figure showing awareness of different categories of pathanjali products

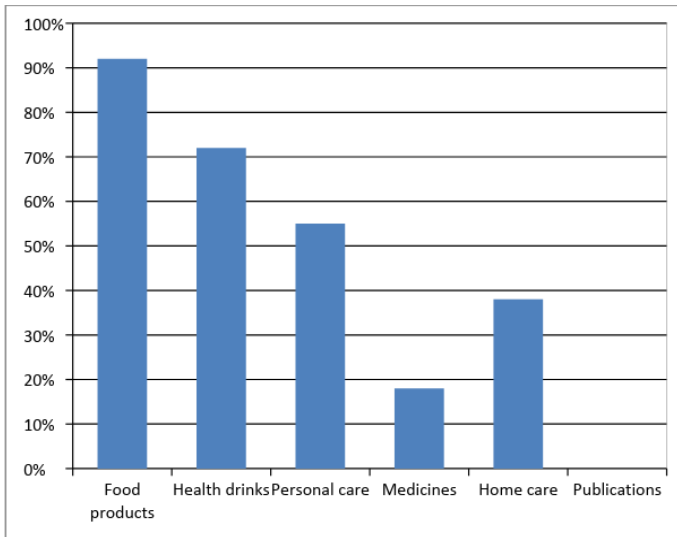


Table 3.5 Table showing respondent’s awareness regarding welfare activities done by Patanjali

OPINION	NO OF RESPONDENTS	PERCENTAGE
YES	23	38%
NO	37	61.67%
TOTAL	60	100

INFERENCE:

38 % respondents said that they are aware of the social activities undertaken by Patanjali whereas 62% said that they are unaware of them.

Figure 3.5 Figure showing welfare activities done by pathanjali

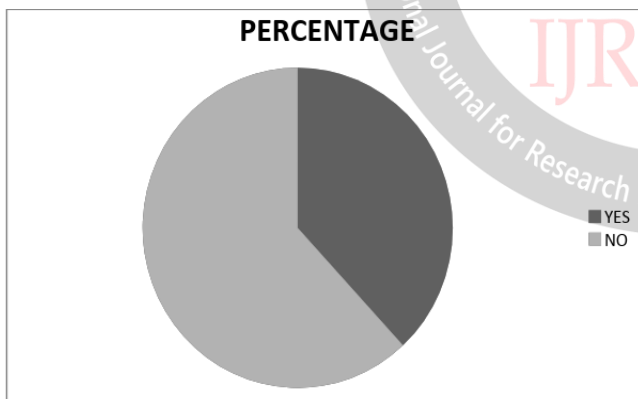


Table 3.6 Table showing respondents use of Patanjali as an ayurvedic product

OPINION	NO .RESPONDENTS	PERCENTAGE
Yes	46	76.67%
No	8	13.33%
No response	6	10%
Total	60	100

INFERENCE:76% respondents said that they use pathanjali as it is an ayurvedic products. 13.33% said they are not using for the reason and 10% dint give any response.

Figure 3.6 Figure showing respondents use of Patanjali as an ayurvedic product

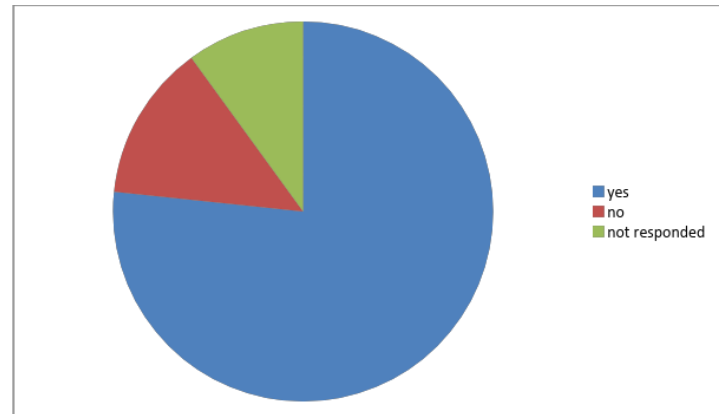


Table 3.7 Table showing the product category which purchases regularly

ITEMS	NO.RESPONDENTS	PERCENTAGE
Food products	50	83.33333
Health drinks	33	55
Personal care	27	45
medicines	6	10
Home care	20	33.33333
publications	0	0

INFERENCE: 83% respondents said that they use of pathanjali’s food products regularly.55% respondents use healthy drinks regularly. 45% respondents said that they use personal care. 10% respondents said that they use medicines. 33.33% respondents said they know homecare and no one use publications. Most respondents use about food regularly.

Figure 3.7 Figure showing the product category which purchases regularly

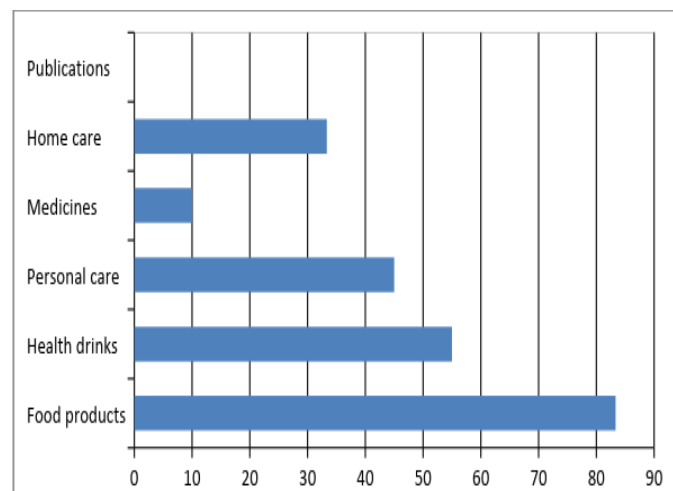


Table 3.8 Table showing advertisement effect

ITEMS	NO.RESPONDENTS	PERCENTAGE
High impact	35	58.33%
moderate	20	33.33%
No impact	5	8.33%
Total	60	100

INFERENCE:

58.33% of the respondents stated that the advertisement of patanjali is having high impact on their purchase decision where 33.33% mentioned there is moderate impact and 8.33% said there is no impact.

Figure 3.8 Figure showing advertisement effect

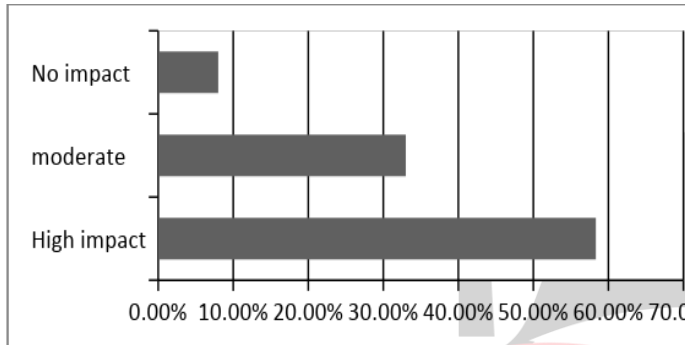


Table 3.9 Table showing effective form of advertisement

ITEMS	NO.RESPONDENTS	PERCENTAGE
PRINT	17	28.33%
TELEVISION	36	60%
INTERNET	7	11.66%
TOTAL	60	100

INFERENCE:

28.33 % of the respondents said that they feel print media advertisement is most effective form of advertisement of Patanjali. 60% responded television advertisement is the most effective where as 11.66% said internet as the most effective form.

Figure 3.9 Figure showing effective form of advertisement

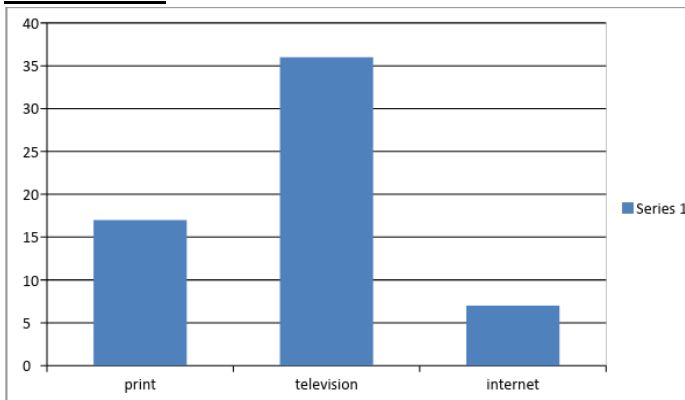


Table 3.10 Table showing the respondents reaction when a product of Patanjali is unavailable

REACTION	NO.RESPONDENTS	PERCENTAGE
Order and wait	22	36.67%
I would purchase online	12	20.00%
Try others	26	43.33%
Total	60	100

INFERENCE:

36.67% of the respondents stated that in the absence of availability of Patanjali product, they would give order and wait until the product is received. 20% of the respondents said that they would purchase from online. 43.33% of respondents said that they would try other brands.

Figure 3.10 Figure showing respondents when there is no product



Figure 3.11 Table showing influence of family in purchase decision

Influence	NO.RESPONDENTS	PERCENTAGE
Always	16	27%
Some times	30	50%
Never	14	23.00%

INFERENCE:

27% of respondents said that they are always influenced by family to buy Patanjali products. And 50% of the respondents said they are influenced sometimes by family and 23% of the respondents said family is not influencing them in purchasing Patanjali products.

Figure 3.11 Figure showing influence of family in purchase decision

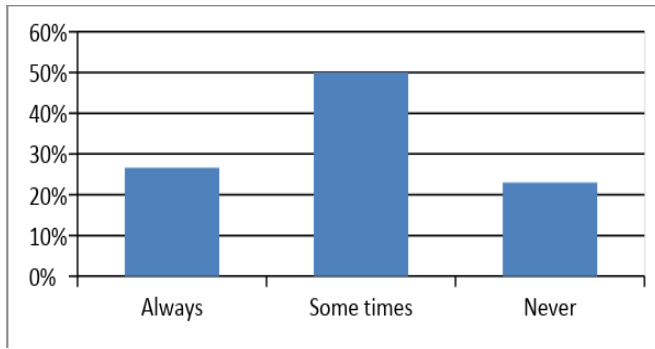


Table 3.12 Table showing the problems faced by products of patanjali

IEMS	NO.RESPONDENTS	PERCENTAGE
Many time	6	10%
Few time	20	33.33%
never	34	56.66%

INFERENCE

56% of respondents never experienced any problem while using the products.33.33% of respondents were experienced problems while using the product. Only 10% of respondents experienced problem at many time.

Figure 3.12 Figure showing the problems faced by products of patanjali

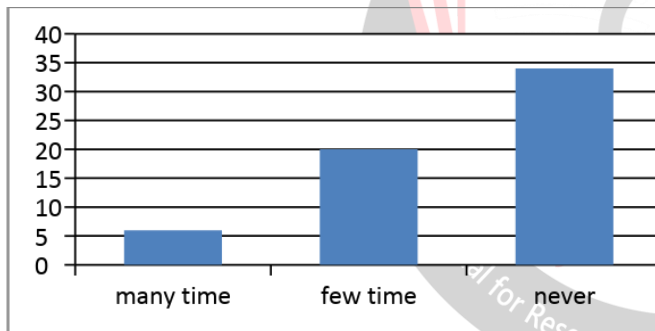


Table 3.13 Table showing if complaints were made by respondents

OPINION	NO.RESPONDENTS	PERCENTAGE
yes	18	30%
no	42	70%

INFERENCE:

70% of the respondents never made any complaint against the products of patanjali.

And the balance 30% made complaint against the product they used.

Figure 3.13 Figure showing complaints made

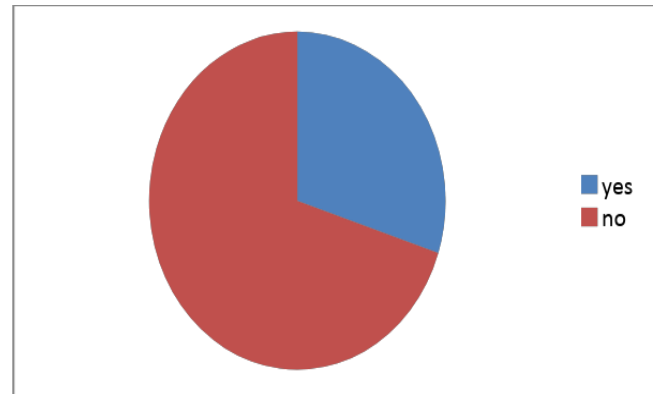


Table 3.14 Table showing redressal of complaints

ITEMS	NO.RESPONDENTS	PERCENTAGE
Always	8	13.33%
few times	14	23.33%
never	38	63.33%

INFERENCE:

63.33% of people never redressed any complaints by patanjali.23.33% were redressed with few times and complaints of 13.33% respondents were always redressed .

Figure 3.14 Figure showing timely redressal of complaints

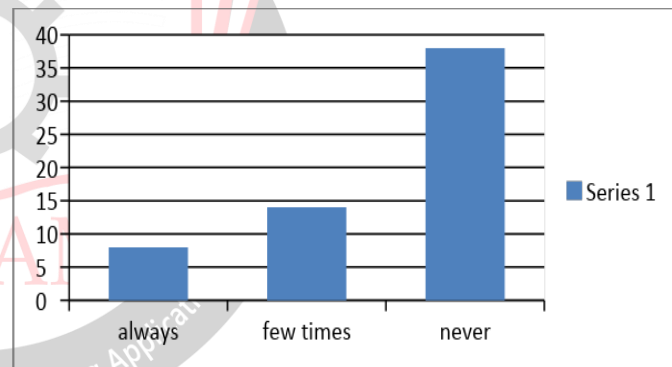


Table 3.15 Table showing the view of respondents to the question if Patanjali enjoys better position in comparison to competitors

ITEMS	NO.RESPONDENTS	PERCENTAGE
Strongly agree	34	56.66%
Agree	12	20%
Neutral	10	16.66%
Disagree	4	6.66%
Strongly disagree	0	

INFERENCE:

56.66% of respondents strongly agrees with the concept patanjali have a better position in comparison with competitors.20% were agrees that statement.16.66% were neutral and 6.66% were disagreed .No one strongly disagreed.

Figure 3.15 Figure showing position comparison between competitors

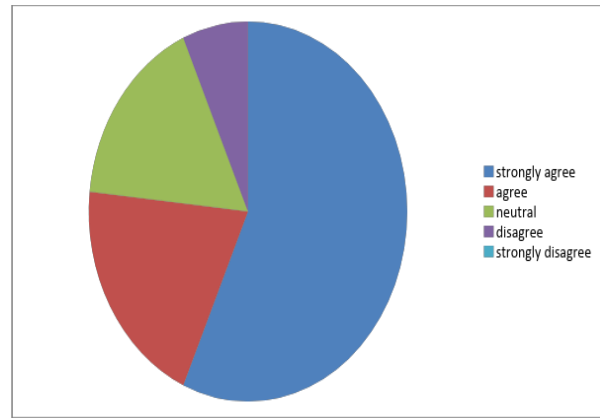


Table 3.16(1) Table showing the ranking of factors that influenced them to buy the product

Factors	Ranking							
	1	2	3	4	5	6	7	8
Quality	15	13	10	9	7	4	2	---
Affordability	5	7	7	12	9	11	6	3
Variety	12	13	14	13	7	1		
Brand name	13	15	13	8	7	4		
Availability	7	3	5	1	4	13	17	10
Advertisements	3	4	5	6	6	8	13	15
Aroma		2	3	10	17	3	7	18
Location of stores	5	3	3	1	3	16	15	14

Table 3.16(2) Computation of ranks on the basis of rank score

Factors	Rank Score								Index	Rank
	8	7	6	5	4	3	2	1		
Quality	120	91	60	45	28	12	4	--	360	2
Affordability	40	49	42	60	36	33	12	3	275	3
Variety	96	91	84	65	28	3	--	--	367	1
Brand name	104	105	78	40	28	12	--	--	367	1
Availability	56	21	30	5	16	39	34	10	211	4
Advertisements	24	28	30	30	24	24	26	15	201	5
Aroma	--	14	18	50	68	9	14	18	191	6
Location of stores	40	21	18	5	12	48	30	14	188	7

INFERENCE

From the table it can be analysed that Variety of Products and Brand name are two factors that primarily influenced the consumers. Secondly quality is the factor which respondents ranked. Thirdly affordability, fourthly availability of products , fifth rank is for advertisements , sixth factor is aroma and seventh rank is location of stores.

Table 3.17(1) Table showing the satisfaction level of the respondents with respect to various aspects of Patanjali

Factors	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Quality	32	15	3	6	4
Availability	28	18	6		8
Affordability	13	21	13	6	7
Advertisement	10	34	7	3	6
Variety	39	21			
Aroma	23	22	6	6	3
Brand Value	27	15	12	6	
Location of Stores	21	27	9	3	

Table 3.17(2) Computation

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	TOTAL	AVG
Factors	5	4	3	2	1		
Quality	160	60	9	12	4	245	4.08
Availability	140	72	18		8	238	3.96
Affordability	65	84	39	12	7	207	3.4
Advertisement	50	136	21	6	6	219	3.65
Variety	195	84				279	4.65
Aroma	115	88	18	12	3	236	3.9
Brand Value	135	60	36	12		243	4.05
Location of Stores	105	108	27	6		246	4.1

a) Satisfaction level of the quality of Patanjali products: 32 out of 60 respondents are highly satisfied with the quality. The computed value as per Likert Scaling is 245 and the score on 5 point scale is 4.08. Hence we can conclude that the respondents are satisfied with the quality of Patanjali.

b) Satisfaction on the availability of Patanjali products: 32 out of 60 respondents are highly satisfied with the availability. The computed value as per Likert Scaling is 238 and the score on 5 point scale is 3.96. Hence we can conclude that the respondents are satisfied with the quality of Patanjali

c) Affordability of the products of Patanjali : we can see only 13 respondents out of 60 said they are highly satisfied in the affordability. But 21 respondents stated that they are satisfied on this aspect. So it gives a point of 207 and a score of 3.4 on 5 point scale, which concludes that respondents are satisfied on an overall level on the affordability of Patanjali.

d) Advertisement : 10 respondents are highly satisfied and 34 respondents are satisfied with the advertisement of Patanjali. It gives a point of 219 and 3.65 on a five point Likert Scale which indicated the respondents are satisfied by the advertisement of Patanjali.

e) Variety: 39 respondents are highly satisfied with the variety of products Patanjali offers and rest are satisfied and none is dissatisfied in this aspect. It gives a total point of 279 and score of 4.65 on five point scale which concludes that respondents are highly satisfied in the variety of products of Patanjali.

f) Brand value : 27 out of 60 respondents are highly satisfied with the brand value. The computed value as per Likert Scaling is 243 and the score on 5 point scale is 4.05. Hence we can conclude that the respondents are satisfied with the brand name of Patanjali.

g) Location of stores: 21 out of 60 respondents are highly satisfied with the location of stores. The computed value as per Likert Scaling is 246 and the score on 5 point scale is 4.1. Hence we can conclude that the respondents are satisfied with the location of Patanjali stores.

VI. MAJOR FINDINGS OF THE STUDY

- Majority of the respondents are of the age group of 20-30 years
- Most of the respondents say that they have income between 5000 and 10000 rupees.
- Most of the respondents are using pathanjali products for less than 1 year and the least from more than 3 years.
- Most of the respondents are aware about food products of Patanjali . None of the respondents were aware about publications.
- Majority of the respondents said that they are not aware of the social activities undertaken by Patanjali.
- 76% respondents said that they use pathanjali as it is an ayurvedic product.
- Majority of the respondents said that they purchase pathanjali's food products regularly.
- More than half of the respondents stated that the advertisement of patanjali is having high impact on their purchase decision.
- 60% of respondents responded television advertisement is the most effective form of advertisement of Patanjali.
- 43.33% of respondents said that they would try other brands if Patanjali product is not available and about 37% had an opinion that they would give order and wait for the product.
- Half of the respondents said they are influenced sometimes by family and 27% of the respondents told they are always influenced by family in opting for Patanjali.
- More than half of respondents never experienced any problem while using the products.
- Most of the respondents said that they never made any complaint against the products of patanjali.

14. 23.33% were redressed few times and complaints of 13.33% respondents were always redressed and a majority opinioned it is not applicable as there was no complaint.
15. More than half of the respondents strongly agree to the concept Patanjali have a better position in comparison with competitors.
16. Variety of products and Brand name are the two prime factors that influence a customer to purchase Patanjali product.

VII. SUGGESTIONS

1. From the analysis it is noted that certain category of products has less familiarity among its customers. Publications of Patanjali was not known by any of them. The company should concentrate more on including all products when they are doing promotion and advertisements.
2. Patanjali has undertaken so many social welfare programmes. They are mostly unaware to its consumers. Consumers will have a better perception towards the product if they are made aware of such activities of company. So the company's promotional activities should try to make their social welfare programmes familiar to their consumers.
3. The brand loyalty of consumers is found to be less on the basis of analysis. Hence proper stock of products should be made available in outlets and also proper customer relations should be maintained so that they wouldn't go for an alternative immediately.
4. The satisfaction level of consumers on the affordability and advertisement was comparatively low. The price if lowered slightly, the brand can attract more customers to use their product. Also more attractive and informative advertisements can be made.

VIII. CONCLUSION

Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from Patanjali products. It may be because of quality of the product. It may be due to ability of the product to satisfy customer needs. The satisfaction brings in the retention of customer. Given more importance to advertisement and promotional measures in a way consumers can get more information would be beneficial to retain their customers. The study also says to improve the consumer relations so that their perception and preference for the brand will improve. Currently Patanjali is enjoying an advantageous position in market through its products quality and spirituality element involved in its products. However, it should not ignore the competitors like Naturals, Himalaya, etc. Patanjali in order

to retain more customers and satisfy them, must fulfill the claims made by the company before any other brand may mushroom up and take away the benefits of marketing through spirituality.

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