

CONSUMER PURCHASE BEHAVIOR TOWARDS PATANJALI BRAND IN MANGALORE

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Abstract :

Consumers look for the healthy products along with the quality because in the modern India there is a great awareness about the healthy life style. Yoga, Ayurveda, Natural therapies are the utmost considered concepts than any other medicines. There is more consideration for the avoidance of unwanted stuffs than the cure of the diseases. Hence this gives lot of weightage to the Yoga Guru Baba Ramdev and his naturally positioned Patanjali products. This paper throws light on the consumer's perception and satisfaction towards the Patanjali brand in Mangalore city. For this purpose around 490 consumers feedback is considered for the study through the Patanjali Outlets in Mangalore region.

Keywords:

HHealthy life style,

Purchase Behaviour,

Satisfaction.

INTRODUCTION:

Consumers purchase behaviour is a very crucial topic for study through ages. Consumers act differently during their purchase and the lot of factors come into consideration. The various factors can be classified into internal and external factors and these have a tremendous influence on

the purchase decision. The internal factors are needs and wants, Self-concept, Beliefs, Past Experience, and Expectations. The various external factors are Size, Shape, Intensity, Appearance, and Status.

Both internal and external factors generate selection intention in the minds of the consumer. Selection attention is the

tendency for consumers to give more information to which they are exposed to the products may be at the time of purchase, post purchase experience, or through advertisements. Therefore, the companies invest tremendously in marketing communication which helps them to create awareness in the minds of the consumer. Due to repeated dissemination of information to the consumers it help the consumers to recall the product at the time of purchase.

Fast Moving Consumer Goods is a very fast growing industry and caters the needs of the consumers for the daily consumed goods. Even though we consider them as the generic products like salt, sugar, rice, wheat satisfying the basic needs consumers look much more in these. Due to the health conscious consumers majority of the companies are going herbal and natural so that they can retain their consumer base.

Patanjali company as such launched in the year 2006 by Yoga Guru Baba Ramdev along with Acharya Balakrishna completely marketing its products on the basis of healthy, natural, farm fresh without any pesticides and chemical has gained the lot of attention from the consumers which has helped it to compete against the conglomerates P & G, ITC, Hindustan Unilever, Nestle etc. In a very

short span of time for about 10 years Patanjali generated a total revenue of 10,561 Crores for the year 2016 -17. Therefore, it is very much necessary to analyse the popularity of Patanjali products amongst the consumers.

OBJECTIVES OF THE STUDY:

- To know the attributes that a customer keeps in mind while buying 'PATANJALI' products.
- To study the satisfaction after using 'PATANJALI' products.
- To study the customer perception of 'PATANJALI' in the minds of consumers.
- To evaluate and suggest the valuable factors which will help to increase the sales and revenues.

Methodology:

The study is carried out with the help of both primary and secondary data. The primary data was collected through the Patanjali Retail Outlets in Mangalore. Whoever customers visited the retail outlets were contacted with the help of questionnaires and personal interviews were conducted to get more details about the Patanjali brand in total. Around 500 questionnaires are collected and out of which 490 are administered for the study.

Literature review:

According to *KhannaRupali* (2015) in her study “*customer Perception towards Brand: A Study on Patanjali*” explained us the factor influencing the Patanjali brand. Consumer perception towards a brand depends on the satisfaction of 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.

According to *Nagaraju and Thejaswini* (2015) in their study “*Consumer perception analysis and Market awareness towards eco-friendly FMCG products*” analyzed 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 *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 *Ganesh and Rosario John* (2015) in their study “*Consumers perception towards Brand loyalty of FMCG products*” explained satisfaction creates brand loyalty after

using the product by the customers. Product knowledge and awareness plays an important role to create brand image and loyalty in the minds of customers.

According to *Chaudhary Mona and GhaiSneha* (2015) in their study “*Perception of Young consumer towards Cause Marketing of FMCG Brands*” concluded that the contribution made by the company for development of the society plays an important role in the market. This initiative of the company create good brand image in the society and attracts the youths.

According to *Hassan Tabrez Syed* (2014) in their study “*A study of customer perception of youth towards branded fashion apparels in Jalandhar city*”. As per study it is analyzed that youths are more interested and prefer to buy branded cloths. Because branded cloths are more value for money, looks attractive and impress others. People are less loyal to branded cloths price, offers, designs makes their purchase decision to buy.

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

constitutes both the ayurvedic, herbal products as well as Baba Ramdev as Yoga Guru who promotes healthy concepts.

According to *Amrutha and PaiReshma* (2015) in their study “*Perception of Young Consumer towards Campco Chocolates, Puttur*”. The study was conducted in and around Puttur it is found that people are aware about brand and they are happy with the Campco products. The company is producing variety of chocolates and people are loyal to the brand.

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

According to *Shanthi and KanniahDesti* (2015) in their study on “*The consumers perception on online shopping*”. It is found that majority of respondents are satisfied with online shopping and they feel comfortable as they get more offers and easy return facility from the sellers. It also saves time and transportation cost.

According to *Kazmi and John William* (2015) in their study “*Consumer perception towards gold jewellery on*

select retailers in Coimbatore district”. In this study it is found that the brand image of the retailer builds trust in the minds of the customer. The purity, design and offers are the important factors which affects the purchase decision of the customers.

Need for the study:

The objective of Patanjali Ayurveda Limited is to create healthier society and country with science of Ayurveda with the tag line “PrakrutikaAshirvad”. Patanjali has acquired large market share in short time through 47000 retail counters, 3500 distributors, multiple warehouses in 18 states, 10,000 health centers, and 100 mega stores.

The growth rate of Patanjali is 130% and the future plans of the company talks about achieving 10,000 Crore business and expansion of the brand at the global market in the coming years and to reach top position in FMCG industry. If Patanjali is planning for far reaching the customer it must able to satisfy the customers with its products and also to acquire the brand loyalty. Therefore, this study was conducted to assess the perception towards the brand and to know the consumers mindset about the brand in comparison to other brands.

DATA ANALYSIS AND INTERPRETATION

Table 1: Shows the demographic profile of the respondents.

Age	Respondents	Gender	Respondents
Below 20 years	35	Male	275
21-30 years	140	Female	225
31-40 years	120	Marital Status	
above 40 years	205	Married	335
Educational qualification		Single	165
School Level	95	Occupation	
Degree/Diploma	195	Student	95
PG	140	House Wife	100
Professional	70	Employed	185
		Business	120

From the above table we can conclude that majority of the respondents are above the age group of 30 to 40 years which explains the products are purchased by the responsible citizens of Mangalore . They are all in the working category hence explains that they do a calculated spending for the right products. The respondents are

all well qualified and they can really understand the advertisements that are been used by the company. Majority of the consumers are under male category.

Garett's Ranking Technique:

In order to identify the major influencing factors in purchase decision we considered Garett's Ranking Technique.

S. NO	FACTORS INFLUENCING THE PURCHASE DECISION	GARETT'S SCORE	PERCENTAGE	RANK
1	EFFECTIVE ADVERTISEMENT	1955	0.101	3
2	BEST QUALITY	1980	0.102	2
3	REASONABLE PRICE	1915	0.099	4
4	WIDE RANGE OF PRODUCTS	2020	0.105	1
5	BRAND IMAGE	1980	0.102	2
6	ATTRACTIVE PACKAGING	1820	0.094	7
7	SALES PROMOTIONS	1960	0.101	3

8	BABA RAMDEV – BRAND AMBASSADOR	1885	0.098	5
9	SWADESHI	1870	0.97	6
10	TRUST	1920	0.099	4
	TOTAL	19315		

From the above table we can rank the factors that the consumers feel are very important and has more influence on consumer buying behaviour. Patanjali has very wide range of products in all categories under FMCG. The consumers gave rank 1 for this category because whichever the product they need they will get under Patanjali brand which will make them to depend only on this brand. Even though they have wide range of products consumers feel that Patanjali has the best quality products Consumers ranked quality as number 2 rank. Consumers rank 3 as effective advertisement and sales promotions. Patanjali advertises every product in various media categories and even they do sales promotions under many of the products as complementary products and price offs compared to its competitors.

Consumers rated rank 5 to Baba Ram Dev as their brand ambassador and it can be considered as a right move. Because Baba Ram Dev himself is a yoga guru and meant to use natural products. Hence good brand image is created in the minds of the consumers.

CHI SQUARE TEST:

1. Comparison of consumer behavior of various age groups.

Null Hypothesis H₀: There is no significance difference between the age groups on the consumers buying behavior.

Alternate Hypothesis H₁: There is a significance difference between the age groups on the consumers buying behavior.

Calculated CHI SQUARE value	26.768
Degree of freedom	$(r-1)(c-1) = 27$
Level of significance	5%
Table Value	40.113

We tried to compare the consumer purchase behaviour on various age groups to analyse the difference and we found that there is no significance difference between these age groups namely below 20, 21-30, 31-40, and 40-50 at 5% level of significance accepting the null hypothesis. Patanjali is a FMCG company and these are the daily consumables. All sorts of consumers only

look for the quality and price of the products than design and variety.

2. Gender based Comparison of consumer behavior.

Null Hypothesis H0: There is no significance difference between the male and female consumers on the consumers buying behavior.

Alternate Hypothesis H1: There is a significance difference between the male and female consumers on the consumers buying behavior.

Calculated CHI SQUARE value	2.9906
Degree of freedom	$(r-1)(c-1) = 9$
Level of significance	5%
Table Value	16.919

Since the calculated value is smaller than the table value we accept the null hypothesis saying there is no significant difference amongst the male and female consumers and purchase behaviour.

From the study we were able to suggest some factors which would be of greater importance to boost the sales of Patanjali.

- Patanjali should come up with more innovative products to attract the youths.
- Patanjali advertisements are not attractive it should maintain some standard in advertisements.

- Patanjali should distribute free samples to attract new customers.
- Patanjali is selling its product only in Patanjali retail outlets, it should sell its products in other retail outlets too.
- Patanjali should expand its business globally.
- Patanjali products many of the times are not available which forces the consumers to buy some other product. Therefore distribution of the products must be strengthened so that products are available all the time in these outlets.

Consumers feel Patanjali is a very good brand and the natural products are very much in demand. The recent controversies faced by the company may hinder some sorts of sales of the company but the company must study a lesson from these controversies. The company's supply chain must link the farmers directly all over India which will help them to raise the brand image as considering them as the social enterprise. India is a huge market base for FMCG products. The consumers are more health conscious about obesity, tensions and adverse health effects from food and other ingredients. In this scenario Patanjali has positioned them in a right path and continuing the delivery of quality products will definitely help them to reach the pinnacle of success.

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