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A STUDY ON CONSUMER PERCEPTION AND PREFERENCE TOWARD AYURVEDIC PRODUCTS WITH SPECIAL REFERENCE TO PATANJALI AYURVEDIC PRODUCTS, VELLORE

P. Rajeswari^{*1} & R. Aruna²

^{*1}Asst. Professor, D.K.M College For Women, Vellore

²M.phil Research Scholar, Department Of Management Studies, D.K.M College For Women, Vellore

ABSTRACT

In order to survive in the marketing environment of a country like India, brands need to be positioned in the minds of people. Perceptions are highly subjective and thus easily distorted. In Indian perceptions about a particular brand are important because Indian customers rely on the perceptions of the people around us affect our decision to buy or not to buy the products.

Keywords: Patanjali, Ayurveda.

1. INTRODUCTION

In Indian perceptions about a particular brand are important because Indian customers rely on the perceptions of the people around us affect our decision to buy or not to buy the products. Thus in order to survive in the marketing environment of a country like India, brands need to be positioned in the minds of people. Perceptions are highly subjective and thus easily distorted. This paper carries out a study on what factors affect buying decision of the buyers for brand patanjali. Patanjali is a brand set up by PATANJALI AYURVEDA LTD is backed by promotion of world renowned and international authority on Ayurveda and traditional herbs. The marketing scenario and heightened competition over the globe has amplified the role of brand at unparalleled level. Every person is a consumer of different brands at the same time. The consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage.

Need Of The Study

- These studies also improve the use of the ayurveda product among people.
- It also helps the people of our nation to reuse themselves from the unwanted chemical products and made them to enter into the chemical free ayurveda products.
- This study also explains about the use of ayurveda products which makes the people bring back to a health of customers.

2. REVIEW OF LITERATURE

KAMESWARA RAO PORANKI The researcher in this paper has studies different methods for acquiring the information on consumer's perception and expectations which influence the purchasing and consumption of personnel care products. Also it is not always simple to establish the connection between the physiological perception and reaction of the consumer responds of in case of personal care of products. In the present globalized scenario, the consumers today are much more demanding in terms of quality and safety.

SYEDA QUARTUALIAN KAZMI Consumer perception and buying behavior is normally measure the development of perception through different variable and identify those factors which stimulate buying decision of consumer. Among various variables which effect consumer buying pattern I choose awareness and availability of the product.

S.H. KELKAR The World of natural ingredients is huge and there exist vast knowledge in India. The consumer behaviors suggest how individual, groups organization select buy use and dispose of goods, services,



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ideas pr experience to satisfy these needs and wants. The skin care products or services. Implying to move describing the dynamic nature of skin care.

ASHWIN RAO The Indian personal care ingredients industry has taken rapid strides in the last few years, as more and more personal care products incorporate specialty ingredients in their formulation. Favorable demographic factors and increasing beauty consciousness indicate high future demand for personal care products and specifically for active ingratiates.

POOJA RAMCHANDANI industry has become more competitive with the launch patanjali products in India. The major presents in oral care, hair care, dental care and over the counter product with its economical pricing across its brand portfolio. Serving the people by providing them high-quality products at attractive Price.

Research Objectives

1. To study the consumer perception towards Ayurvedic product.
2. To study the brand preference of Patanjali in reason of consumers.
3. To identify the role of advertisement on building consumer perception.
4. To determine reason why people are using patanjali Ayurvedic products.
5. To study the satisfaction level of consumer after using Patanjali products.

3. LIMITATION OF THE STUDY

- Limited numbers of respondents
- Time limitation for completing the project.
- The data obtained in some cases may be biased.
- The information obtained from the consumers based on questionnaire was assumed to be factual.

Hypothesis

H₀- There is no significance difference between Age of the respondents and overall satisfaction of patanjali ayurvedic products.

H₀- There is no association between profession and differentiating factors compare to competitor of patanjali ayurvedic products.

H₀- There is no significant difference between gender and availability of patanjali ayurvedic personal care products.

4. RESEARCH METHODOLOGY

Research design	Descriptive research design
Sampling-method	Non-Probability sampling - convenience sampling
Sampling Area	Vellore
Sample size	200 respondents
Data collection	Survey - questionnaire
Data analysis	Spss 20 version

Source – primary data



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5. DATA ANALYSIS

Demographic Factor

A description of an employee includes Gender, Age, Designation, Educational Qualification, and Income.

Table No.1 Demographic profile

Demographic Profile		No of respondents	Percentage
Gender	Male	87	43.5
	Female	113	56.5
Age	20-30 years	95	47.5
	31-40 years	74	37
	41-50 years	18	9
	Above 50 years	13	6
Educational Qualification	Secondary level	17	9
	Higher secondary level	32	16
	Graduate/Diploma	59	29
	Post-graduate	84	42
	Professional	2	1
	Others	6	3
Designation	Private	80	40
	Public	44	22
	Self-Employed	27	13
	Business	42	21
	Others	7	4
Monthly income	Up to Rs.20000	86	43
	Rs.20000- Rs.30000	67	33
	Rs.30000- Rs.40000	23	12
	Above Rs.40000	24	12

Source-primary data

From the above it is depicted that 56.5% of the respondents are female that follows 47.5% of the respondents are from the age group 20-30 years that follows 42% of respondents as post-graduate and most of respondents that follow 43% of respondents private job holders that follows below Rs.20000 monthly income are recorded has highested.



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Table no. 2 reasons of using ayurvedic product

Options	No of Respondents	Percentage
For medical reason	36	18
For personal hygiene	80	40
For anti-aging solving skin problem	41	20
For attractive	33	17
For self esteem self confidence	10	5
Total	200	100

Source-primary data

Interpretation

It was found that majority 40% of respondents reveals that major reason of using ayurvedic product is personal hygiene and least 5% of respondent mentioned reason for using ayurvedic product is self esteem and self confidence.

Table no. 3 ayurvedic product affects market

Opinions	No of Respondents	Percentage
High	33	17
Average	84	42
Medium	54	27
Low level	29	14
Total	200	100

Source-primary data

Interpretation

The above table reveals that majority 42% of the respondents said product affects the market at average level and minimum 14% of respondents said product affects the market.

Table no. 4 unique selling proposition

Options	No of Respondents	Percentage
Quality	34	17
Quantity	57	28
Price	71	36
Location	21	10
Others	17	9
Total	200	100

Source-primary data

Interpretation

The above tables that Majority 36% of the respondents price is the unique selling proposition strategy adopted pathajali ayurvedic products and minimum 9% of the respondents said others factors.



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Table no. 5 age and overall satisfaction level of patanjali products cross tabulation

Age wise respondents	Satisfaction					Total
	Very satisfied	Satisfied	Neutral	Very unsatisfied	Unsatisfied	
20-30	13	42	20	9	11	95
31-40	14	17	33	8	2	74
41-50	0	7	7	4	0	18
Above 50	3	1	8	1	0	13
Total	30	67	68	22	13	200

Source- primary data

From the cross tabulation it reveals that majority of 20-30 years of age group respondents reveals that respondents satisfaction towards patanjali ayurvedic products.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.7312	4	3.6828	5.232	0.001
Within Groups	137.264	195	0.70392		
Total	151.995	199			

Source-primary data

H₀- There is no significance difference between Age of the respondents and overall satisfaction of patanjali ayurvedic products.

H₁- There is significance difference between Age of the respondents and overall satisfaction of patanjali ayurvedic products.

From above table reveals that ANOVA test from the F value is 5.232 and the p value is 0.001 < .05. So null hypothesis is rejected.

Hence its is concluded that there is significance difference between age of the respondent and overall satisfaction of patanjali ayurvedic product.

Table No.6 Profession And Differentiating Factors Compare To Its Competitors
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.281 ^a	20	.003
Likelihood Ratio	43.170	20	.002
Linear-by-Linear Association	7.505	1	.006
N of Valid Cases	200		



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Source-primary data

Chi –square test is used to prove the hypothesis.

H_0 - There is no association between profession and differentiating factors compare to competitor of patanjali ayurvedic products

H_1 -There is association between profession and differentiating factors compare to competitor of patanjali ayurvedic products

The Chi-square value is 41.281 and p value is $0.003 < .05$, hence the null hypothesis is rejected and alternative hypothesis accepted.

Hence it is concluded. There is association between profession wise respondents and availability of variety patanjali ayurvedic product.

The researcher wants to know whether there is any difference in opinion between ranking methods. To find out the relationship between the rankings.

Table No.7 Factors Influence To Purchase Friedman Rank

Options	Mean Rank	Rank
Availability	4.988	1
Advertisement	4.168	2
Brand	3.62	3
Reasonable	3.213	4
Health	2.755	5
Good quality	2.258	6

From Friedman rank test it reveals availability is Ranked 1 of factors influence to purchase of patanjali ayurvedic product and good quality is ranked at 6.

Table No.8 Gender And Availability Of Patanjali Product Independent Sample T Test

Group Statistics					
	Gender wise respondents	N	Mean	Std. Deviation	Std. Error Mean
Availability	Male	87	5.31	1.375	.147
	Female	113	4.72	1.612	.152



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Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Availability	Equal variances assumed	7.529	.007	2.749	198	.007	.594	.216	.168	1.019
	Equal variances not assumed			2.807	195.874	.006	.594	.211	.176	1.011

Source-primary data

H0-There is no significant difference between gender and availability of patanjali ayurvedic personal care products.

H1- There is significant difference between gender and availability of patanjali ayurvedic personal care products.

From the above table is clear that significance value is .007 which is lesser than .05 H1 is accepted. So therefore there is significant difference between gender and availability of patanjali personal care products.

6. FINDINGS

- 56% of the respondents are female, which is highest recorded percentage.
- 47.5% of the respondent fall on the age group 20-30 years, which is highest recorded percentage.
- 42% of the respondents belong to post graduate educational level, which is highest recorded percentage.
- 40% of the respondents working private sector, which is highest recorded percentage.
- 43% of the respondents are getting below Rs.20000 income per month.
- All the respondents are uses of ayurvedic product.
- Majority 41% of the respondents determines trust worthiness through award received by the company.
- Majority 37% of the respondents sees features of product first when they look purchase product.
- From the ANOVA test it reveals that there is a significant association between Age of the respondents and overall satisfaction level of patanjali ayurvedic product.
- From the chi square test it is clear that there is association between profession and differentiating factors compare to competitor of patanjali ayurvedic products.
- From the t test it reveals that there is a significant difference between gender and availability of patanjali personal care products.
- From the Rank Friedman rank test it reveals availability is Ranked 1 of factors influence to purchase of patanjali ayurvedic product and good quality.



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7. SUGGESTIONS

- Market should include the attitude and personal aspect in their advertising communication as the consumers buy ayurvedic products on their own.
- The comfort and safety level of patanjali ayurvedic products should be improved, quality should further be improved more so that maintenance remains low.
- Customer's behavior always looks some extra benefits with purchasing. They demand for affordable price for product and gifts with purchasing. Create awareness has online shopping.

8. CONCLUSION

From the above Research and data interpretation it is found that the different factors influencing the buying behaviors of consumers towards patanjali ayurvedic in personal care products. Most of the people prefer herbal products of patanjali ayurvedic are satisfied from the products, they are buying the product due to its price, quality and quantity. They may switch over to other products if provided with good quality, quantity, discounts and some of the consumers will be loyal to the product. Overall Patanjali Ayurved is doing well on the market and have a positive impression in the minds of consumers. Customer 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 product

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5. S.H.Kelkar *personal care in ayurveda and S.H.Kelkar and company limited*