

A STUDY ON CONSUMER PERCEPTION TOWARDS PATANJALI PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Article Particulars

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Introduction

Marketing

Marketing is as old as human civilization. Many people see marketing only as advertising or selling. In reality, true marketing doesn't involve the art of selling what you make but knowing what to make. Modern organizations gain market leadership by understanding consumer needs and finding solutions that delight customers. If customer value and satisfaction are absent, no amount of advertising or selling can compensate.

The aim of marketing is to build and manage profitable customer relationship and that is the need of the hour. Marketers around the globe must study the consumer needs and wants, select target market they can serve best, and design product, services and programmes to serve this market. They attract new customers by promising superior value, they keep and grow current customers by delivering superior satisfaction. Marketing has gone beyond business function, it is considered and adjudged has a distinct philosophy, in that it guides the entire organization towards sensing, serving and satisfying consumer needs.

Consumer Perception

Introduction

As we are being different, individuals tend to see the world in our own special ways. Individual act and react on the basis of their thinking, nature and philosophy of life not on the basis of reality. For understanding consumer behavior, one must try to

understand his perception. Every individual perceives the world through his own perception. Because individual make decision and take action based on what they perceive to be reality, it is important that marketers should understand the whole implication of perception and its related concepts. So that can more readily determine what factors influence consumers to buy.

Patanjali Ayurved

Patanjali started its operations with Patanjali yogpeeth in Haridwar, Uttarakhand. Patanjali yogpeeth is one of the largest yoga institutes in the country. Swami Ramdevji Maharaj and Acharya Balkrishanaji Maharaj set up Patanjali Ayurveda Private Ltd for treatment, research and development and for the manufacturing of ayurvedic medicines in Yoga and Ayurveda.

Patanjali Yogpeeth offers treatment and scientific research and has brought a revolution when it comes healthcare in the country with the combined approach of Yoga and Ayurveda.

The infrastructural facilities at Patanjali Yogpeeth includes an OPD(Out Patient Department) for free medical consultation, IPD (In Patient Department)of thousand beds, laboratory for test investigation of radiology, cardiology and pathology, a yoga research department, free yoga classes, high quality ayurvedic medicines manufactured by Divya pharmacy, facilities of library and reading room along with a cyber cafe, a huge auditorium, apartments for senior citizens, a grand museum and a sale outlet of 11,000 square feet for literature related to yoga and Ayurveda.

Objectives of the Study

Primary Objective

- To study the consumer perception towards 'PATANJALI' products.

Secondary Objective

- To know the attributes that a customer keeps in mind while buying 'PATANJALI' Products.
- To study the consumer awareness of patanjali products.

Scope of the Study

As we know that customer is the king of any business, it is essential to understand customers expectations, their preferences towards the product and their needs and wants. Without understanding consumer behavior no companies can survive. The main purpose of this project is to study consumers perception towards patanjali products. This study is mainly focused on various factors that affect consumers buying decision. Such as social, psychological and personal. This study helps to understand the satisfactory level of consumers towards the brand. And also understanding the consumer attitudes and their buying motives by means of company brand image.

Limitations of the Study

- The study is confined to the respondents of Coimbatore city. So the findings of this study are applicable only to Coimbatore city.
- The study covered a short period of six months, due to this only limited area was analyzed.
- The availability of information and data is limited by the cost factors also.

Research Methodology

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation

Research Design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy using appropriate procedure.

Sources of Data

Primary data

The data was collected directly from 250 respondents and hence it is a primary data. The data is collected through a questionnaire from the respondents.

Secondary data

The researcher has also referred to books, journals, and websites relating to this study which gave useful information.

Sample size

250 samples have been selected. The sample consists of different age group and consists of both male and female respondents.

Statistical Tools Used

- Percentage analysis
- T-Test

Analysis & Interpretation

Table 1 Age of the Respondents

Age	Number of Respondents	Percentage
Less than 20	46	18.4
21-30	74	29.6
31-40	47	18.8
Above 40	83	33.2
Total	250	100

Source: Primary Data

From the above table it is clear that out of total respondents (33.2%) of the respondents belong to the age group of above 40 years, 29.6% of respondents

belong to the age group of 21-30 years, 18.8% of respondents belong to the age group of 31-40 years, and 18.4 % of respondents belong to the age group of less than 20 years. It is concluded that (33.2%) of the respondents belong to the age group of above 40 years.

Exhibit-1 Age of the Respondents

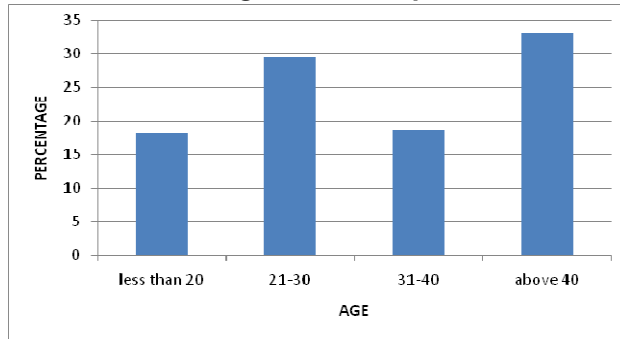


Table-2 Gender of the Respondents

Gender	Number of Respondents	Percentage
Male	115	46%
Female	135	54%
TOTAL	250	100%

Source: Primary Data

From the above table it is clear that out of total respondents, majority (54%) of the respondents was female and 46% of respondents were male. It is concluded that majority (54%) of the respondents were female.

Exhibit 2 Gender of the Respondents

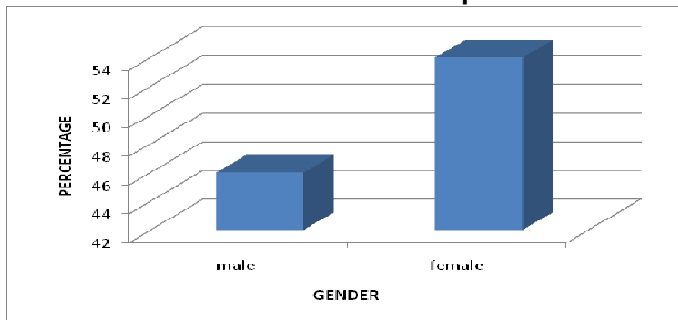


Table 3 Educational Status of the Respondents

Educational Status	Number of Respondents	Percentage
School Level	49	19.6%
Under Graduate	67	26.8%
Post Graduate	76	30.4%
Diploma	26	10.4%
Professionals	32	12.8%
Total	250	100%

Source: Primary Data

From the above table it is clear that out of total respondents, (30.4%) of respondents were post Graduates,26.8% of respondents were under Graduates,19.6% of respondents were at school level,12.8% of respondents were professionals and 10.4%of respondents were diploma holders. It is concluded that (30.4%) of the respondents were post Graduates.

Exhibit-3 Educational Status of the Respondents

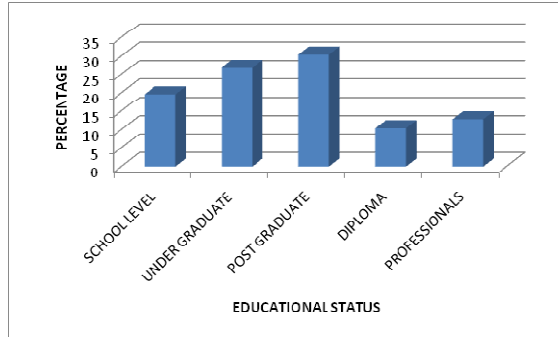


Table 4 Marital Status of the Respondents

Marital Status	Number of Respondents	Percentage
Single	105	42%
Married	145	58%
Total	250	100%

Source: Primary Data

From the above table it is clear that out of total respondents, majority (58%) of the respondents are married and 42% of respondents are unmarried.

It is concluded that majority (58%) of respondents are married.

Exhibit -4 Marital Status of the Respondents

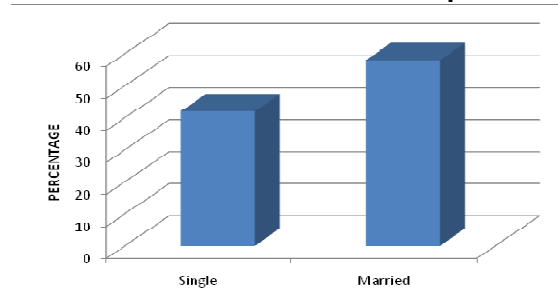


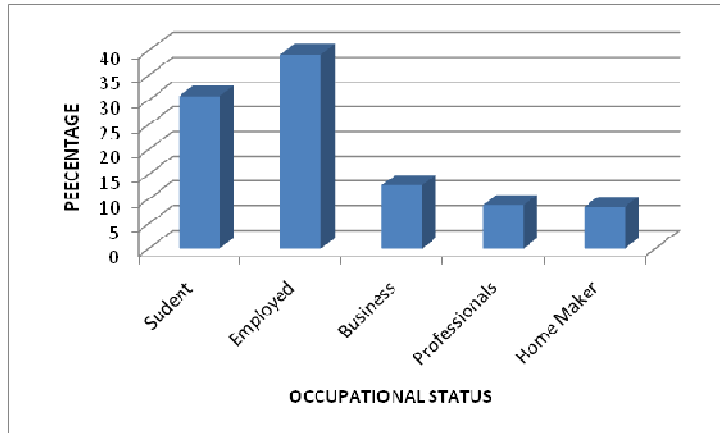
Table5 Occupation of the Respondents

Occupation	Number of Respondents	Percentage
Student	77	30.8%
Employed	98	39.2%
Business	32	12.8%
Professionals	22	8.8%
Homemaker	21	8.4%
Total	250	100%

Source: Primary Data

From the above table it is clear that out of total respondents, 39.2% of respondents are employees, 30.8% of respondents are students, 12.8% of respondents are doing business, 8.8% are professionals and 8.4% of respondents are home makers It is concluded that 39.2% of respondents are employees.

Exhibit-5 Occupation of the Respondents



T-Test

Table-6

H₀: Both male and female have given on an average same level of importance to purchase the product.

H₁: Both male and female have not given on an average same level of importance to purchase the product.

Construct	Gender	Mean	t _o	Significance	Remarks
Factors influencing to purchase the product	Male	23.04	0.068	0.95	Not significant
Factors influencing to purchase the product	Female	23.01	0.067	0.95	Not significant

The calculated value is greater than 0.5 so the H₁ is accepted. Hence both male and female have not given on an average same level of importance to purchase the product.

Table-7

H₀: Both single and married have given on an average same level of importance to purchase the product.

H₁: Both single and married have not given on an average same level of importance given to purchase the product.

The calculated value is lesser than 0.5 so the H₀ is accepted. Hence both single and married have given on an average same level of importance to purchase the product.

Table-8

H₀: Both nuclear and joint family have given on an average same level of importance to purchase the product.

H₁: Both nuclear and joint family have not given on an average same level of importance given to purchase the product.

Construct	Type of family	Mean	t ₀	Significance	Remarks
Factors influencing to purchase the product	Nuclear	22.8	1.46	0.14	Significant
Factors influencing to purchase the product	Joint	23.4	1.44	0.15	Significant

The calculated value is lesser than 0.5 so the H₀ is accepted. Hence both nuclear and joint family have given on an average same level of importance to purchase the product.

Findings Suggestions & Conclusion

Findings of Percentage Analysis

- 33.2% of the respondents belong to the age group of above 41 years.
- Majority (54%) of the respondents were female.
- 30.4% of the respondents were post graduates.
- Majority (58%) of the respondents are married..
- 39.2% of the respondents are employees.

Findings of T-Test

- Both male and female have not given on an average same level of importance to purchase the product.
- Both single and married have given on an average same level of importance to purchase the product.
- Both nuclear and joint family have given on an average same level of importance to purchase the product.

Suggestions

- Consumers feel that they need more awareness about the products of patanjali
- The ingredients of products can be given in other languages.
- Consumers expect products with organic nature.

Conclusion

“The time is changing and not only the policy makers of India, but the whole world is realizing the importance of Ayurveda. Who could have thought some years back that people with up-bringing in cosmopolitan culture would prefer bottle gourd juice or gooseberry juice over carbonated soft-drinks in the near future.”

- Acharya Balkrishna

In the changing scenario, we find that people are back in using the ayurvedic/ siddha /naturopathic products including cosmetics, grocery etc. patanjali is one of the upcoming ayurvedic group dealing with these products.

In this study it has been found that the respondents belong to employed group use more of patanjali products and they mainly buy the grocery items, they were aware of patanjali products through friends and relatives, they feel that the quality of products is good and the price is cheaper when compared to other products in market, also they opine that food products are healthy and not adulterated.